AGENDA

CLALLAM COUNTY
LODGING TAX ADVISORY COMMITTEE

223 East 4th Street, Room 160
Port Angeles, Washington
November 9, 2023 – 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:
https://www.clallamcountywa.gov/669/Live-Archived-Meetings-Online

Public comment and questions can be directed to the Clerk of the Board at 360-417-2256 or loni.gores@clallamcountywa.gov

I. CALL TO ORDER, ROLL CALL

II. REQUEST FOR MODIFICATIONS/APPROVAL OF AGENDA

III. APPROVAL OF MINUTES FOR THE MEETING ON:
- **September 14 ,2023**

IV. PUBLIC COMMENT

V. BUSINESS

a. **Review of financial LTAC projections**
b. **Discussion on allocations for 2024 Hotel/Motel Funds**
c. **Review/vote/make recommendation on 2024 Hotel/Motel Lodging Tax funding requests (1st call)**
d. **Review timeline for 2nd call for 2024 Hotel/Motel Funds**
e. **Recognizing Lorrie Mittmann**

VI. PUBLIC COMMENT

VII. ADJOURNMENT

Clallam County Lodging Tax Advisory Committee

Draft Minutes
September 14, 2023

CLALLAM COUNTY LODGING TAX ADVISORY COMMITTEE
MINUTES OF SEPTEMBER 14, 2023

MEETING OF THE LODGING TAX ADVISORY BOARD (LTAC)

Chair Commissioner Johnson called the meeting to order at 2:01 p.m., Thursday, September 14, 2023. Also present were Donya Alward, Kim Reynolds, Marc Abshire, Lorrie Mittmann and Pamela Dahl. Lissy Andros, Matthew Peloquin, and Craig Jaeger was excused.

REQUESTS FOR MODIFICATIONS/APPROVAL OF AGENDA

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

APPROVAL OF MINUTES

- April 13, 2023

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

BUSINESS ITEMS

a. Review of financial LTAC projections

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

b. Discussion on allocations for 2024 Hotel/Motel Funds

Members held discussion regarding allocations for 2024 Hotel / Motel Funds. Lane recommended to allocating between $1.75 to 1.8 million based off current financial reports for 2024. Members held discussion regarding how many times to call for applications in 2024 and what the allocation amounts would be for those calls. Members agreed to issue 2 calls for applications in 2024. The first call will be due in October 16, 2023 for 2024 funds. The second call will be around May 2024 for 2024 funds. Members decided to make a final determinations on how much to allocate during each call at the November 9, 2023 LTAC meeting.

c. Notice to call for 2024 Hotel/Motel Funding applications

Johnson briefed the LTAC Members on the notice to call for applications. LTAC Members held discussion.
ACTION TAKEN: xx moved to issue the notice, xx seconded, motion carried

d. Strategic Tourism Plan request for proposal update

Marsha Massey, Olympic Peninsula Visitor Bureau provided an update on the Strategic Tourism Plan request proposal. LTAC Members held discussion.

NEXT MEETING – November 9, 2023 (no meeting in October)

ADJOURNMENT - Meeting concluded at 3:13 p.m.

DRAFT

Clallam County Lodging Tax Advisory Committee

Business Items

Financial Report

CLALLAM COUNTY
HOTEL/MOTEL TAX--FUND 19925
STATEMENT OF SOURCES, USES AND RESERVES
YTD OCTOBER 2023 ACTUALS & 2023 BUDGET WITH 5 YEAR LOOK BACK

	BUDGET	PROJECTIONS	ACTUALS--CURRENT YEAR WITH 5 YEAR LOOK BACK						ACTUALS--YTD PRIOR YEAR	
	2023 ADJUSTED BUDGET (BASED ON CURRENT COMMITMENTS AND BUDGET REVISIONS APPROVED BY BOCC)	PROJECTED YEAR-END 2023 --UP 5.6% FOR YEAR --JAN-OCTOBER ACTUALS UP 5.5%, NOVEMBER-DECEMBER UP 6.6%	YTD OCTOBER 2023	2022	2021	2020	2019	2018	YTD OCTOBER 2022	% CHANGE VS PRIOR YEAR
REVENUE (SOURCES OF FUNDING)										
291.31331.00.0030 HOTEL/MOTEL TRANSIENT LODGING TAX	849,000	900,056	741,151	833,512	742,715	392,878	499,196	481,653	684,383	8.3%
291.31331.00.0040 HOTEL/MOTEL LODGING ADDITIONAL TAX	838,000	844,894	691,673	818,151	742,114	395,680	492,412	436,419	674,364	2.6%
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)	**1,687,000**	**1,744,950**	**1,432,824**	**1,651,662**	**1,484,829**	**1,041,318**	**992,548**	**918,071**	**1,358,747**	21.6%
% CHANGE VS PRIOR YEAR	2.1%	5.6%	5.5%	11.2%	42.6%	4.9%	8.1%	16.4%		
% CHANGE VS PRIOR YEAR--EXCLUDING CARES	2.1%	5.6%	5.5%	11.2%	88.3%	-20.6%	8.1%	16.4%		
EXPENDITURES (USES OF FUNDING)										
291.55730.41.0020 PROFESSIONAL SERVICES	-	-	-	-	-	-	-	-	-	--
291.55730.41.0116 CLALLAM BAY-SEKIU CHAMBER OF COMMERCE	12,000	12,000	-	12,000	12,000	20,000	10,086	21,363	12,000	-100.0%
291.55730.41.0117 CHAMBERS OF COMMERCE	-	-	1,195	1,567	567	1,567	2,972	1,822	1,195	0.0%
291.55730.41.0121 OLYMPIC PENINSULA VISITOR BUREAU	870,000	870,000	696,667	652,500	558,333	591,667	514,167	527,500	544,166	28.0%
291.55730.41.5110 PARKS/FAIR/FACILITIES	50,000	50,000	-	43,753	32,377	25,947	24,025	28,596	-	--
291.55730.41.5120 PUBLIC WORKS	460,000	460,000	-	-	150,000	250,000	220,000	-	-	--
291.55730.41.0118 FEIRO MARINE LIFE CENTER	-	-	-	-	-	-	-	50,000	-	--
291.55730.49.0155 NOR'WESTER ROTARY CLUB/FOUNDATION	-	-	-	-	-	-	5,000	-	-	--
291.55730.49.0160 PA CHAMBER OF COMMERCE	-	-	-	85,000	35,000	-	35,000	-	85,000	-100.0%
291.55730.49.0161 NEAH BAY CHAMBER OF COMMERCE	20,000	20,000	20,000	-	-	-	25,700	-	-	--
291.55730.49.0162 FORKS CHAMBER OF COMMERCE	35,000	35,000	35,000	53,638	40,000	-	-	-	53,638	-34.7%
291.55730.49.0170 PORT ANGELES MARATHON ASSOCIATION	15,000	15,000	15,000	-	12,500	-	-	-	-	--
291.55730.49.0171 PORT ANGELES BASEBALL	-	-	-	60,000	-	-	-	-	60,000	-100.0%
291.55730.49.0172 PENINSULA ADVENTURE SPORTS	-	-	-	-	-	-	-	-	9,000	-100.0%
291.55730.49.0173 DUNGENESS CRAB & SEAFOOD FESTIVAL	-	-	-	15,550	-	-	-	-	15,550	-100.0%
291.55730.49.0174 PENINSULA TRAILS COALITION	10,000	10,000	10,000	20,000	-	-	-	-	20,000	-50.0%
291.55730.49.0175 LINCOLN PARK BMX ASSOCIATION	30,000	30,000	30,000	119,570	100,000	-	-	-	119,570	-74.9%
291.55730.49.0176 PORT ANGELES WATERFRONT CENTER	45,000	45,000	45,000	145,000	-	-	-	-	145,000	-69.0%
291.55730.49.0180 JUAN DE FUCA FESTIVAL	8,000	8,000	8,000	7,000	10,000	-	-	-	7,000	14.3%
291.55730.49.0185 FORKS TIMBER MUSEUM	-	-	-	-	67,142	-	-	-	-	--
291.55730.49.0193 SOURCEONE DISPLAYS	-	5,000	5,000	-	-	-	-	-	-	--
291.55730.49.0194 HURRICANE RIDGE WINTER SPORTS	-	30,000	30,000	-	-	-	-	-	-	--
291.55730.49.0195 OLYMPIC PENINSULA ROWING ASSOCIATION	20,000	20,000	20,000	-	-	-	-	-	-	--
291.55730.49.0230 UNANTICIPATED PROJECTS (PRIOR YEARS INCLUDE "KEEP THE LIGHTS ON" FUNDING PROVIDED)	65,000	-	-	-	107,842	252,761	-	-	-	--
291.55730.51.0050 WASHINGTON STATE PATROL	-	-	-	-	-	-	-	5,290	-	--
TOTAL EXPENDITURES (USES)	**1,640,000**	**1,610,000**	**915,862**	**1,215,578**	**1,125,761**	**1,141,942**	**836,950**	**634,571**	**1,072,119**	-14.6%
EXCESS OF REVENUE(SOURCES) OVER EXPENDITURES(USES)	**47,000**	**134,950**	**516,962**	**436,084**	**359,068**	**(100,624)**	**155,598**	**283,501**	**286,628**	80.4%
ENDING FUND BALANCE/RESERVES	**1,792,685**	**1,880,635**	**2,262,647**	**1,745,685**	**1,309,601**	**950,533**	**1,051,157**	**895,559**	**1,596,228**	**41.7%**

CLALLAM COUNTY
HOTEL/MOTEL TAX--FUND 19925
2023 TAX REVENUE REFORECAST

	January 2023 Actual	February 2023 Actual	March 2023 Actual	April 2023 Actual	May 2023 Actual	June 2023 Actual	July 2023 Actual	August 2023 Actual	September 2023 Actual	October 2023 Actual	November 2023 Projected	December 2023 Projected	2023 Projected
Hotel/Motel Transient Lodging Tax	30,847	28,869	52,439	33,792	57,876	70,077	94,078	119,885	135,507	117,782	99,737	59,168	900,056
Hotel/Motel Transient Lodging Additional	28,102	26,869	47,062	29,327	52,432	64,621	86,438	114,607	129,750	112,464	96,535	56,686	844,894
TOTAL HOTEL/MOTEL TAX REVENUE	58,949	55,738	99,501	63,119	110,308	134,698	180,517	234,491	265,256	230,245	196,272	115,854	1,744,950
YOY % CHANGE--MONTH	-4.4%	-10.0%	5.1%	-38.3%	-9.6%	6.2%	17.4%	18.0%	18.4%	8.3%	7.5%	5.0%	5.6%
YOY % CHANGE--CUMULATIVE	-4.4%	-7.2%	-1.9%	-13.5%	-12.4%	-8.3%	-2.8%	1.7%	4.9%	5.5%	5.7%	5.6%	5.6%
ORIGINAL BUDGET SCENARIO 1--UP 2.1% FROM PROJECTED 2022 (%s BELOW REFLECT 60 DAY LAG BETWEEN ACTIVITY AND TAX COLLECTION)													
YOY % CHANGE	2.1%	2.1%	2.1%	2.1%	2.1%	2.1%	2.1%	2.1%	2.1%	2.1%	2.1%	2.1%	2.1%
TAX REVENUE	62,975	63,268	96,724	104,507	124,593	129,556	157,056	203,056	228,913	217,169	186,485	112,698	1,687,000
SCENARIO 2--UP 5.6% FOR YEAR --JAN-OCTOBER ACTUALS UP 5.5%, NOVEMBER-DECEMBER UP 6.6%													
YOY % CHANGE	-4.4%	-10.0%	5.1%	-38.3%	-9.6%	6.2%	17.4%	18.0%	18.4%	8.3%	7.5%	5.0%	5.6%
TAX REVENUE	58,949	55,738	99,501	63,119	110,308	134,698	180,517	234,491	265,256	230,245	196,272	115,854	1,744,950

Clallam County Lodging Tax Advisory Committee

Business Items

1st call for 2024 Hotel/Motel Funding Requests

Review/Vote/Make Recommendations

Clallam County Lodging Tax Advisory Committee

Attorney Review/Response

Prosecutor Review of November 2023 Lodging Tax Funding Applications

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
Port Angeles Marathon Association	Operations	$29,355	Events Funds for operation of five race events in 2024	**ELIGIBLE** LTAC funds may be used for the operations of events designed to attract tourists. RCW 67.28.1816(b).
Hurricane Ridge Winter Sports Education Foundation	Payroll for ski lift operators and mountain operations personnel.	$45,000	Tourism-related facility – accommodates tourist activities	**ELIGIBLE** 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).
Forks MTB Trail Alliance	Social media marketing in video form for tourism.	$30,070	Tourism marketing	**PARTIALLY ELIGIBLE FOR MARKETING** LTAC funds may be used for tourism marketing. RCW 67.28.1816(a). **CAPITAL EXPENDITURES INELIGIBLE** LTAC funds cannot be used for capital expenditures by a nonprofit. RCW 67.28.1816(c) and (d).
Neah Bay Chamber of Commerce	Operation of Neah Bay Chamber of Commerce	$35,230	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).

Sequim Irrigation Festival	Purchase of banners and signage for Sequim Irrigation Festival	$12,500	Festival	**ELIGIBLE** LTAC funds may be used for the operations of events designed to attract tourists. RCW 67.28.1816(d).
Lincoln Park BMX Association	Parking lot build	$39,806.06	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 and parking lot appears to be 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.	**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). Parking lot improvements will be made on property owned by the City of Port Angeles. Improvements will become fixtures attached to City property, therefore this request is ELIGIBLE. Additionally this request is approved by the City of Port Angeles.
Clallam County Parks, Fair, & Facility Department	Parks Advertising	$10,000	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	$25,000	Tourism-related facility – see note below. Event/festival which promotes tourism 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) Specific events are not identified.	**ELIGIBLE – However additional information regarding how and to what extent day use parks accommodate tourist activities would be helpful.** 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	$19,000	Tourism-related facility – see note above related to day use parks Government entity Operations	**ELIGIBLE – However more information regarding specifically how the government owned facilities support tourist activities would be helpful.** LTAC funds may be used for operations costs for government-owned facilities that support tourist activities. RCW 67.28.1816(c).
Olympic Peninsula Visitor Bureau	Annual Budget	$800,000	Tourism Marketing	**ELIGIBLE** LTAC funds may be used for tourism marketing. RCW 67.28.1816(a).

Ian Ride	Sea to Sound Event	$5,000	Event/Festival designed to attract tourists. 501c(3)	**ELIGIBLE** LTAC funds may be used for the operations of festivals designed to attract tourists. RCW 67.28.1816(b).
Olympic Peninsula Rowing Association	Beach Sprint and Regatta Edizigigantus Coastal Endurance	$20,000	Event 501(c)(3) Nonprofit	**ELIGIBLE** LTAC funds may be used for the operations of events designed to attract tourists. RCW 67.28.1816(b).
Sequim Sunrise Rotary Joe Rantz Tourism Project	Special event operations, Tourism promotion Tourism facility	$25,000	Tourism Marketing, Operation of tourism event/festival Capital outlays	**PARTIALLY ELIGIBLE** LTAC funds may be used for the operations of events designed to attract tourists. RCW 67.28.1816(d). It is unclear from the application whether a tourism related facility exists, but to the extent it does, 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). **CAPITAL EXPENDITURES INELIGIBLE** LTAC funds cannot be used for capital expenditures by a nonprofit. RCW 67.28.1816(c) and (d).
Forks Chamber of Commerce	Forever Twilight Festival Tents and Rentals	$35,000	Event/Festivaldesigned to attract tourists. 501c(6)	**ELIGIBLE** LTAC funds may be used for the operations of festivals designed to attract tourists. RCW 67.28.1816(b).

Juan de Fuca Foundation for the Arts	Juan de Fuca Festival –	$9,500	Festival 501(c)(3) nonprofit	**ELIGIBLE** LTAC funds may be used for the operations of festivals designed to attract tourists. RCW 67.28.1816(b).
Port Angeles Waterfront Center/ Field Arts & Events	Funding for Technical Director for Conference, Events, and Performance	$400,000	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).
Port Angeles City Ballet	Annual Nutcracker ballet	$7,500	Tourism related event/festival	**ELIGIBLE** LTAC funds may be used for the operations of events designed to attract tourists. RCW 67.28.1816(d).

Please contact DPA Dee Boughton with any questions.

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[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.

Clallam County Lodging Tax Funding Application Request

Port Angeles Marathon Association

RECEIVED
CLALLAM CO. COMMISSIONERS
SEP 26 2023
1...2...3...A...

LODGING TAX FUNDING APPLICATION 2024

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: $** 29,355

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

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

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

III **Project/Activity/Event:** 2024 - 5 Events in Clallam County Across the County - 2/2, 4/27, 6/1, 6/2, 12/7

IV **Representative Contact Information:**

Name, Title Victoria Jones, Race 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
Signature

Date: September 25, 2023

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)

ASK - $29,355.00

Operations Expenditures

- 5 Days of Events in Clallam County
- 3 Events - 100% in Un-Incorproated Clallam County
- All 3 of these in Un-incorporated Clallam County are in the off season - February, April & December
- 60% or $18,855 of ask stays in Clallam County reinvigorating local businesses and further increasing the benefit impact on our community.

		PAMA Operations Expenditures					
Event	**Location**	**Timing Contract**	**Busing to Start/Finsih**	**Course Operations**	**Permit Fees**	**Sanicans**	**Total**
Elwha Bridge	Unincorporated Clallam County	$3000	$1500	$750	$160	$540	$5950
Railroad Bridge	Unincorporated Clallam County	$3000	-	$1000	$160	$540	$4700
North Olympic Discovery Weekend*	50% Unincoproated Clallam County - 15% Sequim - 35% Port Angeles	$4000	$3000	$3000	$3020	$2100	$15120
Jamestown	Unincorporated Clallam County	$3000	$1500	$750	$160	$675	$6085
Total		**$13000**	**$6000**	**$5,500**	**$3,500**	**$3,855**	**$31,855**

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

**Not all of the event Operations are requesting to be funded by County LTAC

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 2024 events in Clallam County include; Elwha Bridge on February 2, Railroad Bridge on April 27, North Olympic 5K / 10K on June 1, North Olympic Discovery Marathon, half Marathon, Marathon Relay on June 2, and Jamestown Glow Run on December 7.

   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, May 31 - June 2, 2024 will mark the 22nd 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 2024, the other three events will be celebrating their 6th annual event. All finishers of each race receive a unique medal. Participants can save on entry fees when they bundle more than one event.

All five events are estimated to bring approximately $1.8 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 fifth year. In 2024 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 2023 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 2023 (as of 9/25/23) we have a total of 3,482 participants for the five events in Clallam County. We have a mailing database of over 19,000 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 2024 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.

"I have run the half marathon here in Port Angeles twice now. I have been running for at least 40 years and have been to many many full marathons, half marathons, 21 milers, 10K - in many different cities across the US. I am so grateful to be part of this community. Never have I experienced the comradery, the caring, the dedication, the enthusiasm, the commitment, the delight, the professionalism, as I see in this community and this run. Everything was done with thoughtfulness, caring, intention. Everything from the registration at Red Lion to the ceremony at the start line to the staff along the route to the finish line to the food/drink/massage for the runners, the attention to what runners need after the run. The way everything was set up and presented - the volunteers and their attitudes to help and contribute. It was completely amazing and not like any run I have ever experienced. You did sooo good!!!"- Patricia J.

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 2, 2024** - In 2023 we had a total of 461 participants. We estimate 500 participants for 2024.
   - **Railroad Bridge 5K / 10K – Sequim, WA – April 27, 2024** - In 2023 we had a total of 415 participants. We estimate 475 participants.
   - **North Olympic Discovery 5K / 10K / Kids Marathon - June 1, 2024-** In 2023 we had a total of 975 participants. We estimate 1100 participants.
   - **North Olympic Discovery Marathon – Half / Full / Relay – June 2, 2024** In 2023 we had a total of 1,404 participants. We estimate 1,500 participants in 2024.
   - **Jamestown S'Klallam Tribe 5K / 10K – Glow Run – Blyn, WA – December 7, 2024** -As of total 09/25 - We estimate 550 participants in 2023 and then hope to grow the event to 600 participants in 2024.

6. **2024 Tourism-Impact Estimate**
(Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2023)

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:	2024 Estimate	2023 Actual	Methodology
a. Overall attendance at your event/activity/facility	10,000 Participants x 2.5	9,505 3,802 * 2.5	Registration Count
b. Number of people who travel more than 50 miles for your event/activity/facility	5,250	5,210 2,084 * 2.5	Registration Count
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	1,200	1,014 407 *2.5	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.	1,750	1,736 5,210 / 3	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.	1,250	1,157 1,736/1.5	Educated Guess with information from past years
f. Number of paid lodging room nights resulting from your event/activity/facility.	500	462 1,157/2.5	Educated Guess with information from past years

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

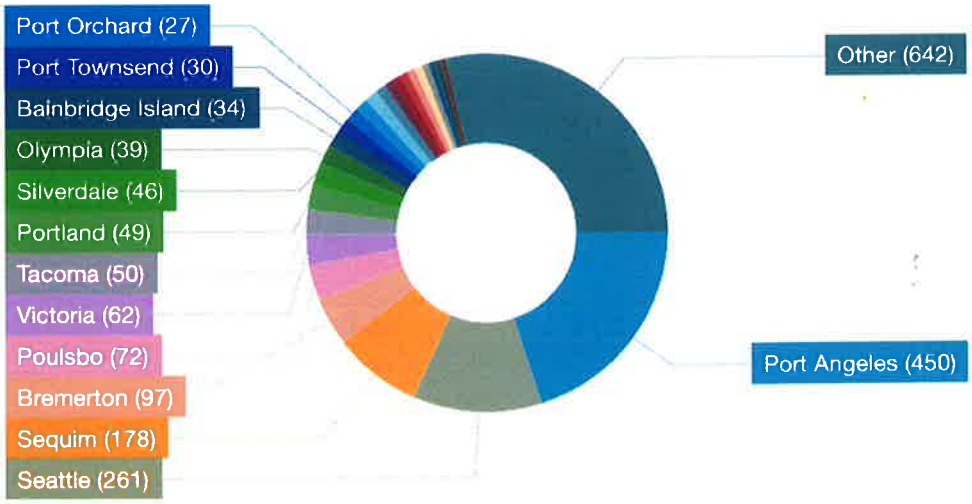
   The host hotel for the Elwha Bridge Run and the North Olympic Discovery Marathon events is The Red Lion. The host hotel also serves as the venue for Race Registration and Packet Pick-up the day before the North Olympic Discovery Marathon event. The NODM finish line is located right in front of The Red 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.

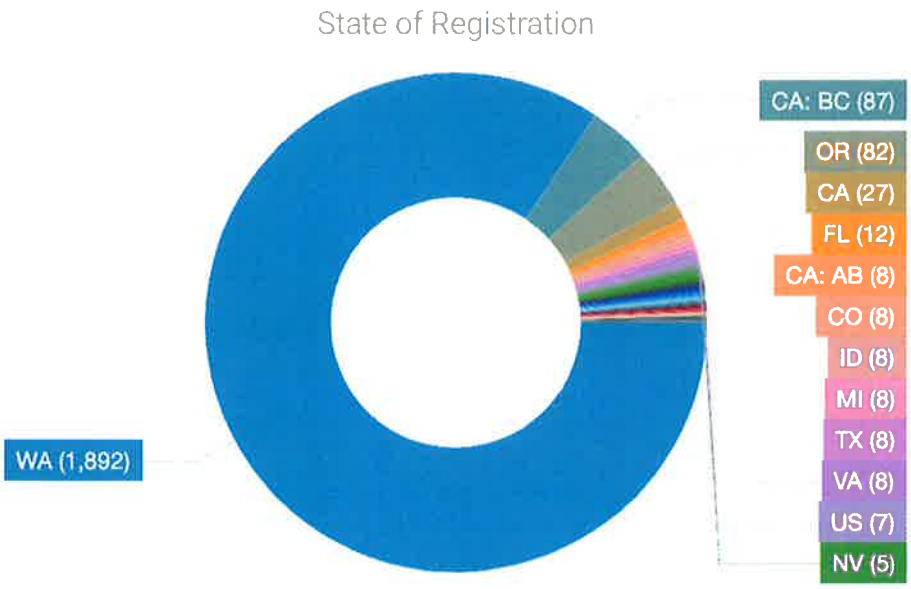
   The host hotel for the Jamestown S'Klallam Tribe Run is 7 Cedars Hotel as the event starts and ends on the Jamestown S'Klallam Tribal Campus.

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

   The Run the Peninsula Series main focus for the 6th annual event is to provide a need to our community while at the same time bringing participants from outside of Clallam County.

   The graphs below show the distribution of participants by city and state of registration 2023 North Olympic Discovery Marathon. The graphs do not show any city with less than 27 participants (the other 652 means that participants came from other cities that are not listed with 26 or less participants) or state less than 5 participants. It was great that we had 87 participants from British Columbia and and additional 11 from other providence in Canada (this number doubled from 2022!, 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). In addition to Canada we also had participants from Switzerland, Mexico and Romania. This shows our past years success in attracting tourists.





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 2024 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.

2024 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 2024

marketing plan is in place and has a heavy emphasis on advertising outside of the Olympic Peninsula, 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
    - 3-5 posts per week year round for constant contact with our audience
- Online Media - Youtube Channel with promotion videos
- Online Running Calendars
- eMail - marketing - Have a database of over 19,000
- Website
    - Nodm.com
    - Runthepenisula.com
- Print Media - Rack Cards / Postcards / Posters
- Event Expos - Whidbey Island Marathon, Capital City Marathon, Seattle Marathon, Victoria Marathon.. Looking into the Run Disney Expo in California in January.
- 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.

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, promotions for their stores and pull-off coupons on the race bibs.

By adding the Run the Peninsula Series we have grown the amount of area in Clallam County that we cover specifically . 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 - Sequim
- Branding & Art Design – Nicole Philips - Betazed Creative - Port Angeles
- Shuttle Busses – Blackball Ferry - Port Angeles
- Gear Busses – Port Angeles School District - Port Angeles ,
- FInishline Food – Locally purchased food including Sunny Farms and Dairy Fresh - Sequim
- Sani cans – Bill's Plumbing - Sequim
- Joseph Stride – Convergence Design – Printing of Event Shirts. - Port Angeles
- Lots of various supplies from local business including Swain's and Hartnagels - Port Angeles
- PMC (Peninsula Management & Consulting) - Non-apparel Swag / Giveaways - Port Angeles

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 2024 LTAC Funds. However, as of today none of those applications have been submitted, so I don't have any applications to attach.

- City of Port Angeles LTAC Event for Elwha & NODM - Funding for Marketing
- City of Port Angeles LTAC Non-Event - Operations for Storage Facilities & Operations within the City of Port Angeles.
- Olympic Peninsula Visitors Bureau Tourism Enhancement Fund - All Events - Funding for Marketing
- City of Sequim Tourism Enhancement Fund - Railroad, NODM & Jamestown - Funding for Marketing

(all of the marketing mentioned in question #10).

13. What is the overall budget for your event/activity/facility? $ ___306,000_ What percent of the budget are you requesting from Clallam County Lodging Tax Fund? _9.5_%.

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

registration fees as low as possible for the participants. These operational costs include the following:

- Operations (5 Events) - $29,355
    - We wanted to let Clallam County LTAC 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.**

ASK - $29,355.00

Operations Expenditures

- 5 Days of Events in Clallam County
- 3 Events - 100% in **Un-Incorproated Clallam County**
- All 3 of these in **Un-incorporated Clallam County** are in the off season - February, April & December
- 60% or $18,855 of ask stays in Clallam County reinvigorating local businesses and further increasing the benefit impact on our community.

PAMA Operations Expenditures

Event	Location	Timing Contract	Busing to Start/Finsih	Course Operations	Permit Fees	Sanicans	Total
Elwha Bridge	Unincorporated Clallam County	$3000	$1500	$750	$160	$540	$5950
Railroad Bridge	Unincorporated Clallam County	$3000	-	$1000	$160	$540	$4700
North Olympic Discovery Weekend*	50% Unincoproated Clallam County - 15% Sequim - 35% Port Angeles	$4000	$3000	$3000	$3020	$2100	$15120
Jamestown	Unincorporated Clallam County	$3000	$1500	$750	$160	$675	$6085
Total		**$13000**	**$6000**	**$5,500**	**$3,500**	**$3,855**	**$31,855**

*Only asking for 50% of Operation costs as approximately 50% takes place in unincorporated Clallam County
**Not all of the event Operations are requesting to be funded by County LTAC

14. Please describe your plans for securing the remainder of the funds necessary to complete your event/activity/facility. The rest of the funds will come from the following areas.

    Entry Fees – 66%
    Sponsorship – 12%
    Grants – 15% *County LTAC Included in this percentage
    Merchandise – 7%

Port Angeles Marathon Association (PAMA)

Budget Overview: 2024 PAMA Budget - FY24 P&L

January - December 2024

	TOTAL
Revenue	
4000 Revenue	
4100 Entry Fees	**200,000.00**
4200 Sponsorship	**35,000.00**
4300 Grants	45,000.00
4400 Merchandise	10,000.00
4900 Shipping Account	1,000.00
Total 4000 Revenue	**291,000.00**
4350 Donation to ODT	15,000.00
Total Revenue	**$306,000.00**
GROSS PROFIT	**$306,000.00**
Expenditures	
5000 Advertising	**82,000.00**
6000 Supplies	**65,000.00**
7000 General Operating Expenditures	**14,500.00**
7400 Payroll	**65,000.00**
7700 Taxes Paid	**4,800.00**
8000 Event Operation Expenditures	**60,000.00**
9000 Charitable Contributions - Olympic Discovery Trail -From Revenue	**15,000.00**
Depreciation Expense	1,700.00
Total Expenditures	**$308,000.00**
NET OPERATING REVENUE	**-$ 2,000.00**
Other Revenue	
4800 Interest Earned	30.00
Cash Credit Card Rewards	1,970.00
Total Other Revenue	**$2,000.00**
NET OTHER REVENUE	**$2,000.00**
NET REVENUE	**$0.00**

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

PORT ANGELES MARATHON ASSOCIATION

A Washington Non-Profit Corporation. Articles of Incorporation were filed for record in this office on the date indicated below

UBI Number: 602 262 510

Date: January 13, 2003

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

Sam Reed

Sam Reed, Secretary of State

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)

Statement of Activity

January - December 2023

*This is Only through 9/25/2023

	TOTAL
Revenue	
4000 Revenue	
4100 Entry Fees	**147,253.71**
4200 Sponsorship	**34,000.00**
4300 Grants	36,680.00
4400 Merchandise	9,911.27
4600 Pasta Dinner	157.00
4900 Shipping Account	1,482.98
Total 4000 Revenue	**229,484.96**
4350 Donation to ODT	2,856.10
Total Revenue	**$232,341.06**
GROSS PROFIT	**$232,341.06**
Expenditures	
5000 Advertising	**38,950.73**
6000 Supplies	**51,165.50**
7000 General Operating Expenditures	**9,568.98**
7400 Payroll	**50,041.74**
7700 Taxes Paid	**3,000.00**
8000 Event Operation Expenditures	**81,181.97**
9000 Charitable Contributions - Olympic Discovery Trail - Donation from Revenues	**0.00**
Total Expenditures	**$234,649.39**
NET OPERATING REVENUE	**$ -2,308.33**
Other Revenue	**$14.48**
NET OTHER REVENUE	**$14.48**
NET REVENUE	**$ -2,293.85**

Clallam County Lodging Tax Funding Application Request

Hurricane Ridge Winter Sports Education Foundation

RECEIVED
CLALLAM CO. COMMISSIONERS
OCT 02 2023
1...2...3...A...

