AGENDA

CLALLAM COUNTY
LODGING TAX ADVISORY COMMITTEE

223 East 4th Street, Room 160
Port Angeles, Washington
November 10, 2022 – 2 p.m.

Lodging Tax Advisory Committee meetings will be available virtually at:

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

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

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

I. CALL TO ORDER, ROLL CALL

II. REQUEST FOR MODIFICATIONS/APPROVAL OF AGENDA

III. APPROVAL OF MINUTES FOR THE MEETING ON:
- **October 13, 2022**

IV. PUBLIC COMMENT

V. BUSINESS

a. **Review of financial LTAC projections – Mark Lane**
b. **Discussion on allocations for 2023 Hotel/Motel Fund**
c. **Review 2023 Hotel/Motel Lodging Tax Funding requests and make recommendations**
d. **Strategic Tourism Plan request for proposal update – Marsha Massey**

VI. PUBLIC COMMENT

VII. ADJOURNMENT

LTAC 2022 meeting dates:
- December 8, 2022

Lodging Tax Advisory Committee

Draft Minutes

October 13, 2022

CLALLAM COUNTY LODGING TAX ADVISORY COMMITTEE
MINUTES of October 13, 2022

MEETING OF THE LODGING TAX ADVISORY BOARD (LTAC)

Chair Commissioner Johnson called the meeting to order at 2:00 p.m., Thursday, September 8, 2022. Also present were Marc Abshire, Lorrie Mittmann, Donya Alward, Vanessa Fuller, Lissy Andros and Pamela Dahl. Matthew Peloquin was excused.

REQUESTS FOR MODIFICATIONS/APPROVAL OF AGENDA

ACTION TAKEN: Dahl moved to adopt the agenda as presented, Mittman seconded, motion carried

APPROVAL OF MINUTES

- Minutes September 8, 2022

ACTION TAKEN: Dahl to approve the minutes as presented, Fuller seconded, motion carried

PUBLIC COMMNET

- Lissy Andros, Forks, commented on Event of the Year

BUSINESS ITEMS

a. Peninsula Trails Coalition funding update – Jeff Bohman

Jeff Bohman provided an update on the Peninsula Trails Coalition 2022 funding request.

ACTION TAKEN: Mittman moved to extend the contract to December 31, 2023, Andros seconded, motion carried

b. Review of financial LTAC projections – Mark Lane

Mark Lane – Chief Financial Officer provided a financial update. LTAC Members held discussion.

c. Strategic Tourism Plan request for proposal review and next steps

Johnson briefed the LTAC Members on the draft Strategic Tourism Plan. LTAC Members held discussion regarding the Strategic Tourism Plan, attending city council meetings, administrative/contact support, and funding. Johnson noted that funds need to be approved under the LTAC budget and Olympic Peninsula Visitors Bureau can move forward as the project manager.

NEXT MEETING – November 10, 2022 at 2 p.m.

ADJOURNMENT - Meeting concluded at 3:19 p.m.

DRAFT

Lodging Tax Advisory Committee

Financial Report

CLALLAM COUNTY
HOTEL/MOTEL TAX--FUND 19925
STATEMENT OF SOURCES, USES AND RESERVES
YTD OCTOBER 2022 ACTUALS, REVISED 2022 PROJECTION & 2022 BUDGET WITH 5 YEAR LOOK BACK

	BUDGET	PROJECTIONS		ACTUALS--CURRENT YEAR WITH 5 YEAR LOOK BACK						ACTUALS--YTD PRIOR YEAR	
	2022 ADJUSTED BUDGET (BASED ON CURRENT COMMITMENTS AND BUDGET REVISIONS APPROVED BY BOCC)	PROJECTED YEAR-END 2022 --UP 10.1% FOR YEAR --JAN-OCT ACTUALS UP 11.4%, NOV-DEC UP 4.1%		YTD OCTOBER 2022	2021	2020	2019	2018	2017	YTD OCTOBER 2021	% CHANGE VS PRIOR YEAR
REVENUE (SOURCES OF FUNDING)											
291.31331.00.0030 HOTEL/MOTEL TRANSIENT LODGING TAX	740,000	817,505		684,383	742,715	392,878	499,196	481,653	394,239	609,734	12.2%
291.31331.00.0040 HOTEL/MOTEL LODGING ADDITIONAL TAX	740,000	817,458		674,364	742,114	395,680	492,412	436,419	394,191	609,747	10.6%
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	-	-	-	-	--
291.36700.00.0000 CONTRIBUTIONS AND DONATIONS	-	-		-	-	-	940	-	-	-	--
291.39797.90.0240 TRANSFER FROM OPERATING TRANSFERS OUT	-	-		-	-	-				-	--
TOTAL REVENUE (SOURCES)	**1,480,000**	**1,634,963**		**1,358,747**	**1,484,829**	**1,041,318**	**992,548**	**918,071**	**788,430**	**1,219,481**	11.4%
% CHANGE VS PRIOR YEAR	42.1%	10.1%		11.4%	42.6%	4.9%	8.1%	16.4%	25.6%		
% CHANGE VS PRIOR YEAR--EXCLUDING CARES	87.7%	10.1%		11.4%	88.3%	-20.6%	8.1%	16.4%	25.6%		
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	12,000	20,000	10,086	21,363	22,971	12,000	0.0%
291.55730.41.0117 CHAMBERS OF COMMERCE	1,600	1,600		1,195	567	1,567	2,972	1,822	1,822	195	512.8%
291.55730.41.0121 OLYMPIC PENINSULA VISITOR BUREAU	665,000	665,000		544,166	558,333	591,667	514,167	527,500	391,667	475,000	14.6%
291.55730.41.5110 PARKS/FAIR/FACILITIES	60,000	60,000		-	32,377	25,947	24,025	28,596	30,000	-	--
291.55730.41.5120 PUBLIC WORKS	250,000	250,000		-	150,000	250,000	220,000	-	105,000	-	--
291.55730.41.5130 SHERIFF	-	-		-	-	-	-	-	-	-	--
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	85,000	85,000		85,000	35,000	-	35,000	-	-	35,000	143%
291.55730.49.0161 NEAH BAY CHAMBER OF COMMERCE	-	-		-	-	-	25,700	-	-	-	--
291.55730.49.0162 FORKS CHAMBER OF COMMERCE	53,638	53,638		53,638	40,000	-	-	-	-	40,000	34%
291.55730.49.0170 PORT ANGELES MARATHON ASSOCIATION	-	-		-	12,500	-	-	-	-	12,500	-100%
291.55730.49.0171 PORT ANGELES BASEBALL	60,000	60,000		60,000	-	-	-	-	-	-	--
291.55730.49.0172 PENINSULA ADVENTURE SPORTS	9,000	9,000		9,000	-	-	-	-	-	-	--
291.55730.49.0173 DUNGENESS CRAB & SEAFOOD FESTIVAL	15,550	15,550		15,550	-	-	-	-	-	-	--
291.55730.49.0174 PENINSULA TRAILS COALITION	20,000	20,000		20,000	-	-	-	-	-	-	--
291.55730.49.0175 LINCOLN PARK BMX ASSOCIATION	119,570	119,570		119,570	100,000	-	-	-	-	100,000	20%
291.55730.49.0176 PORT ANGELES WATERFRONT CENTER	145,000	145,000		145,000	-	-	-	-	-	-	--
291.55730.49.0180 JUAN DE FUCA FESTIVAL	7,000	7,000		7,000	10,000	-	-	-	-	10,000	-30%
291.55730.49.0185 FORKS TIMBER MUSEUM	-	-		-	67,142	-	-	-	-	67,142	-100%
291.55730.49.0230 UNANTICIPATED PROJECTS (PRIOR YEARS INCLUDE "KEEP THE LIGHTS ON" FUNDING PROVIDED)	50,000	50,000		-	107,842	252,761	-	-	-	107,842	-100%
291.55730.51.0050 WASHINGTON STATE PATROL	-	-		-	-	-	-	5,290	4,831	-	--
TOTAL EXPENDITURES (USES)	**1,553,358**	**1,553,358**		**1,072,119**	**1,125,761**	**1,141,942**	**836,950**	**634,571**	**747,001**	**859,679**	24.7%
EXCESS OF REVENUE(SOURCES) OVER EXPENDITURES(USES)	**(73,358)**	**81,605**		**286,628**	**359,068**	**(100,624)**	**155,598**	**283,501**	**41,430**	**359,802**	-20.3%
ENDING FUND BALANCE/RESERVES	**1,236,243**	**1,391,206**		**1,596,228**	**1,309,601**	**950,533**	**1,051,157**	**895,559**	**612,058**	**1,310,335**	**21.8%**

CLALLAM COUNTY
HOTEL/MOTEL TAX--FUND 19925
2022 TAX REVENUE REFORECAST

	January 2022 Actual	February 2022 Actual	March 2022 Actual	April 2022 Actual	May 2022 Actual	June 2022 Actual	July 2022 Actual	August 2022 Actual	September 2022 Actual	October 2022 Actual	November 2022 Projected	December 2022 Projected	2022 Projected
Hotel/Motel Transient Lodging Tax	30,739	30,973	47,572	51,382	60,991	63,096	77,120	98,747	110,083	108,692	88,942	49,167	817,505
Hotel/Motel Transient Lodging Additional	30,916	30,970	47,126	50,936	60,991	63,746	76,646	100,055	114,036	103,929	88,942	49,167	817,458
TOTAL HOTEL/MOTEL TAX REVENUE	61,656	61,943	94,698	102,318	121,983	126,842	153,766	198,803	224,118	212,620	177,883	98,333	1,634,963
YOY % CHANGE--MONTH	49.5%	17.6%	28.4%	43.3%	6.5%	-2.4%	1.5%	2.6%	16.6%	7.1%	**5.0%**	2.5%	10.1%
YOY % CHANGE--CUMULATIVE	49.5%	31.6%	30.2%	34.1%	25.2%	17.8%	13.9%	11.2%	12.2%	11.4%	10.6%	10.1%	10.1%
ORIGINAL BUDGET SCENARIO 1--UP 5% FROM PROJECTED 2021 (DOWN -0.3% BASED ON FINAL 2021 ACTUALS) (%s BELOW REFLECT 60 DAY LAG BETWEEN ACTIVITY AND TAX COLLECTION)													
YOY % CHANGE	5.0%	**5.0%**	**5.0%**	**5.0%**	5.0%	5.0%	5.0%	**5.0%**	**5.0%**	**-8.9%**	-7.5%	-19.3%	-0.3%
TAX REVENUE	43,296	55,298	77,419	74,954	120,267	136,528	159,133	203,376	201,829	180,821	156,633	77,382	1,480,000
SCENARIO 2--UP 10.1% FOR YEAR --JAN-OCT ACTUALS UP 11.4%, NOV-DEC UP 4.1%													
YOY % CHANGE	49.5%	17.6%	28.4%	43.3%	6.5%	-2.4%	1.5%	2.6%	16.6%	7.1%	5.0%	2.5%	10.1%
TAX REVENUE	61,656	61,943	94,698	102,318	121,983	126,842	153,766	198,803	224,118	212,620	177,883	98,333	1,634,963

Lodging Tax Advisory Committee

Strategic Tourism Plan Update

OLYMPIC PENINSULA VISITOR BUREAU

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(360)452-8552 • 800-942-4042
info@olympicpeninsula.org
www.olympicpeninsula.org

November 1, 2022

TO: Clallam County LTAC

FROM: Marsha Massey

RE: Project Update for Olympic Peninsula Tourism Strategic Plan

- OPVB has identified a qualified project manager and is moving forward on hiring. Please refer to attached resume for Debbie Wardrop, LLC.
- Initial project scope of work includes:
  - Establish timeline for project
  - Establish strategic plan committee (see proposed, below). Extend invitations and set up meetings
  - Prepare revised Request for Proposal, working with Committee and taking into consideration the previous work and commentary / concerns.
  - Compile list of potential contractors / firms to receive RFP
  - Search, vet and distribute RFP
  - Management plan: manage the RFP process including contractor interviews and selection, committee meetings, budget etc.
  - Communications plan: determine needs and provide complete and timely reports including any metrics
- Project timeline is in development, to be presented at December 2022 LTAC meeting.
- Funding:
  - Clallam County LTAC – grant application ($120,000) prepared for LTAC review / action 11/10/22

- Jefferson County - $30,000 included in Jefferson Co TCC's 2023 budget proposal. Reviewed and approved at Jefferson Co LTAC on 10/27/22. Pending final approval by Jefferson County BOCC.
- City of Port Angeles - $25,000 requested from Port Angeles LTAC, to be reviewed by LTAC at 11/3/22 meeting.
- City of Sequim - $10,000 requested. TBD.
- City of Forks - $1,000 requested. TBD
- City of Port Townsend - $1,000 requested TBD.

➢ Review Committee (Proposed)
* 3 members of the Clallam Co LTAC (largest funder) - 2 reps plus county commissioner
* 1 member from OPVB Board
* 2 members from Jefferson County (1 staff, 1 LTAC)
* 2 members from Port Angeles (1 staff, 1 LTAC)
* 2 members from Sequím (assumes funding) (1" staff, 1 LTAC)
* 1 member from Forks (assumes funding)... probably staff
* 1 member from Port Townsend (assumes funding)
* 1 OPVB Executive Director
* Possible at large members?
* Possible overlap of some members

Debbie Wardrop

Port Ludlow, Washington, United States

DebbieWardropLLC@gmail.com

4802026384

linkedin.com/in/debbiewardrop

Summary

Events, Program Management and Hospitality Services. The success I've enjoyed is a reflection of the people and places - and opportunities I have sought. Highlights of recent years include:

7 Cedars/Jamestown S'Klallam Tribe (3 years plus 18 months consulting)
* Led Opening team of 45 million dollar investment - 100 room hotel, meeting space, coffee/gift shop
* Sourced multi-million dollar FF&E and managed budget accordingly
* Developed Human Resources plans for 60 team members - Wrote manuals, job descriptions, policies & procedures and created hiring plans
* Partnered with vendors, community and employees to establish opening
* Built reputation management and business processes for continued success
* Outlined and executed media plan and established industry relationships
* Determined budgets and provided long view business planning
* Managed pandemic challenges and labor approaches

Resort at Port Ludlow (nearly ten years)
* Reimagined the Inn and Fireside Restaurant
* Organized the property for successful operations
* Created a meaningful marketing approach for broad exposure
* Celebrated special events including wine/farm-to-table "sell out" ones
* Grew group business and developed reputation for place
* Celebrated impressive wine collection and secured national attention with awards and acknowledgements

Experience

Business Owner

DebbieWardropLLC

Sep 2007 - Present (15 years 1 month +)

*Design, plan and execute events (mega to memorable)
*Analyze, evaluate and prepare business plans
*Listen and understand needs - then provide solutions
*Highly organized and connected

Hotel Manager

7 Cedars

Mar 2019 - Apr 2022 (3 years 2 months)

General Manager

The Resort at Port Ludlow

Jul 2010 - Mar 2019 (8 years 9 months)

CEO
Arizona Super Bowl Host Committee
Apr 2005 - Apr 2007 (2 years 1 month)

Director of Events - Corporate Hospitality
National Football League (NFL)
Jan 1999 - Apr 2005 (6 years 4 months)

Director of Catering & Conference Services
Boulders Resort & Spa Scottsdale, Curio Collection by Hilton
Jul 1995 - Jan 1999 (3 years 7 months)

Director of Convention Services
Arizona Biltmore, A Waldorf Astoria Resort
Jul 1981 - Jul 1995 (14 years 1 month)

Director of Convention Services
Westin Hotels & Resorts
Dec 1979 - Jul 1995 (15 years 8 months)
Westin Crown Center & Arizona Biltmore

Education

William Jewell College
Bachelor of Arts (B.A.), English
1974 - 1978

Licenses & Certifications

Critical Thinking for More Effective Communication - LinkedIn

Influencing Others - LinkedIn

Understanding and Supporting ADHD Colleagues in the Workplace - LinkedIn

Skills

Hospitality • Business Development • Management Consulting • Program Management • Business Analysis • Recruiting • Analytical Skills • Event Management • Strategic Sourcing • Strategic Planning

Lodging Tax Advisory Committee

2023 Hotel Motel Funding Application Requests (1st call)

Attorney Review Responses

Prosecutor Review of November 2021 Lodging Tax Funding Applications (LAR 22-371)

The requirements for lodging tax fund expenditures are set forth in RCW 67.28.1816(1), which states:

> RCW 67.28.1816 Lodging tax—Tourism promotion.
>
> (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:
> (a) Tourism marketing;
> (b) The marketing and operations of special events and festivals designed to attract tourists;
> (c) Supporting the operations and capital expenditures[i] of tourism-related facilities[ii] 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.

APPLICANT	PURPOSE	AMOUNT	NOTES	ELIGIBILTY DETERMINATION
Washington Junior Golf Association	Junior Golf Tournament at Sunland in March 2023	$5,000	Event Nonprofit 501(c)(3) It is unclear exactly how the funds will be utilized. Page 7 of the application has missing text.	**ELIGIBLE FOR OPERATIONS OR MARKETING COSTS** To the extent that these funds are being requested for marketing and operations of a special event, LTAC funds may be used. RCW 67.28.1816(b).
Neah Bay Chamber of Commerce	Staff for Visitor Center	$33,560	Tourism-related facility – supports tourism Nonprofit 501(c)(6)	**ELIGIBLE** LTAC funds may be used to support the operations of tourism-related facility owned by a nonprofit. RCW 67.28.1816(d).
SourceOne Displays LLC	Sasquatch Days in Forks May 2023 – tent rental	$5,000	Festival Operations	**ELIGIBLE** LTAC funds may be used for the operations of festivals designed to attract tourists. RCW 67.28.1816(b).

Clallam Bay Sekiu Chamber of Commerce	Mail marketing, website, visitor center operations	$12,000	Tourism-related facility – supports tourism *Need to provide proof of nonprofit status Operations	**INELIGIBLE – unless nonprofit status is shown** LTAC funds may be used to support the operation of a tourism-related facility if it is owned or operated by a nonprofit. RCW 67.28.1816(d).
Hurricane Ridge Winter Sports Club	Payroll for ski lift operators	$30,000	Tourism-related facility – accommodates tourist activities Is this a 501(c)(3) or (c)(6) nonprofit? Application states applicant is a "WA St nonprofit." Only 501(c)3 or (c)6 nonprofits are eligible for funding of a tourism related facility.	**INELIGIBLE - unless qualifying nonprofit status is shown** LTAC funds may be used to support the operation of a tourism-related facility if it is owned or operated by a 501(c)(3) or (c)(6) nonprofit. RCW 67.28.1816(d).
Juan de Fuca Foundation for the Arts	Juan de Fuca Festival – Community tent, geo fencing, operations	$10,500	Festival 501(c)(3) nonprofit Note – use of geofence raises concerns. Geofencing involves datamining phones entering a specific area. Invasion of privacy and Fourth Amendment concerns can arise when government funding is used to gather information from private phones.	**ELIGIBLE** LTAC funds may be used for the operations of festivals designed to attract tourists. RCW 67.28.1816(b).
Port Angeles Marathon Association	Operations	$31,000	Event The application states funding will be used for "operations." No specifics are provided.	**ELIGIBLE** LTAC funds may be used for the operations of events designed to attract tourists. RCW 67.28.1816(b).

Olympic Peninsula Rowing Association	Beach Sprint and Regatta	$20,000	Event 501(c)(3) Nonprofit The application does not clearly state how funding will be used but states that LTAC funds will for operations.	**ELIGIBLE** LTAC funds may be used for the operations of events designed to attract tourists. RCW 67.28.1816(b).
Forks Chamber of Commerce	Forever Twilight in Forks Festival – special guest fees	$35,000	Festival 501(c)(6) Nonprofit	**ELIGIBLE** LTAC funds may be used for the operations of festivals designed to attract tourists. RCW 67.28.1816(b).
Lincoln Park BMX Association	Track rebuild	$50,000	Tourism-related facility – accommodates tourist activities Capital expense 501(c)(3) Nonprofit The Applicant is Lincoln Park BMX which is a nonprofit. The BMX track is located on land owned by the City of Port Angeles, but the City of Port Angeles is not the funding applicant. Capital expenses can only be funded for municipalities.	**INELIGIBLE** LTAC funds cannot be used for capital expenditures by a nonprofit. RCW 67.28.1816(c) and (d).
Peninsula Trails Coalition	Contract with an event management company to manage 2023 Tour de Lavender and Northwest Tandem Rally	$20,000	Events 501(c)(3) Nonprofit	**ELIGIBLE** LTAC funds may be used for the operations of events designed to attract tourists. RCW 67.28.1816(d).

Port Angeles Waterfront Center/ Field Arts & Events	Funding for Technical Director for Conference, Events, and Performance	$75,000	Tourism-related facility – performing arts, accommodates tourist activities 501(c)(3) Nonprofit	**ELIGIBLE** LTAC funds may be used to support the operation of a tourism-related facility that is owned or operated by a nonprofit. RCW 67.28.1816(d).
Olympic Peninsula Visitor Bureau	Annual Budget	$750,000	Tourism Marketing	**ELIGIBLE** LTAC funds may be used for tourism marketing. RCW 67.28.1816(a).
Olympic Peninsula visitor Bureau	Tourism Strategic Plan	$120,000	Tourism Marketing	**ELIGIBLE** LTAC funds may be used for tourism marketing. RCW 67.28.1816(a).
Clallam County Public Works/Road Department	Olympic Discovery Trail	~~$460,000~~ $250,000	Tourism-related facility – accommodates tourist activity Capital expense Government entity	**ELIGIBLE** LTAC funds may be used for capital expenditures for government-owned facilities that accommodate tourist activities. RCW 67.28.1816(c)
Clallam County Parks, Fair, & Facility Department	Ticketed Saturday Evening Performer	$20,000	Event Government entity	**ELIGIBLE** LTAC funds may be used for the operations of events designed to attract tourists. RCW 67.28.1816(b).
Clallam County Parks, Fair, & Facility Department	Wilder Performance Venue upgrade	$84,000	Tourism-related facility-performing arts, accommodates tourist activity Capital expense Government entity	**ELIGIBLE** LTAC funds may be used for capital expenditures for government-owned facilities that support performing arts or accommodate tourist activity. RCW 67.28.1816(c).

Clallam County Parks, Fair, & Facility Department	Additional Fair Awnings	$15,120	Tourism-related facility – performing arts, accommodates tourist activity Capital expenditure Government entity	**ELIGIBLE** LTAC funds may be used for capital expenditures for government-owned facilities that support performing arts or accommodate tourist activities. RCW 67.28.1816(c).
Clallam County Parks, Fair, & Facility Department	Fair Admissions Improvements	$81,460	Tourism-related facility – performing arts, accommodates tourist activity Capital expense and operations Government entity	**ELIGIBLE** LTAC funds may be used for operations costs or capital expenditures for facilities owned by government entities that support performing arts or accommodate tourist activities. RCW 67.28.1816(c).
Clallam County Parks, Fair, & Facility Department	Assorted Amenity Improvements	$15,000	Tourism-related facility – performing arts, accommodates tourist activities Government entity Capital expense and operations	**ELIGIBLE** LTAC funds may be used for operations costs or capital expenditures for government-owned facilities that support performing arts or accommodate tourist activities. RCW 67.28.1816(c).
Clallam County Parks, Fair, & Facility Department	Rain Shadow Disc Golf Improvements	$7,000	Tourism related facility-accommodates tourist activities Capital expense and operations	**ELIGIBLE** LTAC funds may be used for operations costs or capital expenditures for government-owned facilities that accommodate tourist activities. RCW 67.28.1816(c).
Clallam County Parks, Fair, & Facility Department	Parks Advertising in BC and on Black Ball Ferry	$7,000	Tourism marketing Should this marketing request be directed to OPVB?	**ELIGIBLE** LTAC funds may be used for tourism marketing. RCW 67.28.1816(a).

Clallam County Parks, Fair, & Facility Department	Day use parks	$20,000	Tourism-related facility – see note below. Government entity operations and capital expenses Note – while day use parks could appeal to tourists, specific information about tourist activities is needed. To qualify for funding the facility must meet the definition of a "tourism-related facility," which requires that the facility is used to "support tourism, performing arts, or accommodate tourist activities." RCW 67.28.120(7)	**TENTATIVELY ELIGIBLE – information is needed to qualify as a tourism-related facility** LTAC funds may be used for operations costs or capital expenditures for government-owned facilities that accommodate tourist activities. RCW 67.28.1816(c).
Clallam County Parks, Fair, & Facility Department	Seasonal staff for day use parks	$17,000	Tourism-related facility – see note above related to day use parks Government entity Operations	**TENTATIVELY ELIGIBLE – information is needed to qualify as a tourism-related facility** LTAC funds may be used for operations costs for government-owned facilities that support tourist activities. RCW 67.28.1816(c).
Clallam County Parks, Fair, & Facility	Robin Hill Farm Park Operations and Improvements	$83,000	Tourism-related facility – see note above related to day use parks Government entity Capital expense and operations	**TENTATIVELY ELIGIBLE – information is needed to qualify as a tourism-related facility** LTAC funds may be used for operations costs or capital expenditures for government-owned facilities that accommodate tourist activities. RCW 67.28.1816(c).

Please contact DPA Elizabeth Stanley with any questions.

[i] Clallam County Policy 500.5.15 Capital Item Definitions and Thresholds

Capital outlays are defined as expenditures for land, improvements to land, easements, buildings, building improvements, vehicles, machinery, equipment, works of art and historical treasures, infrastructure, and all other tangible or intangible assets that are used in operations and that have an initial useful life extending beyond one year. Calculation of capital cost includes the cost of purchase, appraisal, legal, land preparation, construction, demolishing, fixtures, shipping, and delivery. Sales tax and other taxes are excluded from the calculation of capitalization threshold but shall be paid from the capital expenditure budget line.

Expenditures that qualify as capital are defined as:

a. Purchase, construction, and/or installation of items such as machinery, equipment, buildings, improvements, land, easements, or infrastructure having a useful life of more than one year. Capitalization threshold is that amount used by Washington State Government. [Currently set at $5,000.]

b. Purchase and installation of computer software. Capitalization threshold is $100,000.

c. Road construction which increases the value of the road, as opposed to maintenance to maintain its value. Capitalization threshold is $250,000.

[ii] RCW 67.28.080(7) "Tourism-related facility" means real or tangible personal property with a usable life of three or more years, or constructed with volunteer labor that is: (a)(i) Owned by a public entity; (ii) owned by a nonprofit organization described under section 501(c)(3) of the federal internal revenue code of 1986, as amended; or (iii) owned by a nonprofit organization described under section 501(c)(6) of the federal internal revenue code of 1986, as amended, a 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.

Lodging Tax Advisory Committee

2023 Hotel Motel Funding Application Requests (1st call)

Lodging Tax Advisory Committee

2023 Hotel Motel Funding Application Requests (1st call)

Washington Junior Golf Association

11-4-22 Tyler Johnsen - Washington Junior Gold Association requested to withdraw submitted application.

11-4-22 Tyler Johnsen - Washington Junior Gold Association requested to withdraw submitted application.

WASHINGTON JUNIOR GOLF ASSOCIATION

6314 19th St W, Suite 14 - Fircrest, WA 98466 – 253-564-0348 – FAX 253-564-2602

RECEIVED
CLALLAM CO. COMMISSIONERS
SEP 29 2022
1...2...3...A...

September 27, 2022

Dear Clallam County Lodging Tax Advisory Committee,

Please find enclosed our Washington Junior Golf Association application for 2023 Lodging Tax Funds.

We will be bringing our 2023 WJGA State Match Play Championship to Sunland Golf Club next spring, over the dates of March 24-26, 2023. This is a junior golf tournament open to boys & girls ages 14-18 from across the state and northern Idaho.

We look forward to a great event in 2023 and thank you all for your consideration of our application.

Sincerely,

Tyler Johnsen
Executive Director
Email: tyler.johnsen@wjga.net
Phone: 253-564-0348

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Allen Hatley, Spokane
Vice President
Jim von Doehren, Auburn
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Paul Lucien, Kent

STATE DIRECTOR OF RULES EDUCATION AND RECRUITMENT
Mike Peluso, Puyallup

11-4-22 Tyler Johnsen - Washington Junior Gold Association requested to withdraw submitted application.

LODGING TAX FUNDING APPLICATION
2023

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**: $ 5,000

II **Agency/Organization Name**: Washington Junior Golf Association

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

Federal Tax ID No. 91-0991417 UBI Number _____

III **Project/Activity/Event**: Junior Golf Tournament

IV **Representative Contact Information**:

Name, Title Tyler Johnsen, Executive Director

Mailing Address 823 W. Main St. Suite 7 Sumner, WA 98390

Phone(s) 253-564-0348

Email tyler.johnsen@wjga.net

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: 9/27/22

Tyler Johnsen

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 expect 120+ families to travel to Sequim and stay in Sequim hotels, dine in Sequim restaurants, and purchase gas in Sequim gas stations

2. How will the project/program help increase paid overnight accommodations in Clallam County?
   Our golf tournament consistently fills a full field of 128-144 players that will travel with their families. Nearly all players will be from out-of-town.

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.
   It is a three-day golf tournament and players will need to stay in lodging with their families as nearly all will be traveling over 50 miles.

4. How will the project/program encourage visitors to come from another country or state?
   This junior golf tournament is very popular and open to competitors across the entire state. We expect the field to fill as it has in the past.

5. If the project/program is an event, please provide the name, date(s) and estimated attendance.
   WSGA State Match Play Championship
   Sunland GC - March 24-26, 2023
   144 players plus family members = approximately 350 total attendance.

6. **2023 Tourism-Impact Estimate**
(Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2022)

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:	2023 Estimate	2022 Actual	Methodology
a. Overall attendance at your event/activity/facility	350		
b. Number of people who travel more than 50 miles for your event/activity/facility	340		
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	10		
d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.	300		
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.	300		
f. Number of paid lodging room nights resulting from your event/activity/facility.	200		

7. Is there a host hotel for your event? If yes, please identify.
Not yet, but we hope to use the Holiday Inn and Quality Inn.

8. Describe the prior success of your event/activity/facility in attracting tourists.
We are the statewide junior golf program. The tournament field has filled the past three years with 144 junior golfers with nearly all traveling with their families.

9. Describe your target tourist audience (location, demographics, etc.)
Our target audience is statewide competitive junior golfers, boys + girls ages 14-18, and their parents, generally ages 40-60.

10. Describe how you will promote your event/activity/facility to attract tourists.
The event is promoted online on our website www.wjya.net and through email campaigns.

11. Describe how the event/activity/facility will help promote lodging establishments, restaurants, and businesses located in the unincorporated area of Clallam County.
We plan to setup group rates at local hotels and post that information on our website and email directly to the players competing

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? $ 15,000
What percent of the budget are you requesting from Clallam County Lodging Tax Fund? 33 %

14. Please describe your plans for securing the remainder of the funds necessary to complete your event/activity/facility.
We will secure the remainder of our funds through tournament entry fees.

2023 WJGA State Match Play Championship

EXPENSES		**Income**	
Course Usage		**Tournament Entry Fees**	
Green Fees ($15 @ 360 rounds)	$5,900	144 @ $140	$20,160
FOOD & BEVERAGE			
On-Course F&B	$500		
Staff & Volunteer Food	$1,500		
OTHER			
Hotels - Staff/Volunteers	$2,000		
Trophies	$1,600		
Tee Prize	$1,000		
Tournament Office Supplies	$1,000		
Thank You Gifts	$500		
Miscellaneous (decorations, mileage reimbursement, etc.)	$1,000		
Total Expenses	$15,000	**Total Income**	$20,160

2023 WJGA State Match Play Championship
Budget with LTAC Grant

EXPENSES		**Income**	
Course Usage		**Tournament Entry Fees**	
Green Fees ($15 @ 360 rounds)	$5,900	144 @ $140	$20,160
		LTAC Grant	$5,000
FOOD & BEVERAGE			
On-Course F&B	$500		
Staff & Volunteer Food	$2,000		
OTHER			
Hotels - Staff/Volunteers	$3,500		
Trophies	$1,600		
Tee Prize	$2,000		
Tournament Office Supplies	$1,500		
Thank You Gifts	$500		
Miscellaneous (decorations, mileage reimbursement, etc.)	$2,500		
Total Expenses	$20,000	**Total Income**	$25,160

ı the golf tournament, as well as provide additional funding for player gifts/tee prizes. The additional funding will allow us t

Internal Revenue Service
District Director

Department of the Treasury

Date: JAN 19 1979

Our Letter Dated:
October 21, 1977
Person to Contact:
John Sutton
Contact Telephone Number:
(206) 442-5106

Washington Junior Golf Association
4423 Merry Lane
Tacoma, WA 98466

Dear Applicant:

This modifies our letter of the above date in which we stated that you would be treated as an organization which is not a private foundation until the expiration of your advance ruling period.

Based on the information you submitted, we have determined that you are not a private foundation within the meaning of section 509(a) of the Internal Revenue Code, because you are an organization of the type described in section See Below * . Your exempt status under section 501(c)(3) of the code is still in effect.

Grantors and contributors may rely on this determination until the Internal Revenue Service publishes notice to the contrary. However, a grantor or a contributor may not rely on this determination if he or she was in part responsible for, or was aware of, the act or failure to act that resulted in your loss of section 509(a)(1) status, or acquired knowledge that the Internal Revenue Service had given notice that you would be removed from classification as a section 509(a)(1) organization.

Because this letter could help resolve any questions about your private foundation status, please keep it in your permanent records.

If you have any questions, please contact the person whose name and telephone number are shown above.

Sincerely yours,

Arturo A. Jacobs

Arturo A. Jacobs
District Director

*,509(a)(1) and 170(b)(1)(A)(vi)

Lodging Tax Advisory Committee

2023 Hotel Motel Funding Application Requests (1st call)

Neah Bay Chamber of Commerce

RECEIVED
CLALLAM CO. COMMISSIONERS
OCT 12 2022
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LODGING TAX FUNDING APPLICATION
2023

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: $** 33,560

II **Agency/Organization Name:** Neah Bay Chamber of Commerce

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

Federal Tax ID No. 30-0423489 UBI Number 602-721-068

III **Project/Activity/Event:** Operation of Neah Bay Chamber Visitor Center

IV **Representative Contact Information:**

Name, Title Melissa Peterson Neah Bay Chamber Chairwoman

Mailing Address P.O. Box 263 Neah Bay, WA 98357

Phone(s) 360 640 2967

Email ravensca@centurytel.net

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

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

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

__X__ 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.

Melissa Peterson Date: Oct 5, 2022

Signature

Melissa Peterson

Print or Type Name

Melissa Peterson

Neah Bay Chamber of Commerce Chairwoman

Neah Bay Chamber Visitor Center Manager

PO Box 249

Neah Bay, Washington 98357

Ravensc@centurytel.net

360 640 2967

Dear Committee Members:

On behalf of the Neah Bay Chamber of Commerce, I am expressing gratitude that our Visitor Center might be considered for funding.

We are requesting funding for a part-time staff (Six hours a day) member for the Visitor Center and a part-time managerial staff (Ten hours a month) whom will oversee the financials.

Our newly established Visitors Center still needs help to survive until we are self-sufficient which is our ultimate goal. With your funding, we can continue to support tourism in Neah Bay and Clallam County.

Thank you for your consideration,

Melissa Peterson

Melissa Peterson

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 - Due to arthritis I am unable to write well. All answers are on seperate sheets.

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?

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

Lodging Tax Application Page Two

Question One:

Neah Bay Chamber of Commerce Visitor's Center offers a place for visitors to personally get information while they are on the Makah Reservation. The reassurance that there needs to feel safe, get support for problems solving and receive direction for food, gas, shopping and places to stay aids in reducing visitor anxiety when traveling to a remote region in Clallam County. The Neah Bay Chamber of Commerce has had an internet presence for over a decade and the brochures have been widely distributed for years with the hopes of luring Visitors to Neah Bay and surrounding area. The new Visitors Center offers more support for folks nervous to travel to remote areas.

Question Two:

The Visitor Center staff member directs people to the various places to stay in Neah Bay and surrounding area. The Visitor's Center has many brochures, from a variety of towns, with information regarding places to stay in Clallam County.

Question Three:

With information on our website and in the brochure, visitors can see that Neah Bay has most everything a traveler needs to be safe, access to food, places to stay, and must-see destinations. By having one more avenue with an actual human being providing cultural and place-based information, the Visitor Center offers the traveler a reassurance when visiting remote areas on tribal territory. Again, it's about eliminating anxiety for people that have fear about traveling to remote areas or tribal territory.

Question Four:

By providing up-dated information on the website, brochure and Visitor Center via email, Visitor's will have the knowledge to make travel decisions. This is especially true for people traveling from abroad. Out of country visitors will not have as much anxiety if they feel in control and primarily safe when traveling to a foreign country, and remote area in the USA.

Question Five:

N/A

* See attachment

6. **2023 Tourism-Impact Estimate**
(Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2022)

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:	2023 Estimate	2022 Actual	Methodology
a. Overall attendance at your event/activity/facility			
b. Number of people who travel more than 50 miles for your event/activity/facility			
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.			
d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.			
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.			
f. Number of paid lodging room nights resulting from your event/activity/facility.			

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

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

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

Lodging Tax Application Page Three

Question Six

A. 2023 estimation of travelers is *eight thousand* that will stop by the Neah Bay Chamber of Commerce Visitor Center. Our estimation is based on two things; we opened in April 2022 after the reservation was opened and infrastructure issues during the peak season causing closure of the Visitors Center. Statically we are missing five months of documentation.

   2022 the actual number of Visitors is *four thousand two hundred* to-date. The methodology was a sign in sheet requesting specific information from travelers.

B. *Four thousand one hundred* visitors traveled more than fifty miles and came into the Visitor's Center. The methodology was a sign in sheet with specific questions.

C. One hundred and eighty visitors were from out of the country. No state statistics available.

D. Three thousand -three hundred and sixty people stayed overnight in Clallam County.

E. Three thousand-three hundred and sixty people paid for a place to overnight in Clallam County.

F. N/A

Question Seven:

N/A

Question Eight:

The visitor center opened in April 2022 so we have no information based on other years. The Chamber of Commerce website and brochure distribution has hopefully been successful in bringing visitors to the area, but we have no statistics regarding visitation.

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.

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).

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

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

Question Nine:

Number one is to provide information to our local community by displaying activities going on in Clallam County. We are working on the Visitor Center to address the need of our community and small businesses. Through our website and brochure distribution we hope to inform people in the USA and foreign countries that Neah Bay and surrounding area is a safe place for families, solo travelers, LGBT community, people of color and senior citizens.

Question Ten:

Now that covid issues are somewhat behind us, attending workshops and meetings related to the tourism industry will give the Neah Bay Chamber of Commerce and Visitors Center the ability to share and obtain information that is applicable to the industry. Sharing information with organizations that are avid communicators in the area of advertisement and marketing has been helpful in promoting Neah Bay as a place to visit. Through the Visitor's Center, website and brochure we will continue our pledge to support small businesses and provide up-to-date information aiding travelers in decision making regarding their journey to remote places in Clallam County.

Question Eleven:

Again, the Neah Bay Chamber of Commerce website, brochure and Visitor Center continues to provide up-dated information, to protentional travelers as well as todays travelers, that help them find places to stay, places to visit, places to eat, and places to visit in Clallam County.

Question Twelve:

The Neah Bay Chamber of Commerce and Visitor Center is in Clallam County. if you are asking if we are part of another ethnic community the answer is yes as Neah Bay is on Makah Sovereign territory in Clallam County.

Question Thirteen:

The Neah Bay Chamber of Commerce and Visitor Center overall budget for 2023 is $52,580. We are requesting 38% of our budget for funding consideration.

Question Fourteen:

The Neah Bay Chamber of Commerce Visitors Center obtained a small grant during covid which was squirrel away to pay the bills. The Visitors Center has Sales of tourism items and we sell permits for the tribe for a small percentage of proceeds. Our goal is to become self-sufficient.

Neah Bay Chamber of Commerce

Melissa Peterson Neah Bay Chair Woman

PO Box 263

Neah Bay, Washington 98357

2023-Neah Bay Chamber of Commerce Budget and Lodging Tax Funding Request

Month	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec	Sub-total	Total
Rent	$500	$500	$500	$500	$500	$500	$500	$500	$500	$500	$500	$500	$6,000	
Water sewer	$100	$100	$100	$100	$100	$100	$100	$100	$100	$100	$100	$100	$1,200	
Tribal in-kind														$7,200
Internet	$65	$65	$65	$65	$65	$65	$65	$65	$65	$65	$65	$65	$780	
Website/host	$25	$25	$25	$25	$25	$25	$25	$25	$25	$25	$25	$25	$300	
Brochure	$2,500												$2,500	
Quick books	$15	$15	$15	$15	$15	$15	$15	$15	$15	$15	$15	$15	$180	
Qrt tax prep	$50			$50			$50			$50			$200	
Accountant	$500												$500	
Tax Prep				$300									$300	
Electricity	$100	$100	$100	$100	$100	$60	$60	$60	$60	$100	$100	$100	$1,040	
Signage	$400												$400	
O supplies	$35	$35	$35	$35	$35	$35	$35	$35	$35	$35	$35	$35	$420	
travel	$150	$150	$150	$150	$150	$150	$150	$150	$150	$150	$150	$150	$1,800	
Inventory													$3,000	
Employee Be	$100			$100			$100			$100			$400	
OPTC fee	$5,000												$5000	
*Staff Salary	$2,100	$2,100	$2,100	$2,100	$2,100	$2,100	$2,100	$2,100	$2,100	$2,100	$2,100	$2,100	$25,200	
*Staff/admin	$280	$280	$280	$280	$280	$280	$280	$280	$280	$280	$280	$280	$3,360	$45,380
Annual Total														**$52, 580**
Fund Request														**$33,560**

*** Staff Salary -$17.00 @ 6 hours per day includes employee taxes, L&I, unemployment. Staff/admin Salary 8 hours per month @ $35.00/1099**

UNITED STATES OF AMERICA

The State of Washington

Secretary of State

I, SAM REED, Secretary of State of the State of Washington and custodian of its seal, hereby issue this

CERTIFICATE OF INCORPORATION

to

NEAH BAY CHAMBER OF COMMERCE

a/an WA Non-Profit Corporation. Charter documents are effective on the date indicated below.

Date: 4/27/2007

UBI Number: 602-721-068

APPID: 840715

THE SEAL OF THE STATE OF WASHINGTON 1889

Given under my hand and the Seal of the State of Washington at Olympia, the State Capital

Sam Reed

Sam Reed, Secretary of State

Lodging Tax Advisory Committee

2023 Hotel Motel Funding Application Requests (1st call)

SourceOne Displays LLC dba Sasquatch the Legend

RECEIVED
CLALLAM CO. COMMISSIONERS
OCT 12 2022
1...2...3...A...

LODGING TAX FUNDING APPLICATION
2023

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: $** 5,000.00

II **Agency/Organization Name:** SourceOne Displays LLC dba Sasquatch The Legend

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

Federal Tax ID No. 47-4758054 UBI Number _____

III **Project/Activity/Event:** 2nd Annual Forks Sasquatch Days 2023

IV **Representative Contact Information:**

Name, Title Laurie Hamilton, Manager

Mailing Address PO Box 2113 Forks WA 98331

Phone(s) 808-651-5249

Email Laurie@SourceOne.org

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

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

__x__ 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.

Laurie Hamilton

Signature

Date: 10/4/2022

Laurie Hamilton

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?

   Our 1st annual Forks Sasquatch Days brought in 300 people who purchased tickets and they all brought family with them. We were also able to get people passing through town, to stop and see what was going on. They purchased tickets to the event and/or did some shopping in town. We also have 50 vendors that bring their families and need rooms for 2 nights

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

   We pay for the accommodations for our speakers and volunteers & All of the ticket holders purchase 1-2 nights in Forks to attend the event and see all the sights: rivers, lakes, forests, trails, and beaches. They make it a weekend get away

   Last year there was not enough rooms in town and a lot of the people stayed at camping spots around Forks.

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.

   People are eager and very interested in Sasquatch. We have people from all over the world stopping in our Forks retail store asking about Sasquatch events. They all want to share their stories or learn more. The Olympic Peninsula is a Sasquatch hotspot. It's a big draw from all over the world.

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

   People have many sightings in their own areas and want to bring their stories and research to the Olympic Peninsula. Researchers, world wide, want to come to this area to do their own research. Canada alone, has hundreds of thousands of Sasquatch researchers and enthusiasts.

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

   2nd Annual Forks Sasquatch Days 2023 Memorial Day Weekend 2023. We expect 500 people to purchase tickets, 1000 people to come with the ticket purchasers and 1-2,000 people passing through town on highway 101 to stop and check out what is going on: shopping, eating and getting information.

6. **2023 Tourism-Impact Estimate**
(Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2022)

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:	2023 Estimate	2022 Actual	Methodology
a. Overall attendance at your event/activity/facility	1,000		
b. Number of people who travel more than 50 miles for your event/activity/facility	1,000		
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	500		
d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.	50		
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.	450		
f. Number of paid lodging room nights resulting from your event/activity/facility.	300		

7. Is there a host hotel for your event? If yes, please identify.
We've been recommending The Pacific Inn, The Forks Motel and local AirBnb

8. Describe the prior success of your event/activity/facility in attracting tourists.
2022 was better than expected! We are doubling the size this year, adding more vendors and events for 2023
We sold out last year, even with the rain!

9. Describe your target tourist audience (location, demographics, etc.)
Our target tourist is Seattle tourists with a lot of money. They like hiking, boating, fishing and Sasquatch.
We also target Sasquatch researchers, people interested in Sasquatch and Families that like to make a weekend event out of it with their children. It's a fun family event

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

We are promoting on our websites and other Sasquatch websites around the world. We have many Bigfoot Famous celebrities speaking and attending our event and that will be a huge draw to tourists. Every single speaker at the event is promoting the event on paper, social media and websites.

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

Forks was unable to handle the amount of tourists we brought in last year. The hotels were booked full, the campsites filled up and the food establishments were turning people away. We are bringing in food vendors at the 2023 event in order to feed all the people & contacting more hotels, motels and airbnb's to hold rooms for the event attendees.

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? $ 30,000
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.

Ticket sales, Vendor spot sales, borrow money form Chase Bank, sell a lot of books, t-shirts and other items.

APPLICATION INSTRUCTIONS – GENERAL GUIDELINES

APPLICATION DEADLINE: Applications must be received at the Board of County Commissioner's Office, 223 East 4th Street, Suite 4, Port Angeles WA 98362-3015 (Clallam County Courthouse, main level, Room 150) until **12 p.m., Monday, October 24, 2022**.

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 one copy to**:

Clallam County Lodging Tax Advisory Committee
Board of Commissioner's Office
223 East 4th 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.

Expesnse Budget -Lodging Tax Funding Application 2023			
$5,000.00	100%	Jerry's Small Engine Repair and Rentals	Renting large white outdoor tents for Vendors and Festivities
		1051 S Forks Ave Forks WA 98331	
		360-374-2677	

2nd Annual Forks Sasquatch Days 2023

2023, 2nd Annual Forks Sasquatch Days, Sasquatch Days

Returning this Memorial Weekend is the 2nd annual Forks Sasquatch Days in Fork Washington on May 27th and 28th of 2023. We are excited to announce our Keynote speaker for this year's event will be Animal Planet's very own and Owner of the North American Bigfoot Center - Cliff Barackman! Our guest speakers lineup is currently being finalized and will be posted in the upcoming weeks. We will have vendor spaces and sponsor opportunities available.

Choose an event ticket for either Saturday, May 27 or Sunday, May 28. The event is limited to 350 attendants for each day, so make sure to reserve your ticket today. Tickets will also be sold at the door on a first come basis. **This is a rain or shine event, no refunds.**

Food Amenities:

For each ticket purchased, lunch will be provided. Both days will be accounted for so you can expect a great meal during the event. As we get closer to the event date, we will post what will be on the menu.

Choose an event ticket for either Saturday May 27 or Sunday May 28.

If you have any questions or if you would like to be a vendor please contact ken@sasquatchthelegend.com

Confirmed Guest Speakers (as of 9/30/22):

- Thomas Sewid
- Marc Myrsell
- Rich Germeau

Host / MC: TBD

Location: Forks Rainforest Arts Center 35 N Forks Ave, Forks, WA 98331

Event and Ticket Price Info:

- Guest speakers lineup will be updated daily.
- $99.99 per ticket - General Admission

Contact Us!

PRESENTED BY: SASQUATCH THE LEGEND.COM

2ND ANNUAL FORKS SASQUATCH DAYS

MAY 27-28, 2023

FORKS RAINFOREST ARTS CENTER

35 N FORKS AVE - FORKS, WASHINGTON

GUEST SPEAKERS



Cliff Barackman



Thomas Sewid



Marc Myrsell



Rich Germeau



2022 FORKS SASQUATCH DAYS

TICKETS SOLD OUT IN 2022!

Purchase yours now at SasquatchTheLegend.com

VENDORS ★ PRIZES ★ FOOD

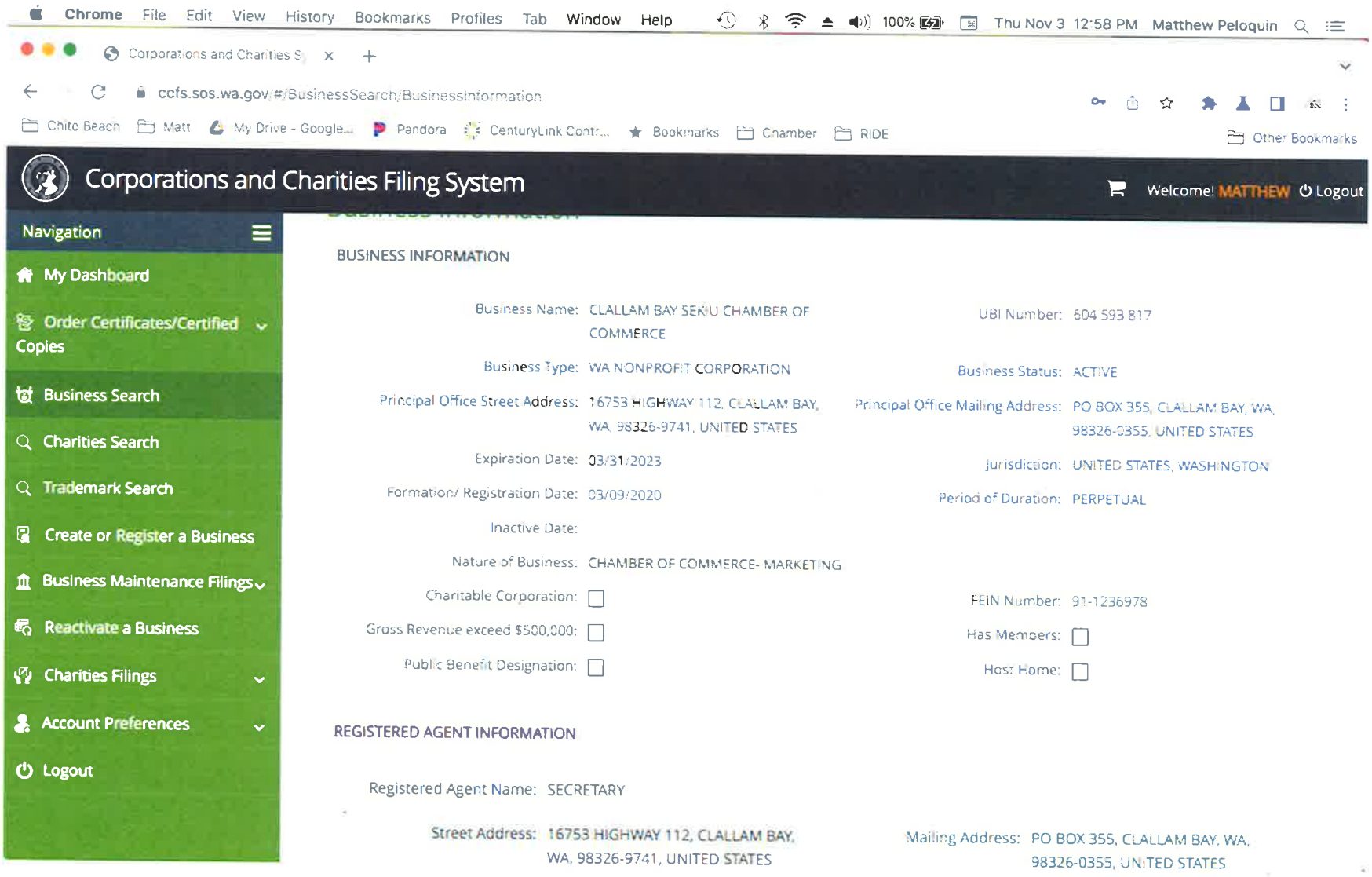
SIGHTINGS ★ Q&A

THE CITY OF FORKS WELCOMES YOU

Lodging Tax Advisory Committee

2023 Hotel Motel Funding Application Requests (1st call)

Clallam Bay & Sekiu Chamber of Commerce


Chrome File Edit View History Bookmarks Profiles Tab Window Help 100% Thu Nov 3 12:58 PM Matthew Peloquin
Corporations and Charities S
ccfs.sos.wa.gov/#/BusinessSearch/BusinessInformation
Chito Beach Matt My Drive - Google... Pandora CenturyLink Contr... Bookmarks Chamber RIDE Other Bookmarks
Corporations and Charities Filing System
Welcome! MATTHEW Logout
Navigation
My Dashboard
Order Certificates/Certified Copies
Business Search
Charities Search
Trademark Search
Create or Register a Business
Business Maintenance Filings
Reactivate a Business
Charities Filings
Account Preferences
Logout
BUSINESS INFORMATION
Business Name: CLALLAM BAY SEKIU CHAMBER OF COMMERCE
UBI Number: 604 593 817
Business Type: WA NONPROFIT CORPORATION
Business Status: ACTIVE
Principal Office Street Address: 16753 HIGHWAY 112, CLALLAM BAY, WA, 98326-9741, UNITED STATES
Principal Office Mailing Address: PO BOX 355, CLALLAM BAY, WA, 98326-0355, UNITED STATES
Expiration Date: 03/31/2023
Jurisdiction: UNITED STATES, WASHINGTON
Formation/ Registration Date: 03/09/2020
Period of Duration: PERPETUAL
Inactive Date:
Nature of Business: CHAMBER OF COMMERCE- MARKETING
Charitable Corporation:
FEIN Number: 91-1236978
Gross Revenue exceed $500,000:
Has Members:
Public Benefit Designation:
Host Home:
REGISTERED AGENT INFORMATION
Registered Agent Name: SECRETARY
Street Address: 16753 HIGHWAY 112, CLALLAM BAY, WA, 98326-9741, UNITED STATES
Mailing Address: PO BOX 355, CLALLAM BAY, WA, 98326-0355, UNITED STATES

RECEIVED
CLALLAM CO. COMMISSIONERS
OCT 20 2022
1...2...3...A...

LODGING TAX FUNDING APPLICATION
2023

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. 91-123697 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) 216.392.6560
Email clallambayinfo@gmail.com

V **Service Categories, check all applicable**:
___X___ Tourism Promotion/Marketing (individual marketing request, contact OPVB)
_____ Operation of a Special Event/Festival designed to attract tourists
___X_____ 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: 10/17/22

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 OPTC 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. **2023 Tourism-Impact Estimate**
(Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2022)

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:	2023 Estimate	2022 Actual	Methodology
a. Overall attendance at your event/activity/facility	1,600	1,475	2022 Actual
b. Number of people who travel more than 50 miles for your event/activity/facility	1,472	1,357	
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	412	380	
d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.	1,325	1,221	
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	920	
f. Number of paid lodging room nights resulting from your event/activity/facility.	3,000	2,760	3 Night 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 and 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

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? *$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

	Jan 2023	Feb 2023	Mar 2023	Apr 2023	May 2023	Jun 2023	Jul 2023	Aug 2023	Sep 2023	Oct 2023	Nov 2023	Dec 2023	2023 Total
Revenues													
Lodging Tax Grant	$12,000												$12,000
Dues / Merchandise	$1,500												$1,500
	$13,500												$13,500
Expenses													
VC Rent	$400	$400	$400	$400	$400	$400	$400	$400	$400	$400	$400	$400	$4,800
VC Utilities	$167	$167	$167	$167	$167	$167	$167	$167	$167	$167	$167	$167	$2,004
VC Manager	$0	$0	$250	$250	$250	$250	$250	$250	$250	$250	$0	$0	$2,000
VC Internet /Phone	$135	$135	$135	$135	$135	$135	$135	$135	$135	$135	$135	$135	$1,620
Website Hosting	$30	$30	$30	$30	$30	$30	$30	$30	$30	$30	$30	$30	$360
OPTC Marketing	$2,500												$2,500
Total Expenses	$3,232	$732	$982	$982	$982	$982	$982	$982	$982	$982	$732	$732	$13,284
Net													$216

Lodging Tax Advisory Committee

2023 Hotel Motel Funding Application Requests (1st call)

Hurricane Ridge Winter Sports Club

Gores, Loni

From: Jerome Oakes <jromdwa@gmail.com>
Sent: Thursday, November 3, 2022 5:49 PM
To: Gores, Loni
Subject: Re: Hurricane Ridge Winter Sport Club - LTAC grant request - RESPONSE NEED BY 11/4/22
Attachments: HRWSEF 501c3.pdf

Loni,

Since the Hurricane Ridge Winter Sports Club (HRWSC) applied for this grant the board of the HRWSC and the board of the Hurricane Ridge Winter Sports Education Foundation (HRWSEF) have voted to merge our organizations under the 501 (C)(3) non profit HRWSEF. Therefore, I would like to change the listed organization on my application to the HRWSEF. The HRWSEF EIN # is 91-1615194. See the attached proof of non profit status for the HRWSEF. Sorry for the change and I hope the committee will take into consideration the challenge of the timing of our merger and the deadline of this grant application. Prior to 1/1/2023 the Hurricane Ridge Ski and Snowboard tourism-related facility will be owned and operated by the HRWSEF a 501(C)(3) non profit. Please let me know if you have additional questions.

Sincerely,

Jerry

Jerome Oakes
cell: 360-477-6077

Office of the Secretary of State
Corporations & Charities Division

Filed
Secretary of State
State of Washington
Date Filed: 11/01/2021
Effective Date: 11/01/2021
UBI #: 601 494 559

Annual Report

BUSINESS INFORMATION

Business Name:
HURRICANE RIDGE WINTER SPORTS EDUCATION FOUNDATION

UBI Number:
601 494 559

Business Type:
WA NONPROFIT CORPORATION

Business Status:
ACTIVE

Principal Office Street Address:
1727 E WABASH ST, PORT ANGELES, WA, 98362-2773, UNITED STATES

Principal Office Mailing Address:
1727 E WABASH ST, PORT ANGELES, WA, 98362-2773, UNITED STATES

Expiration Date:
09/30/2022

Jurisdiction:
UNITED STATES, WASHINGTON

Formation/Registration Date:
09/17/1993

Period of Duration:
PERPETUAL

Inactive Date:

Nature of Business:
CHARITABLE

REGISTERED AGENT RCW 23.95.410

Registered Agent Name	Street Address	Mailing Address
CHRIS RIFFLE	1727 E WABASH ST, PORT ANGELES, WA, 98362-2773, UNITED STATES	1727 E WABASH ST, PORT ANGELES, WA, 98362-2773, UNITED STATES

PRINCIPAL OFFICE

Phone:
360-808-3129

Email:

CJRIFFLE@GMAIL.COM

Street Address:
1727 E WABASH ST, PORT ANGELES, WA, 98362-2773, USA

Mailing Address:
1727 E WABASH ST, PORT ANGELES, WA, 98362-2773, USA

GOVERNORS

Title	Type	Entity Name	First Name	Last Name
GOVERNOR	INDIVIDUAL		BRIAN	COUGHENOUR
GOVERNOR	INDIVIDUAL		ERIC	FLOODSTROM
GOVERNOR	INDIVIDUAL		GARY	HOLMQUIST

NATURE OF BUSINESS

- CHARITABLE

EFFECTIVE DATE

Effective Date:
11/01/2021

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

RETURN ADDRESS FOR THIS FILING

Attention:
CHRISTOPHER J RIFFLE
Email:
CJRIFFLE@GMAIL.COM
Address:
1727 E WABASH ST, PORT ANGELES, WA, 98362, USA

UPLOAD ADDITIONAL DOCUMENTS

Do you have additional documents to upload? **No**

AUTHORIZED PERSON

☑ I am an authorized person.

Person Type:
ENTITY

First Name:
CHRISTOPHER

Last Name:
RIFFLE

Entity Name:
SILVER RIDGE LAW GROUP

Title:

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

RECEIVED
CLALLAM CO. COMMISSIONERS
OCT 21 2022
1...2...3...A...

October 19th, 2022

Dear Clallam County Lodging Tax Committee Members,

Please accept this application from the Hurricane Ridge Winter Sports Club (HRWSC) for the 2023 Clallam County Lodging Tax Funding.

The HRWSC respectfully requests consideration for funding in the amount of **$30,000** to support operation of our winter tourism producing non-profit organization. We are a volunteer led organization with a working board of directors that continues to operate without an executive director.

We plan to use the funds to offset our considerable payroll expenses for lift operators and mountain operation center personnel involved with direct on hill customer service and ticket sales.

Our operational payroll expenses for the calendar year 2021 was $112,022.04 and we have budgeted $95,000 in payroll expenses for the 2022/2023 winter season.

The HRWSC has not recently applied for Clallam County Lodging Tax funding and we look forward to your reacquaintance with our organization and what we continue to do for tourism, during the important winter season, for unincorporated Clallam County.

Thanks to the committee and staff for your time in reviewing this application. We appreciate all efforts to improve the quality of life in Clallam County. Please let me know if you have any follow up questions.

Sincerely,

Jerry

Jerome R. Oakes, MD, Board of Directors, HRWSC

360-477-6077

CLALLAM COUNTY
LODGING TAX FUNDING
APPLICATION 2023

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**: Hurricane Ridge Winter Sports Club (HRWSC)

Organization is ☐ Government Entity ☐ 501(c)3 ☐ 501(c)6 **X** Other: Wa St nonprofit

Federal Tax ID No. 91-0861698 UBI Number _____ III

Project/Activity/Event: Operation of Hurricane Ridge Ski/Snowboard/Tubing Area

IV **Representative Contact Information**:

Name, Title:	Jerry Oakes, MD, HRWSC Board of Directors
Mailing Address:	PO Box 3049 Port Angeles, WA, 98362
Phone(s):	848-678-7669 (HRWSC), 360-477-6077 (Oakes Cell)
Email:	jromdwa@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
X 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: 10/19/2022

Jerome Oakes, MD
Print or Type Name

LODGING TAX APPLICATION – REQUIRED SUPPLEMENTAL QUESTIONS

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

   The Hurricane Ridge Winter Sports Club (HRWSC) is a non-profit volunteer led organization in the State of Washington that promotes winter recreation at Hurricane Ridge for the past 65 years. HRWSC maintains and operates the ski, snowboard and tubing area under special use permit from Olympic National Park (ONP).

   The Club operates weekends and holidays December through March attracting tourists to unincorporated Clallam County during the all important winter season.

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

   Small ski and snowboard areas have continued to increase in popularity as larger areas become more and more crowded and expensive. Our gem of an alpine winter recreation area has seen increasing numbers of visitors from outside the area in recent years.

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 partner with **Indy Pass** for national and international advertising. Indy Pass, a rapidly expanding multi-resort season pass, provides pass purchasers with two complimentary lift tickets to participating resorts. When the company was founded in 2019 there were only 34 participating resorts nationwide. Currently there are more than 120 resorts including in Canada and Japan.

   We had 139 Indy Pass "redemptions" for 21-22 Season. **Hurricane Ridge specifically had 12,191 page views on the Indy Pass website.** 36% of our Indy Pass holder visits were from out of State.

   Also see this article from the #1 snow sports media site in North America. "5 Resorts that Preserve the Soul of Skiing", Hurricane Ridge Ski and Snowboard area is included. **https://unofficialnetworks.com/2022/10/03/five-resorts-soul-skiing/**

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

The HRWSC partnered with Black Ball Transport and Olympic Hiking Co. to operate a Saturday **Winter Shuttle to Hurricane Ridge** during the winter of 2022.

For our inaugural season of the total customers, about 81% traveled from outside of Clallam County. Of those out of county travelers, about 80% stayed overnight in a hotel in Clallam County. Mission accomplished: affordable ticket fare ($15 per passenger) for our local community while driving out of county visitation and local hotel stays thanks to HRWSC. See detailed shuttle data attached.

If funding is secured for winter 2023, and if Clallam County Transit doesn't offer a similar winter service, we plan to run the shuttle on Saturdays and Sundays, January through March 2023.

In addition to the Indy Pass we have a revamped website and get considerable traffic there from out of state and out of country visitors. Frequently our website is mistaken for the Olympic National Park website for Hurricane Ridge during the winter.

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

Our ski/snowboard/tubing area operates weekends and holidays from December through March when the County needs to attract off season overnight tourists. In 2021/2022 we had another successful season with 33 operational days and 4000 skier/snowboard/tubing visitors.

6. 2023 Tourism-Impact Estimate

(Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2022)

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:	2023 Estimate	2022 Actual	Methodology
a. Overall attendance at your event/activity/facility	4200		Ticket sales
b. Number of people who travel more than 50 miles for your event/activity/facility	1880		Staff survey of 1800 visitors extrapolated

c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	400		"
d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.	282		"
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.	180 (estimated)		"
f. Number of paid lodging room nights resulting from your event/activity/facility.	180+		"

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.

HRWSC has consistently operated during the winter season for 65 years at Hurricane Ridge. As larger alpine areas become increasingly crowded HRWSC has seen visitation from outside the area increase dramatically. We consistently attract around 4000 visitors annually with our max visitation being 5500.

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

- Winter sports seekers and families from Vancouver Island, Kitsap Peninsula and the I-5 corridor.
- We cater services to children and families providing a ski and snowboard school along with the only tubing for ages greater than 8 at Hurricane Ridge
- Together with the Hurricane Ridge Winter Sports Education Foundation **we provide free lessons and tickets for 4th and 5th graders.**

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

- Broad social media presence on Instagram and Facebook
- Our redesigned website is often mistaken for the Olympic National Park website during the winter
- Indy Pass participation that includes national and international advertising. **Hurricane Ridge specifically had 12,191 page views on the Indy Pass website during the 2021/2022 season.**

- Distribution of tri fold brochure newly designed this year thanks to a $3000 OPVB grant and distributed to Coho Ferry, WSF Edmonds/Kingston and Seattle/Bainbridge, as well as across Olympic/Kitsap Peninsulas

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

We receive support and provide reciprocal promotion for many local tourism related establishments on our heavily visited website, social media platforms, prominent ski/snowboard van and at our very popular Winterfest fundraiser. We continue to look for ways to promote unincorporated Clallam County through our advertising outreach especially on social media and via Indy Pass.

Winter tourism in unincorporated Clallam County is set to take off with the return of the Winter Ice Village, activities at the Fine Arts Center and eventual opening of the Waterfront Center. Weekend daytime activities at ONP and Hurricane Ridge are greatly enhanced by the tubing, skiing, and snowboarding activities offered by HRWSC.

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? $ **251,791**
What percent of the budget are you requesting from Clallam County Lodging Tax Fund? **11.9**%

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

Additional revenue for our organization comes from lift tickets, season passes, ski/snowboard school lessons as well as ski van advertising sales. We also rely heavily on fundraising locally with November's Winterfest as our biggest fundraiser, see you there on Saturday November 19th at Vern Burton doors at 5pm!

APPLICATION INSTRUCTIONS – GENERAL GUIDELINES

APPLICATION DEADLINE: Applications must be received at the Board of County Commissioner's Office, 223 East 4th Street, Suite 4, Port Angeles WA 98362-3015 (Clallam County Courthouse, main level, Room 150) until **12 p.m., Monday, October 24, 2022**.

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 one copy to**:

Clallam County Lodging Tax Advisory Committee
Board of Commissioner's Office
223 East 4th 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

HRWSC BUDGET (page 1)

Income	21-22 Actual	22-23 Budget
Service Revenue		
Winterfest	0	15,000
Weather & Equipment		
Fund (EF Sup upport)	45.000 est	35,000
Dues		
Social	60	240
Indy Pass	3,710.57	5,000
Lift Tickets		
Bunny	5,946	6,136
Ropes-All day	36,154	16,484
Ropes - Half Day	4,763	4,656
Poma-All Day	13,703	20,000
Poma - Half Day	1,733	2,000
Tubing		12,000
Season Passes		
BM Family Pass	2,581	2,500
BM Individual Pass	369	400
Family SP	15,987	15,000
Individual SP	7,243	7,500
Mervin Employee P	230	875
Mervyn FP	1,328	1,500
Ski School	18,623	20,000
Group SB/Ski	7,455.60	
Ski Lessons		
Snowbd Lessons		
Toddler Lessons	1,733.03	
Private Lessons	10,055.92	
Ski Team	10,141	12,000
Program Fees		
Ski Swap	9,866.16	7,500
Tent Rental	7,579	7,500
Grants	67,350	30,000
ESP Beer Garden		
Special Promotion (rental)	10,500	10,500
TOTAL INCOME	208,313.43	251,791

HRWSC BUDGET (page 2)

EXPENSES		
Advertising		
Accounting	2,500 (est.)	2,500
Marketing		4,000
Fuel	10,696	12,000
Insurance		
Liability	17,741	20,000
D. and O.	1,170	1,300
Automobile		0
Office Supplies	930	1,000
Dues/Subscriptions	963	1,000
Taxes		
Property	200	200
Payroll	(5,161.97 - i?ncluded in payroll)	
Sales	646.88	800
Bank Service Charge	2,256.10	2,500
Computer Support	141.45	200
Repairs/ Maintenance	22,389	20,000
Supplies (Tickets)	486.3	500
Web Hosting	187.5	200
Payroll	86,007	95,000
Ski School	included in payroll	1,565
Ski Team		
License and Permits	161.75	300
Utilities (Gas & Electric)	915	1,000
Bad Debt		0
TOTAL EXPENSES	170,578.50	164,065
NET INCOME	37,734.93	87,726.00

Hurricane Ridge Winter Sports Club
Profit & Loss
January through December 2021

	Jan - Dec 21	
Ordinary Income/Expense		
Income		
Discount		-14.53
DONATIONS		
Miscellaneous Cash Donations	1,000.00	
Total DONATIONS		1,000.00
EF Contributions		0.00
Grants		
City of PA Lodging Tax Grant	10,000.00	
Total Grants		10,000.00
Indy Pass Holders Pay Outs		4,856.06
LIFT TICKETS		
BUNNY TICKETS	5,268.57	
INTERMEDIATE FULL DAY	27,991.95	
INTERMEDIATE HALF DAY	2,811.10	
POMA FULL DAY	44,775.43	
POMA HALF DAY	1,220.89	
Tube 1 Hour	18,454.22	
Upgrade	171.55	
Total LIFT TICKETS		100,493.51
Membership HRWSC		18.44
Passes		0.00
Prepurchased Lift Tickets		0.00
SEASON PASS		
BM FAMILY PASS	2,918.55	
BM INDIVIDUAL PASS	368.17	
FAMILY SEASON PASS	22,632.39	
INDIVIDUAL SEASON PASS	7,818.40	
MERVIN FAMILY PASS	1,451.61	
SKI PATROL FAMILY PASS	536.40	
Total SEASON PASS		35,725.52
SKI SCHOOL		
Group Lessons		
SB/SKI LESSONS - 3 Week	1,090.19	
TODDLER LESSONS	267.04	
Total Group Lessons	1,357.23	

Hurricane Ridge Winter Sports Club
Profit & Loss
January through December 2021

		Jan - Dec 21
PRIVATE LESSONS		
1 Person private lesson	4,331.96	
2 People Private Lesson	1,413.68	
3 People Private Lesson	3,439.50	
Private Lesson Additional Hour	1,385.97	
Total PRIVATE LESSONS	10,571.11	
Total SKI SCHOOL		11,928.34
Ski School Lift Tickets		0.00
SKI TEAM		
SKI SWAP	9,866.16	
TENT RENTAL	5,428.68	
Total SKI TEAM		15,294.84
WINTER SPORTS CLUB		
Items for Resale	1,590.00	
Total WINTER SPORTS CLUB		1,590.00
Total Income		180,892.18
Cost of Goods Sold		
Items for Resale		300.00
Total COGS		300.00
Gross Profit		180,592.18
Expense		
Advertising		1,900.00
Appreciation Award		400.00
Bad Dept		1,032.65
Bank Service Charges		
Merchant Service Fees	4,315.93	
Total Bank Service Charges		4,315.93
Cash Over/Short		0.10
Computer software up-grade		1,225.01
Dues and Subscriptions		634.31
Equipment Repairs/Maintenance		30,097.05
Fuel		8,164.30
Licenses and Permits		833.25
Meals and Entertainment		1.61
Miscellaneous		344.93
Mountain Operations		2,648.23
Office Supplies & Postage		388.00

Hurricane Ridge Winter Sports Club
Profit & Loss
January through December 2021

	Jan - Dec 21
Payroll Expenses	112,022.04
Payroll taxes	110.08
Professional Fees	525.00
Reconciliation Discrepancies	-0.06
Sales Tax Expense	
B & O	641.52
Total Sales Tax Expense	641.52
SKI TEAM EXPENSES	
SKI SWAP	6,046.27
Total SKI TEAM EXPENSES	6,046.27
Supplies	
Industrial Supplies	1,029.58
Lift Ticket Expense	507.00
Supplies - Other	0.00
Total Supplies	1,536.58
Telephone	948.03
Utilities	388.24
Web Hosting	1,819.70
Website Design	2,900.00
Total Expense	178,922.77
Net Ordinary Income	1,669.41
Other Income/Expense	
Other Expense	
Federal Income Tax	4,802.00
Fraudulent Debits/Checks	0.00
Total Other Expense	4,802.00
Net Other Income	-4,802.00
Net Income	-3,132.59

STATE OF WASHINGTON

BUSINESS LICENSE

Issue Date: Sep 17, 2021

Nonprofit Corporation

Unified Business ID #: 600026975
Business ID #: 001
Location: 0001
Expires: Sep 30, 2022

HURRICANE RIDGE WINTER SPORTS CLUB
UNIT 3049
424 E 1ST ST
PORT ANGELES WA 98362-3355

UNEMPLOYMENT INSURANCE - ACTIVE
INDUSTRIAL INSURANCE - ACTIVE
MINOR WORK PERMIT - ACTIVE
TAX REGISTRATION - ACTIVE

DUTIES OF MINORS:
Ages 16-17: Help ski & snowboard school instructors with students and their gear.*MINOR MAY NOT WORK AT HEIGHTS GREATER THAN 10 FT OFF THE GROUND OR FLOOR LEVEL.*
Ages 14-15: Help ski & snowboard school instructors with students and their gear.*MINOR MAY NOT WORK AT HEIGHTS GREATER THAN 10 FT OFF THE GROUND OR FLOOR LEVEL.*

LICENSING RESTRICTIONS:

It is the business's responsibility to comply with minor work permit requirements. See WAC 296-125-030 and WAC 296-125-033 for Non-Agricultural and WAC 296-131-125 for Agricultural guidelines and restricted activities.

Only 17 year olds may drive on public roadways if such driving is occasional and incidental. Restricted to daylight hours. 16 and 17 year olds may occasionally drive on employer's private property. WAC 296-125-030 (2). See L&I's Policy: ES.C.4.3.

This document lists the registrations, endorsements, and licenses authorized for the business named above. By accepting this document, the licensee certifies the information on the application 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.

Vicki Smith

Director, Department of Revenue

STATE OF WASHINGTON

UBI: 600026975 001 0001

Expires: Sep 30, 2022

HURRICANE RIDGE WINTER SPORTS CLUB
UNIT 3049
424 E 1ST ST
PORT ANGELES WA 98362-3355

UNEMPLOYMENT INSURANCE - ACTIVE
INDUSTRIAL INSURANCE - ACTIVE
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Vicki Smith

Director, Department of Revenue

SKI & SNOWBOARD

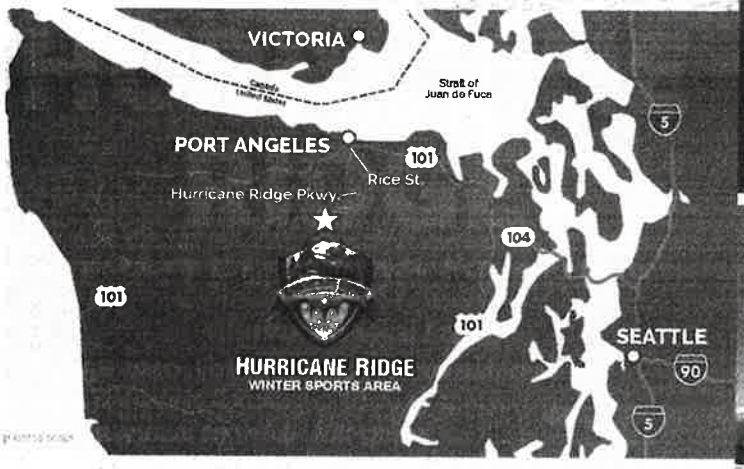
HURRICANE RIDGE

WINTER SPORTS AREA

Winter Season Facts

Winter season: Mid-December thru end of March
Hours: Saturdays & Sundays, 10am to 4pm & some holidays
Average annual snowfall: 400 inches
Lowest base elevation: 4,800 feet
Highest elevation: 5,500 feet
Longest vertical drop: 700 feet
Rope tows: 2
Poma lift: 1
Tubing: Yes
Trails: 10
Terrain park: Yes





Directions: From Seattle, take Hwy 104 and the Hood Canal Bridge to the Olympic Peninsula, then Hwy 101 to Port Angeles. Turn south onto Race Street, watch for the sign, then a slight right onto Hurricane Ridge Parkway. The National Park charges an entrance fee of $30 per vehicle or you can purchase a yearly pass for $55. Weather dependent, the road usually opens to uphill traffic at 9am and closes to uphill traffic at 4pm. Parking is limited, especially on powder days so it is best to arrive at the gate by 8am.

Olympic National Park · Port Angeles, WA
HurricaneRidge.com · (848) 667-7669

SKI & SNOWBOARD

HURRICANE RIDGE

WINTER SPORTS AREA







Photo credit: Gregory Birch



Photo credit: Gregory Birch

Olympic National Park · Port Angeles, WA
HurricaneRidge.com · (848) 667-7669

OUTDOOR ADVENUTRES FOR ALL!

SKIING & RIDING • TUBING • WINTER SPORTS SCHOOL • NORDIC SKIING & SNOWSHOEING

Hurricane Ridge Ski and Snowboard Area is located in the Olympic National Park, 17 miles south of Port Angeles, Washington. Rising a mile high, Hurricane Ridge offers winter recreation and activities and features winter vistas unmatched anywhere in the Pacific Northwest. We are a small, family oriented ski area, offering a quality winter sports experience, without the high cost or congestion of most ski areas. The Ridge boasts some groomed areas, but for the accomplished skier or snowboarder the steeps, bowls and glades are well worth the effort it takes to get there!









Snow School

The Ridge has offered a Ski School for over 50 years. Our classes and instructors follow the PSIA and AASI ideals, insuring professionalism in all aspects of the school. We offer *Multi-week lessons, Drop-in Group lessons, and Private lessons*. Please visit **HurricaneRidge.com** for more info.

Equipment Rentals

Just about everything you need for alpine, Nordic, and snow-shoeing is available for rent at the Hurricane Ridge Mountain View Café & Gift Shop, located in the Hurricane Ridge Visitor Center. For snowboard rentals see North by Northwest in Port Angeles.

4th & 5th Graders Ride Free Program

Fourth and fifth graders receive FREE lift tickets for the winter season. Just bring proof of enrollment in fourth or fifth grade to the Mountain Operations Center ticket window along with a completed application to receive a free ticket. Home schoolers bring proof of age. It's just that easy.

Hurricane Ridge Ski Team

The Ski Team program provides participants the opportunity to develop strong racing skills through training both on and off the hill and through directed free skiing. This fun and enjoyable program creates strong racers and excellent skiers who love the sport. The Team hosts a race each season and the team travels to compete in races at other areas.

Lift Ticket Prices

Bunny	$20
Intermediate	$36
Poma + All Lifts	$50
Tubing (60 min)	$14
Individual Pass	$325
Family Pass	$600
Additional Family Member	$50
Butch's Corporate Pass	$1,000
Indy Pass	$199

Partner Resort with

Printed material provided by

Olympic Peninsula

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Hurricane Ridge Winter Shuttle Operations Plan (page 1)

January 7 – March 26, 2023

Background

The Hurricane Ridge Winter Sports Club (HRWSC) is applying for Port Angeles Lodging Tax (LTAX) funds to help facilitate a shuttle service to Hurricane Ridge for the 2023 winter season. HRWSC would use the LTAX funds to charter Black Ball Transport (BBT) (or other same-rate alternative charter bus company) to provide the shuttle service to Hurricane Ridge. HRWSC and BBT would work with Olympic Hiking Co. (OHC) to manage the ticket sales and website, online reservation management system, check-in logistics, required waiver forms, and Olympic National Park entrance fee reporting for the shuttle, as OHC is a commercially authorized tour company in Olympic National Park. OHC recovers its in-house administrative costs to manage this shuttle service through the ticket fare and does not receive LTAX funds.

Dates of Operation

Olympic National Park generally operates a winter season atop Hurricane Ridge after Thanksgiving through the end of March, opening the road to the Visitor Center Friday through Sunday and Monday holidays, plus a "ski week" after Christmas through the New Year. To ensure a healthy snowpack and no cancellation dates, HRWSC would recommend a shuttle service to operate on Saturdays and Sundays beginning January 7, 2023 and ending March 26, 2023 with 24 total days of shuttle operation.

Proposed Cost and LTAX Request

HRWSC and OHC would schedule BBT to stage their bus at 8:00 AM for an 8:30 AM departure from Downtown Port Angeles with a 3:30 PM estimated return. For this 7.5 hour charter, Black Ball Transport provided a quote of $125.00 per hour or $937.50 per day. Accordingly, the HRWSC is requesting $22,500.00 ($937.50 x 24 days) in LTAX funds to cover the cost of the private charter shuttle service to Hurricane Ridge.

Pricing and Schedule with Full LTAX Funding

- Shuttle Fare: $15 per passenger
- ONP Entrance Fees: $15 per passenger (Age 16 or older without a park pass)
- Dates: Saturdays & Sundays from January 7-March 26, 2023

The Importance of full funding

In the event HRWSC does not receive full funding, there would be two outcomes: 1) less dates of operation, likely removing Sunday shuttle routes as needed, and/or 2) increase shuttle fares to offset the transportation costs, making the shuttle more inaccessible to visitors and our own community. Without LTAX funding, there are no alternative shuttles to Hurricane Ridge during the winter season at this time.

2022 Success Story and Supporting Data

Hurricane Ridge Winter Shuttle Ops Plan (page 2)

Last year's shuttle was successful in bringing out of county visitors to Port Angeles and driving hotel stays in Port Angeles and within greater Clallam County. Of the total customers, about 81% traveled from outside of Clallam County. Of those out of county travelers, about 80% stayed overnight in a hotel in Clallam County. Mission accomplished: affordable ticket fare for our local community, while driving out of county visitation and local hotel stays.

Here is an overview of the 2022 winter shuttle ridership metrics and data:

January	Pax #	February	Pax #	March	Pax #
1/8/22	16	2/5/22	6	3/5/22	21
1/15/22	21	2/12/22	22	3/12/22	13
1/22/22	25	2/19/22	13	3/19/22	20
1/29/22	14	2/26/22	11	3/26/22	10
Total	76	Total	52		64

Grand Total 192

76	**Total Passengers (January)**			
8	Less: OHC Staff			
68	Total Customers			
22	customers	Clallam County	32%	
46	customers	Out of County	68%	
52	**Total Passengers (February)**			
7	Less: OHC Staff			
45	Total Customers			
4	customers	Clallam County	9%	
41	customers	Out of County	91%	
Y	Hotel		32	78%
N	Hotel		9	22%
Out of County			41	
64	**Total Passengers (March)**			
8	Less: OHC Staff			
56	Total Customers			
6	customers	Clallam County	11%	
50	customers	Out of County	89%	
Y	Hotel		40	80%
N	Hotel		10	20%
Out of County			50	

Total Passengers: January - March			
32	customers	Clallam County	19%
137	customers	Out of County	81%
169	customers	total	
23	staff	total	
192	total passsengers		

Data Notes:
BBT Shuttle Bus Capacity is 27 pax

The shuttle operated on Saturdays only January 8, 2022 – March 26, 2022.

Aimed for 15-20 pax with row seating charts for physical distancing.

Lower February ridership numbers was due to minimal snowfall and subpar conditions.

We began to track Clallam County hotel stays during February and March shuttle operations through online booking questionnaire. We plan to ask for Port Angeles Hotels only in 2023.

This was the most successful shuttle ridership numbers within the last decade.

Lodging Tax Advisory Committee

2023 Hotel Motel Funding Application Requests (1st call)

Juan de Fuca Foundation for the Arts

RECEIVED
CLALLAM CO. COMMISSIONERS
OCT 21 2022
1...2...3...A...

LODGING TAX FUNDING APPLICATION
2023

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: $** $10,500

II **Agency/Organization Name:** The 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 601-455-288

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

IV **Representative Contact Information:**

Name, Title Kyle LeMaire

Mailing Address 101 W. Front St. Ste. 101

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: 10/20/22

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 30th 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 three days of music and art, across five stages, and over 60 performances covering multiple genres and disciplines to enjoy. This year we are looking at book artist with more national attention as our headliners to increase the audience size.

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 3 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 weekend 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 propsing higher caliber performers and vendors that will have a bigger draw to the 2023 festival. It is our hope that with these more well established artist, we are able to draw in crowds from Seattle and Canada.

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

   JFFA will be implementing a marketing campaign to draw vistiors 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 26-28, 2022, Estimated Attendance: 4000.

6. **2023 Tourism-Impact Estimate**
(Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2022)

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:	2023 Estimate	2022 Actual	Methodology
a. Overall attendance at your event/activity/facility	5000	3500	Structured estimate using geofencing.
b. Number of people who travel more than 50 miles for your event/activity/facility	1000	545	Structured estimate using geofencing.
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	~~2000~~ 500	350	Structured estimate using geofencing.
d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.	200	150	Structured estimate using geofencing.
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.	200	150	Structured estimate using geofencing.
f. Number of paid lodging room nights resulting from your event/activity/facility.	50	30	Structured estimate using geofencing.

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 leverging the fan base of artists who traveled from outside of the county.

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).

Yes

13. What is the overall budget for your event/activity/facility? $ $131,250
What percent of the budget are you requesting from Clallam County Lodging Tax Fund? 8 %

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, corparate sponsorships, and grants to secure the additional funds needed to produce the 2022 Juan de Fuca Festival.

APPLICATION INSTRUCTIONS – GENERAL GUIDELINES

APPLICATION DEADLINE: Applications must be received at the Board of County Commissioner's Office, 223 East 4th Street, Suite 4, Port Angeles WA 98362-3015 (Clallam County Courthouse, main level, Room 150) until **12 p.m., Monday, October 24, 2022**.

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 one copy to**:

Clallam County Lodging Tax Advisory Committee
Board of Commissioner's Office
223 East 4th 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.

Juan de Fuca Foundation of the Arts
Festival 2023 Budget

	2023
Festival Income	
FEST Concessions	$13,000.00
FEST Merchandise	$2,000.00
FEST Paint & Sip	$1,500.00
FEST Workshops	$1,500.00
FEST School Bussing	$0.00
FEST Street Fair Fees	$20,000.00
FEST Tickets	$55,000.00
FEST Virtual Tickets	$0.00
FEST Sponsorships	$40,000.00
Total Festival	**$133,000.00**

	2023
Festival Expenses	
FEST Marketing	$11,200.00
FEST Accommodations	$4,000.00
FEST Artist Fee	$60,000.00
FEST KidFest Artist Fee	$3,500.00
FEST Concession	$5,000.00
FEST Contract Labor	$7,000.00
FEST Crew/Tech	$20,000.00
FEST Decor/Equipment	$5,000.00
FEST Equipment Rental	$3,000.00
FEST Hospitality	$2,500.00
FEST Merchandise Cost	$1,000.00
FEST Paint & Sip	$800.00
FEST Workshops	$500.00
FEST Permits & Fees	$900.00
FEST School Bussing	$0.00
FEST Venue	$6,500.00
FEST Wristbands	$350.00
Total Festival Expenses	**$131,250.00**

City of PA LTAX

Logo/Poster Design	$1,000	
Permits	$800	
Bright Light Solutions	$2,000	Social Media
Street Banner	$200	
Total	**$4,000**	

OPVB

Seattle Times	$2,000
The Stranger	$2,000
Times Colonist	$1,000
Monday Magazine	$1,000
Victoria Chamber Ne	$600
SeaTac Video Ad	$900
Total	**$7,500**

County LTAX

Community Tent	$1,000
Geo Fencing	$1,500
Operations	$8,000
Total	**$10,500**

Fair and Volunteer Coordinator, Sound Coordinator

Office of the Secretary of State
Corporations & Charities Division

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

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

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.

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

☑ 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:
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.

Form **W-9**
(Rev. October 2018)
Department of the Treasury
Internal Revenue Service

Request for Taxpayer Identification Number and Certification

▶ **Go to *www.irs.gov/FormW9* for instructions and the latest information.**

Give Form to the requester. Do not send to the IRS.

Print or type. See Specific Instructions on page 3.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.
Juan de Fuca Festival of the Arts

2 Business name/disregarded entity name, if different from above
Juan de Fuca Festival of the Arts

3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only **one** of the following seven boxes.

☐ Individual/sole proprietor or single-member LLC ☑ C Corporation ☐ S Corporation ☐ Partnership ☐ Trust/estate

☐ Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ▶ _____

Note: Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is **not** disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.

☐ Other (see instructions) ▶ 501(c)3

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):

Exempt payee code (if any) _____

Exemption from FATCA reporting code (if any) _____

(Applies to accounts maintained outside the U.S.)

5 Address (number, street, and apt. or suite no.) See instructions.
101 W. Front St Ste. 101

Requester's name and address (optional)

6 City, state, and ZIP code
Port Angeles, WA 98362

7 List account number(s) here (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Note: If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number
[ ][ ][ ] - [ ][ ] - [ ][ ][ ][ ]

or

Employer identification number
9 1 - 1 5 8 8 9 8 7

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here Signature of U.S. person ▶ _____ Date ▶ 09/30/2021

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to *www.irs.gov/FormW9*.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid)
- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, *later.*

2023 Lodging Tax Fund Event Application

This application is for Event related proposals only.

Amount of Lodging Tax Requested: $ 4,000

Event Grant Cover Sheet

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.

Starting in 2023: Event funding will be capped at $10,000 per event. All established events older than 5 years will have a cap of $4,000, with a subsequent annual reduction to $1,000 until 2026.

If you have any questions regarding this application process or the grant opportunity itself, please contact Ben Braudrick at 360-406-0654, or email ced@cityofpa.us.

All applications ***must*** be sent to ced@cityofpa.us by 5:00 pm, Friday, October 7, 2022.

Please fill in all requested information and check all relevant boxes:

Event Name: The Juan De Fuca Festival

Date/s of Event: 5/26/23-5/28/23 Event Age: 2 Years with JFFA. First LTAX Ask_

Amount Requesting: $4000

Grant Application Contact

Business or Individual Operating Event: The Juan De Fuca Foundation for the Arts

This should be the name intended to receive the contract and consistent with the W-9

Primary Contact: Kyle LeMaire ☐LLC ☐Sole Proprietor ☐Partnership

Phone #: 360-457-5411 ☐C-Corp ☐S-Corp ✓501C (3)

Contact Email: kylelemaire@jffa.org ☐Other:

Type of Business

Will your event require City traffic control or incur utility expenses?

✓ Yes ☐ No (If yes, a coordination meeting with City Staff is required to occur at least 30 days prior to the event)

Complete Application Includes (check all that apply):

✓ Application Questionnaire

✓ Full Event Budget (Including highlighted items applicable to grant request)

✓ W-9* (with organization name and address where reimbursement check will be sent)

**This should be the name intended to receive the contract and consistent with the W-9*

✓ Documentation of State Tax ID Number

Application Questionnaire

Basic Event Information

1. **Describe your event in a brief narrative. Provide the event name, date(s), projected overall attendance, and if this is an event that has been awarded LTAX event grant funding in the past, what, if anything, is changing about the event.**

   Answer:

   Answer: The 30th annual Juan de Fuca Festival takes place over Memorial Day Weekend on May 26-28, 2022. This is a legacy event in our community and attracts music and art lovers from all over the North Olympic Peninsula and beyond. The Juan de Fuca Festival features four days, four stages and over 30 professional performances covering multiple genres and disciplines for all to enjoy. Opening each day at Noon, the colorful Juan de Fuca Festival Street Fair is a highlight of the Memorial Day Weekend celebration. It's a garden of earthly delights as more than 75 food and artisan booths offer their unique wares. A Festival favorite is our fun and relaxing Beer & Wine Garden, Community Tent which provides free activities for all ages, Community Stage which provides an opportunity for local nonprofits and artists to showcase their organizations.

   The projected overall attendance over this four-day event is 5,000. JFFA has gratefully received LTAX event grant funding in the past and is excited to share many new additions that we have planned for the Festival this year. Some of these plans include: Updated Main Stage venue design, an enhanced Street Fair offering more variety and vendors, increased workshop offerings, a more robust art exhibit in the Vern Burton atrium, local beer and wine offerings, nationally recognized artists for our Saturday night concert, the return of After Hours and more!

2. **Is this a new event? If not, what is the age of the event?**

   Answer:

   The Juan de Fuca Festival will be celebrating its 30th year.

3. **Is there a host hotel for your event? If yes for returning events, list the host hotel and an estimate of how many rooms were booked last year.**

   Answer:

   Red Lion Hotel of Port Angeles provides discounted room rates for our touring artists throughout our season, not just during the Juan de Fuca Festival. Anytime JFFA books rooms for performers (Season Concerts or Festival performers) we do so at Red Lion. For the Juan de Fuca Festival specifically, JFFA books a limited number of artist rooms at the full rate and implements a popular homestay program to cover most of our artist lodging needs which offsets our operation costs. Out of the area Festival attendees are directed to a list of all local hotels featured on our website. Estimated number of rooms booked last year is 100.

4. **How many people have attended your event in the past? How did you obtain these figures?**

   Answer:

   Our estimate of 5000 is based on actual ticket sales, complimentary tickets (sponsors and artists), volunteers, community participants and street fair attendees from our 2019 events. Our 2022 festival drew in an estimate of 3500 between events. Visitor and organizer spending also influences our estimation. Our street fair is a free, un-ticketed, ungated event which presents a challenge when trying to collect concrete overall attendee numbers, however we utilized geofencing for our 2023 festival which provided us with substantial data and plan on continuing its use.

5. **Will the event necessitate the obstruction or use of the public right-of-way, public utility hookups and/or Police or Fire assistance?**
   ✓Yes ☐ No If yes, please describe in detail.
   Answer:
   Answer: A Right of Way Use Permit is required for 4th St. from Lincoln Street to Peabody Street to accommodate the Festival Street Fair for four consecutive days. JFFA also requests a load-in zone on 1st Street directly in front of the Naval Elks Lodge 353. JFFA requests Street Fair banners and PA City electric utility hookups for food vendors, including spider boxes. In addition, JFFA applies for a Special Occasion Permit through the Parks, Fair and Facilities Department.

6. **What is the amount you are requesting from the City for such public right-of-way permits or assistance and what will it be used for? Please be as accurate as possible. You can email publicworksinbox@cityofpa.us for an estimate. The LTAC will create a ROW reimbursement budget based upon this amount as a maximum** *$800*_____
   Answer: We are seeking $800 in funds to cover ROW and Permits

General Budget Questions

7. **Please provide the details on this event's annual budget. An itemized event budget is a required attachment to this application, in addition to the table on the following page.**
   Answer:

Budgeted Cost by Type	Total Estimated Budget	Requested LTAX Portion
1. Marketing – Local	$1200 (In Kind)	$200
2. Marketing – Beyond 50 miles	$11200	$2000
3. Marketing – Website	$0	$
4. Event SWAG	$1000	$
5. Business Operation (Office and Personnel)	$27050	$
6. Event Operation (Non-ROW and Utility)	$89,000	$
7. ROW and Utility Requirements	$800	$800
8. Other (Describe): Logo/Poster Design	$1000	$1000
Total Event Cost	$131,250	$4000

8. **How much of that budget will be spent on advertising outside Clallam County? What kind of advertising is proposed? Describe your marketing strategy for the event.**
   Answer:
   $11,000

9. **Do you have other event sponsors? If so, how much income do you plan to receive in total from other sponsors?**
   Answer: JFFA is looking to increase its festival sponsorship to approximately $40,000. Sponsorship funding is distributed throughout for artist support, operations, financial assistance and other costs that are incurred during the festival.

10. **What will you cut from your proposal or do differently if full funding for your request is not available or recommended?**
Answer:
In the event that funding for our request is not available or recommended, JFFA will seek other funding sources and/or adjust our marketing and artist budget accordingly.

LTAC Funding Priorities Questions

11. **Describe the desired and anticipated audience of the event. Is the event focused on local residents or people outside Clallam County?**
Answer: We would like to increase our audience to 5000 for the 2023 Festival focusing marketing on outside of Clallam County but utilizing our local in kind marketing opportunities to draw in our local residents.

12. **Describe how the event encourages visitors to enjoy longer stays and return often to the City of Port Angeles.**
Answer: The Juan de Fuca Festival lasts over 4 days which helps incur longer stays in Port Angeles. We will be working to help promote other activities throughout the festival, including points of interest, local businesses, and attractions.

13. **Does the event provide any opportunities that improve the tourist/resident relationship?**
✓Yes ☐ No If yes, please describe.
Answer: The charm of the Juan de Fuca Festival resides in the idea of a globally local festival. A small town festival where local residents and visitors can meet, learn about music and art, and get to know one another. Our goal to support that in the upcoming year are workshops and our community tents where attendees can learn more about our community and what we have to offer.

14. **The City desires to prioritize events that provide intangible benefits for the community, including arts and culture, local economic development, and regional/statewide/national/international exposure. Describe how this event fulfills this priority?**
Answer: The festival focuses on bringing art, music, and food vendors from a variety of backgrounds and cultures. We are focusing on creating a diverse artist line-up that will help expose attendees to music and art they may not have seen before. We are looking to expand out food and beverage offerings that will focus on local restaurants and distribution. If we receive the event funds from the City of Port Angeles, we will use those funds to promote the festival on a national level.

15. **Is the event held in coordination or with the cooperation of other events or tourism activities in the City of Port Angeles?**
☐Yes ✓ No If yes, please describe.
Answer: Not at this time.

16. **How does this event support or involve City of Port Angeles businesses or organizations?**
Answer: JFFA considers itself to be a community focused and minded organization that continually offers a wide range of opportunities for local organizations, businesses and individuals to participate in our programming.

- *At the Juan de Fuca Festival, specifically, we offer a Festival Community Tent as part of our Street Fair and invite organizations to represent their organization. The Festival Community Tent serves as a platform for community organizations to connect with Festival goers, providing activities and information regarding their mission and impact to the public throughout the four days. We advertise this schedule on our website, the Peninsula Daily News printed Festival tab, and through frequent*

social media posts on behalf of these community organizations. At the 2019 Festival Community Tent JFFA proudly featured: Olympic Nature Experience, Clallam County YMCA, Clallam Mosaic, The Answer for Youth (TAFY), Port Angeles Fine Arts Center, First Step Family Support Center and Reclaiming Light.

- *Another way the Juan de Fuca Festival involves local businesses is through our Corporate Sponsorship Program. Corporate Sponsors receive many benefits for the financial contribution to our festival operations such as: free Festival passes, recognition from all five stages throughout the entire four days, signage on Festival grounds and logo placement on our Festival poster and JFFA website.*

- *Annually, JFFA partners with the Port Angeles School District to present Festival Kids' Day. On the opening day of the festival, JFFA brings two different performing groups to the Port Angeles High School Auditorium and offers three consecutive school shows, serving over 3000 local students in grades K-12.*

- *JFFA regularly coordinates with Stevens Middle School Jazz Band which showcases on our Main Stage at the Festival, providing our local budding musicians with a professional performance experience and atmosphere. Last year we did not have the opportunity to do this, but will be reinstating it in the line up.*

- *Our Festival Street Fair provides an opportunity for both local artisans and food vendors to sell their goods for four consecutive days. JFFA also employs several local visual artists, musicians and contract laborers to assist with operations. This year we intend to partner with the Elwha Tribe who will provide a drumming group to perform a welcoming song at the Festival's opening ceremony.*

- *Our festival is supported by over 100 local volunteers who represent many businesses and organizations throughout Clallam County.*

17. Does this event benefit the entire Clallam County and/or Olympic Peninsula?
✓ Yes ☐ No If yes, please explain how.
Answer:
JFFA's mission is to provide arts and cultural events for the entire Olympic Peninsula. Although our festival is located in the City of Port Angeles, we include vendors and artists from all across the peninsula giving them the opportunity to showcase their work.

18. If your event has occurred in the past, what will you or your organization do differently this year that will improve upon last year's event?
Answer:
Plans include: Updated Main Stage venue design, an enhanced Street Fair offering more variety and vendors, increased workshop offerings, a more robust art exhibit in the Vern Burton atrium, local beer and wine offerings, nationally recognized artists for our Saturday night concert, the return of After Hours and more!

JLARC Reporting Question

19. Based on State mandated reporting, please complete items A thru F below. If this is a new event or the event did not occur in 2022, put n/a in the 2022 column. A requirement of the award reimbursement is the tracking of these lodging statistics.

State Mandated Lodging Reporting Questions		2022	Proposed 2023
a.	Overall attendance at your proposed event/activity/facility.	3500	5000
b.	Number of people who will travel more than 50 miles for your event/activity.	545	~~3000~~ 1000
c.	Of the people who travel more than 50 miles, the number of people who will travel from another country or state.	350	~~2000~~ 500
d.	Of the people who travel more than 50 miles, the number of people who will stay overnight in Port Angeles or the Port Angeles area.	150	200~~0~~
e.	Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast/short term rental) in Port Angeles or Port Angeles area.	150	200
f.	Number of paid lodging room nights resulting from your proposed event. *(example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)*	30	50

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 2023. 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. Access the form here:

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

Kyle LeMaire, Executive Director	Kyle LeMaire	10/07/2023
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 cover sheet, completed questionnaire, and any attachment in **ONE** pdf document to: ced@cityofpa.us

- *If you have any questions on how to submit, please contact the above email.*
- *You must complete and sign the application. You can pdf the document and sign digitally using adobe reader.*

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.

Juan de Fuca Foundation of the Arts
Festival 2023 Budget

	2023
Festival Income	
FEST Concessions	$13,000.00
FEST Merchandise	$2,000.00
FEST Paint & Sip	$1,500.00
FEST Workshops	$1,500.00
FEST School Bussing	$0.00
FEST Street Fair Fees	$20,000.00
FEST Tickets	$55,000.00
FEST Virtual Tickets	$0.00
FEST Sponsorships	$40,000.00
Total Festival	**$133,000.00**

Festival Expenses	
FEST Marketing	$11,200.00
FEST Accommodations	$4,000.00
FEST Artist Fee	$60,000.00
FEST KidFest Artist Fee	$3,500.00
FEST Concession	$5,000.00
FEST Contract Labor	$7,000.00
FEST Crew/Tech	$20,000.00
FEST Decor/Equipment	$5,000.00
FEST Equipment Rental	$3,000.00
FEST Hospitality	$2,500.00
FEST Merchandise Cost	$1,000.00
FEST Paint & Sip	$800.00
FEST Workshops	$500.00
FEST Permits & Fees	$900.00
FEST School Bussing	$0.00
FEST Venue	$6,500.00
FEST Wristbands	$350.00
Total Festival Expenses	**$131,250.00**

City of PA LTAX	Logo/Poster De	$1,000	
	Permits	$800	
	Bright Light Sol	$2,000	Social Media
	Street Banner	$200	
	Total	**$4,000**	

OPVB	Seattle Times	$2,000
	The Stranger	$2,000
	Times Colonist	$1,000
	Monday Magaz	$1,000
	Victoria Chamb	$600
	SeaTac Video A	$900
	Total	**$7,500**

County LTAX	Certified Folder	$1,500
	Immediate Imag	$900
	Victoria Chamb	$1,100
	Operations	$5,000
	Geofencing	$1,500
	Total	**$10,000**

Lodging Tax Advisory Committee

2023 Hotel Motel Funding Application Requests (1st call)

Port Angeles Marathon Association

RECEIVED
CLALLAM CO. COMMISSIONERS
OCT 21 2022
1...2...3...A...

LODGING TAX FUNDING APPLICATION
2023

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:** $ 31,000.00

II **Agency/Organization Name:** Port Angeles Marathon Association

Organization is ☐ Government Entity ☐ 501(c)3 ☐ 501(c)6 ☑ Other 501 (c) 4

Federal Tax ID No. 33-1032171 UBI Number 602 262 570

III **Project/Activity/Event:** 2023 - 5 Events in Clallam County Across the County - 2/4, 4/22, 6/3, 6/4, 12/2

IV **Representative Contact Information:**

Name, Title Victoria Jones, Executive Director

Mailing Address PO Box 431, Port Angeles, WA 98362

Phone(s) 585-451-0014

Email victoria@nodm.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.

Victoria Jones Victoria Jones Date: October 3, 2022

Signature

Victoria Jones

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?

   Port Angeles Marathon Association has 5 events throughout the entire year (starting in February and ending in December throughout Clallam County). The 2023 events in Clallam County include; Elwha Bridge on February 4th, Railroad Bridge on April 22, North Olympic 5K ./ 10K on June 3, North Olympic Discovery Marathon, half Marathon, Marathon Relay on June 4, and Jamestown Glow Run on December 2.

   Three of the events are one day events on Saturday and have a packet pick-up the day prior to encourage people traveling from out of town to come the night before. The North Olympic Discovery Marathon event is now a 3-day event, which includes two days of running races held along the Olympic Discovery Trail from Sequim to Port Angeles. The inaugural event was held June 15, 2003. June 2nd-4th , 2023 will mark the 21st anniversary for this popular community event. More than 7,000 people will attend including participants, family and friends of runners, spectators from the region, volunteers, sponsors, and vendors.

   In 2023, the other three events will be celebrating their 5th annual event. All finishers of each race receive a unique medal. Finishers of all five races receive an unique large medal that magnetizes each race medal to form an impressive showpiece of your accomplishments. Participants can save on entry fees when they bundle more than one event.

   All five events are estimated to bring approximately $2.0 million in tourism related activity to Clallam County each year.

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

   The North Olympic Discovery Marathon is a multi-day event, which requires people to stay the night before the race. Marathon weekend (first weekend in June) is one of the busiest weekends of the year for hotels on the Olympic Peninsula due to this event.

   Although the Run the Peninsula events are one day events we have added a packet pick-up the night before encouraging participants to come the night before so that they don't have to worry about morning traffic (mostly the Hood Canal Bridge). In addition our

December event in Blyn is a night run to highlight all of the beautiful Jamestown Holiday lights. The event ends around 8pm. This has encouraged people to spend the night after the race and enjoy the Olympic Peninsula.

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 North Olympic Discovery Marathon was created to be a destination event. The event audience is a national and international running community. People from all over the world, who have yet participated in the NODM, have heard of it through this vast and powerful community. They visit the NODM website, they read reviews, they visit the NODM social media pages, they research the area, and it is on their radar as an event to consider.

   The Run the Peninsula Series is in it's fourth year and brought in people from all 50 states in 2021 and only has a few states left to achieve that goal in 2022. In 2023 it is our goal to continue to grow the reach out to the Pacific Northwest and bring in more participants from outside of the Peninsula. Based on the data from 2022 we are starting to see people traveling from outside of the Peninsula for these events.

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

   In 2022 (as of 10/3/22) we have a total of 3,560 participants for the five events in Clallam County. We have a mailing database of over 15,000 past and current participants. With all of the changes in 2020 we capitalized on growing our participants' reach outside of Washington state. The fact that we had to focus on virtual events gave us the opportunity to extend our reach. In 2023 our goal is to retain some of the virtual participants and convert them to in-person participants for our events.

   The Port Angeles Marathon Association puts on one of the best running events in the entire nation. Participants continually praise our events for being the most organized, amazing customer service, best swag and the most amazing series medals in the world. We have a very large Canadian group that likes to come over on the blackball ferry and spend the weekend.

   "Thank you for a fantastic race- course, volunteers, weather, co-participants were all the best I have ever experienced. Mary B. "

   "First of all, I wanted to thank you for a lovely weekend on the Peninsula! I have run both the full and half marathons in the past, and this year, I brought my entire family (husband and 6 children) for the event. We participated in the 5K, kids' run, and half marathon, and your event was fabulous (as usual!). I also invited 2

friends and their families to ferry over from the Seattle area, and we all plan to return next year. We've already booked our hotel! You do such a great job, from the Expo, to the cute shirts, to the cheerful volunteers, etc". - Nancy P.

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

   - **Elwha River Bridge 5K / 10K – Port Angeles, WA – February 4, 2023** - In 2022 we had a total of 501 participants. We estable 600 participants for 2023.
   - **Railroad Bridge 5K / 10K – Sequim, WA – April 22, 2023** - In 2022 we had a total of 493 participants. We anticipate 600 participants, especially with the new Railroad Bridge and Audubon Center being the focus of the finish line.
   - **North Olympic Discovery 5K / 10K / Kids Marathon - June 3, 2023 -** In 2022 we had a total of 842 participants. We anticipate 950 participants.
   - **North Olympic Discovery Marathon – Half / Full / Relay – June 4, 2023**- In 2022 we had a total of 1,314 participants. We anticipate 1,500 participants in 2023.
   - **Jamestown S'Klallam Tribe 5K / 10K – Glow Run – Blyn, WA – December 3, 2023** -As of total 10/3 - We anticaite 500 participants in 2022 and then hope to grow the event to 600 participants in 2023.

6. **2023 Tourism-Impact Estimate**
(Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2022)

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:	2023 Estimate	2022 Actual	Methodology
a. Overall attendance at your event/activity/facility	10,000 Participants x 2.5	No 2022 Contract	Registration Count
b. Number of people who travel more than 50 miles for your event/activity/facility	4,000[1]	No 2022 Contract	Registration Count
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	1,000[2]	No 2022 Contract	Registration Count
d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.	550	No 2022 Contract	Educated Guess with Information from past years
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.	450	No 2022 Contract	Educated Guess with Information from past years
f. Number of paid lodging room nights resulting from your event/activity/facility.	1,000	No 2022 Contract	Educated Guess with Information from past years

1. Participants from 2022 that traveled grater than 50+ Miles x 2.5
2. Participants from 2022 that traveled from different state / country x 2.5

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

   The host hotel for the Elwha Bridge Run and the North Olympic Discovery Marathon events is The Red Lion. The host hotel also serves as the venue for Race Registration and Packet Pick-up the day before the North Olympic Discovery Marathon event. The NODM finish line is located right in front of The Red Lion making this hotel a favorite choice for participants who can walk to their room for a post race shower. The Red Lion promotes 2-3 night stays to marathon participants.

   The host hotel for the Jamestown S'Klallam Tribe Run is 7 Cedar Hotel as the event starts and ends on the Jamestown S'Klallam Tribal Campus.

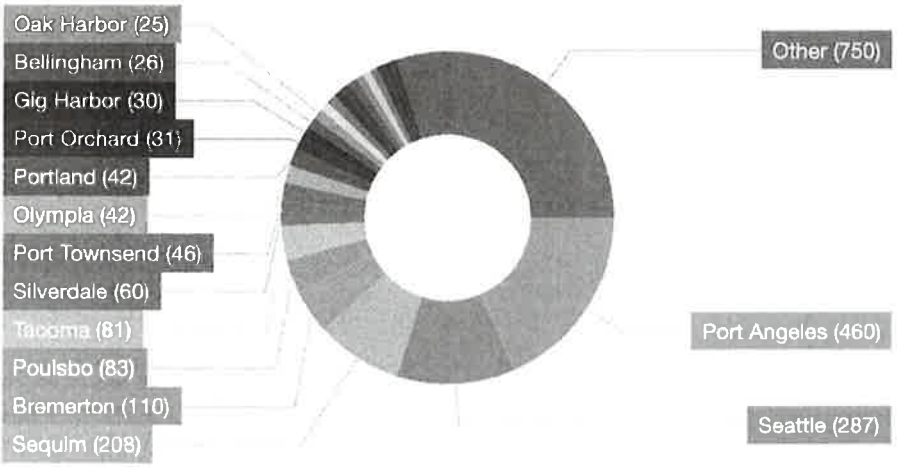
8. Describe the prior success of your event/activity/facility in attracting tourists.

   The North Olympic Discovery Marathon was created to be a destination event. The event audience is the international running community. People from all over the world, who have yet participated in the NODM, have heard of it through this vast and powerful community. They visit the NODM website, they read reviews, they visit the NODM social media pages, they research the area, and it is on their radar as an event to consider.

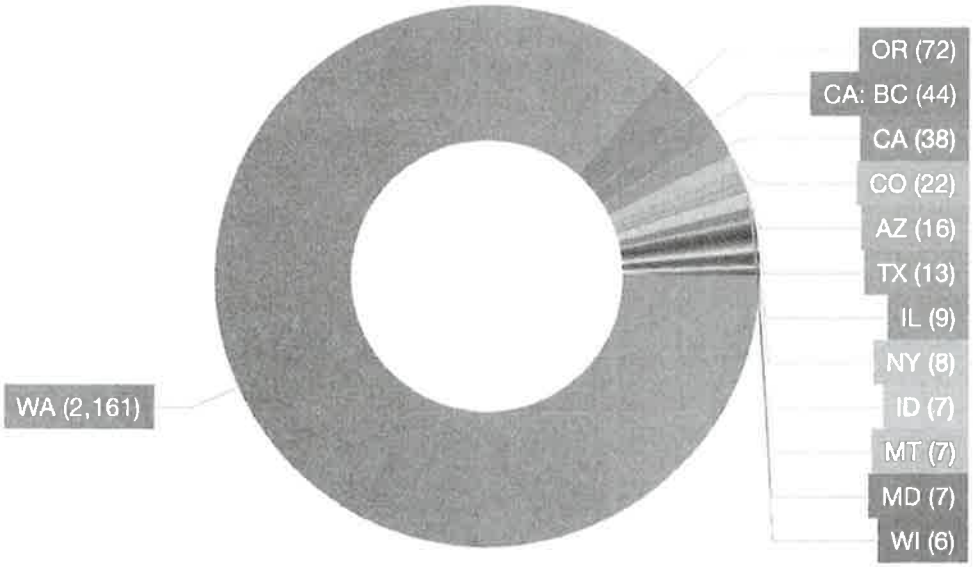
   The Run the Peninsula Series brought in people from all 50 states in 2020, 2021 and are on target to do that again in 2022. The main focus for the 5th annual event is to provide a need to our community while at the same time bringing participants from outside of Clallam County and build the participation to where it was prior to COVID-19.

   For example for the 2022 North Olympic Discovery Marathon you can see the distribution of participants by city and state of registration below. The graphs do not show any city with less than 25 participants (the other 750 means that participants came from other cities that are not listed with 24 or less participants) or state less than 6 participants. It was great that we had 44 participants from British Columbia, most of those participants walk on the ferry and due to the ferry schedule have to spend at least one night, but many stay for the entire weekend (2-3 night stay).

City of Registration



State of Registration



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

Targeted Audience

The North Olympic Discovery Marathon was created to be a destination event. The event audience is the international running community. People from all over the world, who have yet participated in the NODM, have heard of it through this vast and powerful community.

They visit the NODM website, they read reviews, they visit the NODM social media pages, they research the area, and it is on their radar as an event to consider.

The main focus in 2023 is to bring in more athletes from outside of Washington State. Athletes travel from every state and overseas for this event.

You can see the chart from the previous question that shows that our audience comes from all over the Pacific Northwest and country.

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

2023 Marketing and Promotion Plan
Strategic Planning takes place immediately after each years' event in order to evaluate current marketing ideas and best values to implement for the next event. The 2023 marketing plan is in place and has a heavy emphasis on advertising outside of the Olympic Peninsula and really focusing on people traveling around the Pacific Northwest.

We promote our event throughout the year in various ways. These include (but are not limited to the following):

- Social Media
    - Facebook, Instagram, Twitter
- Online Media - Youtube Channel with promotion videos
- Online Running Calendars
- eMail - Mailchimp - Have a database of over 15,000
- Website
    - Nodm.com
    - Runthepenisula.com
- Print Media - Rack Cards / Postcards / Posters
- Event Expos - Whidbey Island Marathon, Capital City Marathon, Seattle Marathon, Victoria Marathon
- Event Swag - walking advertising all over the world
- SMS Marketing - RunGP
    - Out of the billions of emails sent daily 49% are classified as spam, SMS is a way to get direct results.
    - SMS has a 90% open rate vs. 10%-20% email open rate
    - SMS allows us to talk to each athlete as if they're unique. Because they are.
    - Athletes have questions and just want real people to help them and answer their inquiries regarding our events.
    - SMS allows us to deliver important messages or offers straight to the hands of your athletes.

    - SMS marketing campaigns deliver over 20% conversation outperforming social media paid ads.
- Certified Folder Display Service, Inc to distribute rack cards and flyers throughout the Pacific Northwest. This is a form of advertising that I have never done, but feel as though it is a missed market. The distribution of the rack cards would including (a minimum) the following:
    - Washington State Ferries
        - Pt. Townsend / Coupeville
        - Seattle / Bainbridge
        - Seattle Terminal - Pier 52
        - Seattle / Bremerton
        - Kingston / Edmonds
    - Coho Ferry - Blackball - Victoria / Port Angeles
    - Portland International Airport
    - Seattle International Airport

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

    We partner with many local businesses including hotels, restaurants and stores. We allow any and all businesses to add any type of promotional material into the race packets for marathon weekend (this is a bag that every participant gets). In the past businesses have included coupons and promotions for their stores.

    By adding the Run the Peninsula Series we have grown the amount of area in Clallam County that we cover. Adding the Elwha Bridge Run has helped to encourage people to explore the west side of Port Angeles.

    Buying / Supporting Local: Our event supports local businesses and organizations as much as we can with resources that we have in our county. In addition to what we have mentioned above we also hire local for the following expenditures:
    - Videographer – Matt Sagen, Heart & Passion Films
    - Branding & Art Design – Nicole Philips - Betazed Creative
    - Shuttle Busses – Blackball Ferry
    - Gear Busses – Port Angeles School District
    - FInishline Food – Locally purchased food including Sunny Farms and Dairy Fresh
    - Sani cans – Bill's Plumbing
    - Joseph Stride – Convergence Design – Printing of Event Shirts.
    - Nicole Phillips-Betazed Creative – All Graphic Design for PAMA
    - Lots of various supplies from local business including Swain's and Hartnagels
    - PMC (Peninsula Management & Consulting) - Non-apparel Swag / Giveaways

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 the following 2023 LTAC Funds. However, as of today none of those applications have been submitted, so I don't have any applications to attach. The City of Port Angeles LTAC Event Grant, Olympic Peninsula Visitors Bureau, City of Sequim Tourism Enhancement Fund will all be requesting for money specifically for marketing (all of the marketing mentioned in question #10).

- City of Port Angeles LTAC
- Olympic Peninsula Visitors Bureau Tourism Enhancement Fund
- City of Sequim Tourism Enhancement Fund

13. What is the overall budget for your event/activity/facility? $ _438,035_ What percent of the budget are you requesting from Clallam County Lodging Tax Fund?_7_%.

We are asking Clallam County Lodging Tax Fund for help fund the operations of the events in Clallam County, specifically in the **unincorporated areas**. Costs have increased exponentially over the past few years and we are trying to keep the costs as low as possible for the participants. These operational costs include the following:

- Operations (5 Events) - $31,000
    - We wanted to let you know that we are planning on applying to the City of Port Angeles LTAC - NON-EVENT Operations for $15,000. This helps to cover the operational costs that take place within the City of Port Angeles. We are ONLY asking Clallam County Lodging Tax Fund to cover costs that are associated specifically with **unincorporated areas of Clallam County.**

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

Entry Fees – 69%
Sponsorship – 11%
Grants – 14%
Merchandise – 6%

APPLICATION INSTRUCTIONS – GENERAL GUIDELINES

APPLICATION DEADLINE: Applications must be received at the Board of County Commissioner's Office, 223 East 4th Street, Suite 4, Port Angeles WA 98362-3015 (Clallam County Courthouse, main level, Room 150) until **12 p.m., Monday, October 24, 2022**.

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 one copy to**:

Clallam County Lodging Tax Advisory Committee
Board of Commissioner's Office
223 East 4th 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.

Event Operations Expenditures

Event	Location	Timing Contract	Busing to Start/Finsih	Course Operations	Permit Fees	Sanicans	Total
Elwha Bridge	Unincorporated Clallam County	$3,000.00	$1,500.00	$0.00	$160.00	$500.00	$5,160.00
Railroad Bridge	Unincorporated Clallam County	$3,000.00	$0.00	$0.00	$160.00	$500.00	$3,660.00
North Olympic *	50% Unincoproated Clallam County - 15% Sequim - 35% Port Angeles	$5,000.00	$3,000.00	$3,000.00	$3,020.00	$3,000.00	$17,020.00
Jamestown	Unincorporated Clallam County	$3,000.00	$1,500.00	$0.00	$160.00	$500.00	$5,160.00
Total		**$14,000.00**	**$6,000.00**	**$3,000.00**	**$3,500.00**	**$4,500.00**	**$31,000.00**

*Only asking for 50% of Operation costs as approximately 50% takes place in unincorporated Clallam County

Port Angeles Marathon Association (PAMA)

Budget Overview: 2023 PAMA Budget - FY23 P&L

January - December 2023

	TOTAL
Revenue	
4000 Revenue	
4100 Entry Fees	**297,500.00**
4200 Sponsorship	**41,500.00**
4300 Grants	56,000.00
4400 Merchandise	21,000.00
4900 Shipping Account	3,500.00
Total 4000 Revenue	**419,500.00**
4350 Donation to ODT	15,000.00
Total Revenue	**$434,500.00**
GROSS PROFIT	**$434,500.00**
Expenditures	
5000 Advertising	**146,450.00**
6000 Supplies	**80,250.00**
7000 General Operating Expenditures	**14,500.00**
7400 Payroll	**103,485.00**
7700 Taxes Paid	**4,800.00**
8000 Event Operation Expenditures	**56,850.00**
9000 Charitable Contributions	**30,000.00**
Depreciation Expense	1,700.00
Total Expenditures	**$438,035.00**
NET OPERATING REVENUE	**$ -3,535.00**
Other Revenue	
4800 Interest Earned	35.00
Cash Credit Card Rewards	3,500.00
Total Other Revenue	**$3,535.00**
NET OTHER REVENUE	**$3,535.00**
NET REVENUE	**$0.00**

WASHINGTON
Secretary of State
Corporations & Charities Division

Filed
Secretary of State
State of Washington
Date Filed: 12/16/2021
Effective Date: 12/16/2021
UBI #: 602 262 510

Annual Report

BUSINESS INFORMATION

Business Name:
PORT ANGELES MARATHON ASSOCIATION

UBI Number:
602 262 510

Business Type:
WA NONPROFIT CORPORATION

Business Status:
ACTIVE

Principal Office Street Address:
315 SHADE TREE LN, PORT ANGELES, WA, 98362-9292, UNITED STATES

Principal Office Mailing Address:
315 SHADE TREE LANE, PORT ANGELES, WA, 98362, UNITED STATES

Expiration Date:
01/31/2023

Jurisdiction:
UNITED STATES, WASHINGTON

Formation/Registration Date:
01/13/2003

Period of Duration:
PERPETUAL

Inactive Date:

Nature of Business:
ATHLETIC, MARATHON, 1/2 MARATHON, MARATHON RELAY, 10K, 5K AND KIDS RUN

REGISTERED AGENT RCW 23.95.410

Registered Agent Name	Street Address	Mailing Address
VICTORIA B JONES	315 SHADE TREE LN, PORT ANGELES, WA, 98362-9292, UNITED STATES	

PRINCIPAL OFFICE

Phone:
5854510014

Email:

NODM@NODM.COM

Street Address:
315 SHADE TREE LN, PORT ANGELES, WA, 98362-9292, USA

Mailing Address:
315 SHADE TREE LANE, PORT ANGELES, WA, 98362, USA

GOVERNORS

Title	Type	Entity Name	First Name	Last Name
GOVERNOR	INDIVIDUAL		NICHOLAS	SIMPSON
GOVERNOR	INDIVIDUAL		CARMEN	GEYER
GOVERNOR	INDIVIDUAL		KAITLIN	ALDERSON
GOVERNOR	INDIVIDUAL		JOSHUA	JONES

NATURE OF BUSINESS

- ATHLETIC
- MARATHON, 1/2 MARATHON, MARATHON RELAY, 10K, 5K AND KIDS RUN

EFFECTIVE DATE

Effective Date:
12/16/2021

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.

RETURN ADDRESS FOR THIS FILING

Attention:
VICTORIA A JONES
Email:
VICTORIA@NODM.COM
Address:

315 SHADE TREE LN, PORT ANGELES, WA, 98362-9292, USA

UPLOAD ADDITIONAL DOCUMENTS

Do you have additional documents to upload? **No**

AUTHORIZED PERSON

☑ I am an authorized person.

Person Type:
ENTITY

First Name:
VICTORIA

Last Name:
JONES

Entity Name:
PORT ANGELES MARATHON ASSOCIATION

Title:
EXECUTIVE DIRECTOR

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

Port Angeles Marathon Association (PAMA)

2022 PAMA Budget - CURRENT BUDGET

January - December 2022

	TOTAL
Revenue	
4000 Revenue	
4100 Entry Fees	**342,000.00**
4200 Sponsorship	**47,500.00**
4300 Grants	12,000.00
4400 Merchandise	20,000.00
4900 Shipping Account	2,000.00
Total 4000 Revenue	**423,500.00**
4350 Donation to ODT	10,000.00
Total Revenue	**$433,500.00**
GROSS PROFIT	**$433,500.00**
Expenditures	
5000 Advertising	**115,800.00**
6000 Supplies	**119,400.00**
7000 General Operating Expenditures	**11,360.00**
7400 Payroll	**94,095.00**
7700 Taxes Paid	**5,000.00**
8000 Event Operation Expenditures	**48,200.00**
9000 Charitable Contributions	**32,000.00**
Merchandise - Design & Printing & Shipping & Fulfillment	5,000.00
Total Expenditures	**$430,855.00**
NET OPERATING REVENUE	**$2,645.00**
Other Revenue	**$2,525.00**
NET OTHER REVENUE	**$2,525.00**
NET REVENUE	**$5,170.00**

Lodging Tax Advisory Committee

2023 Hotel Motel Funding Application Requests (1st call)

Olympic Peninsula Rowing Association

RECEIVED
CLALLAM CO. COMMISSIONERS
OCT 24 2022
1...2...3...A...

LODGING TAX FUNDING APPLICATION 2023

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**: $ $20,000

II **Agency/Organization Name**: Olympic Peninsula Rowing Association

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

Federal Tax ID No. 30-0727726 UBI Number 603-196-177

III **Project/Activity/Event**: Beach Sprint and Coastal Rowing Regatta

IV **Representative Contact Information**:

Name, Title Sean Halberg, President

Mailing Address P.O. Box 814, Port Angeles WA 98362

Phone(s) (360) 461-4379

Email seanhalberg@hotmail.com

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

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

X 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: 10/24/2022

Sean Halberg

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?

   This event will bring youth and adult rowers and their families to Clallam County to compete in this regatta, as well as encourage participants in the Seventy48 and Stage 1 of the Row to Alaska to stay on the Olympic Peninsula for a week to enjoy this area and either watch or participate in this novel format of rowing.

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

   Most of the participants will be from the Puget Sound and Vancouver Island regions, and the events start early enough on Saturday morning to make a Friday hotel room the most practical way to compete well on Saturday. Also, there are events on Saturday and Sunday, so most competitors are likely to stay both of those nights at least.

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 bulk of competitive rowers in the Northwest live in the Puget Sound area, which is more than 50 miles away but within a convenient enough range to participate in a regatta like this. I have included an attachment that shows the participation patterns of adult rowers in this region, and Port Angeles is an attractive destination for a regatta like this. Also, many visitors from more than 50 miles away will already be in Port Townsend the previous weekend, or will be coming back on the Coho from Stage 1 of the Race to Alaska.

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

   The 2018 World Championship in Coastal Rowing was in Victoria, BC. As a result, Vancouver Island has a critical mass of Coastal Rowing enthusiasts and infrastructure and Port Angeles is extremely accessible to them. There has already been cooperative communication between the Olympic Peninsula Rowing Association and several of the key people on Vancouver Island to make this event happen.

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

   Beach Sprint and Coastal Rowing Regatta
   June 10-11 2023 (During Maritime Festival)
   400 visitors

6. **2023 Tourism-Impact Estimate**
(Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2022)

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:	2023 Estimate	2022 Actual	Methodology
a. Overall attendance at your event/activity/facility	400	N/A	
b. Number of people who travel more than 50 miles for your event/activity/facility	300	N/A	Estimate
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	100 (Victoria)	N/A	Estimate
d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.	275	N/A	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.	270	N/A	Estimate
f. Number of paid lodging room nights resulting from your event/activity/facility.	200	N/A	Estimate

400 total visitors
80 youth race positions * 3.2 = 256 visitors if both parents watch & 20% bring 1 sibling
96 adult race positions * 1.5 = 144 visitors if 50% bring a spouse

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

8. Describe the prior success of your event/activity/facility in attracting tourists.
This is the first event of this type in Port Angeles, but the attachment shows that rowers are glad to travel 3 hours to compete and videos visible at parowing.org/coastal show the crowded beach watching the World Championships in Sidney in 2018. Also, the beach at Port Townsend is packed with people at 4 in the morning at the start of the Row 2 Alaska.

9. Describe your target tourist audience (location, demographics, etc.)
I expect to have 25 Vancouver Island youth competitors, 50 of their parents and siblings, and 15 Vancouver Island adult competitors and 10 family members. I also expect to have 45 Puget Sound youth competitors, 100 of their parents and siblings, and 70 Puget Sound adult rowers and 30 family members, and the remaining adult spots filled by rowers from Port Angeles, Sequim, and Port Townsend. The very even spread of ages of rowers participating throughout the northwest are shown in the attachment. There are equal slots available for men and women.

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

Almost all competitive rowers belong to a club that provides access to water, equipment, coaching, and safety. The clubs are all well networked, so very effective marketing can occur simply by notifying other clubs of the event and listing the regatta on RegattaCentral.com, an online registration system for the sport of rowing. More marketing synergy happens because this Coastal Regatta is the week following the Seventy48 event hosted by the NW Maritime Center in Port Townsend, in which human-powered watercraft travel up Puget Sound from Tacoma to Port Townsend. Last year th event had 130 entries totaling 204 individual competitors. Of those competitors, 54 were not from Washington and all but 11 were from further away than Port Townsend. 63 competitors were in the "rowboat" division. We plan to ask the Maritime Center to give us a plug to their competitors. Also, t bestselling book *The Boys in the Boat* has recently completed filming under the direction of George Clooney. Possible the movie will be released round the time of the regatta, but even if not, the previews and general hype should help elevate the sport of rowing.

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

There will be "swag bags" given to the competitors that promote lodging establishments, restaurants, and businesses. Also, this event will bring locals and visitors to the downtown waterfront area where they will see the other aspects of the Maritime Festival, where local businesses will be promoting themselves as part of the festival.

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. Port Angeles Lodging Tax Fund application is attached.

13. What is the overall budget for your event/activity/facility? $ 47,200
What percent of the budget are you requesting from Clallam County Lodging Tax Fund? 42 %

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

We have asked for $10,000 from the City of Port Angeles Lodging Tax Funds and if we charge $50/competitor we will make another $17,200 from entry fees.

APPLICATION INSTRUCTIONS – GENERAL GUIDELINES

APPLICATION DEADLINE: Applications must be received at the Board of County Commissioner's Office, 223 East 4th Street, Suite 4, Port Angeles WA 98362-3015 (Clallam County Courthouse, main level, Room 150) until **12 p.m., Monday, October 24, 2022**.

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 one copy to**:

Clallam County Lodging Tax Advisory Committee
Board of Commissioner's Office
223 East 4th 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.