October 1, 2023

Dear Clallam County Lodging Tax Committee Members,

Please accept this application from the Hurricane Ridge Winter Sports Education Foundation (HRWSEF) for the 2024 Clallam County Lodging Tax Funding.

The HRWSC respectfully requests consideration for funding in the amount of **$45,000** 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.

We expect financial challenges for the winter season due to the destruction of the Hurricane Ridge day lodge and loss of the day lodge equipment rental facilities that add to our ticket sales and especially to our ski and snowboard lesson revenue. In addition parking will be limited even further by the temporary restroom facilities which in turn limits customer access and therefore revenue.

Our operational payroll expenses for the 2022/2023 season was $89,374.89 and we have budgeted $100,000 in payroll expenses for the 2023/2024 winter season.

The HRWSEF appreciated the Clallam County Lodging Tax funding for 2023 and we look forward to continuing to promote 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, HRWSEF
jromdwa@gmail.com
360-477-6077

CLALLAM COUNTY
LODGING TAX FUNDING
APPLICATION 2024

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**: **$ 45,000**

II **Agency/Organization Name**: Hurricane Ridge Winter Sports Education Foundation

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

Federal Tax ID No. 91-1615194 UBI Number _____ III

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

IV **Representative Contact Information**:

Name, Title:	Jerry Oakes, MD HRWSEF Board of Directors
Mailing Address:	PO Box 3049, WA 98362
Phone(s):	848-678-7669 (HRWSEF), 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
____✓___ 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: ___10/1/2023_____
Signature

_____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 Education Foundation (HRWSEF) is a 501c3 non-profit volunteer led organization that promotes winter recreation and education at Hurricane Ridge for over 65 years. HRWSEF maintains and operates the ski, snowboard and tubing area under a special use permit with Olympic National Park (ONP).

The HRWSEF 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 accommodation in Clallam County?

Small ski, snowboard and tubing areas continue 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 including Hurricane Ridge. Currently there are more than 120 resorts including in Canada and Japan.

We had 141 Indy Pass holder visitors to Hurricane Ridge in the 2022/23 winter season. Over 80% of Indy Pass visitors were from out of 50 mile range including out of state/country visitors from: British Columbia(1), Florida(1), Hawaii(2), Idaho(1), Michigan(2), Minnesota(1), Montana(2), New Hampshire (2), New York(2), Oregon(20), Pennsylvania(1), Texas(1) , Utah(2), Wisconsin(1) and unknown out of area destinations(11).

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

In addition to the Indy Pass marketing the HRWSEF secured another grant from **OPVB grant** to publish and distribute a brochure featuring the Hurricane Ridge ski/snowboard/tubing Area.

HRWSEF again partnered with Olympic Hiking Co. and Black Ball Transport to operate a Saturday and Sunday **Winter Shuttle to Hurricane Ridge** for the 2023 Winter season.

Last year's shuttle was successful in bringing out of county visitors to Port Angeles and driving hotel stays in 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.

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 most needs to attract off season overnight tourists. For the 2022/2023 winter season we operated 31 of 38 possible days, limited only by weather restraints, attracting 4200 total ski/snowboard/tubing visitors

6. **2024 Tourism-Impact Estimate**
(Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2023)

This season we had additional staff to collect data on those visiting the ski area and we were able to gather information every day that we operated. We spoke to more than 3700 visitors and a little more than 30% traveled from more than 50 miles away and approximately 5% were from out of state or out of country. We had conversations with people from as far away as Norway, Ecuador, Ireland, Australia and Mexico. Of the travelers visiting the area, approximately 10% stayed overnight.

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:	2024 Estimate	2023 Actual/Est	Methodology
a. Overall attendance at your event/activity/facility	4500	4200	survey/estimates/shuttle records
b. Number of people who travel more than 50 miles for your event/activity/facility	1300	1260	
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	1300	1260 (30% of total)	
d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.	130	126+(10% of out of area visitors)	
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.	130+	Unknown, 80% of shuttle riders stayed in a hotel ~ 55	
f. Number of paid lodging room nights resulting from your event/activity/facility.	130+	126+	

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.

HRWSEF has consistently operated during the winter season for over 65 years at Hurricane ridge. As larger alpine areas become increasingly crowded HRWSEF 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 enthusiasts and families from Vancouver Island, the Kitsap Peninsula, the I-5 corridor and beyond
- We cater services to children and families providing a ski and snowboard school along the only tubing for ages greater than 8 years of age at Hurricane Ridge
- **We provide free lessons and lift 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/Facebook
- Our redesigned website is often mistaken for the ONP website during the winter
- Indy Pass participation that includes national and international advertising. **In 2021/2022 Hurricane Ridge specifically had 12,191 views on the Indy pass website.**
- Distribution of brochure funded by OPVB grant and distributed to Coho Ferry, WSF Edmonds/Kingson 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.

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

Winter tourism in unincorporated Clallam County is burgeoning with the return of the Winter Ice Village, activities at the Fine Art Center and the recent opening of the Field Hall and Events Center. Weekend daytime activities at ONP and Hurricane Ridge are greatly enhanced by the tubing, skiing and snowboarding activities offered by HRWSEF.

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? $ **200,000** What percent of the budget are you requesting from Clallam County Lodging Tax Fund? **22.5 %**

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, ski/snowboard lessons, gear swap proceeds and van advertising. We also rely heavily on fundraising locally with November's Winterfest as our biggest fundraiser. See you at the Gear Swap on November 4th and Winterfest on November 18th!

Hurricane Ridge Winter Sports Club
Profit & Loss
July 1, 2022 through May 25, 2023

		Jul 1, '22 - May 25, 23
Ordinary Income/Expense		
Income		
Discount		-884.00
DONATIONS		
Dungeness Crab & Seafood Fest	400.00	
LiveToPlay	500.00	
Miscellaneous Cash Donations	24.70	
Total DONATIONS		924.70
EF Contributions		4,049.71
Grants		
City of PA Lodging Tax Grant	7,492.50	
Total Grants		7,492.50
Indy Pass Holders Pay Outs		1,727.40
LIFT TICKETS		
BUNNY TICKETS	7,544.98	
INTERMEDIATE FULL DAY	31,880.70	
INTERMEDIATE HALF DAY	3,281.65	
Poma 6 Pack	646.38	
POMA FULL DAY	31,958.76	
POMA HALF DAY	1,053.81	
Tube punch card 10 Rides	8,234.22	
Upgrade	529.77	
Total LIFT TICKETS		85,130.27
Passes		0.00
Prepurchased Lift Tickets		0.00
Private Mountain Rental		6,000.00
SEASON PASS		
BM FAMILY PASS	1,120.80	
BM INDIVIDUAL PASS	1,104.95	
BUTCH'S PASS	1,653.41	
FAMILY SEASON PASS	17,107.21	
INDIVIDUAL SEASON PASS	10,838.55	
MERVIN FAMILY PASS	2,209.96	
SKI PATROL FAMILY PASS	644.22	
Total SEASON PASS		34,679.10
SKI SCHOOL		
Group Lessons		
SB/SKI LESSONS - 3 Week	6,954.39	
TODDLER LESSONS	1,424.65	
Total Group Lessons	8,379.04	
PRIVATE LESSONS		
1 Person private lesson	2,185.05	
2 People Private Lesson	3,634.41	
3 People Private Lesson	709.93	
Private Lesson Additional Hour	324.86	
Total PRIVATE LESSONS	6,854.25	
Total SKI SCHOOL		15,233.29
Ski School Lift Tickets		0.00
SKI TEAM		
SKI SWAP	10,858.53	
TENT RENTAL	2,175.00	
Total SKI TEAM		13,033.53
Van Wrap Income		3,889.70

Hurricane Ridge Winter Sports Club
Profit & Loss
July 1, 2022 through May 25, 2023

		Jul 1, '22 - May 25, 23
WINTER SPORTS CLUB		
Items for Resale	23.02	
Total WINTER SPORTS CLUB		23.02
Total Income		171,299.22
Gross Profit		171,299.22
Expense		
Advertising		3,769.52
Appreciation Award		489.06
Automobile Expense		605.00
Bank Service Charges		
Merchant Service Fees	3,790.45	
Bank Service Charges - Other	55.00	
Total Bank Service Charges		3,845.45
Cash Over/Short		0.06
Casual Labor		863.00
Computer software up-grade		262.21
Customer Transportation		19,593.75
Dues and Subscriptions		391.00
Equipment Repairs/Maintenance		12,422.54
Fuel		11,153.50
Fund Raising Expenses		
Winterfest	1,527.09	
Total Fund Raising Expenses		1,527.09
Insurance		
Automobile Insurance	3,814.61	
Director's & Officer's Ins.	1,205.00	
Liability Insurance	20,292.23	
Total Insurance		25,311.84
Licenses and Permits		1,024.00
Moc Repairs		65.14
Mountain Operations		6,631.16
Office Supplies & Postage		1,214.43
Payroll Expenses		89,374.89
Printing and Reproduction		923.09
Professional Fees		800.00
Promotional Expense		481.25
Sales Tax Expense		
B & O	587.16	
Total Sales Tax Expense		587.16
Ski School Expense		
Ski School Clinics	165.00	
Total Ski School Expense		165.00
SKI TEAM EXPENSES		
SKI SWAP	5,589.75	
Total SKI TEAM EXPENSES		5,589.75
Telephone		1,623.90
Travel		
Lodging	430.65	
Total Travel		430.65
Utilities		719.10

Hurricane Ridge Winter Sports Club
Profit & Loss
July 1, 2022 through May 25, 2023

	Jul 1, '22 - May 25, 23
Van Wrap Expenses	2,192.09
Web Hosting	148.30
Website Design	962.50
Total Expense	193,166.43
Net Ordinary Income	-21,867.21
Net Income	**-21,867.21**

Hurricane Ridge Winter Sports Club
Profit & Loss
January through December 2022

		Jan - Dec 22
Ordinary Income/Expense		
Income		
Discount		-224.40
DONATIONS		
Miscellaneous Cash Donations	708.00	
Total DONATIONS		708.00
EF Contributions		4,889.71
Grants		
Cares PPP Grant	34,450.00	
City of PA Lodging Tax Grant	20,000.00	
Olympic Peninsula Visitors Bure	2,900.00	
Total Grants		57,350.00
Indy Pass Holders Pay Outs		3,710.57
LIFT TICKETS		
BUNNY TICKETS	6,701.02	
INTERMEDIATE FULL DAY	40,093.00	
INTERMEDIATE HALF DAY	4,626.58	
POMA FULL DAY	15,129.23	
POMA HALF DAY	1,809.08	
Tube 20 Rides Punch Card	221.26	
Tube 1 Hour	2,790.78	
Tube punch card 10 Rides	6,521.19	
Upgrade	107.89	
Total LIFT TICKETS		78,000.03
Passes		0.00
Prepurchased Lift Tickets		0.00
Private Mountain Rental		10,136.03
SEASON PASS		
BM FAMILY PASS	1,120.80	
BM INDIVIDUAL PASS	1,105.30	
BUTCH'S PASS	1,607.58	
FAMILY SEASON PASS	19,068.25	
INDIVIDUAL SEASON PASS	10,587.03	
MERVIN FAMILY PASS	2,556.59	
SKI PATROL FAMILY PASS	460.15	
SOCIAL PASS	110.00	
Total SEASON PASS		36,615.70

Hurricane Ridge Winter Sports Club
Profit & Loss
January through December 2022

	Jan - Dec 22
SKI SCHOOL	
Group Lessons	
SB/SKI LESSONS - 3 Week	7,308.92
TODDLER LESSONS	1,617.67
Walk in Group Lesson	58.06
Total Group Lessons	8,984.65
PRIVATE LESSONS	
1 Person private lesson	3,759.92
2 People Private Lesson	4,361.52
3 People Private Lesson	1,807.12
Private Lesson Additional Hour	278.73
Total PRIVATE LESSONS	10,207.29
Total SKI SCHOOL	19,191.94
Ski School Lift Tickets	0.00
SKI TEAM	
SKI SWAP	10,858.53
TENT RENTAL	6,353.68
Total SKI TEAM	17,212.21
Van Wrap Income	3,705.88
WINTER SPORTS CLUB	
Items for Resale	78.93
Total WINTER SPORTS CLUB	78.93
Total Income	231,374.60
Cost of Goods Sold	
Items for Resale	526.54
Total COGS	526.54
Gross Profit	230,848.06
Expense	
Advertising	846.44
Appreciation Award	660.00
Automobile Expense	700.71
Bank Service Charges	
Merchant Service Fees	3,868.60
Bank Service Charges - Other	65.00
Total Bank Service Charges	3,933.60

Hurricane Ridge Winter Sports Club
Profit & Loss
January through December 2022

	Jan - Dec 22	
Cash Over/Short		0.02
Casual Labor		112.90
Computer software up-grade		812.74
Customer Transportation		7,492.50
Depreciation Expense		1,662.00
Dues and Subscriptions		619.87
Equipment Repairs/Maintenance		16,815.50
Fuel		11,901.61
Fund Raising Expenses		
Winterfest	627.09	
Total Fund Raising Expenses		627.09
Insurance		
Automobile Insurance	7,521.61	
Director's & Officer's Ins.	2,375.00	
Liability Insurance	38,033.23	
Total Insurance		47,929.84
Licenses and Permits		902.75
Miscellaneous		0.00
Mountain Operations		8,916.66
Office Supplies & Postage		1,179.50
Payroll Expenses		78,208.60
Printing and Reproduction		967.15
Professional Fees		800.00
Promotional Expense		69.00
Sales Tax Expense		
B & O	611.20	
Total Sales Tax Expense		611.20
Ski School Expense		
Ski School Clinics	865.00	
Total Ski School Expense		865.00
SKI TEAM EXPENSES		
SKI SWAP	5,864.97	
Total SKI TEAM EXPENSES		5,864.97
Supplies		
Industrial Supplies	65.57	
Lift Ticket Expense	420.73	
Total Supplies		486.30

Hurricane Ridge Winter Sports Club
Profit & Loss
January through December 2022

	Jan - Dec 22
Telephone	1,825.06
Utilities	807.12
Van Wrap Expenses	2,192.09
Web Hosting	94.99
Website Design	462.50
Total Expense	198,367.71
Net Ordinary Income	32,480.35
Other Income/Expense	
Other Income	
Other Income	160.31
Total Other Income	160.31
Net Other Income	160.31
Net Income	**32,640.66**

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 INDY PASS

Printed material provided by Olympic Peninsula

2022 Success Story and Supporting Data

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
76	**Total Passengers (January)**			**Grand Total**	**192**
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.

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:
09/30/2024

Jurisdiction:
UNITED STATES, WASHINGTON

Formation/ Registration Date:
09/17/1993

Period of Duration:
PERPETUAL

Inactive Date:

Nature of Business:
CHARITABLE, MAINTENANCE AND OPERATIONS OF WINTER ACTIVITIES AT OLYMPIC NATIONAL PARK - HURRICANE RIDGE

Charitable Corporation:
☑

Nonprofit EIN:
91-1615194

Most Recent Gross Revenue is less than $500,000:
☑

Has Members:
☐

Public Benefit Designation:
☐

Host Home:
☐

REGISTERED AGENT INFORMATION

Registered Agent Name:
CHRIS RIFFLE

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

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

GOVERNORS

Title	Governors Type	Entity Name	First Name	Last Name
GOVERNOR	INDIVIDUAL		GARY	HOLMQUIST
GOVERNOR	INDIVIDUAL		CHRIS	RIFFLE
GOVERNOR	INDIVIDUAL		VICTORIA	JONES
GOVERNOR	INDIVIDUAL		ROGER	OAKES
GOVERNOR	INDIVIDUAL		RUSS	MORRISON
GOVERNOR	INDIVIDUAL		ERIK	WIDSTEEN
GOVERNOR	INDIVIDUAL		FRANK	CRIPPEN
GOVERNOR	INDIVIDUAL		JEROME	OAKES
GOVERNOR	INDIVIDUAL		LINDSAY	FOX
GOVERNOR	INDIVIDUAL		DANIELLE	LAWRENCE
GOVERNOR	INDIVIDUAL		STEPHEN	ZENOVIC
GOVERNOR	INDIVIDUAL		ERIC	FLODSTROM
GOVERNOR	INDIVIDUAL		EDNA	PETERSON
GOVERNOR	INDIVIDUAL		EMMA	LOGAN

Clallam County Lodging Tax
Funding Application Request

Forks MTB Trail Alliance

RECEIVED
CLALLAM CO. COMMISSIONERS
OCT 05 2023
1...2...3...A...

09/03/23

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

Dear LTAC,

We are requesting $30,070.00 to be used for destination social media marketing in video form. We have been focusing on outdoor recreation (hiking and biking) in the direct Forks, Wa area. Doing this campaign will directly impact the local economy.

Our vision is to generate money into Forks, Wa through outdoor recreation.

Social media lets us target users from all over the globe through various online platforms.

With this grant, will help us supplement expenses of video production, equipment and a social media marketing manager.

You can reach out at any time for comments or questions: forkstrails@gmail.com

Sincerely,
Jacob Morrison
President (FMTBTA)

RECEIVED
CLALLAM CO. COMMISSIONERS
OCT 05 2023
1...2...3...A...

LODGING TAX FUNDING APPLICATION
2024

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**: $ $30,070

II **Agency/Organization Name**: Forks MTB Trail Alliance

Organization is ☐ Government Entity ☒ 501(c)3 ☐ 501(c)6 ☐ Other
Federal Tax ID No. 93-3308277 UBI Number 605 331 213

III **Project/Activity/Event**: Social Media Destination Video Marketing Campaign

IV **Representative Contact Information**:
Name, Title Jacob Morrison, President
Mailing Address 151 Campbell Street, Forks, Wa 98331
Phone(s) (360) 591 - 5925
Email ForksTrails@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
- _____ 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: 10-01-23
Signature

Jacob I. Morrison
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?

2. How will the project/program help increase paid overnight accommodation 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.

6. **2024 Tourism-Impact Estimate**
(Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2023)

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:	2024 Estimate	2023 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.)

_____
_____
_____

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

_____
_____
_____

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.

_____
_____
_____

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 16, 2023**.

The Clallam County Lodging Tax Advisory Committee (LTAC) will review 2024 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

Submittals made in an incorrect format will not be considered.
The sealed applications must be clearly marked on the outside "2024 Lodging Tax Funding Application." All copies need to be single sided and not stapled and no folders. All documents/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.

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 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 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. Destination social media video campaign 2024. Reaching tourists globally through Instagram, Tiktok, Facebook and Youtube with video content of local outdoor recreation.

2. People will stay longer if there are greater local recreational opportunities.
3. Social media marketing is one of the top places on the globe for research and discovery of new travel destinations
4. Social media marketing lets you reach people from all over the world
5. Campaign: January 1st 2024 to December 31st 2024
6. Estimated reach 54,000,000 million views globally

a. Estimated reach 54,000,000 million combined content views
b. Reach greater than 50 miles 53,999,000
c. 78% will travel from another country or state
d. 4% of traveler will stay the night in the Clallam County area
e. 87% will stay in paid accommodations
f. Up to 2 nights on average

Methodology was formulated from Google search data and destination travel industry standards.

7. n/a

8. n/a

9. Target audience is global, 1k to 4k travel budget, 25-65 demographic

10. Outdoor recreation video content will be posted to social media platforms (hiking, biking, rafting, etc.)

11. We will be promoting outdoor recreation in the immediate Forks area. People will eat and sleep at beautiful places and stay longer

12. No

13. $60,140 - We are requesting 50% of the marketing budget campaign from the LTAC

14. Volunteers and donations

FMTBTA Board Members 2024

- Jacob Morrison (President)
- Jillana Bickford
- Christopher Thacker

FMTBTA Video Destination Marketing Budget Description 2023

The goal of this destination marketing campaign is to promote outdoor recreation in Forks, Washington. Doing this will get people to hike, bike and be on rivers in our area. In addition to eating, lodging and staying in our area longer. We live in one of the most beautiful places in the world, so we would like to showcase that in video marketing form.

The budget will be used for licensing of video and camera equipment. Well as post processing editing tools to get it ready for public consumption. We will use a portion of the funds for a social media manager.

Video content will be posted on Tiktok, Youtube Shorts, Instagram Reels and Facebook Reels. These platforms allow us to amplify the campaign globally.

All content will include location tagging, hashtags or in the description of each posting (Forks, Washington). This will directly promote outdoor recreation, food and lodging in our area.

It's very important that tourism stays longer and puts more money back into the ecosystem of our small town of Forks.

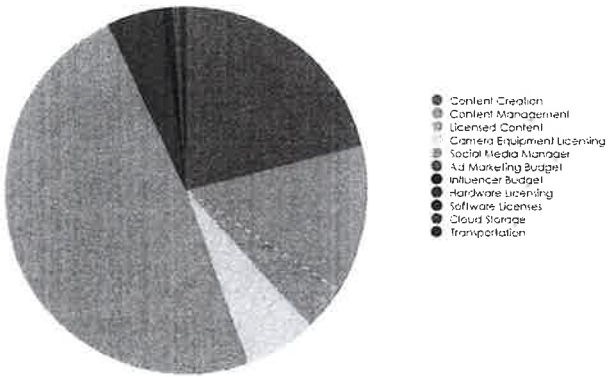
Forks, Wa Destination Marketing Budget 2024 (FMTBTA)

CATEGORY	TOTAL BUDGET	% OF BUDGET	AMOUNT SPENT TO DATE	
Content Creation	$ 6,320	21%	$ -	0%
Content Management	$ 3,900	13%	$ -	0%
Licensed Content	$ 1,200	4%	$ -	0%
Camera Equipment Licensing	$ 1,900	6%	$ -	0%
Social Media Manager	$ 14,600	49%	$ -	0%
Ad Marketing Budget	$ -	0%	$ -	
Influencer Budget	$ -	0%	$ -	
Hardware Licensing	$ 1,500	5%	$ -	0%
Software Licenses	$ 280	1%	$ -	0%
Cloud Storage	$ 170	1%	$ -	0%
Transportation	$ 200	1%	$ -	0%
TOTALS	$ 30,070		$ -	$ -

AMOUNT SPENT PER MONTH TO DATE



% OF BUDGET BY CATEGORY



Forks MTB Trail Alliance

151 Campbell Street

Forks, Wa 98331

(360) 591 - 5925

forkstrails@gmail.com

	CURRENT FISCAL YEAR	09/07/23 to 09/07/24	PREVIOUS FISCAL YEAR	
REVENUE	CURRENT YEAR BUDGET	YEAR TO DATE ACTUALS	PREVIOUS YEAR BUDGET	PREVIOUS YEAR ACTUALS
Grants and contracts	$ -	$ -	$ -	$ -
Foundations	$ -	$ -	$ -	$ -
Dividends	$ -	$ -	$ -	$ -
Gifts	$ -	$ -	$ -	$ -
Fundraising	$ -	$ -	$ -	$ -
Membership	$ -	$ -	$ -	$ -
Other	$ -	$ -	$ -	$ -
Other	$ -	$ -	$ -	$ -
Other	$ -	$ -	$ -	$ -
TOTAL YEARLY REVENUE	$ -	$ -	$ -	$ -

EXPENSES	CURRENT YEAR BUDGET	YEAR TO DATE ACTUALS	PREVIOUS YEAR BUDGET	PREVIOUS YEAR ACTUALS
Salaries and Wages	$ -	$ -	$ -	$ -
Insurance	$ -	$ -	$ -	$ -
Office Supplies	$ -	$ -	$ -	$ -
Equipment	$ -	$ -	$ -	$ -
Utilities 1	$ -	$ -	$ -	$ -
Utilities 2	$ -	$ -	$ -	$ -
Utilities 3	$ -	$ -	$ -	$ -
Utilities 4	$ -	$ -	$ -	$ -
Utilities 5	$ -	$ -	$ -	$ -
Utilities 6	$ -	$ -	$ -	$ -
Fees	$ -	$ -	$ -	$ -
Property Taxes	$ -	$ -	$ -	$ -
Payroll Taxes	$ -	$ -	$ -	$ -
Other	$ -	$ -	$ -	$ -
Other	$ -	$ -	$ -	$ -
Other	$ -	$ -	$ -	$ -
Other	$ -	$ -	$ -	$ -
Other	$ -	$ -	$ -	$ -
Other	$ -	$ -	$ -	$ -
TOTAL YEARLY EXPENSES	$ -	$ -	$ -	$ -

	CURRENT YEAR BUDGET	CURRENT YEAR ACTUAL
TOTAL YEARLY REVENUE	$ -	$ -
TOTAL YEARLY EXPENSES	$ -	$ -
TOTAL YEARLY OPERATING OVERAGE/SURPLUS	$ -	$ -

UNITED STATES OF AMERICA

The State of Washington

Secretary of State

I, STEVE R. HOBBS, Secretary of State of the State of Washington and custodian of its seal, hereby issue this

ARTICLES OF INCORPORATION

to

FORKS MTB TRAIL ALLIANCE

A **WA NONPROFIT CORPORATION**, effective on the date indicated below.

Effective Date: 09/07/2023
UBI Number: 605 331 213

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

Steve R. Hobbs, Secretary of State

Date Issued: 09/07/2023

BUSINESS INFORMATION

Business Name:
FORKS MTB TRAIL ALLIANCE

UBI Number:
605 331 213

Business Type:
WA NONPROFIT CORPORATION

Business Status:
ACTIVE

Principal Office Street Address:

Principal Office Mailing Address:

Expiration Date:
09/30/2024

Jurisdiction:
UNITED STATES, WASHINGTON

Formation/ Registration Date:
09/07/2023

Period of Duration:
PERPETUAL

Inactive Date:

Nature of Business:

Charitable Corporation:
☑

Nonprofit EIN:

Most Recent Gross Revenue is less than $500,000:
☑

Has Members:
☐

Public Benefit Designation:
☐

Host Home:
☐

REGISTERED AGENT INFORMATION

Registered Agent Name:
JACOB MORRISON

Street Address:
151 CAMPBELL ST, FORKS, WA, 98331-9753, UNITED STATES

Mailing Address:
151 CAMPBELL ST, FORKS, WA, 98331-9753, UNITED STATES

GOVERNORS

Title	Governors Type	Entity Name	First Name	Last Name

Clallam County Lodging Tax Funding Application Request

Neah Bay Chamber of Commerce

RECEIVED
CLALLAM CO. COMMISSIONERS
OCT 13 2023
1...2...3...A...

LODGING TAX FUNDING APPLICATION
2024

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:** $ 35,130

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 602 721 063

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

IV **Representative Contact Information:**

Name, Title Melissa Peterson - Agent + Chairperson

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

Phone(s) 360 640-2967

Email ravenbomelissa@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.

Melissa Peterson
Signature

Date: Oct 12, 2023

Melissa Peterson
Print or Type Name

Neah Bay Chamber of Commerce Visitors Center 2024 proposed budget

Income:	**Amount**
Estimated Rollover 2023 to 2024	$27,900
2024 Projected Income	$15,000
2024 Projected Operating Costs total	$55,020
Over all or full budget Total	**$97,920**
Expenses	**Twelve-month totals**
Employee Salary	$31,920
Quarterly Taxes	$2,500
Neah Bay Fest	$4,000
Brochures	$1,700
Website Hosting	$110
Website up-dates	$500
Internet	$600
Domain Name	$50
Office Supplies	$400
Cleaning supplies	$150
Square fee's	$1,000
Postage	$50
Post office box fee	$110
Signage/decals	$500
PUD	$750
Quick books	$450
Small business development	$1,000
Bom accounting services	$300
Advertisement	$150
Donation to youth surf camp	$500
Visitor Center merchandise purchases	$4,000
Meeting snacks	$300
Miscellaneous	$500
Scholarship	$2,000
Travel	$1,500

Neah Bay Chamber of Commerce Lodging Tax Application Questions One thru Fourteen

1. The Neah Bay Chamber of Commerce helps increase the number of visitors to Neah Bay, the furthest northwest corner of Clallam County, by providing a website, brochure and a Visitor Center.
   The far-reaching website provides potential visitors from around the world with up-dated information regarding their visit to this remote part of Clallam County. The website includes a downloadable brochure which features local businesses, places to visit, eat and stay.

   The brochure assists Visitors' Centers in Port Angeles, Forks, Clallam Bay, and Sequim with up-date information pertaining to businesses and opportunity in Neah Bay.

   The Neah Bay Visitor Center promotes local and across the Peninsula businesses by providing Olympic Peninsula's brochures, the OPTC planner and many other Peninsula resources. We advertise special events that are out-side our community on the Olympic Peninsula.

   Neah Bay Fest the Chamber sponsored event in the off season is scheduled for October 2024. This event brings people from the Olympic Peninsula to Neah Bay. We hope that it attracts visitors from other counties within the State.

2. The Neah Bay Chamber of Commerce brochure, website and Visitors Center provides information about places to stay, exciting places to visit and good food to eat on the farthest northwest corner of the Olympic Peninsula. By providing these valuable resources to potential visitors, they can feel confident in their decision to visit and stay in the area. All visitors who make the journey out to Neah Bay stay at or pass through other Peninsula communities to arrive at their destination.

   Neah Bay Fest brings people from the Olympic Peninsula to Neah Bay and surrounding area either as a day trip or an overnight stay.

3. As you know, Neah Bay is a remote some seventy-five miles from the biggest city on the Olympic Peninsula so all visitors travel over fifty miles. Neah Bay offers visitors a unique opportunity to visit a prestigious museum which they can learn about Makah tribal culture. Cape Flattery is a bucket list lure for many visitors, Neah Bay encompasses the Pacific Ocean the and the Salish sea which is the only opportunity on the US coast. Neah Bay is a premier fishing location as well. Again, through our brochure, website, and Visitor Center we provide up-dated information to intrigue protentional guest to the beautiful part of Clallam County on the Makah reservation.