2022 SEVENTY48 TEAMS CHEAT SHEET

Follow the Race: seventy48.com

Teams sorted by Type, then by #

#	Team Name	Type	Boat Description	Hometown	Crew
10	COVID Project	Canoe	*E.M. White Guide Model Wood Strip Canoe*	Seattle, WA	2
45	Bark At The Loon	Canoe	*Navarro Loon 17*	Portland, OR	2
50	Nardi Party	Canoe	*Core Craft 17*	Tacoma, WA	2
78	Mzee	Canoe	*Kruger Sea Wind*	Vashon, WA	1
80	Malolo	Canoe	*Kaiwa'a Gemini*	Seattle, WA	2
84	Pineapple Express	Canoe	*Kamanu*	Seattle, WA	1
90	USDB	Canoe	*Catacanoe*	Ogden, UT	16
112	Gallagher Big Canoe	Canoe	*Clipper Langley 29'*	Seattle, WA	12
116	MHS	Canoe	*CLC Peace Canoe*	Seattle, WA	2
113	Boogie Barge	Catamaran	*Custom Built Pedal-powered Catamaran*	Tacoma, WA	4
124	Fly By Night	Catamaran	*Pedal-powered ChiliBoat*	Larkspur, CA	1
1	MAP Adventures (**DNS**)	Kayak	*Necky Chatham 17*	North Las Vegas, NV	1
3	Old Man Raven	Kayak	*Pygmy Coho*	Vashon, WA	1
6	GNARwhal	Kayak	*Riot Edge*	Edwards AFB, CA	1
8	Drowned Chipmunk	Kayak	*Pacific Water Sports, Intrepid*	Seattle, WA	1
9	Dumas Bay Brethren	Kayak	*NW Kayaks Seascape*	Tacoma, WA	3
17	Zen	Kayak	*Delta 16*	San Francisco, CA	1
23	Olentangy	Kayak	*Old Town Castine 140 Rudder*	Tacoma, WA	1
25	BASK-1	Kayak	*Nigel Foster Silhouette*	San Leandro, CA	1
26	Simple Choice	Kayak	*QCC 600X Kayak*	Portland, OR	1
30	Type 2 Fun	Kayak	*Pygmy Double Osprey*	Bainbridge Island, WA	2
32	Kostie	Kayak	*P&H Valkyrie*	Port Orchard, WA	1
33	Pacific Nomad	Kayak	*Current Design, Kestrel 140*	Vashon, WA	1
36	Aegir	Kayak	*Current Design, Libra*	Hansville, WA	2
42	Like A G6	Kayak	*Seaward Passat G3*	Tacoma, WA	2
49	Bananana (**DNS**)	Kayak	*Easy Rider Eskimo 17 B*	Covington, WA	1
52	Squid Bait	Kayak	*Tide Race Xceed*	Olympia, WA	1
55	Don't Panic	Kayak	*NDK Explorer HV*	Tacoma, WA	1
60	Forgetting Forward	Kayak	*Current Designs Squamish*	Seattle, WA	1
77	T.A.F. 16	Kayak	*Eddlyline Sitka LT*	Bainbridge Island, WA	1
79	Blake Island Beach Party	Kayak	*CLC 18' Wood Kayak*	Seattle, WA	1
83	Paddle Like A Girl	Kayak	*Stellar ST21 Advantage*	Seattle, WA	2
86	Haggis Head	Kayak	*Current Designs Prana*	Bend, OR	1
89	High Speed Low Drag	Kayak	*Feathercraft*	Port Townsend, WA	2
99	Good News I Saw a Seal	Kayak	*NC Kayaks, NC19 Expedition*	Tacoma, WA	1
100	2 of 2	Kayak	*Easy Rider Eskimo*	Lacey, WA	1
107	Paddle On... Paddle On	Kayak	*NC Kayaks, NC19 Expedition*	Tacoma, WA	1
108	Rogue Kayaker	Kayak	*NC Kayaks, Expedition*	Tacoma, WA	1
111	Merma-kin Good Time	Kayak	*Delta Double*	Tacoma, WA	2
115	NautiNurse1	Kayak	*Nimbus Telkwa Sport*	Tacoma, WA	1
117	Salty Bay Bay	Kayak	*Necky Chatham*	Seattle, WA	1
122	Tiktaalik	Kayak	*Seaward Silhouette*	Vashon, WA	1
125	Round Two	Kayak	*Necky Looksha*	Seattle, WA	2

Continues to next page

2022 SEVENTY48 TEAMS CHEAT SHEET

Follow the Race: seventy48.com

Teams sorted by Type, then by #

#	Team Name	Type	Boat Description	Hometown	Crew
128	Charlie Whisky	Kayak	*Perception, Eclipse Sealion*	Seattle, WA	1
131	PWS Sea Otter	Kayak	*Pacific Water Sports Sea Otter*	Seattle, WA	1
132	Bravo	Kayak	*Riot Edge 14.5*	Des Moines, WA	1
14	Trash Tramp	Outrigger Canoe	*Puakea Designs, Kahele*	Marina del Rey, CA	1
31	Schutzler	Outrigger Canoe	*Kai Wa'a Ares OC-1*	Seattle, WA	1
53	Since Ever Since	Outrigger Canoe	*Gemini OC2*	Oak Harbor, WA	2
93	Float Complex	Outrigger Canoe	*Puakea Kahele*	Seattle, WA	1
109	Kikaha Tamatoa NW	Outrigger Canoe	*Puakea Unlimited, Malolo OC6*	Seattle, WA	6
110	Kikaha Sirens NW	Outrigger Canoe	*ARE Tahiti, Matahina Outrigger Canoe*	Seattle, WA	6
2	1 of 2	Rowboat	*CLC Expedition Wherry.*	Seattle, WA	1
4	Where's My Hat	Rowboat	*Bay 21*	Snohomish, WA	1
7	Arm And Leg	Rowboat	*Angus RowCruiser*	Port Townsend, WA	1
13	She And Ah	Rowboat	*Colin Angus Expedition*	Port Townsend, WA	1
15	Bart Oar Bart	Rowboat	*Little River, Heritage 18*	Vashon, WA	2
16	Get Kraken	Rowboat	*Rannoch Explorer*	University Place, WA	1
18	Rodster	Rowboat	*Maas 24*	Olympia, WA	1
19	Bogus Journey	Rowboat	*Angus Expedition*	Seattle, WA	1
20	Row Bear	Rowboat	*Gig Harbor Boatworks, Whitheall 14'*	Kent, WA	1
22	Swore Never Again	Rowboat	*Little River Marine, Heritage 15*	Folsom, CA	1
28	Looking For A Porpoise	Rowboat	*Maas Classic Aero*	Port Townsend, WA	1
29	Yellow Cap	Rowboat	*CLC, Oxford Shell 2*	Seattle, WA	1
34	All The Ponyos	Rowboat	*Maas Aero*	Eastsound, WA	1
35	It's A Boat Damn Time	Rowboat	*Maas Double*	Bellingham, WA	2
37	Hansville Beach Club	Rowboat	*Wayland Marine Sea Ranger*	University Place, WA	1
38	TAMO	Rowboat	*Cosine Wherry*	Westlake, OH	2
47	EMD	Rowboat	*LaserSkiff*	Seattle, WA	2
48	Wave Forager	Rowboat	*Maas 24*	Tacoma, WA	1
51	Hope It Floats	Rowboat	*Angus Oxford Wherry*	Seattle, WA	1
54	Row Row Row Your Ark	Rowboat	*Maas Double*	Seattle, WA	2
57	Uno Mass Tiempo	Rowboat	*Mass Aero*	Port Townsend, WA	1
58	70 at 70	Rowboat	*Gig Harbor Boatworks 17'Jersey Skiff*	Apple Valley, CA	1
59	Thresher	Rowboat	*Angus Expedition Rowboat*	Cleveland Heights, OH	1
62	Snafu	Rowboat	*CLC Annapolis wherry*	Oak Harbor, WA	1
63	Swedish American Yacht Club	Rowboat	*Swift Racing International, Coastal 1x*	Tacoma, WA	1
65	Clumsy Crow Baking	Rowboat	*CLC Expedition Wherry*	Pullman, WA	1
66	Bad Rabbit	Rowboat	*CLC Annapolis Tandem Wherry*	Olympia, WA	1
67	Rower Buoys	Rowboat	*Savo 650D*	Bainbridge Islanbd, WA	2
68	2 Artful Rower Wen	Rowboat	*CLC Expedition Wherry*	Wenatchee, WA	1
70	VanRobertsHam Racing	Rowboat	*Merry Sea Two*	Calgary, AB, CAN	2
71	1 Artful Rower	Rowboat	*Expedition Wherry, CLC*	Port Townsend, WA	1
73	Lil Stormy Sunshine	Rowboat	*Fiberglass Ocean Rowboat*	Fairbanks, AK	2
74	I Have An Idea	Rowboat	*Echo Classic*	Renton, WA	1
82	The Gits	Rowboat	*Savo 650E*	Belfast, ME	2

Continues to next page

2022 SEVENTY48 TEAMS CHEAT SHEET

Follow the Race: seventy48.com

Teams sorted by Type, then by #

#	Team Name	Type	Boat Description	Hometown	Crew
85	Furious George	Rowboat	*Chase Small Craft, Drake Rowboat 19'*	Edgewood, WA	1
87	Starlight	Rowboat	*St. Lawrence River Skiff*	Seattle, WA	1
92	Thats Bananas	Rowboat	*Bay 21*	Everett, WA	1
94	It Sounded Good After Two Beers	Rowboat	*Whitehall*	Seattle, WA	2
96	Slow State	Rowboat	*Gig Harbor Boats, 14' Whitehall*	Seattle, WA	1
97	MPYC Blue Tortoise	Rowboat	*Litehall*	Monterey, CA	1
101	Beatrice	Rowboat	*Savo 650D*	Carlton, WA	1
102	Desk Rehab	Rowboat	*Alden Open Ocean Double*	Sisters, OR	1
104	Kats from Kansas	Rowboat	*Maas 2x*	Clearwater, KS	2
114	Imua	Rowboat	*Maas Double*	Mill Valley, CA	2
119	Who Let the Dogs Out	Rowboat	*Pocock HW Pair Double*	Bainbridge Island, WA	2
121	Knot My First Rowdeo	Rowboat	*Maas Aero Open Water Single Scull*	Tacoma, WA	1
123	Cirrusly Crazy	Rowboat	*Maas Double*	Bayview, ID	2
126	Misty Rows	Rowboat	*Whitehall Spirit Solo 14' Rowboat*	Edmonds, WA	1
129	Pretty Gull	Rowboat	*Gloucester Gull Light Dory*	Seattle, WA	1
11	Tay Cray	SUP	*SIC RS*	Gold Beach, OR	1
21	Grateful	SUP	*Vapor Pro Elite*	Olympia, WA	1
27	Captain Of The Nile	SUP	*Infinity Blackfish*	Brentwood, CA	1
41	Ted	SUP	*Starboard All Star 2017*	Seattle, WA	1
43	ACI Boats	SUP	*Naish Maliko*	Port Townsend, WA	1
56	Couples Therapy	SUP	*CT Boards, Tandem SUP*	Tacoma, WA	2
61	What's SUP	SUP	*Starboard Allstar*	Seattle, WA	1
64	Flow State	SUP	*Bullet, V2*	Shoreline, WA	1
72	SF Sea Lion (**DNS**)	SUP	*404 Jump Pro Carbon 23.5"*	Berkeley, CA	1
75	Ptak Attack 2	SUP	*SIC SUP*	Seattle, WA	1
81	Apple Bottom Boy	SUP	*NRS Escape*	Boone, NC	1
88	KDB	SUP	*SIC Bullet DF*	Gold Beach, OR	1
91	SEASTR	SUP	*Unlimited Splinter*	Lake Forest Park, WA	1
95	Splinter Boardworks Deuce Deuce	SUP	*Splinter Ambassador*	Port Townsend, WA	1
98	Ominous Penguin Flotilla	SUP	*The Maximus*	Seattle, WA	1
103	Pinche (**DNS**)	SUP	*Flying Fish Freedom*	Chico, CA	1
105	Splinter Ambassador	SUP	*Splinter Ambassador*	Port Townsend, WA	1
118	Splinter Boardworks Triple Entendre	SUP	*Splinter 16' Ambassador*	Port Townsend, WA	1
120	Big Mouth Strikes Again	SUP	*Flying Fish Freedom*	Seattle, WA	1
127	KrugerSEA	SUP	*Bark Custom*	Eastsound, WA	1
130	SeaSUP	SUP	*AllStar*	Shoreline, WA	1
24	Glutton For Punishment	Surfski	*Epic*	Kenmore, WA	1
39	Mark Paddles	Surfski	*Stellar S.E.L.*	Seattle, WA	1
40	Working Tidal	Surfski	*Epic V8 Double*	San Rafael, CA	2
44	Boat	Surfski	*Nordic Kayaks Double 670*	Seattle, WA	2
46	500 Paddles	Surfski	*2021 Nelo 550ML Surfski*	Portland, OR	1
69	Stones Throw Brewery Yacht Club	Surfski	*Epic V8 Double Surfski*	Olympia, WA	2
76	Pathological	Surfski	*Think Six*	Gig Harbor, WA	1
106	Convergence Zone	Surfski	*Carbonology SS-3*	Bellingham, WA	3

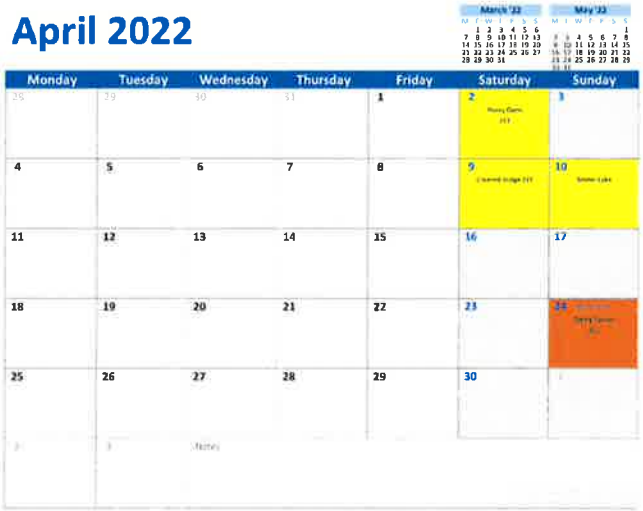
Northwest Masters Rowing Sprint Circuit

Definitions
Master: Adult Rower. USRowing has Juniors, Seniors, and Masters.
Sprint: The Masters

March 2022



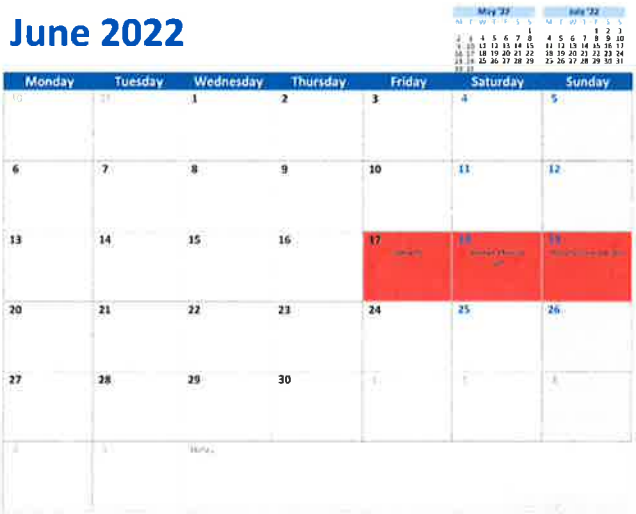
April 2022



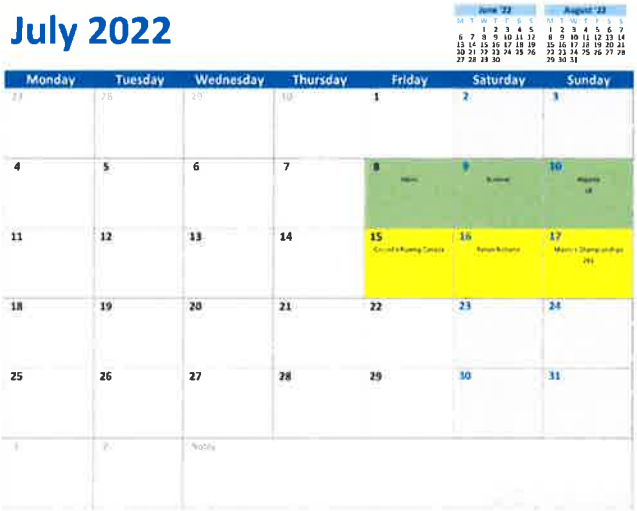
May 2022



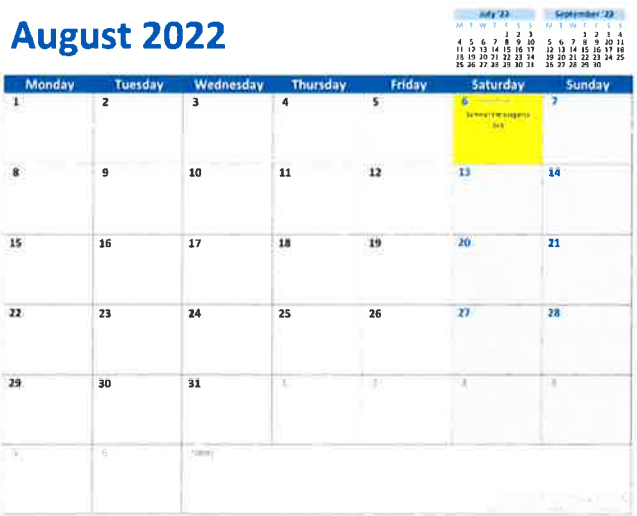
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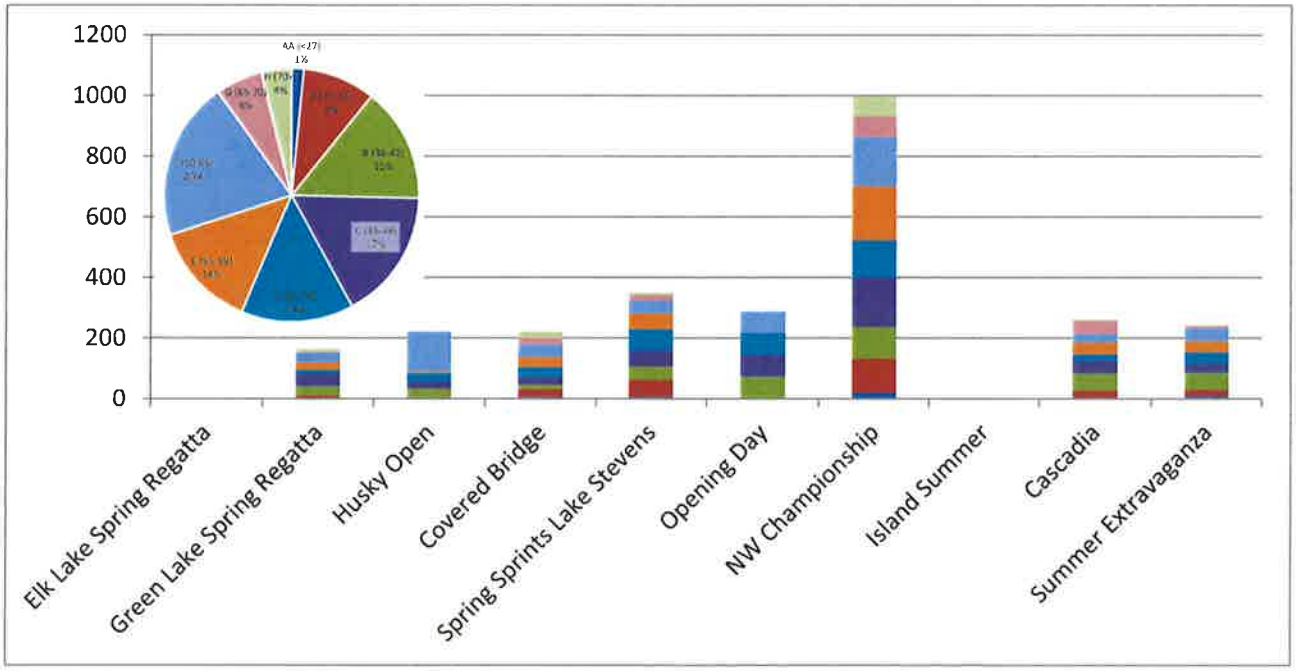
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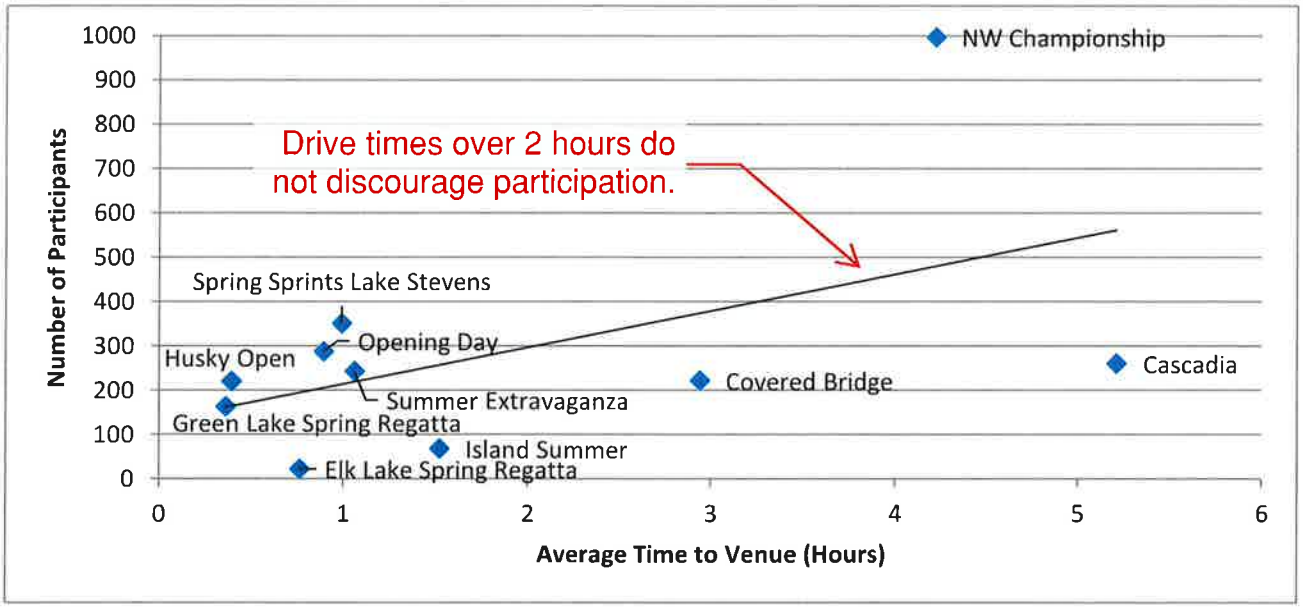


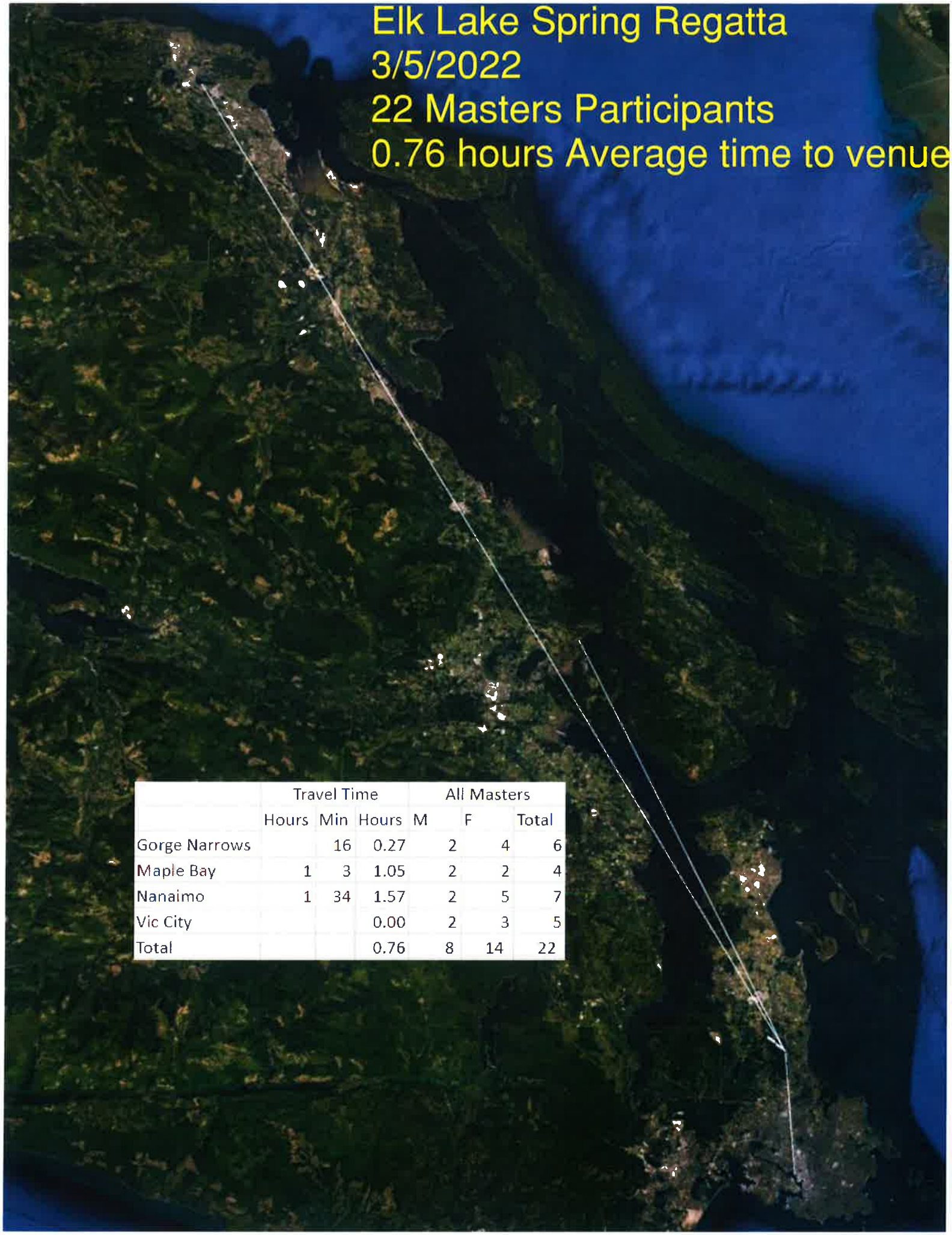
August 2022



	Date	Avg Time to Venue (hours)	Total Participants	AA	A	B	C	D	E	F	G	H
Elk Lake Spring Regatta	3/5/2022	0.76	22									
Green Lake Spring Regatta	3/19/2022	0.36	164	2	9	29	43	11	25	33	2	10
Husky Open	4/2/2022	0.39	221	0	0	32	24	28	5	132	0	0
Covered Bridge	4/9/2022	2.94	222	5	26	14	26	32	34	41	23	21
Spring Sprints Lake Stevens	4/23/2022	0.99	351	6	57	42	54	70	52	44	18	8
Opening Day	5/7/2022	0.89	288	0	0	72	72	72	0	72	0	0
NW Championship	6/17/2022	4.22	997	20	113	102	165	123	178	164	68	64
Island Summer	7/8/2022	1.52	68									
Cascadia	7/15/2022	5.21	261	0	27	56	42	21	40	29	45	1
Summer Extravaganza	8/6/2022	1.06	243	8	22	55	31	37	38	42	8	2
Total		2.59	2837	41	254	402	457	394	372	557	164	106

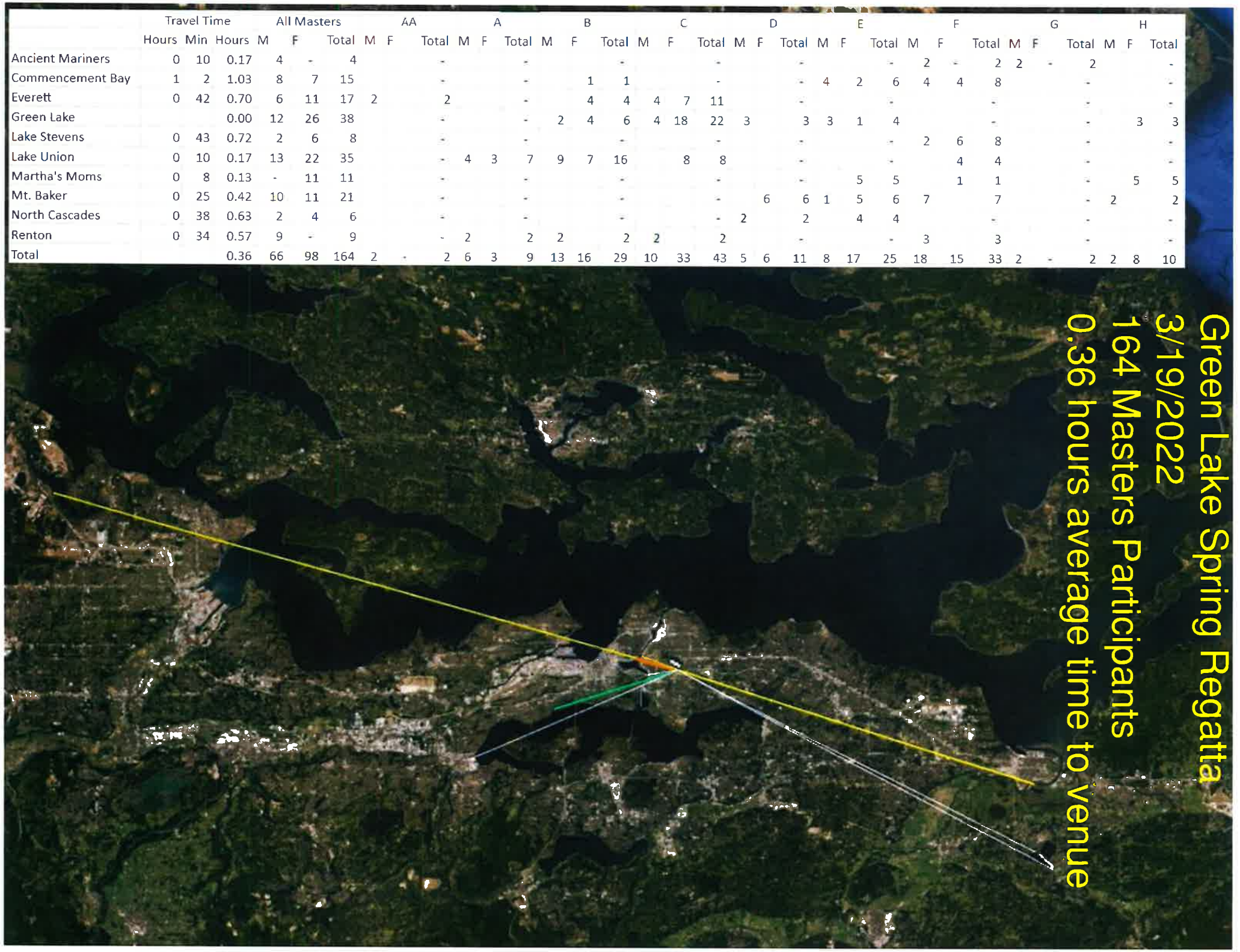






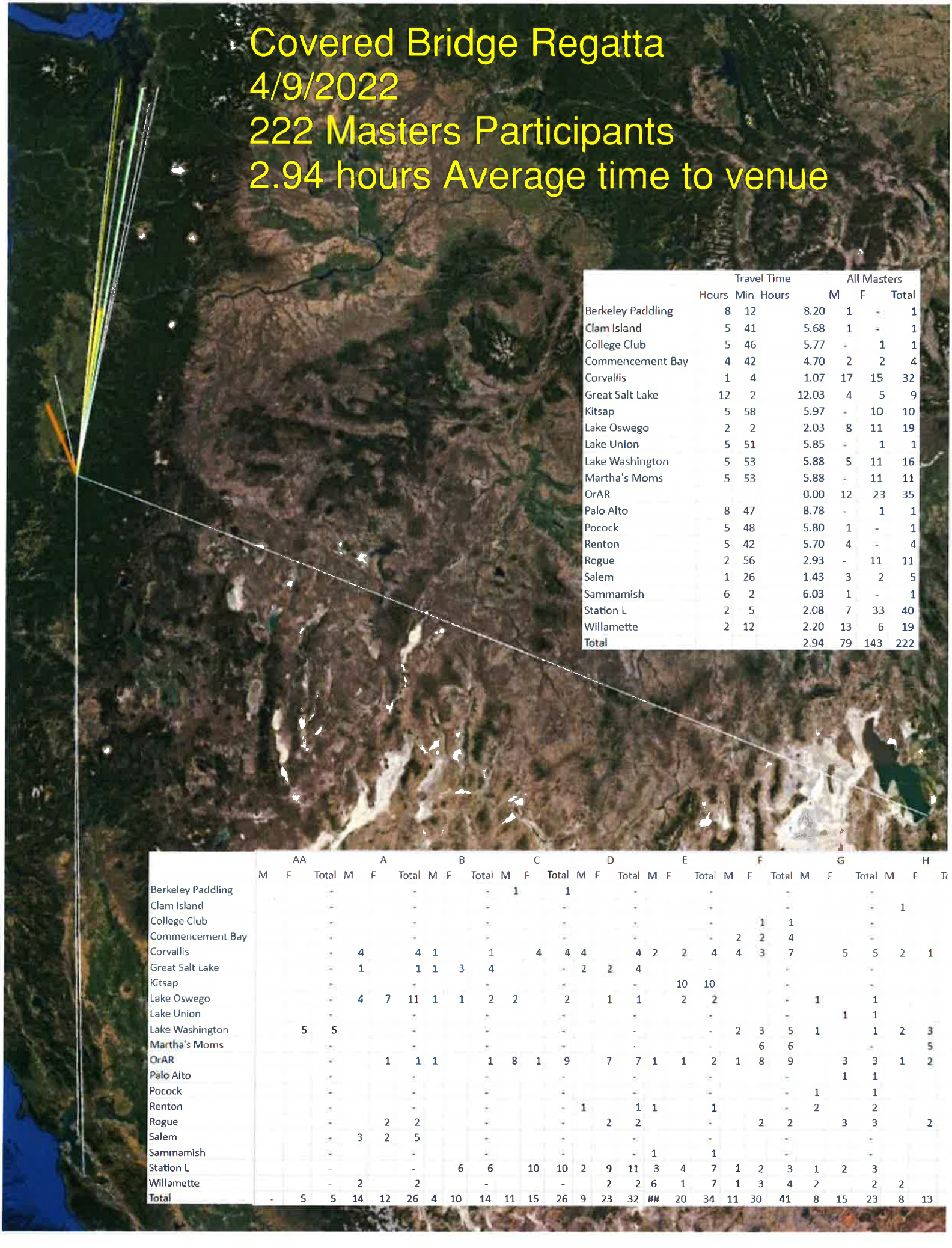
	Travel Time		All Masters		
	Hours	Min	Hours	M	F	Total
Gorge Narrows		16	0.27	2	4	6
Maple Bay	1	3	1.05	2	2	4
Nanaimo	1	34	1.57	2	5	7
Vic City			0.00	2	3	5
Total			0.76	8	14	22

	Travel Time			All Masters			AA			A			B			C			D			E			F			G			H		
	Hours	Min	Hours	M	F	Total	M	F	Total	M	F	Total	M	F	Total	M	F	Total	M	F	Total	M	F	Total	M	F	Total	M	F	Total	M	F	Total
Ancient Mariners	0	10	0.17	4	-	4			-			-			-			-			-			-	2	-	2	2	-	2			-
Commencement Bay	1	2	1.03	8	7	15			-			-	1		1			-			-	4	2	6	4	4	8			-			-
Everett	0	42	0.70	6	11	17	2		2			-	4		4	4	7	11			-			-			-			-			-
Green Lake			0.00	12	26	38			-			-	2	4	6	4	18	22	3		3	3	1	4			-			-		3	3
Lake Stevens	0	43	0.72	2	6	8			-			-			-			-			-			-	2	6	8			-			-
Lake Union	0	10	0.17	13	22	35			-	4	3	7	9	7	16		8	8			-			-		4	4			-			-
Martha's Moms	0	8	0.13	-	11	11			-			-			-			-			-		5	5		1	1			-		5	5
Mt. Baker	0	25	0.42	10	11	21			-			-			-			-		6	6	1	5	6	7		7			-	2		2
North Cascades	0	38	0.63	2	4	6			-			-			-			-	2		2		4	4			-			-			-
Renton	0	34	0.57	9	-	9			-	2		2	2		2	2		2			-			-	3		3			-			-
Total			0.36	66	98	164	2	-	2	6	3	9	13	16	29	10	33	43	5	6	11	8	17	25	18	15	33	2	-	2	2	8	10





	Travel Time		All Masters			AA			A			B			C			D			E			F			G			H		
	Hours	Min	Hours	M	F	Total	M	F	Total	M	F	Total	M	F	Total	M	F	Total	M	F	Total	M	F	Total	M	F	Total	M	F	Total	M	F	Total
ncient Mariners		8	0.13	18	-	18			-			-			-			-			-			-	18		18			-			-
ainbridge	1	4	1.07	14	9	23			-			-			-	5		5			-			-	9	9	18			-			-
ollege Club		9	0.15	-	14	14			-			-			-			-	14	14				-			-			-			-
ommencement Bay		59	0.98	9	5	14			-			-			-			-			-			-	9	5	14			-			-
verett		42	0.70	-	5	5			-			-			-			-			-			-		5	5			-			-
ake Union		13	0.22	-	18	18			-			-	9		9			-			-			-		9	9			-			-
ake Washington		10	0.17	-	5	5			-			-	5		5			-			-			-			-			-			-
lartha's Moms		10	0.17	-	14	14			-			-			-			-			-			-		14	14			-			-
lt. Baker		20	0.33	9	9	18			-			-			-			-			-			-	9	9	18			-			-
ocock		8	0.13	9	9	18			-	9		9			-			-			-			-		9	9			-			-
enton		33	0.55	5	-	5			-			-	5		5			-			-			-			-			-			-
ammamish		19	0.32	24	45	69			-			-	9		9	1	13	14	9	5	14	5		5	9	18	27			-			-
otal			0.3008	88	133	221				9	23	32	11	13	24	9	10	28	5		5	54	78	132								

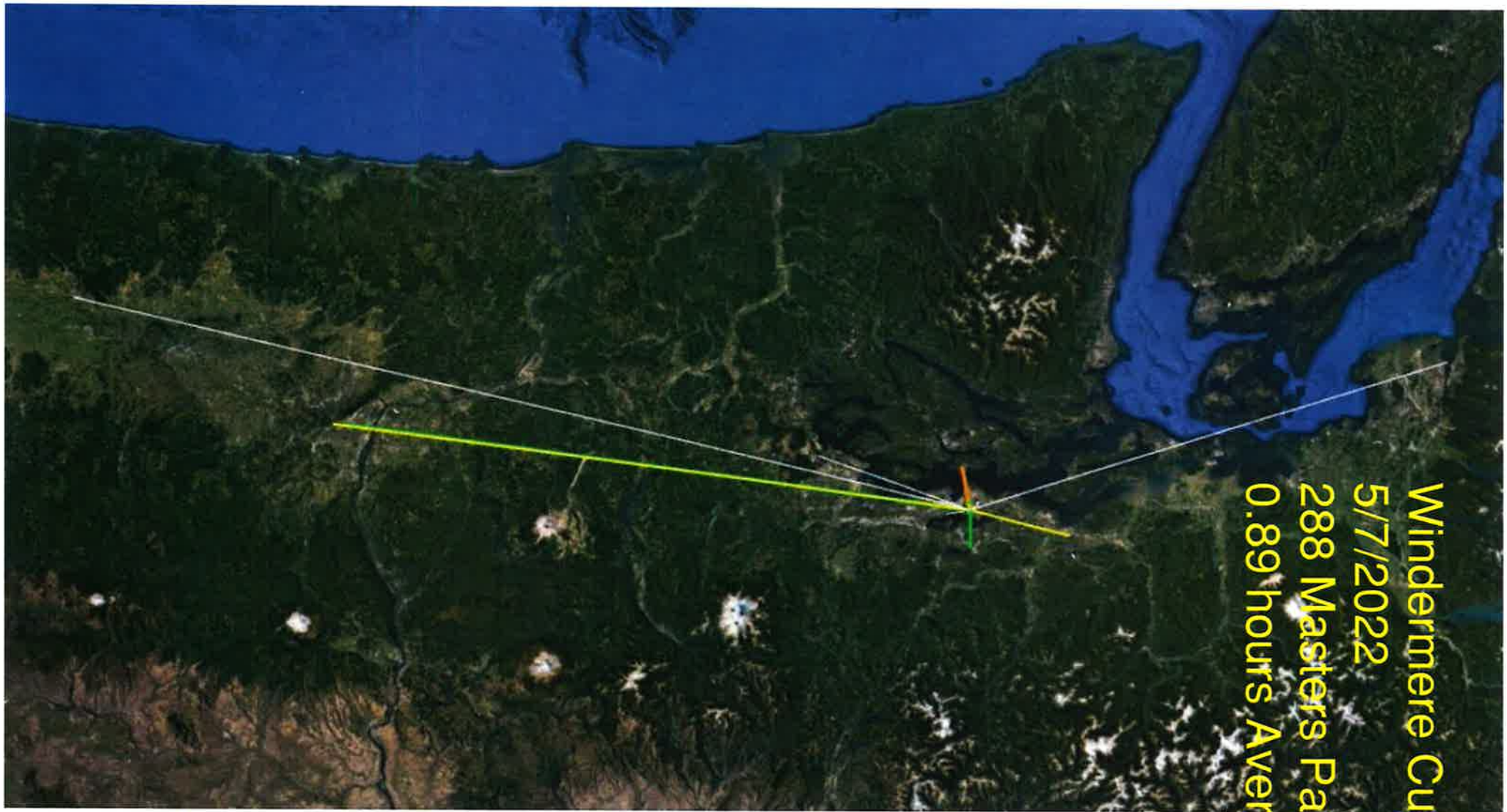


	Travel Time			All Masters		
	Hours	Min	Hours	M	F	Total
Berkeley Paddling	8	12	8.20	1	-	1
Clam Island	5	41	5.68	1	-	1
College Club	5	46	5.77	-	1	1
Commencement Bay	4	42	4.70	2	2	4
Corvallis	1	4	1.07	17	15	32
Great Salt Lake	12	2	12.03	4	5	9
Kitsap	5	58	5.97	-	10	10
Lake Oswego	2	2	2.03	8	11	19
Lake Union	5	51	5.85	-	1	1
Lake Washington	5	53	5.88	5	11	16
Martha's Moms	5	53	5.88	-	11	11
OrAR			0.00	12	23	35
Palo Alto	8	47	8.78	-	1	1
Pocock	5	48	5.80	1	-	1
Renton	5	42	5.70	4	-	4
Rogue	2	56	2.93	-	11	11
Salem	1	26	1.43	3	2	5
Sammamish	6	2	6.03	1	-	1
Station L	2	5	2.08	7	33	40
Willamette	2	12	2.20	13	6	19
Total			2.94	79	143	222

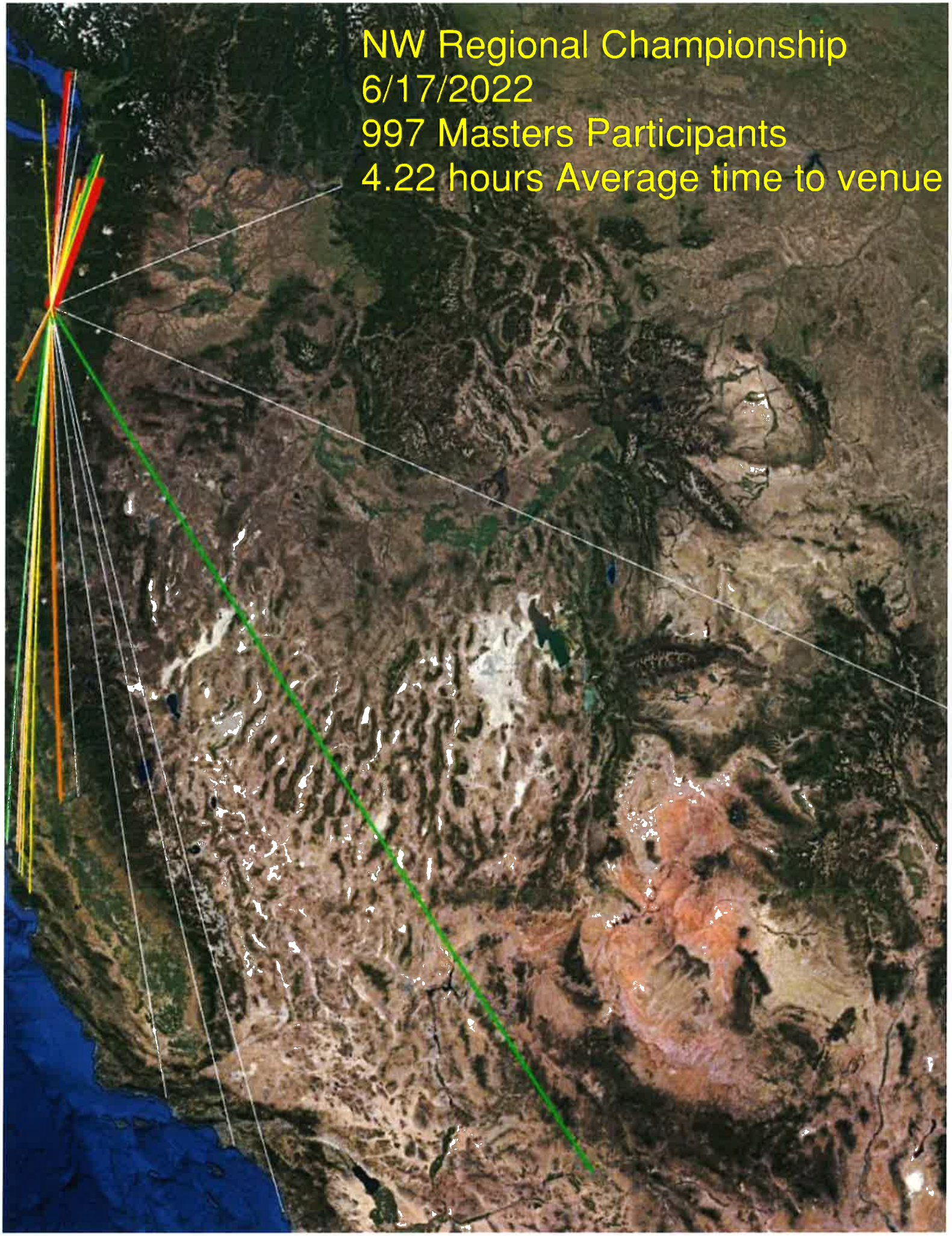
	AA			A			B			C			D			E			F			G			H		
	M	F	Total	M	F	Total	M	F	Total	M	F	Total	M	F	Total	M	F	Total	M	F	Total	M	F	Total	M	F	To
Berkeley Paddling			-			-			-	1		1			-			-			-			-			
Clam Island			-			-			-			-			-			-			-			-	1		
College Club			-			-			-			-			-			-	1	1				-			
Commencement Bay			-			-			-			-			-			-	2	2	4			-			
Corvallis			-	4		4	1		1		4	4	4		4	2	2	4	4	3	7		5	5	2	1	
Great Salt Lake			-	1		1	1	3	4			-	2	2	4			-			-			-			
Kitsap			-			-			-			-			-		10	10			-			-			
Lake Oswego			-	4	7	11	1	1	2	2		2		1	1		2	2			-	1		1			
Lake Union			-			-			-			-			-			-			-		1	1			
Lake Washington		5	5			-			-			-			-			-	2	3	5	1		1	2	3	
Martha's Moms			-			-			-			-			-			-		6	6			-		5	
OrAR			-		1	1	1		1	8	1	9		7	7	1	1	2	1	8	9		3	3	1	2	
Palo Alto			-			-			-			-			-			-			-		1	1			
Pocock			-			-			-			-			-			-			-	1		1			
Renton			-			-			-			-	1		1	1		1			-	2		2			
Rogue			-		2	2			-			-		2	2			-		2	2		3	3		2	
Salem			-	3	2	5			-			-			-			-			-			-			
Sammamish			-			-			-			-			-	1		1			-			-			
Station L			-			-	6	6		10	10	2	9	11	3	4	7	1	2	3	1	2	3			
Willamette			-	2		2		-			-		2	2	6	1	7	1	3	4	2		2	2		
Total	-	5	5	14	12	26	4	10	14	11	15	26	9	23	32	##	20	34	11	30	41	8	15	23	8	13	

Spring Sprints Lake Stevens
4/23/2022
351 Masters Participants
0.99 hours Average time to venue

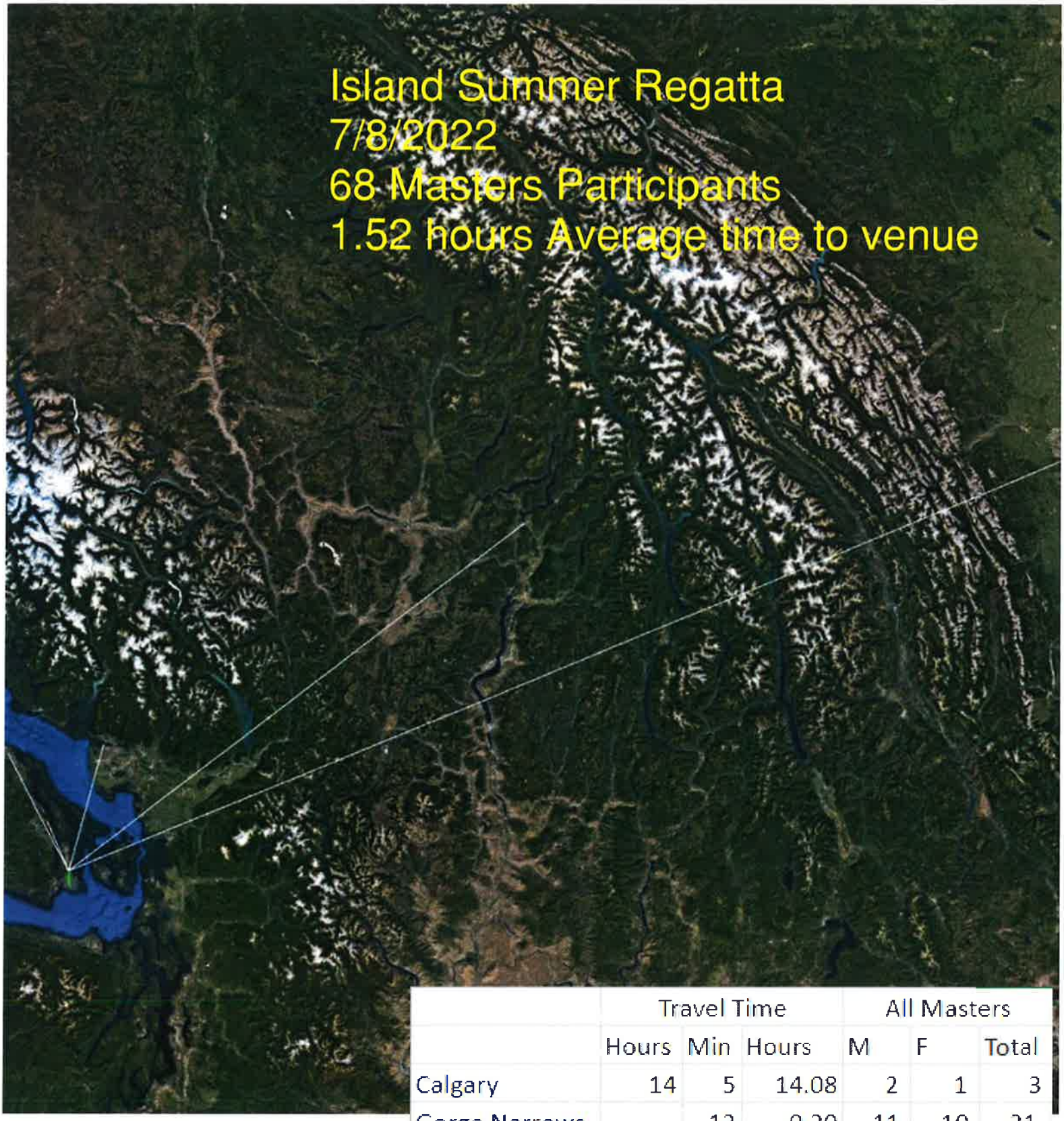
	Travel Time		All Masters			AA			A			B			C			D			E			F			G			H
	Hours	Min	Hours	M	F	Total	M	F	Total	M	F	Total	M	F	Total	M	F	Total	M	F	Total	M	F	Total	M	F	Total	M	F	Total
ort Mariners		51	0.85	2	-	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	1
Island	1	54	1.90	1	1	2	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	2
ge Club		54	0.90	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	1	-	-	-	-	-	-	-
mencement Bay	1	49	1.82	5	5	10	-	-	-	-	-	-	1	1	2	2	2	-	-	3	3	2	5	-	-	-	-	-	-	-
ear		59	0.98	2	9	11	-	-	-	-	-	-	-	-	-	-	-	-	-	2	2	7	9	-	2	2	-	-	-	-
n Lake		49	0.82	10	16	26	-	2	2	2	2	4	7	7	9	3	3	6	1	-	1	4	4	-	-	-	-	-	-	-
nore		42	0.70	4	5	9	-	-	-	-	-	-	-	-	-	-	-	-	5	4	9	-	-	-	-	-	-	-	-	-
p	1	55	1.92	-	10	10	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	10	10	-	-	-	-	-	-	-
Oswego	3	34	3.57	7	12	19	2	2	4	4	4	8	1	5	6	2	2	4	2	2	4	3	5	8	1	1	2	1	1	2
Stevens			0.00	9	19	28	-	-	-	-	-	-	-	-	-	4	7	11	5	7	12	2	3	5	7	1	8	-	-	-
Union		53	0.88	11	31	42	-	7	21	28	4	32	1	5	6	2	2	4	2	2	4	1	1	2	-	-	-	4	4	8
Washington		52	0.87	8	15	23	1	1	2	11	13	24	2	1	3	1	3	4	2	-	2	-	-	-	-	-	-	-	-	-
ha's Morns		52	0.87	-	14	14	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	6	6	12	6	6	12	-	-	-
Baker		59	0.98	13	10	23	-	-	-	-	-	-	-	-	-	-	-	-	1	8	9	3	2	5	2	4	6	-	2	2
n Cascades		9	0.15	3	8	11	-	-	-	-	-	-	-	-	-	-	-	-	-	2	2	-	4	4	1	1	2	6	1	7
ck		49	0.82	12	13	25	-	5	5	5	4	9	-	4	4	-	-	-	3	4	7	2	3	5	2	1	3	2	-	2
on		58	0.97	8	5	13	-	-	-	-	4	4	-	4	4	3	3	6	1	2	3	-	-	-	-	-	-	1	-	1
namish		51	0.85	25	55	80	3	5	5	5	2	7	8	10	18	5	19	24	8	11	19	5	7	12	2	5	7	-	-	-
atchee	2	27	2.45	1	-	1	-	-	-	-	1	1	-	1	1	-	-	-	-	-	-	-	-	-	1	-	1	-	-	-
tcom	1	12	1.20	-	1	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
			0.99	121	230	351	4	9	48	57	19	76	42	16	58	54	38	92	41	70	111	40	52	92	29	15	44	9	18	27	8



	Travel Time		All Masters			AA			A			B			C			D			E			F			G			H		
	Hours	Min	Hours	M	F	Total	M	F	Total	M	F	Total	M	F	Total	M	F	Total	M	F	Total	M	F	Total	M	F	Total	M	F	Total	M	F	Total
:ient Mariners		7	0.12	9	-	9			-			-			-			-			-			-	9		9			-			-
nbridge	1	1	1.02	9	9	18			-			-			-			-	9	9			-		9		9			-			-
lege Club		8	0.13	9	9	18			-	9		9			-			-	9	9			-			-			-			-
nmencement Bay		49	0.82	-	9	9			-			-			-			-	9	9			-			-			-			-
nibear		19	0.32	-	9	9			-			-			-			-			-			-		9	9			-			-
vallis	4	3	4.05	9	-	9			-			-			-			-			-			-	9		9			-			-
rett		40	0.67	9	9	18			-	9		9		9	9			-			-			-			-			-			-
en Lake		13	0.22	-	9	9			-			-		9	9			-			-			-			-			-			-
e Union		11	0.18	18	18	36			-	9	9	18	9		9			-	9	9			-			-			-			-
e Washington		9	0.15	9	9	18			-		9	9	9		9			-			-			-			-			-			-
rtha's Moms		9	0.15	-	9	9			-			-			-			-			-			-		9	9			-			-
Baker		19	0.32	9	-	9			-			-			-			-	9		9			-			-			-			-
ock		7	0.12	18	18	36			-	9	9	18	9		9			-			-			-		9	9			-			-
nmamish		17	0.28	18	9	27			-			-	9	9	18	9		9			-			-			-			-			-
tion L	2	44	2.73	9	18	27			-		9	9			-	9		9			-			-		9	9			-			-
ıcouver	2	44	2.73	-	9	9			-			-		9	9			-			-			-			-			-			-
lamette	2	51	2.85	9	9	18			-			-			-			-	9	9			-		9		9			-			-


NW Regional Championship
6/17/2022
997 Masters Participants
4.22 hours Average time to venue

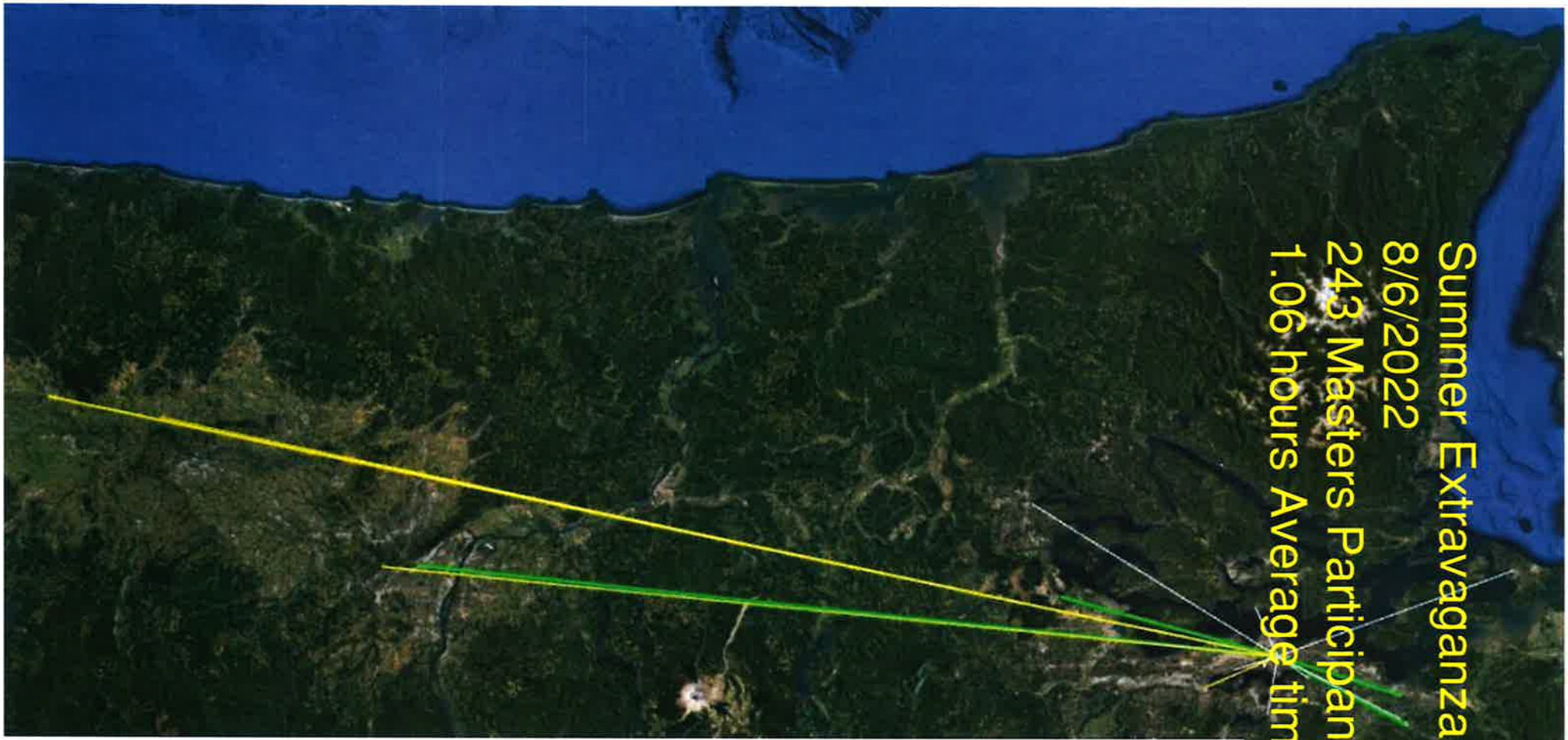
	Travel Time			All Masters			AA			A			B			C			D			E			F			G			H		
	Hours	Min	Hours	M	F	Total	M	F	Total	M	F	Total	M	F	Total	M	F	Total	M	F	Total	M	F	Total	M	F	Total	M	F	Total	M	F	Total
Ancient Mariners	2	40	2.67	21	-	21			-			-			-	2		2			-	10		10	5		5	2		2	2		2
Bainbridge	3	11	3.18	15	17	32			-			-	2		2	4	1	5		10	10	2	5	7	2	1	3	3		3	2		2
Bair Island	10	10	10.17	-	1	1			-			-			-			-			-			-	1	1			-			-
Berkeley Paddling	9	35	9.58	4	-	4			-			-			-			-			-			-			-			-	4		4
Clam Island	2	44	2.73	1	1	2			-			-			-			-			-			-			-			-	1	1	2
Coeur d'Alene	5	58	5.97	5	3	8			-			-			-			-	1	1	2			2	3	2	5			-			-
College Club	2	40	2.67	2	20	22			-			-	1	1	2		6	6		6	6		1	1	1	4	5		2	2			-
Commencement Bay	2	0	2.00	22	13	35			-		1	1	3	2	5			-	4		4	10	5	15	5	5	10			-			-
Conibear	2	42	2.70	2	14	16			-			-			-			-			-		1	1		9	9	2	2	4		2	2
Corvallis	1	36	1.60	18	15	33			-			-	5		5	2	2	4		1	1	2	3	5	1	7	8	4		4	4	2	6
Deep Cove	5	35	5.58	-	2	2			-			-			-			-			-			-		2	2			-			-
Delta Deas	4	59	4.98	2	4	6			-			-			-			-			-			-		3	3	1		1	1	1	2
East Bay	10	2	10.03	11	23	34	2		2	1	1	2	2	1	3	2	11	13	1		1	1	7	8	2	3	5			-			-
Everett	3	14	3.23	11	16	27	2	1	3	3		3	2	4	6	3	3	6	1	2	3		4	4		2	2			-			-
Green Lake	2	43	2.72	11	11	22			-	2	1	3	1	1	2	1	4	5	4		4		5	5			-		2	2	1		1
Kent Mitchell	10	10	10.17	13	2	15			-			-			-			-			-	7		7			-	4	2	6	2		2
Lake Casitas	15	16	15.27	1	-	1			-			-			-			-			-			-			-			-	1		1
Lake Oswego		31	0.52	13	15	28	2	1	3		1	1	2	2	4	1	4	5	3	3	6	1	2	3	1		1	1		1	2	2	4
Lake Stevens	3	20	3.33	-	12	12			-			-			-			-		2	2		5	5		5	5			-			-
Lake Union	2	44	2.73	23	44	67	1	1	2	10	20	30	7	4	11	4	6	10	1	4	5		4	4		3	3		1	1		1	1
Lake Washington	2	45	2.75	18	12	30	2		2	7	6	13	1		1	6	3	9			-			-	1	2	3			-	1	1	2
Long Beach	15	38	15.63	1	-	1			-			-			-			-			-			-			-	1		1			-
Los Gatos	10	47	10.78	11	8	19			-			-			-	2	2	4	1	2	3	5		5	3	4	7			-			-
Maple Bay	7	2	7.03	2	4	6			-			-			-			-			-			-	2	3	5		1	1			-
Marin	10	7	10.12	-	21	21			-			-			-		1	1		8	8		9	9		1	1		2	2			-
Martha's Moms	2	46	2.77	-	21	21			-			-			-			-		3	3		3	3		4	4		8	8		3	3
Montlake	2	42	2.70	-	7	7			-			-			-			-			-			-		6	6		1	1			-
Mt. Baker	2	42	2.70	13	9	22			-	1		1	1	1	2	2	1	3		1	1	2	2	4	1	3	4	1	1	2	5		5
North Cascades	3	15	3.25	8	5	13			-		1	1			-	4	2	6			-		1	1	2		2	1	1	2	1		1
Olympia Area	1	43	1.72	4	7	11			-		2	2			-		1	1		1	1	1	3	4			-	1		1	2		2
Open Water	9	55	9.92	1	-	1			-			-			-			-			-			-			-	1		1			-
OrAR	2	20	2.33	12	11	23			-			-			-	5		5	2	5	7	4		4	1	4	5			-		2	2
Palo Alto	10	12	10.20	-	2	2			-			-			-			-			-			-			-			-		2	2
Pocock	2	42	2.70	14	27	41		3	3		1	1	7	6	13	2	3	5	1	1	2	1	2	3	1	2	3	2	9	11			-
Portland		30	0.50	10	5	15			-			-	1	1	2	2		2	3		3	4		4			-			-		4	4
Renton	2	36	2.60	8	4	12	1		1	1		1	1		1		1	1	2	2	4	2	1	3	1		1			-			-
Rio Salado	20	22	20.37	8	18	26			-			-	2	4	6	2	1	3			-	4	6	10		7	7			-			-
River City	9	1	9.02	13	20	33			-		3	3		6	6	2	5	7	1	3	4	5	3	8	3		3			-	2		2
Rocky Mountain	18	45	18.75	2	5	7			-			-			-	1	2	3		2	2			-	1	1	2			-			-
Rogue	4	58	4.97	-	1	1			-			-			-			-			-		1	1			-			-			-
Whidbey	4	21	4.35	-	1	1			-			-			-			-			-		1	1			-			-			-
Sac State Capital	9	15	9.25	-	2	2			-			-			-			-			-			-		1	1			-		1	1
Salem	1	22	1.37	3	3	6	2		2	1	3	4			-			-			-			-			-			-			-
Sammamish	2	49	2.82	40	88	128			-	4	13	17	3	6	9	3	26	29	12	19	31	6	10	16	9	13	22	3	1	4			-
Station L		24	0.40	17	40	57			-		4	4	1	4	5	2	14	16	2	6	8	4	5	9	6	7	13			-	2		2
Unaffiliated			0.00	3	-	3			-			-			-			-			-	2		2			-			-	1		1
Vancouver Lake			0.00	1	-	1			-			-			-			-			-			-			-			-	1		1
Vancouver	5	36	5.60	16	35	51	1		1	2	16	18	3	10	13	6	4	10			-		1	1	2	1	3		2	2	2	1	3
Vashon Island	3	4	3.07	11	8	19	1		1	4	1	5			-	1	1	2			-	1	2	3	1	1	2	3	3	6			-
Willamette		30	0.50	15	10	25			-	2	1	3	1	1	2	1	1	2	1	2	3	4	4	8	2	1	3			-	4		4
ZLAC	16	59	16.98	-	4	4			-			-		2	2			-			-		2	2			-			-			-
Total			4.22	406	591	997	14	6	20	38	75	113	46	56	102	60	105	165	39	84	123	80	98	178	56	108	164	32	36	68	41	23	64



	Travel Time			All Masters		
	Hours	Min	Hours	M	F	Total
Calgary	14	5	14.08	2	1	3
Gorge Narrows		12	0.20	11	10	21
Maple Bay		56	0.93	3	2	5
Nanaimo	1	30	1.50	4	3	7
Shuswap	7	9	7.15	4	1	5
Vancouver	2	55	2.92	1	1	2
Vic City		0	0.00	13	12	25
Total			1.52	38	30	68



	Travel Time			All Masters			AA			A			B			C			D			E			F			G			H		
	Hours	Min	Hours	M	F	Total	M	F	Total	M	F	Total	M	F	Total	M	F	Total	M	F	Total	M	F	Total	M	F	Total	M	F	Total	M	F	Total
ge Club	2	17	2.28	-	13	13			-			-		2	2		7	7			-			-	4	4			-			-			-
mencement Bay	3	16	3.27	2	2	4			-			-			-			-			-			-			-			-			-			-
› Cove		52	0.87	-	4	4			-			-			-			-			-			-			-		2	2	4			-
› Deas			0.00	6	10	16			-			-			-			-			-			-			-	4		4	2	10	12			-
ett	1	43	1.72	-	9	9			-		4	4		1	1			-		2	2		2	2			-			-			-			-
e Narrows	2	41	2.68	8	5	13			-			-			-			-			-		2	2	2	2	4	5	1	6	1		1			-
Stevens	1	55	1.92	-	4	4			-			-			-			-			-		4	4			-			-			-			-
Union	2	24	2.40	-	2	2			-			-			-			-			-			-		1	1		1	1			-			-
Washington	2	22	2.37	1	-	1			-			-			-			-			-			-			-	1		1			-			-
le Bay	2	41	2.68	2	4	6			-			-			-			-			-			-			-		2	4	6			-
ha's Moms	2	22	2.37	-	11	11			-			-			-		1	1		6	6		4	4			-			-			-			-
mekl		21	0.35	-	5	5			-		5	5			-			-			-			-			-			-			-			-
Diego	21	30	21.50	19	14	33		3	3	2	5	7	3	1	4	2	4	6		2	2	4	3	7	3	1	4	4	1	5			-			-
on L	5	12	5.20	10	11	21			-			-	5	3	8	3	4	7	2	2	4		2	2			-			-			-			-
ouver		54	0.90	21	41	62			-		9	9	17	15	32		12	12			-			-		4	4	8		1	1			-			-
ity	2	31	2.52	10	7	17			-			-	3	1	4			-	2	1	3	1	5	6			-		4		4			-			-
tcom		53	0.88	1	-	1			-			-			-			-			-			-			-		1		1			-			-
mette	5	17	5.28	12	22	34			-			-	4		4		9	9		4	4	2	7	9	6	2	8			-			-			-
	21	24	21.40	-	5	5			-		4	4		1	1			-			-			-			-			-			-			-



	Travel Time			All Masters			AA			A			B			C			D			E			F			G			H	
	Hours	Min	Hours	M	F	Total	M	F	Total	M	F	Total	M	F	Total	M	F	Total	M	F	Total	M	F	Total	M	F	Total	M	F	Total	M	F	Total
Bainbridge	1	5	1.08	-	1	1			-			-			-			-			-			-		1	1			-			-
Commencement Bay		58	0.97	9	15	24			-			-			-			-			-		5	5	9	10	19			-			-
Conibear		29	0.48	-	1	1			-			-			-			-			-			-			-		1	1			-
Corvallis	4	15	4.25	8	10	18			-			-	2	3	5		1	1	4	1	5			-	2	5	7			-			-
Everett		42	0.70	11	10	21	1	1	2	7		7	1	5	6	2	1	3		1	1			-		2	2			-			-
Green Lake			0.00	17	17	34	2		2	2	2	4	1	4	5	7	3	10	2	7	9	1	1	2				2		2			
Kenmore		26	0.43	2	7	9			-			-		5	5			-			-	2	2	4			-			-			-
Lake Oswego	3	14	3.23	5	8	14	1	1	2		2	2	1	5	6			-	3		3			-			-	1		1			-
Lake Stevens		47	0.78	9	18	27			-			-			-			-	2	10	12	4	5	9	2	2	4	1	1	2			-
Lake Union		10	0.17	9	15	24			-			-	2	12	14	7	3	10			-			-			-			-			-
Montlake		11	0.18	-	4	4			-			-			-			-			-		4	4			-			-			-
Mt. Baker		29	0.48	5	-	5			-			-			-			-			-			-	5		5			-			-
North Cascades		43	0.72	3	1	4			-	1		1			-			-			-		1	1			-	1		1	1		1
Olympia Area	1	34	1.57	1	4	5			-			-			-			-		3	3	1	1	2			-			-			-
Renton		34	0.57	8	6	14			-	1	2	3	1	1	2	2	2	4	2	1	3	1		1	1		1			-			-
Whidbey	1	51	1.85	-	2	2			-			-			-			-			-		1	1		1	1			-			-
Salem	4	3	4.05	5	5	10	2		2		2	2	3	3	6																		
Sammamish		44	0.73	1	-	1			-			-			-			-			-	1		1			-			-			-
Station L	3	8	3.13	5	17	22			-		2	2		6	6	1	1	2	1		1	1	7	8	1	1	2	1		1			-
Unaffiliated			0.00	2	1	3			-		1	1			-	1		1			-			-			-			-	1		1
Total			1.06	101	142	243	6	2	8	11	11	22	11	44	55	20	11	31	14	25	37	11	27	38	20	22	42	6	2	8	2	-	2

Expenses

Description	Cateogry	Qty	Unit Price		Extended Price
Boats					
Purchase of 4 Coastal Doubles over 5 years	Capital Investment for sustainable Race Operation	4	$ 1,920.00		$ 7,680.00
Purchase of 4 Coastal Singles over 5 years	Capital Investment for sustainable Race Operation	4	$ 1,460.00		$ 5,840.00
Rent 8 Coastal Singles for 3-venue event	Event Operation (Non-ROW and Utility)	8	$ 250.00		$ 2,000.00
Trailering rental coastal boats to PA (2 Round Trips)	Event Operation (Non-ROW and Utility)	4	$ 183.00		$ 732.00
Referees (15--8 from Seattle, 7 from Victoria)	Business Operation (Office and Personnel)				
Lodging (2 nights)	Business Operation (Office and Personnel)	30	$ 282.00		$ 8,460.00
Seattle - 166 miles round trip, 15 cars	Business Operation (Office and Personnel)	2490	$ 0.625		$ 1,556.25
WSF Car & Driver round trip	Business Operation (Office and Personnel)	15	$ 32.80		$ 492.00
Victoria - Mileage	Business Operation (Office and Personnel)	750	$ 0.625		$ 468.75
Coho Passenger Round Trip	Business Operation (Office and Personnel)	15	$ 43.50		$ 652.50
Medals (1st-3rd, 44 events)	Event Operation (Non-ROW and Utility)	132	$ 1.50		$ 198.00
Whistles	Event Operation (Non-ROW and Utility)				$ -
Portable toilets (assume covered by Maritime Festival)	Event Operation (Non-ROW and Utility)				$ -
USRowing fees for Insurance	Event Operation (Non-ROW and Utility)	1	$ 375.00		$ 375.00
Regatta Central fees	Marketing - Website	1	$ 297.00		$ 297.00
Bow numbers	Event Operation (Non-ROW and Utility)	1	$ 150.00		$ 150.00
Webscorer software/timing	Event Operation (Non-ROW and Utility)				$ -
Safety Launch gas	Event Operation (Non-ROW and Utility)	25	$ 4.50		$ 112.50
Safety Launch rental	Event Operation (Non-ROW and Utility)				$ -
Local advertising	Marketing - Local	1	$ -		$ -
Printing course maps, banners	Marketing - Beyond 50 miles	1	$ 100.00		$ 100.00
Volunteer swag	Event SWAG	1	$ 400.00		$ 400.00
Volunteer hospitality (breakfast/lunch/coffee)	Business Operation (Office and Personnel)	60	$ 15.00		$ 900.00
Health/safety service/EMT?	Business Operation (Office and Personnel)				$ -
Overnight Security	Business Operation (Office and Personnel)	1	$ 700.00		$ 700.00
Saturday lunch	Business Operation (Office and Personnel)	1	$ 300.00		$ 300.00
Sunday breakfast	Business Operation (Office and Personnel)	1	$ 250.00		$ 250.00
Donations to Volunteering Clubs	Business Operation (Office and Personnel)	10	$ 500.00		$ 5,000.00
Volunteer T-shirts, Competitor shirts, graphic design	Business Operation (Office and Personnel)	1	$ 5,000.00		$ 5,000.00
Budgeted Cost by Type					
Marketing - Local					$ -
Marketing - Beyond 50 miles					$ 100.00
Marketing - Website					$ 297.00
Event SWAG					$ 400.00
Business Operation (Office and Personnel)					$ 23,779.50
Event Operation (Non-ROW and Utility)					$ 3,567.50
ROW and Utility Requirements					$ -
Capital Investment for sustainable Race Operation					$ 13,520.00
Total Expenses					**$ 41,664.00**

These items have been added to the budget recently based on communication with other local event directors. They were not part of the budget submitted to the City of Port Angeles.

Income

Saturday Entry Fees at $50 per single and $100 per double		176	$50		$8,800
Sunday Entry Fees at $50 per single and $100 per double		168	$50		$8,400
City of Port Angeles LTAC Funds		1	$10,000		$10,000
Clallam County LTAC Funds		1	$20,000		$20,000
No Sponsors Commited Yet		1	$0		$0
		1	$0		$0
		1	$0		$0
Total Income					**$47,200**

2022 Olympic Peninsula Rowing Association Budget

	2022 Budget		
Ordinary Income/Expense			
Income			
1. INCOME GENERAL			
Restricted			
Equipment Fund			
Equipment Sales			
First Federal Sponsorship	$ 1,000.00		
Total Equipment Fund	$ 1,000.00		
Total Restricted		$ 1,000.00	
Unrestricted			
General Fundraising Activities			
Clallam County Fair	$ 4,700.00		
Total Olympic Medical Center Foundation Fundraising Activities	$ 3,850.00		
Total General Fundraising Activities	$ 8,550.00		
Interest Income	$ 7.00		
Total Unrestricted		$ 8,557.00	
Total 1. INCOME GENERAL		$ 9,557.00	
PROGRAM FEES			
UNRESTRICTED			
Master Rower	$ 1,500.00		
Total Youth Programs	$ 4,575.00		
Total UNRESTRICTED	$ 6,075.00		
Total PROGRAM FEES		$ 6,075.00	
Total Income		$ 15,632.00	
Gross Profit			$ 15,632.00
Expense			
Total Bank Service Charges	$ 217.18		
Total Boathouse Expenses	$ 1,496.49		
Computer	$ 99.99		
Contract Labor			
Assistant Coaches - Up2Us Sports	$ 3,543.75		
Feiro Marine Life Center - Summer Camps	$ 1,350.00		
Total Contract Labor	$ 4,893.75		
Dues and Subscriptions	$ 75.00		
Total Equipment	$ 3,525.00		
Total Insurance	$ 2,700.00		
Interest Expense	$ 30.00		
Licenses & Permits	$ 225.00		
Office Supplies	$ 300.00		
Postage and Delivery	$ 125.00		
Total Program Expenses	$ 150.00		
Total Repairs & Maintenance	$ 900.00		
Total Utilities	$ 900.00		
Total Expense		$ 15,637.41	
Net Ordinary Income			$ (5.41)

Olympic Peninsula Rowing Association
Financial Summary
January 1, 2022 - September 26, 2022

Current Year 1/1/22 - 9/26/22		
Banking Account Balances		
Debit Card Account	$	536.64
General Fund Account	$	13,183.55
Savings Account	$	39,540.41
	$	53,260.60
Income Recap		
Restricted Income	$	9,602.00
Unrestricted Income	$	5,422.00
Restricted Donations	$	600.00
Unrestricted Donations	$	1,493.41
Unrestricted Program Fees	$	3,768.14
Interest Income	$	6.74
	$	20,892.29
Expense Recap		
Bank Service Charges	$	60.04
Boathouse Expenses	$	1,505.49
Contract Labor	$	543.75
Dues & Subscriptions	$	2,295.00
Equipment	$	51.04
General Supplies	$	56.18
Insurance Expense	$	2,429.72
Interest Expense	$	-
Licenses & Permits	$	132.50
Office Expense	$	38.03
Payment Processing Fees	$	4.40
Payroll Expense	$	-
Postage & Delivery	$	166.00
Program Expenses	$	138.59
Building Lease	$	1.00
Regatta Expense	$	-
Repairs & Maintenance	$	657.09
Utilities	$	665.04
Website Fees	$	29.95
	$	8,773.82
Profit to date	**$**	**12,118.47**

Prior Year for Comparison 1/1/22 - 09/26/22		
Banking Account Balances		
Debit Card Account	$	965.65
General Fund Account	$	2,736.97
Savings Account	$	34,063.38
	$	37,766.00
Income Recap		
Restricted Income	$	22,405.07
Unrestricted Income	$	2,232.67
Restricted Donations	$	1,546.37
Unrestricted Donations	$	1,588.57
Unrestricted Program Fees	$	6,452.35
Interest Income	$	14.34
	$	34,239.37
Expense Recap		
Bank Service Charges	$	217.18
Boathouse Expenses	$	2,596.49
Contract Labor	$	2,250.00
Dues & Subscriptions	$	75.00
Equipment	$	2,920.97
General Supplies	$	-
Insurance Expense	$	4,421.44
Interest Expense	$	29.95
Licenses & Permits	$	1,447.65
Office Expense	$	389.40
Payment Processing Fees	$	-
Payroll Expense	$	(396.05)
Postage & Delivery	$	134.00
Program Expenses	$	49.97
Building Lease	$	-
Regatta Expense	$	118.75
Repairs & Maintenance	$	559.97
Utilities	$	-
Website Fees	$	-
	$	14,814.72
Profit to date	**$**	**19,424.65**

2023 Lodging Tax Fund Event Application

This application is for <u>Event</u> related proposals only.