   Neah Bay Fest provides people on the Olympic Peninsula an excuse to come and visit Neah Bay. The free all-day event brings in specialist to lecture on themed topics and enjoy music, kids' activities and more for free. They can plan to stay in Neah Bay and surrounding area to explore the bountiful offerings of a small tribal community.

The target group for Neah Bay Fest, is local and Olympic Peninsula residents.

10. The Chamber of Commerce will continue updating the brochures, website and will keep the Visitor Center open for people to get the information needed for a safe and positive experience when visiting our remote area.

11. The Visitor Center promotes local businesses, but the facility has many brochures that highlight other places to visit, stay and eat on the Olympic Peninsula. The Visitor Center manager shares relevant information when requested.

12. No, we are not applying from another county.

13. The Neah Bay Chamber of Commerce operations budget is $97,920 and we are requesting the lodging tax funds to support 36% of the budget or $35,230

14. We have the rollover secured funds in our account to complete our financial obligations. We will also use revenues from sales and dues. The Visitor Center cannot operate without hotel/motel funding.

4. By providing up-dated information on the Neah Bay Chamber of Commerce website which is on the world wide web, we have the opportunity to encourage folks to the Olympic Peninsula. In combination with all the world-wide websites about Washington and Olympic Peninsula we all give the out of state or country traveler all they need to know to have a secure fabulous journey to our region.

5. Neah Bay Fest will be held in October to encourage visitors to make the long trip to northwest tip of the state during the slow season. The date and theme have not been determined as we just voted to include it in 2024. Our target group to attend is communities on the Olympic Peninsula. The event will be advertised on our website, face book and posters.

6. A. The attendance at our facility January 1, to September 30, 2023 is 7,325 visitors. THE Visitor Center has a sign in sheet that each visitor fills out. We share this information with Olympic Peninsula Tourism Commission. It is unknow how many visitors attended Neah Bay Fest.

   b. An estimated 7, 100 visitors traveled 50 miles or more based on the sign in sheet at the Visitors Center.

   c. Four hundred and twenty-three people were from other countries.

   D. An estimated 5,000 people stayed in Clallam County Incorporated areas. On the Makah reservation also part of Clallam County an estimated 2,100 visitors stayed in the community.

   e. Estimated 5,000 people stayed at Clallam County businesses.

   F. It is un determined how many people our brochure, website or facility influenced where people stayed. However, the Visitor Center assisted visitors to find places to stay on an on-going basis.

7. We do not have a host hotel for Neah Bay Fest. The idea of a host hotel for discounts is a good idea.

8. The Neah Bay Chamber of Commerce Visitor Center opened in April 2022 after the Makah reservation re-opened from the pandemic. Since the slow opening, Visitors to the facility continue to increase. From 4,200 visitors in 2022 to our goal of 8,000 visitors in 2023. (Our website and brochures all aid in attracting visitors to the Olympic Peninsula on the Makah Reservation in Neah Bay a part of Clallam County.

   Neah Bay Fest was successful in that we provided an all-day event in the small town of Neah Bay during the slow season. It gave local folks an opportunity to participate in educational lectures and bring travelers from the Olympic Peninsula to our remote village.

9. Our Visitor Center outreach does not have a target group. However, we do let people know that Neah Bay has places to stay, places to view, hike, surf, rich Native culture, wildlife, fishing opportunities, and restaurants. We advertise our annual event Makah Days which attract thousands of visitors.

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 page 1

2. How will the project/program help increase paid overnight accommodation 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.

6. **2024 Tourism-Impact Estimate** See page 2
(Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2023)

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:	2024 Estimate	2023 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.)

_____
_____
_____

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

See Page 3

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.

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Clallam County Lodging Tax Funding Application Request

Sequim Irrigation Festival

RECEIVED
CLALLAM CO. COMMISSIONERS
OCT 16 2023
1...2...3...A...
@ 8:40am

LODGING TAX FUNDING APPLICATION 2024

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**: $ 12,500

II **Agency/Organization Name**: Sequim Irrigation Festival

Organization is ☐ Government Entity ☐ 501(c)3 ☐ 501(c)6 X Other 501(c)4
Federal Tax ID No. 91-1675926 UBI Number 604-209-241

III **Project/Activity/Event**: Project: Purchase of Banners & Signage for the 129th Sequim Irrigation Festival – May 2024

IV **Representative Contact Information**:

Name, Title	Vickie Maples, Director
Mailing Address	PO BOX 2073, Sequim, WA 98382
Phone(s)	559-310-0655
Email	vickie1616@hotmail.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.

Vickie E. Maples
Signature

Date: 10-15-2023

Vickie E. Maples
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 Sequim Irrigation Festival bears the hallmark as the longest continuously held festival in Washington state. In 2024 the Festival, which takes place over the first two weekends in May, will hold its 129th consecutive celebration. The first weekend carries the title of Crazy Callen Weekend in honor of Crazy Callen, the man who envisioned and then, with help, constructed the irrigation ditches that run through the City of Sequim and the surrounding Clallam County areas. Crazy Callen's vision remains instrumental in the successful agricultural development in the county areas around Sequim.

   Even during the COVID years the all-volunteer festival was able to hold a festival – smaller but still an active celebration in honor of the history and contributions of the irrigation system, initiated by Crazy Callen in 1896. Traditionally the majority of the many events that make up the Sequim Irrigation Festival were held on the streets of downtown Sequim. While successful, that location gave little room to expand the events. In 2023, the Festival bravely and strategically relocated the events to Carrie Blake Park. The new site offers more space for the expansion of current events and the opportunity to add new events to the schedule. After the successful inaugural event it became clear that the Festival needed to increase the festive atmosphere of the many events that make up the Festival as well as increase directional signs to assist tourists in locating the Festival site.

   This grant request is to provide banners and signs for a well-designed Banner & Sign Plan for the 2024 Festival. The goal is to provide clear directional signs for tourists entering the Sequim area as well as enhance the experience and enjoyment of the attendees during the Festival. Tourists who feel welcomed with the appropriate signage, are given clear direction of the location of the festival and then are greeted by festive and colorful flags and banners are more likely to return to the Festival in following years and to share their experiences with family, friends and co-workers when they return home.

   A complete Preliminary Banner and Sign Plan along with maps of the proposed location of the banners and signs is provided as an attachment to this application.

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

   Preparation and planning are key elements necessary to attract overnight visitors to our community. The Sequim Irrigation Festival is not only in the process of preparing for the 2024 Festival but also planning an expanded celebration for the 130th in 2025. Due to COVID restrictions, many of the new events and activities planned for the 125th

celebration were placed on hold until 2025. In planning for 2025 committee members are aware that the 2024 festival will be the best advertisement to attract new attendees for the 130th. Therefore, the Festival plans to dramatically increase the display of banners, flags and signage to create a more festive and attractive venue.

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.

   As one of the earliest Spring outdoor family festivals in Clallam County, the Sequim Irrigation Festival heralds the beginning of the upcoming outdoor festival season on the Peninsula. After the short winter days, families are anxious to experience the outdoors. By enhancing the experience of tourists visiting the Festival through better signage and festive, colorful banners and flags, tourists will be more inclined to spend the weekend to enjoy both days of the Festival rather than just a day trip. Sharing their experiences upon returning home will encourage others to plan to attend future Festivals.

   To expand our outreach and encourage more attendance, the Festival has recently initiated an extensive update of the Festival website which is planned to launch in January 2024. While we have photos of the 2023 Festival it became apparent that with the new venue the Festival needed to enhance the visual attraction of the Festival via additional banners, feather flags, A-signs, and directional signs within the grounds of the events which will greatly increase the attractiveness of entry points to the park as well as the festivities occurring in the park. Additional directional signage is also needed throughout the community from Highway 101 exits to provide guidance to visitors not familiar with our area. Highway signs announcing the Festival are used annually on Highway 101 to direct visitors to the Sequim highway exits. Additional signage is needed to direct visitors to the event site. Videos and photos from the 2024 Festival will be featured on the Festival website, social media, press releases and other marketing efforts for the 2025 Festival.

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

   The Sequim Irrigation Festival is entering its 129th celebration in 2024 and looking forward to an enhanced celebration for the hallmark 130th in 2025. Visitors to the 2024 Irrigation Festival experiencing the variety of feather flags, banners and signage will be treated to a more colorful, exciting and festive environment than all previous festivals. Their experience will encourage them to return the following years and share their experience with friends and family – encouraging them to attend future festivals. With a full two days of events on Crazy Callen Weekend tourists will be inclined to stay overnight to enjoy both days.

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

   The project will actually enhance a great number of events happening during the two weekend Festival. The majority of the events are free to the community while a very few have entry fees:

   Crazy Callen Weekend (first weekend of May ~ May 3-5):
   - First Friday Art Walk
   - Crazy Daze Breakfast
   - Innovative Arts & Crafts Fair
   - Family Fun Days
   - Kids Parade
   - Run Series (5k, 1 mile and ½ marathon)
   - Band Shelter Entertainment
   - "Trashion" Show (featuring recycled-material fashions)
   - Community Concert & Dance

   Grand Finale Weekend (second weekend of May ~ May 11-12):
   - Classic Car Cruise
   - Classic Car Show
   - Carnival (planned for 2024)
   - Grand Parade (Sequim's only annual parade)

   Estimated attendance for the 2024 Sequim Irrigation Festival is 7,000.

6. **2024 Tourism-Impact Estimate**
(Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2023)

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:	2024 Estimate	2023 Actual	Methodology
a. Overall attendance at your event/activity/facility	7,000	6,500	Direct Count Indirect Count
b. Number of people who travel more than 50 miles for your event/activity/facility	300	250	Estimate based on prior years surveys
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	30	25	Estimate based on prior years surveys
d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.	55	50	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.	30	25	Estimate
f. Number of paid lodging room nights resulting from your event/activity/facility.	250	200	Estimate based on prior years surveys of selected Sequim lodging

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

There is no host hotel for the Sequim Irrigation Festival. However, the Holiday Inn Express in Sequim served as host hotel for the Festival Run Series in 2023.

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

   The Sequim Irrigation Festival has been celebrated annually in early May for 128 years and continues to be an all-volunteer Board and membership. With the annual event occurring over two weekends in mid-Spring, the Festival is one of the earliest outdoor Spring festivals in Clallam County emphasizing family participation. The Festival honors our local pioneers, both current and those whose efforts in the past have contributed to the Clallam County community in and around Sequim. As a community festival, the history and traditions of the past are recognized and appreciated as are the contributions of agriculture to the lifestyle we enjoy.

   Each year the Festival Board reviews the variety of events offered to determine the success of each event and the options of introducing new events in order to increase the number of attendees and attract visitors to our community. In recent years the Festival has initiated both a Run Series and an evening Community Concert & Dance during Crazy Callen Weekend. The 2023 move to Carrie Blake Park has greatly increased the options available to the Festival to attract more tourists in May 2024.

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

   One of the primary goals of the Sequim Irrigation Festival is to provide a variety of family fun events suitable for all ages – Family Fun Days, Arts & Crafts Fair, Run Series, etc. Prior to 2023, the Crazy Callen Weekend events were somewhat constrained from accommodating larger crowds due to their location in the center of town on "closed-to-traffic" Washington Street. With the new location in Carrie Blake Park, Family Fun Days expanded to a 2-day event and the Run Series was able to remap their route through less traveled and more scenic areas. With these new options, the Festival will be marketing to urban areas to entice attendees of all ages to investigate the variety of events available at the Sequim Irrigation Festival 2024.

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

    The Sequim Irrigation Festival has a Marketing Committee that works diligently to promote the Festival year round through a variety of mediums. The Marketing Committee has just recently contracted for a complete update of the Festival website which is scheduled to be completed in January 2024. Committee members provide additional outreach via social media through regular postings to Facebook and Instagram.

    Two full-color brochures are created annually to promote the Festival – one is an informative brochure available at the Sequim-Dungeness Valley Chamber of Commerce year round and another specifically highlights the current festival with a complete schedule of events and location maps. Printed copies of these brochures are provided as attachments to this application. Event listing opportunities are utilized as they become available.

    Each year the Festival Royalty and award-winning float attend 10-14 parades located around the state. At each parade the Royalty members and float support team share festival information with parade attendees and welcome everyone to visit Sequim year

round. During the Sequim Irrigation Festival Parade, the only parade in Sequim, a variety of parade entries are from communities that our Royalty and float have visited in prior years. Since our parade occurs in mid-Spring, it gives a multitude of visitors the opportunity to see much of what Clallam County has to offer for the following months of spring, summer, fall and winter.

With the relocation of Crazy Callen Weekend to Carrie Blake Park, the Festival is now in a position to expand events and support additional attendance. Outreach to new marketing options continue to be explored by the Marketing Committee.

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

Some of the events that comprise the Sequim Irrigation Festival are sponsored by local businesses in the unincorporated areas of Clallam County, giving them the opportunity to advertise their business offerings. In addition, as a two-weekend Festival with both weekends having events over both days of each weekend, lodging establishments, restaurants and businesses in the unincorporated areas have an expanded opportunity of attracting visitors to their establishments. A significant number of Bed & Breakfast accommodations are available within close proximity to Sequim as well as some unique dining opportunities.

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 Sequim Irrigation Festival has not yet applied for Lodging Tax funds from another community for the 2024 Festival. However, each year an application is submitted to the City of Sequim LTAC Committee to provide funding for public safety, public works and any other additional costs to the City to provide services to the Festival over the two weekends. These funds are not actually received by the Festival but rather are transferred directly to the City of Sequim. The Festival will again apply for City of Sequim LTAC funds to reimburse the City for the cost of services but has not yet prepared or submitted an application.

13. What is the overall budget for your event/activity/facility? $ 217,366 (2023)
What percent of the budget are you requesting from Clallam County Lodging Tax Fund? 5.5%

The budget for the Banner and Sign Project will include the purchase of:

- Banners
- Feather Flags
- Bandshell Banners
- A-Boards
- Direction Signs
- General Signs & Arrows

The budget for the 2024 Sequim Irrigation Festival is currently being prepared but will not be finalized until December. It will not include income/expenses for the Logging

Show as with the support of the Festival the Logging Show is pursuing the formation of their own 501(c)4 designation and will operate as a separate entity in 2024.

A detailed budget of $12,500 for the Banner and Sign Plan is provided as an attachment to this application.

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

The Sequim Irrigation Festival is predominantly supported through sponsorships from local businesses, a few corporate sponsors, and individuals. There is one major fund-raising event – a Kick-Off Dinner held annually in March. This event is also supported by local business with donations and financial contributions from our local community.

Attachments:

- Preliminary Banner and Sign Plan (with maps)
- Festival Brochures
  - Year Round Brochure
  - 2023 Brochure
- Sequim Irrigation Festival Budget (2023) – Income & Expenses
- Detailed Project Budget
- Washington Secretary of State non-profit registration

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Sequim Irrigation Festival 2024
Preliminary Banner and Sign Plan

Banners above tents

- Materials include the following
  - 2'x8' banner
  - PVC 1" pipe
  - Bungee cords
- Tents that will have a banner above them = 8 banners
  - Information (CCW design)
  - Merchandise (CCW design)
  - Art Project (IAC logo/design)
  - Reuse Showcase (2) (IAC logo/design)
  - Demonstrations (?) (may be something else) (IAC logo/design)
  - Run Series (with run series logo)
  - Family Fun Days (with their new logo)
  - Car Show Registration (with car show logo)
  - Car Show Information (consider using CCW design)
  - Car Show Merchandise (consider using CCW design)
- Total 11 banners (2' x 8')
- Estimate from Signs.com = $80 each = $880
- Add PVC pipe, each sign needs 4 – 10' 1" PVC pipe ($8.48 ea = $34) and 4 connectors
- Total $1,220 for 11 banners to go above tents

Feather Flags

- Anticipate we will primarily use the feather flags in pairs. They would have the CCW design (like waves) and most with no words so they can be used in multiple places over the festival.
- The locations will be:
  - IAC north end
  - IAC south end
  - FFD south side of bandshell
  - FFD /food – at the junction with food area
  - Food north end
  - Entry to the park from the bridge at Guy Cole
  - Run Series location
  - Both sides of the Bandshell
  - Rhodefer entry (1)
  - Handicap parking lot entry on Blake Ave (say handicap parking) (1)
  - Parking lot entry to Blake Property (say parking) (2)
  - Parking Lot entry at Blake Ave (to tell people to turn) (say parking) (2)
  - Handicap parking at park Blake entrance (1)
  - Corner of Blake and Washington (1)

- Total: 24 banners (large – 10ft (29.5x139.5) – all with stands for grass
- Estimate from Signs.com = $293 each = $7030

Bandshell Banners (back of Bandshell – say 'Sequim' 'Irrigation' 'Festival'

- Estimating 3 banners that are 4' x 15' (48"x180"), grommets in 4 corners, vinyl
- Estimate is $150 each x3 = $450
- (They do make a fabric banner that we could consider, but they are $230 each)

A-Boards

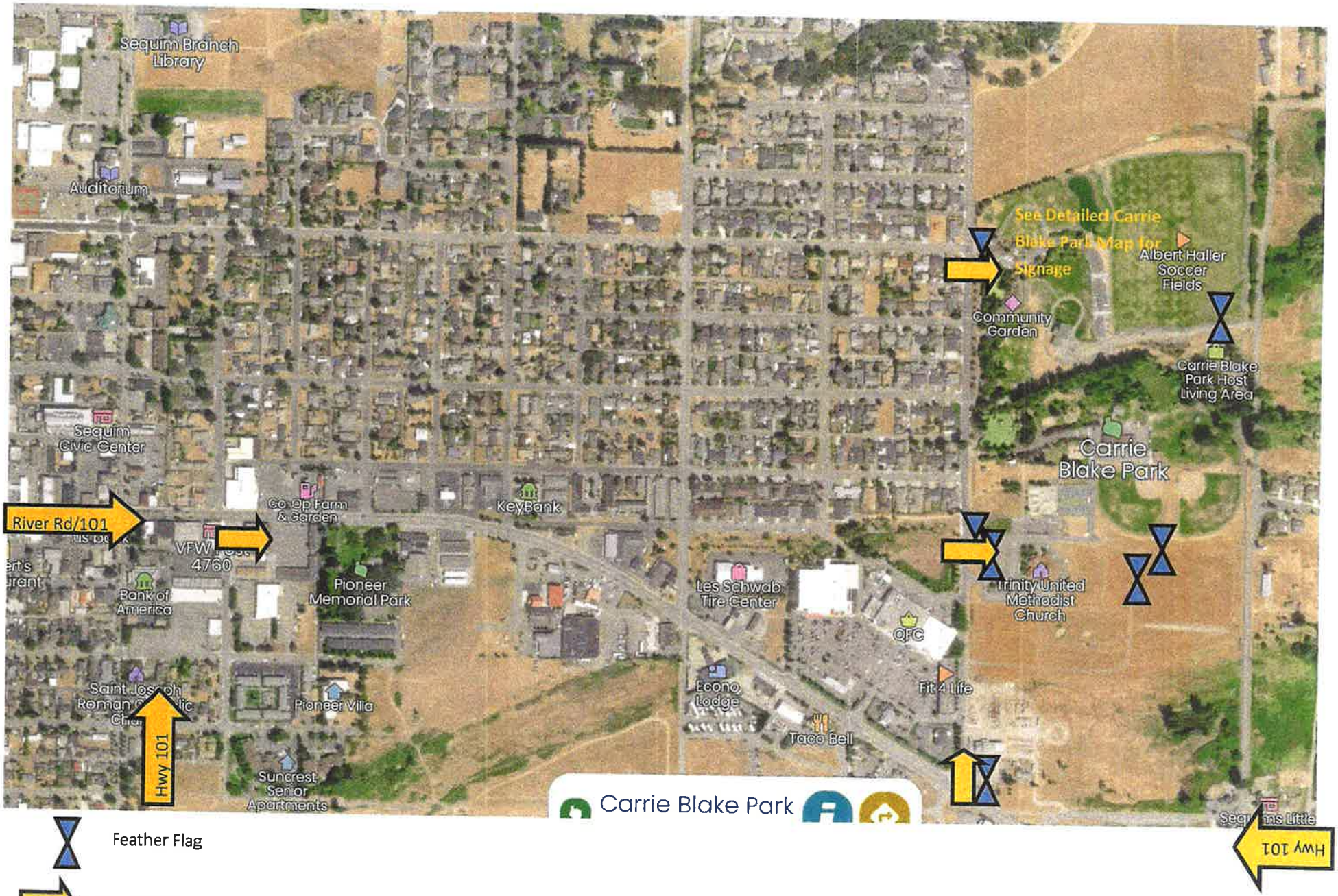
- David is making 20 more signboards. The materials include
  - 10 sheets ½" plywood (estimate $70/sheet = $700)
  - Primer
  - Paint
  - hinges

Direction Signs around the park – 3 3-sided signs, signs are 4' x 8'

- materials include
  - PVC pipe – 12 8' pieces for each sign
  - Corrugated plastic (4'x6' – 3 of these)
  - Plexiglass (4'x6' – 3 of these)
  - Large map – 1 per sign stand
  - Festival specific signs (2 per sign)
- A map would need to be created of the park and parking (probably by James) that we can use for each (design)
- Event/Activity pieces would need to be made to represent the things going on
- Map printed on a fabric or something that will allow the event/activity pieces to be moved around to represent the 'you are here' map and stick in place
- Estimates (I have no real idea for cost for these signs)
  - Cost for map design - $500 estimate
  - PVC pipe estimate 12 pieces 8' @ $8.50 = $102 each sign = $306 for all signs
  - Connectors
  - Plexiglass (estimate $150/sheet = $450 per sign = $1350 for all signs)
  - Map printed (3) = estimate $150 each = $450 for all signs
- Total for You are Here Signs: $2,600

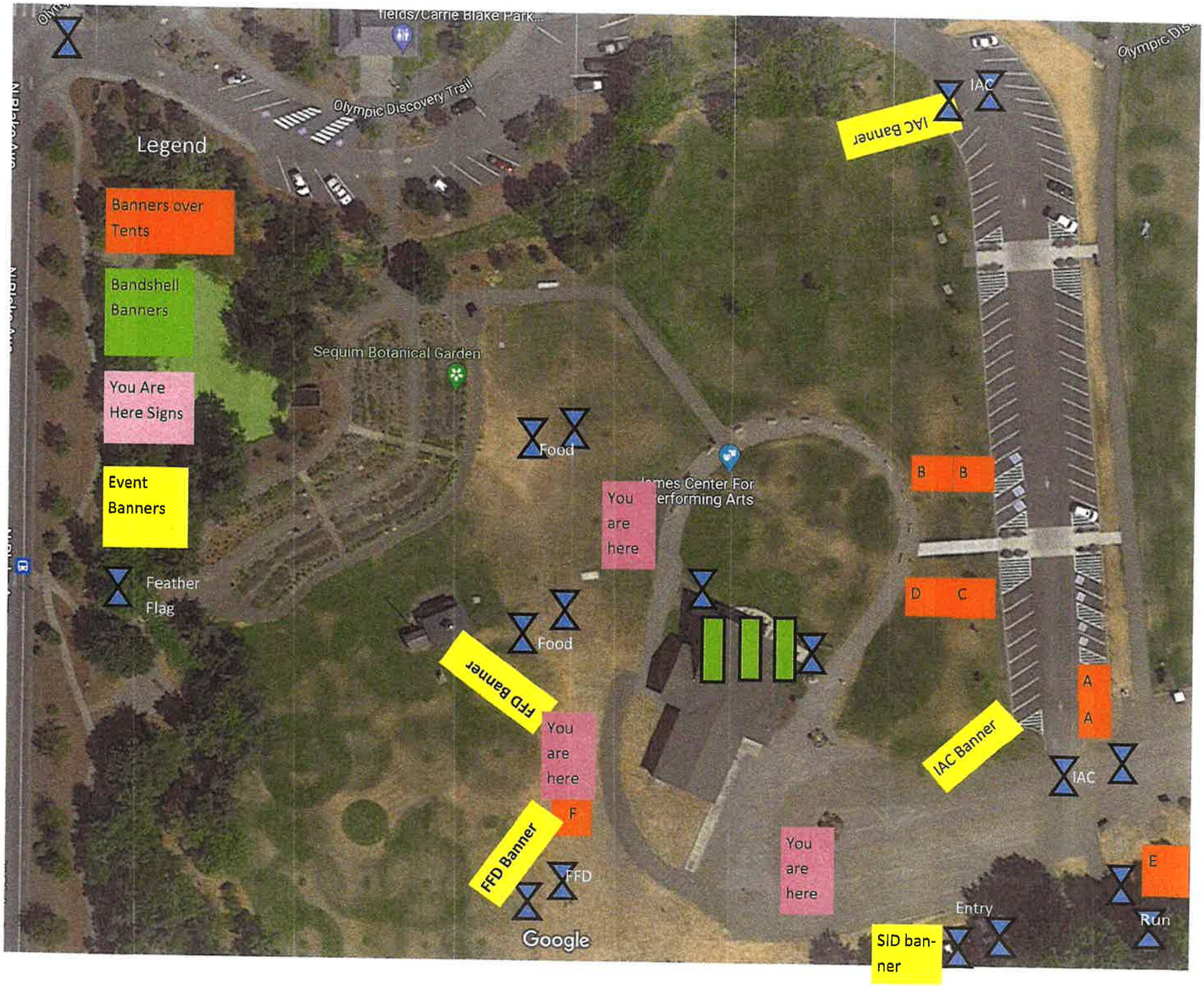
General Signs and Arrows that can be reused

- Just making an estimate of about $500 for signs that can be printed and laminated and used from year to year. I haven't gone through to define them all.



Feather Flag

A-Board with Direction Arrow


Legend
Banners over Tents
Bandshell Banners
You Are Here Signs
Event Banners
Feather Flag
Olympic Discovery Trail
Sequim Botanical Garden
Food
Food
You are here
You are here
You are here
IAC
IAC Banner
IAC
IAC Banner
FFD Banner
FFD
FFD Banner
B
B
D
C
A
A
F
E
Entry
Run
SID banner
Google

Sequim Irrigation Festival
What is this about?

Bringing irrigation from the Dungeness River to the brown and parched prairie began as a dream of four pioneer settlers who were visionaries of their time. D.R. Callen had moved to Sequim from an irrigated area in Colorado and he convinced James R. Grant, H. Hucksford and Captain Thomas Jones that "water was wealth." Together they set out to persuade their neighbors to go along with the idea. The skeptics called them "crazy" and said that water could not be made to run uphill; but there were those who believed. On July 20, 1895, a group of about 20 people held the first meeting of the Prairie Ditch. Incorporation papers were signed November 18, 1895, and the hardy pioneers worked all winter long building the ditch and flume.



Photo Courtesy of Sequim Museum and Arts Center

Money was scarce and the surveyor was paid partly in potatoes. Everyone gave what they could and the women cooked for the workers. Even the children helped by carrying water, running errands and tromping clay into the gravel. Finally, the following spring it was time for the "big day." On May 1, 1896, the residents of the Dungeness Valley and surrounding communities came by wagon, on horseback and on foot to witness the opening of the headgate for the first time.

On May 1, 1896, Sequim valley pioneers took their picnic "fixings" to eat at "Crazy" Callen's farm near what is now Sequim-Dungeness Way, Old Olympic Highway and Port Williams Road. They had no idea they were initiating a tradition that would become the oldest continuing festival in Washington state.

Irrigation Festival Committee

Over a hundred people are involved in the making of the Irrigation Festival and every one of those people is a volunteer. Volunteer activities range from large commitments such as being on the Board of Directors and planning and coordinating the festival events, to small commitments such as helping to setup or decorate an event.

If you are interested in volunteering or learning more about the Sequim Irrigation Festival, check out the website at IrrigationFestival.com or email info@irrigationfestival.com



Sequim Irrigation Festival
P.O. Box 2073
Sequim, WA 98382

IrrigationFestival.com
info@irrigationfestival.com

SCAN ME

Sequim Irrigation Festival

Longest Running Festival in Washington State



Where Water is Wealth

First Full Weekend through
Second Weekend of May

Sequim, Washington

Sequim Irrigation Festival Events

The Sequim Irrigation Festival takes place during the first full week of May. Most of the events are Free.



2022 Float and Royalty
Photo by Lynn Horton

Crazy Callen Weekend

Is the first weekend of the Sequim Irrigation Festival encompasses many of the events.

Innovative Arts and Crafts Fair

The 2-day Innovative Arts and Crafts Fair focuses on reuse, repurpose and recycling and includes

- Vendors selling one-of-a-kind art, functional and decorative crafts, helpful garden gadgets and food
- Reuse showcase and demonstrations highlighting art from the community
- A cross-section of Pacific Northwest entertainers will perform on the main stage and around the fair

Fun Run

The fun is for the whole family, amateur runners and walkers as well as those preparing for the big race. Multiple run and walk distances are offered.

Crazy Callen Breakfast for Dinner

A fun event that honors DR 'Crazy' Callen.

- Costume parade and Skits
- Awards

Everyone is welcome to come in costume and perform a skit—individually or with a group.



2022 Family Fun Day
Photo by Keith Ross

Family Fun Day

Children of all ages enjoy the Family Fun Day activities. More than 3,000 kids and their families come to enjoy a day filled with activities for every kid at heart.

Activities include:

- Face painting, crafts & demonstrations
- Touch a Truck gives all a chance to get up close to these powerful vehicles
- Float pull, photos with royalty, and more

Kids Parade

The Kids Parade is for kids 12 years and younger. Kids are encouraged to participate in different categories as well as the main theme. Prizes are awarded.

Grand Finale Weekend

Is the second weekend in May and includes the following events.

Grand Parade

The Irrigation Festival Grand Parade through downtown Sequim includes

- Pioneers and Dignitaries
- Festival float and other floats from around the state, bands from around the area,
- community groups, businesses and more.

Hot Rods Cruzz and Show n' Shine

Take a trip down memory lane to the bygone era as Classic cars from around the area parade through downtown Sequim, and then compete for prizes at the Show n' Shine.

Logging Show

Learn more about the Peninsula's logging heritage at the Logging Show. Watch experienced loggers demonstrate axe throwing, spar pole climbing, pole falling skills and more, in a variety of competitions.



2022 Logging Show
Photo by Keith Ross

Carnival

Rides and games at the Davis Carnival provides fun for the entire family.

Additional Festival Events

There are a few events that take place before the Irrigation Festival in May.