Amount of Lodging Tax Requested: $ 10,000

Event Grant Cover Sheet

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.

Starting in 2023: Event funding will be capped at $10,000 per event. All established events older than 5 years will have a cap of $4,000, with a subsequent annual reduction to $1,000 until 2026.

If you have any questions regarding this application process or the grant opportunity itself, please contact Ben Braudrick at 360-406-0654, or email ced@cityofpa.us.

All applications ***must*** be sent to ced@cityofpa.us by 5:00 pm, Friday, October 7, 2022.

Please fill in all requested information and check all relevant boxes:

Event Name: Beach Sprint and Coastal Rowing Regatta

Date/s of Event: June 10-11, 2023 Event Age: New for 2023

Amount Requesting: $10,000

Grant Application Contact

Business or Individual Operating Event: Olympic Peninsula Rowing Association

This should be the name intended to receive the contract and consistent with the W-9

Primary Contact: Sean Halberg

Phone #: (360) 461-4379

Contact Email: seanhalberg@hotmail.com

Type of Business

☐ LLC ☐ Sole Proprietor ☐ Partnership

☐ C-Corp ☐ S-Corp ☒ 501C (3)

☐ Other: _____

Will your event require City traffic control or incur utility expenses?

☐ Yes ☒ No (If yes, a coordination meeting with City Staff is required to occur at least 30 days prior to the event)

Complete Application Includes (check all that apply):

☒ Application Questionnaire

☒ Full Event Budget (Including highlighted items applicable to grant request)

☒ W-9* (with organization name and address where reimbursement check will be sent)

**This should be the name intended to receive the contract and consistent with the W-9*

☒ Documentation of State Tax ID Number

Application Questionnaire

Basic Event Information

1. Describe your event in a brief narrative. Provide the event name, date(s), projected overall attendance, and if this is an event that has been awarded LTAX event grant funding in the past, what, if anything, is changing about the event.

   Answer: Port Angeles Beach Sprint and Coastal Rowing Regatta June 10-11, 2023. No previous LTAX funding.

   Projected Overall Attendance: 400 visitors
   96 adult race positions (1.5 visitors per --> 144 visitors
   80 youth positions (3.2 visitors per --> 256 visitors

   A brief narrative in video form can be found at parowing.org/coastal Beach Sprint is a 500 m slalom rowing race with the start and finish being a running sprint to or from the rowing boat. Coastal Rowing is a 5 km endurance race. Both types of racing use Coastal Rowing boats, which are wider, more maneuverable, and more stable that traditional flatwater rowing boats.

2. Is this a new event? If not, what is the age of the event?

   Answer: Yes

3. Is there a host hotel for your event? If yes for returning events, list the host hotel and an estimate of how many rooms were booked last year.

   Answer: Red Lion Hotel

4. How many people have attended your event in the past? How did you obtain these figures?

   Answer: We have not held this event before, but rowing events are regularly held throughout the Northwest, particularly in western Washington, and attendance figures are readily accessible on RegattaCentral.com. Entry figures for other regattas in the Northwest are attached as an addendum.

5. Will the event necessitate the obstruction or use of the public right-of-way, public utility hookups and/or Police or Fire assistance?

   ☐Yes ☒ No If yes, please describe in detail.

   Answer:

6. What is the amount you are requesting from the City for such public right-of-way permits or assistance and what will it be used for? Please be as accurate as possible. You can email publicworksinbox@cityofpa.us for an estimate. The LTAC will create a ROW reimbursement budget based upon this amount as a maximum $ 0

   Answer:

General Budget Questions

7. Please provide the details on this event's annual budget. An itemized event budget is a required attachment to this application, in addition to the table on the following page.

   Answer:

Budgeted Cost by Type	Total Estimated Budget	Requested LTAX Portion
1. Marketing – Local	$0	$ 0
2. Marketing – Beyond 50 miles	$100	$ 100
3. Marketing – Website	$297	$ 297
4. Event SWAG	$400	$ 400
5. Business Operation (Office and Personnel)	$13,780	$ 5,703
6. Event Operation (Non-ROW and Utility)	$3,568	$ 3,500
7. ROW and Utility Requirements	$0	$ 0
8. Other (Describe):	$13,520	$ 0
Total Event Cost	$31,664	$ 10,000

8. How much of that budget will be spent on advertising outside Clallam County? What kind of advertising is proposed? Describe your marketing strategy for the event.

Answer: Almost all competitive rowers belong to a club that provides access to water, equipment, coaching, and safety. The clubs are all well networked, so very effective marketing can occur simply by notifying other clubs of the event and listing the regatta on RegattaCentral.com, an online registration system for the sport of rowing. More marketing synergy happens because this Coastal Regatta is the week following the Seventy48 event hosted by the NW Maritime Center in Port Townsend, in which human-powered watercraft travel up Puget Sound from Tacoma to Port Townsend. Last year that event had 130 entries totalling 204 individual competitors. Of those competitors, 54 were not from Washington and all but 11 were from further away than Port Townsend. 63 competitors were in the "rowboat" division. We plan to ask the Maritime Center to give us a plug to their competitors.

9. Do you have other event sponsors? If so, how much income do you plan to receive in total from other sponsors?

Answer: By the time this application is being reviewed, we should have a better idea of our success soliciting sponsorship. As of the due date (Oct 7), the Red Lion Hotel has expressed interest, Black Ball Transit stated that they need further recovery from the border closure before they resume sponsoring projects like this, and OPRA has not invested much time or energy in sponsorship deals until the scope of the event has been established.

10. What will you cut from your proposal or do differently if full funding for your request is not available or recommended?

Answer: If not enough funding is available, we will eliminate the U16 age group and combine all the adult age groups in an Open class. This would all us to only use 2 venues and only 11 referees, saving about $3,000. However it would also cut 64 entries from the program, and their entry fees alone would pay for 2/3 of the referee expense, and it eliminates their impact on the community and we miss out on the "hook" of getting them to future events.

LTAC Funding Priorities Questions

11. Describe the desired and anticipated audience of the event. Is the event focused on local residents or people outside Clallam County?

Answer: The focus of the event is to draw competitors from Vancouver Island and western Washington, along with their families, to Port Angeles for an event in which half or more of the spectators will be local residents.

12. Describe how the event encourages visitors to enjoy longer stays and return often to the City of Port Angeles.

Answer: This event will make people aware of the excellent "stadium" we have for Beach Sprint and Coastal Rowing. We plan to make this particular event a regular part of the annual Maritime Festival, and to hold less formal but similar events during other times of the year. By starting in the morning on Saturday and having events on Saturday and Sunday, most visitors are likely to stay in Port Angeles for Friday and Saturday night. For competitors that traveled for the Seventy48 or are just doing Stage 1 of the Race to Alaska (Port Townsend to Victoria) and choose to compete in this event as well while they are here, they will likely be spending the interim week exploring the Olympic Peninsula.

13. Does the event provide any opportunities that improve the tourist/resident relationship?

☒ Yes ☐ No If yes, please describe.

Answer:

Beach Sprint is a very action-packed event that will take place right alongside the pier, providing very appealing spectating for residents. Also, there will be a spattering of resident competitors, primarily from Port Angeles, Sequim, Joyce, and Port Townsend. The action on the water is likely to bring residents to the waterfront and the synergy of this event with the Maritime Festival will add to festival vibe for tourists and residents alike.

14. The City desires to prioritize events that provide intangible benefits for the community, including arts and culture, local economic development, and regional/statewide/national/international exposure. Describe how this event fulfills this priority?

Answer: This event provides a memorable venue for rowers from Vancouver Island and the Puget Sound area. The combination of a perfect viewing platform provided by the pier with a shorebreak-free beach right in front of a hotel and downtown area that offers spectacular views of the Olympic Mountains and Mt. Baker is very unique and desirable to say the least.

15. Is the event held in coordination or with the cooperation of other events or tourism activities in the City of Port Angeles?

☒Yes ☐ No If yes, please describe.

Answer: Our plan is to hold it in coordination with the Maritime Festival. It fits with the theme nicely. June 10-11 is just 2 weeks after the conclusion of most youth rowers's flatwater competitive season, while they are still in school and rowing as part of their normal spring club schedule. They will be in peak fitness and will have a chance to shift gears and practice the unique elements of Beach Sprint and Coastal Rowing. As mentioned previously, the timing also follows the weekend after the Seventy48 race end in Port Townsend. And spectators sending off the Race to Alaska competitors can migrate west to watch this regatta, and R2AK competitors just wanting to do Stage 1 to Victoria can compete in this on their way back to their cars in Port Townsend.

16. How does this event support or involve City of Port Angeles businesses or organizations?

Answer: This event will bring visitors and residents right down to the waterfront where they will eat in the restaurants, stay in the hotels, perhaps play in the arcade, and enjoy the Maritime Festival while absorbing the marketing messages presented by the other businesses and organizations participating in the Festival. Additionally, OPRA has helped at the North Olympic Discovery Marathon for years and also helps with Peninsula Adventure Sports events. We have already sought and received some guidance from Victoria Jones, Lorrie Mittmann, and Tim Tucker, and will continue to seek their expertise hosting an event like this all the way through the successful completion of this event.

17. Does this event benefit the entire Clallam County and/or Olympic Peninsula?

☒Yes ☐ No If yes, please explain how.

Answer: It does, mainly through its positive impact on the Olympic Peninsula Rowing Association, which is easily accessible to particpants from Joyce to Sequim. The relatively new sport of Coastal Rowing is well suited to the sometimes choppy water of Port Angeles harbor, and this event and future events like it will help increase the local visibility of OPRA as well as help strengthen the coastal rowing program here. These boats will become available to visitors to Sequim for the Race for Hospice, the Seventy48 which benefits Port Townsend, and when not used for special events they are good boats for beginner rowers and youth as part of our regular programs in Port Angeles.

18. If your event has occurred in the past, what will you or your organization do differently this year that will improve upon last year's event?

Answer: N/A

JLARC Reporting Question

19. **Based on State mandated reporting, please complete items A thru F below. If this is a new event or the event did not occur in 2022, put n/a in the 2022 column. A requirement of the award reimbursement is the tracking of these lodging statistics.**

State Mandated Lodging Reporting Questions		2022	Proposed 2023
a.	Overall attendance at your proposed event/activity/facility.	N/A	400
b.	Number of people who will travel more than 50 miles for your event/activity.	N/A	300
c.	Of the people who travel more than 50 miles, the number of people who will travel from another country or state.	N/A	100 (Victoria)
d.	Of the people who travel more than 50 miles, the number of people who will stay overnight in Port Angeles or the Port Angeles area.	N/A	275

e. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast/short term rental) in Port Angeles or Port Angeles area.	N/A	270
f. Number of paid lodging room nights resulting from your proposed event. *(example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)*	N/A	200

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 2023. 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. Access the form here:

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.

Sean Halberg	[signature]	10-7-2022
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

- *If you have any questions on how to submit, please contact the above email.*
- *You must complete and sign the application. You can pdf the document and sign digitally using adobe reader.*

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.

Budget

This application and (for the most part) this budget are set up with the premise that there will be a single, two-day event on June 10-11, 2023. However, in reality this event is just the "hook" to demonstrate what a spectacular destination we have for Coastal Rowing. This big event at the beginning of summer during the Maritime Festival is perfectly timed for maximum exposure and sets us up well to host smaller events during the non-peak season like early September and late October.

Furthermore, the event in 2023 will mark the first year of five in which we can subsidize our budget from the Lodging Tax Fund before sustainably hosting events like this one without drawing from that fund. The two biggest expense categories are the boats and the out-of-town referees. Over the next five years we aim to wean ourselves of the lodging tax by certifying enough local referees and taking ownership of enough boats to host single-venue Beach Sprint races (4 doubles and 4 singles).

Expenses

Description	Cateogry	Qty	Unit Price		Extended Price
Boats					
Purchase of 4 Coastal Doubles over 5 years	Capital Investment for sustainable Race Operation	4	$ 1,920.00		$ 7,680.00
Purchase of 4 Coastal Singles over 5 years	Capital Investment for sustainable Race Operation	4	$ 1,460.00		$ 5,840.00
Rent 8 Coastal Singles for 3-venue event	Event Operation (Non-ROW and Utility)	8	$ 250.00		$ 2,000.00
Trailering rental coastal boats to PA (2 Round Trips)	Event Operation (Non-ROW and Utility)	4	$ 183.00		$ 732.00
Referees (15--8 from Seattle, 7 from Victoria)	Business Operation (Office and Personnel)				
Lodging (2 nights)	Business Operation (Office and Personnel)	30	$ 282.00		$ 8,460.00
Seattle - 166 miles round trip, 15 cars	Business Operation (Office and Personnel)	2490	$ 0.625		$ 1,556.25
WSF Car & Driver round trip	Business Operation (Office and Personnel)	15	$ 32.80		$ 492.00
Victoria - Mileage	Business Operation (Office and Personnel)	750	$ 0.625		$ 468.75
Coho Passenger Round Trip	Business Operation (Office and Personnel)	15	$ 43.50		$ 652.50
Medals (1st-3rd, 44 events)	Event Operation (Non-ROW and Utility)	132	$ 1.50		$ 198.00
Whistles	Event Operation (Non-ROW and Utility)				$ -
Portable toilets (assume covered by Maritime Festival)	Event Operation (Non-ROW and Utility)				$ -
USRowing fees for Insurance	Event Operation (Non-ROW and Utility)	1	$ 375.00		$ 375.00
Regatta Central fees	Marketing - Website	1	$ 297.00		$ 297.00
Bow numbers	Event Operation (Non-ROW and Utility)	1	$ 150.00		$ 150.00
Webscorer software/timing	Event Operation (Non-ROW and Utility)				$ -
Safety Launch gas	Event Operation (Non-ROW and Utility)	25	$ 4.50		$ 112.50
Safety Launch rental	Event Operation (Non-ROW and Utility)				$ -
Local advertising	Marketing - Local	1	$ -		$ -
Printing course maps, banners	Marketing - Beyond 50 miles	1	$ 100.00		$ 100.00
Volunteer swag	Event SWAG	1	$ 400.00		$ 400.00
Volunteer hospitality (breakfast/lunch/coffee)	Business Operation (Office and Personnel)	60	$ 15.00		$ 900.00
Health/safety service/EMT?	Business Operation (Office and Personnel)				$ -
Overnight Security	Business Operation (Office and Personnel)	1	$ 700.00		$ 700.00
Saturday lunch	Business Operation (Office and Personnel)	1	$ 300.00		$ 300.00
Sunday breakfast	Business Operation (Office and Personnel)	1	$ 250.00		$ 250.00
Budgeted Cost by Type					
Marketing - Local					$ -
Marketing - Beyond 50 miles					$ 100.00
Marketing - Website					$ 297.00
Event SWAG					$ 400.00
Business Operation (Office and Personnel)					$ 13,779.50
Event Operation (Non-ROW and Utility)					$ 3,567.50
ROW and Utility Requirements					$ -
Capital Investment for sustainable Race Operation					$ 13,520.00
Total Expenses					**$ 31,664.00**

Income

Saturday Entry Fees at $50 per single and $100 per double		176	$50		$8,800
Sunday Entry Fees at $50 per single and $100 per double		168	$50		$8,400
City of Port Angeles LTAC Funds		1	$10,000		$10,000
Clallam County LTAC Funds		1	$10,000		$10,000
No Sponsors Commited Yet		1	$0		$0
		1	$0		$0
		1	$0		$0
Total Income					**$37,200**

Staffing Needs

Friday Night/Sat Morning

Pier
Security

Mill
Security

Boathouse
Security

Saturday Morning (Beach Sprint Preliminaries)

Pier
Referees
President of the Jury
Starter/Race Umpire
Judge at the Start/Judge at the Finish
Lane 1 Umpire
Lane 2 Umpire
Turning Mark Umpire
Volunteers
Registration/Info Tent 1
Registration/Info Tent 2
Announcer

Mill
Referees
Starter/Race Umpire
Judge at the Start/Judge at the Finish
Lane 1 Umpire
Lane 2 Umpire
Turning Mark Umpire
Volunteers
Registration/Info Tent 1
Registration/Info Tent 2

Boathouse
Referees
Starter/Race Umpire
Judge at the Start/Judge at the Finish
Lane 1 Umpire
Lane 2 Umpire
Turning Mark Umpire
Volunteers
Registration/Info Tent 1
Registration/Info Tent 2

https://d2cx26qpfwuhvu.cloudfront.net/worldrowing/wp-content/uploads/2020/12/04183538/FISArulebookEN2019web_Neutral.pdf

18. Composition of the Jury (Coastal Regatta) 31, Rule 92)

18.1 The Jury will be made up of a minimum of 6 members of whom at least 3 shall hold an International Umpire's Licence.

- *President of the Jury**
- *Starter / Race Umpire **
- *Judge at the Start / Judge at the Finish **
- *Lane Umpires (1 per lane)*
- *Turning Mark Umpire (1)*
- *Members of Control Commission, one per lane*

**The President of the Jury, the Starter / Race Umpire and the Judge at the Start / Judge at the Finish shall each hold an International Umpire's licence.*

Several members of the Jury may have dual roles. The organising committee may also appoint an Assistant Starter and assistants to other umpires.

There shall be at least one Turning Mark Umpire. Additional Turning Mark Umpires may be required if racing is conducted on more than two lanes.

https://s3.amazonaws.com/sidearm.sites/usarowing.sidearmsports.com/documents/2020/9/21/Referee_Committee_IOP_July_2020.pdf#page=7

2 The USRowing Board of Directors has established a goal that referees should be reimbursed for their reasonable out-of-pocket expenses (e.g., travel, housing, meals, etc.). The Referee Committee, Regional Coordinators, and USRowing Director of Referee Programs, as appropriate, will consult with regatta local organizing committees (LOC) to encourage achievement of this goal.

Saturday Afternoon (Beach Sprint Bronze & Gold Matches)

Pier
Referees
President of the Jury
Starter/Race Umpire
Judge at the Start/Judge at the Finish
Lane 1 Umpire
Lane 2 Umpire
Turning Mark Umpire
Volunteers
Registration/Info Tent 1
Registration/Info Tent 2
Announcer

Mill
Referees
Starter/Race Umpire
Judge at the Start/Judge at the Finish
Lane 1 Umpire
Lane 2 Umpire
Turning Mark Umpire
Volunteers
Registration/Info Tent 1
Registration/Info Tent 2

Sat Night/Sun Morning

Pier
Security

Mill
Security
None needed - equipment can be locked in boathouse

Boathouse
Security
None needed - equipment can be locked in boathouse

Sunday (Coastal Rowing)

Pier
Referees
President of the Jury
Starter
Judge at the Start
Race Umpire
Mark 1 Umpire
Mark 2 Umpire
Mark 3 Umpire
Judge at the Finish

31. Composition of the Jury (Rule 92)

In principle, the Jury shall consist of persons carrying out the following duties.

- *President of the Jury;*
- *Starter;*
- *Judge at the Start*
- *Race Umpire;*
- *Key Turning Mark Umpires;*
- *Judges at the Finish, one of whom shall be the Senior Judge;*
- *Members of the Control Commission, one of whom shall be the senior member.*

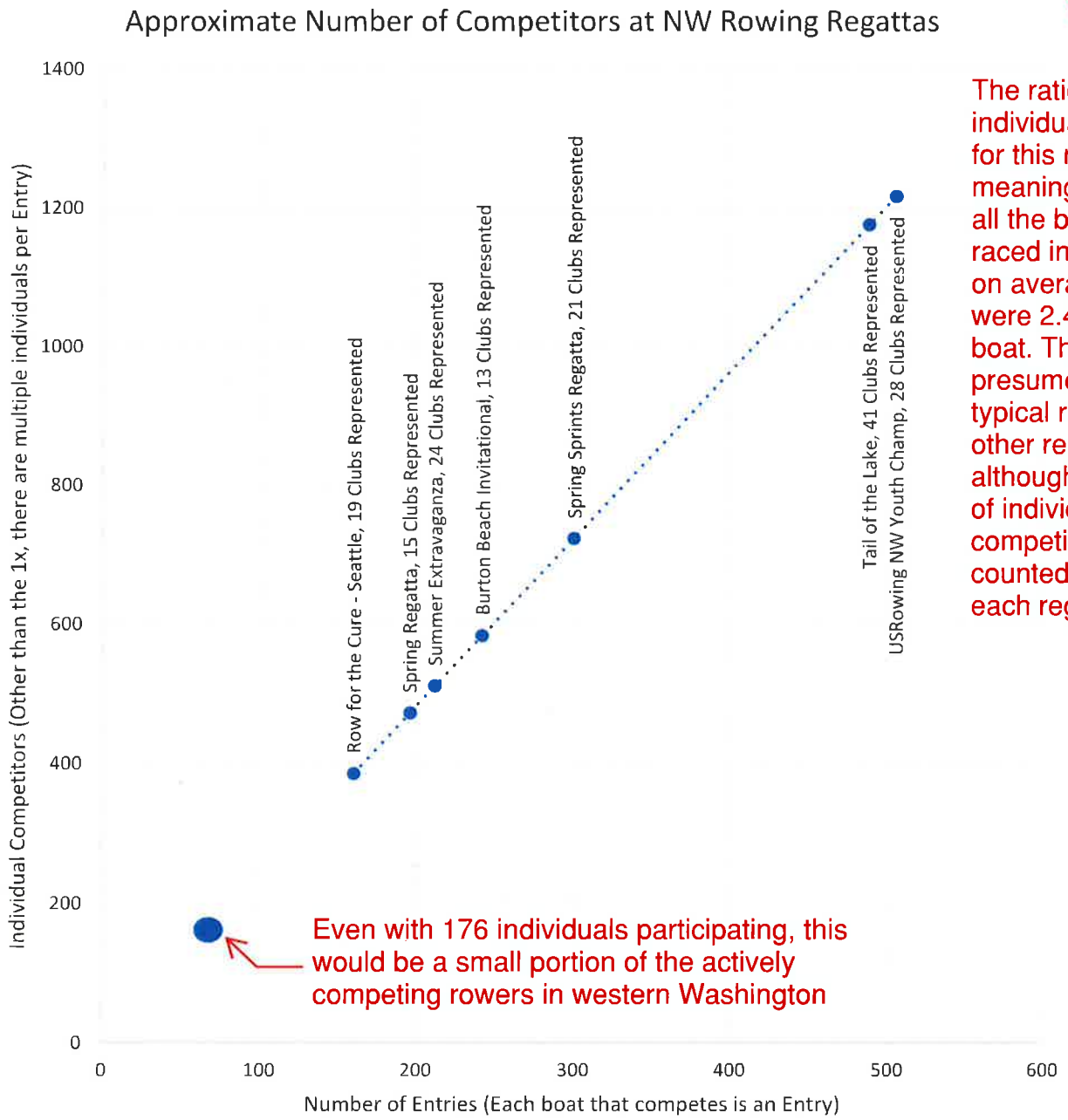
In races that have a large number of crews, two Race Umpires can be used. One shall be appointed the senior Race Umpire.The Recording Umpire shall centrally monitor the progression of the crews around the course and record in real time the penalties as awarded by the Race Umpire(s) and any Key Turning Mark Umpires.The Recording Umpire can award relevant penalties for crews that fail to complete the course.

The President of the Jury, the Starter, the Judge at the Start, the Race Umpire, the Key Turning Mark Umpires, the Recording Umpire, Senior Judge at the finish and the senior member of the Control Commission shall each hold an International Umpire's licence.

These numbers are precise as presented, and can be found by going to https://www.regattacentral.com/regattas and then filtering by the state of Washington

Regatta	Entries	Clubs	Individuals
USRowing NW Youth Champ	505	28	1217
Tail of the Lake	488	41	
Row for the Cure - Seattle	160	19	
Summer Extravaganza	212	24	
Spring Sprints Regatta	300	21	
Burton Beach Invitational	242	13	
Spring Regatta	196	15	

The ratio of individuals to entries for this regatta is 2.4, meaning that out of all the boats that raced in the regatta, on average there were 2.4 people per boat. This ratio is presumed to be a typical ratio for the other regattas as well, although the number of individual competitors was not counted manually for each regatta.



Form **W-9**
(Rev. October 2018)
Department of the Treasury
Internal Revenue Service

Request for Taxpayer Identification Number and Certification

▶ **Go to *www.irs.gov/FormW9* for instructions and the latest information.**

Give Form to the requester. Do not send to the IRS.

Print or type. See **Specific Instructions** on page 3.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.
Olympic Peninsula Rowing Association

2 Business name/disregarded entity name, if different from above

3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only **one** of the following seven boxes.

☐ Individual/sole proprietor or single-member LLC ☐ C Corporation ☐ S Corporation ☐ Partnership ☐ Trust/estate

☐ Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ▶ _____

Note: Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is **not** disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.

☑ Other (see instructions) ▶ **Non Profit Corporation 501 C-3**

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):

Exempt payee code (if any) _____

Exemption from FATCA reporting code (if any) _____

(Applies to accounts maintained outside the U.S.)

5 Address (number, street, and apt. or suite no.) See instructions.
P O Box 814

Requester's name and address (optional)

6 City, state, and ZIP code
Port Angeles, WA 98362

7 List account number(s) here (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN,* later.

Note: If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number
			-			-				

or

Employer identification number
3	0	-	0	7	2	7	7	2	6

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here Signature of U.S. person ▶ _____ Date ▶ 10-7-2022

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to *www.irs.gov/FormW9.*

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

- Form 1099-INT (interest earned or paid)
- Form 1099-DIV (dividends, including those from stocks or mutual funds)
- Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)
- Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)
- Form 1099-S (proceeds from real estate transactions)
- Form 1099-K (merchant card and third party network transactions)
- Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)
- Form 1099-C (canceled debt)
- Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, *later.*

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: MAY 05 2014

OLYMPIC PENINSULA ROWING
ASSOCIATION
C/O JOHN V HALBERG
PO BOX 814
PORT ANGELES, WA 98362

Employer Identification Number:
30-0727726
DLN:
17053305332002
Contact Person:
MARIA S TRITCH ID# 31549
Contact Telephone Number:
(877) 829-5500

Accounting Period Ending:
December 31
Public Charity Status:
170(b)(1)(A)(vi)
Form 990 Required:
Yes
Effective Date of Exemption:
March 19, 2012
Contribution Deductibility:
Yes
Addendum Applies:
No

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

Please see enclosed Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, for some helpful information about your responsibilities as an exempt organization.

Sincerely,

Teresa Rippenda

Director, Exempt Organizations

Enclosure: Publication 4221-PC

Lodging Tax Advisory Committee

2023 Hotel Motel Funding Application Requests (1st call)

Forks Chamber of Commerce

RECEIVED
CLALLAM CO. COMMISSIONERS
OCT 24 2022
1...2...3...A...

LODGING TAX FUNDING APPLICATION
2023

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**: $ $35,000.00

II **Agency/Organization Name**: Forks Chamber of Commerce

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

Federal Tax ID No. 91-0779896 UBI Number 602 909 174

III **Project/Activity/Event**: Forever Twilight in Forks Festival special guest

IV **Representative Contact Information**:

Name, Title Lissy Andros, executive director

Mailing Address PO Box 1249, Forks, WA 98331

Phone(s) 360-374-2531

Email director@forkswa.com

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

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

__x__ 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.

Lissy Andros

Signature

Date: 10-18-2022

Lissy Andros

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?

   This event and our headlining guest, draws both domestic and international travelers to the Olympic Peninsula for 5 – 7 days to enjoy Forks, Port Angeles, Sequim and the surrounding area. In 2022 we had almost 2500 people attend the festival for multiple days, day trips, or while passing through. Our festival also brings awareness to the area, and those that cannot attend in September come other times of the year.

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

   We invite Twilight Saga Actors to attend our event as part of our marketing strategy. This expense is one of the biggest we incur. When a big name signs on, as we have had for the last two years, expectations are always high. We have an opportunity to ask one of the "big three" Twilight stars to attend our festival and are asking for funds to go towards our Twilight Saga Actor expenses.

   We have seen that whether a person actually gets to meet the actor, just the opportunity to see them in person, or be in the same space makes it worth traveling to Forks. That benefits the whole Olympic Peninsula. Most who travel to Forks also visit Port Angeles and Sequim.

   Having these big-name actors at the events helps increase our attendance, and that increases overnight stays.

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.

   Since Forks is so rural, 99% of our attendees are from more than 50 miles. We have people come for 5 – 7 days so they can take in all the destinations in the area.

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

   Being that we are such a unique event, we have found a niche in the market that translates to Twilight fans from all over the world flocking to Forks to experience this immersive festival. In the past we have welcomed people from Australia, UK, Canada, Belgium, Germany, Switzerland, Italy, Colombia, France, and from almost every state in the U.S.

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

   Forever Twilight in Forks Festival
   September 13, 2023 for pre-festival events
   September 14-17, 2023
   Estimated attendance is 2000

2023 Tourism-Impact Estimate
(Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2022)

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:	2023 Estimate	2022 Actual	Methodology
a. Overall attendance at your event/activity/facility	2000	2481	Representative Survey
b. Number of people who travel more than 50 miles for your event/activity/facility	1940	2406	Representative Survey
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	1377	1708	Representative Survey
d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.	727	606	Representative Survey
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.	545	454	Representative Survey
f. Number of paid lodging room nights resulting from your event/activity/facility.	868	908	Representative Survey

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

   No.

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

   We have ticketed and free events so we can bring more people to town. In 2021 we welcomed more people than any past event. We were awarded the WFEA Olympic Peninsula Chapter Events of the Year, along with the Port Townsend Wooden Boat Festival.

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

   Our target audience for the FTF Festival is Twilight fans from around the world. This includes families (we are a family friendly event), couples, friend trips, singles, and anyone who loves Twilight, great food, and tons of fun. While we draw quite a few people from the PNW, Texas is one of our biggest fan bases.

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

   We promote the festival through social media including Instagram (35k followers), Facebook (30k followers) and our private FB Group (14.5k members). We also advertise through interviews for digital reporting, podcasts, news interviews, mailing lists, visitor guides and packets, and we let people know about it year-round at the Visitor Center and FTF Collection. Word of mouth is a great tool for us also.

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

    We advertise restaurants, businesses, and lodging establishments in unincorporated Clallam County through social media, print ads, lodging guides, our website, visitor guides, and personal communications, and through any other means we can find.

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, we have applied for funding from City of Forks LTAC in the amount of $35,000 for "FTF Events" which includes the festival, and our new March event. Typically, we only receive about 63% of what we ask for in regard to the FTF Festival.

12. What is the overall budget for your event/activity/facility? $ 236,296.00
    What percent of the budget are you requesting from Clallam County Lodging Tax Fund? 15%

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

    We sell tickets, seek sponsorship, do silent auctions, and other fundraisers to secure the funding needed.

Income

Forever Twilight in Forks Events		
Ticket Sales - FTF Festival	185,000.00	
Sponsorships - FTF Festival	8,000.00	
Public Support - FTF Festival	10,000.00	
City Investment - FTF Festival	33,000.00	not secured
Clallam Co LTAC	35,000.00	not secured
Misc.	1,500.00	
Total Forever Twilight in Forks Events	**$272,500.00**	

Expenses

Forever Twilight in Forks Festival	
Admin	2,500.00
Admin lodging	2,500.00
Cosplayers (travel, etc.)	14,500.00
Cosplayers (lodging)	3,500.00
Event Decorating / Rentals	24,000.00
Event Decorating / Rentals (Tents)	14,000.00
Event Food / Beverages / Liquor License	
Friday Breakfast	4,000.00
Bella Italia	10,000.00
Friday Night	6,325.00
Saturday Night	6,325.00
Sunday Brunch	7,196.00
Other (including Tea, Sunday Supper)	3,000.00
Event Music / DJ Saturday Night	2,500.00
Event Parking	250.00
Event Venue Rental & Cleaning (RAC)	4,000.00
Event Venue Rental (others)	3,500.00
Goodie Bags	10,000.00
ICN Office Space	2,500.00
Insurance	2,000.00
Misc./5k/Shuttle Services	7,500.00
Movie Licensing	500.00
Paypal Fees	7,000.00
Photobooth	5,000.00
Photographer	1,200.00
Prizes/Silent Auction items	3,000.00
Security	4,500.00
Special Guests	75,000.00
Special Guests Lodging	10,000.00
Total Forever Twilight in Forks Festival	**$ 236,296.00**

This budget is based off of 2022 data. Budget is subject to change.

BUSINESS INFORMATION

Business Name:
FORKS CHAMBER OF COMMERCE

UBI Number:
602 909 174

Business Type:
WA NONPROFIT CORPORATION

Business Status:
ACTIVE

Principal Office Street Address:
1411 S FORKS AVE, FORKS, WA, 98331, UNITED STATES

Principal Office Mailing Address:
PO BOX 1249, FORKS, WA, 98331-1249, UNITED STATES

Expiration Date:
03/31/2023

Jurisdiction:
UNITED STATES, WASHINGTON

Formation/ Registration Date:
03/19/2009

Period of Duration:
PERPETUAL

Inactive Date:

Nature of Business:
CHAMBER OF COMMERCE

Charitable Corporation:
☐

FEIN Number:
91-0779896

Gross Revenue exceed $500,000:
☐

Has Members:
☐

Public Benefit Designation:
☐

Host Home:
☐

REGISTERED AGENT INFORMATION

Registered Agent Name:
FORKS CHAMBER OF COMMERCE

Street Address:
1411 S FORKS AVE, FORKS, WA, 98331-9383, UNITED STATES

Mailing Address:
PO BOX 1249, FORKS, WA, 98331-1249, UNITED STATES

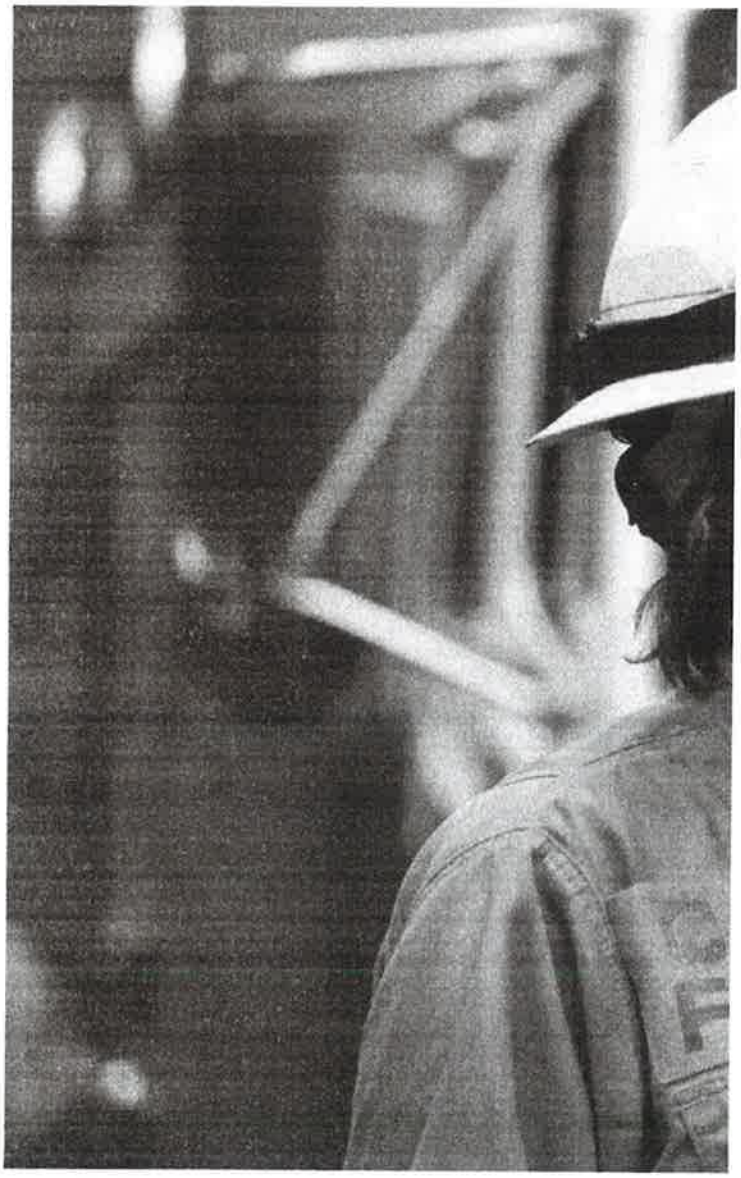


Actors Shaun Erik Odom, Maggie Grace, Billy Burke
UIT Luncheon Group Photo

TV/Streaming
The Seattle Times

Billy Burke, of 'Twilight' fame, stars in 'Fire Country' on CBS

Sep. 29, 2022 at 6:00 am



Actor Billy Burke, born in Everett and raised in Bellingham, plays fire battalion chief Vince in the new CBS show "Fire Country." (Bettina Strauss / CBS)

By Rob Owen

Special to The Seattle Times

Born in Everett and raised in Bellingham, actor Billy Burke has landed several roles with ties to his home state, from the "Twilight" movies, where he played police Chief Charlie Swan (father to Kristen Stewart's Bella), to Netflix's "Maid."

"It's completely accidental," Burke said. "Perhaps it's because some of these stories that are being told are somehow drawn to the Northwest more than shows used to be. We've had our fair share of stuff set in New York and New Jersey, right?"

Burke was again working close to home on the new CBS drama "Fire Country" (premiering 9 p.m. Oct. 7), which, though set in Northern California, films in Vancouver, B.C., allowing Burke to visit family — mom Penny Burke is in Marysville; dad James Mike Burke and his sisters are in Bellevue — more often, including on a September trip to Forks.

Burke was on the Olympic Peninsula for the annual Forever Twilight in Forks Festival, an easy trip down from the "Fire Country" set.

"Everybody was completely kind and delightful and I couldn't have asked for a better atmosphere, but it was intense," Burke said. "The fans of those of those books and movies, their passion for that story will never die."

In the world of mortals, "Fire Country" follows a team of firefighters tasked with putting out wildfires.

"It was definitely one of the first things that drew me to the show. I thought the subject matter was really compelling, and I hadn't seen it before dramatized on network television," Burke said of the show's depiction of rural forest firefighters, as opposed to the more typical urban fire dramas.

pp. 1 + 2 only

City of Forks
2023 Application for Lodging Tax Funds

Due: September 26, 2022 by 5:00 p.m.

Amount of Lodging Tax Requested: **$35000.00**

Organization/Agency Name: Forks Chamber of Commerce

Federal Tax ID Number (EIN): 910779896

Event or Activity Name: Forever Twilight in Forks Events (FTF Festival and FTF Equinox)

Contact Name and Title: Lissy Andros, executive director

Mailing Address: PO Box 1249 City: Forks State: WA Zip: 98331

Phone: 360-374-2531 Email Address: director@forkswa.com

Check all service categories that apply to this application:

____ Tourism Promotion/Marketing
_x_ Operation of a Special Event/Festival designed to attract tourists
____ Operation of a Tourism Promotion 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:
_x_ 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 understand that:

- I am proposing a tourism-related service for 2023. If awarded, my organization/agency will enter into a Municipal Services Contract with the City and may be required to **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 Forks 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 has been submitted to the City, including copies of invoices and payment documentation.
- If awarded, my organization/agency will be required to submit a report documenting economic impact results in a format determined by the City. This report is due after the event/activity and no later than January 29, 2024, 5:00 p.m.

Signature: Lissy Andros Date: 9.26.2022

Printed or Typed Name:

Supplemental Questions – You may use this form or a separate sheet of paper for answers

1. **Describe your tourism-related activity or event. If an event, list the event name, date(s), and projected overall attendance. Describe why tourists will travel to Forks to attend your event/ activity/facility.**

We produce the **Forever Twilight in Forks Festival aka the festival** to bring tourism to Forks and give an economic boost to our area during September. Forever Twilight in Forks is an annual festival attracting visitors from all over the world (U.S., Canada, South America, Belgium, Norway, UK, Australia, S. Africa, Russia, Germany, Italy, France) that focuses on the world-wide phenomenon of the Twilight Saga books and movies. The festival dates for 2023 are September 14-17 which is great because it is later in the month. Many of the visitors that travel to Forks arrive several days prior to the festival (many as early as the Saturday before) and stay until the Monday following. We bring actors, industry insiders, cosplayers, and influencers to the festival to interact with fans. The 2022 event was our most attended to date, and many lodging businesses are already getting booked for the 2023 event. We welcomed 1900 people to the event in 2022.

We are adding a new event, **FTF Equinox**, scheduled for March 17-19, 2023 to attract visitors during the winter shoulder season. We have planned this event to coincide with the Quillayute Valley Scholarship Auction for maximum benefit. We hope to attract 300 people to Forks for the weekend. This event will not be another FTF Festival, but more like a low-key hangout with friends. We are treating this as test run event that we hope will turn into a recurring event. Most activities will take place at the Rainforest Arts Center. We will have ticketed events so that the venue does not exceed capacity.

1. ***(Some of the estimates in question #2 are required by State law)***

As a direct result of your proposed tourism-related service, provide an estimate of:	
a. Overall attendance at your proposed event/activity/facility	2000
b. Number of people who will travel more than 50 miles for your event/activity	1940
c. Of the people who travel more than 50 miles, the number of people who will travel from another country or state	1377
d. Of the people who travel more than 50 miles, the number of people who will stay overnight in Forks or the Forks area	1455
e. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast) in Forks or Forks area	1309
f. Number of paid lodging room nights resulting from your proposed event/ activity/facility	1300

What methodology did you use to calculate the estimates?

a. Estimated attendance of 2023 festival.
b. 3% of our visitors are from within 50 miles
c. 71% of our visitors are from outside Washington
d. Since this is a 4+ day festival, we estimate that 75% will stay overnight.

e. We estimate that 90% of people staying are in paid rooms

f. We estimate that those staying overnight will result in 1300 paid rooms based on being here 4 nights at 4 persons per room.

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

FTF Festival: In 2022, we sold out of 350 VIT Tickets in 30 hours. We had many free events so people who didn't get a ticket could still come to Forks and celebrate Twilight. We hope to sell out in 2023 as well.

FTF Equinox: this is the first time we are holding this event, but we already have people booking rooms in town. We have only made one announcement shown below:

Are you ready to travel to the cold, wet town of Forks, Washington? To gather with your friends who share your love of Twilight? We are so excited to announce an intimate, low-key weekend that we think you will enjoy – Forever Twilight in Forks Equinox! In a collaboration with Miller Tree Inn, the "Dreaming in Twilight" cosplayer group will be here to bring the books to life. Join us on the Equinox March 17-19, 2023 and see the story unfold in this immersive experience. Event details and ticket information will be released over the next few months, so stay tuned.

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

FTF Festival: Our target is Twilight fans around the world. Whether that's a girl's trip, family vacation, or singular travelers, all are welcome! Our biggest demographic is women 41-50. We have people from all over the world attend but many of those that attend are from the U.S., west coast, and Washington. The festival welcomes all ages.

FTF Equinox: We are targeting the same demographic as festival, but sticking more to the I-5 Corridor and west coast.

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

Through Twilight tourism interviews, social media, printed advertising, our website, visitor packets, word of mouth and any other avenues available. Our Facebook page is very successful and is operated by the same social media company that author Stephenie Meyer uses. We have Instagram with 30k+ followers that is run by a volunteer – Jack Morrissey. Our private Facebook group has around 14200 members, up 50% from last year.

5. Describe how you will promote lodging establishments, restaurants, and businesses located in the City of Forks.

Many of our Chamber of Commerce members are owners of tourism-related businesses. Lodging and restaurants are promoted through our visitor packets, and our social media. We also have sponsorship opportunities, and event location opportunities to showcase local businesses. We continually stay in touch with the attendees to make sure they have booked in Forks, as opposed to Port Angeles.

6. What is the overall budget for your event/activity/facility? What percent of the budget are you requesting from City of Forks Lodging Tax Fund?

Our overall budget is $242500.00 and the percentage we are asking for is about 15%. Some of our eligible expenses are highlighted in yellow.

7. **What will you cut from your proposal or do differently if full funding for your request is not available or recommended?**

If our full funding is not met, we will continue to seek sponsorship and grant opportunities. We may scale back on special guests and cosplayers, although these are a particular draw for this fandom and could impact future festival attendance.

8. **Describe the method you will use to gather data necessary to complete post-reporting requirements. (See page 5.)**

We will use our visitor center stats, ticket sales data, and any other data necessary.

Application Instructions and General Guidelines

Application Deadline: September 26, 2022, 5:00 p.m. – received at Forks City Hall.
To be eligible for consideration, your complete proposal must be received by the deadline.
City Council will review proposals in a public meeting on November 14, 2022, 5:30 p.m. at Forks City Hall, Council Chambers.

Submit application to:

Audrey Grafstrom, Clerk/Treasurer
City of Forks
500 East Division Street
Forks, WA 98331

⇒ **You must complete and sign the cover sheet with this packet.**
⇒ **You may use the Supplemental Form or type the questions and answers on separate sheets of paper.**

Attach:

1. Itemized budget for your event/activity/facility (income and expenses).
2. Description and budget showing how you intend to use the amount requested from the City of Forks.
3. A copy of your organization's current non-profit corporate registration with the Washington Secretary of State.
4. A list of your organization's board members.
5. (Optional) Brochures or other information about your event/activity/facility, in particular items showing recent tourism promotion efforts.
6. All copies need to be single sided and not stapled. Brochures must be printed on 8.5" X 11" paper.

The proposal and all documents filed with the City are public records and may be disclosed to a third-party requestor per the Washington State Public Records Act (RCW 42.56).

General Information

Income

Forever Twilight in Forks Events	
Ticket Sales - FTF Festival	185,000.00
Ticket Sales - FTF Equinox	3,000.00
Sponsorships - FTF Festival	8,000.00
Public Support - FTF Festival	10,000.00
City Investment	35,000.00
Port of Port Angeles Grant	0.00
Clallam County LTAC	0.00
Misc.	1,500.00
Total Forever Twilight in Forks Events	**$242,500.00**

Expenses

Forever Twilight in Forks Festival	
Admin	2,500.00
Admin lodging	2,500.00
Cosplayers (travel, etc.)	14,500.00
Cosplayers (lodging)	3,500.00
Event Decorating / Rentals	24,000.00
Event Decorating / Rentals (Tents)	14,000.00
Event Food / Beverages / Liquor License	
Friday Breakfast	4,000.00
Bella Italia	10,000.00
Friday Night	6,325.00
Saturday Night	6,325.00
Sunday Brunch	7,196.00
Other (including Tea, Sunday Supper)	3,000.00
Event Music / DJ Saturday Night	2,500.00
Event Parking	250.00
Event Venue Rental & Cleaning (RAC)	4,000.00
Event Venue Rental (others)	3,500.00
Goodie Bags	10,000.00
ICN Office Space	2,500.00
Insurance	2,000.00
Misc./5k/Shuttle Services	7,500.00
Movie Licensing	500.00
Paypal Fees	7,000.00
Photobooth	5,000.00
Photographer	1,200.00
Prizes/Silent Auction items	3,000.00
Security	4,500.00
Special Guests	75,000.00
Special Guests Lodging	10,000.00

Total Forever Twilight in Forks Festival	**$**	**236,296.00**
Forever Twilight in Forks Equinox		
Cosplayers (travel, lodging, etc.)		2,000.00
Cosplayers lodging		1,500.00
Event Venue Rental and cleaning (RAC)		3,000.00
Insurance		800.00
Misc		1,000.00
Movie Licensing		500.00
Paypal fees		300.00
Total Forever Twilight in Forks Equinox	**$**	**9,100.00**

Total for both events 245,396.00

56,500.00
in eligible expenses

BUSINESS INFORMATION

Business Name:
FORKS CHAMBER OF COMMERCE

UBI Number:
602 909 174

Business Type:
WA NONPROFIT CORPORATION

Business Status:
ACTIVE

Principal Office Street Address:
1411 S FORKS AVE, FORKS, WA, 98331, UNITED STATES

Principal Office Mailing Address:
PO BOX 1249, FORKS, WA, 98331-1249, UNITED STATES

Expiration Date:
03/31/2023

Jurisdiction:
UNITED STATES, WASHINGTON

Formation/ Registration Date:
03/19/2009

Period of Duration:
PERPETUAL

Inactive Date:

Nature of Business:
CHAMBER OF COMMERCE

Charitable Corporation:
☐

FEIN Number:
91-0779896

Gross Revenue exceed $500,000:
☐

Has Members:
☐

Public Benefit Designation:
☐

Host Home:
☐

REGISTERED AGENT INFORMATION

Registered Agent Name:
FORKS CHAMBER OF COMMERCE

Street Address:
1411 S FORKS AVE, FORKS, WA, 98331-9383, UNITED STATES

Mailing Address:
PO BOX 1249, FORKS, WA, 98331-1249, UNITED STATES

2022 CHAMBER BOARD OF DIRECTORS

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fletcher79@gmail.com

STAFF:
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Executive Director
P.O. Box 1267, Forks, WA 98331
360-374-2531 Chamber
903-360-4449 Cell
director@forkswa.com (work)
lissyandros@hotmail.com (personal)

Updated 1-19-2022

Forever Twilight in Forks
(formerly Stephenie Meyer Day / Bella's Birthday Weekend)
r Count from Forks VIC

Year	Wednesday	Thursday	Friday	Saturday	Sunday	Total
2008		72	92	305	131	600
2009		106	280	443	284	1113
2010		148	209	478	211	1046
2011		94	175	331	135	735
2012		142	196	404	137	879
2013		261	398	366	245	1270
2014		445	217	392	165	1219
2015		359	358	425	249	1391
2016		435	187	259	232	1113
2017	192	436	311	271	167	1377
2018	182	502	228	292	163	1367
2019	140	250	177	227	149	943
2020*	89	169	137	0	0	395
2021	182	321	239	378	281	1401
2022	247	487	419	438	318	1909
Total	1032	4227	3623	5009	2867	16758

*Festival was virtual. Due to pandemic we were helping people through the window. Saturday and Sunday the vic was closed due to hazardous air quaility.

J is west of town, T is south of town

Forever Twilight in Forks Festival Condensed Schedule VERSION 2 Dated 8-15-2022

EVENT & DATE	Free event / ticketed event	EVENT LOCATION	MAP	EVENT TIME
WEDNESDAY, SEPTEMBER 7th		**PRE-FESTIVAL**		
FTF Cape Flattery Excursion	Advance Ticket Required	Leaves from Forks Outfitters Parking Lot, 950 S. Forks Ave	D	9 am - 5 pm
Forever Twilight in Forks Collection	Free	Rainforest Arts Center (RAC) Alcove, 11 N. Forks Ave	B	10 am - Noon and 3 - 5 pm
"A Summoned Experience" Afternoon Tea	Advance Ticket Required	Cullen House aka Miller Tree Inn, 654 E. Division St	C	Begins at 1 pm
Quileute Healing and Drum Circle	Free	Akalat Center, By-Yak-Way and LaPush Road, in LaPush	J	Begins at 6 pm
The Robe's Totally Twilight Bowling Party	Free entry	Sunset Lanes, 261 East E St	E	Begins at 9 pm or earlier, depending on Drum Circle
THURSDAY, SEPTEMBER 8th		**FESTIVAL - DAY ONE**		
Ticket Pick-Up	N/A	Forks Visitor Information Center (VIC), 1411 S. Forks Ave	A	9 am - 4 pm. Visitor Center opens at regular time on other days.
Twilight Bazaar and Baked Potato Bar	Free entry	Forks Congregational Church, 280 Spartan Ave	P	9 am - 2 pm
Historic Walking Tour	Free	Meet at the parking lot behind the Forks Congregational Church	P	Begins at 10 am
Forks Community Hospital Admin Bldg Photo Ops	Free	Forks Community Hospital Admin Bldg, 550 5th Ave	Q	10 am - Noon
John's Beachcombing Museum	Nominal entry fee	John's Beachcombing Museum, 143 Andersonville Ave	G	10 am - 5 pm
Forks Timber Museum	Nominal entry fee	Forks Timber Museum, 1421 S. Forks Ave	A	10 am - 5 pm
Forever Twilight in Forks Collection	Free	Rainforest Arts Center (RAC) Alcove, 11 N. Forks Ave	B	Noon - 4 pm. Please enter on Division Street.
"An Audience with the Volturi" Newborn Orientation	Free	Fern Acres, 1154 Big Burn Place	N	11:30 am - 12:30 pm (please be seated by 11:20 am). Shuttle information included on full schedule.
Fern Acres with Erik Odom and the FTF Cosplayers	Free	Fern Acres, 1154 Big Burn Place	N	1 - 3 pm. Shuttle information included on full schedule.
Our Annual Forks Fandom Family Photo	Free	Fern Acres, 1154 Big Burn Place	N	Be in your spot by 3 pm. Photo at 3:20pm. No late arrivals. Shuttle information included on full schedule.
Twilight Line Dance Lessons	Free	Ben Dome at Tillicum Park, 325 Tillicum Lane	F	4 - 5:30 pm
Escape to the Beach!	Free	Olympic National Park - Rialto Beach, end of Mora Rd.	J	Low tide 4:49 - 6:49 pm. Allow for 30 minutes of drive time. Guide will leave the parking lot promptly at 4:45 pm.
FTF Welcome to Forks! Part 2 Pajama Party	Free entry	Ki'tla Center Roundhouse, 100 LaPush Rd	H	6:30 - 11 pm. Shuttle information included on full schedule.
Will Call & Information				6:30 - 8:30 pm
Welcome Event Silent Auction				6:30 - 8:30 pm
FTF2022 Official Kickoff				7 - 7:30 pm
Meet and Greet with Brandon Christy, aka TeamCatGuy				7:30 - 8:30 pm
Concessions provided by Forks Community Hospital Foundation				Begins at 6:30 pm. Will close prior to final battle scene.
Movie Showing: The Twilight Saga: Breaking Dawn Part 2				9 pm (running time - 2hrs)
FRIDAY, SEPTEMBER 9th		**FESTIVAL - DAY TWO**		
Will Call for VIT Ticket Pick-Up at Forks Elks Lodge	N/A	Forks Elks Lodge, 941 Merchants Rd	M	8:30 - 10 am
FTF Festival Breakfast with the Olympic Coven	Included in VIT Ticket	**Forks Elks Lodge, 941 Merchants Rd**	M	**8:30 - 11:30 am (serving at 8:30 am & 10 am per VIT Ticket). Shuttle information included on full schedule.**
Forever Twilight in Forks Collection	Free	Rainforest Arts Center (RAC) Alcove, 11 N. Forks Ave	B	Noon - 4 pm. Please enter on Division Street.
Fandom Friday @ Ki'tla Center		Ki'tla Center, 100 LaPush Rd	H	
Grand Bazaar	Free entry	Outside to the right of the driveway		9 am - 5 pm. Shuttle information included on full schedule.
Food Vendors - Bug & Buf's Espresso|Papa Harv's Catering|Sweet Berry	Off the menu	Various Locations at Ki'tla Center		Hours vary. Information included on full schedule.
Photo Ops with the FTF Cosplayers	Free	Various Locations at Ki'tla Center		11 am - 3 pm. Shuttle information included on full schedule.
Will Call & Information	N/A	Inside Roundhouse		11 am - 3 pm. Shuttle information included on full schedule.
Silent Auction Bidding	Free	Inside Roundhouse		11 am - 3 pm. Shuttle information included on full schedule.
Author Signing Event	Free	Inside Roundhouse		11 am - 3 pm. Shuttle information included on full schedule.
Autograph and Photograph Event	Included in VIT Ticket	Inside Roundhouse		**11 am -4 pm (estimated end time). Shuttle information included on full schedule.**
Featuring our Twilight Saga Actor Special Guests				
Games with The Twi-hard Texans	Free	Inside Roundhouse		1 - 3 pm. Shuttle information included on full schedule.
Will Call for Ticket Pick-Up at the RAC	N/A	Rainforest Arts Center (RAC) Plaza, 35 N. Forks Ave	B	4:30 - 5:30 pm; 9 - 10 pm
Bella Italia Catered Dinner	Included in VIT Ticket	**Rainforest Arts Center (RAC) Plaza, 35 N. Forks Ave**	B	**When: 5 - 7:45 pm. Early Dinner 5 – 6:15 pm. Serving time: 5 – 5:30 pm. Late Dinner 6:30 – 7:45 pm. Serving time: 6:30 – 7 pm.**
"Twilight Renaissance Faire" Fandom Family Party	Included in VIT Ticket and tickets available at will call while supplies last	**Rainforest Arts Center (RAC) Plaza and Great Room, 35 N. Forks Ave**	B	**9 pm - Midnight**
SATURDAY, SEPTEMBER 10th		**FESTIVAL - DAY THREE**		
Sunrise Hike to Rialto Beach	Free	Olympic National Park - Rialto Beach, end of Mora Rd.	J	Low tide 6:15 - 8:15 am. Allow for 30 minutes of drive time. This hike is not guided.
Forks High School Events		Forks High School, 261 Spartan Ave - enter through Heritage Hall	L	8 am - 3:30 pm
Forever Twilight in Forks Costume Contest	Free	FHS Commons		9 - 10:30 am
Concession Stand by FHS Senior Parents	Off the menu	FHS Commons		9 am - 2 pm (while supplies last)
Hangout with The Olympic Coven	Free	FHS Commons		Begins at 10:30 am
2022 FTF Pin Collectors Meet & Greet	Free to attend	Biology Classroom A110		10:30 - Noon. First hour is is meet and greet, followed by Q&A and raffle.
FTF Cosplayer Appreciation Event	Free to attend	FHS Commons		11:45 am - 12:45 pm
Forever Twilight in Forks Festival 2022 Panel	Included in VIT Ticket	**FHS Commons**		**Doors open at 12:45 pm. Panel begins at 1 pm**
Featuring our Twilight Saga Actor Special Guests				
Forever Twilight in Forks Collection	Free	Rainforest Arts Center (RAC) Alcove, 11 N. Forks Ave	B	Noon - 4 pm. Please enter on Division Street.
Live Podcast by "Remember Twilight?"	Free	Forks Congregational Church, 280 Spartan Ave	P	Begins 20 minutes after panel ends
American Legion Chicken Dinner	Off the menu	American Legion Hall, 651 E. Division St.	X	4 - 7 pm
Will Call at the RAC	N/A	Rainforest Arts Center (RAC) Plaza, 35 N. Forks Ave	B	7:30 - 9 pm
***"The Twilight Saga: Breaking Dawn Part 2* Red Carpet Premiere" Gala**	Included in VIT Ticket and tickets available at will call while supplies last	**Rainforest Arts Center (RAC) Plaza and Great Room, 35 N. Forks Ave**	B	**8 pm - Midnight**
SUNDAY, SEPTEMBER 11th - HAPPY BIRTHDAY, RENESMEE!		**FESTIVAL - DAY FOUR**		
Escape to the Beach!	Free	Olympic National Park - Second Beach Trailhead, LaPush Rd	J	Low tide 7:14 - 9:14 am. Allow for 30 minutes of drive time. Guide will leave the parking lot promptly at 6:45 am.
Escape to the Beach!	Free	Olympic National Park - Kalaloch Campground Day Use Parking Lot located on Highway 101, 34 miles south of Forks	T	Low tide 7:14 - 9:14 am. Allow for 45 minutes of drive time. Guide will leave the parking lot promptly at 7:30 am.
FTF Cosplayer Appreciation Event	Free entry	Ki'tla Center - 100 LaPush Rd	H	9:45 - 10:45 am. Shuttle information included on full schedule.
Renesmee's Birthday Luncheon	Included in VIT Ticket	**Ki'tla Center Roundhouse, 100 LaPush Rd**	H	**Line up for photo at 10:50 am, Photo at 11 am. No late arrivals. Luncheon 11 am - 12:30 pm. Shuttle information included on full schedule.**
Forever Twilight in Forks Collection	Free	Rainforest Arts Center (RAC) Alcove	B	Noon - 4 pm
Silent Auction Final Bids	Free entry	Ki'tla Center Roundhouse, 100 LaPush Rd	H	Opens to public at 12:30 pm. Tables start closing at 12:45 pm.
Vampire Central at the Cullen House aka Miller Tree Inn	Free entry	Cullen House aka Miller Tree Inn, 654 E. Division St	C	1:30 - 2:30 pm. Shuttle information included on full schedule.
"The City of Forks Welcomes You" 5K Fun Run	Nominal entry fee	Calawah River Park, 657 N Forks Avenue.	Y	3 - 4:30 pm. Chief Charlie Swan at Transit Center from 3:15 - 3:45 pm.
Renesmee's Birthday Cake	Free	Forks Outfitters Patio, 950 S. Forks Ave	D	5pm
Sunday Supper	Tickets available at will call while supplies last	Ki'tla Center Roundhouse, 100 LaPush Rd	H	7 - 8 pm. Shuttle information included on full schedule.
A Thousand Years - Festival Afterparty hosted by Erik Odom	Free entry	Ki'tla Center Roundhouse, 100 LaPush Rd. Karaoke by OUTLAW'D KARAOKE. All ages allowed. Beer, spirits provided by Whiskey Wagon. Cash & cards accepted. Valid ID required.	H	8 - 11 pm. Shuttle information included on full schedule.

VIT Tickets are sold on ForksWA.com/online-store in advance. **Party tickets and Sunday Supper tickets will be sold at will call while supplies last. Cash only please.**

Free entry indicates there are options to purchase items or food but entry is free. N/A indicates not applicable.

2022 Events

2022

Forks Twilight Map

Not to be reproduced without permission of Forks Chamber of Commerce.



US 101 to Port Angeles - 57 miles
Turn-off to Clallam Bay, Sekiu and Neah Bay via Hwy 113 - 11 miles

H

Hwy. 110

J

Hwy 110 to La Push, Rialto, Mora and Ocean Beaches 15 Miles

Andersonville Rd

US 101

G John's Beachcombing Museum

RIVER

Y

CALAWAH

Fern Acres

N

M

Big Burn Place

CHUCKHOLE WAY

THOMAS ST

MAYBERRY ST

COLLINS ST

ACKERLEY ST

NELSON RD

NELSON SUBD

JOHNSON RD

CONVERSE WAY

SOUTH FORK

F Tillicum Park

Merchant

E Division St

B

X

E DIVISION ST

Forks Community Hospital

H

P

City Hall Police Station

C

Cullen House

Peterson Rd

L

Forks High School

E

Q

Forks Transit Center

FORKS AVE

BOGACHIEL WAY

BROWER ST

DARLESON ADDITION

MANSFIELD ADDITION

Swan House
775 "K" St

D

Forks Outfitters

Forks Municipal Airport

A

Visitor Center

Forks Chamber of Commerce

Timber Museum

US 101

Mini Rainforest Trail

T

US 101 to:
Hoh Rain Forest turn-off 12 miles (Upper Hoh Rd)
Olympic National Park beaches 38 miles

Forks Chamber of Commerce
Visitor Information Center
1411 S. Forks Ave. • Forks, WA 98331
800-443-6757 • 360-374-2531
info@forkswa.com
www.forkswa.com
www.forevertwilightinforks.com

Lodging Tax Advisory Committee

2023 Hotel Motel Funding Application Requests (1st call)

Lincoln Park BMX Association

CITY OF PORT ANGELES
WASHINGTON, U.S.A.
Parks & Recreation Department

November 4, 2022

Commissioner Randy Johnson
Chair of Clallam County Lodging Tax Advisory Committee
223 East 4th 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 partnered with the City to build a world class "Pump Track" at Erickson Playfield which is the largest track in the Western United States and the first only one in the nation that will has an ADA component to it.

Since 2017 the Lincoln Park BMX has seen the use of the track increase by over 300% and has added a new starting gate, outdoor lighting, created a loaner bike program, added merchandise and a concessions facility. All of these improvements have made this one of the top USA BMX sanctioned tracks in the country. These improvements have drawn interest from riders around the Pacific Northwest region, including Canada. This has also allowed Lincoln Park BMX to host larger regional events such as state qualifiers and recently the Northwest Championship Gold Cup Series that brought in over 4,000 people to Port Angeles over three days in September.

All this recognition from USABMX and regional riders stems from the investment into the track. To maintain this level of growth and continue to extend the duration of the racing season it has become clear that further improvement to the size and infrastructure of the track must take place. The original foundation of the track cannot currently support the weight and features LPMX needs to safely attract the high caliber of riders and events it plans to host in the future.

We would encourage the committee's approval of this application. Lincoln Park BMX is an important partner in our local network and plays an integral role in attracting tourists to the area. Thank you for your consideration of this funding request and your commitment to strengthening the tourism industry of Port Angeles and Clallam County.

Corey Delikat

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

RECEIVED
CLALLAM CO. COMMISSIONERS
OCT 24 2022

LODGING TAX FUNDING APPLICATION 2023

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**: $ 50,000.00

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

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

Federal Tax ID No. 82-07447801 UBI Number 604-096-475

III **Project/Activity/Event**: 2023 Lincoln Park BMX Track Rebuild

IV **Representative Contact Information**:

Name, Title Sean Coleman

Mailing Address 403 South Lincoln Street #4 PMB4 Port Angeles, WA 98362

Phone(s) 360.460.1435

Email Lincolnparkbmx@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

__X__ 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: 10.24.2022

Sean Coleman- President
Lincoln Park BMX Association

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 Sheet

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

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 Sheet

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

5. If the project/program is an event, please provide the name, date(s) and estimated attendance.
   Not a specific event- 6-8 month facility.

6. **2023 Tourism-Impact Estimate**
(Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2022)

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:	2023 Estimate	2022 Actual	Methodology
a. Overall attendance at your event/activity/facility	30,000	30,897 Thru 10/1/22	Attandence- signups Specatators estimated at 3.2 spectoators per rider
b. Number of people who travel more than 50 miles for your event/activity/facility		11,567 thru 10/2/22	Attandence- signups Specatators estimated at 3.2 spectoators per rider
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	2,200	2945 thru 10/1/22	Attandence- signups Specatators estimated at 3.2 spectoators per rider
d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.	1400	1472	Attandence- signups Specatators estimated at 3.2 spectoators per rider
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	891	Estmated 50% of Paid Accomodations in County (includes 94 at County Fairgrounds paid camping)
f. Number of paid lodging room nights resulting from your event/activity/facility.	1400	1782	Estimated 2.8 nights per rider.

7. Is there a host hotel for your event? If yes, please identify.
For Gold Cup Finals- we teamed up with mulitiple hotels- Red Lion, and others. We typically try to get more than 1 hotel signed up (see page 30).

8. Describe the prior success of your event/activity/facility in attracting tourists.
See Page #16 - 2018-2022 Lincoln Park BMX Events

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

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

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

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- City of Port Angeles LTAC (pages 24-29)

13. What is the overall budget for your event/activity/facility? $ 410,285.00- overall. Capital Improvement- $116,435
What percent of the budget are you requesting from Clallam County Lodging Tax Fund? 12.2/35.5 %

14. Please describe your plans for securing the remainder of the funds necessary to complete your event/activity/facility.
City- $50,000. Sponsors, Savings, entry fees, change layout or plan to reduce cost if we are short on funding.

APPLICATION INSTRUCTIONS – GENERAL GUIDELINES

APPLICATION DEADLINE: Applications must be received at the Board of County Commissioner's Office, 223 East 4th Street, Suite 4, Port Angeles WA 98362-3015 (Clallam County Courthouse, main level, Room 150) until **12 p.m., Monday, October 24, 2022**.

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 one copy to**:

Clallam County Lodging Tax Advisory Committee
Board of Commissioner's Office
223 East 4th 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.

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

2023 Project- We are rebuilding the track due to wood waste settlement and repaving the corners. The track will have a professional national track builder come to design and build the track, bringing a new flare to the facility and regrading due to settlement. See attachment track drawing and budget for rebuild.

Our track is settling due to wood waste buried underneath the facility causing settling issues- this is why we are repaving the corners and rebuilding the track. Corner #1, repaved for better height & transitions as well as a wall to help support the corner, Corner #2 to fix cracks and settlement. All four straights leveled and rebuilt and timing system installed. See attached track image[i].

With the grant funds we have received, we have brought $2,557,644[ii] to the community (1365% Return on the investment). With these funds, we were able to rebuild our starting hill and install a state-of-the-art safety gate, new lighting, paved corners, track surfacing sealed, build new snack shack (without grant funds), and secure bid and successfully run a Gold Cup FINALS for the Northwest Region.

Also attached is our income-expense report[iii] for 2021 and project breakdown for 2018 thru 2022

The BMX track is popular to riders all over the Northwest, not because of flyers, but because of the facility it has become.

The track will use these funds to continue improving the facility, thereby developing one of the best BMX tracks in Washington state and the Northwest region, as well as gaining popularity along with attention from USABMX. In doing so, this attracts larger races, which brings in more riders to the Port Angeles area. Lincoln Park BMX is the only track on the west side of the state that has both a safety gate and all paved corners. With the addition of lights, Lincoln Park BMX will be one of only three tracks in Washington to have lights, paved corners, and a safety gate!

With our ranking we will have state finals as well as other larger races, these races are typically 2-3 days long and people come to race on great facilities and stay.

Lincoln Park BMX has a marketing plan that it uses to keep local riders, and especially non-local riders, engaged and up to date with changes made to the track and our schedule of events.

- **Social Media:** According to HubSpot, 92% of marketers in 2014 claimed that social media marketing was important for their business, with 80% indicating their efforts increased traffic to their websites. According to Social Media Examiners, 97% of marketers are currently participating in social media.
    - **Gold Cup Finals & USABMX-** Total Engagement 121,072 & Total Reach 1,794,552. For one weekend of racing that is a huge reach. Add the 41,000 reached on our local page as well.
    - **YouTube[iv]-** Teamed up with local Port Angeles child YouTuber "Brecky Breck"- her video filmed at Lincoln Park BMX Track promoting kids on bikes and the Sport of BMX has reach more 11 million views in the last 10 months.

- **Online Media— Live Streaming Races.** Live Streaming is getting people familiar with our track and making people want to come race is.
- **PORT ANGELES PUMPTRACK:** By helping build the pumptrack, riders now have more options to do when they are here. Race and then ride the pumptrack during down time. People want to ride their bikes and they have a reason to ride more than just the BMX track.
- **School Flyers & Local Programs:** USABMX prints flyers for the track; the track uses this service every year. The track distributes flyers to local elementary schools to promote Lincoln Park BMX, reiterating USABMX's motto: "No child sits on the bench." The flyers show how BMX is a fun and healthy outdoor activity for kids. We have also helped start the strider program in the schools, this helps kids get started on bikes. The better we build the local program; riders will come race because they know they have competition here to race.

Awards & Trophies: Each year Lincoln Park BMX distributes more than 1,000 trophies These trophies and awards feature logos for Lincoln Park BMX and local businesses. Athletes take pictures with these awards and post them on social media, and they bring them home and put them on display where friends and family can see them, thus promoting Lincoln Park BMX (and Port Angeles) all across the state and the world! Lincoln Park BMX racers have come from all over the world:

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

Success in BMX = Riders = Spectators!

Lincoln Park BMX Association gained management of the BMX track in Port Angeles in April 2017. The BMX track in Port Angeles has been operating since the 1980s. The track is open every year from May through October. We have seen positive growth every year from local and out-of-town racers, even in 2020 with COVID restrictions.

Since new management assumed track operations, Lincoln Park BMX has increased rider participation by 300% over the past years. The motto "Build It and They Will Come" is a totally true statement! The track's new starting hill and gate have drawn local and out-of-town riders to compete at the track on a weekly basis. The fence project and new approach into the track, completed in 2019, was noticed by many who traveled to race in Port Angeles. Now with lights the track was able to run into November for the first time. The improvements have drawn interest from riders around the Pacific Northwest, as well as recognition from USABMX that the track is much improved and can handle larger races. As the local rider base has grown, they are now proud of their home track, and it shows! When they travel off the Olympic Peninsula to race, they demonstrate their home-track pride and are happy to invite others to come check it out!

Volunteers do everything at Lincoln Park BMX. **There are no paid employees**. Volunteers do it all: paint, mow the grass, work on the track, run races and skills clinics, maintain the facilities and the fleet of 50 track bikes, handle registration and snack shack operations, and more, freeing up City of Port Angeles Parks & Rec staff and resources to focus on other facilities. Lincoln Park BMX's Executive Board is very proud of the track's volunteers. They do a lot for our community!

USABMX estimates 3.2 spectators travel with each racer. As the track hosts larger races, and over multiple days, racers and spectators alike come to participate. The track has seen more riders visit and stay longer: one night a few years ago has turned into two or three. The track expects this continue with facilities improvements.

YEAR	OVERALL ATTENDANCE	ATTENDANCE 50+Miles
2018	15,088	4,584 (30.4%)
2019	21,927	6,414 (29.3%)
2020*	4,472	822 (18.4%)
2021	21,115	4,886 (23.1%)
2022 (thru Sept)	30,897	11,567 (37.4%)

3. *Limited due to COVID

Lincoln Park BMX has risen from the #7 track in Washington in 2017 to #1 in 2022, while exceeding state growth in riders. Port Angeles has the smallest population base of any of the other tracks (Spokane, Port Orchard, Richland, SeaTac, Sumner, Moses Lake, Walla Walla, Mt. Vernon, Bellingham). BMX in Washington has grown 10% and 14% across the United States. At the same time, Lincoln Park BMX has seen a 226% growth. Track volunteers attribute the increase to improvements in facilities and new management. Lincoln Park BMX volunteers pride themselves on taking care of the facilities, grounds, and everyone within the BMX community.

Attached is the Impact report[v] for the DK NW GOLD CUP FINALS for 2022 and Hotel/Rider Count[vi] and economic impact for 2018-2022.

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.

Lincoln Park BMX's tourist audience is mainly from the Northwest region (Washington, Oregon, Idaho, and British Columbia). Riders range in age from two to 70+, male and female, novice to pro. USABMX has more than 70,000 members, who can ride at any of its 370 sanctioned tracks across the USA and Canada. BMX as a sport is unique in that the whole family can participate; families travel and race together. Gold Cup finals brought riders from 13 states to the facility.

BMX racers are families and they travel, they travel and great facilities bring riders. The facilities speak for themselves. We also schedule our large events for a whole weekend bringing riders for multiple days, encouraging them to stay for 2-4 days on event weekends.

Lincoln Park BMX is currently ranked-

Last Updated: 2022-10-01



State	Region	Track
CAN	West	Oak Creek Bmx
MN	Central	Rum River Bmx
FL	East	Okeeheelee Bmx
AZ	West	Chandler Bmx
MO	Central	Blue Springs Bmx
CAS	West	San Diego Bmx
IL	Central	Rockford Bmx
WA	West	Lincoln Park Bmx
MD	East	Chesapeake Bmx
CAS	West	Ballflower Bmx
OH	East	Akron Bmx

Oak Creek- Roseville, Ca (Pop 50-mile radius- 2,738,658)
Rum River- Isanti, MN (Pop 50-mile radius- 3,064,247)
Okeeheelee BMX- West Palm Beach, FL (3,588,912)
Chandler BMX- Chandler, AZ (4,946,145)
Blue Spring BMX- Blue Springs, MO (2,338,254)
San Diego BMX- San Diego, CA (3,286,069)
Rockford BMX- Rockford, IL (1,716,787)
Lincoln Park BMX- Port Angeles, WA (217,803)

What this means for 2023- is we will be hosting the Washington State Finals, as well as 70+ events. This track is known as one of the best in the Northwest and riders travel to race on it.

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

Same as #3 (see above)

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

Lincoln Park BMX's tourist audience is mainly from the Northwest region (Washington, Oregon, Idaho, and British Columbia). Riders range in age from two to 70+, male and female, novice to pro. USABMX has more than 70,000 members, who can ride at any of its 370 sanctioned tracks across the USA and Canada. BMX as a sport is unique in that the whole family can participate; families travel and race together. Gold Cup finals brought riders from 13 states to the facility.

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

Same as #1 (see above)

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

area of Clallam County.

There are many ways in which Lincoln Park BMX promotes lodging, restaurants, and local business in the City of Port Angeles, some of which include:

- **Punch Card-** we did a punch card for riders for the GOLD CUP FINALS to get visitors to go to other businesses, each one gave a coupon if they went there and dined or bought something.
- **Partnerships:** The track teams up with local hotels and directs out-of-town riders to book through them.
- **Link sharing:** Links to various establishments are featured on the track's website and in emails sent by USABMX. Track website: www.usabmx.com/tracks/1251 & www.lpbmx.com
- **Facebook:** Facebook posts include links to local businesses.
- **Event packets:** Event packets are handed out at registration and include listings of lodging, restaurants, and stores in Port Angeles.
- **Prizes:** The track partners with local sponsors and awards gift certificates to their establishments as prizes.
- **Summer Series:** This weekly race series heavily advertises the sponsoring business on awards and apparel. The business is frequently mentioned to the crowd during races.
- **Banners:** Banners are hung around the track to promote all of our local sponsors.
- **Trophies:** Trophies feature sponsors' logos.
- **Sponsor Program:** The track created a rider sponsor program in which local businesses sponsor riders. That sponsor's name follows the rider everywhere they race. Seeing and hearing local businesses called out at other tracks is a great out-of-town perk. In 2022 we had 60+ riders sponsored by local businesses.

[i] Track Image
[ii] Grant Funds and Returns

[iii] Profit-Loss Report for 2021

[v] USABMX Impact Report- Gold Cup Finals
[vi] Hotel/Rider Economic Impact

BUSINESS INFORMATION

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:
02/28/2023

Jurisdiction:
UNITED STATES, WASHINGTON

Formation/ Registration Date:
02/26/2017

Period of Duration:
PERPETUAL

Inactive Date:

Nature of Business:
ATHLETIC

Charitable Corporation:
☐

FEIN Number:

Gross Revenue exceed $500,000:
☐

Has Members:
☐

Public Benefit Designation:
☐

Host Home:
☐

REGISTERED AGENT INFORMATION

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

Title	Governors Type	Entity Name	First Name	Last Name

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: APR 07 2017

LINCOLN PARK BMX ASSOCIATION
PO BOX 3166
PORT ANGELES, WA 98362-0000

Employer Identification Number:
82-0747801
DLN:
26053494001647
Contact Person:
CUSTOMER SERVICE ID# 31954
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Public Charity Status:
509(a)(2)
Form 990/990-EZ/990-N Required:
Yes
Effective Date of Exemption:
February 26, 2017
Contribution Deductibility:
Yes
Addendum Applies:
No

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

2018-2022 Lincoln Park BMX Events

Sporting Events/Tournaments WA State BMX 2018:	A. Avg. People Per Event*	%	B. # People Who Travel 60 Mi. or more	% for D.	C. Travel From Another State or Country	D. # Travel 60 Miles Stay Overnight	%	E. # Travel 60 Miles or Stay in Hotels	Days	F. # of Paid Lodging Room Nights From Event
State Finals- September 7-9	2,580	85%	2,193	50%	27	1,097	70%	768	1.0	768
Gold Cup/SCR July	1,882	75%	1,412	50%	50	706	70%	494	1.0	494
Yearly Total- Tournaments:	4,462	/	3,605	/	77	1,803	/	1,262	/	1,262

Sporting Events/Tournaments WA State BMX 2019:	A. Avg. People Per Event*	%	B. # People Who Travel 60 Mi. or more	% for D.	C. Travel From Another State or Country	D. # Travel 60 Miles Stay Overnight	%	E. # Travel 60 Miles or Stay in Hotels	Days	F. # of Paid Lodging Room Nights From Event
State Finals- August 23,24,25	4,355	75%	3,266	50%	22	1,633	70%	1,143	2.0	2,286
State Qualifier & Race For Life June 28,29, 30	2,331	70%	1,632	50%	20	816	70%	571	1.0	571
Yearly Total- Tournaments:	6,686	/	4,898	/	42	2,449	/	1,714	/	2,857

Sporting Events/Tournaments WA State BMX 2020:	A. Avg. People Per Event*	%	B. # People Who Travel 60 Mi. or more	% for D.	C. Travel From Another State or Country	D. # Travel 60 Miles Stay Overnight	%	E. # Travel 60 Miles or Stay in Hotels	Days	F. # of Paid Lodging Room Nights From Event
COVID SUCKS										
Yearly Total- Tournaments:	0	/	0	/	0	0	/	0	/	0

Sporting Events/Tournaments WA State BMX 2021:	A. Avg. People Per Event*	%	B. # People Who Travel 60 Mi. or more	% for D.	C. Travel From Another State or Country	D. # Travel 60 Miles Stay Overnight	%	E. # Travel 60 Miles or Stay in Hotels	Days	F. # of Paid Lodging Room Nights From Event
State Qualifier, Earned Double- Aug 26th & 27th	3,097	49%	1,520	50%	227	760	70%	532	1.5	798
Yearly Total- Tournaments:	3,097	/	1,520	/	227	760	/	532	/	798

Sporting Events/Tournaments WA State BMX 2022:	A. Avg. People Per Event*	%	B. # People Who Travel 60 Mi. or more	% for D.	C. Travel From Another State or Country	D. # Travel 60 Miles Stay Overnight	%	E. # Travel 60 Miles or Stay in Hotels	Days	F. # of Paid Lodging Room Nights From Event
State Qualifier, Gold Cup Qualifier & Earned Double- Aug 13, 14, 15th	2,398	57%	1,361	50%	10	80	70%	80	1.0	80
OR GOLD CUP FINALS- Sept 15th-18th	8,454		7,768		3515	3,515		608	2.8	1,702
Yearly Total- Tournaments:	10,852	/	9,129	/	3,525	3,595	/	688	/	1,782

Economic Impact to Community (2021):	*CPI	Total Visitors who stayed overnight		Total Economic Impact
	$247.00	3,515		$868,205

Economic Impact to Community (2021):	*CPI	Total People who traveled for just the day		Total Economic Impact
	$63.47	3,095		$196,440

Economic Impact to Community (2021):	*CPI	Total Visitors who stayed overnight		Total Economic Impact
	$227.00	798		$181,146

Economic Impact to Community (2021):	*CPI	Total People who traveled for just the day		Total Economic Impact
	$58.23	2,640		$153,727

Economic Impact to Community (2020):	*CPI	Total People who traveled for just the day		Total Economic Impact
	$58.23	822		$47,865

Economic Impact to Community (2019):	*CPI	Total Visitors who stayed overnight		Total Economic Impact
	$227.00	2,449		$555,923

Economic Impact to Community (2019):	*CPI	Total People who traveled for just the day		Total Economic Impact
	$58.23	1,516		$88,277

Economic Impact to Community 2018:	*CPI	Total Visitors who stayed overnight		Total Economic Impact
	$227.00	1,802		$409,054

Economic Impact to Community 2018:	*CPI	Total People who traveled for just the day		Total Economic Impact
	$58.23	979		$57,007

* Riders x 3.2 spectors per rider (USABMX Figure)
**Dean Runyan 2019 Washington State Travel Impacts & Visitor Volume
**USED 2.5 spectactors per rider for 2021 (Covid related)

*** Note- Only one helper/parent per rider Due to COVID

2018 Use for all other days at track (4/28 thru 10/20) 10626
Over 50 miles away 979 (9.2% of all riders & spectators)
Money spent locally ($58.23 x 979) $ 57,007.17

2019 Use for all other days at track 15241
Over 50 miles away 1516 (9.9% of all riders & spectators)
Money spent locally ($58.23 x 1516) $ 88,276.68

2020 Use for Track (day Use Only due to COVID)*** 4472
Over 50 miles away 822 (18.4% of all riders & spectators)
Money spent locally ($58.23 x 822) $ 47,865.06

2021 Use for all other days at track (October 10th) 13407
Over 50 miles away 2640 (19.7% of all riders & spectators)
Money spent locally ($58.23 x 2640) $ 153,727.20

2022 Use for all other days at track (October 10th) 25397
Over 50 miles away for just the day 3095 (42.0% of all riders & spectators)
Money spent locally ($58.23 x 2640) $ 180,221.85

Total Economic Impact 2018 thru 2022 $2,557,643.76

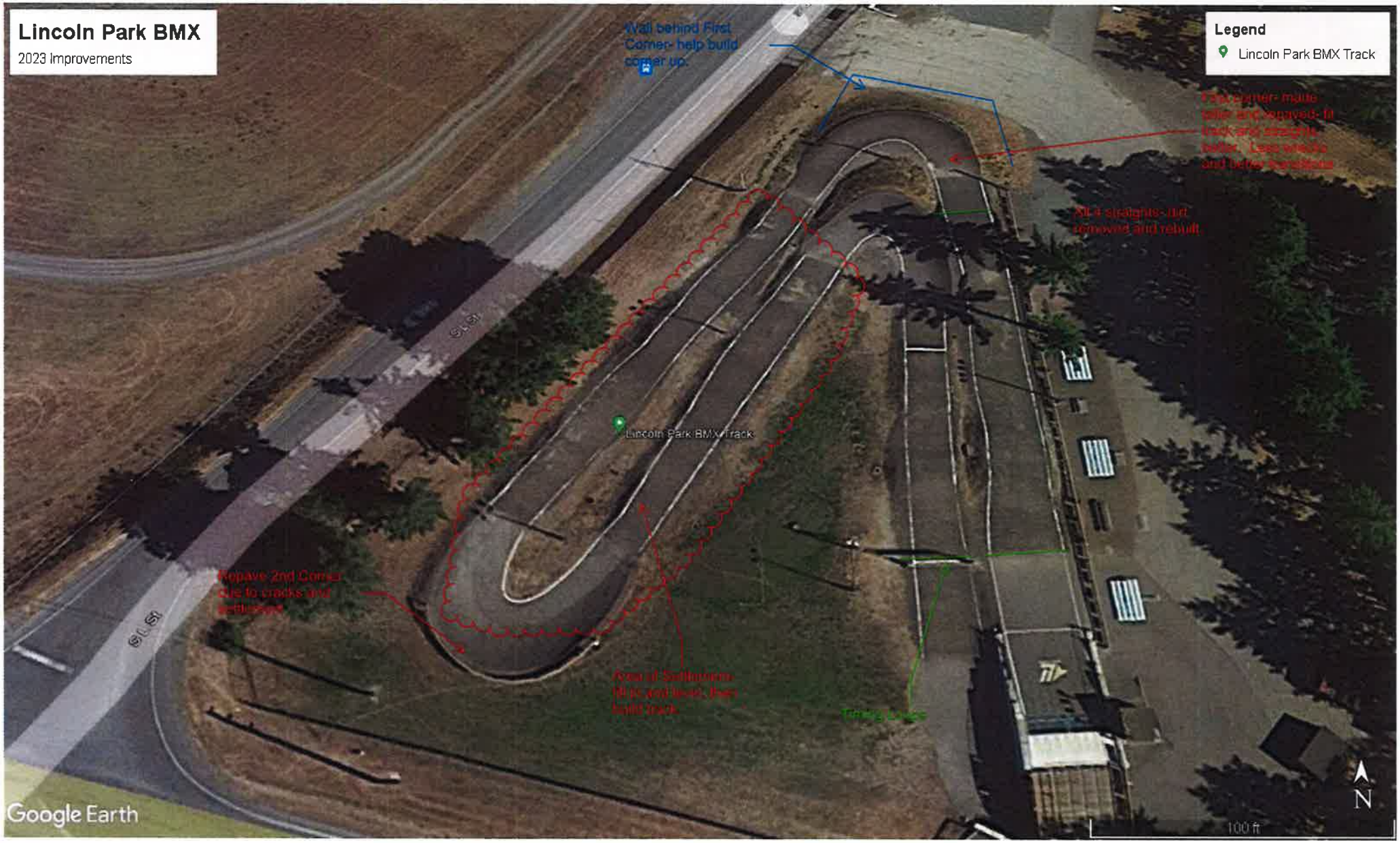
- ***Average Spending.*** Overnight visitors to Washington State spent on average $121 per person-day and $363 per person-trip. Overnight visitors that stayed in hotels, motels, short term vacation rentals and other non-camping paid accommodations spent $227 per person-day and $557 per person-trip. These overnight guests accounted for one-half of all visitor spending in the state.

	Total	Transp.	Food	Other	Party Size
Beach	$128.7	$26.5	$54.4	$47.8	2.9
Cultural	$199.4	$27.4	$69.4	$102.7	2.8
Fine Dining	$208.1	$21.3	$99.6	$87.3	2.3
Outdoor Activity	$151.4	$31.8	$52.3	$67.3	2.6
Rural Sightseeing	$136.8	$22.7	$58.7	$55.4	2.8
Shopping	$229.6	$22.5	$87.5	$119.6	2.7

Sources: TNS Travels America and Dean Runyan Associates

Due to Inflation for 2022- adjusted 9%

$151.4 divided by the 2.6 = $58.23


Lincoln Park BMX
2023 Improvements
Legend
Lincoln Park BMX Track
Wall behind First Corner- help build corner up.
First corner- mulch taller and repaved- fit track and straights better. Less cracks and better conditions
All 4 straights- dirt removed and rebuilt
Lincoln Park BMX Track
Repave 2nd Corner due to cracks and settlement
Area of Settlement- fill in and level, then build track
Timing Lanes
St St
St St
Google Earth
N
100 ft

2023 LINCOLN PARK BMX BUDGET

Income		
Concessions	$	31,500.00
Appareal/Advertising	$	7,000.00
Bike Sales	$	5,000.00
Practice & Race Fees	$	62,000.00
2023 State Finals Fees	$	35,000.00
Donations/Sponsors	$	35,000.00
USABMX Fee Collected	$	14,000.00
COPA LTAC Grant	**$**	**50,000.00**
County LTAC Grant	**$**	**50,000.00**
Misc (50/50 raffles)	$	6,500.00
Savings for Long Term Equipment Replacement	$	20,000.00
Savings on hand	$	50,487.00
Pumptrack savings	$	45,000.00
Total Income	**$**	**411,487.00**
Expenses		
Awards	$	32,000.00
Concessions	$	17,500.00
Taxes	$	3,200.00
Insurance & Security	$	3,900.00
Advertising	$	4,500.00
USABMX Sanction Fees & Membership fees	$	21,500.00
Appareal	$	6,500.00
Santi-can	$	11,000.00
Scholarship Program/Donations/Charitable Contributions	$	8,500.00
Track Bike Program	$	15,500.00
Misc (office, track minor supplies)	$	20,500.00
Professional fees	$	2,250.00
Sponsored Rider Costs	$	8,500.00
Profit Sharing- State Finals	$	21,000.00
Long term Equipment Replacement- Savings	$	25,000.00
Equipment for Track		
Film Gear	$	3,500.00
New Refrigerators- Snack Shack	$	4,500.00
Capital Improvements		
2023 Pumptrack Improvements	$	60,000.00
Re-Pave Turns #1 & #2	$	16,000.00
Slurry Track Surface	$	8,500.00
Rebuild Track	$	116,435.00
TOTAL Expense	**$**	**410,285.00**
Net Income	**$**	**1,202.00**
% of Grant Request of Total Expenses		12.2%
% of Grant Request of Capital Improvements		35.5%
% of Marketing		1.1%

Rebuild Track Budget/Costs

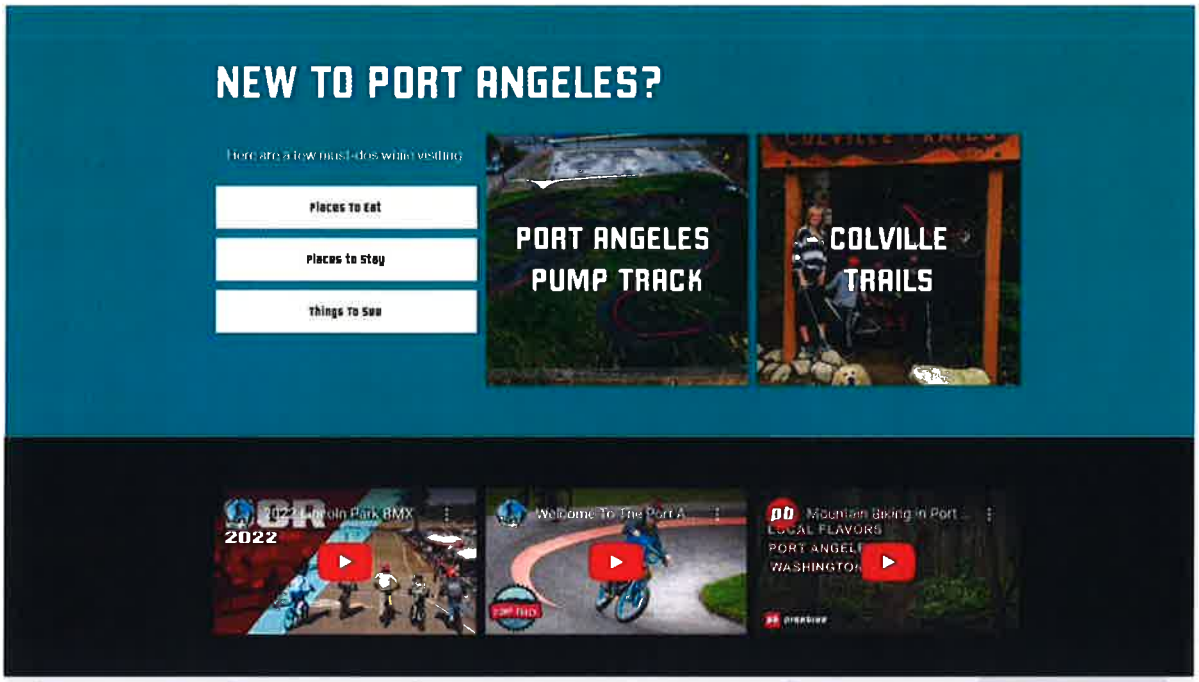
2000 tons of Imported Matl	$	18.33	$	36,660.00
Remove, regrade track & Screen		1.00	$	11,600.00
Track Builder- Lance McGuire & Crew		1.00	$	8,000.00
Equipment Rental		1.00	$	11,675.00
Blocks- 125 each	$	100.00	$	12,500.00
Set Blocks	$	1.00	$	12,500.00
Fence work		1.00	$	2,500.00
Crushed Rock (400 tons)	$	35.00	$	14,000.00
Timing System	$	1.00	$	7,000.00
	Total-		**$**	**116,435.00**

Lincoln Park BMX Association
Profit and Loss
January - December 2021

		Total
Income		
50/50 Raffle		4,260.50
Camping		1,295.00
Clinic		2,862.00
Donations		3,576.82
Business Sponsor		37,282.00
Gov't Grants		5,000.00
Total Donations	$	**45,858.82**
Grant Reimbursements		6,678.18
Merchandise		0.00
Bike Sales		4,050.70
Track Apparel		33.69
Total Merchandise	$	**4,084.39**
Party/Track Rental		800.00
PayPal Sales		0.00
Practice Fees		5,149.77
Race Fees		
Gold Cup / SCR Race Fees		21,766.34
Race For Life Race Fees		1,965.31
Single Point Race Fees		22,772.95
Warnicke Scholarship Race		1,234.00
Total Race Fees	$	**47,738.60**
Snack Shack		31,037.93
Square 3% - 2.75%		-587.68
USABMX Registration Fees		8,228.25
Total Income	$	**157,405.76**
Gross Profit	$	**157,405.76**
Expenses		
Accounting Fees		943.00
Advertising & Marketing		694.71
Advertising/Promotional		6,087.78
Bank Charges & Fees		3.34
Credit Card Fees		438.34
Total Bank Charges & Fees	$	**441.68**
Business License & Permits		20.00
Charitable Contributions		8,355.50
Clinic Cost		3,850.00
COVID-19 Expenses		424.75
Insurance		688.00
Job Supplies		5,079.81

Legal & Professional Services		669.00
Mailing and Shipping Expenses		286.66
Meals & Entertainment		679.32
Number Plate Cost		1,197.75
Office Supplies & Software		1,709.42
Rent & Lease		7,025.00
Repairs & Maintenance		6,739.86
Shed Bikes		5,547.73
Snack Shack Supplies		8,448.24
Taxes		0.00
B&O Tax Expense		612.72
Sales Tax		1,972.12
Total Taxes	**$**	**2,584.84**
Track Apparel Cost		8,831.95
Trophies		15,855.40
USA BMX Payment		15,966.00
BMX USA Practice Fees		50.00
USABMX Registration Payment		2,749.64
Total USA BMX Payment	**$**	**18,765.64**
Utilities		654.24
Total Expenses	**$**	**105,580.28**
Net Operating Income	**$**	**51,825.48**
Other Income		
Interest Income		26.53
Total Other Income	**$**	**26.53**
Other Expenses		
Depreciation		10,064.00
Total Other Expenses	**$**	**10,064.00**
Net Other Income	**-$**	**10,037.47**
Net Income	**$**	**41,788.01**

Website- https://www.lpbmx.com



https://www.lpbmx.com/punch-card (used for Gold Cup Finals)

LINCOLN PARK BMX

2022 GOLD CUP PUNCH CARD

Silver Lining

Buy one baked good get one equal or less value free.

Port Angeles Wharf - 115 E Railroad Ave, Port Angeles, WA 98362

MOSS

10% off total purchase

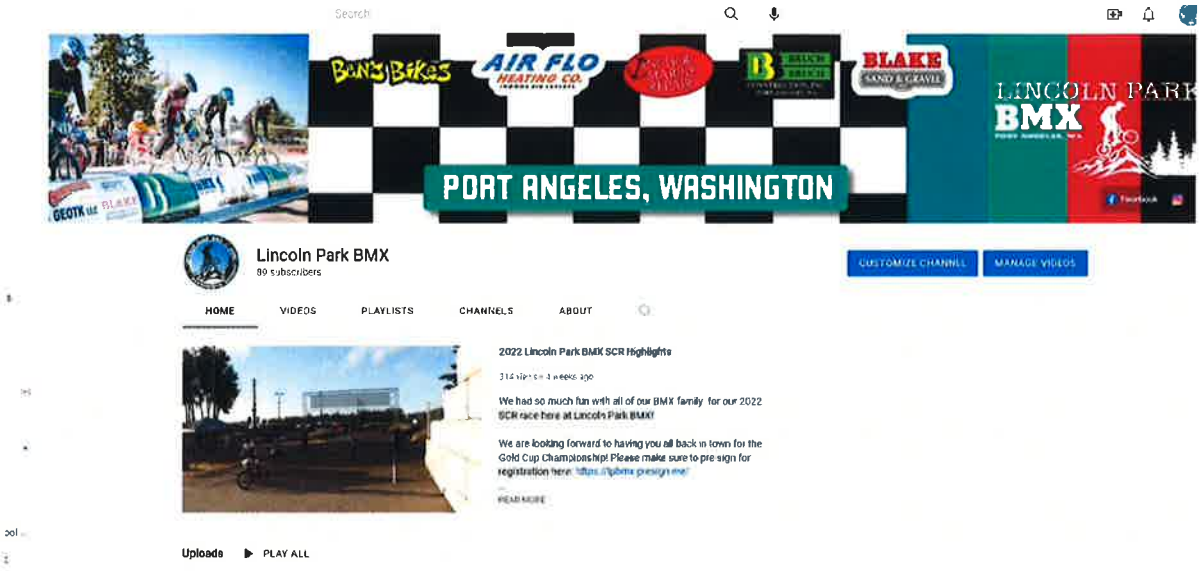
104 West 1st Street, Port Angeles, WA 98362

LITTLE DEVIL'S LUNCHBOX

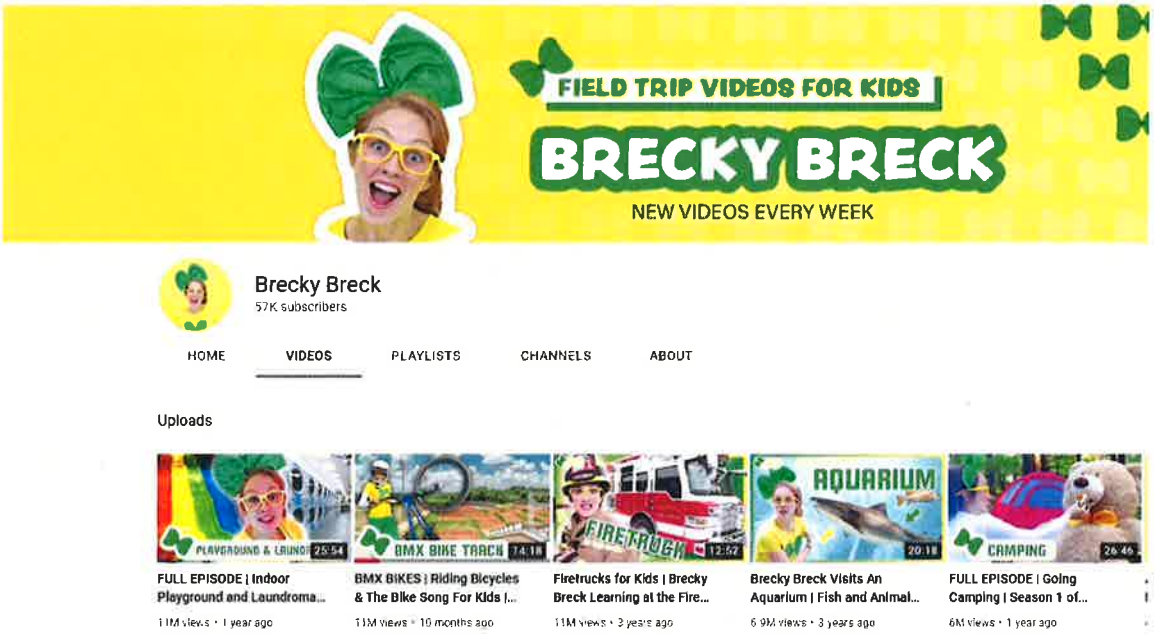
10% off entire order

315 E 1st St, Port Angeles, WA 98362

YouTube Channel- https://www.youtube.com/channel/UCCqqzrTWZs_0uxU3iTXzTMA



YouTube video- https://youtu.be/SfYtHK13AEw



INFORMATION ONLY

2023 Lodging Tax Fund Non-Event Application

This application is for non-event related proposals only.

Amount of Lodging Tax Requested: $ 50,000.00

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 360-406-0654, or email ced@cityofpa.us.

All applications ***must*** be sent to ced@cityofpa.us by 5:00 pm, Friday, October 7, 2022.

Organization/Agency Name: Lincoln Park BMX Association

Federal Tax ID Number: 82-07447801

Facility Name or Operation (if applicable): LINCOLN PARK BMX TRACK

Contact Name and Title: Sean Coleman- President/Track Operator

Mailing Address: 403 S Lincoln St #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:

☐ 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):

X Application Questionnaire

X Itemized budget for your non-event related operation or capital facility (income and expenses)

X Description of, and a budget showing, how you intend to use the amount requested from the City of Port Angeles.

X A copy of your agency's current registration with the Washington Secretary of State.

X (Optional) Brochures or other information about your facility or items showing recent tourism promotion efforts – Limited to 8 pages

INFORMATION ONLY

Application Questionnaire

General Questions

1. **Describe your tourism-related operation/facility. This is best provided as a Who/What/Why/Where/When/How of the operation/facility.**

Answer:

Lincoln Park BMX is a USABMX-sanctioned track, located on City of Port Angeles property and solely maintained by volunteers. Historically, the track has been open May through early October every year. In 2023 the track will be open March thru mid-November.

Throughout the season, there are 1-2 practices and 2-3 races per week. For the 2022 season we held- 39 races, 22 practices, 14 clinics, 1-week long summer camp- which included 3 Double point races, a triple point race and the DK NW GOLD CUP FINALS.

Lincoln Park BMX is currently ranked-





State	Region	Track
CAN	West	Oak Creek Bmx
MN	Central	Rum River Bmx
FL	East	Okeeheelee Bmx
AZ	West	Chandler Bmx
MO	Central	Blue Springs Bmx
CAS	West	San Diego Bmx
IL	Central	Rockford Bmx
WA	West	Lincoln Park Bmx
MD	East	Chesapeake Bmx
CAS	West	Bellflower Bmx
OH	East	Akron Bmx

Oak Creek- Roseville, Ca (Pop 50-mile radius- 2,738,658)
Rum River- Isanti, MN (Pop 50-mile radius- 3,064,247)
Okeeheelee BMX- West Palm Beach, FL (3,588,912)
Chandler BMX- Chandler, AZ (4,946,145)
Blue Spring BMX- Blue Springs, MO (2,338,254)
San Diego BMX- San Diego, CA (3,286,069)
Rockford BMX- Rockford, IL (1,716,787)
Lincoln Park BMX- Port Angeles, WA (217,803)

What this means for 2023- is we will be hosting the Washington State Finals, as well as 70+ events. This track is known as one of the best in the Northwest and riders travel to race on it.

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:

Yes- Lincoln Park BMX Association has received City of Port Angeles Lodging Tax.

We are rebuilding the track due to wood waste settlement and repaving the corners. The track will have a professional national track builder come to design and build the track, bringing a new flare to the facility and regrading due to settlement. See attachment track drawing and budget for rebuild.

INFORMATION ONLY

Our track is settling due to wood waste buried underneath the facility causing settling issues- this is why we are repaving the corners and rebuilding the track. Corner #1, repaved for better height & transitions as well as a wall to help support the corner, Corner #2 to fix cracks and settlement. All four straights leveled and rebuilt and timing system installed. See attached track image[i].

With the grant funds we have received, we have brought $2,557,644[ii] to the community (1365% Return on the investment). With these funds, we were able to rebuild our starting hill and install a state-of-the-art safety gate, new lighting, paved corners, track surfacing sealed, build new snack shack (without grant funds), and secure bid and successfully run a Gold Cup FINALS for the Northwest Region.

Also attached is our income-expense report[iii] for 2021 and project breakdown for 2018 thru 2022.

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:
   We will be applying for County LTAC Funds as well in the estimated amount of $50,000.

4. **Describe you target tourist audience (location, demographics, interests etc.)**
   Answer:
   Lincoln Park BMX's tourist audience is mainly from the Northwest region (Washington, Oregon, Idaho, and British Columbia). Riders range in age from two to 70+, male and female, novice to pro. USABMX has more than 70,000 members, who can ride at any of its 370 sanctioned tracks across the USA and Canada. BMX as a sport is unique in that the whole family can participate; families travel and race together. Gold Cup finals brought riders from 13 states to the facility.

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

   The BMX track is popular to riders all over the Northwest, not because of flyers, but because of the facility it has become.

   The track will use these funds to continue improving the facility, thereby developing one of the best BMX tracks in Washington state and the Northwest region, as well as gaining popularity along with attention from USABMX. In doing so, this attracts larger races, which brings in more riders to the Port Angeles area. Lincoln Park BMX is the only track on the west side of the state that has both a safety gate and all paved corners. With the addition of lights, Lincoln Park BMX will be one of only three tracks in Washington to have lights, paved corners, and a safety gate!

   With our ranking we will have state finals as well as other larger races, these races are typically 2-3 days long and people come to race on great facilities and stay.

   Lincoln Park BMX has a marketing plan that it uses to keep local riders, and especially non-local riders, engaged and up to date with changes made to the track and our schedule of events.

   - **Social Media:** According to HubSpot, 92% of marketers in 2014 claimed that social media marketing was important for their business, with 80% indicating their efforts increased traffic to

bikes, handle registration and snack shack operations, and more, freeing up City of Port Angeles Parks & Rec staff and resources to focus on other facilities. Lincoln Park BMX's Executive Board is very proud of the track's volunteers. They do a lot for our community!

USABMX estimates 3.2 spectators travel with each racer. As the track hosts larger races, and over multiple days, racers and spectators alike come to participate. The track has seen more riders visit and stay longer: one night a few years ago has turned into two or three. The track expects this continue with facilities improvements.

YEAR	OVERALL ATTENDANCE	ATTENDANCE 50+Miles
2018	15,088	4,584 (30.4%)
2019	21,927	6,414 (29.3%)
2020*	4,472	822 (18.4%)
2021	21,115	4,886 (23.1%)
2022 (thru Sept)	30,897	11,567 (37.4%)

*Limited due to COVID

Lincoln Park BMX has risen from the #7 track in Washington in 2017 to #1 in 2022, while exceeding state growth in riders. Port Angeles has the smallest population base of any of the other tracks (Spokane, Port Orchard, Richland, SeaTac, Sumner, Moses Lake, Walla Walla, Mt. Vernon, Bellingham). BMX in Washington has grown 10% and 14% across the United States. At the same time, Lincoln Park BMX has seen a 226% growth. Track volunteers attribute the increase to improvements in facilities and new management. Lincoln Park BMX volunteers pride themselves on taking care of the facilities, grounds, and everyone within the BMX community.

Attached is the Impact report[v] for the DK NW GOLD CUP FINALS for 2022 and Hotel/Rider Count[vi] and economical impact for 2018-2022.

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? X Yes ☐ No If yes, please describe.**

Answer:

Yes, we fit in and promote other activities and assets in Port Angeles. By building the pumptrack and promoting other bike options in Port Angeles. We have developed a new webpage which send people to other things to do in Port Angeles.

Port Angeles is getting to be known more for biking- Coville Trails, Dry Hill/NW CUP, Port Angeles Pumptrack, Olympic Discovery Trail, Lincoln Park BMX- more things for people who like to bike and we embrace it. We work with other groups NWCUP to provide another activity when racers are in town, teamed with the Big Hurt to form the Little Hurt, and just added mural to the side of our starting hill.

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

X Yes ☐ No If yes, please describe.

Answer:

INFORMATION ONLY

- The Punch card used for Gold Cup Finals for people to learn about establishments away from the track.
- Our new website promotes activities around Port Angeles. www.lpbmx.com
- Local sponsors exposure around the track and online.

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

Answer:

There are many ways in which Lincoln Park BMX promotes lodging, restaurants, and local business in the City of Port Angeles, some of which include:

- **Punch Card-** we did a punch card for riders for the GOLD CUP FINALS to get visitors to go to other businesses, each one gave a coupon if they went there and dined or bought something.
- **Partnerships:** The track teams up with local hotels and directs out-of-town riders to book through them.
- **Link sharing:** Links to various establishments are featured on the track's website and in emails sent by USABMX. Track website: www.usabmx.com/tracks/1251 & www.lpbmx.com
- **Facebook:** Facebook posts include links to local businesses.
- **Event packets:** Event packets are handed out at registration and include listings of lodging, restaurants, and stores in Port Angeles.
- **Prizes:** The track partners with local sponsors and awards gift certificates to their establishments as prizes.
- **Summer Series:** This weekly race series heavily advertises the sponsoring business on awards and apparel. The business is frequently mentioned to the crowd during races.
- **Banners:** Banners are hung around the track to promote all of our local sponsors.
- **Trophies:** Trophies feature sponsors' logos.
- **Sponsor Program:** The track created a rider sponsor program in which local businesses sponsor riders. That sponsor's name follows the rider everywhere they race. Seeing and hearing local businesses called out at other tracks is a great out-of-town perk. In 2022 we had 60+ riders sponsored by local businesses.

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:

As we grow- our partnerships grow, here are a few that we have done already and will continue to support.

We have worked with many other groups- Upper Left Trails, NW CUP, NODM, 4PA to name a few. It is partnerships like these which helped bring the Port Angeles Pumptrack to Port Angeles. One more reason BMXers want to come ride in Port Angeles.

We have started the strider kindergarten program with the Port Angeles School District (1st in Washington state), we held a free one-week camp for kids from the Port Angeles Boys & Girls Club, we have donated and done food drives for the Port Angeles FOOD Bank, Scholarships for kids who can't afford to race and Scholarships for Seniors in Clallam & Jefferson Counties.

INFORMATION ONLY

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:

See 2023 Lincoln Park BMX Budget[vii].

Income- $411,487.00
Expenses- $410,285.00
Capital Improvements- $195,935.00
LTAC Request- 12.2% of overall budget, 35.5% of Capital Improvements.
Marketing Budget- 1.1% (BMX has better return rate on great facilities than flyers)

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 would revise our application for the County LTAC request and could cut out the block wall on the first corner. This would cut $27,500 out of our overall track rebuild budget of $116,435.00.

About 90% of the track work done is done volunteers or help from sponsors, LTAC funds help bridge the gap for funds to be able to hire professionals or buy the materials needed.

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:

This Grant will support of operation and increased use of a tourism-related facility owned by the City and operated by a non-profit organization.

(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.

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 2023. 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.

INFORMATION ONLY

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.

Sean Coleman		10.07.2022
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

- *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.

DK TANGENT

USA BMX gold cup NORTHWEST Championship Series 2022

September 16-18, 2022

WHERE TO FIND LODGING



7 Cedars Hotel
270756 US 101
Port Angeles, WA 98362
Website: https://7cedars.com/hotel

BMX Gold Cup Rate: $199/ night for standard QQ accommodations.
Book here:
https://tinyurl.com/3n74sm5f

Guests may upgrade room type for an additional charge by contacting our reservations agents directly at (360)683-7777.

This offer is based on availability, so there is no cut-off date. The rate will be honored up until each event weekend.
Inquiries may also be directed to the Hotel Sales Team (Lindsay Fox) and we can be reached directly at lfox@7cedars.com or (360)681-6762.



Olympic Inn & Suites Port Angeles
1510 E Front St Port Angeles, WA 98362
Website: https://www.olympicinnandsuites.net/

BMX riders and spectators will receive a 10% discount off their entire stay when you ask for the "BMX Event Rate".
You must BOOK DIRECTLY from Olympic Inn & Suites Port Angeles. 360.452.4015



Royal Victorian Motel Port Angeles
521 E 1st St Port Angeles, WA 98362
Website:https://www.royalvictorian.net/

BMX riders and spectators will receive a 10% discount off their entire stay when you ask for the " BMX Event Rate".
You must BOOK DIRECTLY from Royal Victorian Motel Port Angeles. 360.452.8400



Olympic View Inn Sequim
830 W Washington St Sequim, WA 98382
Website: https://olympicviewinn.com/

BMX riders and spectators will receive a 10% discount off their entire stay when you ask for the "BMX Event Rate".
You must BOOK DIRECTLY from Olympic View Inn Sequim. 360.683.4195



Olympic Peninsula Visitor Lodging Resource:
olympicpeninsula.org/lodging/

The Book>Direct tool allows visitors to check availability in real time and book directly with the property.

No matter where you choose to stay, please book early to ensure you have accommodations for this exciting event!



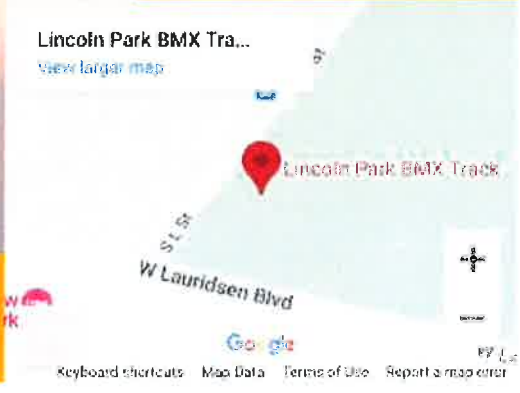
Travel Source BMX Hotel Booking

USA BMX

Travel Source offers a variety of hotels that have partnered with BMX with discounted rates.



South L St & West Lauridsen Blvd
Port Angeles, WA 98362
Ph. 360.460.1435
E: lincolnparkbmx@gmail.com



Lodging Tax Advisory Committee

2023 Hotel Motel Funding Application Requests (1st call)

Peninsula Trails Coalition

PENINSULA TRAILS COALITION

Spearheading the Olympic Discovery Trail since 1988

P.O. Box 1836, Port Angeles, WA 98362
info@olympicdiscoverytrail.org
OlympicDiscoveryTrail.org

OLYMPIC Discovery TRAIL

RECEIVED
CLALLAM CO. COMMISSIONERS
OCT 24 2022
1...2...3...A...

October 24, 2022

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

Ref: Lodging and Tax Funding Application

We have attached the following documents:

- Signed LTAC Application
- 2022 Tour de Lavender Income and Expense (representative of what the 2023 budget is)
- 2023 Northwest Tandem Rally Budget
- 2022 Tour de Lavender Event Coordination Agreement (representative of what the event management expenses for the two 2023 events will be)
- IRS 501(c)3 tax status & EIN
- Peninsula Trails Coalition Brochure (as background information)

The purpose of the grant request is to contract with an event coordination company to manage the 2023 Tour de Lavender and the 2023 Northwest Tandem Rally. This management will include oversight of our associated marketing efforts.

Thank You for your consideration of this request. We are very excited to continue growing the use of the Olympic Discovery Trail as infrastructure enabling events like these to bring substantial tourism and recreation revenue to the North Olympic Peninsula. We are very appreciative of your past support and hope to receive that support again for this application.

Sincerely,

Jeffrey R. Bohman, Board President
Peninsula Trails Coalition

LODGING TAX FUNDING APPLICATION
2023

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: $20,000**

II **Agency/Organization Name:** __Peninsula Trails Coalition _____

Organization is X 501(c)3
Federal Tax ID No. _EIN# 91-1416511

III **Event: Event Coordination for 2023 Tour de Lavender & 2023 Northwest Tandem Rally**

IV **Representative Contact Information:**

Name, Title:	Linda Hanlon, Development Director (contractor)
Mailing Address:	PO Box 1836, Port Angeles, WA 98362
Phone(s)	206-579-4218
Email	LHanlon@olympicdiscoverytrail.org

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

_____ Tourism Promotion/Marketing (individual marketing request, contact OPVB)
____X___ Operation of a Special Event/Festival designed to attract tourists

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.

Linda S Hanlon

Signature

Date:10/21/2022

Linda S Hanlon
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 these two events help increase the number of people traveling to Clallam County for business or pleasure on a trip?**
   These two bicycle events are attended by riders of all ages from across the region and beyond. Event attendance (plus family/friends along) will bring more than 1500 people to ride, shop, eat and often extend their visit to multi-day activities across the north Olympic Peninsula. Preregistration is underway and already is brisk!

2. **How will these two events help increase paid overnight accommodations in Clallam County?**
   The annual Tour de Lavender and the 2023 Tandem Bike Rally will publicize the online booking tool for lodgings, encourage add on activities, and encourage exploring and visiting again to do more. We anticipate seeking event sponsorships by lodgings that could put specific options front and center when people are planning their trip to the area for each of the rides. A portion of this grant will help generate content featuring area lodgings, dining, etc. for each event. These events are about community building – not just biking. In addition, the Tandem event, which rotates annually around the Pacific Northwest, and was last here in 2000—we are viewing this year's event as a trial experience for the possibility of adding our own annual tandem-oriented event on the North Olympic Peninsula.

3. **How will these two bike rides 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.**
   Some of these funds are for outreach to bike clubs outside our area to encourage them to attend the rides. Doing so brings clusters of visits who come together more so than single or double visitors. Both bike events offer SWAG that also promotes the area once the riders return home. Viewing registration already in for the 2023 Northwest Tandem Rally, almost all participants are from more than 50 miles away. (https://www.nwtr2023.com/Race/FindARunner/?raceId=132081&perPage=50)

4. **How will the project/program encourage visitors to come from another country or state?**
   The Blackball Ferry terminals and Canadian visitors will be targeted to attend the rides. Clubs in Portland OR, Eugene, OR, San Francisco/Bay area, Boise, ID, etc. will be targeted via announcements and ads in their areas and club news beginning winter 2022. The Northwest Tandem Rally has a strong regional mailing list of participants living throughout the region. The Tour de Lavender has 10 years of past participants and new outreach to cultivate.

5. **If the project/program is an event, please provide the name, date(s) and estimated attendance.**
   Tour de Lavender August 5, 2023 – 900 riders + family, friends
   May 26-29, 2023 Northwest Tandem Rally – 300 tandems (600 riders) + families, friends (https://www.nwtr2023.com/)

6. **2023 Tourism-Impact Estimate**
   (Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2022)

   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:	2023 TdL/Tandem	2022 TdL Actual	Methodology
a. Overall attendance at your event/activity/facility (*Riders only)	900/600	TdL *767	Prereg. Qs
b. Number of people who travel more than 50 miles for your event/activity/facility	650/500	TdL *504	Prereg Qs
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	80/400 Canada alone ~100-150	TdL *68	Prereg. Qs
d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.	500/600	TdL *504	Prereg. Qs
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.	400/400	TdL *465	Prereg. Qs
f. Number of paid lodging room nights resulting from your event/activity/facility.	600/1000	TdL *811	Prereg Qs (200 2+ nts)

7. **Is there a host hotel for your event? If yes, please identify.**
   Not for the Tour de Lavender, but we hope to have hotel/lodging sponsors to feature. We post the visitor center links for lodgings - https://tourdelavender.com/lodging-2/

The Tandem Rally is multi-day and will identify hotel discounts/partners. (TBD)

8. **Describe the prior success of your event/activity/facility in attracting tourists.**
   After the pandemic the 2022 Tour de Lavender ride reached 787 of its 800 target, but there were ~ 20 no shows. The Tandem Rally is already generating registrations.

9. **Describe your target tourist audience (location, demographics, etc.)**
   Western Washington, OR, CA, Canada, men and women (and some children), more outreach to BIPOC and underserved riders for 2023, via ads, announcements, calendar listings, club e-news, social media, website updates and emails, etc.

10. **Describe how you will promote your event/activity/facility to attract tourists.**
    To regional top cities for bicycling (https://cityratings.peopleforbikes.org/stories/2022-top-ranking-us-cities-for-bicycling) i.e. – Davis, Berkley, Boulder, Corvallis/Eugene, Seattle, San Francisco, Portland. Through clubs (27 attendees of the 2022 Tour de Lavender responded that they heard about the ride via club announcements)

11. **Describe how the event/activity/facility will help promote lodging establishments, restaurants, and businesses located in the unincorporated area of Clallam County.**
    Updates and email messaging to past riders and new registrants, clubs, etc. with reminders and features of places, things to do, highlighted dining, lodging options, etc. Social media posts. Ask area businesses to cross promote the ride through their channels. The Tandem Rally has 850+ followers on their event Facebook page, etc.

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 will apply in 2023 for other jurisdictions' LTAC funding for other aspects of this work, while this application is solely for contractor management and some of the marketing of the events.

13. **What is the overall budget for your event/activity/facility?**
    $45,000 – 2023 Tour de Lavender (expense Budget) (see attached 2022 actual)
    $90,000 – 2023 Northwest Tandem Rally

    What percent of the budget are you requesting from Clallam County Lodging Tax Fund? Tour de Lavender - ~22% Tandem Rally – ~12%

14. **Please describe your plans for securing the remainder of the funds necessary to complete your event/activity/facility.**
    Ride registrations, SWAG purchases, donations, other grants, sponsorships.

EXAMPLES OF MARKETING FOR

2023 Northwest Tandem Ride, 2023 Tour de Lavender (facebook)

Tour de Lavender
August 19 ·

Save the date! Next year's Tour de Lavender is August 5, 2023.

Also, 2022 TdL riders check your email - the link to this year's photos from Dan James of Pursuit Photo was sent out yesterday.



Also https://tourdelavender.com/

Northwest Tandem Rally
September 22 ·

✨ It is now time to look ahead to 2023! Next year we will be seeing you in Sequim, Washington on the beautiful Olympic Peninsula. Please note that the weekend is MEMORIAL DAY, so May 26-29, 2023.

We think you will love riding around Sequim. The routes will have a lot of diversity and will include rural country riding, rest stops at small family farms or other fun and scenic locations, and a full tour of the Olympic Discovery Trail, an amazing non-motorized paved trail that will eventually cross the entire Olympic Peninsula. Some rides will go farther and climb higher into the hills, some will go close to the water with views of the Strait of Juan de Fuca. Some will do both! You will see the iconic rivers of the Olympic Peninsula and you will have Olympic National Park at your ready.

✨ More info at: NWTR2023.com
Photo: The Olympic Discovery Trail through Sequim Bay State Park



And https://www.nwtr2023.com/

APPLICATION INSTRUCTIONS – GENERAL GUIDELINES

APPLICATION DEADLINE: Applications must be received at the Board of County Commissioner's Office, 223 East 4th Street, Suite 4, Port Angeles WA 98362-3015 (Clallam County Courthouse, main level, Room 150) until **12 p.m., Monday, October 24, 2022**.

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 one copy to**: Clallam
County Lodging Tax Advisory Committee
Board of Commissioner's Office
223 East 4th 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.

TOUR DE LAVENDER	2022	FINAL INCOME/EXPENSES	EXPLANATION
INCOME			
REGISTRATIONS	$54,606		794 RIDERS
MERCH SALES	12,590		PRE-SALES $6,975;DAY-OF $5,615
GRANT INCOME	6,000		SEQUIM $1K;OPVB $5K
SPONSORSHIPS	1,000		2 BIKE SHOPS @ $500
ADDL DONATIONS	278		
TOTAL REVENUE		$74,474	
EXPENSES			
EVENT MGMT	10,000		PAS
MERCHANDISE	5,648		45% COGS (OLD MERCH @ 24%)
CREDIT CARD FEES	402		MOSTLY STRIPE
PARTICIPANT SWAG	4,558		719 SOX & BAGS & STICKERS
FARM PAYMTS	6,400		8 @ $800
PUB/MKTG	2,109		SOC MEDIA$1,200;MAG AD $519;TRUSS BANNERS$390
PHOTOGRAPHER	550		
B & G CLUB	500		
REFRESHMENTS	1,995		PIZZAS$1,408:DONATED GROCERIES$261
WEBSITE	5,159		
PERMITS	534		
SUPPLIES	1,544		MAPS, BIB NUMBERS, OFFICE SUPPLIES
SANIKANS	675		
STORAGE UNIT	295		
VOLUNTEER SWAG	1,029		120 CAPS
MECHANIC	150		
SALES TAX ON DAY OF SALES	488		
TOTAL EXPENSE		$42,035	
NET EVENT INCOME		$32,439	

Participants	Conservative estimate - # of teams	200		
	Conservative estimate - # of individuals	400		
Pricing	Early Bird pricing July 1 - October 31	$135	PER PERSON FOR 2 DAYS	INCLUDED:
	General Pricing November 1 - March 31	$160	PER PERSON FOR 2 DAYS	* 2 days supported rides
	Late pricing April 1 - May 25	$180	PER PERSON FOR 2 DAYS	* Snack/coffee pre-ride
	YOUTH PRICING	$60	PER PERSON FOR 2 DAYS	* Saturday lunch
				* Piece of custom NWTR swag
Add Ons	"Banquet"	$30		* Wellmarked courses
	Sunday BBQ including 1 beer	$20		* Mechanical support
	Camping	$20 per night	Sanicans/showers	* Post-ride Expo & festivities
	Merchandise sales	TBD		* Course designs/suggestions for unsupported Friday/Monday riding

PROJECTED INCOME		Fixed Items	Amount	Notes
	Seed money	$0.00	N/A not taking seed money from NWTR	
	Kids	$0.00		
	Early registration	$0.00		
	Normal registration	$64,000.00		
	Late registration	$0.00		
	Saturday banquet	$6,000.00		
	Sunday BBQ	$6,000.00	include one free beer	
	Beer Garden (post-ride both days)	$2,000.00		
	Sponsors & Tourism	$8,000.00		$5,000 LTAC, $3,000 sponsorships
	Trade Booth fees	$0.00	Charge? Free?	
	Dorms	$0.00	N/A	
	RV Parking/Camping	$1,200.00		
	Jerseys	$1,500.00		
	Other merchandise	$1,500.00		
	Total	**$90,200.00**		

PROJECTED EXPENSES				
Admin		**Amount**		**Notes**
	Pay back Seed Money	$0.00	N/A not taking seed money from NWTR	
	Event Insurance	$0.00	confirm PTC insurance will cover this	
	Postage	$0.00		
	License plate printing and laminating	$500.00		
	Copies	$500.00		
	To NWTR organization	$5,000.00	Last I heard was 50% profit or $5,000, whichever less	
	Subtotal	**$6,000.00**		
Merchandise		**Amount**		**Notes**
	Jerseys	$1,125.00	Not sure our price	
	Other merchandise	$1,125.00	Not sure our price	
	Sales tax	$0.00		
	Giveaway swag	$2,800.00		
	Volunteer t-shirts & staff hats	$500.00		60 Volunteer shirts
	Subtotal	**$5,550.00**		
Marketing		**Amount**		**Notes**
	Logo design	$300.00		
	Courtney social media	$1,500.00		
	Banner	$200.00		
	jersey give-away	$160.00		
	Photographer	$1,000.00		
	Ads	$500.00		
	Website design	$0.00		

	Website hosting fees & domain name	$20.00		
	Printed advertising material	$250.00		
	subtotal	**$3,930.00**		
Venue		**Amount**		**Notes**
	Saturday bandshell	$500	?	
	Saturday Guy Cole	$500	?	**** We could price out using a large event tent
	Saturday cleaning fee	$500	?	instead of Guy Cole. Guy Cole does have a
	Saturday / Sunday softball fields?	$100	?	commercial kitchen if the caterer needs it.
	Showers for dry camping	$0	(guess - emailed Honeybucket for quote)	
	Sanicans for dry camping	$500		
	vendor fair	$0		
	RV Parking	$0		
	Tables/chairs rental	$0	?	
	Band	$1,000	?	**** We haven't discussed - might be fun
	subtotal	**$3,100**		
Routes			**Amount**	**Notes**
	Police	$0		
	Sanicans	$4,500		30 portable restooms over two days
	Park permits for rest areas:			
	Sequim Bay State Park?	$75		
	Road permits and fees:			
	Clallam Count Roads	160		no fee but special use permit required
	City of Sequim	$500		90 days prior and meet with city
	Copying of route maps, etc	$200		
	Course marking supplies	$400.00		
	First aid		?	volunteer?
	Bike mechanic support		?	
	Course communications		?	
	Volunteers for rest areas	$2,000		
	Sag wagon, mileage reimbursement	$500	private cars (need tandem racks)	
	subtotal	**$8,335**		
Food			**Amount**	**Notes**
	Rest areas	$4,000.00		$10 per person for two days or $5 per person per day
	Saturday box lunch	$4,000.00		$10/person
	root beer/Ice cream social		Should we do this?	
	Banquet Meals		(PASS THROUGH)	
	Banquet-Comped meals	$900.00		
	Beer for Beer Garden	$800.00	** GET BEER DONATION	
	Special Ocassion Permit - Liquor Board	$60		
	BBQ - Compled meals	$800		
	BBQ	$6,000	(PASS THROUGH)	
	subtotal	**$22,560**		

Income Grand Total	**$90,200**
Expense Grand Total	**$49,475**
Proceeds	**$40,725**

Tour de Lavender Event Coordination Agreement

This Event Coordination Agreement (the **"Agreement"**) is entered into this 2nd day of March 2022, (the **"Effective Date"**), by and between the Peninsula Trails Coalition, with an address of P.O. Box 1836, Port Angeles, WA 98362 (**"PTC"**), and Lorrie Mittman and Tim Tucker, DBA Peninsula Adventure Sports, with an address of 434 W 11th St, Port Angeles, WA 98362 (**PAS**), also individually referred to as (**"Party"**) and collectively the (**"Parties"**).

1. **Event Date & Description.** On August 6th, 2022, the PTC intends to host the Tour de Lavender event (the "Event"), a group cycling event featuring the lavender farms of the Sequim-Dungeness Valley.

2. **PAS Duties.** The PTC engages PAS's services to perform the following duties with regard to the Event:

   2.1. applying for permits
   2.2. obtaining necessary supplies and equipment (borrowing, buying with PTC approval, transporting, returning, etc.)
   2.3. coordinating volunteers
   2.4. coordinating start/finish lines and set up and take down
   2.5. coordinating check-in/packet pick up (and making the packets)
   2.6. ordering Sani-cans
   2.7. providing aid/water stations
   2.8. providing course marking and mapping services
   2.9. farm set up and take down
   2.10. dealing with event-day issues
   2.11. coordinating pre-event committee meetings leading up to the Event

   PAS shall obtain the PTC's approval, in writing, before entering into any binding contracts for the event and/or issuing any non-refundable deposits.

3. **Payment.** The Parties agree to the following Payment and Payment Terms:

   Total Fee for Services: $10,000 (Ten-Thousand and 00/100 dollars)

   Amount/Percentage Due Upon Execution of Agreement: $5,000 (Five-Thousand and 00/100 dollars)

   Amount/Percentage Due Upon Completion of Event: $3,000 (Three-Thousand and 00/100 dollars)

   Balance Due Upon Completion of Post-event Closeout Tasks: $2,000 (Two-Thousand and 00/100 dollars)

4. **Cancellation.**

   4.1. **By PTC.** The PTC may cancel this Agreement at any time. If the PTC cancels at least 60 days prior to the Event Date, the PTC will be entitled to a full refund of the initial payment. If the PTC cancels 59-30 days prior to the Event Date, the PTC will be entitled to a fifty percent (50%) refund. If the PTC cancels less than 30 days prior to the Event Date, the PTC will not be entitled to a refund.

4.2. **By PAS.** PAS may cancel this Agreement at any time. If the PAS cancels, the PAS must provide a suitable replacement event coordinator, subject to the PTC's approval, which shall be obtained in writing. In the alternative, PAS shall refund all monies previously paid by the PTC, with the exception of any non-refundable deposits, which were agreed to by the PTC.

5. **Dispute Resolution and Legal Fees.** In the event of a dispute arising out of this Contract that cannot be resolved by mutual agreement, the Parties agree to engage in mediation. If the matter cannot be resolved through mediation, and legal action ensues, the successful party will be entitled to its legal fees, including, but not limited to its attorneys' fees.

6. **Severability.** In the event any provision of this Agreement is deemed invalid or unenforceable, in whole or in part, that part shall be severed from the remainder of the Agreement and all other provisions should continue in full force and effect as valid and enforceable.

7. **Legal and Binding Agreement.** This Agreement is legal and binding between the Parties as stated above. This Agreement may be entered into and is legal and binding both in the United States and throughout Europe. The Parties each represent that they have the authority to enter into this Agreement.

8. **Governing Law and Jurisdiction.** The Parties agree that this Agreement shall be governed by the State and/or Country in which both Parties do business.

9. **Entire Agreement.** The Parties acknowledge and agree that this Agreement represents the entire agreement between the Parties. In the event that the Parties desire to change, add, or otherwise modify any terms, they shall do so in writing to be signed by both parties.

The Parties agree to the terms and conditions set forth above as demonstrated by their signatures as follows:

PTC

Signed: Jeffrey R. Bohrman

Name: Jeffrey R. Bohrman

Date: 3/2/22

PAS

Signed: Laura Mittmann

Name: Laura Mittmann

Date: 3/2/22

DEPARTMENT OF THE TREASURY

INTERNAL REVENUE SERVICE
DISTRICT DIRECTOR
2 CUPANIA CIRCLE
MONTEREY PARK, CA 91754

Date: DEC. 10, 1991

PENINSULA TRAILS COALITION
P O BOX 414
CHIMACUM, WA 98325

Employer Identification Number:
91-1416511
Case Number:
951289061
Contact Person:
JULES, NORMA JEAN
Contact Telephone Number:
(213) 725-7876

Accounting Period Ending:
December 31
Foundation Status Classification:
SEE ATTACHED
Advance Ruling Period Begins:
Oct. 4, 1991
Advance Ruling Period Ends:
Dec. 31, 1995
Addendum Applies:
No

Dear Applicant:

Based on information supplied, and assuming your operations will be as stated in your application for recognition of exemption, we have determined you are exempt from Federal income tax under section 501(a) of the Internal Revenue Code as an organization described in section 501(c)(3).

Because you are a newly created organization, we are not now making a final determination of your foundation status under section 509(a) of the Code. However, we have determined that you can reasonably be expected to be a publicly supported organization described in sections 509(a)(1) and 170(b)(1)(A)(vi).

Accordingly, you will be treated as a publicly supported organization, and not as a private foundation, during an advance ruling period. This advance ruling period begins and ends on the dates shown above.

Within 90 days after the end of your advance ruling period, you must submit to us information needed to determine whether you have met the requirements of the applicable support test during the advance ruling period. If you establish that you have been a publicly supported organization, you will be classified as a section 509(a)(1) or 509(a)(2) organization as long as you continue to meet the requirements of the applicable support test. If you do not meet the public support requirements during the advance ruling period, you will be classified as a private foundation for future periods. Also, if you are classified as a private foundation, you will be treated as a private foundation from the date of your inception for purposes of sections 507(d) and 4940.

Grantors and contributors may rely on the determination that you are not a private foundation until 90 days after the end of your advance ruling period. If you submit the required information within the 90 days, grantors and contributors may continue to rely on the advance determination until the Service

1 East • Sound & Bay

The Olympic Discovery Trail (ODT) begins at Port Townsend's waterfront boardwalk just south of downtown and extends about 27 miles from Puget Sound to the community of Blyn at the southern tip of Sequim Bay. The first seven miles are dedicated trail, and the remaining approximately 20 miles are mostly along paved roads at this time. No matter your means of arrival, a day or two in "PT" is a great way to settle in before you begin your adventure across the Olympic Peninsula on the ODT.

Departing PT, the ODT quickly leaves the waterfront and begins its traverse of the Quimper Peninsula, down to the southern tip of Discovery Bay, named in 1792 by Captain George Vancouver after his ship, the HMS Discovery. From a short new segment of dedicated trail along Discovery Bay, the route of the ODT follows Old Gardner Road, with short sections on US Highway 101 until it enters Callam County at Diamond Point Road. Then the route follows a mix of dedicated trail sections and side roads paralleling US Highway 101. The dedicated ODT resumes at Blyn Road, just east of Blyn, which is the site of the Jamestown S'Klallam Tribal Campus and the Seven Cedars Casino.

3 West Central • Foothills & Lakes

From downtown Port Angeles, the ODT extends west across the Elwha River, through coastal lowlands, and then climbs to skirt the north shore of Lake Crescent, ending on US Highway 101 at the top of Fairholm Hill—a total length of about 32 miles. Six miles west of Port Angeles, the trail crosses the Elwha River on a spectacular suspended bridge. Long a source of hydropower and water, the two Elwha River dams upriver were fully removed by August 2014. This the largest river flowing out of the Olympics returned to supporting all five salmon species, including the historic Chinook salmon of yesteryear.

Beyond the river, the ODT route parallels the Strait of Juan de Fuca coast inland along WA State Highway 112, with side roads to beaches and resorts. West of the town of Joyce, the trail cuts south, ascending the Lyre Valley to Lake Crescent, a large, deep glacial lake nestled between towering mountain ridges. This section of trail, also known as the Spruce Railroad Trail, hugs the lake's north shore on eight miles of former railroad grade, then rises into a heavily forested plateau that continues on through the West Region of the ODT.

Need Port Townsend image

Need West End image

2 East Central • River & Prairie

The ODT connects from Blyn through central Sequim to the Port Angeles waterfront, about 27 miles of almost all dedicated trail. Several bridges spanning creeks and rivers provide great scenic opportunities. Four of the bridges are large restored railroad trestles dating from 1914-15. Mostly on converted railroad grade and close to sea level, this region of the ODT provides gentle slopes and easy travel. After leaving Blyn along the west edge of Sequim Bay, the trail passes through the city of Sequim, the business and cultural center for the area.

Just west of central Sequim, the trail goes through Railroad Bridge Park and past the Dungeness River Audubon Center. It then crosses the river on a large, restored timber RR bridge and a new, 780-foot trestle with excellent views of the river. This prairie-like region has a rich farming tradition and a quiet, country atmosphere. Continuing west, the trail transitions to an open, rural, forested landscape from the Deer Park Overlook, with views of the Olympic Mountains, the trail drops to cross Morse Creek on a restored railroad trestle, turns north to reach the Strait of Juan de Fuca, then follows the shoreline four miles into downtown Port Angeles.

4 West • Forest & Ocean

The Pathway to the Pacific's western portion, approximately 42 miles long, is mostly along paved two-lane roadways. At the Pacific end, the trail enters Olympic National Park shortly before arriving at First Beach and the coastal town of LaPush, on the Quileute Tribal Reservation. Five miles east of LaPush, an alternative is to stay on WA State Highway 110, crossing the Quillayute River, and arriving at Mora Campground and Rialto Beach in Olympic National Park.

The City of Forks is the only large town west of Port Angeles. It can be reached by staying on US Highway 101 and traveling one mile further south on the turn onto WA State Highway 110 toward LaPush. The land slopes uniformly to the west, dropping 1100 feet in 41 miles. Several rivers wend their way from the Olympic Mountains to the sea through this area: the Sol Duc, Calawah, and Bogachiel, which join into the Quillayute River just before reaching LaPush. The Hoh, Queets, and Quinault Rivers are south of Forks. Pacific moisture rising and condensing over the Olympics creates the rain forest and feeds the rivers.

OLYMPIC Discovery TRAIL

Pathway to the Pacific

Western Gateway to the Great American Rail Trail

olympicdiscoverytrail.org

The Olympic Discovery Trail: Pathway to the Pacific

The trail starts at water's edge in historic Port Townsend where you may see examples of its rich history in wooden boats, from hand-built kayaks to planked vessels large enough to seamingly rule the seas.