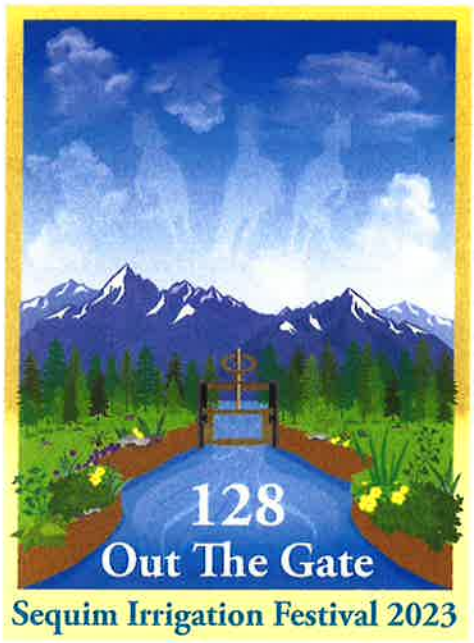
Royalty Pageant

The selection of the festival royalty, who are ambassadors for Sequim around the state, takes place in February.

Kick-off Dinner & Auction

The Kick-off Dinner & Auction is the main fundraiser for the Irrigation Festival, and takes place in March.

2023 SEQUIM IRRIGATION FESTIVAL



IrrigationFestival.com

MAY 5-13, 2023
128 Out The Gate

SCAN ME

DOWNTOWN PASSPORT TO SEQUIM

May 5 - 14, 2023

Shop small with participating businesses and get your passport stamped. Get 10 or more stamps, then turn in your card at the Co-Op Farm and Garden by May 15th to be entered in a drawing.

FUNDING FOR MAP PRINTING PROVIDED BY CITY OF SEQUIM LODGING TAX REVENUES

CITY OF SEQUIM

See you in 2024

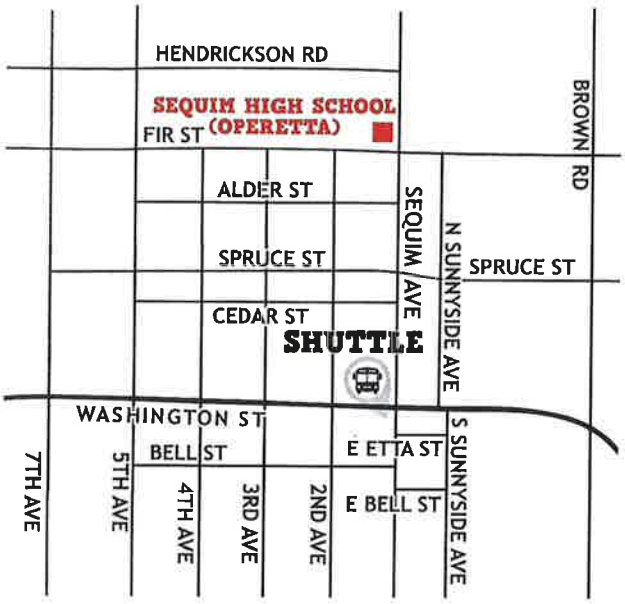
2024 Mountains to Shore — Whatever You're Looking For

MAY 3-12, 2024

IrrigationFestival.com



Where Water is Wealth



PARKING AND SHUTTLE

Saturday, 10:00 AM to 9:30 PM

Parking is available behind Trinity United Methodist Church on Blake Ave. on the Blake Property (See Signs).

A shuttle will also be running between 1) the parking behind the church, 2) inside the entrance to Carrie Blake Park at Blake Avenue and 3) Downtown. Shuttle runs to 9:30 PM so you can get back downtown after the dance. Handicap parking is located at the Blake Avenue entrance to Carrie Blake Park.

Parking

CRAZY CALLEN WEEKEND SCHEDULE MAY 5TH - 7TH

Friday 5/5 (Downtown)

First Friday Artwalk ..... 5:00 PM - 8:00 PM

SHS Operetta "Anastasia" ..... 7:00 PM

Saturday 5/6 (Carrie Blake Park)

Kids Parade
- Lineup ..... 8:45 AM
- Start ..... 9:00 AM

Family Fun Day ..... 9:00 AM - 4:00 PM

Innovative Arts & Crafts Fair ..... 9:00 AM - 7:00 PM

Run Series (5k/1M) ..... 10:00 AM - Noon

Entertainment ..... 10:00 AM - 5:30 PM

Beer & Wine Garden ..... Noon - 9:00 PM

Crazy Daze Breakfast for Dinner ... 5:30 PM - 6:30 PM

Trashion Show ..... 6:30 PM - 7:00 PM

Bandersnatch Ball
(Community Dance) ..... 7:00 PM - 9:00 PM

Sunday 5/7 (Carrie Blake Park)

Family Fun Day ..... 9:00 AM - 4:00 PM

Innovative Arts & Crafts Fair ..... 9:00 AM - 4:00 PM

Run Series (1/2 Marathon
Starts at Troll Haven) ..... 8:00 AM - Noon

Entertainment ..... 9:00 AM - 4:00 PM

Sequim City Band ..... 3:00 PM - 4:30 PM

Beer & Wine Garden ..... 9:00 AM - 4:00 PM

Downtown Events

First Friday Artwalk ..... Friday 5:00 - 8:00 PM
(Join the Hat Promenade)

Farmers and Artisans Market ..... Saturday

SHS Operetta ..... Fri. & Sat. 7:00 PM, Sun. 2:00 PM

Events

First Friday Art Walk – First Friday Art Walk Sequim is a fun and free self-guided tour of local art venues in Sequim on the First Friday of every month. Join the "Hat Promenade."

Kids Parade – Kids 12 years and younger participate in different categories (Awards).

Family Fun Days – 2 full days of activities for kids and their families including touch a truck, float pull, photos with royalty, and more.

Innovative Arts and Crafts Fair – 2 days of arts and crafts vendors selling one of a kind art, functional and decorative crafts, etc. Also includes a reuse showcase and demonstrations and a community art project.

Run Series – Saturday is a 5k/1mile walk/run for families. Sunday's run is a half marathon starting at Troll Haven.

Entertainment – A variety of entertainment will be happening on the stage.

Beer & Wine Garden – A beer and wine garden will be on site both days.

Crazy Daze Breakfast for Dinner – A fun event that honors DR 'Crazy' Callen. Pickup some dinner at one of the food vendors and join in or just watch crazy costumes and skits (Awards).

Trashion Show – Bring your fashions made from recycled materials or come and watch as they walk the runway.

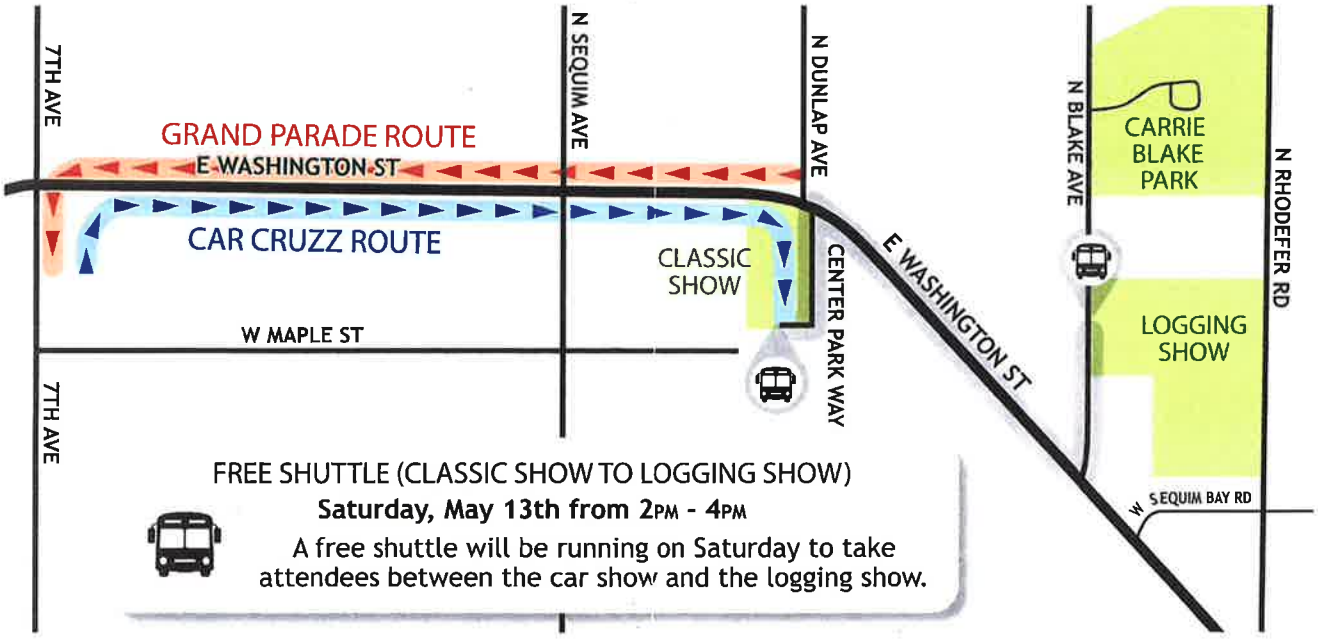
Bandersnatch Ball (Community Dance) – Local favorite 'Joy in Mudville' will be playing for the community dance. Food vendors will be open as well as the beer and wine garden.

SHS Operetta – The Sequim HIgh School Operetta is presenting "Anastasia."

Sequim City Band – Enjoy the Sequim City Band as they have their first outdoor concert of the year.



GRAND FINALE WEEKEND



GRAND FINALE WEEKEND SCHEDULE MAY 11TH - 13TH

Thursday 5/11 Downtown

Historic Walking Tour ..... 11:00 AM, 1:30 PM
SHS Operetta "Anastasia", Sequim High School ... 7:00 PM

Friday 5/12

Logging Show, Blake Property
- Truck & Tractor Pull ..... Noon - 5:00 PM
- Logging Show ..... 5:00 - 10:00 PM
- Logger's Ball ..... 7:00 - 10:00 PM

Golf Tournament, Cedars at Dungeness ..... 1:00 PM
Fireworks, Blake Property ..... Dusk (approx. 9:30 PM)
SHS Operetta "Anastasia", Sequim High School ... 7:00 PM

Saturday 5/13

Classic Cruise, Washington Street
- Lineup ..... 8:00 -10:00 AM
- Start ..... 11:00 AM

Classic Show, Center Park Way
- Entry ..... 8:00 -10:00 AM
- Show ..... 11:00 AM - 4:00 PM

128th Grand Parade, Washington St..... Noon
Logging Show, Blake Property..... 10:00 AM - 6:00 PM
SHS Operetta "Anastasia", Sequim High School..... 2:00 PM & 7:00 PM

Events

Historic Walking Tour (Sequim Museum & Arts) – Take a tour through many historic sites around downtown Sequim.

Golf Tournament – Sponsored by the Boys and Girls Club of Sequim.

Logging Show – Events include the Truck and Tractor Pull, Logging Show events, vendors, Logger's Ball and much more.

128th Grand Parade – Experience the Grand Parade with Royalty, Dignitaries, Festival float and floats from around the state, bands, and much more.

Fireworks – Spectacular fireworks display starting at dusk.

Classic Cruise and Show – Watch the classic cars and motorcycles cruise through town and see them at the show.

SHS Operetta – The Sequim High School Operetta is presenting "Anastasia."

Sequim Irrigation Festival 2023 Budget (Page 1 of 2)

	Jan - Sep 23	Budget	$ Over Budget	% of Budget
Ordinary Income/Expense				
Income				
010.00 Street Fair (Arts/Craft)	12,132.49	13,225.00	-1,092.51	91.74%
015.00 Family Fun Day	5,712.75	6,450.00	-737.25	88.57%
018.00 Fun Run	2,137.55	5,650.00	-3,512.45	37.83%
19.0 Half Marathon	4,094.03	8,500.00	-4,405.97	48.17%
020.11 Carnival	0.00	0.00	0.00	0.0%
020.12 Parade	3,603.22	3,675.00	-71.78	98.05%
020.13 Products	6,664.61	10,000.00	-3,335.39	66.65%
020.14 Pins & Buttons	2,160.10	4,500.00	-2,339.90	48.0%
025.00 Kiddies Parade	500.00			
030.00 Float Construction Inc.	0.00	4,000.00	-4,000.00	0.0%
040.00 Royalty Income	250.00	1,000.00	-750.00	25.0%
040.50 Jr. Royalty	200.00	400.00	-200.00	50.0%
045.00 Pageant	4,885.00	6,100.00	-1,215.00	80.08%
047.00 Royalty Scholarships	0.00	4,750.00	-4,750.00	0.0%
048.00 Kickoff Dinner	35,510.12	47,375.00	-11,864.88	74.96%
055.00 Pioneers	600.00	1,000.00	-400.00	60.0%
070.00 Crazy Days Breakfst	1,021.25	1,000.00	21.25	102.13%
71.0 Street Dance	0.00	3,000.00	-3,000.00	0.0%
72.0 Crazy Callen Weekend	322.00	7,250.00	-6,928.00	4.44%
080.10 Auto Show	6,071.13	6,000.00	71.13	101.19%
080.20 Log Show	48,842.66	43,450.00	5,392.66	112.41%
095.0 Other Irrigation Festival	24,383.08	4,500.00	19,883.08	541.85%
Total Income	159,089.99	181,825.00	-22,735.01	87.5%
Gross Profit	159,089.99	181,825.00	-22,735.01	87.5%
Expense				
10.00 Street Fair (A&C FAIR)	11,533.57	11,625.00	-91.43	99.21%
18.00 Fun Run	8,020.16	7,170.00	850.16	111.86%
19.00 Half Marathon	3,379.62	10,300.00	-6,920.38	32.81%
20.12 Parade	3,850.18	5,350.00	-1,499.82	71.97%
20.13 Products	22,505.11	11,100.00	11,405.11	202.75%
20.14 Pins & Buttons	3,502.38	3,920.00	-417.62	89.35%
20.50 Family Fun Day	2,673.64	2,850.00	-176.36	93.81%
20.51 Kiddies Parade	178.87	150.00	28.87	119.25%
30.00 Float Construction	3,808.48	7,500.00	-3,691.52	50.78%
31.00 Float Display	4,153.27	11,400.00	-7,246.73	36.43%
40.00 Royalty	4,148.31	8,400.00	-4,251.69	49.39%
40.25 Past Royalty Luncheon	125.83	240.00	-114.17	52.43%
40.50 Jr. Royalty	229.45	440.00	-210.55	52.15%
45.00 Pageant	1,725.13	3,600.00	-1,874.87	47.92%
48.00 Kick Off Dinner	18,024.94	22,860.00	-4,835.06	78.85%
49.00 Royalty Scholarship	4,500.00	4,250.00	250.00	105.88%
55.00 I.F. Pioneer	0.00	200.00	-200.00	0.0%

Sequim Irrigation Festival 2023 Budget (Page 2 of 2)

70.00 Crazy Days	223.20	1,375.00	-1,151.80	16.23%
71.00 Street Dance	0.00	3,000.00	-3,000.00	0.0%
72.00 Crazy Callen Weekend	1,967.78	15,100.00	-13,132.22	13.03%
80.10 Auto Show	3,533.02	2,450.00	1,083.02	144.21%
80.20 Logging Show	26,060.88	33,300.00	-7,239.12	78.26%
90.01 PR & Marketing	16,833.14	20,500.00	-3,666.86	82.11%
94.0 Vehicles	311.00	4,380.00	-4,069.00	7.1%
95.00 Other Irrigation Festival	29,381.94	24,206.00	5,175.94	121.38%
Utilities- Float Shed	2,051.79	1,700.00	351.79	120.69%
Bank Service Charges	5.00			
Uncategorized Expenses	740.39			
Total Expense	173,467.08	217,366.00	-43,898.92	79.8%
Net Ordinary Income	-14,377.09	-35,541.00	21,163.91	40.45%
Net Income	-14,377.09	-35,541.00	21,163.91	40.45%



Sequim Irrigation Festival 2024
Preliminary Banner and Sign Plan
Proposed Budget

Cost Summary

- Banners above Tents: $1,220
- Feather Flags: $7,030
- Bandshell Banners: $ 450
- A-Boards: $ 700
- You are Here Signs: $2,600
- Signs and Arrows: $ 500

Total: $12,500

BUSINESS INFORMATION

Business Name:

SEQUIM IRRIGATION FESTIVAL

UBI Number:

604 209 241

Business Type:

WA NONPROFIT CORPORATION

Business Status:

ACTIVE

Principal Office Street Address:

PO BOX 257, OLYMPIA, WA, 98507-0257, UNITED STATES

Principal Office Mailing Address:

PO BOX 257, OLYMPIA, WA, 98507-0257, UNITED STATES

Expiration Date:

01/31/2024

Jurisdiction:

UNITED STATES, WASHINGTON

Formation/ Registration Date:

01/08/2018

Period of Duration:

PERPETUAL

Inactive Date:

Nature of Business:

CIVIC

Charitable Corporation:

☑

Nonprofit EIN:

91-1675926

Most Recent Gross Revenue is less than $500,000:

☑

Has Members:

☐

Public Benefit Designation:

☐

Host Home:

☐

REGISTERED AGENT INFORMATION

Registered Agent Name:

SEQUIM IRRIGATION FESTIVAL

Street Address:

901 W WASHINGTON ST STE B, SEQUIM, WA, 98382-3266, UNITED STATES

Mailing Address:

PO BOX 2073, SEQUIM, WA, 98382-4335, UNITED STATES

GOVERNORS

Title	Governors Type	Entity Name	First Name	Last Name
GOVERNOR	INDIVIDUAL		DEON	KAPETAN
GOVERNOR	INDIVIDUAL		VICKIE	MAPLES

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Clallam County Lodging Tax Funding Application Request

Lincoln Park BMX Association

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

November 23, 2023

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 expand, it has become clear that further improvements need to be made to the parking lot to make it safer and more functionable for multiple agencies to use during events. Also, the City of Port Angeles amends the letter to make it clear that the improvements will be made to the city owned property, they will become fixtures, and therefore the city will own them.

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

RECEIVED
CLALLAM CO. COMMISSIONERS
OCT 16 2023
1...2...3...A...
@9:10am

LODGING TAX FUNDING APPLICATION 2024

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**: $ 39,806.06

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**: LINCOLN PARK- PARKING LOT

IV **Representative Contact Information**:

Name, Title Sean Coleman, President/Track Operator

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

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: 10.16.2023

Sean Coleman- President

Print or Type Name

LODGING TAX APPLICATION – REQUIRED SUPPLEMENTAL QUESTIONS

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

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

2. How will the project/program help increase paid overnight accommodation 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.
   No speicific event- We hold 70+ events from Early April to Mid-November.

6. **2024 Tourism-Impact Estimate**
(Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2023)

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:	2024 Estimate	2023 Actual	Methodology
a. Overall attendance at your event/activity/facility	25,000	28,179	based off of signed in attendace usabmx estimates 3.2 spectactors rider
b. Number of people who travel more than 50 miles for your event/activity/facility	5,000	6,829	based off of signed in attendace usabmx estimates 3.2 spectactors rider
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	75	25	based off of signed in attendace usabmx estimates 3.2 spectactors rider
d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.	1,000	1050	based off of signed in attendace usabmx estimates 3.2 spectactors rider- estimate 50% stay in coutny
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	1050	based off of signed in attendace usabmx estimates 3.2 spectactors rider- estimate 50% stay in coutny
f. Number of paid lodging room nights resulting from your event/activity/facility.	1200	1259 630 county	based off of signed in attendace usabmx estimates 3.2 spectactors rider- estimate 50% stay in coutny 155 spots filled at fairgrounds for camping as well

7. Is there a host hotel for your event? If yes, please identify.
Yes- Red Lion & Olympic Inn Suites

8. Describe the prior success of your event/activity/facility in attracting tourists.
See Page #18 - 2018-2023 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. Capital & Operations.

13. What is the overall budget for your event/activity/facility? $ 351412.11- Project= $79,612.12
What percent of the budget are you requesting from Clallam County Lodging Tax Fund? 11.3 %

14. Please describe your plans for securing the remainder of the funds necessary to complete your event/activity/facility.
Asking the City for equal amount as this County Application, This application benefits all- baseball, City, County & LPBMX

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 16, 2023**.

The Clallam County Lodging Tax Advisory Committee (LTAC) will review 2024 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

✓ **Submittals made in an incorrect format will not be considered. The sealed applications must be clearly marked on the outside "2024 Lodging Tax Funding Application." All copies need to be single sided and not stapled and no folders. All documents/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.**

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 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 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?

We are looking at improving the parking lot and making it safer for all visitors- whether they are coming for BMX, Baseball, the County Fair or any other event at Lincoln Park. This project has been over 2 years in the process and is a group effort by all parties- Lincoln Park BMX, City of Port Angeles, Clallam County Fairgrounds, & Port Angeles Baseball.

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.
- YouTube[i]- 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 22 million views in the last 12 months.
- YouTube- 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!

Having a safe parking lot helps all groups- which makes the visit for people from out of town more enjoyable and making it that they want to come back again.

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!

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	30,897	11,567 (37.4%)
2023	28,179	6,829 (24.2%)*

**Starting to see Wsdot construction impacts on travel, not as many during the week.*

Lincoln Park BMX has risen from the #7 track in Washington in 2017 to #2 currently in 2023, 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 Association- 2024 Lodging Tax Application Supplemental Answers

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 Hotel/Rider Count[1] and economic impact for 2018-2023.

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. This track is known as one of the best in the Northwest and riders travel to race on it.

Nice facility for all groups, helps make the trips here more enjoyable and makes people come back.

3. 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.

Lincoln Park BMX Association- 2024 Lodging Tax Application Supplemental Answers

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:

- **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.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.
- **Teaming up with Host Hotels:** like Red Lion and others.

See email below from the owner of Shirley's Café, also one of our track sponsors.

"To whom it may concern,

My family has owned and operated Shirley's Cafe', in Port Angeles for nearly 30 years. As the third-generation owner, I'd like to express my gratitude to Lincoln Park BMX for the positive, financial impact their competitions have had on our community.

As a tourist town, we see our biggest financial gains during the summer months and use those months to help carry us through the winter.

Last year we saw a 18% sales increase during weekend racing, and a 60% increase during Gold Cup finals in September.

This year for state finals, we saw a 75% sales increase, also in September. I mention September again because this is usually when business starts to die off.

This is pretty amazing considering we are only open 7am to 2pm and some of those races are happening during our business hours. I can only imagine the profit increase that restaurants that serve dinner saw.

With these big events that draw in thousands of people, businesses make more money, employ more staff, and support other community members such as Doordash drivers, AIRBNB owners, hotels, and convince store owners. I feel confident in speaking for many businesses when I say, we hope Lincoln Park BMX continues to thrive, support our youth, and enrich our community.

Thank you, Britney Rowland

---

[i] Hotel/Rider Economic Impact

2024 Lodging Tax Fund Non-Event Application

This application is for non-event related proposals only.

Application and Funding Guidelines

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 Planning Supervisor Ben Braudrick at 360-406-0654, or email ced@cityofpa.us.

All applications ***must*** be sent to ced@cityofpa.us by 5:00 PM, October 16, 2023.

Funding Priorities – Non-events:

- Lend support to a diverse range of sustainable tourism activities to encourage visitors to enjoy longer stays and return often.
- Support the increase of tourism capacity, where capacity is defined as the broad number activities within the community a visitor can attend, visit, or take part in when staying overnight.
- Assist the maintenance establishment tourism related capital facilities including:
  - Wayfinding and Interpretative Signage,
  - Public Restrooms
  - Transportation facilities, and
  - Passive recreational park facilities (benches, walkways, and lighting).
- Support efforts to improve information on attractions and facilities.
- Fund proposals that encourage and enhance tourism during the off-peak time as stated below.
- Promote tourism that highlights Port Angeles assets – its natural beauty, geology, outdoor activities, anthropology, community events, lifelong learning opportunities, history, culture, and the arts.
- Develop key community assets that function as destinations or venues for multipurpose events on a year-round basis.
- Create partnerships and synergies with existing organizations to develop and promote attractions and events for visitors.
- Develop innovative opportunities that improve the tourist/resident relationship
- Improve effectiveness of coordinated transportation and trail linkages.
- Support of organizations and projects that promote coordination and cooperation in tourism activities.

Scoring Criteria for Non-Event Proposals (Capital Facilities/Projects) – 30 possible points:

1. There is evidence provided that this project will help increase opportunities for tourism sustainable activities.
2. There is evidence provided that the project will encourage visitors to enjoy longer stays and return.
3. The project plan is clear with a timeline for action defined and the proposal reflects enough detail to effectively determine potential for success.
4. The budget provided reflects a clear understanding of the costs associated with this project and there is evidence that this budget is based on market research, structured estimates, or estimates provided by contractors.
5. The project supports LTAC priorities to increase transportation, quality of city infrastructure, wayfinding, or enhances the city's natural assets to improve the overall look and feel and welcoming design of Port Angeles.
6. The project will support our local economy through local contracts, retail purchases, or partnerships.

Scoring Criteria for Non-Event Proposals (Operations & Marketing) – 25 possible points:

1. There is evidence provided that organization or project will help increase or sustain opportunities for tourism related activities.
2. There is evidence provided that this organization or project will encourage visitors to enjoy longer stays or engage in return visits.

3. The proposal provides clear evidence that this organization can successfully draw tourists.
4. This project supports LTAC priorities to improve transportation, quality of city infrastructure, or wayfinding or enhances the city's natural assets to improve the overall look and feel and welcoming design of Port Angeles.
5. This project clearly reflects how the funds will be used to help sustain a tourism-related business.

Scoring for Non-Event Proposal Criteria

Each criterion will be evaluated on the following spectrum:

- Strongly Agree – 5 pts
- Agree – 4 pts.
- Neutral – 3 pts.
- Disagree – 2 pts.
- Strongly Disagree – 1 pt.
- Did not answer – 0 pts.

Applicant Information

Organization/Agency Name: Lincoln Park BMX Association

Amount Requesting: $5,000.00

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 South Lincoln Street #4 PMB4 City: Port Angeles State: **WA** Zip: 98362

Phone: 360.460.1435 Email Address: lincolnparkbmx@gmail.com

Check all service categories that apply to this application:

☐ 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

2024 Lodging Tax Fund Non-Event Application

This application is for non-event related proposals only.

Application and Funding Guidelines

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 Planning Supervisor Ben Braudrick at 360-406-0654, or email ced@cityofpa.us.

All applications ***must*** be sent to ced@cityofpa.us by 5:00 PM, October 16, 2023.

Funding Priorities – Non-events:

- Lend support to a diverse range of sustainable tourism activities to encourage visitors to enjoy longer stays and return often.
- Support the increase of tourism capacity, where capacity is defined as the broad number activities within the community a visitor can attend, visit, or take part in when staying overnight.
- Assist the maintenance establishment tourism related capital facilities including:
  - Wayfinding and Interpretative Signage,
  - Public Restrooms
  - Transportation facilities, and
  - Passive recreational park facilities (benches, walkways, and lighting).
- Support efforts to improve information on attractions and facilities.
- Fund proposals that encourage and enhance tourism during the off-peak time as stated below.
- Promote tourism that highlights Port Angeles assets – its natural beauty, geology, outdoor activities, anthropology, community events, lifelong learning opportunities, history, culture, and the arts.
- Develop key community assets that function as destinations or venues for multipurpose events on a year-round basis.
- Create partnerships and synergies with existing organizations to develop and promote attractions and events for visitors.
- Develop innovative opportunities that improve the tourist/resident relationship
- Improve effectiveness of coordinated transportation and trail linkages.
- Support of organizations and projects that promote coordination and cooperation in tourism activities.

Scoring Criteria for Non-Event Proposals (Capital Facilities/Projects) – 30 possible points:

1. There is evidence provided that this project will help increase opportunities for tourism sustainable activities.
2. There is evidence provided that the project will encourage visitors to enjoy longer stays and return.
3. The project plan is clear with a timeline for action defined and the proposal reflects enough detail to effectively determine potential for success.
4. The budget provided reflects a clear understanding of the costs associated with this project and there is evidence that this budget is based on market research, structured estimates, or estimates provided by contractors.
5. The project supports LTAC priorities to increase transportation, quality of city infrastructure, wayfinding, or enhances the city's natural assets to improve the overall look and feel and welcoming design of Port Angeles.
6. The project will support our local economy through local contracts, retail purchases, or partnerships.

Scoring Criteria for Non-Event Proposals (Operations & Marketing) – 25 possible points:

1. There is evidence provided that organization or project will help increase or sustain opportunities for tourism related activities.
2. There is evidence provided that this organization or project will encourage visitors to enjoy longer stays or engage in return visits.

3. **The proposal provides clear evidence that this organization can successfully draw tourists.**
4. **This project supports LTAC priorities to improve transportation, quality of city infrastructure, or wayfinding or enhances the city's natural assets to improve the overall look and feel and welcoming design of Port Angeles.**
5. **This project clearly reflects how the funds will be used to help sustain a tourism-related business.**

Scoring for Non-Event Proposal Criteria

Each criterion will be evaluated on the following spectrum:

- **Strongly Agree – 5 pts**
- **Agree – 4 pts.**
- **Neutral – 3 pts.**
- **Disagree – 2 pts.**
- **Strongly Disagree – 1 pt.**
- **Did not answer – 0 pts.**

Applicant Information

Organization/Agency Name: Lincoln Park BMX Association- Joint Application. (City of Port Angeles, Clallam County Fair Grounds & Port Angeles Baseball)

Amount Requesting: $ 39,806.06

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 South Lincoln Street #4 PMB4 City: Port Angeles State: **WA** Zip: 98362

Phone: 360.460.1435 Email Address: lincolnparkbmx@gmail.com

Check all service categories that apply to this application:

☐ 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.