Further on you'll find four miles of shoreline trail along the Strait of Juan de Fuca with views of Port Angeles Harbor and even Canada! The trail continues another two miles through the city's downtown waterfront and along Marine View Drive past the waterfront before it turns away from the shoreline.

Further west, in Olympic National Park, the route continues along the historical Spruce Railroad grade for six miles at spectacular Lake Crescent's north shore. Along this section the McFee Tunnel was opened in July of 2017. A hightight on the more remote western track to the Pacific Ocean, which comes for the persistent.

Trestles and Tunnels

Five original railroad trestles have been converted for trail use. Three of them are over 400 feet long. The highest is 85 feet above the streambed and was curved to increase stability.

Rivers and Bridges

Almost 40 streams and rivers cascade from the Olympic Mountains across the trail route with an equal number of bridges. These vary from the spectacular to the quaint. They include a historical timber truss bridge across the Dungeness River, a suspended trail bridge high above the Elwha River, and a 210' trail bridge across Dry Creek. Creative reuse has resulted in a variety of bridges, including a 93 foot RR flat car, a ferry loading ramp, and a ship's covered loading ramp across Bagley Creek.

The Pacific Northwest Forest

Mature forests of Douglas fir, western hemlock, and westerm red cedar provide a canopy for many miles of the Olympic Discovery Trail. The distinctive evergreen nature of the Pacific Northwest runs true throughout the Olympic Discovery Trail and the Olympic Adventure Trail.

Arriving at the Pacific Ocean near the northwestern-most point of the contiguous United States is something no other trail provides.

Amazing experiences await at every phase of the Olympic Discovery Trail - you'll want to return again and again.

How the ODT & PTC Were Born

It began in the mid-80's, when the last railroad left the Olympic Peninsula completely—the idea to renew the railroad corridor into a trail across the entire Peninsula. But sadly, the idea didn't take hold. And so in 1988, the Peninsula Trails Coalition was formed to pursue the vision of the Olympic Discovery Trail (ODT).

At first, it was a tough campaign. But year by year, success by success, that vision is increasingly a reality—and communities across the Peninsula have embraced the vision, the reality, and the many benefits of the ODT. And the vision has been embraced nationally as well, with the 2019 designation of the ODT as the westernmost segment of the coast-to-coast Great American Rail Trail. Nearly two-thirds completed, but with the toughest sections still to achieve, progress continues, with important additions coming online every year. In your hands is an introduction to this trail that truly does allow you to discover so much of what makes the Olympic Peninsula such an amazing place.

PENINSULA TRAILS COALITION

Transforming the Vision of the Olympic Discovery Trail since 1988

PTC Mission:

To promote construction, maintenance, and use of the Olympic Discovery Trail as a nationally significant, non-motorized, multiuse trail across the North Olympic Peninsula.

PTC Vision:

To create and sustain the Olympic Discovery Trail as a world class, multi-use, non-motorized trail system connecting communities across the North Olympic Peninsula, while serving as a catalyst for recreation, community health, transportation, and economic development.

As an all-volunteer organization, the Peninsula Trails Coalition (PTC) advocates for completion of the trail and works closely with the many relevant federal, tribal, state, and local jurisdictions and agencies to achieve this vision of completing "The Pathway to the Pacific". We assist in the pursuit of trail planning and construction funding, provide substantial support with construction of trail amenities, and conduct extensive trail maintenance work. We welcome you to experience all that the Olympic Discovery Trail has to offer, and we invite you to join us, and help us, achieve the vision of the completed ODT.

For more information, these links are a helpful start:

Olympic Peninsula Visitor Bureau	olympicpeninsula.org
Olympic National Park	nps.gov
Washington State Parks	parks.wa.gov
Pacific Coast Scenic Byway	scenicwa.com
Chambers of Commerce:	
Port Townsend	jeffcountychamber.org
Sequim	sequimchamber.com
Port Angeles	portangeles.org
Forks	forkswa.com

Contact information:

Peninsula Trails Coalition

P.O. Box 1836 • Port Angeles, WA 98362

olympicdiscoverytrail.org

Funding provided by Olympic Peninsula Visitor Bureau

Photo credits

JC: John Cushman Photography

JC: Jay Cline Photography

***Creative credits** - Brochure design, map creation and copy editing: Laurel Black Design*

OLYMPIC Discovery TRAIL

Pathway to the Pacific

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West Peninsula

Heavily forested and sparsely populated, the Olympic Discovery Trail west of Port Angeles offers some of the most impressive and scenic views along the trail. Of particular note are the north shore of Lake Crescent (on the Spruce Railroad Trail portion of the ODT) and the Pacific Coast at either LaPush or Rialto Beach. Lodging and food services along this route are limited and there are no bike shops.

Trail travel provides an experience through a variety of landscapes reflecting the many stages of commercial forestry—an important element of the Peninsula. Significant portions of the ODT here make use of lightly traveled rural roads that at times also support significant logging activities. The smaller enclaves at Sappho and Beaver, the small town of Forks and the tribal community of LaPush on the Pacific Coast represent convenient break points along the trail.

The ODT extends across the ancestral homelands of several Native American tribes, including the Quileute, Makah, Lower Elwha Klallam, and Jamestown S'Klallam tribes. Their history, culture, lifestyles, art, and respect for the land and natural resources are woven throughout the Peninsula and represent a strong underpinning to the trail experience.

This westernmost portion of the ODT also constitutes the western beginnings of the Great American Rail Trail (GART), envisioned to ultimately provide a coast to coast, non-motorized, multi-modal trail crossing thirteen states from Washington State to Washington D.C. In years to come, as the GART and the ODT get closer to completion, the trail experience will increasingly provide an opportunity to encounter fellow trail users from around the country and around the world.

Trail Etiquette

PEDESTRIANS
- Yield to horses. Ask riders for guidance.
- Dogs must be on leash at all times (5' max).
- Clean up after pets.
- Allow faster users to pass.

BICYCLISTS
- Stay to the right.
- Always use safe speeds. Slow down in crowded areas.
- Alert other users with bell or voice before passing.
- Overtake users on their left. Reduce speed to pass safely.
- Approach horses slowly. Ask riders for guidance. Avoid loud/startling noises.

EQUESTRIANS
- Maintain control over horses at all times.
- Help other users pass safely. Provide guidance.
- Remove manure. Kick manure off the trail.
- Use horse path when present, or move to side of trail to allow others to pass safely.
- Cantering/galloping endangers others and may damage trail.







East Peninsula

The more densely populated eastern half of the Olympic Discovery Trail features several charming towns and a mixture of landscapes from forested foothills to scenic coastal areas, rich agricultural lands, and rural neighborhoods. It offers an impressively wide range of experiences and activities that can be enjoyed in conjunction with traveling along the ODT. Anchored by one of America's greatest national parks, Olympic National Park, the area supports extensive recreational opportunities, impressive arts communities, and a diversity of agricultural operations.

In a single day, it is easy to visit lavender farms, an organic dairy operation, wineries, breweries, cideries, distilleries, organic produce farms, berry fields, and orchards. Likewise, a single day could include hiking, kayaking, sightseeing, rock climbing, fishing, and other recreational pursuits. And each of the major towns of Port Townsend, Sequim, and Port Angeles offers a variety of festivals, performances, galleries, theaters, and other events throughout the year. Then, at the end of any such full day, the diversity of lodging and dining opportunities matches all the other offerings of the Peninsula. Be sure to check out the Olympic Culinary Loop as an entrée into the array of culinary possibilities: **olympicculinaryloop.com/**

Trail users have plenty of opportunities year-round to experience the ODT and its sister trail, the Olympic Adventure Trail (known as the OAT, just west of Port Angeles). Runners, walkers, bicyclists, and even kayakers can participate or compete in events including the North Olympic Discovery Marathon, the Tour de Lavender, the Big Hurt, the Frosty Moss, the Run the Peninsula series, the OAT Run, the COAT Run, and several others. To learn more about trail activities, events and the future development of the ODT, please visit **olympicdiscoverytrail.org/**





Lodging Tax Advisory Committee

2023 Hotel Motel Funding Application Requests (1st call)

Port Angeles Waterfront Center

Dba Field Arts & Events Hall

RECEIVED
CLALLAM CO. COMMISSIONERS
OCT 24 2022

LODGING TAX FUNDING APPLICATION 2023

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: $** __$75,000_____

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

Organization is ☐ Government Entity X 501(c)3 ☐ 501(c)6 ☐ Other
Federal Tax ID No. 81-3062077 UBI Number 604011408

III **Project/Activity/Event**: Technical Director for Conference, Events and Performance

IV **Representative Contact Information**:
Name, Title Steven Raider-Ginsburg, Executive Director
Mailing Address P.O. Box 71, Port Angeles, WA, 98362
Phone(s) (360) 477-4679
Email steve@fieldhallevents.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
___X___ 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: 10/24/22
Signature

Steven Raider-Ginsburg
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?

   Field Arts & Events Hall (Field Hall) has a guaranteed completion date from Mortensen, the general contractor, June 1, 2023. This will allow us to move in and set up operations with a grand opening date set for July 29th, 2023. Field Hall currently has an urgent need to assertively recruit, hire, staff and fund start-up operations.

   The organization holds a clear understanding that for the venue to be successful we must define and position it as the incredibly unique and attractive destination arts, conference, and events venue it is. These unique and magnetic qualities are inherently tied to the abundant resources and opportunities Clallam County has to offer, and we believe our core success is co-dependent on a thriving tourist sector across the County.

   This LTAX grant request (or project) is to support the most important and essential position and department for successful operations of a performing arts, conference, and events facility – the technical director.

   The technical director is the backbone of all performing arts, conference and any other event at Field Hall. The technical director will build out a solid staff to support each and every function at Field Hall. There is currently a lack of critical technical knowledge in Clallam County, which will impact Field Hall's ability to operate. Therefore, Field Hall has taken an aggressive leadership role as a training facility, in partnership with Peninsula College, to teach technical abilities so that Field Hall and many other organizations have access to necessary talent. This Media Technician Certificate program was recently featured on King5 news.

   The Field Hall technical director will be responsible for operating, protecting, and maintaining the theater's technical assets, while also managing and overseeing each technical service or need for all events at Field Hall including lighting, sound, video, projection and scenic.

   Field Hall aims to recruit and train unparalleled talent on the Peninsula as the facility will have unparalleled technological capability. With that in place Field hall will be able to serve and produce world-class performances, events, conferences and celebrations *with an emphasis on connecting exciting visitation experiences throughout Clallam County prior to, during and following the Event.*

   This request will increase the number of people traveling to Clallam County for business or pleasure by being able to provide top quality technical support for artistic events (pleasure), conferences, trainings, trade shows (business), and weddings, reunions and galas (pleasure).

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

   The hiring of the technical director and the creation of the technical department will provide the essential talent needed to run Field Hall, a state-of-the-art facility. The talent and training to be the technical director for a facility such as Field Hall coupled with the ability to teach the courses of the Media Technician program is rare to find and necessary for the ultimate success of a regional arts facility.

   The creation of a successful technical department is the key to becoming a competitive regional performing arts center that will draw paid overnight visitors to Clallam County. The conference and performing arts industry is changing and rural areas are becoming more attractive however, the only way to compete with urban centers is to have comparable quality and offerings, which Field Hall intends to have.

   Field Hall is determined to offer visitors who reside out of the area, and compelling theatrical and technically supported experience. And for every visitor outside the area, they will rely on overnight lodging for themselves and their entire cohort of family or business colleagues.

   A competent technical director and technical department will guarantee patron satisfaction, solid reputation, good word of mouth to attract new patrons and encourage existing ones to return.

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.

   Arts and culture tourism is big business. Visitors who have access to arts and cultural events will stay longer and spend more. Field Arts & Events Hall will undoubtedly increase visitors stays, money spent, and extend visitation far into the off-season.

   The Project for Public Spaces commissioned the Travel Industry Association to learn about arts tourism and discovered that ,"Of the 92.7 million adult travelers who included a cultural event on their trip, 32% (29.6 million travelers) added extra time to their trip because of a cultural, arts, heritage, or historic activity or event." Source: https://www.pps.org/article/how-art-economically-benefits-cities

   According to the Americans for the Arts' Arts & Economic Prosperity 5 study validated that arts and culture travelers stay longer and spend more than other travelers, resulting in a strong economic impact for the communities with arts and culture offerings:

   68%OF TOURISM IN U.S. DRIVEN BY ART
   The arts, cultural heritage, and history drive over two-thirds of all of the tourism in the United States.

   35.3 MILLION TRAVEL FOR THE ARTS
   The arts drive travel planning. 35.3 million adults say that a specific art, cultural, or heritage event or activity influenced their choice of destination.

   Source: https://keysarts.com/grants_more/ABC/PDF/ArtsTourism_v2.pdf

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

   In anticipation of our grand opening, Field Hall has already received requests from multiple states and Canadian/U.S. groups looking for meeting and conference space. Field Hall staff has also been working to secure performance acts with regional and national draw. With Port Angeles being an international port and Clallam County being a highly desirable destination, Field Hall fully expects to attract new visitors and groups seeking an accessible contemporary and full-service venue for their event as well as arts and culture tourists.

   A well-run theater and conference center that has state-of-the-art technology will give competitive and at the very least comparable experiences to such venues at the Paramount Theater or Meany Hall in Seattle to the Royal Theater in Victoria. Field Hall aims to have highly skilled technicians who are a delight to work with.

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

   N/A

6. **2023 Tourism-Impact Estimate**
(Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2022)

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:	2023 Estimate	2022 Actual	Methodology
a. Overall attendance at your event/activity/facility	50,300	n/a	Expectations based on industry data
b. Number of people who travel more than 50 miles for your event/activity/facility	17,650	n/a	Expectations based on industry data
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	2,987	n/a	Expectations based on industry data
d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.	6,610	n/a	Expectations based on industry data
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.	6,610	n/a	Expectations based on industry data
f. Number of paid lodging room nights resulting from your event/activity/facility.	13,220	n/a	Expectations based on industry data

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

There is no host hotel identified, Field Hall intends to work closely with hotels throughout Clallam County.

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

N/A

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

Field Hall intends to attract tourist audiences from far and wide – whether they be a large corporation in the PNW, seeking an inspiring space to hold their next conference, a couple searching for the perfect destination for their wedding, or cultural tourists looking for the perfect performance after a day a hike and dinner. Further, we anticipate hosting social reunions, as well as meetings and celebrations for various occasions. Be it professional or recreational we will be able to draw tourists and tourists who stay overnight, Field Hall is truly a

place for all, and we envision guests coming from diverse locations, with varying demographics and backgrounds attending.

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

Promotion of Field Hall's Auditorium, Conference & Events Center, Gallery and Coffeshop will be managed by the multiple people and departments at Field Hall. The following roles will all have marketing and promotion as part of their job duties; the Box Office Manager, the Director of Marketing & Sales for Conferences and Events, the Food and Beverage Manager, the Gallery Curator and the Membership Manager.

These positions will market and promote the activities and the facility through multiple channels from tv, radio, internet, direct mail, collateral distribution, posters and various print publications.

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

Working closely with proprietors of local lodging establishments, restaurants and businesses, Field Hall's Marketing & Sales consultant along with other staff will actively share their brand and message across multiple platforms in conjunction with our facility, and will collaborate to design creative visitor experiences throughout the unincorporated area of Clallam County.

The Marketing & Sales consultant will additionally curate sales packages for extended stays, programs, tours and more. These packages will turn into direct sales for many businesses throughout the unincorporated area of Clallam County.

The Box Office Manager will create sales package opportunities with tickets to performance, so will the patron be offered to book places to stay, eat and shop.

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. The application is attached. It is not for the same project.

13. What is the overall budget for your event/activity/facility? $2,538,745
    What percent of the budget are you requesting from Clallam County Lodging Tax Fund? 2.95%

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

    The overall annual budget for Field Arts & Events Hall is large and must be broken down into many components and many funding streams. The total budget relies on fundraising (individual, corporate, government and foundation), ticket sales, room rental, labor, coffee, bar and gallery and other merchandise.

    This specific request is for the initial funding necessary for our organization to establish a successful and endurable technical support department. With the establishment of this department Field Hall projects within the first year the technical director, an assistant technical director and many part-time technicians will be self-sustaining. From day one of the performing arts center the revenue will grow. After two years of operations, we anticipate the Conference & Events Center will be financially sustainable.

    While we recognize our request is a large one, we believe that the investment will be recouped and surpassed. Most of Field Hall's cash remains reserved for capital and is restricted towards building completion. This leaves operational costs with a limited reserve, which is being managed prudently.

    This essential LTAC support will enable and empower Field Arts & Events Hall's technical support department to become established with time to prepare and professionalize. This plan could not be accomplished without County LTAX support. We thank you for your consideration.

FIELD ARTS & EVENTS HALL 2023 Clallam County LTAX Application

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

Full Budget for the Organizational Operations: $2,538,745

Budget for this request/project

Budget covers Year 1 of operations for the Technical Support Department

Total budget for the full project is	$312,000
LTAX request is	$75,000
Percentage of LTAX request to project budget	24%

Budget components are:

Technical Director:	$95,000 (salary, taxes, benefits)
Assistant Technical Director:	$75,000 (salary, taxes, benefits)
Stagehands, A/V Tech, Event Supervisor:	$112,000
Sound and Light Designer:	$30,000

Field Hall will utilize the $75,000 grant to support the initial hiring of the Technical Director, who will then build and train the rest of the technical support department staff in order to service the upcoming theatrical and conference events.

Field Arts & Events Hall will fund the remainder ($237,000) with $50,000 from fundraising efforts and $187,000 of projected revenue generation.

Budget Description

The monies requested will service essential start-up costs, allowing Field Hall to launch a successful technical support department to serve the Conference Center, the Donna Morris Auditorium and events on Pebble Beach.

Field Hall understands this is a large ask. Our timing is now critical to begin operations. Field Hall is going into our final construction phase and we will need a well-trained and sizable technical staff to be ready for grand opening in July of 2023 and ongoing afterwards.

This investment will allow Field Hall to grow capacity and to become a self-sufficient revenue generating program.

With the Clallam County LTAC support for strategic capacity building we will begin the path toward operational solvency. Thank you for your time and service.

ORGANIZATION SUMMARY

ORGANIZATION INFORMATION

Organization Name:
PORT ANGELES WATERFRONT CENTER
Registration Number:
1140091
Also known as Names:

Name
FIELD ARTS & EVENTS HALL
FIELD HALL

Purpose/Mission of the Organization:
THE CORPORATION'S PURPOSE IS TO DEVELOP, OWN AND OPERATE A PERFORMING AN D FINE ARTS AND CONFERENCE CENTER THAT WILL SERVE THE PORT ANGELES, WASHI NGTON AND SURROUNDING COMMUNITY AS WELL AS DEVELOP AND MANAGE AN END OWMENT TO SUPPORT THE CENTER AND OTHER TAX EXEMPT ORGANIZATIONS WHO U SE THE CENTER.
FEIN Number:
813062077
Federal Tax Exempt Status:
Yes
Federal Status Type:
501(c)(3)
If Federal Tax-Exempt status has been granted, attach a copy of the Organization's IRS Determination Letter:

IRS Determination Letter
IRS Tax Exemption Letter - 09.22.16.pdf

UBI Number:
604 011 408
Is this Charitable Organization associated with any Corporation or LLC?
Yes
State of Incorporation/Formation:
Jurisdiction:
WASHINGTON
Jurisdiction:
WASHINGTON
Status:
Active
Renewal Date:
11/30/2022

CONTACT INFORMATION

Organization Email:
CHRIS@FIELDHALLEVENTS.ORG
Is Foreign Contact:

No
Country Code:
1
Mailing Address:
PO BOX 71, PORT ANGELES, WA, 98362-0011, UNITED STATES
Street Address:
219 N OAK ST APT 2, CLALLAM COUNTY, PORT ANGELES, WA, 98362-2652, UNITED STATES
Do you use any other addresses for Solicitation:
No
A List of Addresses Used
Organization Website:
WWW.FIELDHALLEVENTS.ORG
Phone Number:
3604774679
Ext:

SURETY BOND

Has the Organization submitted proof of a surety bond in the amount of $25,000 to the Secretary of State?
No
Proof Of Surety Bonds
Bond Expiration Date:

FINANCIAL INFORMATION

Has Organization completed a full accounting year?- **Yes**
Accounting Year Beginning Date:
01/01/2020
Accounting Year Ending Date:
12/31/2020
Beginning Gross Assets :
$27,278,310.00

REVENUE

Gross Contributions from Solicitations :
$3,265,794.00
Gross Revenue from All Other sources :
$141,410.00
Total Dollar Value of Gross Receipts :
$3,407,204.00

EXPENSES

Gross Expenditures from Program Services :
$232,041.00
Total Gross from All Expenditures :
$480,066.00

ASSETS

Ending Gross Assets :
$42,560,205.00

SOLICITATION COMMENTS

Comments:

PERCENT TO PROGRAM SERVICES

Percent to Program Services :
48%

FINANCIAL HISTORY

Fiscal Begin Date	Fiscal End Date	Begin Assets	Revenue	Program Services	Expenses	End Assets	% To Program Services
01/01/2020	12/31/2020	$27,278,310.00	$3,407,204.00	$232,041.00	$480,066.00	$42,560,205.00	48%
01/01/2019	12/31/2019	$24,527,980.00	$1,732,707.00	$94,511.00	$323,730.00	$27,278,310.00	29%
01/01/2018	12/31/2018	$11,968,700.00	$13,845,166.00	$0.00	$195,539.00	$24,527,980.00	0%
01/01/2017	12/31/2017	$10,978,340.00	$1,068,792.00	$32,366.00	$133,832.00	$11,968,700.00	24%
06/20/2016	12/31/2016	$0.00	$10,982,169.00	$0.00	$3,829.00	$10,982,169.00	0%

DID THE ORGANIZATION SOLICIT OR COLLECT CONTRIBUTIONS IN WA DURING THE ACCOUNTING YEAR REPORTED?

Solicit or collect contributions:
Yes
Contributions in WA:
Advertisement/Coupon Books,Direct Mail,Email,Entertainment/Special Events,Internet,Personal Contact

IS THE ORGANIZATION REGISTERED TO FUNDRAISE OUTSIDE OF WA?

Is the organization registered to fundraise outside of WA:
No
Fundraise outside of WA:

EMPLOYEES RECEIVING THE GREATEST COMPENSATION

Does the Organization pay any of its officers or employees?- **Yes**

First Name	Last Name
CHRISTOPHER	FIDLER

PERSONS ACCEPTING RESPONSIBILITY

Current Officers or Persons Accepting Responsibility for the Organization

First Name	Last Name	Title	Phone #	Address
JEANNE	MARTIN	TREASURER	3605612494	162 LANDS END LN, SEQUIM, WA, 98382-8300, UNITED STATES
DEBORAH	FRAZIER	BOARD MEMBER	3604777762	3115 CITY LIGHT PL, PORT ANGELES, WA, 98362-6905, UNITED STATES
BROOKE	TAYLOR	PRESIDENT	3608083936	853 STRAIT VIEW DR, PORT ANGELES, WA, 98362-8475, UNITED STATES

FINANCIAL PREPARER

Full Name:
LONNIE RICH
Business Name:
AIKEN & SANDERS, INC., PS
Title:
CPA
Mailing Address:
324 S MAIN ST UNIT A, MONTESANO, WA, 98563-4502, UNITED STATES

LEGAL INFORMATION

Do you have any Legal Actions? - **No**

Court (Jurisdiction)	Case #	Title of Legal Action	Date of Legal Action

Legal Actions

COMMERCIAL FUNDRAISER

Is Commercial Fundraiser:
No

CHARITY CLIENTS

FEIN Number UBI Number Charity Name Charity Address

No Charities Selected

CITY OF PORT ANGELES
LTAX APPLICATION
2023

FIELD ARTS & EVENTS HALL

This application is for non-event related proposals only.

Amount of Lodging Tax Requested: $ 58,500

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 360-406-0654, or email ced@cityofpa.us.

All applications ***must*** be sent to ced@cityofpa.us by 5:00 pm, Friday, October 7, 2022.

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

Federal Tax ID Number: 81-3062077

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

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

Mailing Address: 219 N. Oak St City: Port Angeles State: WA Zip: 98362

Phone: (360) 477-4679 Email Address: steve@fieldhallevents.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):

X Application Questionnaire

X Itemized budget for your non-event related operation or capital facility (income and expenses)

X Description of, and a budget showing, how you intend to use the amount requested from the City of Port Angeles.

X 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. This is best provided as a Who/What/Why/Where/When/How of the operation/facility.**

The Port Angeles Waterfront Center (dba Field Arts & Events Hall or 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, fully equipped conference and event space overlooking Port Angeles harbor, a 1100 sq. ft. art gallery, box office, lobby concession area, professional-grade finishing kitchen, and ground-floor coffee shop with direct door access to the Olympic Discovery Trail.

The remainder of the campus is to be home to the Lower Elwha Klallam Tribe's Cultural Longhouse and the Marine Discovery Center; a separate partnership between the National Marine Sanctuary Foundation, Feiro Marine Life Center and Olympic Coast National Marine Sanctuary. 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 $90 million. Field Hall will open its doors to the public in July of 2023. Completion of the two remaining buildings is anticipated in 2025 and 2027. Over 60,000 individual campus visits are predicted by 2024.

The Port Angeles Waterfront Center is the largest private non-profit project to ever be built on the North Olympic Peninsula and will result in far reaching tourist attraction and visitations to our city. Field Arts & Events Hall will market and create programs resulting in increased conference and arts tourism during the off-season.

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 received $38,500 in 2020 City of PA LTAC funding which was used to create a Venue Marketing Strategy and Plan designed to identify and engage decision makers in the conferences and events space and encourage multi-night events in Port Angeles.

In 2021, Field Hall used $40,000 in LTAX funding to engage an executive consultant from a regional arts and performance venue to exchange and co-develop plans and policies for building programming and operations.

Last year, Field Hall's application for assistance to buy outdoor A/V equipment was denied due to ineligibility as private non-profits cannot use LTAX funds to purchase capital equipment.

This year, Field Hall seeks $58,500 in 2023 LTAX to support the creation of our Box Office Marketing and Sales department. Funds will be used for the purchase and onboarding of ticketing software with marketing and analytics support, a seamless sales platform, an interactive online events calendar, and more. This request represents a significant shift from our capital campaign and building efforts to programming events. This shift and our efforts will focus marketing not only of Field Hall events and offerings but those throughout the community, highlighting partnerships that we have developed and those we will further develop.

As a central downtown pedestrian-friendly and accessible building (with an operational coffee shop and gallery) we plan for the Field Hall Box Office to become a hub of arts and cultural information in our

community. Guests will be able to stroll into the Field Hall lobby or online, get information about the events happening at Field Hall and throughout the community. We aim to facilitate sales for many of our arts and cultural organizations in the area.

Online, locals and visitors will be able to browse offerings for local arts organizations and make purchases through the Field Hall ticket service or be quickly directed to another organization's ticketing process.

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 funds from Clallam County LTAC to enable Field Hall to develop the capacity to hire a Technical Director to provide the necessary support for visiting artists and event organizers. The most important appeal of Field Hall as a conference and events venue is the state-art equipment and flexibility of the space. We will be recruiting and onboarding a full-time Technical Director to provide onsite assistance to ensure that productions and events can utilize the space to the full extent.

4. **Describe your target tourist audience (location, demographics, interests 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 with 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 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, if Field Hall was able to capture even a small percentage of this market it would have a huge impact on related lodging, restaurants, and shops nearby.

   We expect a performing arts and events audience of over 30,000 people in the first year of operation, with revenues exceeding $2.5M. Area economic impact is anticipated to be considerable with over 5,000 lodging nights and over $1M of additional area restaurant, bar, and other sales. We project 120 full-time and part-time jobs to be either created or supported, therefore giving considerable economic benefit to Port Angeles households and tax base.

   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.

5. **Describe how your operation/facility lends support to a diverse range of 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 visit to eat, shop, and stay overnight?" Field Hall offers an answer: By providing state-of-the-art arts, 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.

Most recently it has come to Field Hall's attention that cities such as Bellingham, Wenatchee and other places in the state are receiving an uptick in arts tourism. Ticket prices, hotel rooms and meals are all at a better value and in excellent natural surroundings as compared to downtown Seattle or Tacoma performances. Port Angeles is well positioned to capitalize on this trend, and Field Hall will be a driving force behind that uptick in tourism.

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

Field Hall will open its doors 8 months from now. As noted, the facility must begin advertising and marketing our upcoming performances. The sooner that the Box Office Marketing and Sales department can get open and up to speed, the sooner that patrons will book overnight stays in the area.

That success will be defined first by the number of out-of-town conference attendees and arts patrons we can 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.

Regarding marketing, sales, and box office, success will be tracked by sales and diligent post performance surveys. Through audience data collection we can learn what zip codes attendees are coming from, how many nights they spent in the area, the primary reason for travel, and more. Field Hall will work to develop and retain both short and long-term relationships with visitors to Port Angeles and aim to secure return visits.

According to Americans for the Arts, "Arts travelers are ideal tourists, staying longer and spending more. Attendees who live outside the county in which the arts event takes place spend at least twice as much as their local counterparts."

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.

Field Hall is dedicated to supporting the work of local arts and cultural organizations. Field Hall was founded through the generosity of Donna Morris, local arts patron, who designated the following organizations in her will as important to the vision of the project:

- The City of Port Angeles
- Peninsula College and Peninsula College Foundation
- Juan de Fuca Foundation for the Arts
- Port Angeles Fine Arts Center
- Port Angeles Community Players
- Port Angeles Symphony Orchestra

The Box Office Marketing and Sales Department will connect with these mentioned partners, along with our site partners (Marine Discovery Center and the Lower Klallam Elwha Tribe), and many other local organizations to build out a calendar of events and establish the Field Hall box office as an information hub for arts, humanities, and cultural events in Port Angeles. Residents and visitors alike will be able to visit one location or one website and learn about events happening all over the city.

With the support of LTAX funding, Field Hall will purchase ticketing software equipped with a seamless sales platform and build out an interactive community arts calendar on our website. These tools will allow us to present event information and collect ticket payments in a user-friendly way or send a patron directly to any other organization's sales portals. Field Hall will also be able to utilize the analytics information from our ticketing software to inform marketing and programming decisions and can share this vital information with other local arts organizations.

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.

   Field Hall believes the success of our operation is inexorably linked to the success and perception of the city and region as an arts and culture destination. The Box Office Sales and Marketing team will avidly create materials and advertising campaigns that celebrate and highlight the many options of cultural and arts activities to our patrons and prospective patrons. For example, the box office will create promotional pieces that show calendars of events throughout the city and not just at Field Arts & Events Hall.

   Once complete, Field Hall's Box Office will offer a visitor concierge service, 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.

   Online, Field Hall will build out an interactive community calendar highlighting the arts, humanities, and cultural events happening throughout the city. Through this online resource, visitors will be able to see a variety of events available in the area during their visit, as well as browse upcoming events that they may wish to return to experience.

   Although a collected and larger calendar is not a new idea and there are examples of other organizations doing the same thing, Field Hall will be another resource to push out the variety and diversity of event options in the area. Field Hall is expected to receive a large amount of web traffic and look forward to utilizing those numbers to demonstrate Port Angeles as an arts destination.

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

   We envision developing sales funnels to prompt out-of-town ticket buyers to book hotel rooms for their stay, make dinner reservations, and even find experiences like whale watching or seaplane tours.

Using a sales platform and customer CRM equipped with analytics tools, Field Hall will be able to measure and report on key audience demographics and respond to audience behavior. If we know, for example, that a significant percentage of dance patrons also seek out information about local fine dining experiences, we can incorporate a prompt during the checkout experience that advertises restaurants to visit before the show.

Field Hall will collaborate with existing restaurants and hotels to present more attractive conference and events packages to visitors. Our events team will work with local restaurants to present catering menu options, while our sales team will provide recommendations for local hotels for patrons with zip codes outside of the area.

During construction, Field Hall has injected over $30 million in hard construction dollars into the local economy, supported over 200,000 craft worker hours, and over $1 million in lodging and restaurant revenue. We project that by year three Field Hall and its patrons will generate over $2.2 million in local business activity annually.

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.**

LTAX support for the Box Office Sales and Marketing department is of critical importance as it will give Field Hall the resources needed to develop and promote marketing materials to drive sales. The marketing and sales environment is a very competitive space, and we need every advantage we can get to get the word out. From brochures on the Coho Ferry to radio, magazine, newspaper, and social media, Field Hall will establish Port Angeles as an arts and culture destination, therefore encouraging visitors to stay and engage for days.

As a world class conference and events space, we are a beacon for arts patrons and tourists. Field Hall will use the attention that we receive to place our work in the arts and culture ecosystem of our community. The aim is to promote a vibrant and compelling experience of a city alive with arts and culture. 30,000 visitors a year will connect with Field Hall, experience arts and culture, and then get turned on to other engagements across Port Angeles and the North Olympic Peninsula.

As a large, striking piece of architecture located on the downtown waterfront, Field Hall is an easy, walkable, and inviting stop for tourists just arriving in the city. The Field Hall box office will be a centralized gathering space where residents and visitors can get a cup of coffee, browse collections of fine art, see a performance, and get information about the activities and cultural events happening all over town.

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).**

Overall Budget for Operations/Facility: $2,538,745
Percentage of budget requesting PA LTAX: 2.3%
Direct Marketing Budget (print and digital collateral): $80,000 or 3.15%
Indirect Marketing Budget (portion of salary for marketing manager, postage, designer fees): $56,200 or 2.2%
Total combined Direct and Indirect Marketing: $136,000 or 5.35%

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?**

PA LTAX funding is essential to the success of Field Hall's ability to

- Purchase and implement a ticketing sales platform
- Hire a Box Office Sales and Marketing Manager
- Develop a comprehensive cultural calendar
- Implement a marketing strategy for Field Hall which elevates other community arts and cultural events
- Print and distribute marketing collateral locally, regionally, nationally, and internationally

Due to Field Hall not yet being operational grant support is the primary funding source. If LTAX was not awarded there would be significant cuts that would impact our ability to advertise and communicate the offerings at Field Hall.

Once the sales platform is operational and tickets begin to be purchased, Field Hall will become a revenue generating organization. With revenues available, Field Hall will then be able to self-budget and raise funds for ongoing operations.

Field Arts & Events Hall does not have access to traditional grant funds for arts organizations from grantors such as the National Endowment for the Arts, the Shubert Foundation and others who require three years of operations before an application is permitted. Due to restricted access to funding, this makes the LTAX grant of top importance for a successful launch.

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.**

Field Arts & Events Hall is a nonprofit arts organization requesting LTAX funds to support marketing for special events and festivals.

Our first year of operations is a crucial time for us to implement a competitive marketing strategy that attracts new visitors to our area and encourages returning visitors to spend more time and money in the city. LTAX support will allow Field Hall to take the next steps towards a successful opening by implementing ticketing software, onboarding a Box Office Manager and Marketing Manager, and launching our opening season marketing campaign.

The software that we plan to purchase includes built-in customer analytics which will allow us to provide precise information about the spending behaviors of regional, national, and international tourists. Equipped with that knowledge, Field Hall can adjust future marketing and programming decisions to drive tourist visits more effectively.

We are constructing a transformative addition to the arts and cultural offerings on the Olympic Peninsula and using that momentum to elevate the events that already exist. We have one shot at our grand opening. We need support from our community to make an impact that will cement Field Hall and the city of Port Angeles as an arts destination.

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 2023. 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.

Steven Ginsburg		Oct 21, 2022
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

- *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.

FIELD ARTS & EVENTS HALL 2023 Port Angeles LTAX Application

Description and budget showing the intended use of the amount requested from the Port Angeles Lodging Tax Fund.

Budget

Total budget for the full project is $281,000.

Budget components are:

Marketing:	$50,000	
Advertising:	$30,000	
Website:	$ 15,000	
CRM :	$ 16,500	
Box Office Marketing and Sales Manager:	$85,000	(salary, taxes, benefits)
4 Part-Time Box Office Employees:	$85,000	(wage, taxes)

Field Arts & Events Hall is requesting Port Angeles LTAC support of: $58,500

Field Arts & Events Hall will fund the remainder ($223,000) with $ 100,000 from fundraising efforts and $64,000 of projected revenue generation.

Budget Description

The monies requested will service essential start-up costs, allowing Field Hall to launch a successful Marketing & Sales play for Ticketed events for the 23-24 inaugural year of operations.

Field Hall understands this is a major ask. Our timing is now critical to begin operations. Field Hall is going into our final construction phase and we will be opening the building July of 2023.

This investment will allow Field Hall to grow capacity and for the live performance/theater side of the operation allowing Field Hall to become a self-sufficient revenue generating program.

Field Hall currently has no operational revenue, as we are in the final stages of a robust capital campaign.

With Port Angeles LTAC support for strategic capacity building toward our theater/performance side we will begin the path toward operational solvency.

Lodging Tax Advisory Committee

2023 Hotel Motel Funding Application Requests (1st call)

Olympic Peninsula Visitor Bureau (OPVB)

2023 Destination Marketing Organization Annual Budget Request

RECEIVED
CLALLAM CO. COMMISSIONERS
OCT 24 2022
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LODGING TAX FUNDING APPLICATION 2023

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**: $ 750,000

II **Agency/Organization Name**: Olympic Peninsula Visitor Bureau (OPVB)

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

Federal Tax ID No. 91-1355604 UBI Number 601007747

III **Project/Activity/Event**: 2023 Destination Marketing Organization Annual Budget

Representative Contact Information:

Name, Title: Marsha Massey, Executive Director
Mailing Address: PO Box 670 Port Angeles, WA 98362
Phone(s): 360.452.8552 (office) 206.250.9192 (mobile)
Email: Director@olympicpeninsula.org

IV **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
Signature

Date: 10.21.2022

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?

As a destination marketing organization, the Olympic Peninsula Visitor Bureau's (OPVB) role is to create awareness of and excitement for the destination in our key domestic and international markets, to inspire and motivate travel to the destination, and to educate potential visitors on 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 regional destination and to promote tourism throughout the entire Peninsula.

Marketing initiatives 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, production, and distribution of the Olympic Peninsula Travel Planner.

Destination marketing is the long game, it is ongoing and compounding, built up year over year. We can see the compounding effects reflected in the continued growth of county lodging tax funds.

YTD Sept 2022 vs YTD Sept 2021:

- Unincorporated Clallam County: +12.25%
- All Clallam County (including Forks, Sequim, Port Angeles): +13.1%

YE 2021 vs YE 2016 (5 years)

- Unincorporated Clallam County: +137%
- All Clallam County (including Forks, Sequim, and Port Angeles): +84%

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 Washington's wine country. Once the potential visitor expresses interest in the regional 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.

OPVB's entire focus is on visitors who will travel from more than 50 miles away and have potential to stay overnight in the destination. Our message is that, both in size and activities, 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. Lodging listings in the digital version of the Travel Planner are linked to the property's website whenever possible. In 2021, we added a lodging booking widget to the olympicpeninsula.org website to assist travelers in planning and booking their stays. From June 1, 2021- September 30, 2022, this booking tool delivered 11,443 referrals for all lodging types throughout 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 for 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
- Vancouver Island, BC.
- Key domestic feeder markets including Oregon, California, Arizona, and Texas.
- In collaboration with State of Washington Tourism (SWT), Visit Seattle and Port of Seattle, key inbound international markets, primary UK, Germany, France, and Australia.

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?

As post- pandemic travel continues to return, we see interest in and demand for the Olympic Peninsula to continue to grow. While we 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 can again 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. Working in collaboration with the State of Washington Tourism office (SWT) offers economies of scale for any national reach.

For the international markets, we will again partner where appropriate with the SWT, Visit Seattle and the Port of Seattle in various collaborative sales and marketing activities including hosting inbound familiarization tours for travel media and travel trade, sales missions, and trade shows, and selected in-market campaigns. For 2023, the key international focus will include the UK, Germany, France, and Australia, with a continued touch in the Asian Markets as they are slower to recover from the pandemic.

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

N/A

6. **2023 Tourism-Impact Estimate**
(Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2022)

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!

*2022 Actuals are estimated to year-end, based on data through September 2022.
**Because this is regional marketing, the estimates below are Peninsula-wide.

As a direct result of your proposed tourism-related service, please provide:	2023 Estimate	2022 Actual	Methodology
a. Overall attendance at your event/activity/facility	2,520,000	2,400,000	Structured Estimate
b. Number of people who travel more than 50 miles for your event/activity/facility	1,260,000	1,200,000	Structured Estimate
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	315,000	300,000	Structured Estimate
d. Of the people who travel more than 50 miles, the number of people who stay overnight.	882,000 [Clallam: 440,000]	840,000 [Clallam: 420,000]	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.	573,300 [Clallam: 286,650]	546,000 [Clallam: 273,000]	Structured Estimate
f. Number of paid lodging room nights resulting from your event/activity/facility.	179,000 [Clallam: 89,500]	170,625 [Clallam: 85,313]	Structured Estimate

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

No. We support and promote all Clallam County lodging establishments through lodging listings on our website and through listings in the BookDirect booking tool.

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

Summary of tourism economic impact, from "Tourism Economics" state-wide report, prepared for State of Washington Tourism:
2021 Visitor Spending and Travel Impacts for Clallam County:

- Total Visitor Spending: $228 Million
- Combined State / Local Tax Receipts from Visitor Spending $20.8 Million
- Direct Employment: 1,809 (5.2% of county employment)
- Labor Income (Direct Employment): $57.4 Million

The focused marketing efforts of OPVB and OPTC helped mitigate the dramatic pandemic-related losses in 2020, and to continue to rebuild our area's tourism industry in 2021 and 2022.

Please refer to the **attached supplement** for the expanded response, including metrics from Spring and Fall marketing campaigns.

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, and other Washington and Oregon markets
- British Columbia / Vancouver Island – Victoria BC (rebuilding after extended border closure.)
- Key feeder markets, including Oregon, California, Arizona, Texas, Florida, New York
- Targeted international markets, in conjunction with the SWT, Port of Seattle and Visit Seattle statewide initiatives. For 2023, focus is primarily on the U.K., Germany, France, and Australia.

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:

As a regional destination marketing organization, OPVB engages in a broad spectrum of marketing initiatives, including:

- 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 (pending)
- 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. Working with BlackBall Ferry, developing a separate campaign targeted to Vancouver Island for the Canadian market.
- 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). Continue to capitalize on BookDirect functionality.
- Produce and distribute Olympic Peninsula Travel Planner (both print and digital), with content for all municipalities, plus Olympic National Park and Forest, with events calendar and complete lodging listings for all partners (digital version).

- New for 2023: a second publication, "Travel Planner Lite", a 6-fold, map-centric brochure featuring highlights around the Olympic Peninsula and intended for bulk distribution via Certified Folder and more. Distribution includes direct responses to visitor inquiries, area VICs, regional VICs, and AAA offices, WA State ferry system, Seattle cruise terminals, Black Ball Ferry, and airport terminals, as well as local and metro Seattle area hotels.

- Working in conjunction with Visit Seattle, Port of Seattle, and SWT, develop appropriate familiarization tours for media and travel professionals, including international, and social media influencers.

- Communications: write, produce, and distribute monthly destination e-newsletters to over 52,000 opt-in consumers, plus regional concierge, and travel industry associates. These inspire travel to the OP and include partner highlights, such as festivals, events, arts, outdoor activities, and recreational land updates.

- Maintain an active social media presence and engagement, including the natural beauty, outdoor activities, events, culture, and arts the Olympic Peninsula has to offer.

- Media relations: work regularly with travel writers, influencers, bloggers, photographers – domestic and international – to earn media coverage for the Olympic Peninsula.

- Destination Management: In addition to attracting visitors, the OPVB is committed to doing so in a responsible and sustainable way. We actively support and regularly communicate (website, social media, e-news) the "Recreate Responsibly" (recreateresponsibly.org) messaging. We regularly share messaging from the Olympic National Park and Olympic National Forest regarding best practices and safety on public lands. We promote visitor dispersal with web content on "alternative places" or "the path less taken". In 2022, OPVB (on behalf of Clallam County) and Jefferson County TCC joined with SWT to support the development and roll out of the TREAD app and will continue to work with TREAD in 2023 to improve content and links with public lands in order to encourage crowd disbursement.

  In 2023, OPVB also plans to take a leadership role in working with the County and other North Olympic Peninsula municipalities to develop a multi-year Sustainable Tourism Strategic Plan.

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 the BookDirect booking widget, the lodging grid in the digital 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 2022 Grants program:

- 2022 Grant Fund: $100,000 + 2021 Carry-Forward of $17,750(unawarded funds), totaling $117,750.
- 22 grant applications reviewed for 2022 YTD, requesting a total of $140,948.
- 19 grants were awarded funds for 2022, totaling $113,780.
- 4 grants were carried forward from 2021, totaling $25,000.
- Total grant payout anticipated for 2022: $138,780.

In 2022 the Tourism Enhancement Grants fund raised the maximum grant award amount, as well as the maximum per organization. Anticipating a continued rebound of events, our 2023 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 2023 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).

Not for OPVB

13. What is the overall budget for your event/activity/facility?

The overall proposed 2023 budget for OPVB (including Tourism Enhancement and VIC grants) is $943,000.

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

79.5%

Breakdown follows:

Revenues	
Clallam Co. LTAC (requested)	$750,000
Carry forward funds	$150,000
Other funding	$43,000
Total:	**$943,000**
Expenses	
Salaries/ Benefits	$275,000
Office Expenses (rent, utilities, etc.)	$49,000
General Operations/ Admin	$95,000
Board Operations	$7,000
Industry Participation	$10,000
Tourism Enhancement Grants	$125,000
VIC Operations/ Grants	$30,000
Community Outreach/ Education/ Training	$20,000
Marketing	$320,000
Sustainability	$12,000
Total:	**943,000**

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

Clallam County Lodging Tax funds are the basis of OPVB's funding.
Other funding contributed:

- Olympic Peninsula Tourism Commission service fees
- Co-op funds generated by co-op marketing campaigns
- Project grant funding through the Port of Seattle and/or State of Washington Tourism, as available.
- There are some unspent funds carried forward from 2022 based on staffing, cost reductions, etc.

OLYMPIC PENINSULA VISITOR BUREAU

	2022 Annual Budget (Adjusted)	2023 Annual Budget (Proposed)
Ordinary Income/Expense		
Income		
Other Funding		
Bank Interest	84.00	84.00
OPTC - General Admin	31,950.00	31,950.00
OPTC - TP Product Admin	1,500.00	2,000.00
OPTC-Dist Center Admin	9,600.00	9,600.00
Total Other Funding	43,134.00	43,634.00
Clallam County LTAC Funding	**650,000.00**	**750,000.00**
TREAD MAP APP LTAC Funds	15,000.00	
Total Income	708,134.00	793,634.00
Carry forward funds / underspent	150,000.00	150,000.00
Total Revenue	858,134.00	943,634.00
Expense		
Board Operations	4,000.00	7,000.00
Industry Participation	8,000.00	10,000.00
Marketing	275,000.00	320,000.00
Office Expense	46,000.00	49,000.00
General Admin-Operations	95,000.00	95,000.00
Personnel Expenses	260,000.00	275,000.00
Community Outreach	5,000.00	20,000.00
Community Outreach / Tread Map App	30,000.00	
Tourism Enhancement Grants---	100,000.00	125,000.00
VIC Opportunity Grants	30,000.00	30,000.00
Sustainability Initiative		12,000.00
Total Expense	853,000.00	943,000.00
Net	**5,134.00**	634.00

OLYMPIC PENINSULA VISITOR BUREAU

Olympic PENINSULA TOURISM COMMISSION

2023 OPVB BUDGET REQUEST

Lodging Tax Funding Application Supplement

Presented with 2023 LTAC Grant Application
October 24, 2022

OLYMPIC PENINSULA VISITOR BUREAU (OPVB)

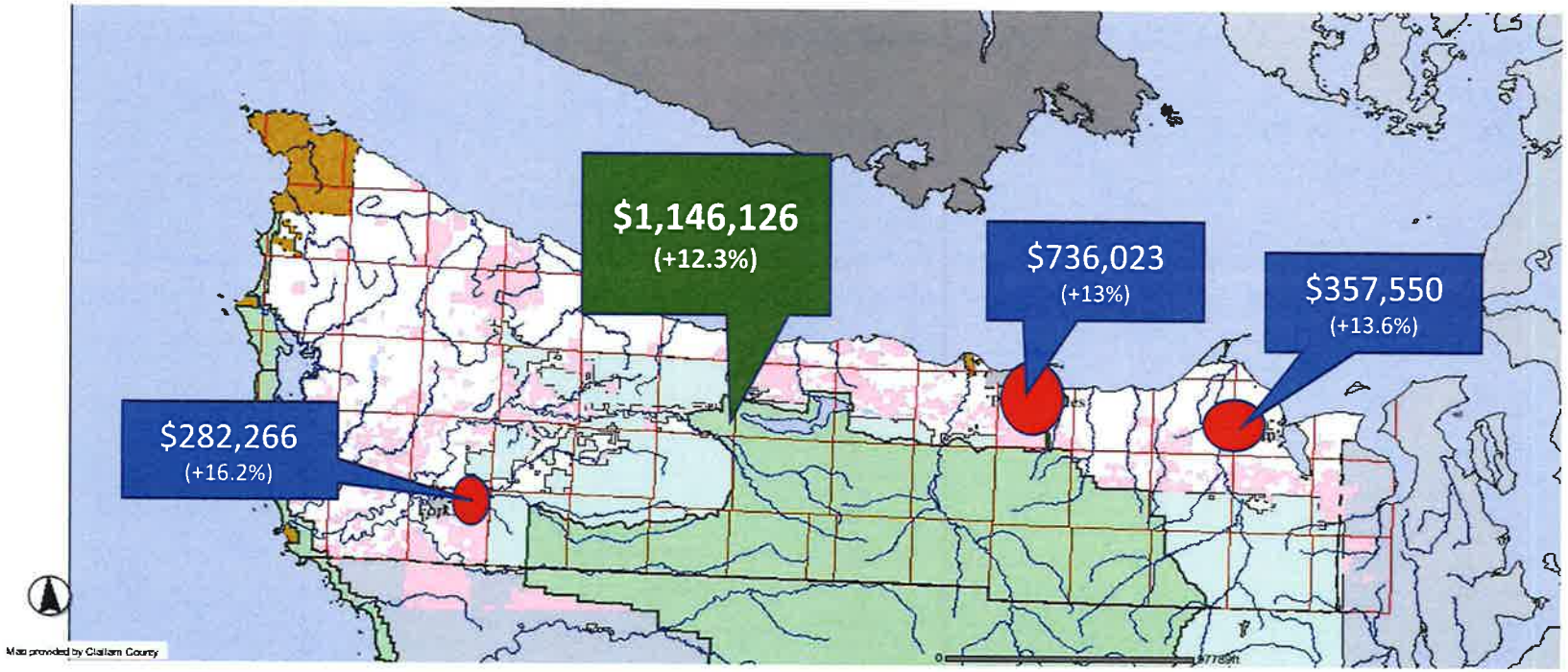
Mission: To promote diverse tourism experiences with engaged partners and residents to enhance our region's economic vitality.

Goals:

1. Create and Expand Tourism Partnerships
2. Advocate for the Tourism Industry
3. Inspire Travel
4. Educate Industry
5. Evolve Organization

WHAT DOES OPVB COVER?

- OPVB works collaboratively with the cities of 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 2022**)
- OPVB leads the marketing collaboration with Olympic Peninsula Tourism Commission in order to market the entire Olympic Peninsula as a region, and promote tourism throughout the OP.



Supplemental Answers to Application Questions

OLYMPIC PENINSULA
VISITOR BUREAU

QUESTION #8: DESCRIBE PRIOR SUCCESSES

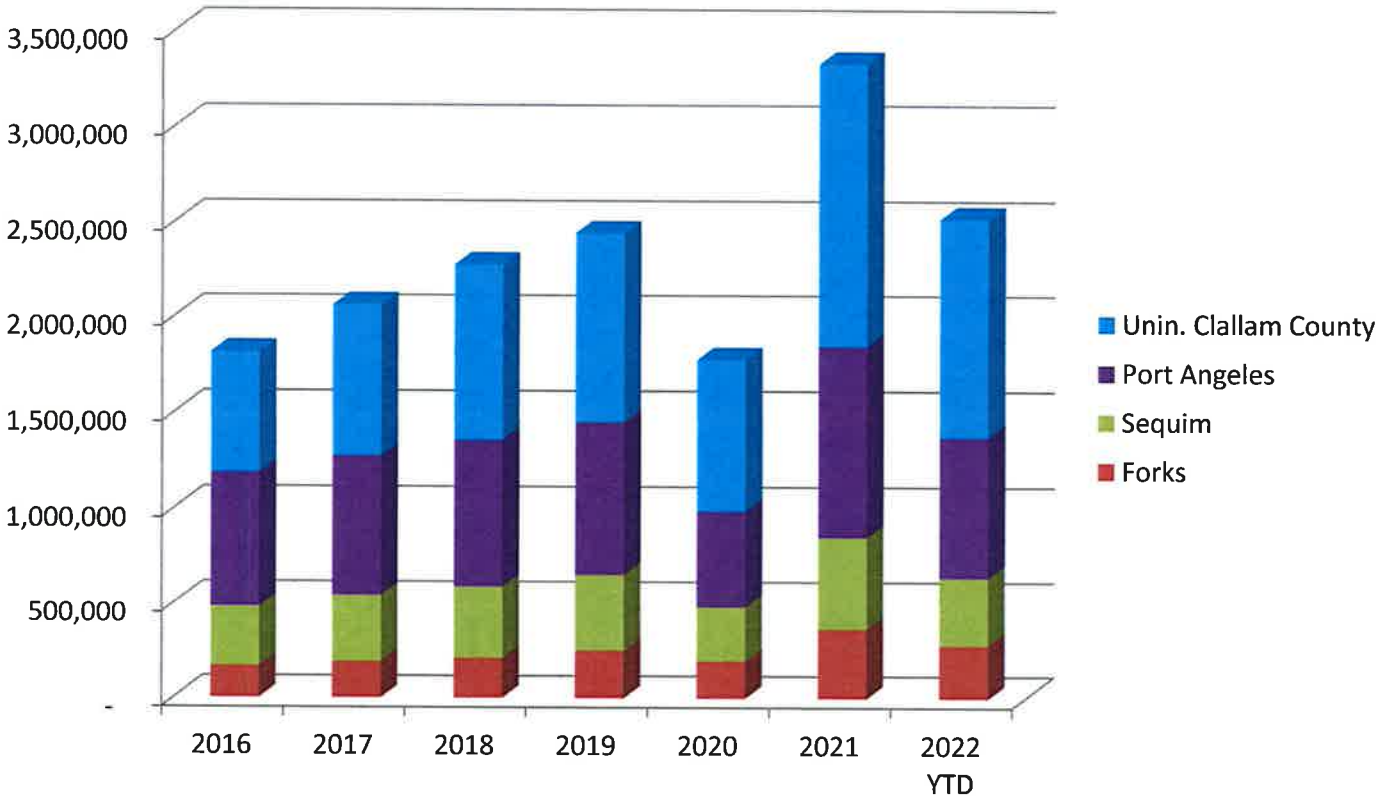
Summary: Economic Impact

- 2021 Visitor Spending and Travel Impacts for Clallam County*
  - Total Visitor Spending: **$228 million**
  - Combined State/Local Tax Receipts on Visitor Spending: **$20.8 million**
  - Direct Employment: **1,809** (5.2% share of county)
  - Labor Income (Direct Employment): **$57.4 million**
- 2022 Lodging Tax (ytd September 2022)
  - Unincorporated Clallam County: $1,146,126 (+12.3% year over year)
  - Total combined Clallam County: $2,521,965 (+13.1% year over year)

* From *Tourism Economics and Longwoods International Report*, prepared for the State of Washington Tourism, May 2022

QUESTION #8: DESCRIBE PRIOR SUCCESSES

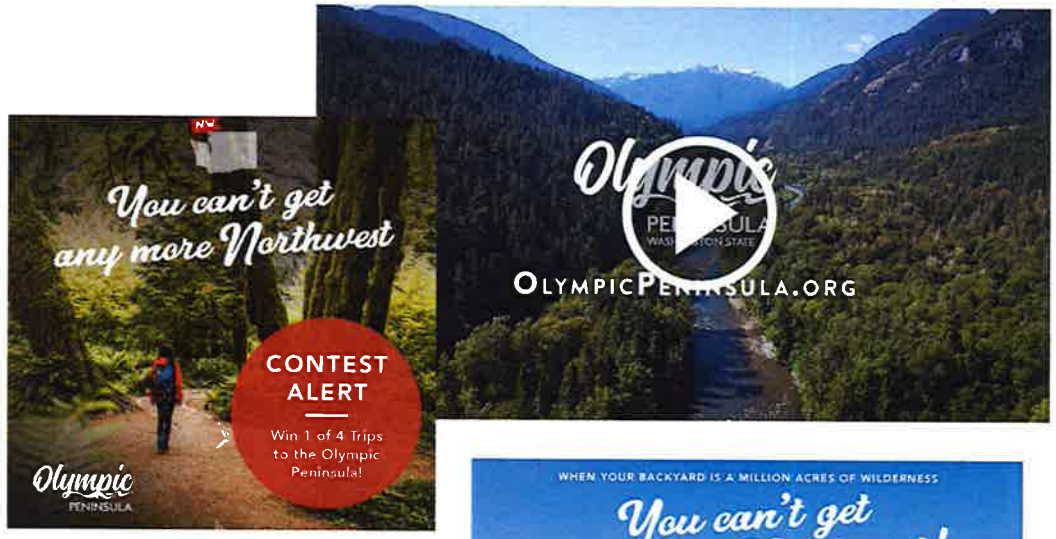
County-Wide Lodging Tax Overview



QUESTION #8: DESCRIBE PRIOR SUCCESSES

Summary: Key Performance Indicators
Spring / Fall Marketing Campaigns (YTD September 2022)

- Targeted, multimedia marketing campaigns, Spring and Fall 2022
- Drive markets: I-5 corridor, Bellingham WA to Eugene OR
- Television ads (KOMO, KATU2, and KIRO), Digital Marketing, Print, Social Media, Sweepstakes
- Total estimated campaign impressions:
  - Spring 2022: 32,031,478+
  - Fall 2022: 17,890,300+





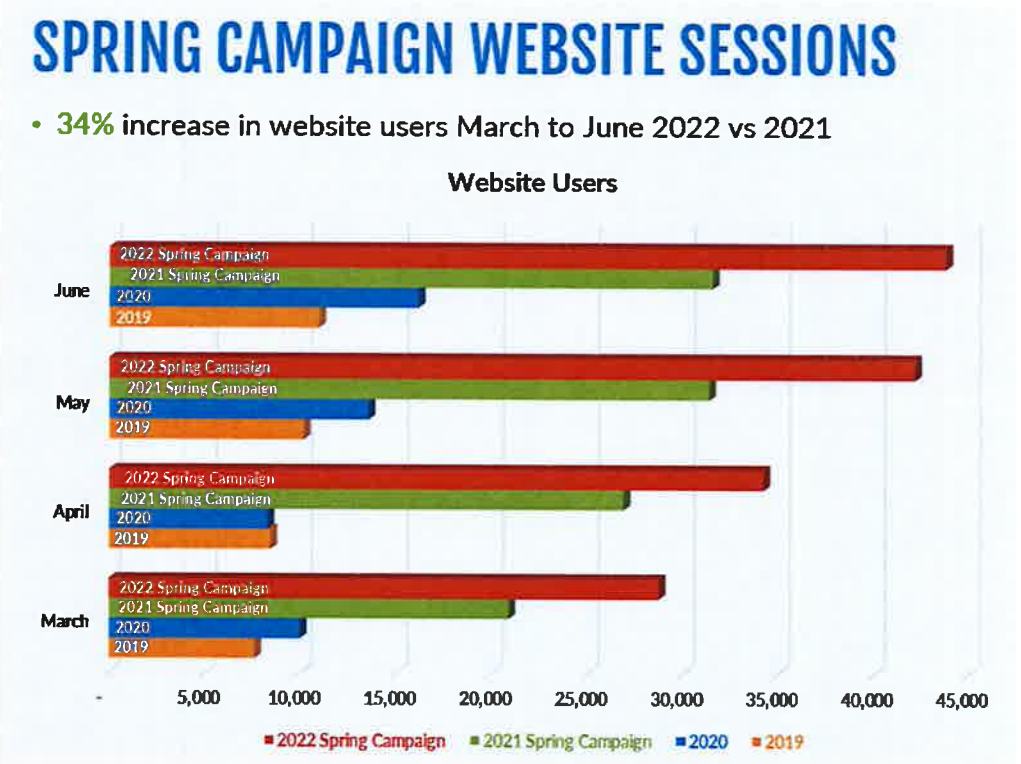




QUESTION #8: DESCRIBE PRIOR SUCCESSES

Summary: Key Performance Indicators
Spring Marketing Campaign Performance

- **Total Impressions: 32,031,478+**
  - TV Commercials: 27,036,250
    - 94.5 reach / 11.3 frequency
    - Over 400 total spots
  - Google / Microsoft Ads: 3,918,225
    - Search & Display Conversion well above industry average
  - Print: 1,077,000
- **Results**
  - Est. Revenue: $1,385,000 to $2,771,000
  - Est ROI: 9.7X to 19.4X
  - Website users increased 34% vs 2021
  - Website page views increased 30% vs 2021
  - Translates to 3.4% – 6.8% of revenue during campaign*

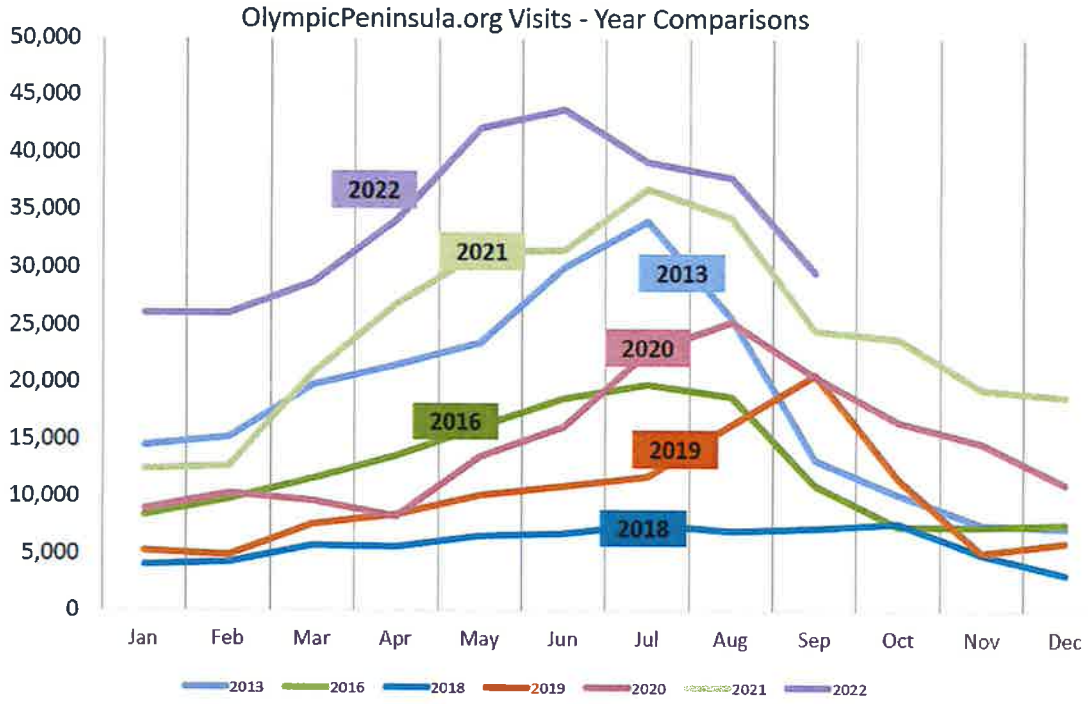


*Numbers are based on March 1 to June 30, 2022 vs March 1 to June 30, 2021 OlympicPeninsula.org website statistics and lodging tax revenue (includes Clallam, Port Angeles, Sequim, Forks, Jefferson and Port Townsend).

QUESTION #8: DESCRIBE PRIOR SUCCESSES

Summary: Key Performance Indicators
OlympicPeninsula.org (YTD September 2022)

- Website Visits: **307,946** YTD
  (↑ 32.8% vs 2021)
- Unique Web Visitors: **297,581**
  (↑ 27.5% vs 2021)
- Website Page Views: **655,849**
  (↑ 28.5% vs 2021)



Question #10: Sample Marketing Initiatives

Print



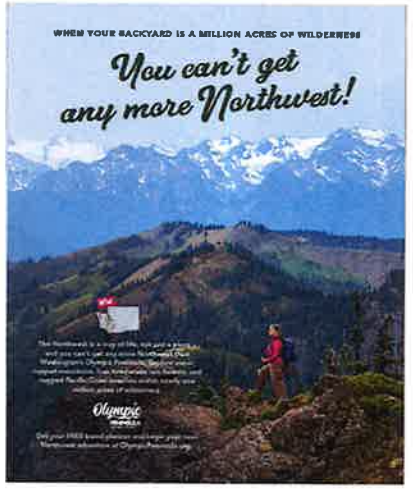
Washington State Visitors Guide
Full-page Co-Op Ad



Scenic WA Byways Driving Guide
Two-page Co-Op Ad



Northwest Travel & Life, Half-Page



1859 and 1889 Statehood
Magazine, Full-Page

Question #10: Sample Marketing Initiatives

Destination Marketing Campaign – TV Ads – Spring/Fall 2022



- Co-Op Campaign
  - Spring and Fall on KOMO (Seattle) and KATU2 (Portland)
  - Spring only on KIRO (Seattle)

- All TV Commercials can be found on our YouTube channel: OlympicPeninsula.org/youtube





Question #10: Sample Marketing Initiatives

Digital Campaign

General Ads

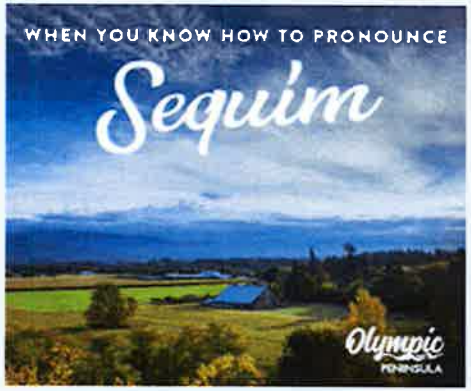












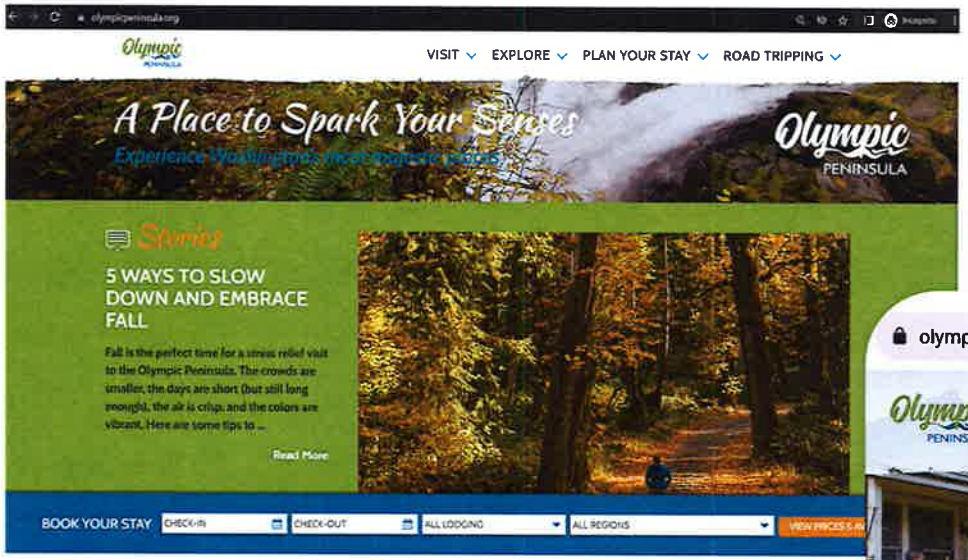




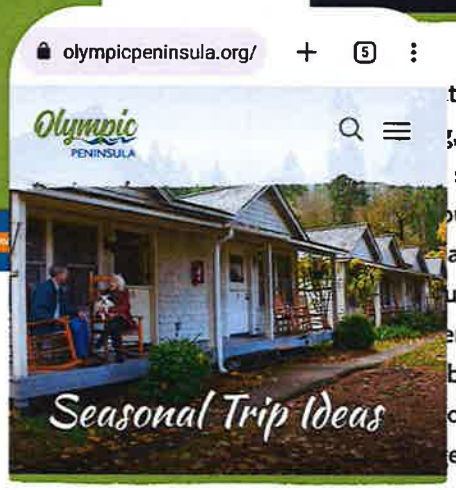
Co-Op Ads

Question #10: Sample Marketing Initiatives

OlympicPeninsula.org Website

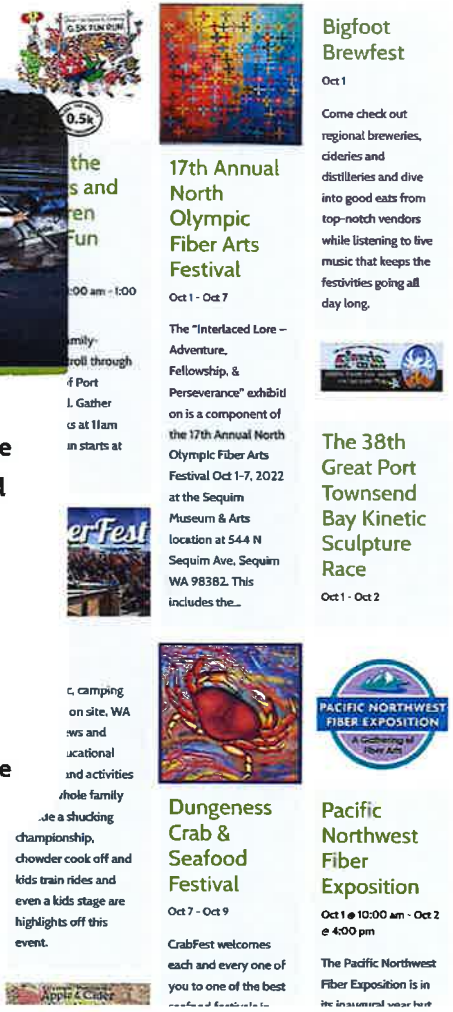






ter sports to wildlife
, and tours that will
sky-high or
und, the Olympic
a offers an ample
unique adventures
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The Olympic Peninsula is bustling—outdoor recreation and adventure; regional

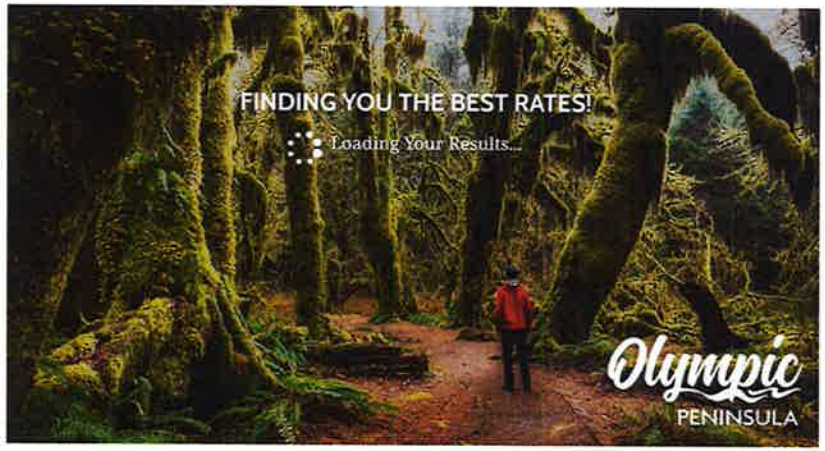


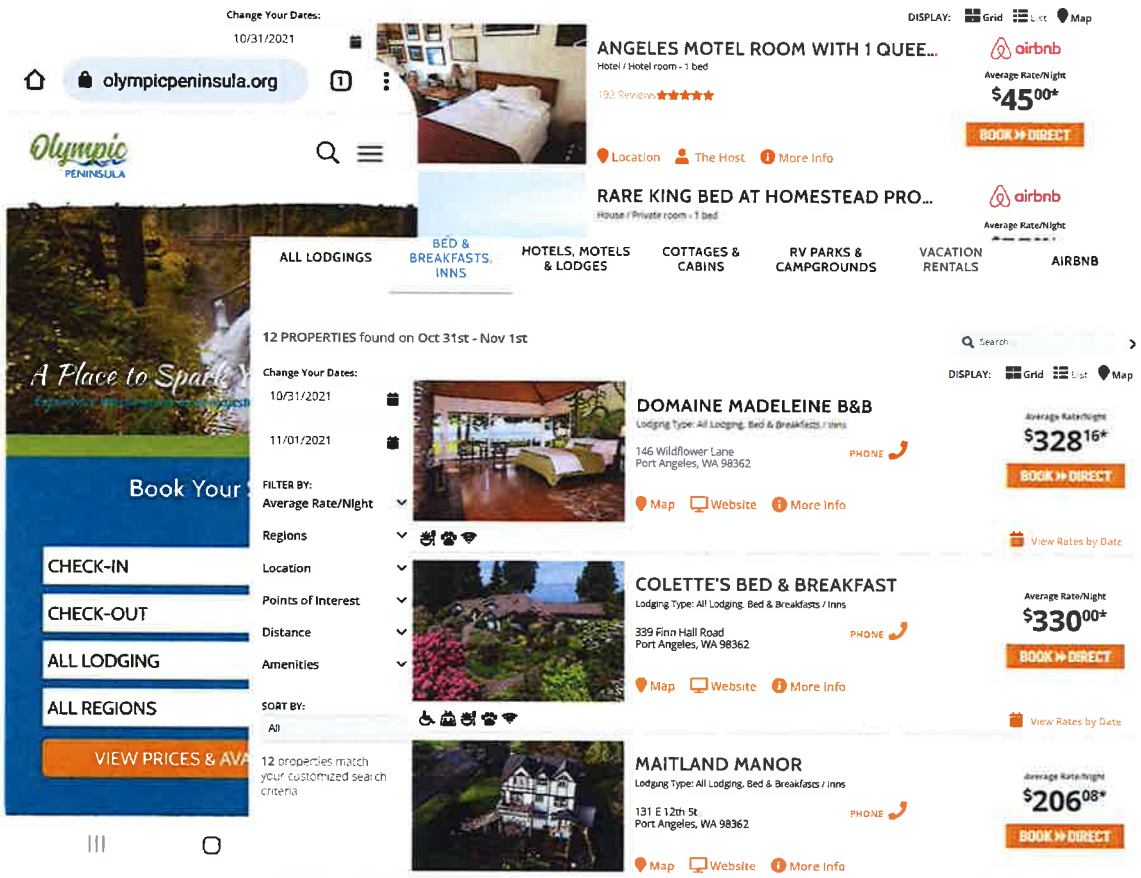
Year to Date through September, 2022

- Web Visits: **307,946** (↑ 32.8% over 2021)
- Unique Web Visitors: **297,581** (↑ 27.5% over 2021)
- Page Views: **655,849** (↑ 28.5% over 2021)
- Travel Planner Request Page Visits: **10,334** (↑ 5.6% over 2021)
- Lodging Page Visits: **23,665** (↑ 30% over 2021)

Question #10: Sample Marketing Initiatives

Book>Direct on OlympicPeninsula.org





June 1, 2021 – September 30, 2022

- Referrals to all lodging, Clallam County: **11,443**
- Referrals to Forks Area: **4,643**
- Referrals to Port Angeles Area: **3,477**
- Referrals to Sequim Area: **2,148**
- Referrals to Clallam Bay/Sekiu/Neah Bay Area: **1,175**

Question #10: Sample Marketing Initiatives

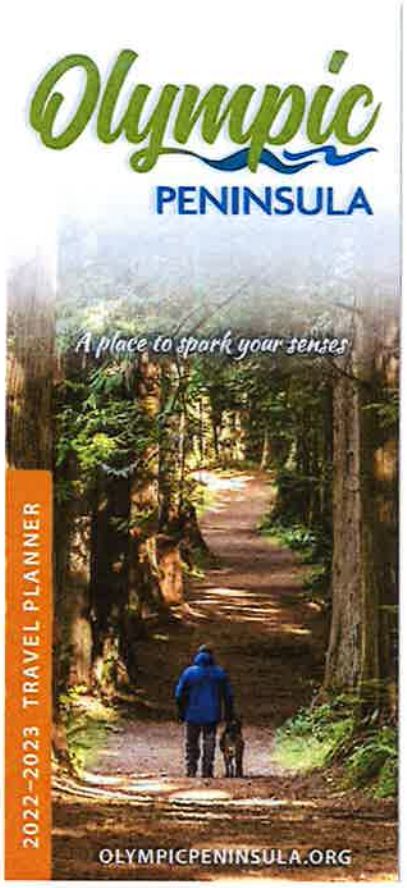
OP Travel Planner (YTD September 2022)

Consumer Fulfillment / Travel Planner Distribution

- Consumer Requests (Print): 6,859 YTD (↓24% vs 2021)
- Bulk distribution to Industry Partners and Certified Folder Display: 104,491 YTD (↑174%)
- Digital Flipbook Impressions: 5,885 (↑57%)
- Top requesting states: WA, CA, OR, FL, TX, IL





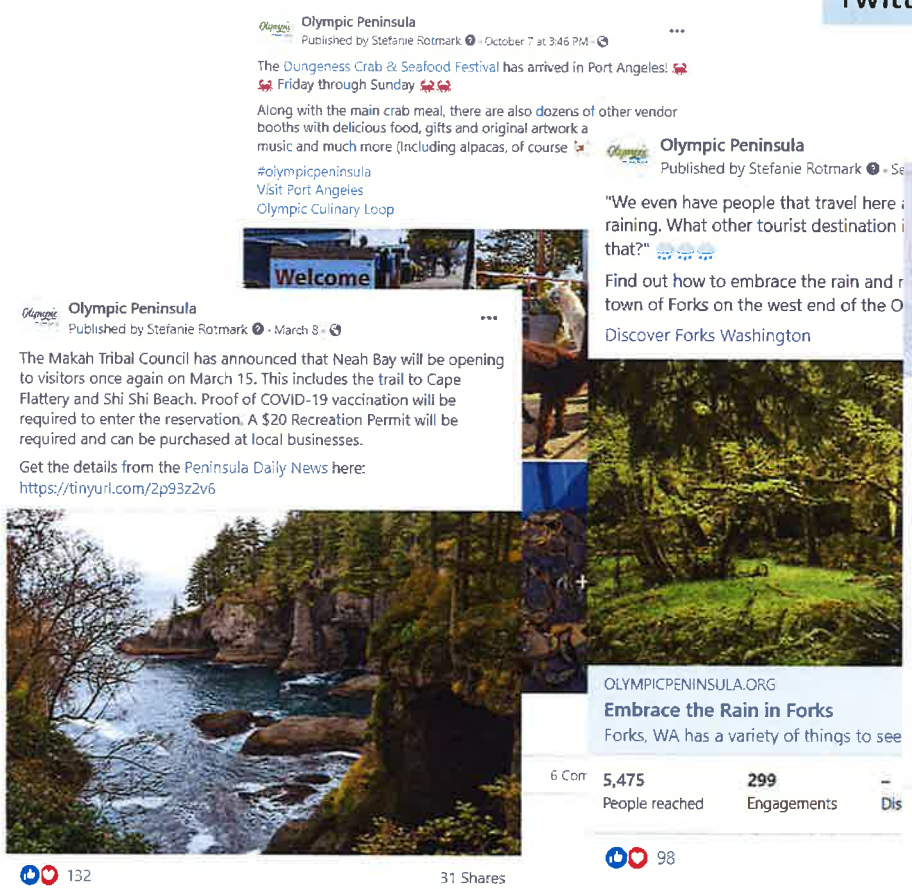


Question #10: Sample Marketing

Social Media

Social Media Followers
Facebook: 51,528
Instagram: 7,638
Twitter: 4,676





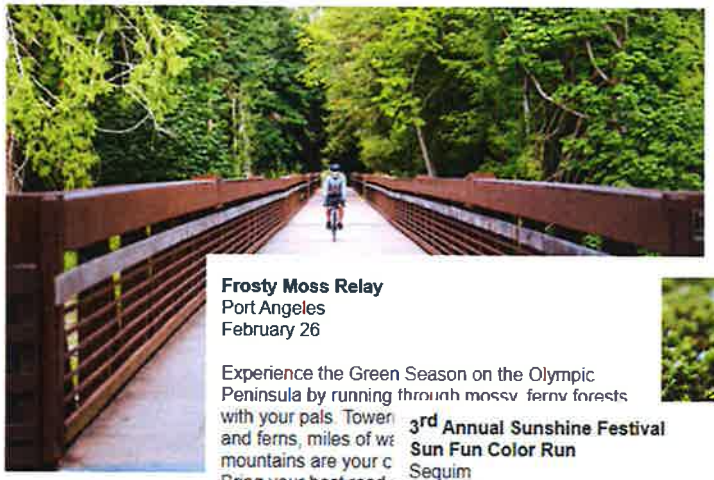


Question #10: Sample Marketing Initiatives

Communications: E-Newsletter

AN INSIDER'S VIEW OF THE OLYMPIC PENINSULA

Olympic Discovery Trail



The Olympic Discovery Trail at

Pump up your bicycle tires, fill your water bo
shoes and head to the spectacular Olympic
miles from Port Townsend on the eastern sic
Push at the western edge. Although certain
more than 75% of the trail is finished and off
segments with clear, directional markers. Th
breathtaking views of the Olympic Mountain
farmland, meadows, misty rain forests and l
catch a glimpse of wildlife along the way. LE

Frosty Moss Relay
Port Angeles
February 26

Experience the Green Season on the Olympic Peninsula by running through mossy, ferny forests with your pals. Tower and ferns, miles of wa mountains are your c Bring your best road Full Moss is 80 miles miles. LEARN MORE



3rd Annual Sunshine Festival
Sun Fun Color Run
Sequim
March 5



It's not too early to register now for the upcoming Sun Fun Color Run! REGISTER HERE

Celebrate the coming of the spring and summer seasons by joining this festival favorite. The family-friendly event has a 1K and 5K option with color stations along the course. Be sure to stay in town and take part in all the events during the festival, including community art projects, the Sunshine Market, illuminated drone show, food and music. LEARN MORE

E-Newsletter Jan. through Oct. 2022

- 528.3k total sends
- Bounce Rate – 0.83%
- Open Rate – 29.5% (↑ 73.5% over Tourism Industry Average)
- 6.9k link clicks



ENTER NOW

ose who enter to win and who are 21 or older as of the date pen to legal residents of the fifty (50) United States and the oid where prohibited by law. People who reside in other es, such as Canada are not eligible.

Farmers Markets Return



Port Townsend Farmers Market Photo Courtesy of David Conklin

Spring means fresh produce and the reopening of area farmers markets. Here are some dates to look forward to:

Port Angeles: Saturdays, year-round
Port Townsend: Saturdays, starting April 2
Sequim: Saturdays, starting May 14
Shelton: Saturdays, starting in May

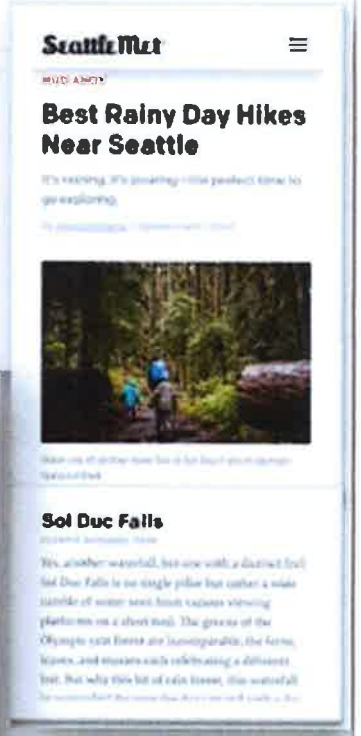
Question #10: Sample Marketing

Sample Media Coverage









QUESTION #11: HELP PROMOTE LODGING

Marketing & Event Grants

- 2022 Grant Fund: $100,000 (+ 2021 Unawarded funds carry-forward of $17,750). Total $117,750
- 22 grant applications reviewed for 2022 ytd, requesting total $140,948
- 19 grants awarded funds for 2022 ytd, totaling $113,780
- 4 2021 awarded Funds, carried forward to event completion in 2022, totaling $25,000
- Total grant payout anticipated for 2022: $138,780
- Possible Q4 winter grants to process in November

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
October 24, 2022

WASHINGTON
Secretary of State
Corporations & Charities Division

Contact Information
Tel: 360.725.0377
www.sos.wa.gov/corps

Physical/Overnight address: 801 Capitol Way S Olympia, WA 98501-1226
Mailing Address: PO Box 40234 Olympia, WA 98504-0234

This Box For Office Use Only

☐ Filing Fee $20 - Gross Revenue less than $500,000
☑ Filing Fee $60 - Gross Revenue meets or exceeds $500,000
☐ To Expedite Filing, Add $50

NONPROFIT CORPORATION ANNUAL REPORT
RCW 24.03A & RCW 23.95.255

All fields REQUIRED unless otherwise specified

(1) Business Name: OLYMPIC PENINSULA VISITOR BUREAU

(2) UBI No.: 601 007 747 **FEIN:** 91-1355604

(3) Has your registered agent changed? (Check one) ☑ YES ☐ NO **If Yes, complete page 3**

(4) GROSS REVENUE:

Did the Nonprofit Corporation's gross revenue meet or exceed $500,000 in the most recent fiscal year?

(Check one) ☑ YES ☐ NO

(5) PRINCIPAL OFFICE: The location where the business's records are kept

Street Address
(Must be a physical address; No PO Box or PMB)

Address: 618 S PEABODY ST
SUITE F
Zip: 98362 City: PORT ANGELES
State: WA Country: CLALLAM

Mailing Address *(optional)*
☑ Check if mailing address is the same as street address

Address: PO BOX 670
Zip: 98362 City: PORT ANGELES
State: WA Country: CLALLAM

Phone: **Email:**

(6) Governor(s): List at least one, attach additional pages if necessary. A business cannot serve as its own Governor

Name: CODY FISHEL
Name: MICHELE JAEGER
Name: TAMARA GALVAN
Name: PAUL SCHIEFEN

(7) Nature of Business: Briefly describe the type of business your business conducts in the state of Washington
PROMOTING TOURISM ON THE OLYMPIC PENINSULA

(8) RENEWAL OF PUBLIC BENEFIT DESIGNATION: RCW 24.03A.245/250

1. Is the Nonprofit Corporation currently designated as a Public Benefit Corporation with the Office of the Secretary of State? (Check one) ☐ YES ☑ NO

2. If "yes", does the Nonprofit Corporation still meet the requirements to maintain its Public Benefit designation?
(Check one) ☐ YES ☐ NO *If "no" is selected the Nonprofit will not maintain the designation of a Public Benefit Corporation*

2a. If "yes", does the Nonprofit Corporation still elect to have the Public Benefit Designation?
(Check one) ☐ YES ☐ NO

Work Order #: 2022020100079413 - 1
Received Date: 02/01/2022
Amount Received: $60.00

(9) CHARITABLE NONPROFIT CORPORATION:

Is the Nonprofit Corporation a Charitable Nonprofit as defined by RCW 24.03A.010(5)? **(Check one)** ☑ **YES** ☐ **NO**

(10) REPORTING CHANGES FOR THE CHARITABLE NONPROFIT CORPORATION:

Does the Nonprofit Corporation meet exemptions of reporting as outlined in RCW 24.03A.075?
(Check one) ☑ **YES** ☐ **NO** ***If "no" the reporting questions below are required to be answered***

(11) REPORTING QUESTIONS:

If submitting the Annual Report for a Foreign Nonprofit Corporation or Foreign Nonprofit Professional Service Corporation only question 2 is required.

1. Has the Nonprofit Corporation filed an Amendment in the last year that changed one or more purposes of the corporation recorded in its initial Articles of Incorporation? **(Check one)** ☐ **YES** ☐ **NO**

2. Has the Nonprofit Corporation operated a significant program or activity that is different from:
   a. A program or activity that the Nonprofit has previously operated; and
   b. A program or activity described in the most recent application for recognition of exemption from federal tax income? **(Check one)** ☐ **YES** ☐ **NO**

(12) Controlling Interest RCW 82.45.220 **Answer all questions below**

1. Does this entity own (hold title) real property in Washington, such as land or buildings, including leasehold improvements? ☐ **YES** ☑ **NO**

2. In the past 12 months, has there been a transfer of at least 16 ⅔ percent of the ownership, stock, or other financial interest in the entity? ☐ **YES** ☑ **NO**

   2a. If "yes", in the past 36 months, has there been a transfer of controlling interest (50 percent or greater) of the ownership, stock, or other financial interest in the entity? ☐ **YES** ☑ **NO**

3. If you answered "yes" to question 2a, has the controlling interest transfer return been filed with Department of Revenue? ☐ **YES** ☐ **NO**

For more information on Controlling Interest, contact Department of Revenue by visiting www.dor.wa.gov/REET

(13) POSTAL MAIL OPT-IN: **By checking the box the business and Registered Agent will not receive email notifications**

☐ The business wants to receive **all** notifications to the Registered Agent by postal mail

(14) I hereby certify, under penalty of law, that the above information is accurate and complies with the filing requirements of state law.

Signature of Authorized Person: KATHLEEN TEMPLE **Date:** 1/27/2022

Print Name and Title (if applicable): KATHLEEN TEMPLE BOOKKEEPER

Phone: (*optional*) 3604773885 **Email:** (*optional*) OPVBBOOKIE@GMAIL.COM

NEW REGISTERED AGENT:

COMMERCIAL REGISTERED AGENT: RCW 23.95.420

A Commercial Registered Agent is a business or individual that is registered with the Office of the Secretary of State to receive legal documents on behalf of a business. The Commercial Registered Agent's address has been registered with our office.

Is the Registered Agent a Commercial Registered Agent? **(Check one)** ☐ Yes ☑ No

If Yes, provide the name of the Commercial Registered Agent: _____

The Commercial Registered Agent must sign the consent to serve below.

If No, continue below

NON-COMMERCIAL REGISTERED AGENT

A Non-Commercial Registered Agent is an individual, business, or an office or position that is not registered as a Commercial Registered Agent.

- If an **individual** is serving as the Registered Agent, only provide the individual's first and last name below.
- If a **business** is serving as the Registered Agent, only provide the name of the business below.
- If an **office** or **position** within the business is serving as the Registered Agent, only provide the position title such as President, Secretary, Treasurer, or Member below.

Registered Agent: KATHLEEN TEMPLE

Phone: 3604773885

Email: OPVBBOOKIE@GMAIL.COM

Registered Agent Street Address *(required)*
(Must be a physical address; No PO Box or PMB)

Country: United States **State:** Washington

Address : 618 S PEABODY ST

SUITE F

Zip: 98362 **City:** PORT ANGELES

Registered Agent Mailing Address *(optional)*
☐ **Check if mailing address is the same as street address**

Country: United States **State:** Washington

Address : PO BOX 670

Zip: 98362 **City:** PORT ANGELES

CONSENT TO SERVE AS REGISTERED AGENT - REQUIRED FOR ALL TYPES

I hereby consent to serve as Registered Agent in the State of Washington for the named business. I understand it will be my responsibility to accept service of process, notices, and demands on behalf of the business; to forward mail to the business; and to immediately notify the Office of the Secretary of State if I resign or change the Registered Office Address.

Kathleen Temple | Kathleen Temple | 1-27-22

Signature of Registered Agent | **Printed Name/Title** | **Date**

WASHINGTON
Secretary of State
Corporations & Charities Division

Corporations and Charities Division
Physical/Overnight address:
801 Capitol Way S
Olympia, WA 98501-1226
Mailing address:
PO Box 40234
Olympia, WA 98504-0234
Tel: 360.725.0377
sos.wa.gov/corps

03/24/2022

OLYMPIC PENINSULA VISITOR BUREAU
KATHLEEN TEMPLE
PO BOX 670
PORT ANGELES WA 98362-0157

UBI Number: 601 007 747
Business Name: OLYMPIC PENINSULA VISITOR BUREAU
Expiration Date: 02/28/2023

Dear KATHLEEN TEMPLE,

Thank you for your recent submission. This letter is to confirm that the following documents have been received and successfully filed:

ANNUAL REPORT

You can view and download your filed document(s) for no charge at our website, www.sos.wa.gov/ccfs

If you haven't already, please sign up for a user account on our website, www.sos.wa.gov/ccfs to file online, conduct searches, and receive status updates.

Please contact our office at corps@sos.wa.gov or (360) 725-0377 if you have any questions.

Sincerely,
Corporations and Charities Division
Office of the Secretary of State
www.sos.wa.gov/corps

Lodging Tax Advisory Committee

2023 Hotel Motel Funding Application Requests (1st call)

Olympic Peninsula Visitor Bureau (OPVB)

2023 Olympic Peninsula Tourism Strategic Plan

RECEIVED
CLALLAM CO. COMMISSIONERS
OCT 24 2022
1...2...3...A...

LODGING TAX FUNDING APPLICATION 2023

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**: $ 120,000

II **Agency/Organization Name**: Olympic Peninsula Visitor Bureau (OPVB)

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

Federal Tax ID No. 91-1355604 UBI Number 601007747

III **Project/Activity/Event**: 2023 Olympic Peninsula Tourism Strategic Plan

Representative Contact Information:

Name, Title: Marsha Massey, Executive Director
Mailing Address: PO Box 670 Port Angeles, WA 98362
Phone(s): 360.452.8552 (office) 206.250.9192 (mobile)
Email: Director@olympicpeninsula.org

IV **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
Signature

Date: 10.24.2022

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?

ANSWER:

In conjunction with the OP Tourism Summit, Fall 2018, the OPTC engaged Destination NEXT to conduct an initial destination assessment and recommendations for future planning. Amongst the recommendations was development of a multi-year tourism strategic plan for the region. Subsequent discussions amongst the North Olympic Peninsula municipalities in particular determined this would provide a valuable road map for continuing to grow the important tourism economic segment, in a responsible and sustainable way.

Clallam Co LTAC took lead on this planned project, determining that the county LTAC could support this through reserve funds. An initial RFP was developed.

With the advent of the COVID pandemic and subsequent reprioritizing of resources, the project was put on hold.

In the two years since the start of the COVID pandemic, our region has seen not only a strong return of overnight visitors, but an increasing demand on our public recreational lands and area resources. While there is still room to grow overnight visitation in the October – May time period, there is now greater need to consider destination management in the peak season for the benefit of local communities and visitors alike.

In order to have a coordinated, longer-range vision for the destination as relates to tourism development, a 5-year sustainable tourism strategic plan is desired. This will involve all key municipalities across the North Olympic Peninsula, and perhaps the wider OP.

As a destination marketing organization, the Olympic Peninsula Visitor Bureau's (OPVB) role is to create
awareness of and excitement for the destination in our key domestic and international markets, to inspire and motivate travel to the destination, and to educate potential visitors on 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 regional destination and to promote
tourism throughout the entire Peninsula. In this capacity, OPVB is already well established to oversee and coordinate the OP strategic tourism plan initiative.

Destination marketing is the long game, it is ongoing and compounding, built up year over year. We can see the compounding effects reflected in the continued growth of county lodging tax funds.

YTD Sept 2022 vs YTD Sept 2021:

- Unincorporated Clallam County: +12.25%
- All Clallam County (including Forks, Sequim, Port Angeles): +13.1%

YE 2021 vs YE 2016 (5 years)

- Unincorporated Clallam County: +137%
- All Clallam County (including Forks, Sequim, and Port Angeles): +84%

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

ANSWER:

The goal of this project is to establish a vision, strategy, and actionable plan for the North Olympic Peninsula specifically that will continue to expand our vibrant tourism economic sector in need periods (especially fall / winter / spring) and provide responsible and sustainable guidelines for managing destination growth that supports both the visitors and provides quality of life amenities for residents.
Increase of paid overnight accommodations continues to be important but needs to be directed to need periods.

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.

ANSWER:

Subject to findings in the strategic plan, it is not currently our expectation that our target markets will change.

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 for 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
- Vancouver Island, BC.
- Key domestic feeder markets including Oregon, California, Arizona, and Texas.
- In collaboration with State of Washington Tourism (SWT), Visit Seattle and Port of Seattle, key inbound international markets, primary UK, Germany, France, and Australia.

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?

   ANSWER:

   Subject to findings in the strategic plan, it is not currently our expectation that our target markets will change.

   This strategic plan will help us continue to focus our initiatives going forward on those markets that have the greatest potential for visitors needing overnight stays, who also fit the profile of "responsible visitors" and who can support the values outlined in the strategic plan.

   Our national and international outreach will continue to be in partnership with State of WA Tourism, Visit Seattle, and the Port of Seattle, each of whom are also focusing efforts on sustainable and responsible tourism.

   While we 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 can again 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. Working in collaboration with the State of Washington Tourism office (SWT) offers economies of scale for any national reach.

   For the international markets, we will again partner where appropriate with the SWT, Visit Seattle and the Port of Seattle in various collaborative sales and marketing activities including hosting inbound familiarization tours for travel media and travel trade, sales missions, and trade shows, and selected in-market campaigns. For 2023, the key international focus will include the UK, Germany, France, and Australia, with a continued touch in the Asian Markets as they are slower to recover from the pandemic.

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

   N/A

6. **2023 Tourism-Impact Estimate**
(Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2022)

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!

*2022 Actuals are estimated to year-end, based on data through September 2022.
**Because this is regional marketing, the estimates below are Peninsula-wide.

As a direct result of your proposed tourism-related service, please provide:	2023 Estimate	2022 Actual	Methodology
a. Overall attendance at your event/activity/facility	2,520,000	2,400,000	Structured Estimate
b. Number of people who travel more than 50 miles for your event/activity/facility	1,260,000	1,200,000	Structured Estimate
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	315,000	300,000	Structured Estimate
d. Of the people who travel more than 50 miles, the number of people who stay overnight.	882,000 [Clallam: 440,000]	840,000 [Clallam: 420,000]	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.	573,300 [Clallam: 286,650]	546,000 [Clallam: 273,000]	Structured Estimate
f. Number of paid lodging room nights resulting from your event/activity/facility.	179,000 [Clallam: 89,500]	170,625 [Clallam: 85,313]	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.

ANSWER:

Summary of tourism economic impact, from "Tourism Economics" state-wide report, prepared for State of Washington Tourism:
2021 Visitor Spending and Travel Impacts for Clallam County:

- Total Visitor Spending: $228 Million
- Combined State / Local Tax Receipts from Visitor Spending $20.8 Million
- Direct Employment: 1,809 (5.2% of county employment)
- Labor Income (Direct Employment): $57.4 Million

The focused marketing efforts of OPVB and OPTC helped mitigate the dramatic pandemic-related losses in 2020, and to continue to rebuild our area's tourism industry in 2021 and 2022.

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, and other Washington and Oregon markets
- British Columbia / Vancouver Island – Victoria BC (rebuilding after extended border closure.)
- Key feeder markets, including Oregon, California, Arizona, Texas, Florida, New York
- Targeted international markets, in conjunction with the SWT, Port of Seattle and Visit Seattle statewide initiatives. For 2023, focus is primarily on the U.K., Germany, France, and Australia.

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.

ANSWER:

Destination Management: In addition to attracting visitors, the OPVB is committed to doing so in a responsible and sustainable way. We actively support and regularly communicate (website, social media, e-news) the "Recreate Responsibly" (recreateresponsibly.org) messaging. We regularly share messaging from the Olympic National Park and Olympic National Forest regarding best practices and safety on public lands. We promote visitor dispersal with web content on "alternative places" or "the path less taken." In 2022, OPVB (on behalf of Clallam County) and Jefferson County TCC joined with SWT to support the development and roll out of the TREAD app and will continue to work with TREAD in 2023 to improve content and links with public lands in order to encourage crowd disbursement.

In 2023, OPVB also plans to take a leadership role in working with the County and other North Olympic Peninsula municipalities to develop a multi-year Sustainable Tourism Strategic Plan.

Refer to attachment of (still rough draft) Tourism Strategic Plan RFP for reference. Still in development.

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

ANSWER:

Ultimately, having a sustainable tourism strategic plan will help inform and guide our collective regional tourism growth. This will assist in continuing to develop our vibrant tourism economy, supporting jobs and employment opportunities, contributing to our various municipal tax bases, and supporting an array of quality-of-life amenities for residents (such as the ODT, the many festivals and events, restaurants and other activities enjoyed by residents and visitors alike).

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).

The following collaboration funding has been proposed to these municipalities:

* City of Port Angeles	$25,000
* Jefferson County	$30,000
* City of Sequim	$10,000
* City of Forks	$1,000
* City of Port Townsend	$1,000

Please reference communications from Commissioner Randy Johnson to the above municipalities.

13. What is the overall budget for your event/activity/facility?

ANSWER:
The overall proposed 2023 budget for the Olympic Peninsula Tourism Strategic Plan is "up to $185,000". An RFP will be put out to solicit appropriate consulting services for the development of said plan.

There is no itemized budget yet. The final budget will be part of the RFP submissions. The total project has an "up to" $185,000 amount, depending on final partner funding. Final consultant selection will be based on multiple factors, including project budget.

Separately, OPVB will hire a project manager to manage the RFP process, including committee input, finalization of the RFP, release of the RFP, collection and review of responses, consultant interviews and selection, and management of the selected consultant to conclusion of the project. These funds will come from the OPVB budget and are estimated to be $15,000 - $20,000.

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

65%

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

The following collaboration funding has been proposed to these municipalities:

* City of Port Angeles	$25,000
* Jefferson County	$30,000
* City of Sequim	$10,000
* City of Forks	$1,000
* City of Port Townsend	$1,000

APPLICATION INSTRUCTIONS – GENERAL GUIDELINES

APPLICATION DEADLINE: Applications must be received at the Board of County Commissioner's Office, 223 East 4th Street, Suite 4, Port Angeles WA 98362-3015 (Clallam County Courthouse, main level, Room 150) until **12 p.m., Monday, October 24, 2022**.

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 one copy to**:

Clallam County Lodging Tax Advisory Committee
Board of Commissioner's Office
223 East 4th 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.

Request for Proposal (RFP)

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Olympic Peninsula Tourism Strategic Plan

~~2021-2026~~2023-2028

Olympic Peninsula Tourism Strategic Planning Committee

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REQUEST FOR PROPOSAL

1. SUBMITTAL INSTRUCTIONS

Submit two (2) original and one (1) electronic (PDF) copy and attachments on USB Flash Drive. The original shall be marked **"ORIGINAL – Olympic Peninsula Tourism Strategic Plan ~~2021-2026~~2023-2028"** and shall be unbound (no binder or comb binding) (binder clips and/or rubber bands may be used). The original, and all printed copies, must be submitted as single-sided – we don't accept double-sided copies.

Sealed proposals shall be **submitted to the Clallam County Board of Commissioners at 223 East 4th Street, Room 150, Port Angeles, Washington no later than 2:30 p.m., ~~Thursday, May 14, 2020~~(needs new due date)** at which time they will be opened publicly and read aloud . Proposals will not be accepted at any other county location other than the Clallam County Board of Commissioners at 223 East 4th Street, Room 150, Port Angeles, Washington. Documents delivered to other offices and received late by the Commissioner's Office will not be considered nor will ones received by facsimile or email. Late proposals will not be accepted and will be returned to the proposing firms unopened. Submittals made in an incorrect format will not be considered.

Questions must be submitted in writing to Loni Gores - Clallam County Lodging Tax Advisory Committee Clerk at ~~agores@co.clallam.wa.us~~loni.gores@clallamcountywa.gov by 3 p.m., ~~Thursday, March 26, 2020~~(needs new date), and all questions and answers will be shared with all responders to this RFP.

Proposing firms shall be fully responsible for any and all costs incurred in the preparation, submittal and travel expenses related to their proposals and awards.

2. PROJECT OVERVIEW

Clallam County, in partnership with Jefferson County and other communities on the Olympic Peninsula, invites interested, experienced, and qualified consultants to submit proposals to develop and create a ~~2021-2026~~2023-2028 Olympic Peninsula Tourism Strategic Plan
("the Plan"). To manage this process and meet this objective, Clallam County has organized an Olympic Peninsula Tourism Strategic Planning Committee ("the Committee"), comprised of representatives from across several jurisdictions and municipalities on the Olympic Peninsula, with Clallam County acting as the lead agent, to create a 5-year strategic plan to address and optimize the regional tourism industry.

The resulting strategic plan will serve as a guiding document for counties, municipalities, businesses, and organizations on the Olympic Peninsula to develop processes, make strategic investments in services and infrastructure, and organize more efficiently and effectively to optimize a sustainable and thriving tourism economy. The Plan will be forward-looking, actionable, and adaptable to new opportunities and technologies that emerge as important growth areas for tourism.

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The selected firm that will help meet this objective will, among other qualifications:

- Have a thorough knowledge of current tourism industry trends at the local (Olympic Peninsula), state, and regional levels;
- Have relevant experience with projects of a similar scope and complexity;
- Be conversant with Washington State tourism legislation, especially legislation and laws that cover lodging-related and tourism-based fees and taxes;
- Be familiar with the workings of local government;
- Demonstrate a solid skill for assessing issues, framing appropriate responses, and rendering those responses into written recommendations and procedures;
- Have excellent listening, presentation, and written communication skills;
- Be very conversant with Olympic Peninsula tourism;
- Demonstrate a successful track record in organizing and facilitating public meetings and workshops for purposes of garnering stakeholder input;
- Demonstrate ability to meet deadlines and pay attention to details;
- Be able to develop metrics, benchmarks and work plans with deliverable dates; and have the ability to synthesize and prioritize deliverables and identify the resources needed to complete elements of the updated plan.

The selected firm will be under the contractual direction of staff from Clallam County, and strategic priorities will be determined by the Committee, who the selected firm will meet with at least quarterly. The Committee includes representatives from Olympic Peninsula counties and municipalities, as well as other stakeholders, such as representatives from the Olympic National Park, Olympic National Forest, Washington State Parks, and coastal tribes. Additional outreach required of the selected firm will include coordination with economic development organizations, key tourism attractions and transportation operators, elected officials, and the Olympic Peninsula Visitor Bureau – as the Olympic Peninsula Tourism Strategic Plan may affect their scope and deliverables. The firm will be responsible for coordinating meetings. The selected firm will provide a preliminary report 9 months after contract execution, with a final deliverable due by the end of 12 months after contract execution, which will include 10 copies of the final strategic plan. The selected firm will also be required to make up to 5 presentations on the completed project and strategic plan at public meetings.

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3. BACKGROUND

The Olympic Peninsula, as a regional tourist destination, is located west of the Seattle gateway, and is defined by the geographic area surrounding the Olympic National Park and Olympic National Forest, and bordered by the Pacific Ocean on the west, the Strait of Juan de Fuca on the north, the Hood Canal on the east, and the area between Olympia and Ocean Shores on the south. It includes Clallam, Jefferson, Mason and parts of Grays Harbor counties.

The Olympic National Park, the 6th largest national park in the continental United States, and the 9th most visited of all national parks (2018), is by far the most important tourism driver on the Olympic Peninsula. Encompassing nearly a million acres, and the only temperate rainforest in the United States, the park includes a vast wilderness, thousands of years of human history, and several distinctly different ecosystems, including glacier-capped mountains, old-growth forests, and over 70 miles of wild coastline. As one of the few national parks that doesn't have a road traveling through its center, the park is further surrounded by the Olympic National Forest. Annual recreational visitation to Olympic National Park exceeds three million people.

Commented [do1]: Not in the top 10 most visited National Parks in 2021. Suggest: among the top 15 most visited of all U.S. national parks (2021).

Key towns around the Olympic Peninsula include Forks (population: 3,295), Port Angeles (population: 20,144), Sequim (population: 8,308) in Clallam County; Port Townsend (population: 10,356) in Jefferson County; Shelton (population: 10,479) in Mason County; and Ocean Shores, Aberdeen and Hoquiam in Grays Harbor County.

Additionally, eight Federally recognized tribes continue to recognize a relationship to the national park based on traditional land use, origin, beliefs and practices. These tribes are the **Lower Elwha Klallam, Jamestown S'Klallam, Port Gamble S'Klallam, Skokomish, Quinault, Hoh, Quileute**, and **Makah**. It was the ancestors of the these tribes that lived throughout the Olympic Peninsula, but ceded their lands and waters to the federal government through treaties in 1855 and 1856 and now live on reservations along the shores of the peninsula.

On the north side of the park, in Port Angeles, is the 100+ years-old Black Ball ferry route to Victoria, Canada, that is the Western-most Canadian border crossing with the continental United States. The economic impact from this ferry route on the Olympic Peninsula is in excess of $60M annually, with 472,000 passengers and 128,000 vehicles served in 2018.

According to research commissioned by the State of Washington Tourism office and delivered by Tourism Economics, vVisitor spending in ~~2018~~ 2021 on the Olympic Peninsula (as represented by Clallam, Jefferson, Mason and Grays Harbor Counties) exceeded ~~$975~~ 886 million. State and local taxes generated by that visitor spending totaled ~~$88~~ 371.8 million. There were a combined 13,146,~~4270~~ jobs in the region supported by tourism, generating ~~$308~~ 195.~~45~~ million in ~~employment earnings~~labor income.

2020 and the global pandemic dramatically impacted tourism to the Olympic Peninsula. Initially, the destination saw a sharp drop in visitation and visitor spending. International travel dropped to zero. National travel fell precipitously. However, as with many rural destinations across the country, and particularly those areas including national parks, the trend to "get outdoors", to seek wide open spaces and more drive market destinations quickly worked to create a strong rebound in travel to the Olympic Peninsula. Toward the 4th quarter of 2020 and throughout 2021, as travel opened up again, our markets shifted to primarily in-state and regional area travelers. With the bounty of outdoor enthusiasts came many new to outdoor recreation, which in turn brought new challenges. The Olympic National Park and surrounding lands began to experience compression points in peak

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times, and area businesses, still in recovery mode, were struggling to keep up with the demand. This trend continues into 2022.

The vast and specific geography of the Olympic Peninsula presents a challenge in determining the optimal approach toward developing an effective tourism strategic plan. Geographically, the destination is comprised of the very large Olympic National Park at its core, surrounded on the perimeter by small municipalities, rural areas and tribal lands, each with their own tourism priorities and challenges. Whether it makes the most sense to first develop a tourism strategic plan for the entire Olympic Peninsula, or limit this initial effort to one part of that overall area, such as the North Olympic Peninsula, is a consideration the selected firm will be expected to analyze, advise, and help the Committee determine. The result of this part of the planning process, along with decisions by the Committee that come from it, will necessarily impact the scope and timeline of this project, as well as the final deliverables.

4. SCOPE OF SERVICES

The Tourism Strategic Plan must address all aspects of the area's tourism, including, but not limited to, outdoor recreation, maritime, indigenous, agricultural, arts and culture, culinary, national parks and other public lands, festivals, and events. The Plan will provide strategic goals and objectives, analyze supply chain infrastructure, and identify visitor experience strengths, gaps, and opportunities. The Plan will result in strategic actions that will grow the tourism industry in a sustainable manner, and identify new processes and methods to collaborate and manage resources to maximize opportunities that expand the regional, national, and international tourism markets for the Olympic Peninsula. The Plan must include defined actions and consider costs, as well as identify roles and responsibilities among local tourism industry stakeholders.

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OVERALL OBJECTIVES

The following objectives must be addressed in the proposal:

- Review the status of the Olympic Peninsula tourism industry in terms of visitor trends, accommodation capacity, tourism-related infrastructure and tourism product offerings through the lens of destination competitiveness and sustainability.
- Engage residents and businesses, as well as tourism professionals and government and civic leadership in the overall vision of tourism for the Olympic Peninsula.
- Analyze current market conditions and identify current weaknesses and threats to the local economy, detail appropriate opportunities and targets for improvement.
- Identify any emerging/new opportunities as they relate to areas of marketing, advertising, product development and infrastructure development.

- Assess the current brand of the Olympic Peninsula, and the effectiveness of current brand collateral.
- Analyze existing funding models of the various county and municipal lodging tax funds and identify opportunities for optimal use and benefit.
- Assess service-level workforce, labor rate requirements, and housing required for service-level workforce individuals to develop a plan for optimal growth
- Analyze the unique travel and transportation constraints, strengths, and gaps of the Olympic Peninsula from a visitor/tourist perspective
- Consider the appropriateness of the scope of this project, specifically making recommendations regarding limiting the scope to the North Olympic Peninsula or expanding the scope to include the entire Olympic Peninsula
- Advise the Committee, on other items that should be considered or included in the scope of this project.

SCOPE OF WORK

A. Analyze, understand, and define the region's natural, historic, and cultural heritage and related tourism activity.

B. Analyze, understand and define the region's anticipated growth of visitation, the potential for increased numbers of visitors using area public lands, and associated impacts of this increased usage.

C. Perform on-site familiarization and preliminary sustainable tourism asset/threat assessment, including interviews with stakeholders – with particular emphasis on protecting the Olympic Peninsula brand, identifying actionable measures to prevent over-tourism, and developing effective incentive programs for low season growth.

D. Organize, administer, and facilitate workshops to develop a collaborative action plan appropriate for sustainable tourism on the Olympic Peninsula, including desired tourism volume and considering impact on local residents.

E. Develop a Situational Analysis Report and a Comparative Competitive Analysis Report that educate the marketplace on at least five other, similar tourist destination regions, such as national park gateway communities. These reports must include consideration of new technologies in the tourism industry, local economic impacts, spending profiles of visitors, infrastructure, quality of attractions, transportation, and Internet/social media presence and activities.

F. Produce on time materials according to the list of Deliverables listed in Section 7

5. **CONTRACT TERMS**

The contract terms will be effective upon the date of contract execution and complete the work required by the Agreement 12 months after contract execution.
The maximum budget to complete this contract is not to exceed $170,000.

Commented [do2]: Is this still the correct amount? Alternatively, we could say: The budget range for fulfilling the scope of work is $150.000 - $175,000, including all consulting services and any required travel to the destination

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6. **DELIVERABLES**

- Situational Analysis Report
- Comparative Competitive Analysis
- Tourism Strategic Plan, to include
  - Executive Summary
  - Situational Analysis
  - Area Key Travel Trends
  - Prioritized Strategic Objectives
  - Actionable Tactics and Timelines
  - Definition of Responsible Parties
- Up to 5 presentations to elected officials and/or stakeholders summarizing key findings and recommendations, which may include community workshops, presentations to local government and civic leadership, and tourism/hospitality industry professionals.

All written deliverables will be provided in draft for review by the Committee. The Committee will provide one consolidated set of comments that shall be addressed in the final deliverable.

7. **PROPOSAL (SUBMITTAL) REQUIREMENTS**

Proposals should demonstrate the consultants' ability to produce readable, concise, and attractive written materials with appropriate use of graphics. Proposals (submittals) shall include, at a minimum, the following:

A. ExperienceExpertise/Similar Projects: What is your experience with strategic planning? Provide three client references for successful similar projects in size and scope within the past three years. Briefly describe each project, measures of success and for each reference provide up-to-date individual contact name with e-mail and phone number. Provide the size, scope, and dates of each project along with samples of plans submitted.

B. Qualification/Experience of Personnel Assigned: Qualifications and experience of key personnel who will be assigned to this project and the percentage of time committed to the contract. Identify each by their proposed role and the percentage of time they will be committed to this project. Include for each their name and up-to-date, pertinent resume. Identify and provide the same information for any proposed subcontractors.

C. Development, Implementation: Describe your approach in developing and implementing a strategic plan and how priorities will be developed. Provide specific

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experience conducting research, including development of discussion points, recruitment of participants, facilitating focus group sessions, and reporting results.

D. Community Framework and Infrastructure: General knowledge and local insight into the Olympic Peninsula area, the history, the nature of its citizens, and the existing, developing and potential tourism assets.

E. Costs: A detailed budget should include fees for services, initial, and on-going costs to achieve strategic goals and objectives should be identified, as well as billing structure.

F. Sustainability: The Firm shall include any sustainable related strategies, practices, services, or products that may reduce the environmental and/or economic impact of the services proposed.

G. Agreement Terms & Conditions: Personal Services Agreement

H. Legal Action: Disclose any current or recent (within past five years) legal action in progress or taken against the firm or individuals.

I. Disclosure: List all business transactions and relations within the past five years that may create or be perceived to create a conflict of interest.

J. Transmittal Page: The first page of this RFP shall be included in the Proposal Submittal Package.

Proposals shall be limited to not more than 20 pages for items A - D above. Detailed project experience and resumes for key personnel (items A and B) may be included in attachments and not included in the page limit.

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8. **EVALUATION CRITERIA:** Described in Submittal Requirements, Section 8.

A.	~~Experience~~ Expertise in developing comprehensive strategic tourism plans for public and private organizations that integrate a broad spectrum of tourism businesses, industries, and assets for the purpose of growing the sustainable tourism industry in rural geographic areas.	25%
B.	Qualification and Experience of Personnel Assigned	15%

C.	Development Process and Implementation	10%
D.	Understanding of the Scope and Objectives	15%
E.	Cost: Evaluation of the competitiveness of the proposing firm's price.	~~25~~20%
F.	Considerations for sustainability and community impact	~~10~~15%
G.	Contract Acceptance/Exceptions: Ability to contract with the Firm	Y or N
H.	Legal Action	Y or N
I.	Disclosure:	Y or N
J.	Transmittal Page (front cover page of RFP)	Y or N
	Total	**100%**

Commented [do3]: Suggest heavier weighting of Sustainability and Community Impact. Adjusted from 10% to 15% and reduced Cost percentage by 5%. Would even suggest consideration to flip these two amounts for importance and weighting

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9. **PROPOSAL EVALUATION**

A. The Committee will evaluate proposals using the criteria set forth in Section 9 of this RFP, and will make selection recommendations to the Clallam County Board of Commissioners.

B. The Committee may choose to interview one or more of the proposing firms and the Clallam County Board of Commissioners may choose to issue best and Final Offers to the highest rated firm.

C. The Clallam County Board of Commissioners reserves the right to award a contract to the single highest rated firm without proceeding to interviews.

10. **RFP QUESTIONS/CLARIFICATIONS**

A. Questions shall be submitted in writing to Loni Gores – Clallam County Lodging Tax Advisory Committee Clerk at ~~agores@co.clallam.wa.us~~loni.gores@clallamcountywa.gov by 3 p.m., ~~Thursday, March 26, 2020~~(needs new date)

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B. Verbal questions will not be answered. Questions must be in written form, by email. An addendum to this RFP will be issued by Loni Gores – Clallam County

Lodging Tax Advisory Committee Clerk as a result of the questions generated under this competitive solicitation to all plan holders and sent to all RFP bid participants.

C. A silent period is established between the time the RFP is issued by Clallam County and the time that Clallam County awards the RFP. All proposing firms, consultants, or individuals acting on their behalf are hereby prohibited from contacting or lobbying any Clallam County employee, official, or representative, or any member of the Committee regarding the RFP during the silent period.

11. **ADDENDA**

If at any time, Clallam County changes, revises, deletes, clarifies, increases, or otherwise modifies the RFP, Clallam County will issue a written addendum to the RFP. Proposing firms must register for this RFP to be notified of addendum and new documents on this RFP. It is the proposing firm's responsibility to check for addenda and other new documents on-line.

12. **INSURANCE REQUIREMENTS AND INDEMNIFICATION**

See Personal Services Agreement.

13. **COUNTY NON-DISCRIMINATION**

By signing and submitting a response to this RFP, the proposing firm or individual certifies that, in the event it is awarded a contract under this competitive solicitation (i.e., becomes the "successful vendor"), and as of the date of contract award, it shall comply with the "Non-Discrimination Clause" provided within the Personal Services Agreement.

14. **FEDERAL SUSPENSION AND DEBARMENT CERTIFICATION**

Federal Executive Order 12549 prohibits federal, state and local public agencies receiving grant funding from contracting with individuals, organizations, or companies who have been excluded from participating in federal contracts or grants.

The purpose of this certification is for the contractor/vendor to advise Clallam County, in writing, of any current Federal Suspension and Debarment.

Debarment Certification. By signing and submitting a response to this competitive solicitation, I certify that this firm and its principals are not currently suspended or debarred by any Federal Department or Agency from participating in Federal Funded Contracts.

15. **PUBLIC DISCLOSURE**

Submittals received by Clallam County in response to this solicitation become public records and are subject to Chapter 42.56 RCW, the Public Records Act. The proposing

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firm should clearly identify in its proposal any specific information that it claims to be confidential or proprietary. If Clallam County receives a Public Records Act request to view the information so marked in the proposing firm's proposal and the County determines that it must produce that information in response to the Public Records Act request, its sole obligations shall be to notify the proposing firm (1) of the request and (2) of the date that such information will be released to the requester unless the Proposing Firm obtains a court order to enjoin that disclosure pursuant to RCW 42.56.540. If the Proposing Firm fails to timely obtain a court order enjoining disclosure, Clallam County will release the requested information on the date specified.

16. **OTHER PUBLIC AGENCY ORDERS**

The Washington State Interlocal Cooperative Act, RCW 39.34, provides that other governmental agencies may purchase goods or services on this RFP or contract in accordance with the terms and prices indicated herein if all parties agree. The County does not accept any responsibility or involvement in the purchase orders or contracts issued by other public agencies.

DRAFT

WASHINGTON
Secretary of State
Corporations & Charities Division

Corporations and Charities Division
Physical/Overnight address:
801 Capitol Way S
Olympia, WA 98501-1226
Mailing address:
PO Box 40234
Olympia, WA 98504-0234
Tel: 360.725.0377
sos.wa.gov/corps

03/24/2022

OLYMPIC PENINSULA VISITOR BUREAU
KATHLEEN TEMPLE
PO BOX 670
PORT ANGELES WA 98362-0157

UBI Number: 601 007 747
Business Name: OLYMPIC PENINSULA VISITOR BUREAU
Expiration Date: 02/28/2023

Dear KATHLEEN TEMPLE,

Thank you for your recent submission. This letter is to confirm that the following documents have been received and successfully filed:

ANNUAL REPORT

You can view and download your filed document(s) for no charge at our website, www.sos.wa.gov/ccfs

If you haven't already, please sign up for a user account on our website, www.sos.wa.gov/ccfs to file online, conduct searches, and receive status updates.

Please contact our office at corps@sos.wa.gov or (360) 725-0377 if you have any questions.

Sincerely,
Corporations and Charities Division
Office of the Secretary of State
www.sos.wa.gov/corps

WASHINGTON
Secretary of State
Corporations & Charities Division

Contact Information
Tel: 360.725.0377
www.sos.wa.gov/corps

Physical/Overnight address: 801 Capitol Way S Olympia, WA 98501-1226
Mailing Address: PO Box 40234 Olympia, WA 98504-0234

This Box For Office Use Only

☐ Filing Fee $20 - Gross Revenue less than $500,000
☑ Filing Fee $60 - Gross Revenue meets or exceeds $500,000
☐ To Expedite Filing, Add $50

NONPROFIT CORPORATION ANNUAL REPORT
RCW 24.03A & RCW 23.95.255

All fields REQUIRED unless otherwise specified

(1) Business Name: OLYMPIC PENINSULA VISITOR BUREAU

(2) UBI No.: 601 007 747 **FEIN:** 91-1355604

(3) Has your registered agent changed? (Check one) ☑ YES ☐ NO **If Yes, complete page 3**

(4) GROSS REVENUE:

Did the Nonprofit Corporation's gross revenue meet or exceed $500,000 in the most recent fiscal year?

(Check one) ☑ YES ☐ NO

(5) PRINCIPAL OFFICE: The location where the business's records are kept

Street Address
(Must be a physical address; No PO Box or PMB)

Address: 618 S PEABODY ST
SUITE F
Zip: 98362 **City:** PORT ANGELES
State: WA **Country:** CLALLAM

Mailing Address *(optional)*
☑ Check if mailing address is the same as street address

Address: PO BOX 670
Zip: 98362 **City:** PORT ANGELES
State: WA **Country:** CLALLAM

Phone: **Email:**

(6) Governor(s): List at least one, attach additional pages if necessary. A business cannot serve as its own Governor

Name: CODY FISHEL **Name:** MICHELE JAEGER
Name: TAMARA GALVAN **Name:** PAUL SCHIEFEN

(7) Nature of Business: Briefly describe the type of business your business conducts in the state of Washington
PROMOTING TOURISM ON THE OLYMPIC PENINSULA

(8) RENEWAL OF PUBLIC BENEFIT DESIGNATION: RCW 24.03A.245/250

1. Is the Nonprofit Corporation currently designated as a Public Benefit Corporation with the Office of the Secretary of State? **(Check one)** ☐ YES ☑ NO

2. If "yes", does the Nonprofit Corporation still meet the requirements to maintain its Public Benefit designation?
(Check one) ☐ YES ☐ NO *If "no" is selected the Nonprofit will not maintain the designation of a Public Benefit Corporation*

2a. If "yes", does the Nonprofit Corporation still elect to have the Public Benefit Designation?
(Check one) ☐ YES ☐ NO

Work Order #: 2022020100079413 - 1
Received Date: 02/01/2022
Amount Received: $60.00

(9) CHARITABLE NONPROFIT CORPORATION:

Is the Nonprofit Corporation a Charitable Nonprofit as defined by RCW 24.03A.010(5)? **(Check one)** ☑ **YES** ☐ **NO**

(10) REPORTING CHANGES FOR THE CHARITABLE NONPROFIT CORPORATION:

Does the Nonprofit Corporation meet exemptions of reporting as outlined in RCW 24.03A.075?
(Check one) ☑ **YES** ☐ **NO** ***If "no" the reporting questions below are required to be answered***

(11) REPORTING QUESTIONS:

If submitting the Annual Report for a Foreign Nonprofit Corporation or Foreign Nonprofit Professional Service Corporation only question 2 is required.

1. Has the Nonprofit Corporation filed an Amendment in the last year that changed one or more purposes of the corporation recorded in its initial Articles of Incorporation? **(Check one)** ☐ **YES** ☐ **NO**

2. Has the Nonprofit Corporation operated a significant program or activity that is different from:
   a. A program or activity that the Nonprofit has previously operated; and
   b. A program or activity described in the most recent application for recognition of exemption from federal tax income? **(Check one)** ☐ **YES** ☐ **NO**

(12) Controlling Interest RCW 82.45.220 **Answer all questions below**

1. Does this entity own (hold title) real property in Washington, such as land or buildings, including leasehold improvements? ☐ **YES** ☑ **NO**

2. In the past 12 months, has there been a transfer of at least 16 ⅔ percent of the ownership, stock, or other financial interest in the entity? ☐ **YES** ☑ **NO**

   2a. If "yes", in the past 36 months, has there been a transfer of controlling interest (50 percent or greater) of the ownership, stock, or other financial interest in the entity? ☐ **YES** ☑ **NO**

3. If you answered "yes" to question 2a, has the controlling interest transfer return been filed with Department of Revenue? ☐ **YES** ☐ **NO**

For more information on Controlling Interest, contact Department of Revenue by visiting www.dor.wa.gov/REET

(13) POSTAL MAIL OPT-IN: **By checking the box the business and Registered Agent will not receive email notifications**

☐ The business wants to receive **all** notifications to the Registered Agent by postal mail

(14) I hereby certify, under penalty of law, that the above information is accurate and complies with the filing requirements of state law.

Signature of Authorized Person: KATHLEEN TEMPLE **Date:** 1/27/2022

Print Name and Title (if applicable): KATHLEEN TEMPLE BOOKKEEPER

Phone: (*optional*) 3604773885 **Email:** (*optional*) OPVBBOOKIE@GMAIL.COM

NEW REGISTERED AGENT:

COMMERCIAL REGISTERED AGENT: RCW 23.95.420

A Commercial Registered Agent is a business or individual that is registered with the Office of the Secretary of State to receive legal documents on behalf of a business. The Commercial Registered Agent's address has been registered with our office.

Is the Registered Agent a Commercial Registered Agent? **(Check one)** ☐ Yes ☑ No

If Yes, provide the name of the Commercial Registered Agent: _____

The Commercial Registered Agent must sign the consent to serve below.

If No, continue below

NON-COMMERCIAL REGISTERED AGENT

A Non-Commercial Registered Agent is an individual, business, or an office or position that is not registered as a Commercial Registered Agent.

- If an **individual** is serving as the Registered Agent, only provide the individual's first and last name below.
- If a **business** is serving as the Registered Agent, only provide the name of the business below.
- If an **office** or **position** within the business is serving as the Registered Agent, only provide the position title such as President, Secretary, Treasurer, or Member below.

Registered Agent: KATHLEEN TEMPLE

Phone: 3604773885

Email: OPVBBOOKIE@GMAIL.COM

Registered Agent Street Address *(required)*
(Must be a physical address; No PO Box or PMB)

Country: United States **State:** Washington

Address : 618 S PEABODY ST

SUITE F

Zip: 98362 **City:** PORT ANGELES

Registered Agent Mailing Address *(optional)*
☐ **Check if mailing address is the same as street address**

Country: United States **State:** Washington

Address : PO BOX 670

Zip: 98362 **City:** PORT ANGELES

CONSENT TO SERVE AS REGISTERED AGENT - REQUIRED FOR ALL TYPES

I hereby consent to serve as Registered Agent in the State of Washington for the named business. I understand it will be my responsibility to accept service of process, notices, and demands on behalf of the business; to forward mail to the business; and to immediately notify the Office of the Secretary of State if I resign or change the Registered Office Address.

Kathleen Temple — Kathleen Temple — 1-27-22

Signature of Registered Agent **Printed Name/Title** **Date**

WASHINGTON
Secretary of State
Corporations & Charities Division

Corporations and Charities Division
Physical/Overnight address:
801 Capitol Way S
Olympia, WA 98501-1226
Mailing address:
PO Box 40234
Olympia, WA 98504-0234
Tel: 360.725.0377
sos.wa.gov/corps

03/24/2022

OLYMPIC PENINSULA VISITOR BUREAU
KATHLEEN TEMPLE
PO BOX 670
PORT ANGELES WA 98362-0157

UBI Number: 601 007 747
Business Name: OLYMPIC PENINSULA VISITOR BUREAU
Expiration Date: 02/28/2023

Dear KATHLEEN TEMPLE,

Thank you for your recent submission. This letter is to confirm that the following documents have been received and successfully filed:

ANNUAL REPORT

You can view and download your filed document(s) for no charge at our website, www.sos.wa.gov/ccfs

If you haven't already, please sign up for a user account on our website, www.sos.wa.gov/ccfs to file online, conduct searches, and receive status updates.

Please contact our office at corps@sos.wa.gov or (360) 725-0377 if you have any questions.

Sincerely,
Corporations and Charities Division
Office of the Secretary of State
www.sos.wa.gov/corps

Lodging Tax Advisory Committee

2023 Hotel Motel Funding Application Requests (1st call)

Clallam County Public Works/Road Department

Clallam County Public Works/Road Department

223 E. Fourth St., Suite 6
Port Angeles, WA 98362-3000
360-417-2290 Fax: 360-417-2513 E-mail: steve.gray@clallamcountywa.gov

November 2, 2023

TO: Clallam County Lodging Tax Advisory Committee

RE: Status of 2022 Lodging Tax Grant and Relationship to Pending 2023 Grant Application

The Clallam County Public Works/Roads Department 2023 Lodging Tax Grant Application is for $460,000. As noted in our application, our request of $460,000 includes a carry-over of the balance of our $250,000 2022 Lodging Tax Grant Award.

The focus of our 2022 Lodging Tax Grant scope of work is to support purchase of the needed trail corridor for the planned, approximately 13-mile Olympic Discovery Trail (ODT)-Forks to La Push segment. Specifically, our acquisition efforts in 2022 have targeted purchase of a 150-foot-wide trail corridor adjacent to the approximately 7.5-mile section of SR 110 between US 101 and Ballard Road—*refer to the identified Acquisition Area #1 on the map under Attachment #2 of our 2023 grant application.*

Key accomplishments to-date under our 2022 lodging tax grant award include:

- Completion of survey and appraisals needed to support trail corridor acquisition.
- Purchase of an approximately ½-mile (~ 9.5 acres) trail corridor easement from the Washington State Department of Natural Resources (DNR).
- Made pending purchase offers that will secure nearly all the rest of the ~ 7.5-mile trail corridor in Acquisition Area #1 noted above. It is estimated based on the appraisal that the purchase price will be between $750,000 and $800,000 (75% of cost covered by our state grant). Negotiations are active and both landowners involved are interested.

We anticipate that the purchase of targeted trail corridor may not be finalized (i.e., check issued) prior to the end of 2022. That is why we requested carrying over the balance of our 2022 lodging tax grant award as part of our 2023 grant application.

It is now our understanding that it would be more appropriate and clearer to keep our current 2022 award and pending 2023 awards separate. To do this, we request the following considerations:

(1) Support extension of our current 2022 Lodging Tax Grant Award by one-year; and

(2) Reduce our 2023 Lodging Tax Grant from $460,000 to $250,000.

The above request will allow us to:

1) Successfully complete acquisition of our pending purchase offers of needed trail corridor in Acquisition Area #1 (described above) under our current 2022 grant award.
2) Support completion of our intended new scope of work in our 2023 pending grant application to:
    a. Acquire the approximately 2.2-miles of trail corridor needed for the ODT-Forks to La Push segment between the Bogachiel River Bridge and Olympic National Park boundary—*refer to identified Acquisition Area #2 on the map under Attachment 2 of our 2023 grant application*. It is estimated that acquisition costs will be between $200,000 to $250,000 (75% of cost covered by our state grant).
    b. Improve a segment of the existing ODT in eastern Clallam County. The improvement would widen a section of 25- to 30-year-old trail from eight feet to either 10 or 12-feet wide to meet current design standards and replace the old chip seal surface that is deteriorating with asphalt similar to newer sections of the trail. This improvement will increase safety and user experience on high traffic trail sections in the eastern part of the County. It is anticipated that approximately up to a mile of trail can be improved under our 2023 request.

I will be present at the November 10 meeting to further clarify and answer any questions regarding the status of our 2022 lodging tax grant project and 2023 pending grant application.

Thank you for your consideration.

Sincerely,



Steve Gray
Clallam County Public Works Department
Transportation Program Manager

RECEIVED
CLALLAM CO. COMMISSIONERS
OCT 24 2022

LODGING TAX FUNDING APPLICATION 2023

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**: **$** 460,000

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. 4th St., Suite 6, Port Angeles, WA, 98362
Phone(s)	360-417-2290
Email	steve.gray@clallamcountywa.gov

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
__X__ 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: 10/24/22

Steve Gray
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?

   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).*

   The popularity of the ODT 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 spirt 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 planned ~ 13-mile, western terminus of the ODT between the communities of Forks and La Push along the SR 110/La Push Road corridor (Attachment 2). Along the way, this planned trail section will also connect to popular Olympic National Park 2nd and 3rd Beach coastal trailheads and the 3 Rivers Neighborhood located in the vicinity of SR 110 and Mora Road intersection. Specifically, our 2023 lodging tax request is to acquire needed trail corridor along the SR 110 corridor between US 101 inf Forks and the Olympic National Park boundary. So far, approximately ½-mile and 9.5 acre of trail corridor has been acquired with the support of our 2022 lodging tax grant.

   Providing a trail connection between Forks and La Push will increase the visitor attraction of the ODT across the County. For example, it will increase visitors seeking a safe, long distance trail experiences such as bike touring and camping supported by lodging and services. 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. **2023 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:	2023 Estimate	2022 Actual	Methodology
a. Overall attendance at your event/activity/facility	400,000	399,184[1]	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

[1]Based on 2021 actual counts, due to counter issues in 2022. 2022 actual counts estimated to equal or exceed actual counts in 2021.

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 399,184 users (combined total in both directions) for a monthly average of nearly 32,000 user crossings. The ODT counter at Hollywood Beach in 2022 had issues in terms of reporting counts this summer but based on figures reported it is anticipated that counts were similar or higher than in 2021.

   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. 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? $ **~ $1,210,000**. What percent of the budget are you requesting from Clallam County Lodging Tax Fund? **~ 38% (see Attachment 3)**

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

    Clallam County Public Works/Roads Department is requesting an estimated $460,000 of 2023 Lodging Tax funding (includes estimated $205,000 carry-over from Year 2022 lodging tax funds) to support the following projects areas:

    - Project Area #1: Trail corridor acquisition efforts for the ODT-Forks to La Push route. Acquisition efforts will be along the SR 110 Corridor Between US 101 in Forks and the Olympic National Park boundary (see Attachment 2).

    - Project Area #2: Improvement project to widen trail travel surface from 8 feet to either 10 feet or 12 feet per current standards and also resurface 25 to 30 year chip seal surface with asphalt surface similar to newer ODT segments.

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 $275,500 Lodging Tax grant to assist the County in trail corridor acquisition.

ATTACHMENT 1

Olympic Discovery Trail

Connecting Communities and Destinations Across the North Olympic Peninsula

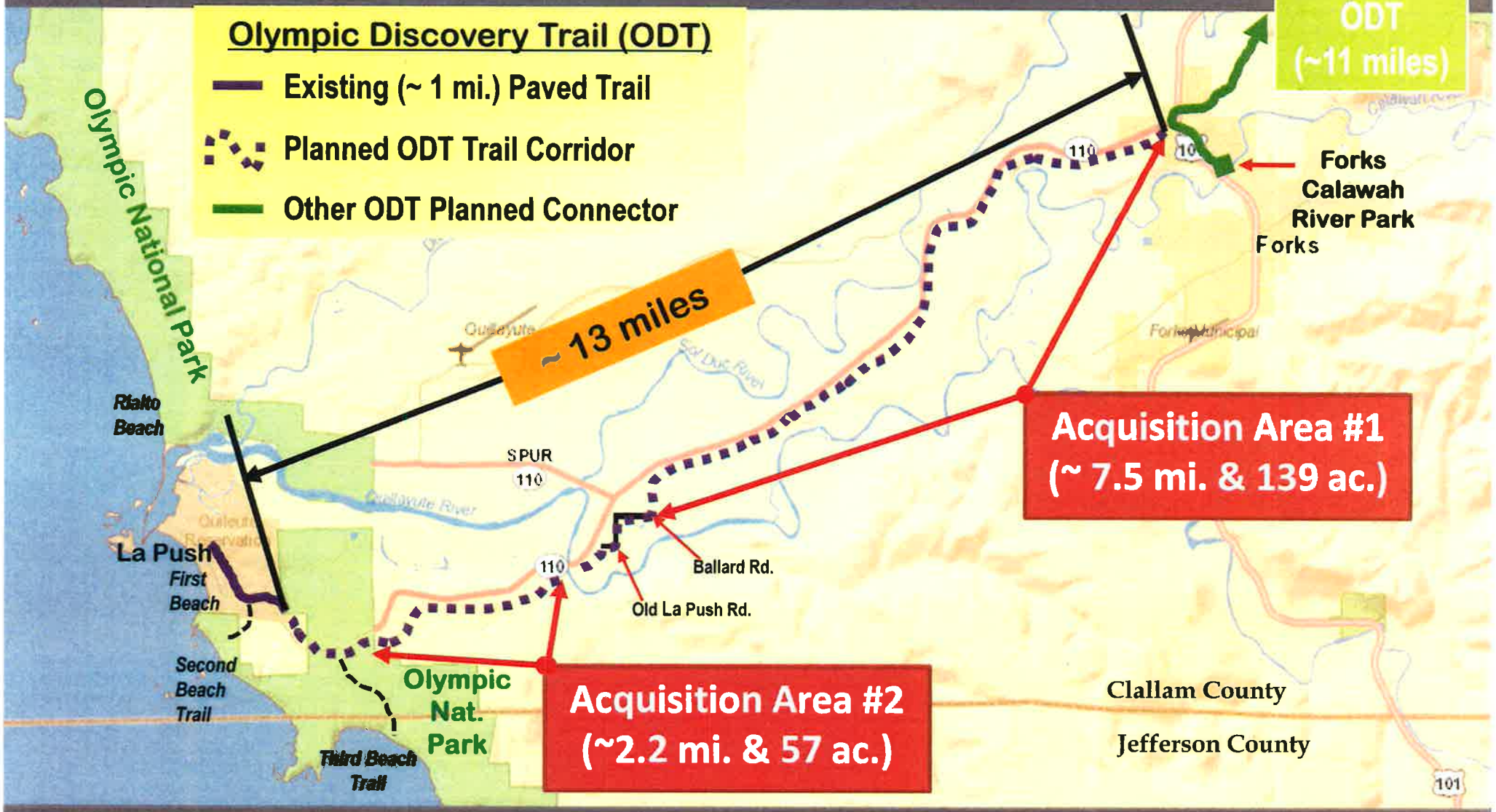


Map Source: Peninsula Trails Coalition

~ 50 to 60% of Planned, 135-mile Trail Route Now Completed

ATTACHMENT 2

Olympic Discovery Trail - Forks to La Push



ATTACHMENT 3

Clallam County Public Works/Roads Department

Project Budget

2023 LTAC Funding Request

Clallam County Public Works/Roads Department is requesting an estimated $460,000 of 2023 Lodging Tax funding (includes estimated $205,000 carry-over from Year 2022 lodging tax funds) to support the following projects areas:

1. **Project Area #1:** Trail corridor acquisition efforts for the ODT-Forks to La Push route. Acquisition efforts will be along the SR 110 Corridor Between US 101 in Forks and the Olympic National Park boundary (see Attachment 2).

2. **Project Area #2:** Improvement project to widen trail travel surface from 8 feet to either 10 feet or 12 feet per current standards and also resurface 25 to 30 year chip seal surface with asphalt surface similar to newer ODT segments.