WASHINGTON
Secretary of State
Corporations & Charities Division

Filed
Secretary of State
State of Washington
Date Filed: 01/17/2023
Effective Date: 01/17/2023
UBI #: 604 096 475

Annual Report

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 # 4PMB4, PORT ANGELES, WA, 98362-3025, UNITED STATES

Expiration Date:
02/29/2024

Jurisdiction:
UNITED STATES, WASHINGTON

Formation/Registration Date:
02/26/2017

Period of Duration:
PERPETUAL

Inactive Date:

Nature of Business:
ATHLETIC

NONPROFIT GROSS REVENUE CERTIFICATION

Per RCW 24.03A.960 does the Nonprofit certify that its total gross revenue in the most recent fiscal year was less than $500,000?
- Yes

NONPROFIT CORPORATION'S EIN

Nonprofit EIN: **82-0747801**

REGISTERED AGENT RCW 23.95.410

Registered Agent Name	Street Address	Mailing Address

SEAN COLEMAN	1521 W LAURIDSEN BLVD, PORT ANGELES, WA, 98363-8465, UNITED STATES	403 S LINCOLN ST STE 4 PMB 4, PORT ANGELES, WA, 98362-3025, UNITED STATES

PRINCIPAL OFFICE

Phone:
3604601435

Email:
LINCOLNPARKBMX@GMAIL.COM

Street Address:
1521 W LAURIDSEN BLVD, PORT ANGELES, WA, 98363-8465, USA

Mailing Address:
403 S LINCOLN ST # 4PMB4, PORT ANGELES, WA, 98362-3025, USA

GOVERNORS

Title	Type	Entity Name	First Name	Last Name
GOVERNOR	INDIVIDUAL		SEAN	COLEMAN
GOVERNOR	INDIVIDUAL		CHRISTINA	HEISTAND
GOVERNOR	INDIVIDUAL		MICHAEL	THOMAS
GOVERNOR	INDIVIDUAL		TRISH	TISDALE

NATURE OF BUSINESS

- ATHLETIC

CHARITABLE NONPROFIT CORPORATION

Is the Nonprofit Corporation a Charitable Nonprofit as defined by RCW 24.03A.010(6)? **- No**

CONTROLLING INTEREST

1. Does this entity own (hold title) real property in Washington, such as land or buildings, including leasehold improvements?
- No
2. In the **past 12 months**, has there been a transfer of at least 16-2/3 percent of the ownership, stock, or other financial interest in the entity?
- No
a. 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?
- No
3. If you answered "Yes" to question 2a, has a controlling interest transfer return been filed with the Department of Revenue?
- No

You **must** submit a Controlling Interest Transfer Return form 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:
SEAN COLEMAN
Email:
LINCOLNPARKBMX@GMAIL.COM
Address:
403 S LINCOLN ST # 4PMB4, PORT ANGELES, WA, 98362-3025, USA

UPLOAD ADDITIONAL DOCUMENTS

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

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

☑ I am an authorized person.

Person Type:
ENTITY

First Name:
SEAN

Last Name:
COLEMAN

Entity Name:
LINCOLN PARK BMX ASSOCIATION

Title:
PRESIDENT

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

2024 LINCOLN PARK BMX BUDGET

Income		
Concessions	$	25,000.00
Appareal	$	19,500.00
Sales- Bikes, Parts, etc	$	2,500.00
Practice & Race Fees	$	47,710.00
Clinics	$	4,500.00
Donations/Sponsors	$	30,000.00
USABMX Fees Collected- Membership	$	13,500.00
COPA LTAC Grant- Capital (Parking Lot)	$	**39,806.06**
COPA LTAC Grant- Operations	$	**5,000.00**
County LTAC Grant	$	**39,806.06**
Misc (50/50 raffles, fundraisers)	$	6,500.00
Savings for Long Term Equipment Replacement	$	20,000.00
Savings on hand	$	46,230.00
Pumptrack savings	$	56,300.00
Total Income	$	**356,352.12**

Expenses		
Awards	$	28,500.00
Concessions	$	17,500.00
Advertising/ Marketing	$	11,400.00
USABMX Sanction Fees & Membership fees	$	29,500.00
Appareal	$	21,325.00
WA State Track Support	$	8,500.00
Scholarship Program/Donations/Charitable Contributions	$	8,500.00
Track Bike Program	$	15,500.00
Misc (office, track minor supplies)	$	22,225.00
Operations- Santicans, Insurance, Coaching, Etc	$	15,600.00
Credit Card Fees, B&O Tax Payments	$	7,000.00
Professional fees	$	2,450.00
Rider Costs- Coaching	$	5,500.00
Long term Equipment Replacement- Savings	$	22,000.00
Long term Pumptrack	$	24,800.00

Parking Lot Safety Improvements

Rock & Grading- Bruch & Bruch Const			1.00	$ 37,485.27
Barriers			1.00	$ 31,294.84
Setting Barricades	80	$	45.00	$ 3,600.00
Lights- COPA Light	2	$	2,176.00	$ 4,352.00
Light- monthly fee	96	$	30.00	$ 2,880.00
		Total-		**$ 79,612.11**

Capital Improvements		
2024 Pumptrack Improvements	$	31,500.00
Lincoln Park Parking Safety Improvements	$	79,612.11

TOTAL Expense	$	**351,412.11**
Net Income	$	**4,940.01**
% of Grant Request of Total Expenses		9.9%
% of Grant Request of Capital Improvements		50.0%
% of Marketing		3.2%

2018-2023 Lincoln Park BMX Events

Total Economic Impact 2018 thru 2023 $3,492,519.16

Sporting Events/Tournaments WA State BMX 2018:	A. Avg. People Per Event*	%	B. # People Who Travel 50 Mi. or more	% for D.	C. Travel From Another State or Country	D. # Travel 50 Miles Stay Overnight	%	E. # Travel 50 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	1,802	/	1,262	/	1,262

Sporting Events/Tournaments WA State BMX 2019:	A. Avg. People Per Event*	%	B. # People Who Travel 50 Mi. or more	% for D.	C. Travel From Another State or Country	D. # Travel 50 Miles Stay Overnight	%	E. # Travel 50 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 50 Mi. or more	% for D.	C. Travel From Another State or Country	D. # Travel 50 Miles Stay Overnight	%	E. # Travel 50 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 50 Mi. or more	% for D.	C. Travel From Another State or Country	D. # Travel 50 Miles Stay Overnight	%	E. # Travel 50 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 50 Mi. or more	% for D.	C. Travel From Another State or Country	D. # Travel 50 Miles Stay Overnight	%	E. # Travel 50 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
DK 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

Sporting Events/Tournaments WA State BMX 2023:	A. Avg. People Per Event*	%	B. # People Who Travel 50 Mi. or more	% for D.	C. Travel From Another State or Country	D. # Travel 50 Miles Stay Overnight	%	E. # Travel 50 Miles or Stay In Hotels	Days	F. # of Paid Lodging Room Nights From Event
Earned Double, Race For Life, State Qualifier (6/3/23 thru 7/2/23)	3,003	59%	1,780	50%	0	428	50%	214	1.0	214
2023 Washington State Finals & PreRace (9/22/23 thru 9/24/23)	5,053		3,385		25	1,671	50%	836	1.25	1,045
Yearly Total- Tournaments:	8,056	/	5,165	/	25	2,099	/	1,050	/	1,259

Economic Impact to Community (2023):	**CPI	Total Vistors who stayed overnight		Total Economic Impact
	$249.00	2,099		$522,651

Economic Impact to Community (2023):	**CPI	Total People who traveled for just the day		Total Economic Impact
	$69.20	5,957		$412,224

Economic Impact to Community (2022):	**CPI	Total Vistors who stayed overnight		Total Economic Impact
	$247.00	3,515		$868,205

Economic Impact to Community (2022):	**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 Vistors 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 Vistors 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 Vistors who stayed overnight		Total Economic Impact
	$227.00	1,802		$409,054

Economic Impact to Community 2018t:	**CPI	Total People who traveled for just the day		Total Economic Impact
	$58.23	979		$57,007

*3.2 spectors per rider (USABMX Figure)
**Dean Runyan 2019 Washington State Travel Impacts & Vistor Volume
**USED 2.5 spectactors per rider for 2021 (Covid related)
*** Note- Only one helper/parent per rider Due to COVID

Gmail LPBMX <lincolnparkbmx@gmail.com>

Lincoln Park West Parking Lot- BMX Track

14 messages

Sean Coleman <lincolnparkbmx@gmail.com> Mon, Aug 29, 2022 at 6:35 AM
To: council@cityofpa.us, Corey Delikat <cdelikat@cityofpa.us>, Nathan West <nwest@cityofpa.us>
Cc: wbloor@cityofpa.us, cmilburn@cityofpa.us, pforrest@cityofpa.us, Timothy Tucker <TDtucker@cityofpa.us>, Trish Tisdale <tktisdale@gmail.com>, Christina Betts <betts98362@yahoo.com>, Brian Smith <Bsmith@cityofpa.us>, Jason Viada <Jviada@cityofpa.us>, Michael McGuire <tacomatown@gmail.com>, JDonisi@co.clallam.wa.us, Randy.Johnson@clallamcountywa.gov
Bcc: Victoria Jones <vabjones@gmail.com>, Chris Frankfurth <frankfurthandsons@gmail.com>, mandi ray-frankfurth <frankfurthfamily@gmail.com>, Lori Coleman <llcoleman.tc@gmail.com>, Donya Alward <Donya.Alward@cohoserv.com>

Good Morning Port Angeles-

I am writing over concerns with the Parking lot north of the Bmx track and west of the baseball fields.

Recently we have installed security cameras at the Bmx track, yes that is what this world has come to. With that we have a camera facing the front North gate and the parking lot. For the past 3-4 years I have tried to get something changed in the parking lot- either Eco blocks for curb stops, guardrail or jersey barriers along L Street with limited openings for traffic in or out. Almost every time I get that "Legal" says we can't install them in parking lot (out of the right of way). The only thing the Street Department came up with was a berm (20 feet from the fog line and with a 3:1 slope to a height of 4-5 feet tall). This would take up 50' of the whole west half of the parking lot. I have also asked the City and County to look into making South L Street & Lauridsen Blvd a three way stop, nothing but Iwe'll look into it was the answer I got.

Why have I gone to the extent to get something changed- call it growing pains and a need for a safer parking lot. There are not any street lights facing the parking and right now it is a drag strip for cars and a place to roast your tires. In 2019 we had 77 racers per race (so on average 200-300 people in attendance) and 30 races. In 2022 we are averaging 145 racers per race (so on average 350-450 people twice a week). We now run until late October/Early November when it gets dark at 5:30pm and we get done at 9:00pm, with kids and parents out in the parking lot.

I have witnessed cars driving through the parking lot at high rates of speeds while kids are walking from the track to the fairgrounds (100-150 from the edge of the road), should any kid or adult have to be worried about being run over when you aren't near the road- NO!. Witness cars doing burnouts during baseball games and a full lot and cars doing burnouts so close to our gate that rocks were thrown 100 feet inside the gate during racing.

Cars have flown around the intersection of L Street at speeds so high they don't stay on the road (attached is a picture of one of the two cars that did that in the last year).

Also in the file is video of the local truck who last Friday night almost hit a volunteer who was walking from the Fairgrounds to the track. He tore up the lot twice that night. He also came back Saturday afternoon, see attached video in the daylight.

Attached is a photo of what the parking lot looked like Saturday for our event with 378 racers, in this September that will be double the amount.

Three years ago Ed Bedford had raised enough funds to pave the parking lot, because yes the Little League and baseball players deal with this issue as well. The excuse he was given was there was going to be too much storm runoff and that the project went from $50,000 to a $1,000,000 project to complete due the City's own storm water rules.

I am going to keep bugging anyone and everyone I can, until someone has a solution- but for the immediate future, I would like to see the 3 way stop revisited and street lights mounted on the parking lot side of the power poles.

Someone is going to get hurt, and when it happens, I am going to share this email and tell them to talk to "Legal". The Parks Department has always passed on my concerns, but falls on impractical or no solutions with other Departments. Some of these issues probably fall into County and some City, so everyone is copied.

Here is where your little BMX track sits in the Country with 305 other tracks.
Oak Creek- Roseville CA
Rum River- Isanti MN (less than 50 miles from Minneapolis)
Okeeheelee Bmx- Palm Beach FL
Chandler BMX, Chandler AZ
San Diego BMX, San Diego, CA
Blue Springs BMX, Blue Springs MO (just outside Kansas City, MO)
Rockford BMX, Rockford IL, (just outside Chicago, IL)

My point being all the other tracks have 10-100x the population base than we do and it's growing in Port Angeles and going to get bigger.



I am truly tired of this parking lot being a playground for jackasses in their cars and pickups. Why would people from out of town want to come to Port Angeles if they have to deal with crap like this.

Files are two large- attached in drop box link to them
https://www.dropbox.com/sh/3ubnk7uk8z2nkbp/AABeQMe9jDXcZGv-AwzN-7GPa?dl=0

Thank you
Sean Coleman
Track Operator & President Lincoln Park BMX



Printed: 6/22/2023

This map is not intended for use as a legal description. Locations of features are approximate only. Topographic/Map features are +-5 feet of actual locations. This map/drawing is produced by the city of Port Angeles for its own use and purposes. Any other use of this map/drawing shall not be the responsibility of the City.

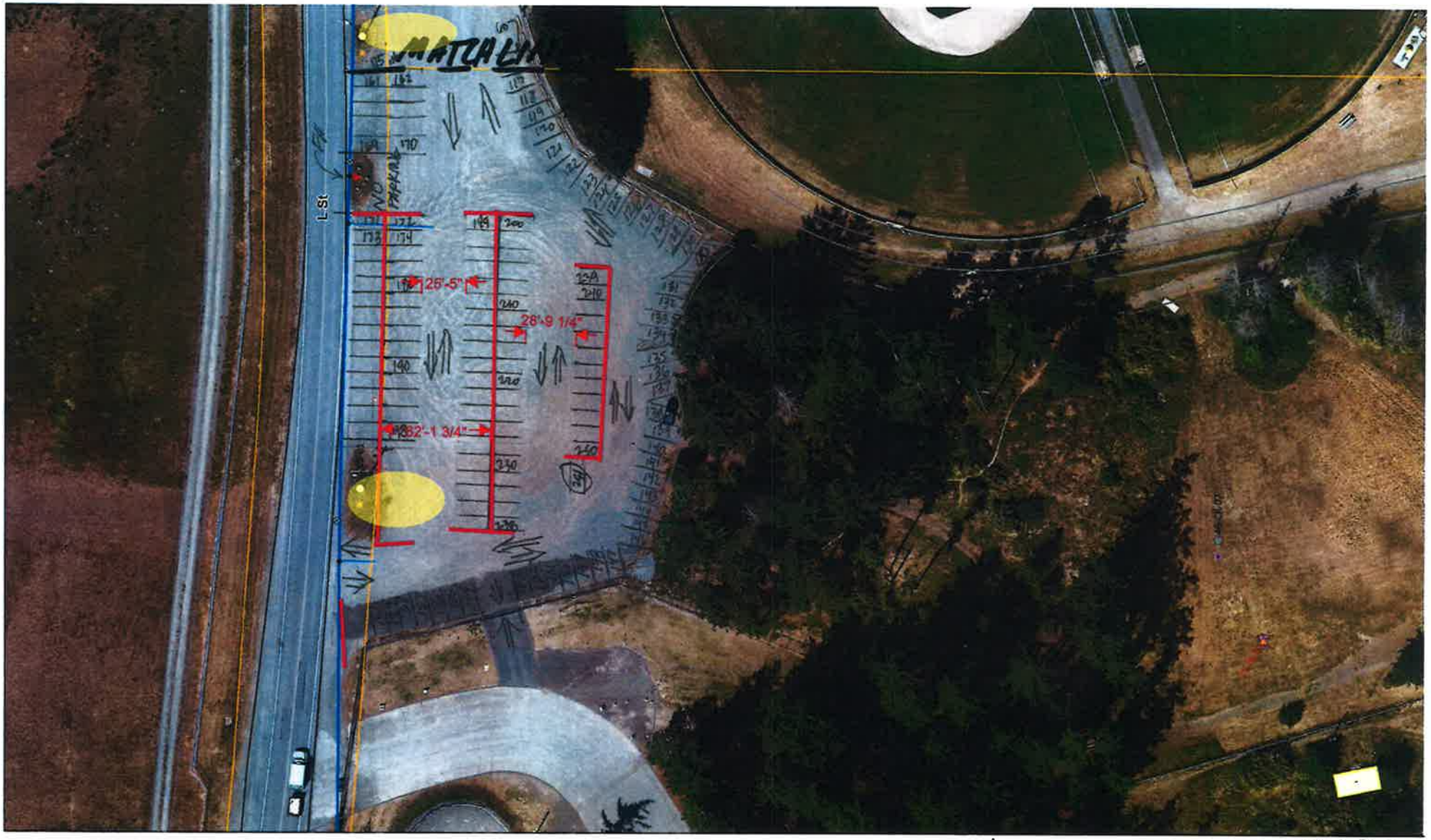
Water main
WWater main
SWater main
Electrical distribution OH
Electrical distribution UG

SCALE: 1" = 50'
50
Feet

N

Lincoln Park
Area Map 6/23/23 BMJ
Exhibit 1
North Half

Vertical Datum = NAVD 88
Horizontal Datum = NAD 83/91



Printed: 6/23/2023

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Water main
WWater main
SWater main
Electrical distribution OH
Electrical distribution UG

Scale: 1" = 50'

50

Feet

N

Lincoln Park

Area Map 6/23/23 RMJ

Exhibit 2

South Half

Vertical Datum = NAVD 88
Horizontal Datum = NAD 83/91

From:	Ryan Jeffries
To:	sean@bruchandbruch.com; "Crawford, Donald"
Cc:	Corey Delikat; Cody Romero; Carter Droz; "French, Mike"; "Karry McGuire"; Timothy Tucker; "Ioffrida, Shari"; "Mike Thomas"; "McFarlen, Rick"
Subject:	RE: Baseball/BMX/Fair Parking lot & Lauridsen/L Street Intersection- Safety Inquiry
Date:	Wednesday, September 6, 2023 4:37:56 PM

Sean,

The answers to your questions are below:

Did you figure anything more on the parking spacing and/or the intersection? I have not made any revisions to the parking lot plans. Also, I have not moved forward with any concept designs for the intersection of L and Lauridsen. Perhaps a transportation project can be planned, but that is not my position to decide.

The County's LTAC grant is due in September if we are going to do this, need to get costs for City, County, etc. I am not planning on submitting a LTAC Grant for the County, I am not going to be involved in the splitting up of the costs for whatever is proposed; these are not my responsibility.

Need costs- I am still unsure as to what is being proposed.
Barricades – Costs depend on what is to be used; who decides what is to be used?
Lights - $2,000 for lights to be purchased and installed as per Jack Nieborsky, our electrical engineer; $30 month for each of the lights to operate.
If parking lot is getting re-graded prior to barricades. – I recommend that some "maintenance" be performed and gravel placed in the parking lot where needed.
Intersection of L Street/Lauridsen improvements or Speed signs? - No intersection improvements are planned at the noted intersection at this time, speed signs were not supported by the Traffic Committee on L Street.

Ryan Jeffries, P.E.
Engineer III | City of Port Angeles
360.417.4811 | Rjeffries@cityofPA.us
321 E. 5th Street, Port Angeles, WA 98362
PORT ANGELES
PUBLIC WORKS AND UTILITIES

From: sean@bruchandbruch.com <sean@bruchandbruch.com>
Sent: Wednesday, September 6, 2023 12:24 PM
To: Ryan Jeffries <Rjeffries@cityofpa.us>; 'Crawford, Donald' <Donald.Crawford@clallamcountywa.gov>
Cc: Corey Delikat <Cdelikat@cityofpa.us>; Ryan Jeffries <Rjeffries@cityofpa.us>; Cody Romero <Cromero@cityofpa.us>; Carter Droz <Cdroz@cityofpa.us>; 'French, Mike' <Mike.French@clallamcountywa.gov>; 'Karry McGuire' <karrymcguire@gmail.com>; Timothy Tucker <TDtucker@cityofpa.us>; 'Ioffrida, Shari' <shari.ioffrida@clallamcountywa.gov>; 'Mike Thomas'

BRUCH BRUCH

Quote

1706 W. Highway 101
Port Angeles, WA 98363
360-452-5388

Date: October 13, 2023
Invoice #:
Exp. Date: **November 12, 2023**

To: Lincoln Park BMX
Sean Coleman

Salesperson	Job
Chris Jackson	4" of compacted 5/8" Minus over 48,000 sf at Lincoln Park

Qty	Item #	Description				Line Total
		Mobilization:				
1.00	1	Grader, Roller, Water Truck	$	1,250.00	/lump sum	$ 1,250.00
		Pre-Grade:				
8.00	2	Grader	$	155.00	/hr	$ 1,240.00
6.00	3	Roller	$	125.00	/hr	$ 750.00
4.00	4	Water Truck	$	130.00	/hr	$ 520.00
		Material & Haul:				
1120.00	5	5/8" Minus CSTC	$	15.16	/ton	$ 16,973.60
30.00	6	Truck & Trailer	$	195.00	/hr	$ 5,850.00
		Grade & Compaction:				
8.00	7	Grader	$	155.00	/hr	$ 1,240.00
8.00	8	Roller	$	125.00	/hr	$ 1,000.00
4.00	9	Water Truck	$	130.00	/hr	$ 520.00
6.00	10	Grade Hop- Laborer	$	74.00	/hr	$ 444.00
		Filling Water Barricades:				
10.00	10	Water Truck	$	130.00	/hr	$ 1,300.00
10.00	11	Laborer	$	74.00	/hr	$ 740.00

Price is subject to attached Terms & Conditions

	Fuel Surcharge-	$ 2,625.78
	Subtotal	$ 34,453.38
8.80%	Sales Tax	3,031.90
	Total	**$ 37,485.27**

Quotation prepared by: Chris Jackson

To accept this quotation, sign here and return: _____ DATE: _____

Thank you for your business!

General Terms & Conditions

PO Box 250
Port Angeles, WA 98362
360-452-5388

Fuel Surcharge Schedule. The fuel surcharge is based on the Energy Information Administration for the West Coast less California, which can be accessed on-line at https://www.eia.gov/petroleum/gasdiesel/. The percentage will be calculated quarterly as the fuel costs change. Both picked up and delivery pricing are subject to the surcharge. If diesel prices are below $4.50 per gallon there is no fuel surcharge.

PRICE PER	FUEL SURCHARGE
$4.50 - $4.59	3.00%
$4.60 - $4.69	3.75%
$4.70 - $4.79	4.50%
$4.80 - $4.89	5.25%
$4.90 - $4.99	6.00%
$5.00 - $5.09	6.75%
$5.10 - $5.19	7.50%
$5.20 - $5.29	8.25%
$5.30 - $5.39	9.00%
$5.40 - $5.49	9.75%
$5.50 - $5.59	10.50%
$5.60 - $5.69	11.25%
$5.70 - $5.79	12.00%
$5.80 - $5.89	12.75%
$5.90 - $5.99	13.50%
$6.00 - $6.09	14.25%

Rock pit and delivery hours are from 7:30 am to 3:30 pm Monday - Friday during winter hours.

Monthly billing as material is stockpiled and/or hauled.

E-Ticketing will be utilized for this project

Crowd Control Warehouse Quote #D42033
1 message

Crowd Control Warehouse <sales@crowdcontrolwarehouse.com>
To: lincolnparkbmx@gmail.com

Mon, Oct 9, 2023 at 6:31 AM

CROWD CONTROL WAREHOUSE

QUOTE #D42033

Click here to download your PDF Quote

Complete your purchase

We want to touch base with you regarding your quote. This quote is more than fifteen (15) days old and no longer valid. However, we can certainly keep the quote open for you. We would need to recalculate pricing and shipping to keep it as accurate as possible. Please let me know how we can assist you further. Thank you!

Complete your purchase or Visit our store

Order summary



Water/Sand Fillable All Purpose Roadway or Airport Barricade - 24 in. H x 96 in. L x 16 in. W × 95 — **$22,781.00**

Color : Orange

Notes:

Estimated Lead Time:
2-3 weeks before shipping

Consignee responsible for offloading upon delivery without assistance from the driver. Please be sure to have the staffing and equipment available for offloading.

Orders over $7,000 will have to be purchased using ACH/Wire Transfer or Check in Advance.

Discount (Custom Discount)	**$-1,017.36**
Subtotal	**$21,763.64**
Shipping	**$7,000.00**
Washington State Tax	**$1,869.64**
Port Angeles City Tax	**$661.56**
Total	**$31,294.84 USD**

Customer information

Shipping address
SEAN COLEMAN
Lincoln Park BMX Association
403 S LINCOLN ST # 4PMB4
PORT ANGELES WA 98362
United States

Billing address
SEAN COLEMAN
Lincoln Park BMX Association
403 S LINCOLN ST # 4PMB4
PORT ANGELES WA 98362
United States

Shipping method
Freight -1 Truckload
$7,000.00

If you have any questions, reply to this email, contact us at sales@crowdcontrolwarehouse.com, or call us at 847-991-9900

Clallam County Lodging Tax Funding Application Request

Clallam County Parks, Fair & Facilities
Parks: Parks Advertising

RECEIVED
CLALLAM CO. COMMISSIONERS
OCT 16 2023
1...2...3...A...
@9:37am

LODGING TAX FUNDING APPLICATION 2024

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**: *$10,000*

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.

R Donald Crawford
Signature

Date: 10·16·2023

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. **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.

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 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.

4. **How will the project/program encourage visitors to come from another country or state?**
   Advertising will directly reach the population on Vancouver Island.

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

6. **2024 Tourism-Impact Estimate**
(Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2023)

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:	2024 Estimate	2023 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

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.**
The County Campgrounds continue to grow in popularity. The trend will continue with more interest in shoulder season.

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. *Roll out of new county Parks Website.*

11. **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.

12. **Are you applying for Lodging Tax funds from another community** (no)

13. **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***%

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 16, 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.

Parks Advertising LTAC 2024 Budget

Budget

Quantity	Unit	Description	unit price	Extended
1	year	Advertising with Black Ball Ferry	$3,000.00	$3,000.00
1	misc.	Print Advertising	$7,000.00	$7,000.00
			Total	$10,000.00

Clallam County Lodging Tax Funding Application Request

Clallam County Parks, Fair & Facilities

Parks: Day Use Parks

CLALLAM COUNTY
Parks, Fair, & Facilities Department
223 E. 4th St., Suite 7
Port Angeles, WA 98362-3000
Phone: (360) 417-2291
Email: web_parks@clallamcountywa.gov
Website: www.clallamcountywa.gov

DON CRAWFORD | DIRECTOR
RICK MCFARLEN | DEPUTY DIRECTOR

October 25, 2023

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

RE: 2024 LTAC "Tentatively Eligible" Designation on two application submissions

On Monday, October 23, 2023, The Clallam County Parks, Fair, & Facilities (PFF) Department received correspondence indicating that two of our applications- "*Day Use Parks*" and "*Seasonal Staff for Day Use Parks*" received "Tentative Eligibility" Designations.

Upon further examination, a mistakenly checked box on Section V was identified on both applications. Neither application is for funding "*Operation of a Special Event/ Festival designed to attract tourists.*" The only correct box is "*Operation and Capital Expenditures of a Tourism-Related Facility owned by a Municipality.*"

Additionally, all PFF Applications are for expenses that LTAC has funded for several years. The PFF LTAC applications are identical to past submissions except for funding amounts. This funding is key to maintaining the many popular day-use parks that draw thousands of tourists annually. Continued consideration for these funding requests is appreciated.

Respectfully,

Don Crawford
Director

RECEIVED
CLALLAM CO. COMMISSIONERS
OCT 16 2023
1...2...3...A...
@9:37am

LODGING TAX FUNDING APPLICATION
2024

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**: *$25,000*

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: 10·16·2023

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 are 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 are barriers to simple day trips. And proximity to other tourist attractions naturally leads to local accommodations.

4. **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.

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

6. **2024 Tourism-Impact Estimate**
(Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2023)

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:	2024 Estimate	2023 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

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.**
The County Campgrounds continue to grow in popularity. The trend will continue with more interest in shoulder season.

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. *Roll out of new county Parks Website.*

11. **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.

12. **Are you applying for Lodging Tax funds from another community?** (no)

13. **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%***

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 16, 2023**.

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
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Eligibility
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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;

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- Operating tourism promotion agencies; and
- Funding the marketing or operation of special events and festivals designed to attract visitors.

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- 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 2024 Budget

Budget				
Quantity	Unit	Description	unit price	Extended
1	MISC	Day use Area maintenance, supplies, and Sani-Kan Rentals	$25,000.00	$25,000.00
			Total	$25,000.00

Clallam County Lodging Tax Funding Application Request

Clallam County Parks, Fair & Facilities

Parks: Day Use Seasonal Labor Parks

CLALLAM COUNTY
Parks, Fair, & Facilities Department
223 E. 4th St., Suite 7
Port Angeles, WA 98362-3000
Phone: (360) 417-2291
Email: web_parks@clallamcountywa.gov
Website: www.clallamcountywa.gov

DON CRAWFORD | DIRECTOR
RICK MCFARLEN | DEPUTY DIRECTOR

October 25, 2023

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

RE: 2024 LTAC "Tentatively Eligible" Designation on two application submissions

On Monday, October 23, 2023, The Clallam County Parks, Fair, & Facilities (PFF) Department received correspondence indicating that two of our applications- "*Day Use Parks*" and "*Seasonal Staff for Day Use Parks*" received "Tentative Eligibility" Designations.

Upon further examination, a mistakenly checked box on Section V was identified on both applications. Neither application is for funding "*Operation of a Special Event/ Festival designed to attract tourists.*" The only correct box is "*Operation and Capital Expenditures of a Tourism-Related Facility owned by a Municipality.*"

Additionally, all PFF Applications are for expenses that LTAC has funded for several years. The PFF LTAC applications are identical to past submissions except for funding amounts. This funding is key to maintaining the many popular day-use parks that draw thousands of tourists annually. Continued consideration for these funding requests is appreciated.

Respectfully,

Don Crawford
Director

RECEIVED
CLALLAM CO. COMMISSIONERS
OCT 16 2023
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@9:37am

LODGING TAX FUNDING APPLICATION
2024

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**: *$19,000*

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
- 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 · 16 · 2023

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 are 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 are barriers to simple day trips. And proximity to other tourist attractions naturally leads to local accommodations.

4. **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.

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

6. **2024 Tourism-Impact Estimate**
(Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2023)

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:	2024 Estimate	2023 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

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.**
The County Campgrounds continue to grow in popularity. The trend will continue with more interest in shoulder season.

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. *Roll out of new county Parks Website.*

11. **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.

12. **Are you applying for Lodging Tax funds from another community** (no)

13. **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%***

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 16, 2023**.

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 2024 Budget

Budget				
Quantity	Unit	Description	unit price	Extended
1	MISC	Seasonal Labor for maintaining county day use areas	$19,000.00	$19,000.00
			Total	$19,000.00

Clallam County Lodging Tax Funding Application Request

Olympic Peninsula Visitor Bureau (OPVB)

2024 Destination Marketing Organization Annual Budget Request

RECEIVED
CLALLAM CO. COMMISSIONERS
OCT 16 2023
1...2...3...A...
@9:38am

LODGING TAX FUNDING APPLICATION 2024

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. 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**: $ 800,000

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**: 2024 Destination Marketing Organization Annual Budget

IV **Representative Contact Information**:

Name, Title: Marsha Massey, Executive Director

Mailing Address: PO Box 670 Port Angeles, WA 98362

Phone(s): 360.452.8552 (office) 206.250.9192 (mobile)

Email: Director@olympicpeninsula.org

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

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

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

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

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

CERTIFICATION

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

Marsha Massey Date: October 13, 2023

Signature

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 (DMO), 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 functions as 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. As the leading funder of and administrator for the Olympic Peninsula Tourism Commission (OPTC), OPVB also collaborates with the OPTC's other funding partners to market the Olympic Peninsula as a regional destination and to promote tourism throughout the entire Peninsula.

   For 2024, in accord with the Olympic Peninsula Tourism Master Plan now underway, OPVB and OPTC's marketing efforts will focus on further development of non-peak season visitation, by targeting new market segments and expanding non-peak season content.

   Marketing initiatives aimed at attracting visits to the Olympic Peninsula include shoulder season marketing campaigns, 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 a 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 2023 vs YTD Sept 2022:
   - Unincorporated Clallam County: +4.9%
   - All Clallam County (including Forks, Sequim, Port Angeles): +11.8%

   YE 2022 vs YE 2018 (5 years, including COVID and post-COVID recovery)
   - Unincorporated Clallam County: +80%
   - All Clallam County (including Forks, Sequim, and Port Angeles): +65%

2. How will the project/program help increase paid overnight accommodation 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. We help them "connect the dots" and plan longer stays.

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 activity, 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. The website (olympicpeninsula.org) features a lodging booking widget to assist travelers in planning and booking their stays. In 2022, this booking tool delivered over 10,000 referrals for all lodging types across 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.

All marketing initiatives are targeted to audiences off the Olympic Peninsula (non-locals) and are designed to bring visitors to the Olympic Peninsula, primarily in the off-peak time periods.
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 include 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 monthly Enews communications feature seasonal, timely inspiration for planning a visit, based on rotating interests: outdoor recreation, family travel, romantic travel, solo travel, etc. 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.

NEW FOR 2024: Based on initial findings for the Olympic Peninsula Tourism Master Plan, looking ahead over the next five years, we will explore new business development opportunities. We will consider how best to develop appropriate group business, such as SMERF, small corporate meetings, retreats, tour groups, sports groups, etc. who can consider non-peak season travel to the Olympic Peninsula, initially Clallam County focused.

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

According to our website and travel planner distribution data, our key visitor inquiries are coming from:

- Washington (heavily I-5 corridor)
- Oregon
- California
- Florida
- Texas
- Arizona
- Midwest (Ohio, Illinois, Michigan, Pennsylvania)

Our marketing initiatives are aimed at these core target markets, including the "I-5 corridor", from Bellingham to Portland, with emphasis on Metro Seattle; Metro Portland; Victoria, BC and Vancouver Island, as well as 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 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.

International travel is returning, and we will continue to partner where appropriate with the State of WA Tourism (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 2024, the key international focus will include the UK, Germany, France, and Australia, with increasing engagement in the Asian Markets as travel from this area recovers.

Not to overlook our neighbors to the north, we plan to revisit the "Get Off the Rock" campaign (or similar) with our partners at Black Ball Ferry, again targeting non-peak season travel.

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

6. **2024 Tourism-Impact Estimate**
(Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2023)

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!

*2023 Actuals are estimated to year-end, based on data through Sept 2023.
**Because this is regional marketing, the estimates below are Peninsula-wide.

As a direct result of your proposed tourism-related service, please provide:	2024 Estimate	2023 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	525,000	500,000	Structured Estimate
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	160,000	150,000	Structured Estimate
d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.	400,000 [Clallam: 160,000]	375,000 [Clallam: 150,000]	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, in the unincorporated Clallam County area.	225,000 [Clallam: 110,000]	210,000 [Clallam: 105,000]	Structured Estimate
f. Number of paid lodging room nights resulting from your event/activity/facility.	180,000 [Clallam: 89,000]	170,000 [Clallam: 84,000]	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 "2022 Tourism Economics" state-wide report, prepared for State of Washington Tourism:

2022 Visitor Spending and Travel Impacts for Clallam County:

- Total Visitor Spending: $271.2 Million
- Combined State / Local Tax Receipts from Visitor Spending $23.4 Million
- Direct Employment: 1,837 (5.16% of county employment)
- Labor Income (Direct Employment): $63.5 Million

Please refer to the **attached supplement** for the expanded response, including metrics from the Spring marketing campaign.

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

- Greater Puget Sound area (I-5 corridor): Bellingham to Portland, emphasis Metro Seattle and South Puget Sound, and Metro Portland
- Other Washington and Oregon markets (primarily drive markets)
- British Columbia / Vancouver Island – Victoria BC
- Key feeder markets, including Oregon, California, Arizona, Texas, Florida, New York
- Targeted international markets, in conjunction with the State of WA Tourism, Port of Seattle and Visit Seattle statewide initiatives. For 2024, focus is primarily on the U.K., Germany, France, and Australia, with some work being done once again in the Asian markets as they begin to travel again.

Based on research, our four primary target travelers are: outdoor adventure seekers, foodies, family travelers and romantics, ages 35 – 65+. Our primary 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 marketing campaign and examples of marketing activities:

As a regional destination marketing organization, OPVB engages in a broad spectrum of marketing initiatives primarily aimed at leisure travelers, 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 (fall / winter / spring) 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. Continue to promote 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 lodging listings for all partners (digital version).
    - New in 2023 / continuing for 2024: a more cost-effective, 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.

- In collaboration with State of WA Tourism, Visit Seattle, and Port of Seattle, develop appropriate familiarization tours for media and travel professionals, including international, and social media influencers. We expect this to grow in 2024. Where appropriate, participate in co-op marketing outreach in key international markets such as UK and Germany.

- Communications: write, produce, and distribute monthly destination e-newsletters to over 54,000 opt-in consumers, plus regional concierge, and travel industry associates. These direct communications have a high open rate (average 30%) and click-through rate (1-2%), feature fresh blogs and partner highlights, including festivals, events, arts, culture, outdoor activities, and recreational land updates, to inspire travel to the OP.

- 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." We continue to support the SWT's TREAD app to improve content and links with public lands in order to encourage crowd disbursement.

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 diverse ways that visitors can enjoy "Driving the Loop" as they explore the OP.

In 2024, we will develop new, multi-day, multi-area itineraries to promote via the website.

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-newsletters. 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. All grant recipients are encouraged to link their websites to OlympicPeninsula.org/Lodging for lodging referrals.

Here is a recap of the 2023 Tourism Enhancement Grants program:

- 2023 Grant Fund: $125,000 + 2022 Carry-Forward (restricted) funds of $25,775
- 19 grant applications reviewed for 2023 YTD, requesting a total of $144,665.
- 18 grants were awarded funds for 2023, totaling $125,050.
- 6 grants were carried forward from 2022, totaling $25,775.
- Total grant payout anticipated for 2023: $150,825.

In 2022 the Tourism Enhancement Grants fund raised the maximum grant award amount, as well as the maximum per organization. 2024 will continue with those same guidelines. Our 2023 budget increased the grant pool of funds to $125,000. We feel that is adequate for 2024 and have budgeted to stay with that same allocation for 2024.

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 2024 application seeks to continue that funding.

NEW FOR 2024: In anticipation of direction to be provided by the Olympic Peninsula Tourism Master Plan, we are proposing adding $50,000 to OPVB's budget to be able to deliver on new initiatives as outlined in the Master Plan. We anticipate a "Business Development" initiative, details still to be defined, but potentially focused on developing non-peak season group business which would benefit Port Angeles, Sequim and Clallam County lodging, meeting facilities such as Field Hall, and other area businesses such as catering, restaurants, transportation, 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).

Not for OPVB

13. What is the overall budget for your event/activity/facility?

The overall proposed 2024 budget for OPVB (including Tourism Enhancement and VIC grants funding) is $957,000.

14. What percent of the budget are you requesting from Clallam County Lodging Tax Fund?

83%

Breakdown follows:

Income	
Clallam Co. LTAC (requested)	$800,000
Carry forward funds	$115,000
Other funding	$43,634
Total:	**$958,634**
Expenses	
Salaries/ Benefits	$280,000
Office Expenses (rent, utilities, etc.)	$50,000
General Operations/ Admin	$100,000
Board Operations	$7,000
Industry Participation	$10,000
Marketing	$290,000
Community Outreach/ Education/ Training	$10,000
Tourism Enhancement Grants	$125,000
(Carry Forward 2023 Grant Payouts)	$5,000
VIC Operations/ Grants	$30,000
NEW: Tourism Master Plan Implementation	$50,000
Total:	**957,000**

15.

15. 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 primary 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 2023 based on staffing, planned program not executed, cost reductions, etc.

OLYMPIC PENINSULA VISITOR BUREAU

	2023 Annual Budget	2024 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	2,000.00	$ 2,000.00
OPTC-Dist Center Admin	9,600.00	$ 9,600.00
Total Other Funding	43,634.00	$ 43,634.00
Clallam County LTAC Funding	**750,000.00**	**$ 800,000.00**
* Add'l $50K for Master Plan Implementation		
Total Income	793,634.00	$ 843,634.00
Carry forward funds / underspent	150,000.00	$ 110,000.00
Carry forward funds / 2023 Grants (est)	25,000.00	$ 5,000.00
Total Revenue	968,634.00	$ 958,634.00
Expense		
Board Operations	7,000.00	$ 7,000.00
Industry Participation	10,000.00	$ 10,000.00
Marketing	320,000.00	$ 290,000.00
Office Expense	49,000.00	$ 50,000.00
General Admin-Operations	95,000.00	$ 100,000.00
Personnel Expenses	275,000.00	$ 280,000.00
Community Outreach	20,000.00	$ 10,000.00
Tourism Enhancement Grants---	125,000.00	$ 125,000.00
Carry Forward 2023 Grants to be paid in 2024	25,000.00	$ 5,000.00
VIC Opportunity Grants	30,000.00	$ 30,000.00
Sustainability Initiative	12,000.00	
Tourism Master Plan Implementation		$ 50,000.00
Total Expense	968,000.00	$ 957,000.00
Net	634.00	$ 1,634.00

WASHINGTON
Secretary of State
Corporations & Charities Division

Filed
Secretary of State
State of Washington
Date Filed: 01/26/2023
Effective Date: 01/26/2023
UBI #: 601 007 747

Annual Report

BUSINESS INFORMATION

Business Name:
OLYMPIC PENINSULA VISITOR BUREAU

UBI Number:
601 007 747

Business Type:
WA NONPROFIT CORPORATION

Business Status:
ACTIVE

Principal Office Street Address:
618 S PEABODY ST, PORT ANGELES, WA, 98362-6244, UNITED STATES

Principal Office Mailing Address:
PO BOX 670, 618 PEABODY, PORT ANGELES, WA, 98362-0157, UNITED STATES

Expiration Date:
02/29/2024

Jurisdiction:
UNITED STATES, WASHINGTON

Formation/Registration Date:
02/06/1987

Period of Duration:
PERPETUAL

Inactive Date:

Nature of Business:
PROMOTING TOURISM ON THE OLYMPIC PENINSULA

NONPROFIT GROSS REVENUE CERTIFICATION

Per RCW 24.03A.960 does the Nonprofit certify that its total gross revenue in the most recent fiscal year was less than $500,000?
- No

NONPROFIT CORPORATION'S EIN

Nonprofit EIN: **91-1355604**

REGISTERED AGENT RCW 23.95.410

Registered Agent Name	Street Address	Mailing Address

For more information on **Controlling Interest,** visit www.dor.wa.gov/REET.

RETURN ADDRESS FOR THIS FILING

Attention:
OLYMPIC PENINSULA VISITOR BUREAU BUREAU
Email:
OPVBBOOKIE@GMAIL.COM
Address:
PO BOX 670, PORT ANGELES, WA, 98362-0157, USA

UPLOAD ADDITIONAL DOCUMENTS

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

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

☐ I am an authorized person.

Person Type:
INDIVIDUAL

First Name:
KATHLEEN

Last Name:
TEMPLE

Title:
BOOKKEEPER

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

KATHLEEN TEMPLE	618 S PEABODY ST STE F, PORT ANGELES, WA, 98362-6244, UNITED STATES	PO BOX 670, PORT ANGELES, WA, 98362-0157, UNITED STATES

PRINCIPAL OFFICE

Phone:
360-452-8552

Email:
OPVBBOOKIE@GMAIL.COM

Street Address:
618 S PEABODY ST, PORT ANGELES, WA, 98362-6244, USA

Mailing Address:
PO BOX 670, 618 PEABODY, PORT ANGELES, WA, 98362-0157, USA

GOVERNORS

Title	Type	Entity Name	First Name	Last Name
GOVERNOR	INDIVIDUAL		CODY	FISHEL
GOVERNOR	INDIVIDUAL		TAMARA	GALVAN
GOVERNOR	INDIVIDUAL		MICHELLE	JAEGER
GOVERNOR	INDIVIDUAL		PAUL	SCHIEFEN

NATURE OF BUSINESS

- PROMOTING TOURISM ON THE OLYMPIC PENINSULA

REPORTING CHANGES FOR THE CHARITABLE NONPROFIT CORPORATION

Does the Nonprofit Corporation meet exemptions of reporting as outlined in RCW 24.03A.075? **- Yes**

CONTROLLING INTEREST

1. Does this entity own (hold title) real property in Washington, such as land or buildings, including leasehold improvements?
- No
2. In the **past 12 months**, has there been a transfer of at least 16-2/3 percent of the ownership, stock, or other financial interest in the entity?
- No
a. 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?
- No
3. If you answered "Yes" to question 2a, has a controlling interest transfer return been filed with the Department of Revenue?
- No

You **must** submit a Controlling Interest Transfer Return form 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.

OLYMPIC PENINSULA VISITOR BUREAU

Olympic PENINSULA TOURISM COMMISSION

2024 OPVB BUDGET REQUEST

Lodging Tax Funding Application Supplement

Presented with 2024 LTAC Grant Application

OLYMPIC PENINSULA VISITOR BUREAU (OPVB)

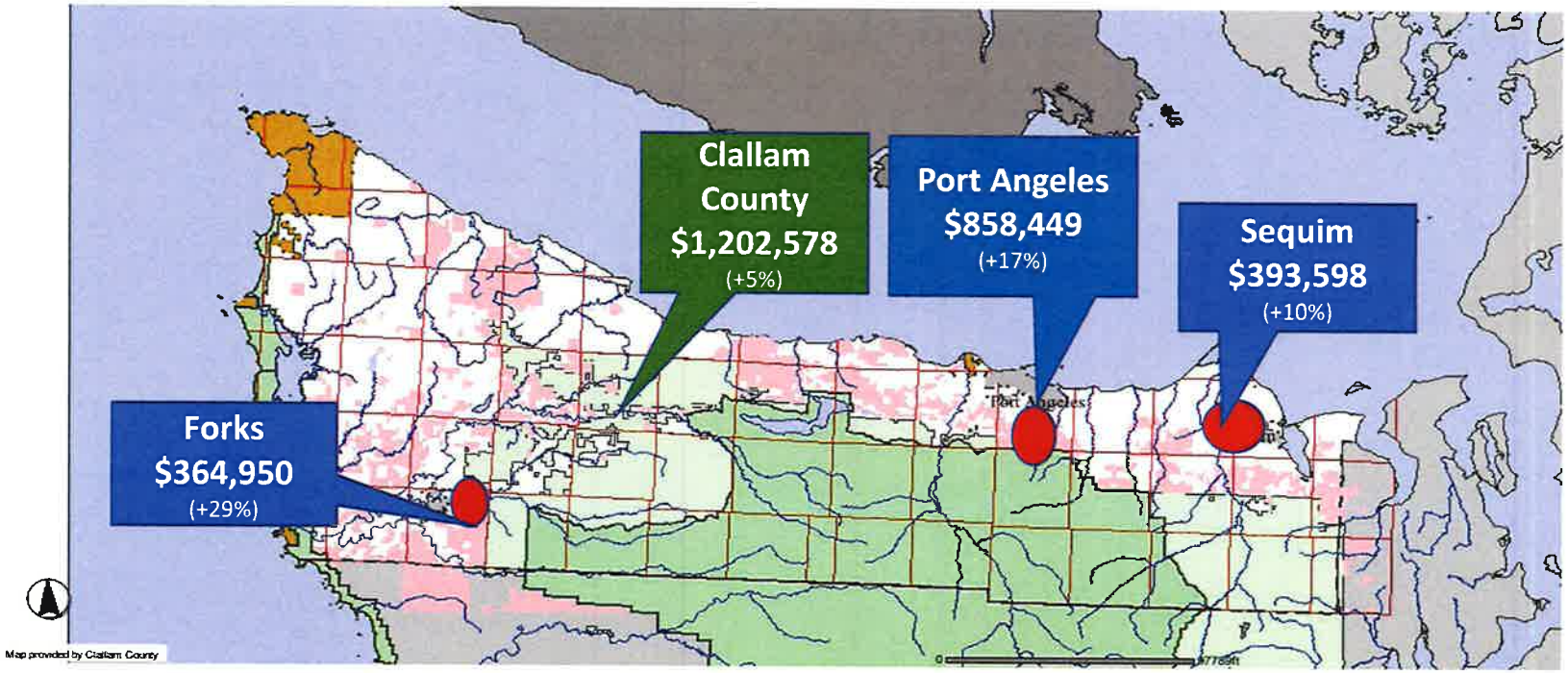
Mission: To promote diverse tourism experiences with engaged partners and residents to enhance our region's economic vitality.

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 2023**)
- 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

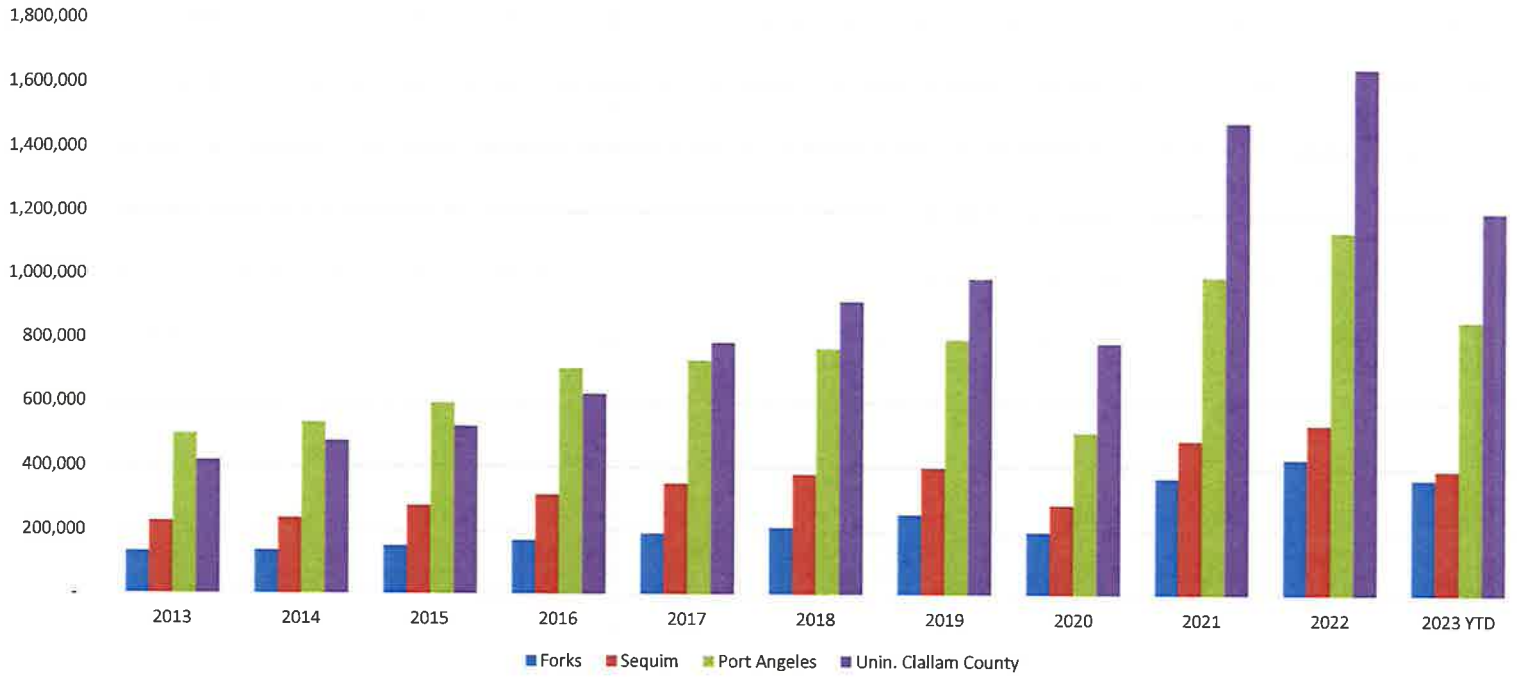
Summary: Economic Impact

- 2022 Visitor Spending and Travel Impacts for Clallam County*
  - Total Visitor Spending: **$271.2 million**
  - Combined State/Local Tax Receipts on Visitor Spending: **$23.4 million**
  - Direct Employment: **1,837** (5.16% share of county)
  - Labor Income (Direct Employment): **$63.5 million**
- 2023 Lodging Tax (ytd September 2023)
  - Unincorporated Clallam County: $1,202.578 (+4.93% year over year)
  - Total combined Clallam County: $2,819,575 (+11.8% year over year)

* From *Tourism Economics and Longwoods International Report*, prepared for the State of Washington Tourism, May 2023

QUESTION #8: DESCRIBE PRIOR SUCCESSES

County-Wide Lodging Tax Overview



QUESTION #8: DESCRIBE PRIOR SUCCESSES

Summary: Key Performance Indicators
Spring Marketing Campaigns (YTD July 2023)

- Targeted, multimedia marketing campaigns, Spring 2023
- Drive markets: I-5 corridor, Bellingham WA to Eugene OR
- Digital Marketing, Print, Social Media
- Total estimated campaign impressions:
  - Spring 2023: 1,367,574+









Fall Campaign: New Concept.

- Expanded media channels.
- Began October 2023



QUESTION #8: DESCRIBE PRIOR SUCCESSES

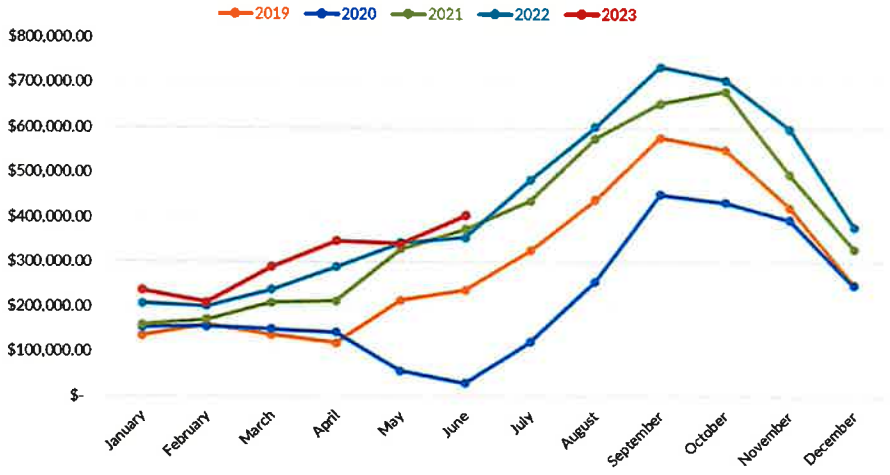
Summary: Key Performance Indicators
Spring Marketing Campaign Performance

- **Digital/ Print Campaign Impressions**
  - Google / Microsoft Ads: 1,367,574
    - Search Conversion Rate: 29.7% (7.5x industry average)
    - Display Conversion Rate: 4.3% (11x industry average)
    - Highly Qualified Conversions: 5,417
  - Print: 1,000,000+

HOW WE ARE DOING YEAR TO YEAR

▶ **14%** increase in lodging tax revenue June 2023 vs 2022*

▶ **11%** overall increase in lodging tax revenue 2023 YTD vs 2022 YTD (Jan-June)**



*Numbers are based on June 1 to 30, 2023 vs June 1 to 30, 2022 lodging tax revenue (includes Clallam, Port Angeles, Sequim, Forks, Jefferson and Port Townsend).
**Numbers are based on January 1 to June 30, 2023 vs January 1 to June 30, 2022 lodging tax revenue (includes Clallam, Port Angeles, Sequim, Forks, Jefferson and Port Townsend).

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

Question #10: Sample Marketing Initiatives

Destination Marketing/ Spring 2023 Campaign: Digital

General Ads

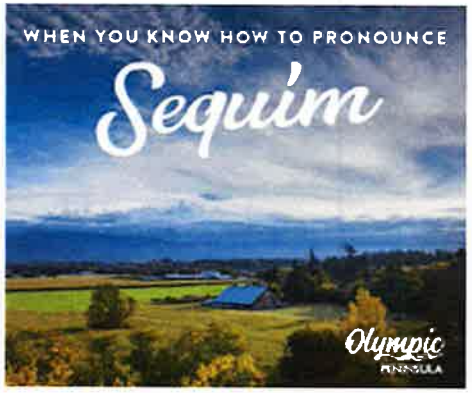












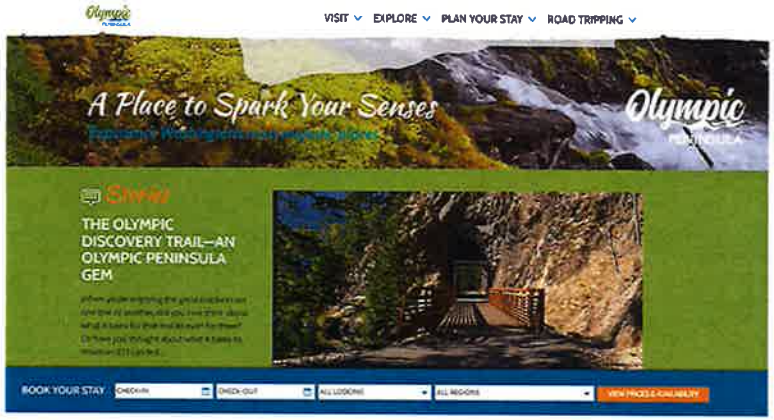




Co-Op Ads

Question #10: Sample Marketing Initiatives

OlympicPeninsula.org Website





THE OLYMPIC DISCOVERY TRAIL—AN OLYMPIC PENINSULA GEM

Read More





TRAVEL ALERTS

September 14, 2023

Find out more about North Olympic Peninsula 2023 Construction & Expected Delays on the WA State Department of Transportation Website. HOT SPOTS Click the links below to read more about each project. WA State Ferries Hood Canal Bridge Hurricane Ridge ...

Read More



A FAMILY ROAD TRIP TO OLYMPIC PENINSULA'S NORTHWESTERN EDGE

June 29, 2023

Pack the car, RV, tent, backpack or boat, your kids and the dog, and head out on a family road trip to Olympic Peninsula's northwest... short, this is a perfec... camping, fishing, ka... walking ...

Read More



HOW ACCESSIBLE IS THE OLYMPIC PENINSULA? (1/2)

August 2, 2023

How Accessible is the Olympic Peninsula? An RVing amputee family finds out. Part 1. Welcoming towns and natural attractions await for families and visitors with mobility ...cessibility ...h a real-world ...r family of ...



5 WAYS TO SLOW DOWN AND EMBRACE FALL

October 4, 2023

Welcome to our slooow season! Fall is the perfect time for a stress relief visit to the Olympic Peninsula. The crowds are smaller, the days are short (but still long enough), the air is crisp, and the colors are vibrant. ...

Read More



Bless the Beasts and Children 0.5k Fun Run

Sep 25 @ 11:00 am - 1:00 pm

A short, family-friendly stroll through the Port of Port Townsend. Gather with hijinks at 11am and the run starts at noon.



17th Annual North Olympic Fiber Arts Festival

Oct 1 - Oct 7

The "Interlaced Lore – Adventure, Fellowship, & Perseverance" exhibition is a component of the 17th Annual North Olympic Fiber Arts Festival Oct 1-7, 2022 at the Sequim Museum & Arts location at 544 N Sequim Ave, Sequim WA 98382. This includes the...

Bigfoot Brewfest

Oct 1

Come check out regional breweries, cideries and distilleries and dive into good eats from top-notch vendors while listening to live music that keeps the festivities going all day long.



The 38th Great Port Townsend Bay Kinetic Sculpture Race

Oct 1 - Oct 2



Oct 1

Live music, camping (and RVs) on site, WA micro-brews and wines, educational exhibits, and activities for the whole family include a shucking championship, chowder cook off and kids train rides and even a kids stage are highlights off this event.