Project	2023 Lodging Tax Request	Other Funding	Estimated Totals	Comments
ODT-Forks to La Push along SR 110 Corridor Between US 101 and Olympic National Park	$240,000	$720,000	$960,000	***Estimated $205,000 would be requested carry-over from current Year 2022 LTAC Grant.***
ODT-East End Trail Widening & Surfacing Improvement Project	$200,000	$50,000	$250,000	
TOTALS	$460,000	$770,000	$1,210,000	

Lodging Tax Advisory Committee

2023 Hotel Motel Funding Application Requests (1st call)

Clallam County Parks, Fair, & Facilities

MULTIPLE REQUESTS

2023 Clallam County Park, Fair, and Facilities LTAC Funding Request v.2

Fairgrounds

Saturday Evening Headliner	For revenue generating Saturday Evening Performance at Wilder Stage	$20,000.00
Wilder Upgrade	Reimagine Wilder Stage Area as an expansive concert Venue with a capacity of 3,600 that takes advantage of the tree lined great lawn. Project will facilitate opportunities for 3-4 event per summer.	$84,000.00
Additional Fair Awnings	Secure commercial grade Sail Awnings and Canopies to create more comfortable performance and exhibition areas spectator areas and decrease sun & heat related medical conditions by spectators	$15,120.00
Fair Admissions Improvements	Upgrade current cash admission procedure with Point of Sale, Online Sales, and rapid gate admissions Initiatives	$81,460.00
Assorted Amenity improvements	Portable cooling & Fans, 2ea. Koala Kare Stations, and small commercial ice maker for cooling station	$15,000.00
		$215,580.00

Rain Shadow Disc Golf Course

Course Improvements	Upgrade vehicular Wayfinding signage to increase Awareness Turf Seed, Compost, Invasive Plant Herbicides, Parking Lot renovation, Course Bench Renovation	$7,000.00
		$7,000.00

Parks

Parks Advertising	print and digital media	$7,000.00
Day Use Parks	Improvements & Supplies: Sani-Kan Rental, Docks, Clallam Bay Parks Maintenance	$20,000.00
Seasonal Day Use Parks Labor	Seasonal Labor for day use parks	$17,000.00
		$44,000.00

Robin Hill Farm Park

Seasonal Labor	Two ea. Seasonal Laborers (College Interns pursuing related degrees) to complete grant-funded projects and collaborate with volunteers to complete several demonstrative and interpretive projects.	$35,000.00
Utility Vehicle	Utility Vehicle to perform general duties	$18,000.00
Camper Trailer w/ utilities	Purchase and install camper trailer with utilities to provide housing for seasonal laborers	$30,000.00
		$83,000.00

Total **$349,580.00**

Lodging Tax Advisory Committee

2023 Hotel Motel Funding Application Requests (1st call)

Clallam County Parks, Fair, & Facilities

Fair: Ticked Saturday Evening Performer

LODGING TAX FUNDING APPLICATION
2023

GUIDELINES

Clallam County lodging tax paid by visitors is a consumer tax on lodging charges for 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 large-scale events, projects, or infrastructure improvements only. The 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**: *$20,000*

II **Agency/Organization Name**: *Clallam County Parks, Fair, & Facility Department*
The organization is X Government Entity
Federal Tax ID No. ***91-6001298*** UBI Number ***054-004559***

III **Project/Activity/Event**: County Fair Revenue for ticked Saturday Evening Performer

IV **Representative Contact Information**:
Name, Title **Don Crawford**
Mailing Address **223 East Fourth Street Suite, 7 P.A., WA 98362-3000**
Phone(s) **360.797.8283**
Email **Donald.crawford@clallamcountywa.gov**

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

- Tourism Promotion/Marketing (individual marketing request, contact OPVB)
- X Operation of a Special Event/Festival designed to attract tourists
- Operation of a Tourism-Related facility owned or operated by a Non-Profit Organization
- X Operation and 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.
- My Agency/Organization must submit a report documenting economic impact results in a format determined by Clallam County.

Signature

Date: 10 6 2022

Don Crawford
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?**
   Additional funding for the ticketed Saturday evening headliner drives progress in the following objectives for the County Fair and Fairgrounds -
   a. *Increase annual attendance by 10,000 in the next 3-5 years.*
   b. *Grow total revenue generation of fairgrounds by $400,000 to create a $200,000 net revenue growth to achieve financial self-reliance from the county.*
   c. Deepen and broaden marketing efforts to engender attendance from beyond county borders.

   To commence, the practice of creating a ticketed performance at the fair will also provide marketing for the fair through name recognition associated with the fair. Also, this performance will recognize the fairground's performance venue for additional revenue generation opportunities.

2. **How will the project/program help increase paid overnight accommodations in Clallam County?**
   Attracting attendance from beyond the 50-mile radius will organically result in local hotel stays—furthermore, recognition of the fairground's performance venue for additional performance opportunities.

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.**
   Enhanced performer recognition will, if marketed correctly, generate interest from outside the county (over 50 miles) and Canada. The generally remote location and proximity to other tourist attractions naturally lead to local accommodations.

4. **How will the project/program encourage visitors to come from another country or state?**
   The event will generate interest from attendees who typically have the resources to travel great distances to attend concerts. Additionally, attendees from Vancouver Island are more likely to lengthen the duration of their visit by a minimum of a day.

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

   Saturday, August 19th, 2023 @ from 8 pm to 10 pm Wilder Venue, Clallam County Fairgrounds

6. **2023 Tourism-Impact Estimate**
(Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2022)

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

As a direct result of your proposed tourism-related service, please provide:	2023 Estimate	2022 Actual	Methodology
a. Overall attendance at your event/activity/facility	33,500	31,509	estimate
b. Number of people who travel more than 50 miles for your event/activity/facility	4,500	2,000	estimate
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	500	200	estimate
d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.	100	50	estimate
e. Of the people staying overnight, the number of people who remain in PAID accommodations, e.g., hotel, motel, bed-breakfast, RV park, in the unincorporated Clallam County area.	100	50	estimate
f. Number of paid lodging room nights resulting from your event/activity/facility.	500	400	estimate

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

8. **Describe the prior success of your event/activity/facility in attracting tourists.**
The 101-year-old County Fair and Rodeo is a summer tourist season's mainstay. Current objectives to increase attendance and resultant revenues are a simple rise in performance and operational and marketing expectations.

By extension, the success of the annual county fair can also garner interest in the fairgrounds venue for additional off-season utilization.

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

	Population	*Median Income*	*Avg. Age*
Jefferson County-	*31,825*	*$30,174*	*59.0*
Kitsap Peninsula-	*268,945*	*$38,761*	*39.2*
Vancouver Island, B.C.-	*864,864*	*$44,200 USD*	*45.4*
Seattle – Tacoma metropolitan Area-	*4.01 mil.*	*$76,438*	*36.2*

10. **Describe how you will promote your event/activity/facility to attract tourists.**
    a. *Contract a successful local event promoter to facilitate proper event planning and logistics.*
    b. *Collaborate with the Olympic Peninsula Visitors Bureau to target the most vital marketing opportunities.*
    c. *Increase marketing and advertising dollars.*
    d. *Wherever possible, partner with existing events, festivals, etc., to garner synergies.*
    e. *Roll out of new county fairgrounds website.*
11. **Describe how the event/activity/facility will help promote lodging establishments, restaurants, and businesses located in the unincorporated area of Clallam County.**
    The nature of the timing and type of the event facilitates overnight hotel stays. The location of the event necessitates at least one night's stay in Clallam County. Furthermore, through collaborative marketing efforts with other Clallam and Jefferson County tourist destinations, the actual length of stay can easily be 3-4 nights' accommodations.

12. **Are you applying for Lodging Tax funds from another community** (no)

13. **What is the overall budget for your event/activity/facility?** ***$493,729.00*** What percent of the budget are you requesting from the Clallam County Lodging Tax Fund? ***4***%

14. **Please describe your plans for securing the remainder of the funds necessary to complete your event/activity/facility**.
    a. *County operational funding*
    b. *Donations*
    c. *Additional grants*

APPLICATION INSTRUCTIONS – GENERAL GUIDELINES

APPLICATION DEADLINE: Applications must be received at the Board of County Commissioner's Office, 223 East 4th Street, Suite 4, Port Angeles, WA 98362-3015 (Clallam County Courthouse, main level, Room 150) until **noon, Monday, October 24, 2022**.

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 one copy to**:

Clallam County Lodging Tax Advisory Committee
Board of Commissioner's Office
223 East 4th 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 necessary 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 the current annual budget.

Optional Information - Brochures/information concerning your event/activity/facility, particularly items showing recent tourism promotion efforts. For acceptance, brochures/information must be printed on 8.5 x 11 sized paper, single-sided and not stapled copies.

Contract Requirement – 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 requirements to quantify how many individuals were attracted from more than fifty miles away and spent the night in paid lodging. 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 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, public entity, or group of eligible organizations (RCW 67.28).

Appropriate Uses

The guiding principle for 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 natural 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, central 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 tourists should use the facilities.

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

- Advertising, publicizing, or otherwise distributing information to attract and welcome 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 nonpeak 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 an illustrated history or high potential of success with similar activities.
- Minimize duplication of services where appropriate, encourage cooperative marketing and include 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 the County's Finance Director provides.
- Completeness of the proposal information.
- % of the proposal request to the event/facility promotions budget and overall revenues.
- % increase over prior year Clallam County Lodging Tax funded proposals if any.
- Projected economic impact within the unincorporated area of Clallam County, particularly projected overnight stays in lodging establishments.
- The applicant's financial stability.

Fair Saturday Evening Headliner LTAC 2023 Budget

		Budget				
Proposed, planned or Budgeted	Source	Quantity	Unit	Description	unit price	Extended
Proposed	LTAC	1	each	Saturday Evening Headliner	$20,000.00	$20,000.00
					Total	$20,000.00

Lodging Tax Advisory Committee

2023 Hotel Motel Funding Application Requests (1st call)

Clallam County Parks, Fair, & Facilities

Fair: Wilder Performance Venue Upgrade

LODGING TAX FUNDING APPLICATION
2023

GUIDELINES

Clallam County lodging tax paid by visitors is a consumer tax on lodging charges for 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 large-scale events, projects, or infrastructure improvements only. The 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**: *$84,000*

II **Agency/Organization Name**: *Clallam County Parks, Fair, & Facility Department*
The organization is X Government Entity
Federal Tax ID No. ***91-6001298*** UBI Number ***054-004559***

III **Project/Activity/Event**: Wilder Performance Venue Upgrade

IV **Representative Contact Information**:
Name, Title **Don Crawford**
Mailing Address **223 East Fourth Street Suite, 7 P.A., WA 98362-3000**
Phone(s) **360.797.8283**
Email **Donald.crawford@clallamcountywa.gov**

V **Service Categories, check all applicable**:
Tourism Promotion/Marketing (individual marketing request, contact OPVB)
- X Operation of a Special Event/Festival designed to attract tourists
- Operation of a Tourism-Related facility owned or operated by a Non-Profit Organization
- X Operation and 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.
- My Agency/Organization must submit a report documenting economic impact results in a format determined by Clallam County.

Signature

Date: 10.7.22

Don Crawford
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?**
   Reimagine the Wilder Stage Venue as an expansive concert space with a capacity of 3,600 that takes advantage of the tree-lined great lawn. The project will facilitate opportunities for 2-3 events per summer.
   This investment drives progress toward the following objectives for the County Fair and Fairgrounds -
   a. *Increase annual attendance by 10,000 in the next 3-5 years.*
   b. *Grow total revenue generation of fairgrounds by $400,000 to create a $200,000 net revenue growth to achieve financial self-reliance from the county.*
   c. Deepen and broaden marketing efforts to engender attendance from beyond county borders.

   The primary reasons for this project is:
   a. *The Fair Grandstands are heavily utilized by the Rodeo, Logging show, Draft Horse Pull, Western Games, and Demolition Derby.* Constructing a stage in the grandstand arena is costly and renders the grandstand arena is unavailable for two days.
   b. *The concert experience from the grandstands is subpar. The seats are uncomfortable, the late-day glare is intense, and the dust from late-day winds is bad.*
   c. *The gap between the stage and the grandstands is undesirable and the grandstand configuration creates unacceptable angles for attendees.*

   The Wilder Performance venue is tucked up in the trees for shade and windscreen, the venue seating is close to the stage, and there is a great lawn that provides additional seating for 3,000.

2. **How will the project/program help increase paid overnight accommodations in Clallam County?**
   Attracting attendance from beyond the 50-mile radius will organically result in local hotel stays—furthermore, recognition of the fairground's performance venue for additional performance opportunities.

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 venue improvements will attract further interest if marketed correctly and will generate interest from outside the county (over 50 miles) and Canada. The generally remote location and proximity to other tourist attractions naturally lead to local accommodations.

4. **How will the project/program encourage visitors to come from another country or state?**
   The Wilder Performance Venue can produce additional revenue for the fairgrounds through the ticketed fair event and additional non-fair performances.

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

   The reimagined Wilder Performance Venue will seat up to 3,600 people and will take advantage of the aesthetics of mature trees and an Olympic Mountain Back Drop. For its planned capacity and location, it can be a popular performance space.

6. **2023 Tourism-Impact Estimate**
   (Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2022)

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

As a direct result of your proposed tourism-related service, please provide:	2023 Estimate	2022 Actual	Methodology
a. Overall attendance at your event/activity/facility	33,500	31,509	estimate
b. Number of people who travel more than 50 miles for your event/activity/facility	10,500	9,000	estimate
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	500	200	estimate
d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.	100	50	estimate
e. Of the people staying overnight, the number of people who remain in PAID accommodations, e.g., hotel, motel, bed-breakfast, RV park, in the unincorporated Clallam County area.	100	50	estimate
f. Number of paid lodging room nights resulting from your event/activity/facility.	500	400	estimate

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

8. **Describe the prior success of your event/activity/facility in attracting tourists.**
   The 101-year-old County Fair and Rodeo is a summer tourist season's mainstay. Current objectives to increase attendance and resultant revenues are a simple rise in performance and operational and marketing expectations.

   By extension, the success of the annual county fair can also garner interest in the fairgrounds venue for attracting additional off-season utilization.

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

	Population	*Median Income*	*Avg. Age*
Jefferson County-	*31,825*	*$30,174*	*59.0*
Kitsap Peninsula-	*268,945*	*$38,761*	*39.2*
Vancouver Island, B.C.-	*864,864*	*$44,200 USD*	*45.4*
Seattle – Tacoma metropolitan Area-	*4.01 mil.*	*$76,438*	*36.2*

10. **Describe how you will promote your event/activity/facility to attract tourists.**
    a. *Contract a successful local event promoter to facilitate proper event planning and logistics.*
    b. *Collaborate with the Olympic Peninsula Visitors Bureau to target the most vital marketing opportunities.*
    c. *Increase marketing and advertising dollars.*
    d. *Wherever possible, partner with existing events, festivals, etc., to garner synergies.*
    e. *Roll out of new county fairgrounds website.*

11. **Describe how the event/activity/facility will help promote lodging establishments, restaurants, and businesses located in the unincorporated area of Clallam County.**
    The venue location facilitates overnight hotel stays nicely. Furthermore, through collaborative marketing efforts the actual duration of stays can be lengthened to 2-3 nights.

12. **Are you applying for Lodging Tax funds from another community** (no)

13. **What is the overall budget for your event/activity/facility? *$493,729.00*** What percent of the budget are you requesting from the 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**.
    a. *County operational funding*

APPLICATION INSTRUCTIONS – GENERAL GUIDELINES

APPLICATION DEADLINE: Applications must be received at the Board of County Commissioner's Office, 223 East 4th Street, Suite 4, Port Angeles, WA 98362-3015 (Clallam County Courthouse, main level, Room 150) until **noon, Monday, October 24, 2022**.

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 one copy to**:

Clallam County Lodging Tax Advisory Committee
Board of Commissioner's Office
223 East 4th 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 necessary 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 the current annual budget.

Optional Information - Brochures/information concerning your event/activity/facility, particularly items showing recent tourism promotion efforts. For acceptance, brochures/information must be printed on 8.5 x 11 sized paper, single-sided and not stapled copies.

Contract Requirement – 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 requirements to quantify how many individuals were attracted from more than fifty miles away and spent the night in paid lodging. 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 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, public entity, or group of eligible organizations (RCW 67.28).

Appropriate Uses

The guiding principle for 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 natural 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, central 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 tourists should use the facilities.

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

- Advertising, publicizing, or otherwise distributing information to attract and welcome 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 nonpeak 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 an illustrated history or high potential of success with similar activities.
- Minimize duplication of services where appropriate, encourage cooperative marketing and include 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 the County's Finance Director provides.
- Completeness of the proposal information.
- % of the proposal request to the event/facility promotions budget and overall revenues.
- % increase over prior year Clallam County Lodging Tax funded proposals if any.
- Projected economic impact within the unincorporated area of Clallam County, particularly projected overnight stays in lodging establishments.
- The applicant's financial stability.

Wilder Venue Upgrade LTAC 2023 Budget

Budget				
Quantity	Unit	Description	unit price	Extended
1	each	100' x 80' Awning Assembly	$30,000.00	$30,000.00
300	feet	300' x 6' chain link fence	$42.00	$12,600.00
600	feet	Fence Screening	$6.00	$3,600.00
36	each	aluminum benches to match existing	$800.00	$28,800.00
1	each	Bleacher Relocation	$4,000.00	$4,000.00
1	each	Electrical modifications	$5,000.00	$5,000.00
			Total	$84,000.00

Lodging Tax Advisory Committee

2023 Hotel Motel Funding Application Requests (1st call)

Clallam County Parks, Fair, & Facilities

Fair: Additional Fair Awnings

LODGING TAX FUNDING APPLICATION
2023

GUIDELINES

Clallam County lodging tax paid by visitors is a consumer tax on lodging charges for 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 large-scale events, projects, or infrastructure improvements only. The 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**: *$15,120*

II **Agency/Organization Name**: *Clallam County Parks, Fair, & Facility Department*
The organization is X Government Entity
Federal Tax ID No. ***91-6001298*** UBI Number ***054-004559***

III **Project/Activity/Event**: Additional Fair Awnings

IV **Representative Contact Information**:
Name, Title **Don Crawford**
Mailing Address **223 East Fourth Street Suite, 7 P.A., WA 98362-3000**
Phone(s) **360.797.8283**
Email **Donald.crawford@clallamcountywa.gov**

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

- Tourism Promotion/Marketing (individual marketing request, contact OPVB)
- X Operation of a Special Event/Festival designed to attract tourists
- Operation of a Tourism-Related facility owned or operated by a Non-Profit Organization
- X Operation and 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.
- My Agency/Organization must submit a report documenting economic impact results in a format determined by Clallam County.

RMP Crd

Signature

Date: 10 5 2022

Don Crawford
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?**
   Secure commercial-grade Sail Awnings and Canopies to create more comfortable performance and exhibition areas spectator areas and decrease sun & heat-related medical conditions by spectators. This investment drives progress toward the following objectives for the County Fair and Fairgrounds -
   a. *Increase annual attendance by 10,000 in the next 3-5 years.*
   b. *Grow total revenue generation of fairgrounds by $400,000 to create a $200,000 net revenue growth to achieve financial self-reliance from the county.*
   c. Deepen and broaden marketing efforts to engender attendance from beyond county borders.

2. **How will the project/program help increase paid overnight accommodations in Clallam County?**
   Attracting attendance from beyond the 50-mile radius will organically result in local hotel stays—furthermore, recognition of the fairground's performance venue for additional performance opportunities.

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 venue improvements will attract further interest if marketed correctly and generate interest from outside the county (over 50 miles) and Canada. The generally remote location and proximity to other tourist attractions naturally lead to local accommodations.

4. **How will the project/program encourage visitors to come from another country or state?**
   By improving the visitor experience at the fairgrounds.

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

   The Clallam County Fair is held annually in the third week of August.

6. **2023 Tourism-Impact Estimate**
(Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2022)

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

As a direct result of your proposed tourism-related service, please provide:	2023 Estimate	2022 Actual	Methodology
a. Overall attendance at your event/activity/facility	33,500	31,509	estimate
b. Number of people who travel more than 50 miles for your event/activity/facility	4,500	2,000	estimate
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	500	200	estimate
d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.	100	50	estimate
e. Of the people staying overnight, the number of people who remain in PAID accommodations, e.g., hotel, motel, bed-breakfast, RV park, in the unincorporated Clallam County area.	100	50	estimate
f. Number of paid lodging room nights resulting from your event/activity/facility.	500	400	estimate

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

8. **Describe the prior success of your event/activity/facility in attracting tourists.**
The 101-year-old County Fair and Rodeo is a summer tourist season's mainstay. Current objectives to increase attendance and resultant revenues are a simple rise in performance and operational and marketing expectations.

By extension, the success of the annual county fair can also garner interest in the fairgrounds venue for attracting additional off-season utilization.

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

	Population	*Median Income*	*Avg. Age*
Jefferson County-	*31,825*	*$30,174*	*59.0*
Kitsap Peninsula-	*268,945*	*$38,761*	*39.2*
Vancouver Island, B.C.-	*864,864*	*$44,200 USD*	*45.4*
Seattle – Tacoma metropolitan Area-	*4.01 mil.*	*$76,438*	*36.2*

10. **Describe how you will promote your event/activity/facility to attract tourists.**
    a. *Collaborate with the Olympic Peninsula Visitors Bureau to target the most vital marketing opportunities.*
    b. *Increase marketing and advertising dollars.*
    c. *Wherever possible, partner with existing events, festivals, etc., to garner synergies.*
    d. *Roll out of new county fairgrounds website.*

11. **Describe how the event/activity/facility will help promote lodging establishments, restaurants, and businesses located in the unincorporated area of Clallam County.**
    The venue location facilitates overnight hotel stays nicely. Furthermore, through collaborative marketing efforts, the actual duration of stays can be lengthened to 2-3 nights.

12. **Are you applying for Lodging Tax funds from another community** (no)

13. **What is the overall budget for your event/activity/facility?** ***$493,729.00*** What percent of the budget are you requesting from the Clallam County Lodging Tax Fund? ***3***%

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

APPLICATION INSTRUCTIONS – GENERAL GUIDELINES

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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 necessary 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 the current annual budget.

Optional Information - Brochures/information concerning your event/activity/facility, particularly items showing recent tourism promotion efforts. For acceptance, brochures/information must be printed on 8.5 x 11 sized paper, single-sided and not stapled copies.

Contract Requirement – 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 requirements to quantify how many individuals were attracted from more than fifty miles away and spent the night in paid lodging. 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

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Eligibility

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Appropriate Uses

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- 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 natural 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, central 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 tourists should use the facilities.

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- Advertising, publicizing, or otherwise distributing information to attract and welcome visitors;
- Developing strategies to expand tourism;
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- Funding the marketing or operation of special events and festivals designed to attract visitors.

HIGH PRIORITY may be given to tourism activities that:

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- 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 an illustrated history or high potential of success with similar activities.
- Minimize duplication of services where appropriate, encourage cooperative marketing and include 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 the County's Finance Director provides.
- Completeness of the proposal information.
- % of the proposal request to the event/facility promotions budget and overall revenues.
- % increase over prior year Clallam County Lodging Tax funded proposals if any.
- Projected economic impact within the unincorporated area of Clallam County, particularly projected overnight stays in lodging establishments.
- The applicant's financial stability.

Additional Fair Awnings LTAC 2023 Budget

Budget				
Quantity	Unit	Description	unit price	Extended
3	each	Maanta 316sq.ft. Saill meshnet awning Assemblies *(spelling above is correct)*	$2,000.00	$6,000.00
2	each	Maanta 450sq.ft solaria awning assemblies	$4,000.00	$8,000.00
20	each	Concrete bags	$6.00	$120.00
1	misc	hardware and fasteners	$1,000.00	$1,000.00
			Total	$15,120.00

Lodging Tax Advisory Committee

2023 Hotel Motel Funding Application Requests (1st call)

Clallam County Parks, Fair, & Facilities

Fair: Fair Admissions Improvements

LODGING TAX FUNDING APPLICATION
2023

GUIDELINES
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This application is for large-scale events, projects, or infrastructure improvements only. The 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**: *$81,460*

II **Agency/Organization Name**: *Clallam County Parks, Fair, & Facility Department*
The organization is X Government Entity
Federal Tax ID No. ***91-6001298*** UBI Number ***054-004559***

III **Project/Activity/Event**: Fair Admissions Improvements

IV **Representative Contact Information**:
Name, Title **Don Crawford**
Mailing Address **223 East Fourth Street Suite, 7 P.A., WA 98362-3000**
Phone(s) **360.797.8283**
Email **Donald.crawford@clallamcountywa.gov**

V **Service Categories, check all applicable**:
- Tourism Promotion/Marketing (individual marketing request, contact OPVB)
- X Operation of a Special Event/Festival designed to attract tourists
- Operation of a Tourism-Related facility owned or operated by a Non-Profit Organization
- X Operation and 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.
- My Agency/Organization must submit a report documenting economic impact results in a format determined by Clallam County.

R R Mc Crawford — Date: 10·11·22
Signature

Don Crawford
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?**
   Implement improvements in fair admissions procedures and technology. Introduce point of sale & online fair admissions technology, and related software & hardware. Reimagine the fair gate entrance process to improve efficiency through alterations in the physical admissions process.

   This investment drives progress toward the following objectives for the County Fair and Fairgrounds -
   a. *Increase annual attendance by 10,000 in the next 3-5 years.*
   b. *Grow total revenue generation of fairgrounds by $400,000 to create a $200,000 net revenue growth to achieve financial self-reliance from the county.*
   c. Deepen and broaden marketing efforts to engender attendance from beyond county borders.

2. **How will the project/program help increase paid overnight accommodations in Clallam County?**
   Attracting attendance from beyond the 50-mile radius will organically result in local hotel stays—furthermore, recognition of the fairground's performance venue for additional performance opportunities.

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 previously mentioned improvements will attract further interest if marketed correctly and will generate interest from outside the county (over 50 miles) and Canada. The generally remote location and proximity to other tourist attractions naturally lead to local accommodations.

4. **How will the project/program encourage visitors to come from another country or state?**
   Online sales will improve the likelihood of attendance by visitors outside the county, state, and country.

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

   The Clallam County Fair is held annually in the third week of August.

6. **2023 Tourism-Impact Estimate**
(Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2022)

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

As a direct result of your proposed tourism-related service, please provide:	2023 Estimate	2022 Actual	Methodology
a. Overall attendance at your event/activity/facility	33,500	31,509	estimate
b. Number of people who travel more than 50 miles for your event/activity/facility	4,500	2,000	estimate
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	500	200	estimate
d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.	100	50	estimate
e. Of the people staying overnight, the number of people who remain in PAID accommodations, e.g., hotel, motel, bed-breakfast, RV park, in the unincorporated Clallam County area.	100	50	estimate
f. Number of paid lodging room nights resulting from your event/activity/facility.	500	400	estimate

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

8. **Describe the prior success of your event/activity/facility in attracting tourists.**
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9. **Describe your target tourist audience (location, demographics, etc.)**

	Population	*Median Income*	*Avg. Age*
Jefferson County-	*31,825*	*$30,174*	*59.0*
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Seattle – Tacoma metropolitan Area-	*4.01 mil.*	*$76,438*	*36.2*

10. **Describe how you will promote your event/activity/facility to attract tourists.**
    a. *Collaborate with the Olympic Peninsula Visitors Bureau to target the most vital marketing opportunities.*
    b. *Increase marketing and advertising dollars.*
    c. *Wherever possible, partner with existing events, festivals, etc., to garner synergies.*
    d. *Roll out of new county fairgrounds website.*

11. **Describe how the event/activity/facility will help promote lodging establishments, restaurants, and businesses located in the unincorporated area of Clallam County.**
    The venue location facilitates overnight hotel stays nicely. Furthermore, through collaborative marketing efforts, the actual duration of stays can be lengthened to 2-3 nights.

12. **Are you applying for Lodging Tax funds from another community** (no)

13. **What is the overall budget for your event/activity/facility?** ***$493,729.00*** What percent of the budget are you requesting from the Clallam County Lodging Tax Fund? ***16.5***%

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

APPLICATION INSTRUCTIONS – GENERAL GUIDELINES

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

- An itemized budget for your event/activity/facility (income and expense).
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- 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 the current annual budget.

Optional Information - Brochures/information concerning your event/activity/facility, particularly items showing recent tourism promotion efforts. For acceptance, brochures/information must be printed on 8.5 x 11 sized paper, single-sided and not stapled copies.

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

Post Reporting
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GUIDELINES
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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, public entity, or group of eligible organizations (RCW 67.28).

Appropriate Uses
The guiding principle for 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 natural 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, central 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 tourists should use the facilities.

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

- Advertising, publicizing, or otherwise distributing information to attract and welcome 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 nonpeak 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 an illustrated history or high potential of success with similar activities.
- Minimize duplication of services where appropriate, encourage cooperative marketing and include 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 the County's Finance Director provides.
- Completeness of the proposal information.
- % of the proposal request to the event/facility promotions budget and overall revenues.
- % increase over prior year Clallam County Lodging Tax funded proposals if any.
- Projected economic impact within the unincorporated area of Clallam County, particularly projected overnight stays in lodging establishments.
- The applicant's financial stability.

Fair- Admissions Improvements LTAC 2023 Budget

Budget				
Quantity	Unit	Description	unit price	Extended
8	each	Tablets, point-of-sale equipment, QR code scanners	$2,500.00	$20,000.00
1	each	Point of sale and online sales software & license	$8,000.00	$8,000.00
6	each	mobile hotspots	$160.00	$960.00
8	misc	Data Plan	$625.00	$5,000.00
1	misc	misc. infrastructure costs	$5,000.00	$5,000.00
160	hrs	Technical Support	$150.00	$24,000.00
1	ea.	merchant fees	$3,500.00	$3,500.00
2	ea.	4'x4' admissions booths with power	$5,000.00	$10,000.00
1	ea.	Misc Site (gate) improvements	$5,000.00	$5,000.00
			Total	$81,460.00

Lodging Tax Advisory Committee

2023 Hotel Motel Funding Application Requests (1st call)

Clallam County Parks, Fair, & Facilities

Fair: Assorted Amenity Improvements

LODGING TAX FUNDING APPLICATION
2023

GUIDELINES

Clallam County lodging tax paid by visitors is a consumer tax on lodging charges for 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 large-scale events, projects, or infrastructure improvements only. The 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**: *$15,000*

II **Agency/Organization Name**: *Clallam County Parks, Fair, & Facility Department*
The organization is X Government Entity
Federal Tax ID No. ***91-6001298*** UBI Number ***054-004559***

III **Project/Activity/Event**: Assorted Amenity Improvements

IV **Representative Contact Information**:
Name, Title **Don Crawford**
Mailing Address **223 East Fourth Street Suite, 7 P.A., WA 98362-3000**
Phone(s) **360.797.8283**
Email **Donald.crawford@clallamcountywa.gov**

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

- Tourism Promotion/Marketing (individual marketing request, contact OPVB)
- X Operation of a Special Event/Festival designed to attract tourists
- Operation of a Tourism-Related facility owned or operated by a Non-Profit Organization
- X Operation and 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.
- My Agency/Organization must submit a report documenting economic impact results in a format determined by Clallam County.

Signature

Date: 10·11·22

Don Crawford
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?**
   Purchase and installation of portable cooling fans, 2ea. Koala Kare Stations, a small commercial ice maker for the cooling station, and Dog Barn renovations. This investment drives progress toward the following objectives for the County Fair and Fairgrounds -
   a. *Increase annual attendance by 10,000 in the next 3-5 years.*
   b. *Grow total revenue generation of fairgrounds by $400,000 to create a $200,000 net revenue growth to achieve financial self-reliance from the county.*
   c. Deepen and broaden marketing efforts to engender attendance from beyond county borders.

2. **How will the project/program help increase paid overnight accommodations in Clallam County?**
   Attracting attendance from beyond the 50-mile radius will organically result in local hotel stays—furthermore, recognition of the fairground's performance venue for additional performance opportunities.

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 venue improvements will attract further interest if marketed correctly and will generate interest from outside the county (over 50 miles) and Canada. The generally remote location and proximity to other tourist attractions naturally lead to local accommodations.

4. **How will the project/program encourage visitors to come from another country or state?**
   By improving the visitor experience at the fairgrounds.

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

   The Clallam County Fair is held annually in the third week of August.

6. **2023 Tourism-Impact Estimate**
(Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2022)

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

As a direct result of your proposed tourism-related service, please provide:	2023 Estimate	2022 Actual	Methodology
a. Overall attendance at your event/activity/facility	33,500	31,509	estimate
b. Number of people who travel more than 50 miles for your event/activity/facility	4,500	2,000	estimate
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	500	200	estimate
d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.	100	50	estimate
e. Of the people staying overnight, the number of people who remain in PAID accommodations, e.g., hotel, motel, bed-breakfast, RV park, in the unincorporated Clallam County area.	100	50	estimate
f. Number of paid lodging room nights resulting from your event/activity/facility.	500	400	estimate

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

8. **Describe the prior success of your event/activity/facility in attracting tourists.**
The 101-year-old County Fair and Rodeo is a summer tourist season's mainstay. Current objectives to increase attendance and resultant revenues are a simple rise in performance and operational and marketing expectations.

By extension, the success of the annual county fair can also garner interest in the fairgrounds venue for attracting additional off-season utilization.

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

	Population	*Median Income*	*Avg. Age*
Jefferson County-	*31,825*	*$30,174*	*59.0*
Kitsap Peninsula-	*268,945*	*$38,761*	*39.2*
Vancouver Island, B.C.-	*864,864*	*$44,200 USD*	*45.4*
Seattle – Tacoma metropolitan Area-	*4.01 mil.*	*$76,438*	*36.2*

10. **Describe how you will promote your event/activity/facility to attract tourists.**
    a. *Collaborate with the Olympic Peninsula Visitors Bureau to target the most vital marketing opportunities.*
    b. *Increase marketing and advertising dollars.*
    c. *Wherever possible, partner with existing events, festivals, etc., to garner synergies.*
    d. *Roll out of new county fairgrounds website.*

11. **Describe how the event/activity/facility will help promote lodging establishments, restaurants, and businesses located in the unincorporated area of Clallam County.**
    The venue location facilitates overnight hotel stays nicely. Furthermore, through collaborative marketing efforts, the actual duration of stays can be lengthened to 2-3 nights.

12. **Are you applying for Lodging Tax funds from another community** (no)

13. **What is the overall budget for your event/activity/facility?** ***$493,729.00*** What percent of the budget are you requesting from the Clallam County Lodging Tax Fund? ***3%***

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

APPLICATION INSTRUCTIONS – GENERAL GUIDELINES

APPLICATION DEADLINE: Applications must be received at the Board of County Commissioner's Office, 223 East 4th Street, Suite 4, Port Angeles, WA 98362-3015 (Clallam County Courthouse, main level, Room 150) until **noon, Monday, October 24, 2022**.

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 one copy to**:

Clallam County Lodging Tax Advisory Committee
Board of Commissioner's Office
223 East 4th 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 necessary 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 the current annual budget.

Optional Information - Brochures/information concerning your event/activity/facility, particularly items showing recent tourism promotion efforts. For acceptance, brochures/information must be printed on 8.5 x 11 sized paper, single-sided and not stapled copies.

Contract Requirement – 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 requirements to quantify how many individuals were attracted from more than fifty miles away and spent the night in paid lodging. 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 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, public entity, or group of eligible organizations (RCW 67.28).

Appropriate Uses

The guiding principle for 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 natural 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, central 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 tourists should use the facilities.

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

- Advertising, publicizing, or otherwise distributing information to attract and welcome 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 nonpeak 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 an illustrated history or high potential of success with similar activities.
- Minimize duplication of services where appropriate, encourage cooperative marketing and include 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 the County's Finance Director provides.
- Completeness of the proposal information.
- % of the proposal request to the event/facility promotions budget and overall revenues.
- % increase over prior year Clallam County Lodging Tax funded proposals if any.
- Projected economic impact within the unincorporated area of Clallam County, particularly projected overnight stays in lodging establishments.
- The applicant's financial stability.

Assorted Amenity Improvments LTAC 2023 Budget

Budget

Quantity	Unit	Description	unit price	Extended
2	each	Koala Kare Stations	$1,700.00	$3,400.00
1	each	Small capacity commercial ice maker	$3,800.00	$3,800.00
6	each	portable industrial fans	$600.00	$3,600.00
1	each	Dog Barn Renovation	$4,200.00	$4,200.00
			Total	$15,000.00

Lodging Tax Advisory Committee

2023 Hotel Motel Funding Application Requests (1st call)

Clallam County Parks, Fair, & Facilities

Disc Golf: Rain Shadow Disc Golf Improvements

LODGING TAX FUNDING APPLICATION
2023

GUIDELINES

Clallam County lodging tax paid by visitors is a consumer tax on lodging charges for 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 large-scale events, projects, or infrastructure improvements only. The 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**: $*7,000*

II **Agency/Organization Name**: *Clallam County Parks, Fair, & Facility Department*
The organization is X Government Entity
Federal Tax ID No. ***91-6001298*** UBI Number ***054-004559***

III **Project/Activity/Event**: *Rain Shadow Disc Golf Improvements*

IV **Representative Contact Information**:
Name, Title **Don Crawford**
Mailing Address **223 East Fourth Street Suite, 7 P.A., WA 98362-3000**
Phone(s) **360.797.8283**
Email **Donald.crawford@clallamcountywa.gov**

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

- Tourism Promotion/Marketing (individual marketing request, contact OPVB)
- X Operation of a Special Event/Festival designed to attract tourists
- Operation of a Tourism-Related facility owned or operated by a Non-Profit Organization
- X Operation and 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.
- My Agency/Organization must submit a report documenting economic impact results in a format determined by Clallam County.

Signature

Date: 10·10·22

Don Crawford
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?**
   Make improvements to Rain Shadow Disc Golf Course to improve player experience. The course enjoys a top ten state rating by three different Disc Golf Organizations (#5, #7, #9) and receives and an average of approximately 400 rounds of play a month with prime season play of almost 1000 rounds a month. This LTAC request is a direct response to player feedback and will result in consistent top 5 ratings.

2. **How will the project/program help increase paid overnight accommodations in Clallam County?**
   The course is already popular with off-peninsula players. Responding to player feedback will result in even more play, attracting attendance from beyond the 50-mile radius.

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 venue improvements will attract further interest if marketed correctly and will generate interest from outside the county (over 50 miles) and Canada. The generally remote location and proximity to other tourist attractions naturally lead to local accommodations.

4. **How will the project/program encourage visitors to come from another country or state?**
   By improving the player experience at the course.

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

6. **2023 Tourism-Impact Estimate**
(Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2022)

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

As a direct result of your proposed tourism-related service, please provide:	2023 Estimate	2022 Actual	Methodology
a. Overall attendance at your event/activity/facility	5,600	4,800	estimate
b. Number of people who travel more than 50 miles for your event/activity/facility	1400	1000	estimate
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	300	250	estimate
d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.	1000	800	estimate
e. Of the people staying overnight, the number of people who remain in PAID accommodations, e.g., hotel, motel, bed-breakfast, RV park, in the unincorporated Clallam County area.	1000	800	estimate
f. Number of paid lodging room nights resulting from your event/activity/facility.	1000	800	estimate

7. **Is there a host hotel for your event? If yes, please identify.**
Seven Cedars is the closest Hotel but, there are other lodging options within 10 miles.

8. **Describe the prior success of your event/activity/facility in attracting tourists.**
During the 6 prime months of play, the course receives close to 1,000 rounds a month. It is known in player circles as a course worth traveling to. Roughly 25% of play is attributable to players from outside the county.

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

	Population	*Median Income*	*Avg. Age*
Jefferson County-	*31,825*	*$30,174*	*59.0*
Kitsap Peninsula-	*268,945*	*$38,761*	*39.2*
Vancouver Island, B.C.-	*864,864*	*$44,200 USD*	*45.4*
Seattle – Tacoma metropolitan Area-	*4.01 mil.*	*$76,438*	*36.2*

10. **Describe how you will promote your event/activity/facility to attract tourists.**
    a. *Collaborate with the Olympic Peninsula Visitors Bureau to target the most vital marketing opportunities.*
    b. *Wherever possible, partner with existing hotel-casino to garner synergies.*
    c. *Partner with the Olympic Peninsula Disc Golf Association (OPDGA) to host additional events.*

11. **Describe how the event/activity/facility will help promote lodging establishments, restaurants, and businesses located in the unincorporated area of Clallam County.**
    The venue location facilitates overnight hotel stays nicely. Furthermore, through collaborative marketing efforts, the actual duration of stays can be lengthened to 2-3 nights.

12. **Are you applying for Lodging Tax funds from another community** (no)

13. **What is the overall budget for your event/activity/facility?** ***$120,000*** *What* percent of the budget are you requesting from the Clallam County Lodging Tax Fund? ***5.8***%

14. **Please describe your plans for securing the remainder of the funds necessary to complete your event/activity/facility**.
    a. *County operational funding*
    b. *Future event revenue*

APPLICATION INSTRUCTIONS – GENERAL GUIDELINES

APPLICATION DEADLINE: Applications must be received at the Board of County Commissioner's Office, 223 East 4th Street, Suite 4, Port Angeles, WA 98362-3015 (Clallam County Courthouse, main level, Room 150) until **noon, Monday, October 24, 2022**.

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 one copy to**:

Clallam County Lodging Tax Advisory Committee
Board of Commissioner's Office
223 East 4th 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 necessary 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 the current annual budget.

Optional Information - Brochures/information concerning your event/activity/facility, particularly items showing recent tourism promotion efforts. For acceptance, brochures/information must be printed on 8.5 x 11 sized paper, single-sided and not stapled copies.

Contract Requirement – 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 requirements to quantify how many individuals were attracted from more than fifty miles away and spent the night in paid lodging. 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 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, public entity, or group of eligible organizations (RCW 67.28).

Appropriate Uses
The guiding principle for 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 natural 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, central 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 tourists should use the facilities.

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

- Advertising, publicizing, or otherwise distributing information to attract and welcome 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 nonpeak 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 an illustrated history or high potential of success with similar activities.
- Minimize duplication of services where appropriate, encourage cooperative marketing and include 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 the County's Finance Director provides.
- Completeness of the proposal information.
- % of the proposal request to the event/facility promotions budget and overall revenues.
- % increase over prior year Clallam County Lodging Tax funded proposals if any.
- Projected economic impact within the unincorporated area of Clallam County, particularly projected overnight stays in lodging establishments.
- The applicant's financial stability.

Rain Shadow Disc Golf Improvements LTAC 2023 Budget

Budget				
Quantity	Unit	Description	unit price	Extended
5	each	Installation of Rain Shadow Disc Golf Course vehicular wayfinding signage	$300.00	$1,500.00
1	each	Course Renovations	$2,500.00	$2,500.00
1	each	Parking lot repairs	$1,300.00	$1,300.00
1	each	bench repairs and replacement	$1,700.00	$1,700.00
			Total	$7,000.00

Lodging Tax Advisory Committee

2023 Hotel Motel Funding Application Requests (1st call)

Clallam County Parks, Fair, & Facilities

Parks: Parks Advertising

LODGING TAX FUNDING APPLICATION
2023

GUIDELINES

Clallam County lodging tax paid by visitors is a consumer tax on lodging charges for 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 large-scale events, projects, or infrastructure improvements only. The 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**: *$7,000*

II **Agency/Organization Name**: *Clallam County Parks, Fair, & Facility Department*
The organization is X Government Entity
Federal Tax ID No. ***91-6001298*** UBI Number ***054-004559***

III **Project/Activity/Event**: Parks Advertising

IV **Representative Contact Information**:
Name, Title **Don Crawford**
Mailing Address **223 East Fourth Street Suite, 7 P.A., WA 98362-3000**
Phone(s) **360.797.8283**
Email **Donald.crawford@clallamcountywa.gov**

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

- Tourism Promotion/Marketing (individual marketing request, contact OPVB)
- X Operation of a Special Event/Festival designed to attract tourists
- Operation of a Tourism-Related facility owned or operated by a Non-Profit Organization
- X Operation and 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.
- My Agency/Organization must submit a report documenting economic impact results in a format determined by Clallam County.

Signature

Date: 10·10·22

Don Crawford
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 proposed funding is for print advertising and targeted advertising in British Columbia and includes four weeks of radio and one year of advertising on the Black Ball Ferry.
2.
3. **How will the project/program help increase paid overnight accommodations in Clallam County?**
   Print advertising and B.C. advertising will result in local hotel stays—furthermore, collaborative marketing will result in longer stays.

4. **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 Strait of Juan de Fuca provides a barrier to simple day trips. And proximity to other tourist attractions naturally lead to local accommodations. Print Advertising has no boundaries of effectiveness.

5. **How will the project/program encourage visitors to come from another country or state?**
   Advertising will directly reach the population on Vancouver Island.

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

7. **2023 Tourism-Impact Estimate**
   (Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2022)

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

As a direct result of your proposed tourism-related service, please provide:	2023 Estimate	2022 Actual	Methodology
a. Overall attendance at your event/activity/facility	14,000	13,800	estimate
b. Number of people who travel more than 50 miles for your event/activity/facility	14,000	13,200	estimate
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	5500	4500	estimate
d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.	14,000	13,200	estimate
e. Of the people staying overnight, the number of people who remain in PAID accommodations, e.g., hotel, motel, bed-breakfast, RV park, in the unincorporated Clallam County area.	14,000	13,200	estimate
f. Number of paid lodging room nights resulting from your event/activity/facility.	14,000	13,200	estimate

8. **Is there a host hotel for your event? If yes, please identify.**
   N/A

9. **Describe the prior success of your event/activity/facility in attracting tourists.**
   The County Campgrounds continue to grow in popularity. The trend will continue with more interest in shoulder season.

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

	Population	*Median Income*	*Avg. Age*
Jefferson County-	*31,825*	*$30,174*	*59.0*
Kitsap Peninsula-	*268,945*	*$38,761*	*39.2*
Vancouver Island, B.C.-	*864,864*	*$44,200 USD*	*45.4*
Seattle – Tacoma metropolitan Area-	*4.01 mil.*	*$76,438*	*36.2*

11. **Describe how you will promote your event/activity/facility to attract tourists.**
    a. *Contract a successful local event promoter to facilitate proper event planning and logistics.*
    b. *Collaborate with the Olympic Peninsula Visitors Bureau to target the most vital marketing opportunities.*
    c. *Increase marketing and advertising dollars.*
    d. *Roll out of new county Parks Website.*

12. **Describe how the event/activity/facility will help promote lodging establishments, restaurants, and businesses located in the unincorporated area of Clallam County.**
Through collaborative marketing efforts, the actual duration of stays can be lengthened to 2-3 nights.

13. **Are you applying for Lodging Tax funds from another community** (no)

14. **What is the overall budget for your event/activity/facility?** ***$2,506,271*** What percent of the budget are you requesting from the Clallam County Lodging Tax Fund? **.2%**

15. **Please describe your plans for securing the remainder of the funds necessary to complete your event/activity/facility**.
    a. *County operational funding*

APPLICATION INSTRUCTIONS – GENERAL GUIDELINES

APPLICATION DEADLINE: Applications must be received at the Board of County Commissioner's Office, 223 East 4th Street, Suite 4, Port Angeles, WA 98362-3015 (Clallam County Courthouse, main level, Room 150) until **noon, Monday, October 24, 2022**.

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 one copy to**:
Clallam County Lodging Tax Advisory Committee
Board of Commissioner's Office
223 East 4th 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 necessary 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 the current annual budget.

Optional Information - Brochures/information concerning your event/activity/facility, particularly items showing recent tourism promotion efforts. For acceptance, brochures/information must be printed on 8.5 x 11 sized paper, single-sided and not stapled copies.

Contract Requirement – 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 requirements to quantify how many individuals were attracted from more than fifty miles away and spent the night in paid lodging. 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 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, public entity, or group of eligible organizations (RCW 67.28).

Appropriate Uses
The guiding principle for 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 natural 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, central 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 tourists should use the facilities.

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

- Advertising, publicizing, or otherwise distributing information to attract and welcome 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 nonpeak 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 an illustrated history or high potential of success with similar activities.
- Minimize duplication of services where appropriate, encourage cooperative marketing and include 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 the County's Finance Director provides.
- Completeness of the proposal information.
- % of the proposal request to the event/facility promotions budget and overall revenues.
- % increase over prior year Clallam County Lodging Tax funded proposals if any.
- Projected economic impact within the unincorporated area of Clallam County, particularly projected overnight stays in lodging establishments.
- The applicant's financial stability.

Park Advertising LTAC 2023 Budget

Budget				
Quantity	Unit	Description	unit price	Extended
1	year	Advertising with Black Ball Ferry	$2,000.00	$1,000.00
1	MISC.	Print Advertising	$8,000.00	$6,000.00
			Total	$7,000.00

Lodging Tax Advisory Committee

2023 Hotel Motel Funding Application Requests (1st call)

Clallam County Parks, Fair, & Facilities

Parks: Day Use Parks

Clallam County, WA

Parks, Fair & Facilities Department (PFF)

2023 LTAC Application Clarifications

Clallam County Parks, Fair, & Facility Department	Day use parks	$20,000	Tourism-related facility – see note below. Government entity operations and capital expenses Note – while day use parks could appeal to tourists, specific information about tourist activities is needed. To qualify for funding the facility must meet the definition of a "tourism-related facility," which requires that the facility is used to "support tourism, performing arts, or accommodate tourist activities." RCW 67.28.120(7)	**TENTATIVELY ELIGIBLE – information is needed to qualify as a tourism-related facility** LTAC funds may be used for operations costs or capital expenditures for government-owned facilities that accommodate tourist activities. RCW 67.28.1816(c).
Clallam County Parks, Fair, & Facility Department	Seasonal staff for day use parks	$17,000	Tourism-related facility – see note above related to day use parks Government entity Operations	**TENTATIVELY ELIGIBLE – information is needed to qualify as a tourism-related facility** LTAC funds may be used for operations costs for government-owned facilities that support tourist activities. RCW 67.28.1816(c).
Clallam County Parks, Fair, & Facility	Robin Hill Farm Park Operations and Improvements	$83,000	Tourism-related facility – see note above related to day use parks Government entity Capital expense and operations	**TENTATIVELY ELIGIBLE – information is needed to qualify as a tourism-related facility** LTAC funds may be used for operations costs or capital expenditures for government-owned facilities that accommodate tourist activities. RCW 67.28.1816(c).

"Day Use Parks"

Day Use Parks are a major county-wide year-round tourism draw. These sites receive an estimated $10,000 visitors annually. Many day-use areas are designated destinations, while others are wayside stops for travel to other destinations. In all cases, our day-use sites are crucial to supporting county tourism.

The support from LTAC for portable comfort stations, cleaning materials, and supplies provides the resources necessary to present a quality experience for every visitor and adds to the positive perception of the Olympic Peninsula as a tourist destination.

LODGING TAX FUNDING APPLICATION
2023

GUIDELINES

Clallam County lodging tax paid by visitors is a consumer tax on lodging charges for 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 large-scale events, projects, or infrastructure improvements only. The 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**: *$20,000*

II **Agency/Organization Name**: *Clallam County Parks, Fair, & Facility Department*
The organization is X Government Entity
Federal Tax ID No. ***91-6001298*** UBI Number ***054-004559***

III **Project/Activity/Event**: Day Use Parks

IV **Representative Contact Information**:
Name, Title **Don Crawford**
Mailing Address **223 East Fourth Street Suite, 7 P.A., WA 98362-3000**
Phone(s) **360.797.8283**
Email **Donald.crawford@clallamcountywa.gov**

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

- Tourism Promotion/Marketing (individual marketing request, contact OPVB)
- X Operation of a Special Event/Festival designed to attract tourists
- Operation of a Tourism-Related facility owned or operated by a Non-Profit Organization
- X Operation and 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.
- My Agency/Organization must submit a report documenting economic impact results in a format determined by Clallam County.

Signature Date: 10-10-22

Don Crawford
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 proposed funding is for Sani-Kan Rental, Docks, and Clallam Bay Parks Maintenance.

2. **How will the project/program help increase paid overnight accommodations in Clallam County?**
   Clallam County Day Use Areas a quite popular with tourists and lengthen the say within the 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.**
   The Strait of Juan de Fuca and the distance to Seattle / Tacoma provide a barrier to simple day trips. And proximity to other tourist attractions naturally lead to local accommodations.

   How will the project/program encourage visitors to come from another country or state?
   Well maintained Day Use Areas further add to the richness of visits.

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

5. **2023 Tourism-Impact Estimate**
   (Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2022)

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

As a direct result of your proposed tourism-related service, please provide:	2023 Estimate	2022 Actual	Methodology
a. Overall attendance at your event/activity/facility	14,000	13,800	estimate
b. Number of people who travel more than 50 miles for your event/activity/facility	14,000	13,200	estimate
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	5500	4500	estimate
d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.	14,000	13,200	estimate
e. Of the people staying overnight, the number of people who remain in PAID accommodations, e.g., hotel, motel, bed-breakfast, RV park, in the unincorporated Clallam County area.	14,000	13,200	estimate
f. Number of paid lodging room nights resulting from your event/activity/facility.	14,000	13,200	estimate

6. **Is there a host hotel for your event? If yes, please identify.**
   N/A

7. **Describe the prior success of your event/activity/facility in attracting tourists.**
   The County Campgrounds continue to grow in popularity. The trend will continue with more interest in shoulder season.

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

	Population	*Median Income*	*Avg. Age*
Jefferson County-	*31,825*	*$30,174*	*59.0*
Kitsap Peninsula-	*268,945*	*$38,761*	*39.2*
Vancouver Island, B.C.-	*864,864*	*$44,200 USD*	*45.4*
Seattle – Tacoma metropolitan Area-	*4.01 mil.*	*$76,438*	*36.2*

9. **Describe how you will promote your event/activity/facility to attract tourists.**
   a. *Collaborate with the Olympic Peninsula Visitors Bureau to target the most vital marketing opportunities.*
   b. *Roll out of new county Parks Website.*

10. **Describe how the event/activity/facility will help promote lodging establishments, restaurants, and businesses located in the unincorporated area of Clallam County.**
    Through collaborative marketing efforts, the actual duration of stays can be lengthened to 2-3 nights.

***11.* Are you applying for Lodging Tax funds from another community** (no)

12. What is the overall budget for your event/activity/facility? ***$2,506,271*** What percent of the budget are you requesting from the Clallam County Lodging Tax Fund? ***.7%***

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

a. County operational funding

APPLICATION INSTRUCTIONS – GENERAL GUIDELINES

APPLICATION DEADLINE: Applications must be received at the Board of County Commissioner's Office, 223 East 4th Street, Suite 4, Port Angeles, WA 98362-3015 (Clallam County Courthouse, main level, Room 150) until **noon, Monday, October 24, 2022**.

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 one copy to**:

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Board of Commissioner's Office
223 East 4th Street, Suite 4
Port Angeles WA 98362-3015

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Required Additional Information – In addition to the application and supplemental questions answers, it is necessary 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 the current annual budget.

Optional Information - Brochures/information concerning your event/activity/facility, particularly items showing recent tourism promotion efforts. For acceptance, brochures/information must be printed on 8.5 x 11 sized paper, single-sided and not stapled copies.

Contract Requirement – 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 requirements to quantify how many individuals were attracted from more than fifty miles away and spent the night in paid lodging. 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 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, public entity, or group of eligible organizations (RCW 67.28).

Appropriate Uses
The guiding principle for 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 natural 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, central 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 tourists should use the facilities.

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

- Advertising, publicizing, or otherwise distributing information to attract and welcome 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 nonpeak 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 an illustrated history or high potential of success with similar activities.
- Minimize duplication of services where appropriate, encourage cooperative marketing and include 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 the County's Finance Director provides.
- Completeness of the proposal information.
- % of the proposal request to the event/facility promotions budget and overall revenues.
- % increase over prior year Clallam County Lodging Tax funded proposals if any.
- Projected economic impact within the unincorporated area of Clallam County, particularly projected overnight stays in lodging establishments.
- The applicant's financial stability.

Park Advertising LTAC 2023 Budget

Budget				
Quantity	Unit	Description	unit price	Extended
1	MISC	Day use Area maintenance, supplies, and Sani-Kan Rentals	$20,000.00	$20,000.00
			Total	$20,000.00

Lodging Tax Advisory Committee

2023 Hotel Motel Funding Application Requests (1st call)

Clallam County Parks, Fair, & Facilities

Parks: Day Use Seasonal Labor Parks

Clallam County, WA

Parks, Fair & Facilities Department (PFF)

2023 LTAC Application Clarifications

Clallam County Parks, Fair, & Facility Department	Day use parks	$20,000	Tourism-related facility – see note below. Government entity operations and capital expenses Note – while day use parks could appeal to tourists, specific information about tourist activities is needed. To qualify for funding the facility must meet the definition of a "tourism-related facility," which requires that the facility is used to "support tourism, performing arts, or accommodate tourist activities." RCW 67.28.120(7)	**TENTATIVELY ELIGIBLE – information is needed to qualify as a tourism-related facility** LTAC funds may be used for operations costs or capital expenditures for government-owned facilities that accommodate tourist activities. RCW 67.28.1816(c).
Clallam County Parks, Fair, & Facility Department	Seasonal staff for day use parks	$17,000	Tourism-related facility – see note above related to day use parks Government entity Operations	**TENTATIVELY ELIGIBLE – information is needed to qualify as a tourism-related facility** LTAC funds may be used for operations costs for government-owned facilities that support tourist activities. RCW 67.28.1816(c).
Clallam County Parks, Fair, & Facility	Robin Hill Farm Park Operations and Improvements	$83,000	Tourism-related facility – see note above related to day use parks Government entity Capital expense and operations	**TENTATIVELY ELIGIBLE – information is needed to qualify as a tourism-related facility** LTAC funds may be used for operations costs or capital expenditures for government-owned facilities that accommodate tourist activities. RCW 67.28.1816(c).

"Seasonal Staff for day-use parks"

Day Use Parks are a major county-wide year-round tourism draw. These sites receive an estimated $10,000 visitors annually. Many day-use areas are designated destinations, while others are wayside stops for travel to other destinations. In all cases, our day-use sites are crucial to supporting county tourism.

The challenge faced by PFF is that none of the day-use sites have on-site care. The support from LTAC provides the supplemental seasonal labor necessary to present a quality experience for every visitor and adds to the positive perception of the Olympic Peninsula as a tourist destination.

LODGING TAX FUNDING APPLICATION
2023

GUIDELINES

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I **AMOUNT of Lodging Tax Requested**: *$17,000*

II **Agency/Organization Name**: *Clallam County Parks, Fair, & Facility Department*
The organization is X Government Entity
Federal Tax ID No. ***91-6001298*** UBI Number ***054-004559***

III **Project/Activity/Event**: Day Use Seasonal Labor Parks

IV **Representative Contact Information**:
Name, Title **Don Crawford**
Mailing Address **223 East Fourth Street Suite, 7 P.A., WA 98362-3000**
Phone(s) **360.797.8283**
Email **Donald.crawford@clallamcountywa.gov**

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

- Tourism Promotion/Marketing (individual marketing request, contact OPVB)
- X Operation of a Special Event/Festival designed to attract tourists
- Operation of a Tourism-Related facility owned or operated by a Non-Profit Organization
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CERTIFICATION

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- If awarded, my organization intends to enter into a contract with Clallam County and meet all specified requirements.
- My Agency/Organization must submit a report documenting economic impact results in a format determined by Clallam County.

_____ Date: _____
Signature

Don Crawford
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 proposed funding will subsidize the cost of employing seasonal labor to maintain the county day-use areas throughout the county.

2. **How will the project/program help increase paid overnight accommodations in Clallam County?**
   Clallam County Day Use Areas a quite popular with tourists and lengthen the say within the 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.**
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d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.	14,000	13,200	estimate
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f. Number of paid lodging room nights resulting from your event/activity/facility.	14,000	13,200	estimate

6. **Is there a host hotel for your event? If yes, please identify.**
   N/A

7. **Describe the prior success of your event/activity/facility in attracting tourists.**
   The County Campgrounds continue to grow in popularity. The trend will continue with more interest in shoulder season.

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

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9. **Describe how you will promote your event/activity/facility to attract tourists.**
   a. *Collaborate with the Olympic Peninsula Visitors Bureau to target the most vital marketing opportunities.*
   b. *Roll out of new county Parks Website.*

10. **Describe how the event/activity/facility will help promote lodging establishments, restaurants, and businesses located in the unincorporated area of Clallam County.**
    Through collaborative marketing efforts, the actual duration of stays can be lengthened to 2-3 nights.

***11.* Are you applying for Lodging Tax funds from another community** (no)

12. **What is the overall budget for your event/activity/facility?** ***$2,506,271*** What percent of the budget are you requesting from the Clallam County Lodging Tax Fund? ***.6%***

13. **Please describe your plans for securing the remainder of the funds necessary to complete your event/activity/facility**.
    a. *County operational funding*

APPLICATION INSTRUCTIONS – GENERAL GUIDELINES

APPLICATION DEADLINE: Applications must be received at the Board of County Commissioner's Office, 223 East 4th Street, Suite 4, Port Angeles, WA 98362-3015 (Clallam County Courthouse, main level, Room 150) until **noon, Monday, October 24, 2022**.

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 one copy to**:

Clallam County Lodging Tax Advisory Committee
Board of Commissioner's Office
223 East 4th 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 necessary 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 the current annual budget.

Optional Information - Brochures/information concerning your event/activity/facility, particularly items showing recent tourism promotion efforts. For acceptance, brochures/information must be printed on 8.5 x 11 sized paper, single-sided and not stapled copies.

Contract Requirement – 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 requirements to quantify how many individuals were attracted from more than fifty miles away and spent the night in paid lodging. 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 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, public entity, or group of eligible organizations (RCW 67.28).

Appropriate Uses
The guiding principle for 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 natural 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, central 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 tourists should use the facilities.

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

- Advertising, publicizing, or otherwise distributing information to attract and welcome 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 nonpeak 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 an illustrated history or high potential of success with similar activities.
- Minimize duplication of services where appropriate, encourage cooperative marketing and include 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 the County's Finance Director provides.
- Completeness of the proposal information.
- % of the proposal request to the event/facility promotions budget and overall revenues.
- % increase over prior year Clallam County Lodging Tax funded proposals if any.
- Projected economic impact within the unincorporated area of Clallam County, particularly projected overnight stays in lodging establishments.
- The applicant's financial stability.

Day Use Seasonal Labor Park LTAC 2023 Budget

Budget				
Quantity	Unit	Description	unit price	Extended
1	MISC	Seasonal Labor for maintaining county day use areas	$17,000.00	$17,000.00
			Total	$17,000.00

Lodging Tax Advisory Committee

2023 Hotel Motel Funding Application Requests (1st call)

Clallam County Parks, Fair, & Facilities

Parks: Robin Hill Farm Parks Operations and Improvements

Clallam County, WA

Parks, Fair & Facilities Department (PFF)

2023 LTAC Application Clarifications

Clallam County Parks, Fair, & Facility Department	Day use parks	$20,000	Tourism-related facility – see note below. Government entity operations and capital expenses Note – while day use parks could appeal to tourists, specific information about tourist activities is needed. To qualify for funding the facility must meet the definition of a "tourism-related facility," which requires that the facility is used to "support tourism, performing arts, or accommodate tourist activities." RCW 67.28.120(7)	**TENTATIVELY ELIGIBLE – information is needed to qualify as a tourism-related facility** LTAC funds may be used for operations costs or capital expenditures for government-owned facilities that accommodate tourist activities. RCW 67.28.1816(c).
Clallam County Parks, Fair, & Facility Department	Seasonal staff for day use parks	$17,000	Tourism-related facility – see note above related to day use parks Government entity Operations	**TENTATIVELY ELIGIBLE – information is needed to qualify as a tourism-related facility** LTAC funds may be used for operations costs for government-owned facilities that support tourist activities. RCW 67.28.1816(c).
Clallam County Parks, Fair, & Facility	Robin Hill Farm Park Operations and Improvements	$83,000	Tourism-related facility – see note above related to day use parks Government entity Capital expense and operations	**TENTATIVELY ELIGIBLE – information is needed to qualify as a tourism-related facility** LTAC funds may be used for operations costs or capital expenditures for government-owned facilities that accommodate tourist activities. RCW 67.28.1816(c).

"Robin Hill Farm Park Operations and Improvements"

The 200-acre Robin Hill Farm Park is a major year-round tourism draw with the Olympic Discovery Trail and three miles of forested pedestrian and equestrian trail system.

The challenge faced by PFF is that the site has been understaffed and resourced for nearly a decade. To preserve the current flow of visitors and provide opportunities for enhanced tourism through athletic, demonstrative, and interpretive events, an infusion of resources is vital. Support from LTAC will provide the supplemental resources to preserve the current tourism traffic and improve the facility to garner substantial enlargement in tourism-related amenities, activities, and events.

RECEIVED
CLALLAM CO. COMMISSIONERS
OCT 17 2022
1...2...3...A...

LODGING TAX FUNDING APPLICATION 2023

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**: *$83,000*

II **Agency/Organization Name**: *Clallam County Parks, Fair, & Facility Department*
Organization is X Government Entity
Federal Tax ID No. ***91-6001298*** UBI Number ***054-004559***

III **Project/Activity/Event**: *Robin Hill Farm Park Operations and Improvements*

IV **Representative Contact Information**:
Name, Title **Don Crawford**
Mailing Address **223 East Fourth Street Suite, 7 P.A., WA 98362-3000**
Phone(s) **360.797.8283**
Email **Donald.crawford@clallamcountywa.gov**

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 a Non-Profit Organization
- X 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: 10·15·22

Don Crawford
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?**
   Robin Hill Farm Park is currently a well-used Recreational, Demonstrative, and interpretive site. It is placed directly adjacent to the Olympic Discovery Trail. It has not enjoyed a consistently adequate level of management and preventative maintenance that corresponds with its utilization. Via increased maintenance and volunteer coordination, the park will attract even more users from a broader area.

2. **How will the project/program help increase paid overnight accommodations in Clallam County?**
   Improved maintenance and volunteer services in conjunction with planned trail events will undoubtedly lead to increased multi-night lodging.

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.**
   Planned events if, marketed correctly, generate interest from outside the county (over 50 miles) and from Canada.

4. **How will the project/program encourage visitors to come from another country or state?**
   1. *planned events will generate interest from highly experienced and specialized athletes who typically have the resources to travel great distances to participate in such circumstances. Furthermore, the Rain Shadow over Sequim does provide somewhat moderated weather which facilitates additional shoulder season event opportunities.*
   2. *The trail system is quite popular. Improvements to the trail system will hasten even larger numbers of park users.*
   3. *The interpretive and demonstrative activities draw significant numbers of visitors. Improvements and consistent attention will hasten even greater numbers.*

5. **If the project/program is an event, please provide the name, date(s), and estimated attendance.**
   One focus of this grant application is to commence the trail and wayfinding renovations necessary to increase park visits and to host planned shoulder season events. The entire 3 to 5-mile trail loop is void of any vehicular interchange.

   a. *It is a beautiful trail course with undulating terrain.*
   b. *The location of the course in relation the City of Sequim can accommodate overnight or night segments.*
   c. *It has access to B.C.*
   d. *The rain shadow makes shoulder season events plausible.*

The other focus is to improve interpretive and demonstrative programming to attract regional visitors to learn about regenerative agricultural practices and experience successful low impact horticultural projects.

6. **2023 Tourism-Impact Estimate**
(Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2022)

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

As a direct result of your proposed tourism-related service, please provide:	2023 Estimate	2022 Actual	Methodology
a. Overall attendance at your event/activity/facility	53,000	40,000	estimate
b. Number of people who travel more than 50 miles for your event/activity/facility	3,000	3,000	estimate
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	800	600	estimate
d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.	400	300	estimate
e. Of the people staying overnight, the number of people who remain in PAID accommodations e.g. hotel, motel, bed-breakfast, RV park, in the unincorporated Clallam County area.	400	300	estimate
f. Number of paid lodging room nights resulting from your event/activity/facility.	200	150	estimate

7. **Is there a host hotel for your event? If yes, please identify.**
Yet to be determined. Several lodging options withing 10 miles.

8. **Describe the prior success of your event/activity/facility in attracting tourists.**
The facility organically attracts visitors, tourists, and locals. By reinvigorating the park, the county can begin to generate revenue from the property and attract increased visitors.

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

	Population	*Median Income*	*Avg. Age*
Jefferson County-	*31,825*	*$30,174*	*59.0*
Kitsap Peninsula-	*268,945*	*$38,761*	*39.2*
Vancouver Island, B.C.-	*864,864*	*$44,200 USD*	*45.4*
Seattle – Tacoma metropolitan Area-	*4.01 mil.*	*$76,438*	*36.2*

10. **Describe how you will promote your event/activity/facility to attract tourists.**
For event programming
    a. *Contract a successful local event promoter to facilitate proper event planning and logistics.*
    b. *Collaborate with the Olympic Peninsula Visitors Bureau to target the most vital marketing opportunities.*
    c. *Reach out to the selected community and begin efforts to establish a reputation for hosting successful events.*
    d. *Wherever possible, partner with existing events, festivals, etc. to garner Synergies.*

For interpretive and demonstrative programs,

    e. *partner with regional festival and event organizers to collaborate on partnerships.*
    f. *Strong partnership with WSU County Cooperative Extension.*
    g. *Develop activities to draw regional k-12 agricultural and STEM programs.*

11. **Describe how the event/activity/facility will help promote lodging establishments, restaurants, and businesses located in the unincorporated area of Clallam County.**
The nature of the timing and type of event facilitates overnight hotel stays. It is difficult to complete to arrive at the venue, participate, and then depart all on the same day.

12. **Are you applying for Lodging Tax funds from another community** (no)

13. **What is the overall budget for your event/activity/facility?** ***$167,000.00 What*** percent of the budget are you requesting from the Clallam County Lodging Tax Fund? ***49.7***%

14. **Please describe your plans for securing the remainder of the funds necessary to complete your event/activity/facility**.
    a. *Operational funding*
    b. *State of WA Tourism Grant for completing the trail and wayfinding signage restorations, purchasing equipment for event hosting, and contracting with an event manager.*

APPLICATION INSTRUCTIONS – GENERAL GUIDELINES

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areas. Applications may be submitted by any non-profit entity, any public entity, or any group of eligible organizations (RCW 67.28).

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HIGH PRIORITY may be given to tourism activities that:

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- Promote Clallam County events, activities, and places in the unincorporated area of Clallam County to potential visitors from outside the County.
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- 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, projected overnight stays in this area lodging establishments.
- The applicant's financial stability.

2023 LTAC Robin Hill Farm Park-

Robin Hill Farm Park Operations and Improvements

Budget				
Quantity	Unit	Description	unit price	Extended
2	each	Seasonal Laborers majoring in related discipline	$17,500.00	$35,000.00
1	each	Off-Road Utility Vehicle for park maintenance & volunteer operations	$18,000.00	$18,000.00
1	each	Bunk-style camper for housing seasonal laborers	$20,000.00	$20,000.00
1	misc	Utility and septic development	$10,000.00	$10,000.00
			Total	$83,000.00