Dungeness Crab & Seafood Festival

Oct 7 - Oct 9

CrabFest welcomes each and every one of you to one of the best



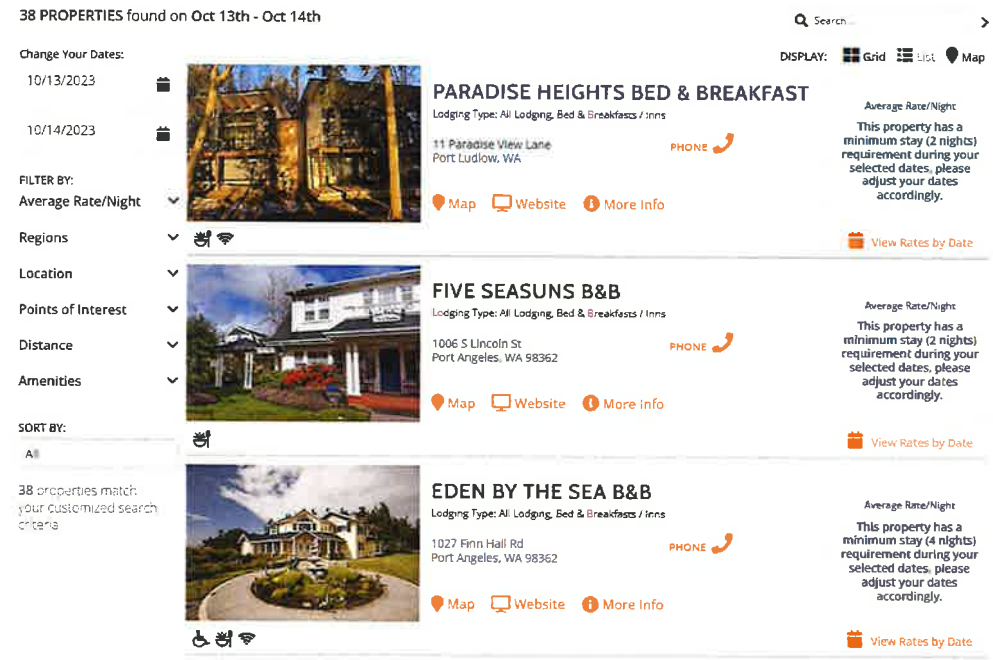
Pacific Northwest Fiber Exposition

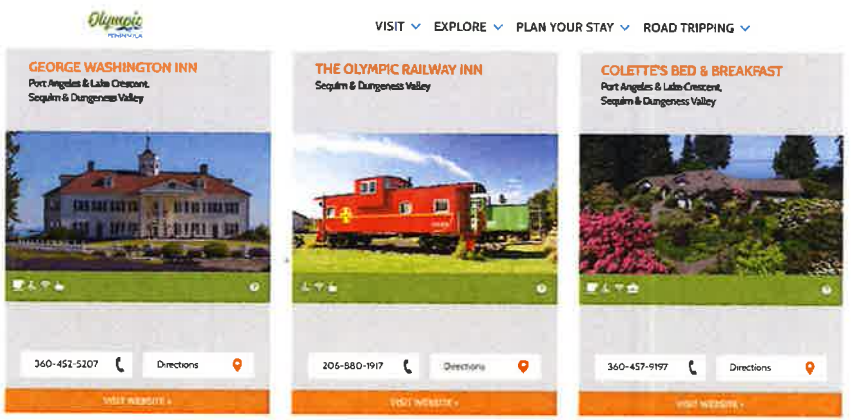
Oct 1 @ 10:00 am - Oct 2 @ 4:00 pm

The Pacific Northwest Fiber Exposition is in

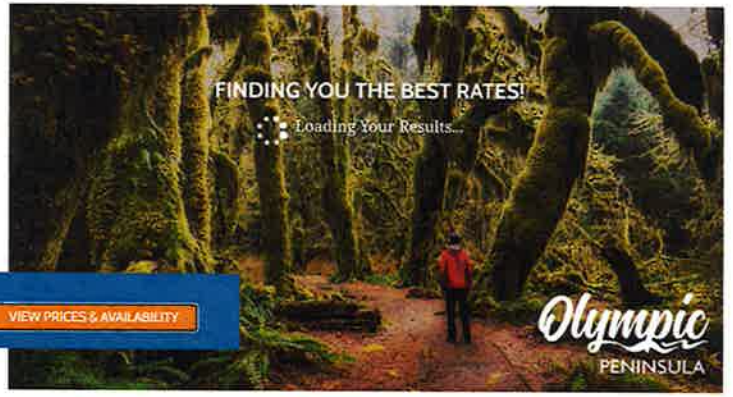
Question #10: Sample Marketing Initiatives

Book>Direct on OlympicPeninsula.org







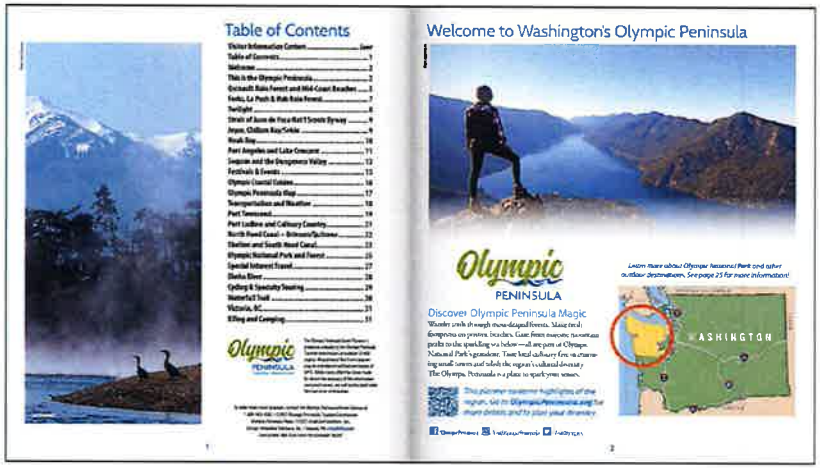


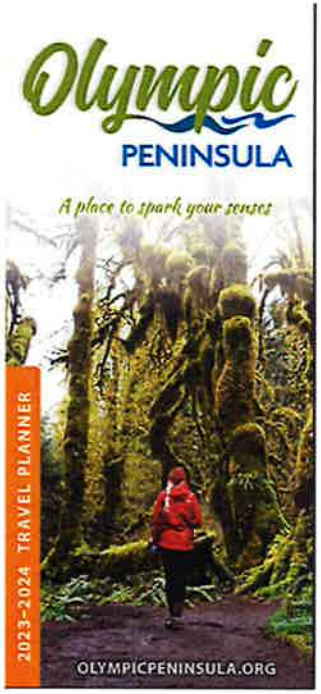
Question #10: Sample Marketing Initiatives

OP Travel Planner (YTD September 2023)

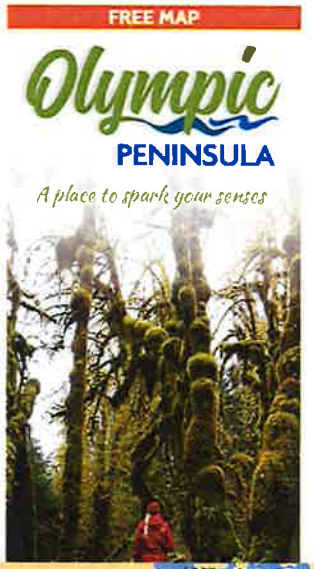
Consumer Fulfillment / Travel Planner Distribution

- Consumer Requests (Print): 8,456 YTD (↑ 32%)
- Bulk distribution to Industry Partners and Certified Folder Display: 115,500 YTD (↑18%)
- Digital Flipbook Views: 6,807 YTD (↑16%)
- Top requesting states: WA, CA, OR, FL, TX, IL





Travel Planner "Lite"





Question #10: Sample Marketing

Social Media

Social Media Followers

Facebook: 52k

Instagram: 9,795

Olympic Peninsula
June 26

Olympic National Park will reopen the Hurricane Ridge area tomorrow, June 27!

We are so glad both visitors and locals will get the chance to experience the majesty of these mountains.

There are some important restrictions to note so for full entry details, please visit: https://www.nps.gov/olym/hurricane-ridge-post-fire.htm



Olympic Peninsula
March 20

Be aware of upcoming work to be done on the Hood Canal Bridge this summer. Exact dates are not set but if you're planning on using the bridge for weekend trips, it would be a good idea to follow updates from WSDOT. We'll try to post more info as it becomes available. See below for details.



WSDOTBLOG.BLOGSPOT.COM
Keeping the SR 104 Hood Canal Bridge operational is vital for everyone
By Cara Mitchell Anyone who works or lives on the Olympic and Kitsap peninsulas knows just ...

Olympic Peninsula
August 2

Read about accessibility and just some of the adventures that await visitors this month. It's a great time to explore the Olympic Peninsula!



WEB EXTRACT.CONSTANTCONTACT.COM
Soak up summer on the Olympic Peninsula
A place to spark your senses Summer is in full swing, and for the Olympic Peninsula that mean...

Olympic Peninsula
March 3

The newly-remodeled Dungeness River Nature Center in Sequim is a forest and river sanctuary where people can connect with nature and walk along the river's edge and the Olympic Discovery Trail . Learn more about this special place in our newest blog.



OLYMPICPENINSULA.ORG
The Dungeness River Nature Center
During Covid, the former Audubon Center underwent a metamorphosis with a building expans...

VISITOLYMPICPENINSULA
Posts

learnersandmakers and visitolympicpeninsula
Lake Quinault Lodge



View insights

VISITOLYMPICPENINSULA
Posts

visitolympicpeninsula



View insights Boost post

Liked by alderstreetretreat and 413 others
visitolympicpeninsula Super moons mean super low tides! Tidepooling at Kalaloch Beach 4 reveals so many underwater gems! Big thanks to... more
View all 11 comments
August 7

Question #10: Sample Marketing Initiatives

Communications: E-Newsletter

E-Newsletter Jan. through Sept. 2023

- Sent Monthly: 54k+
- Bounce Rate: 1%
- Open Rate: 32%
- Link Clicks: 6.6k

Top Accessible Attractions in Port Angeles



Port Angeles is often thought of as the gateway to Olympic National Park, but it's also ideal for exploring the natural wonders that are in and around the city. Over the past few years, Port Angeles has developed parks, attractions and trails that are ADA-accessible so everyone can enjoy the spectacular waterfront, mountain meadows and lush forests whether on two feet or on wheels. READ MORE

MAY IS NATIONAL BIKE MONTH



Welcoming the Whale
First Beach by Baseball
March 31 – 10am

The Quileute Tribe will welcome the annual migration of the gray whales with song and ceremony on March 31 at 10 am. The ceremony will be at the youth ballfield area at the Quileute Tribal School. It will include an address from elders, the annual feeding of the whales and whale and wolf songs. Please direct any questions to the events department: events@quileutetribe.com 360.640 3297.

Hurricane Ridge Closure

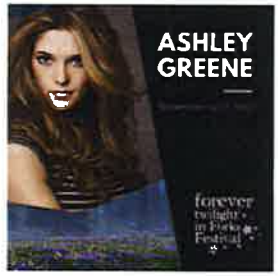


On May 7, a devastating fire destroyed the 71-year-old Day Lodge and Visitor Center atop Hurricane Ridge. The building was closed to visitors as it was undergoing an extensive rehabilitation project at the time, and there were no reported injuries. Due to the ongoing active investigation, the Hurricane Ridge area is currently closed to the public until further notice.

The main Olympic National Park Visitor Center, located at 3002 Mt. Angeles Road, Port Angeles, remains open. Click HERE for further updates and reopening information, or HERE for ideas about alternate areas of Olympic National Park to explore.

North Olympic Discovery Marathon
Sequim to Port Angeles
June 3 – 4

Over two days, a series of five races take place along the Strait of Juan de Fuca spanning a section of the Olympic Discovery Trail. You can run, walk or relay the full marathon, half-marathon, 10K and 5K as well as the kids marathon. This running event is an official Boston Marathon qualifier and a certified USA Track & Field course.
LEARN MORE



Forever Twilight in Forks
Forks
September 14-17

Whether you have been coming to the festival for years, or you are a "newborn"—we welcome you to join in our most immersive experience yet. The 2023 festival celebrates *Twilight* and "Midnight Sun," first love, sparkly vampires, and shape-shifting wolves. Enjoy special guests, themed parties, panels, shopping, dancing, and more! LEARN MORE



Question #10: Sample Marketing

Sample Media Coverage



National Media Coverage
January through mid-October, 2023
876,000,000 Impressions earned

QUESTION #11: HELP PROMOTE LODGING

Marketing & Event Grants

- 2023 Grant Fund: $125,000 (+ 2022 carry-forward (Restricted) of $25,775). Total $150,775.
- 19 grant applications reviewed for 2023 ytd, requesting total $144,665
- 18 grants awarded funds for 2023 ytd, totaling $125,050
- 6 2022 awarded Funds, carried forward to event completion in 2023, totaling $25,775
- Total grant payout anticipated for remaining 2022 and 2023: $150,825

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 13, 2023

Clallam County Lodging Tax Funding Application Request

Ian's Ride

RECEIVED
CLALLAM CO. COMMISSIONERS
OCT 16 2023
1...2...3...A...
@10:00am

LODGING TAX FUNDING APPLICATION
2024

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**: Ian's Ride

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

Federal Tax ID No. 82-4394396 UBI Number 604 170 895

III **Project/Activity/Event**: Sea to Sound 2024

IV **Representative Contact Information**:

Name, Title Ian Mackay, Executive Director

Mailing Address 641 Lewis Road, Port Angeles, WA 98362

Phone(s) 360-808-6588

Email ian@iansride.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.

Ian Mackay Date: 10/10/2023

Signature

Ian Mackay

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

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

   See attached

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

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

   See attached

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

   See attached

6. **2024 Tourism-Impact Estimate**
(Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2023)

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:	2024 Estimate	2023 Actual	Methodology
a. Overall attendance at your event/activity/facility	150	140	Registration
b. Number of people who travel more than 50 miles for your event/activity/facility	75	50 *	Registration
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	30	26	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	95	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.	60	52	Estimate
f. Number of paid lodging room nights resulting from your event/activity/facility.	180	158	50 groups x 3 nights

*Groups registered together, but only one person in group answered questions in registration

7. Is there a host hotel for your event? If yes, please identify.
Due to the limited number of ADA rooms available at each hotel, we anticipate utilizing multiple hotels. In the past we have used 7 Cedars and Olympic Lodge

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

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

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

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

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 also applyng to the City of Port Angeles. Please see attached.

13. What is the overall budget for your event/activity/facility? $ $29700
What percent of the budget are you requesting from Clallam County Lodging Tax Fund? 16%%

14. Please describe your plans for securing the remainder of the funds necessary to complete your event/activity/facility.
We secure funds through sponsorships, donations and registration 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 16, 2023**.

The Clallam County Lodging Tax Advisory Committee (LTAC) will review 2024 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

Submittals made in an incorrect format will not be considered.
The sealed applications must be clearly marked on the outside "2024 Lodging Tax Funding Application." All copies need to be single sided and not stapled and no folders. All documents/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.

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 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 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.

LODGING TAX FUNDING APPLICATION

Supplemental Questions

Page 2

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

Sea to Sound attracts approximately 150 people to the North Olympic Peninsula each year. The event is to support individuals of ALL abilities to experience the entirety of the Olympic Discovery Trail. This includes cyclists, runners, skaters and persons with disabilities (PWD). The PWD community is an underserved population with significant challenges when traveling and participating in outdoor events. We provide the support they need to complete the event. This includes shuttles, aid stations and course/logistical support. Each year we also have policy makers join in for a section, and often they are coming from out of town as well.

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

To participate in the full event, 3-4 nights of lodging is needed. Many of our participants travel with a family or a team of caregivers requiring more than one room of lodging including ADA accommodations.

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.

Sea to Sound is a truly unique event, particularly because it is designed to include PWD's. There is no other multi day event like it in the US. Because of this, we see a large percentage of our participants visiting from all across Western Washington as well as other states.

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

Word of this event has been spreading over the last five years, and because of its unique nature, we are seeing more and more folks joining us from other states.

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

Sea to Sound 2024 will be August 23-25, 2024. We estimate approximately 150 will join us, including about 50 people/groups from more than 50 miles away.

Page 3

6. 2024 Tourism-Impact Estimate

See application

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.

Our event is seen as a cycling event, an outdoor adventure and a diverse gathering of fellow nature lovers. Sea to Sound connects local and out of town cyclists with a disabled community. And they have a mutual goal of reaching the finish line. Each year the positive feedback and the relationships built create an even wider interest outside of our area. Many Sea to Sound participants would not come to Clallam County if it were not for this event.

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

Our target audience is policymakers, cyclists, and PWD's with a love of the outdoors as well as their support network. We see participants from all over Washington as well as other States.

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

We promote our event by reaching out to cycling and PWD groups via word of mouth, social media, our website, news media, during cycling/trail events on the ODT, etc. Our sponsors, including local businesses and medical device manufacturers, also assist in promotion.

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

The majority of our participants need lodging. Many of them require ADA accommodations. We provide lunch and dinner each day of the event from local businesses. Local bike shops are often utilized for a last-minute repair. Participants are encouraged to visit local restaurants and downtown shops during their visit.

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

See application

13. What is the overall budget for your event/activity/facility?

See application

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

See application

Sea to Sound Budget 2023

version10/15/23

Income

Registrations	10000
Sponsors	5500
Donations	12000
Tshirt Sales and during event donations	2200
	29700

Expenses

Postage	300
Marketing	250
Merch	5300
Signage	500
Aid Stations	1023
Sanican	450
Lunches	1500
shuttle charters/fuel	5300
thank you's	600
logo	1500
admin assist	2500
PTC donation	2500
evening dinners	1600
	23323

Net

6377

Sea to Sound Budget 2024

(if $5000 awarded from County Grant)

Income

Registrations	10000
Sponsors	4500
Donations	12000
Clallam County Lodging Tax Grant	5000
Tshirt Sales and during event donations	2200
	33700

Expenses

Postage	300
Marketing	500
Merch	5400
Signage	500
Aid Stations	1323
Sanican	450
Lunches	1800
shuttle charters/fuel	6300
scholarships	5000
thank you's	600
logo	1500
admin assist	3200
PTC donation	2500
evening dinners	1900
	31273

Net

	2427

Intended event budget 2024 description

If Ian's Ride were to receive this additional $5000 it would be used in a couple different ways. First, we recognize one of the biggest challenges for people with disabilities participating in an event like this is the overall cost, which is primarily lodging. We would offer 5 to 6 scholarships for additional individuals with disabilities to participate in Sea to Sound 2024. Each individual tends to require at least one personal assistant if not more. This will create more opportunities for local commerce and ultimately be a benefit to our county.

We also received significantly more sponsor money than we've received in past years that isn't expected for 2024. The numbers were adjusted to reflect that. With more individuals joining in wheelchairs, it will require an additional shuttle, more lunches and more merchandise. That's also been reflected in the 2024 budget.

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

09/26/2023

IAN'S RIDE
LENA WASHKE
PO BOX 2713
PORT ANGELES WA 98362-0331

UBI Number: 604 170 895
Business Name: IAN'S RIDE
Expiration Date: 09/30/2024

Greetings LENA WASHKE,

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

To file online, request certified copies and certificates, conduct searches, subscribe to corporation and/or charities and receive filing status updates, please create a user account at www.sos.wa.gov/ccfs If you already have an account created, simply sign in to access these features.

If you have questions, need assistance, or would like to provide feedback, please visit the Corporations Division website at www.sos.wa.gov/corps email corps@sos.wa.gov or call 360-725-0377.

Sincerely,
Washington Secretary of State
Corporations and Charities Division
corps@sos.wa.gov

2024 Lodging Tax Fund Event Application

This application is for Event related proposals only.

Application and Funding Guidelines

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 Planning Supervisor Ben Braudrick at 360-406-0654, or email ced@cityofpa.us.

All applications ***must*** be sent to ced@cityofpa.us by 5:00 PM, October 16, 2023.

Starting in 2024: Any event using City Property or right of way is required to submit an ADA parking plan that identifies existing or proposed ADA parking spaces.

Funding Priorities –Events:

- Event Funding is capped at $10,000 per year per event for new events (events in operation for 5 years or less).
- Event funding is capped at $5,000 per year per event for legacy events (events in operation 6 years or more).
- Review events also based upon intangible benefits for the community, including arts and culture, local economic development, and regional/statewide/national/international exposure.
- Lend support to a diverse range of tourism sustainable activities to encourage visitors to enjoy longer stays and return often.
- Encourage events to become self-sufficient.
- Encourage the creation of new events and off-peak that drive an increase in Lodging Tax.
- Encourage the potential growth of existing events. Support of organizations and projects that promote coordination and cooperation in tourism activities.
- Develop innovative opportunities that improve the tourist/resident relationship.
- Support events that demonstrate regional marketing and marketing partnerships with other local/regional marketing organizations.
- Support Projects that demonstrate a clear marketing strategy and business goals.

Scoring Criteria for New Event Grant proposals – 100 possible points:

1. The project or event plan is clear, and the proposal reflects enough detail to effectively determine the potential to result in overnight stays by tourists in lodging establishments within the City. **(25 pts.)**
2. This project statistically demonstrates a result in overnight stays. **(Room nights: 20 pts. – over 200, 15 pts. – 100-200, 10 pts. – 50-100, 5 pts. – less than 50)**
3. The proposal demonstrates the organization is working in partnership with fellow organizations and businesses. **(20 pts.)**
4. The project has clear marketing goals and a defined promotion plan. **(10 pts.)**
5. This project occurs in non-demand periods **(10 pts)**

6. The project lends itself to the complement of other events in the community and helps create a diversity of opportunities (arts, culture, recreation, education, or historic significance) **(10 pts.)**
7. The event proposal defines additional revenue benefit beyond overnight stays (likely diners, shoppers, paid parking etc.) **(5 pts.)**

Scoring Criteria for Legacy Event Grant proposals – 100 possible points:

1. Demonstrates a proven track record to result in overnight stays by tourists in lodging establishments within the City. **(25 pts.)**
2. Demonstrates ability for continued increase in overnight stays by tourists in lodging establishments within the City. **(25 pts.)**
3. This project occurs in non-demand periods. **(20 pts)**
4. The project lends itself to the complement of other events in the community and helps create a diversity of opportunities (arts, culture, recreation, education, or historic significance). **(20 pts.)**
5. The event proposal defines additional revenue benefit beyond overnight stays (likely diners, shoppers, paid parking etc.). **(10 pts.)**

Applicant Information

Event Name: Sea to Sound

Date/s of Event: August 25-27 2023 Event Age: 5 years

Amount Requesting: $5000

Amount Requesting: $5000

Grant Application Contact

Business or Individual Operating Event: Ian's Ride

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

Primary Contact: Ian Mackay

Phone #: 360-808-6588

Contact Email: ian@iansride.com

Type of Business

☐LLC ☐Sole Proprietor ☐Partnership

☐C-Corp ☐S-Corp ☒501C (_)

☐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)
☒ **NEW: ADA Parking Plan (If using City Property or Right of Way)**
☒ 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

Applicant Questionnaire

Basic Event Information

1. **Describe your event in a brief 2-3 sentence narrative.**
   Answer:
   Sea to Sound is a 74 mile, three day, multi-modal group ride spanning the entire length of the Olympic Discovery Trail. We offer aid stations and support along the entire route and strongly encourage people with disabilities (PWDs), especially wheelchair users, to join us along the way. As far as we know, this is the only event in the nation that provides complete support for wheelchair users to travel such a long distance.

2. **Is this a new event? If not, what is the age of the event? If this event has been awarded lodging tax event grant funding in the past, are there changes to the event next year?**
   Answer:
   This was our fifth annual Sea to Sound and we have not received or applied for a lodging tax event grant in the past.

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. How did you obtain this data?**
   Answer:
   Due to the limited number of ADA rooms available at each hotel, we anticipate using multiple hotels. In the past we have used Olympic Lodge.

4. **Will the event necessitate the obstruction or use of the public right-of-way, public utility hookups and/or Police or Fire assistance? If the event is using City Property or right of way an ADA parking plan that identifies existing or proposed ADA parking spaces is required to be submitted as an attachment to the application.**
   City Property: ☐Yes ☒ No **If yes, please describe in detail below.**
   Right of way: ☐Yes ☒ No **If yes, please describe in detail below.**
   Answer:

5. **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.**
   Answer: $5000

General Budget Questions

6. **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.**

The itemized event budget from 2023 is attached.

Budgeted Cost by Type	Total Estimated Budget	Requested LTAX Portion
1. Marketing – Local	$0	Not Funded By LTAX
2. Marketing – Beyond 50 miles	$250	$
3. Marketing – Website	$0	$
4. Event SWAG	$5300	$
5. Business Operation (Office and Personnel) for Sea to Sound	$0	$

6. Event Operation (Non-ROW and Utility)	$23,323	$
7. ROW and Utility Requirements	$0	$
8. Other (Describe):	$0 scholarships	$5000 scholarships
Total Event Cost	$23,323	$

7. **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:
   In 2024 we have budgeted for $500 for marketing outside of Clallam County. $250 will be used on social media to promote the event. Another $250 will be used to attend and promote Sea to Sound at two large events focused on people with disabilities. We will have a booth with promotional materials and swag at each event.

8. **Do you have other event sponsors? If so, how much income do you plan to receive in total from other sponsors?**
   Answer:
   We have a number of event sponsors and had unusually large sponsor support in 2023 that we don't expect in 2024. We received $5500 and sponsor support in 2023 (over $2000 more than any previous year!) and expect sponsor support to be closer to $4500 in 2024.

LTAC Funding Priorities Questions

9. **Describe the desired and anticipated audience of the event. Is the event focused on local residents or people outside Clallam County?**
   Answer:
   This event is special in that it brings an underserved community, people with mobility impairments, to the Olympic Peninsula for at least three days/nights to interact with other individuals with disabilities as well as the greater Port Angeles community and residents. This really allows our residents a deep experience interacting with people who may look different and require different equipment than themselves. Ideally, there is an even balance of local residents and people outside Clallam County.

10. **Describe how the event encourages visitors to enjoy longer stays and return to the City of Port Angeles.**
    Answer:

11. **Does the event provide any opportunities that improve the tourist/resident relationship?**
    ☒Yes ☐ No If yes, please describe.
    Answer:
    Absolutely! By having a shared space utilized by local residents and individuals in wheelchairs and other disabilities a relationship can't help but form. Empathy is gained by our residents and an appreciation of the Port Angeles population is gained by the PWDs.

12. **The City encourages 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:
    Sea to Sound is a completely unique event and we are unaware of any other like it in the nation. This draws PWDs from all over the nation to join and seen as a destination location for accessible outdoor recreation. Within the national paralysis community, Sea to Sound is recognized as a sought-after event that has huge name recognition. Additionally, bringing individuals with various

disabilities to participate over three days in a shared space with local residents creates a more diverse, empathetic culture in our area.

13. **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:

14. **How does this event support or involve City of Port Angeles businesses or organizations?**
Answer:
We have had over 150 participants in 2023 with over 50 volunteers. Each participant was asked when registering if they would utilize lodging in our area. 52 of them confirmed and each of those stayed for 3 to 4 nights. Additionally, many of these individuals travel with a caregiver and support team that requires an additional room. That information was not captured during registration. Volunteers were also not asked about their lodging and many of them did utilize local hotels and B&Bs. Each individual that is part of Sea to Sound will require the services of Port Angeles businesses while they are here.

15. **Does this event benefit the entire Clallam County and/or Olympic Peninsula?**
☒Yes ☐ No If yes, please explain how.
Answer:
Sea to Sound is 75 miles over three days from the Camp Creek trailhead west of Lake Crescent all the way to downtown Port Townsend. In the same way the event benefits Port Angeles, it also benefits the greater Olympic Peninsula.

16. **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:
We plan to increase marketing, our shuttle numbers, the quality of our merchandise and include scholarships. One of the largest barriers to PWDs can be cost and lodging in Port Angeles in late August is quite expensive. We plan to offer 5-10 more individuals who have mobility impairments opportunities to join the event. We will cover lodging and contribute to the cost of travel for these individuals and their care teams. This will depend on whether we receive the lodging tax event grant.

JLARC Reporting Question

17. **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 2023, put n/a in the 2023 column. The 2024 column is the anticipated number of people. A requirement of the award reimbursement is the tracking of these lodging statistics.**

State Mandated Lodging Reporting Questions	2023	2024	1-5 Word Methodology used to report
a. Overall attendance at your proposed event/activity/facility.	140	150	Registration
b. Number of people who will travel more than 50 miles for your event/activity.	50*	75	Registration
c. Of the people who travel more than 50 miles, the number of people who will travel from another country or state.	26	30	Estimate

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.	95	100	Estimate
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.	52	60	Estimate
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)*	156	180	groups × three nights**

*Groups registered together, but only one person in group answered questions and registration.
**Many individuals stay for four nights so they don't have to drive home after the long day Sunday, but it's not captured in registration.

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 2024. 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.

Any funding that is received through this program requires awardees to cite the City of Port Angeles as a funding partner on any website or promotional materials.

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.

Ian Mackay

_____ _____ October 15, 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 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.

Clallam County Lodging Tax Funding Application Request

Olympic Peninsula Rowing Association

RECEIVED
CLALLAM CO. COMMISSIONERS
OCT 16 2023
1...2...3...A...
@10:58am

LODGING TAX FUNDING APPLICATION
2024

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**: Port Angeles Coastal Rowing Series

IV **Representative Contact Information**:
Name, Title Sean Halberg, President
Mailing Address PO Box 814, Port Angeles, WA 98363
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: October 15, 2023

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 series of regattas. For many, it will introduce or reintroduce them to the spectacular playground for outdoor enthusiasts that we have here. The Olympic Mountains are beautiful backdrops from Victoria and Puget Sound, but many rarely make the trip.

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

   Most of the participants will be from the Puget Sound and Vancouver Island regions, and need overnight accommodation to be here early enough to compete.

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.

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. In our August 2023 event, 31% of the competitors were from another country or state.

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

Edizgigantus	April 28	50
Beach Sprint	August 3	35
Coastal Endurance	October 27	50

6. **2024 Tourism-Impact Estimate**
(Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2023)

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:	2024 Estimate	2023 Actual	Methodology
a. Overall attendance at your event/activity/facility	100	42	Direct Count
b. Number of people who travel more than 50 miles for your event/activity/facility	90	33	Direct Count
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	20	11	Direct Count
d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.	45	14	Informal 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.	30	9	Informal Survey
f. Number of paid lodging room nights resulting from your event/activity/facility.	30	9	Informal Survey

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.
Our Beach Sprint regatta held on 8/13/2023 attracted 33 tourists from 50 miles away, and all of them that provided feedback are eager to come back again.

9. Describe your target tourist audience (location, demographics, etc.)
We are primarily targeting rowers from the Puget Sound and Vancouver Island areas, but a sizable portion of our 2023 competitors were from Portland. We had visiting rowers from age 15 to 70, fairly evenly spread through the ages.

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. We also have established the contacts and connections to support multiple clinics and other regattas within our region, so that more rowers are familiar with the Beach Sprint format.

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, Regatta Central has areas of the event website devoted to providing links for local lodging and restaurants.

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? $ 35,000

What percent of the budget are you requesting from Clallam County Lodging Tax Fund? 57 %

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

If everything goes precisely to budget, of the remaining $15,000, $10,000 will come from the City of Port Angeles LTAC funds, $3,750 will come from entry fees for the competitors, and $1,250 will come from sponsors.

Expenses

Description	Cateogry	Qty	Unit Price		Extended Price
Boats					
Purchase of 4 Coastal Doubles over 5 years (4/5 of 1)	Event Operation (Non-ROW and Utility)	0.8	$ 10,000.00		$ 8,000.00
Purchase of 4 Coastal Singles over 5 years (4/5 of 1)	Event Operation (Non-ROW and Utility)	0.8	$ 8,000.00		$ 6,400.00
Purchase of 8 sets of oars over 5 years (8/5 of 1)	Event Operation (Non-ROW and Utility)	1.6	$ 700.00		$ 1,120.00
Race Buoys	Event Operation (Non-ROW and Utility)	4	$ 255.00		$ 1,020.00
Graphic Design & Printing of Posters	Marketing - Beyond 50 miles	1	$ 500.00		$ 500.00
Gas for bringing boats to 6 regional clinics	Marketing - Beyond 50 miles	6	$ 150.00		$ 900.00
Edizgigantus 4/28/2024					
USRowing sanction/event insurance	Event Operation (Non-ROW and Utility)	1	$ 500.00		$ 500.00
Referees & VIPs (announcer, etc.)					
Hotel Rooms	Business Operation (Office and Personnel)	6	175		$ 1,050.00
Dinner	Business Operation (Office and Personnel)	6	$ 35.00		$ 210.00
Breakfast	Business Operation (Office and Personnel)	6	$ 25.00		$ 150.00
Travel	Business Operation (Office and Personnel)	6	$ 150.00		$ 900.00
Volunteer lunches	Business Operation (Office and Personnel)	1	$ 200.00		$ 200.00
Donations to Volunteering Clubs	Business Operation (Office and Personnel)	1	$ 1,500.00		$ 1,500.00
Overnight Security	Business Operation (Office and Personnel)	1	$ 100.00		$ 100.00
Radios, etc. (NW Rowing Council Regatta Box)	Event Operation (Non-ROW and Utility)	1	$ 75.00		$ 75.00
Event day gas	Event Operation (Non-ROW and Utility)	1	$ 100.00		$ 100.00
Regatta Central fees	Marketing - Website	1	$ 150.00		$ 150.00
Medals	Event Operation (Non-ROW and Utility)	1	$ 200.00		$ 200.00
Event SWAG	Event SWAG	1	$ 400.00		$ 400.00
Beach Sprint 8/3/2024					
USRowing sanction/event insurance	Event Operation (Non-ROW and Utility)	1	$ 500.00		$ 500.00
Referees & VIPs (announcer, etc.)					
Hotel Rooms	Business Operation (Office and Personnel)	6	250		$ 1,500.00
Dinner	Business Operation (Office and Personnel)	6	$ 35.00		$ 210.00
Breakfast	Business Operation (Office and Personnel)	6	$ 25.00		$ 150.00
Travel	Business Operation (Office and Personnel)	6	$ 150.00		$ 900.00
Volunteer lunches	Business Operation (Office and Personnel)	1	$ 200.00		$ 200.00
Donations to Volunteering Clubs	Business Operation (Office and Personnel)	1	$ 1,500.00		$ 1,500.00
Overnight Security	Business Operation (Office and Personnel)	1	$ 100.00		$ 100.00
Radios, etc. (NW Rowing Council Regatta Box)	Event Operation (Non-ROW and Utility)	1	$ 75.00		$ 75.00
Event day gas	Event Operation (Non-ROW and Utility)	1	$ 100.00		$ 100.00
Regatta Central fees	Marketing - Website	1	$ 150.00		$ 150.00
Medals	Event Operation (Non-ROW and Utility)	1	$ 200.00		$ 200.00
Event SWAG	Event SWAG	1	$ 400.00		$ 400.00
Endurance 5k 10/27/2024					
USRowing sanction/event insurance	Event Operation (Non-ROW and Utility)	1	$ 500.00		$ 500.00
Referees & VIPs (announcer, etc.)					
Hotel Rooms	Business Operation (Office and Personnel)	6	175		$ 1,050.00
Dinner	Business Operation (Office and Personnel)	6	$ 35.00		$ 210.00
Breakfast	Business Operation (Office and Personnel)	6	$ 25.00		$ 150.00
Travel	Business Operation (Office and Personnel)	6	$ 150.00		$ 900.00
Volunteer lunches	Business Operation (Office and Personnel)	1	$ 200.00		$ 200.00
Donations to Volunteering Clubs	Business Operation (Office and Personnel)	1	$ 1,500.00		$ 1,500.00
Overnight Security	Business Operation (Office and Personnel)	1	$ 100.00		$ 100.00
Radios, etc. (NW Rowing Council Regatta Box)	Event Operation (Non-ROW and Utility)	1	$ 75.00		$ 75.00
Event day gas	Event Operation (Non-ROW and Utility)	1	$ 100.00		$ 100.00
Regatta Central fees	Marketing - Website	1	$ 150.00		$ 150.00
Medals	Event Operation (Non-ROW and Utility)	1	$ 200.00		$ 200.00
Event SWAG	Event SWAG	1	$ 400.00		$ 400.00

Budgeted Cost by Type					
Marketing - Local					$ -
Marketing - Beyond 50 miles					$ 1,400.00
Marketing - Website					$ 450.00
Event SWAG					$ 1,200.00
Business Operation (Office and Personnel)					$ 12,780.00
Event Operation (Non-ROW and Utility)					$ 19,165.00
ROW and Utility Requirements					$ -
Other (Describe):					$ -
Total Expenses					**$ 34,995.00**
Income					
Edizgigantus Entry Fees					
Singles	Entry Fees	7	$25		$175
Doubles	Entry Fees	6	$50		$300
Quads	Entry Fees	6	$100		$600
Beach Sprint Entry Fees					
Singles	Entry Fees	16	$50		$800
Doubles	Entry Fees	8	$100		$800
Endurance 5k Entry Fees					
Singles	Entry Fees	7	$25		$175
Doubles	Entry Fees	6	$50		$300
Quads	Entry Fees	6	$100		$600
City of Port Angeles LTAC Funds	City of PA LTAC Funds	1	$10,000		$10,000
Clallam County LTAC Funds	Clallam County LTAC Funds	1	$20,000		$20,000
Sponsors		1	$ 1,250.00		$1,250
					$ -
Total Income					**$35,000**

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

Budgeted Cost by Type	Total Estimated Budget	Requested LTAX Portion
1. Marketing – Local	$	Not Funded By LTAX
2. Marketing – Beyond 50 miles	$ 1,400	$ -
3. Marketing – Website	$	$ -
4. Event SWAG	$ 1,200	$ -
5. Business Operation (Office and Personnel)	$12,780	$ 3,835
6. Event Operation (Non-ROW and Utility)	$19,165	$16,165
7. ROW and Utility Requirements	$ -	$
8. Other (Describe):	$ -	$
Total Event Cost	$34,995	$20,000

2024 Lodging Tax Fund Event Application

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

Application and Funding Guidelines

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 Planning Supervisor Ben Braudrick at 360-406-0654, or email ced@cityofpa.us.

All applications ***must*** be sent to ced@cityofpa.us by 5:00 PM, October 16, 2023.

Starting in 2024: Any event using City Property or right of way is required to submit an ADA parking plan that identifies existing or proposed ADA parking spaces.

Funding Priorities –Events:

- Event Funding is capped at $10,000 per year per event for new events (events in operation for 5 years or less).
- Event funding is capped at $5,000 per year per event for legacy events (events in operation 6 years or more).
- Review events also based upon intangible benefits for the community, including arts and culture, local economic development, and regional/statewide/national/international exposure.
- Lend support to a diverse range of tourism sustainable activities to encourage visitors to enjoy longer stays and return often.
- Encourage events to become self-sufficient.
- Encourage the creation of new events and off-peak that drive an increase in Lodging Tax.
- Encourage the potential growth of existing events. Support of organizations and projects that promote coordination and cooperation in tourism activities.
- Develop innovative opportunities that improve the tourist/resident relationship.
- Support events that demonstrate regional marketing and marketing partnerships with other local/regional marketing organizations.
- Support Projects that demonstrate a clear marketing strategy and business goals.

Scoring Criteria for New Event Grant proposals – 100 possible points:

1. The project or event plan is clear, and the proposal reflects enough detail to effectively determine the potential to result in overnight stays by tourists in lodging establishments within the City. **(25 pts.)**
2. This project statistically demonstrates a result in overnight stays. **(Room nights: 20 pts. – over 200, 15 pts. – 100-200, 10 pts. – 50-100, 5 pts. – less than 50)**
3. The proposal demonstrates the organization is working in partnership with fellow organizations and businesses. **(20 pts.)**
4. The project has clear marketing goals and a defined promotion plan. **(10 pts.)**
5. This project occurs in non-demand periods **(10 pts)**
6. The project lends itself to the complement of other events in the community and helps create a diversity of opportunities (arts, culture, recreation, education, or historic significance) **(10 pts.)**

7. The event proposal defines additional revenue benefit beyond overnight stays (likely diners, shoppers, paid parking etc.) **(5 pts.)**

Scoring Criteria for Legacy Event Grant proposals – 100 possible points:

1. Demonstrates a proven track record to result in overnight stays by tourists in lodging establishments within the City. **(25 pts.)**
2. Demonstrates ability for continued increase in overnight stays by tourists in lodging establishments within the City. **(25 pts.)**
3. This project occurs in non-demand periods. **(20 pts)**
4. The project lends itself to the complement of other events in the community and helps create a diversity of opportunities (arts, culture, recreation, education, or historic significance). **(20 pts.)**
5. The event proposal defines additional revenue benefit beyond overnight stays (likely diners, shoppers, paid parking etc.). **(10 pts.)**

Applicant Information

Event Name: Port Angeles Coastal Rowing Series

Date/s of Event: Apr 28, Aug 3, Oct 27 Event Age: 1 year 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)

☐ NEW: ADA Parking Plan (If using City Property or Right of Way)

☒ 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

Applicant Questionnaire

Basic Event Information

1. Describe your event in a brief 2-3 sentence narrative.
   Answer: This will be a series of coastal rowing competitions and clinics. There are 2 types of coastal rowing: Beach Sprint and Endurance. We will conduct Endurance events in April and October and a Beach Sprint event in late July or August.
2. Is this a new event? If not, what is the age of the event? If this event has been awarded lodging tax event grant funding in the past, are there changes to the event next year?
   Answer: 2024 will be our second year of hosting these events. Compared to last year, we will plan from the outset to have a series of events rather than a single event, and we will partner with other clubs to hold clinics throughout western Washington to familiarize rowers with this format.
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. How did you obtain this data?
   Answer: The Red Lion Hotel is the host hotel and last year at least 12? rooms were booked. We conducted a survey after the August event and booked many of the rooms ourselves.

4. Will the event necessitate the obstruction or use of the public right-of-way, public utility hookups and/or Police or Fire assistance? If the event is using City Property or right of way an ADA parking plan that identifies existing or proposed ADA parking spaces is required to be submitted as an attachment to the application.
   City Property: ☒Yes ☐ No If yes, please describe in detail below.
   Right of way: ☐Yes ☒ No If yes, please describe in detail below.
   Answer: We use Hollywood Beach and have a minor presence on the Pier. Last year we used boat slips, a hose connection, and powered the Public Address system.

5. 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.
   Answer: $ 0

General Budget Questions

6. 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.

Budgeted Cost by Type	Total Estimated Budget	Requested LTAX Portion
1. Marketing – Local	$ -	Not Funded By LTAX
2. Marketing – Beyond 50 miles	$ 1,400	$ 500
3. Marketing – Website	$ 450	$ 450
4. Event SWAG	$ 1,200	$ 50
5. Business Operation (Office and Personnel)	$12,780	$ 6,000
6. Event Operation (Non-ROW and Utility)	$19,165	$ 3,000
7. ROW and Utility Requirements	$ -	$ -
8. Other (Describe):	$ -	$ -
Total Event Cost	$34,995	$10,000

7. 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: We intend to reach people outside of Clallam County in 3 ways: posters at rowing clubhouses throughout the Northwest and Vancouver Island ($500 for graphic design and printing), Listing our events online with Regatta Central (a percentage of registration fees but about $500 total), and holding clinics on the Olympic Peninsula, Kitsap Peninsula, and Puget Sound region (we have budgeted $900 for gas for bringing the boats to those sites). That is $1,900 total.
8. Do you have other event sponsors? If so, how much income do you plan to receive in total from other sponsors?
   Answer: There are no pre-established event sponsors at this time, although we will pursue sponsorship when it becomes clear that we have sufficient funding to host the events. Last year we received about $750 in corporate sponsorship and $1500 in private donations earmarked for this event.

LTAC Funding Priorities Questions

9. Describe the desired and anticipated audience of the event. Is the event focused on local residents or people outside Clallam County?
   Answer: These events are targeted at rowers who currently row with clubs in USRowing's NW region or on Vancouver Island, and also independent rowers who frequently compete in the Sound Rowers series of open water events (soundrowers.org). For the Beach Sprint event we held in August, 87% of the competitors were from outside Clallam County, and we anticipate and desire to maintain that approximate ratio at future events.
10. Describe how the event encourages visitors to enjoy longer stays and return to the City of Port Angeles.
    Answer: By making this a 3-event series, there are 3 opportunities to return to Port Angeles at various times of the year. In addition, so far clubs in Lake Oswego, OR and Lake Stevens, WA are interested in having Beach Sprints at their sites. Victoria and Vancouver BC already had events in 2023, so a regional series is likely and will incentivize competitors to visit each of the venues for series points, much like the NW Cup downhill mtn bike series.
11. 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.
12. The City encourages 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: On October 13, 2023, it was announced that Beach Sprint will be an Olympic sport in Los Angeles in 2028. Coastal rowing has already been rapidly growing in popularity, and this will surely accelerate that and provide even more of a push within USRowing to increase familiarity and racing opportunities for coastal rowing, and to educate prospective coaches and referees. With our current coastal boats and spectacular venue, we are already in a great position to capitalize on this. Representatives from USRowing contacted me in July about adding a coach's clinic to our event. Unfortunately the qualified coaches to teach the clinic were unavailable until November, but future opportunities will come. There are not that many places in the NW with suitable Beach Sprint courses, and fewer yet with a hotel and conference rooms that overlook the course.
13. 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: We learned in 2023 that the actual competitive events are better off as stand-alone events to minimize interference of the course, but that educational clinics pair well with City events like the Maritime Festival and Day of Play. We plan to coordinate our clinics with those events again in 2024.
14. How does this event support or involve City of Port Angeles businesses or organizations?
    Answer: We donate to clubs that help us host this event. In 2023 we helped the Sequim Bay Yacht Club support the Volunteer Hospice of Clallam County. With events in the fall and spring planned in 2024, it will be easier to include school-age volunteers and organizations. Peninsula Adventure Sports, Peninsula College, First Fed, Angeles Millwork, Red Lion Hotel, and Downriggers were all involved in this event.
15. 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.
16. 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: We will have regattas in the spring, summer, and fall, and provide more educational clinics in the Puget Sound region to increase the pool of racers that feel comfortable racing in this format.

JLARC Reporting Question

17. **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 2023, put n/a in the 2023 column. The 2024 column is the anticipated number of people. A requirement of the award reimbursement is the tracking of these lodging statistics.**

State Mandated Lodging Reporting Questions	2023	2024	1-5 Word Methodology used to report
a. Overall attendance at your proposed event/activity/facility.	42	100	Direct Count
b. Number of people who will travel more than 50 miles for your event/activity.	33	90	Direct Count
c. Of the people who travel more than 50 miles, the number of people who will travel from another country or state.	11	20	Direct Count
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.	14	45	Informal Survey
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.	9	30	Informal Survey
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)*	9	30	Informal Survey

Signature and Certification

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

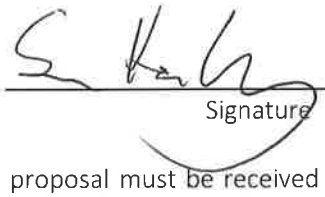
- I am proposing a tourism-related service for 2024. If awarded, my organization intends to enter into a Municipal Services Contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City; and file for 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.

Any funding that is received through this program requires awardees to cite the City of Port Angeles as a funding partner on any website or promotional materials.

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		October 14, 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 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.

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 ▶ [signature] Date ▶ 9-9-2023

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.

OLYMPIC PENINSULA ROWING

Sincerely,

Teresa Rappenecker

Director, Exempt Organizations

Enclosure: Publication 4221-PC

From: Ada Chen
Sent: Sunday, August 20, 2023 3:31 PM
To: Port Angeles Coastal Regatta
Subject: Re: Follow up

1- I traveled by myself, but Natalie brought her husband and son with her
2- we each stayed one night at the hotel, two rooms were booked
3 - I heard about the regatta from Andy Everett, a USRowing ref at Opening Day, then you know the rest
4 - June or September would be great. Although, the water might be a bit cold for people in June here.
5- I have no preference
6 - also no preference

Thanks, Sean!

From: Alex Parkman
Sent: Tuesday, August 15, 2023 9:36 AM
To: Sean Halberg
Subject: RE: Travel reimbursement

Sean –

Your efforts were superb. I suspect the beach sprints will get talked up a lot and next year will grow markedly!
Thanks for the great hosting and all of your outstanding and friendly volunteers.
I am happy with the same cost as from Seattle – so an even $150.00 is great.
Alex Parkman.

From: Robert Appleyard
Sent: Tuesday, August 15, 2023 10:59 AM
To: Sean Halberg
Subject: Re: Travel reimbursement

Sean-

Thanks. Glad I could come up to help. I agree with you, this is a much more relaxed style of competition and you could see that everyone was enjoying themselves. Perfect venue, so accessible and the beach/water were just what we needed. You and your team did a great job. On Saturday I was a bit skeptical that it would run as smoothly as it did. The boat handlers and their assistants really did a good job. The announcer kept everyone informed and the rowers were always right there when called. It seemed that the number of entries was just right for this first time effort. Congratulations to all of you for putting this on so well.

And thanks for the support to us refs. Its always a team effort.

All the best,

-Bob

From: Angela Disque
Sent: Thursday, August 17, 2023 9:34 AM
To: Sean Halberg; Copper; sandra_kou@hotmail.com; sandrakoumai@gmail.com; Dong Hao Mai
Subject: Re: Drone footage

Thank you for the pictures & videos! It was really fun to watch everyone race on Sunday, what a great event.

Thank you again,
Angela

From: Oliver Laurence
Sent: Monday, August 14, 2023 8:30 AM
To: Sean Halberg
Subject: Congratulations and thank YOU!

Sean,
Thank you, thank you, thank you . The inaugural Port Angeles Beach Sprints was IMHO a HUGE success. This was my first event of this type too and while a little unnerving figuring out how the time trails worked and the seeding etc ... once we settled into the groove it was such a lot of fun. There are a lot of moving parts to an event like this and I'm sure that you had your learning moments but as far as I could see it was efficient, seamless and extremely well coordinated. WELL DONE.

The boats were great !
The support staff and boat wranglers were fantastic !
Th announcer was just perfect !
Referees did a great job of keeping everyone safe and honest !
Just wonderful .

Couple of thoughts, suggestions going forwards.
1. The waters were a little too protected ...would have been nice to have some waves to contend with . I appreciate that in an inaugural event you want to keep things as easy as possible to allow flatwater rowers to transition to coastal conditions. I would encourage you to find some different venues that may be able to some more "sporty" conditions. Keep the Port Angeles event as an intro event but build up to something a little more coastal.

2. Would love to see this type of event become more popular but have reservations on how to deal with more numbers of people . Rather than the seeding time trial process is there an age handicap system that can be brought in , and or a men's, women's or mixed grouping that would make the competitors feel that they were competeing on more of a level playing field . I love the way it works now but was just listening to some of the others.

3. Any chance to including 4x's in a beach sprint ?

4. I heard that it's OK to bring your own boat wranglers ... I think that's a fabulous idea and a great way of getting more people/supporters to the event . If this is the case I would encourage you to do so and maybe provide some guidelines for them.

5. Port Angeles is a reasonable venue but for people traveling in the accommodation is expensive for what it is. The local amenities are OK but not something to be proud of .Port Angeles needs to get get its act together. When driving out of the event waiting at a traffic light we were confronted with a middle aged large man with a bare chest urinating in public in the corner of the car park opposite ...at 3 pm on a sunny sunday afternoon. I can only think that this is a normal occurrence in Port Angeles since the person had absolutely no qualms about his actions... Come on Port Angeles you can do better than that.

When's the next event ?

From: Oliver Laurence
Sent: Monday, August 21, 2023 4:10 PM
To: Port Angeles Coastal Regatta
Subject: Re: Follow up

Thank you for organizing such a fun event !

For the Ancient Mariners, as a group we had a total of 3 rowers and an additional 3 "supporters" who came along.

There were a total of 2 paid lodging nights for the Ancient Mariners.

Heard about it from a friend (Angie) who ended up competing who came across a flyer or similar on one of the WSDOT ferries. This then prompted me to solicit interested parties from the Ancient Mariners.

Best months for beach sprints ? Hmmmm.
April/May
September/October
Rationale : Avoid peak hotel prices and more like;y to have some "spicy" water conditions.

Note: You may want to keep the August one too ...as it serves as a good introduction to Beach Sprints

Coastal Endurance : I've done a fair number of the Sound Rowers Events and having the Litecraft boats compete in these is probably a good idea. I don't really understand the rationale for having a completely separate event .

The best thing about beach sprints is the supporter participation on the beach. It's just FUN. As soon as you go off onto a 5km around the bouys race it kinda looses its panache. I would like to see 4x's at the beach sprints ...that would be very cool.

Regarding other venues... I'd like to see a mix of "sporty/spicy" venus and "intro venues" - perhaps 3 "sporty/spicy" and 3 "intro" venues

Port Angeles, Lake Sammamish (good way to get to the Seattle rowing community) and Tacoma. Have you considered Golden Gardens Beach in Seattle - v popular and would get lots of casual interest as well as interest from the Seattle rowing community.

Note : Oct 21 is the weekend of the the Head of the Charles so some might not be able to make your event. I'll be doing my best.

Kindest regards,

Oliver

From: Rod Sternagel
Sent: Tuesday, August 22, 2023 9:58 AM
To: Port Angeles Coastal Regatta
Subject: Re: Follow up

Hey Sean,

1. Zero non-competitors with me.
2. Zero paid lodging nights (I am cheap and stayed in the back of my car in the Walmart lot) although I did have a nice dinner in town.

3. Initially Regatta Central but got reminded by your sign at Sound Rowers Budd Inlet race
4. If my wife were to come with me, off season for hotel prices would be better. Otherwise it does not make a difference as long as it does not interfere with a Sound Rowers race. Water temp not an issue.
5. Same answer as 4.
6. No inside information but could help with Budd Inlet if needed as I live in Olympia.

Looking forward to more races!!

~Rod

From: Ronan Maher
Sent: Saturday, August 19, 2023 11:16 AM
To: Sean Halberg
Cc: Joel Maher
Subject: Re: Coastal Rowing

Thank you for forwarding my email! I did contact next level rowing via the online form, and my PB erg 2k time is 7:14. Thanks for doing all this! I am very interested in coastal rowing and hope to further my knowledge in coastal rowing!

From: Steven Rice
Sent: Tuesday, August 15, 2023 8:32 PM
To: Sean Halberg
Subject: Re: Is this you?

Also, epic photo! Thanks for sharing.

On Tue, Aug 15, 2023, 8:31 PM Steven Rice <steven.t.rice@gmail.com> wrote:
That's me.

Really great event. So fun. Y'all are onto something. Thanks for making it something we could try out in this region. Appreciate all your hard work to make it a success.

On Tue, Aug 15, 2023, 8:22 PM Sean Halberg <seanhalberg@hotmail.com> wrote:

We had a professional photographer take some pictures. I will post them to our parowing.org website, but before I get to that I want to send this one to the local newspaper. Is this you?

Nice job last weekend!

-Sean

From: Tara Morgan
Sent: Wednesday, August 16, 2023 8:14 AM
To: Sean Halberg
Subject: Re: Pics from awards

So fun! Thanks, Sean!

WWW.STEADYSTATENETWORK.COM

Clallam County Lodging Tax Funding Application Request

Sequim Sunrise Rotary

Joe Rantz Tourism Project

RECEIVED
CLALLAM CO. COMMISSIONERS
OCT 16 2023
1...2...3...A...
@ 11:09 am

LODGING TAX FUNDING APPLICATION
2024

GUIDELINES

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

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

I **AMOUNT of Lodging Tax Requested**: $ 25,000

II **Agency/Organization Name**: Sequim Sunrise Rotary/Joe Rantz Toursim Project

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

Federal Tax ID No. 91-2004384 UBI Number 601986917

III **Project/Activity/Event**: Develop new tourism products to attract visitors to Joe Rantz hometown

IV **Representative Contact Information**:

Name, Title Patricia McCauley chair Joe Rantz Rotary Youth Fund

Mailing Address 1271 3 Crabs Rd, Sequim, WA 98382

Phone(s) 3606709444

Email pat@insideout.com or joerantzryf@gmail.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

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: 10-15-23

PATRICIA MC CAULEY

Print or Type Name

Secretary of State
Tim Wyman

...orations and Charities Division
PO Box 40234
Olympia, WA 98504
Tel 360.725.0378

04/14/2021

ANN M FLACK
PO BOX 1521
SEQUIM WA 98382-4326

Registration Number: 1128604
Organization Name: SEQUIM SUNRISE ROTARY FOUNDATION

Dear ANN M FLACK,

Thank you for your recent submission. This letter is to confirm that the following documents have been received and successfully filed:

CHARITABLE ORGANIZATION RENEWAL

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.

Additional information:

Report any changes to your information online at www.sos.wa.gov/ccfs

Make sure all solicitations include the required disclosure information as described in the Charitable Solicitations Act, RCW 19.09.100.

Submit each commercial fundraiser contract , also available online at www.sos.wa.gov/ccfs before fundraising begins.

Determine if the organization is a "trustee" as defined under the Charitable Trust Act, RCW 11.110.020. If so, it may be subject to the Act and required to register as a "charitable trust."

Visit the Combined Fund Drive (CFD) www.cfd.wa.gov to complete the registration process if the organization wishes to take part in the CFD.

Please contact our office at charities@sos.wa.gov or (360) 725-0378 if you have any questions.

Sincerely,
Corporations and Charities Division
Office of the Secretary of State
www.sos.wa.gov/corps

Office of the Secretary of State
Corporations & Charities Division

Filed
Secretary of State
State of Washington
Date Filed: 04/14/2021
Effective Date: 04/14/2021
Registration No: 1128604

Charity Renewal

ORGANIZATION INFORMATION

Organization Name:
SEQUIM SUNRISE ROTARY FOUNDATION
Registration Number :
1128604
Purpose/Mission of the Organization:
THE SEQUIM SUNRISE ROTARY FOUNDATION IS A GROUP OF 80 ACTIVE VOLUNTEERS WORKING LOC ALLY AND INTERNATIONALLY TO IMPROVE LIVES AROUND THE WORLD BY PROVIDING HEALTH AND SAFETY TO WOMEN AND CHILDREN, EDUCATION, CLEAN WATER, SANITATION AND HYGIENE AND PU BLIC SERVICE.
FEIN Number:
91-2004384
Federal Tax-Exempt Status:
Yes
Federal Status Type:
501(c)(3)
UBI Number:
601 986 917
Is this Charitable Organization associated with any Corporation or LLC?-
Yes
Organizational Structure:
Jurisdiction:
WASHINGTON

CONTACT INFORMATION

Organization Email:
ANN@MESAOCHO.COM
Confirm Organization Email:
ANN@MESAOCHO.COM
Organization Website:
WWW.SEQUIMSUNRISEROTARY.ORG
Is Foreign Contact:
No
Country Code:
1
Phone Number:
307-250-7369
Ext:
Mailing Address:
PO BOX 1521, SEQUIM, WA, 98382-4326, USA
Street Address:

IRS Department of the Treasury
Internal Revenue Service

CINCINNATI OH 45999-0038

In reply refer to: 0248188028
Jan. 24, 2017 LTR 4168C 0
91-2004384 000000 00
00013960
BODC: TE

SEQUIM SUNRISE ROTARY FOUNDATION
% CRAIG SMITH
PO BOX 1521
SEQUIM WA 98382-4326

031140

Employer ID Number: 91-2004384
Form 990 required: Yes

Dear Taxpayer:

This is in response to your request dated Jan. 12, 2017, regarding your tax-exempt status.

We issued you a determination letter in February 2000, recognizing you as tax-exempt under Internal Revenue Code (IRC) Section 501(c)(3).

Our records also indicate you're not a private foundation as defined under IRC Section 509(a) because you're described in IRC Sections 509(a)(1) and 170(b)(1)(A)(vi).

Donors can deduct contributions they make to you as provided in IRC Section 170. You're also qualified to receive tax deductible bequests, legacies, devises, transfers, or gifts under IRC Sections 2055, 2106, and 2522.

In the heading of this letter, we indicated whether you must file an annual information return. If a return is required, you must file Form 990, 990-EZ, 990-N, or 990-PF by the 15th day of the fifth month after the end of your annual accounting period. IRC Section 6033(j) provides that, if you don't file a required annual information return or notice for three consecutive years, your exempt status will be automatically revoked on the filing due date of the third required return or notice.

For tax forms, instructions, and publications, visit www.irs.gov or call 1-800-TAX-FORM (1-800-829-3676).

If you have questions, call 1-877-829-5500 between 8 a.m. and 5 p.m., local time, Monday through Friday (Alaska and Hawaii follow Pacific Time).

0248188028
Jan. 24, 2017 LTR 4168C 0
91-2004384 000000 00
00013961

SEQUIM SUNRISE ROTARY FOUNDATION
% CRAIG SMITH
PO BOX 1521
SEQUIM WA 98382-4326

Sincerely yours,

Kim A. Billups, Operations Manager
Accounts Management Operations 1

APP

STATE of WASHINGTON

SECRETARY of STATE

I, RALPH MUNRO, Secretary of State of the State of Washington and custodian of its seal,. hereby issue this

CERTIFICATE OF INCORPORATION

to

SEQUIM SUNRISE ROTARY FOUNDATION

a Washington Non Profit corporation. Articles of Incorporation were filed for record in this office on the date indicated below.

UBI Number: 601 986 917

Date: October 14, 1999

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

Ralph Munro, Secretary of State

2-905057-2

1999 3432 59409 001 -008

Joe Rantz Tourism Grant Request

Lodging Tax Application page-2 Supplemental Application

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

This grant will develop a new tourism product for the Sequim area with several components. The main goal is to bring rowers and readers of *Boys in the Boat* to visit the main character's hometown, Joe Rantz. The museum can document the surge of interest because of the upcoming movie release, and we believe the trend will continue as long as the movie is streaming.

a. Joe Rantz Way/Street
Rename the road section between Sequim Ave and 5th in Sequim, Joe Rantz Way. This street is adjacent to the Sequim school district property, where Joe attended school.

b. Joe Rantz statue
Install a statue of Joe, which will be a twin of the statue in Fremont. This statue will be installed on Joe Rantz Way and face the high school and the Olympic mountains.

c. Joe Rantz International Rowing Regatta with the University of Washington each spring. The varsity rowing coach of UW initiated this event. The suggested competition will be national, with the Canadian national rowing team being the first. This will become an annual event.

d. Tell the story of Joe and develop a Joe Rantz Tour to encourage Instagram social media to continue interest. #justlikejoe, #standbyjoe, #SequimJoe #bitbmovie

2. How will the project/program help increase paid overnight accommodations in Clallam County?
This new tourism product differs from what is currently offered. It will bring an entirely different type of guest. Rowers from around the world will visit the town of this rowing world icon.

Rowers are more affluent and educated, and when they come to visit Joe, they will see the other amenities Clallam County has to offer and stay a few days.

3. How will the project/program encourage visitors to come from a distance greater than 50 miles for day or for overnight visits?

Joe Rantz went to the University of Washington, so that many visitors will come from Seattle. But as a gold medal Olympian, he belongs to the USA.

A rower may row in college, but unlike other college sports, rowers continue to participate and love their sport well into their 80's. The audience is somewhere around 370,000 people.

Of course, rowers are just some of the people who will come. Over 3 million copies of the book have sold just in the USA, and more books will be sold after the movie is released in December.

Joe Rantz Tourism Grant Request

Lodging Tax Application page-3 Supplemental Application

4. How will the project/program encourage visitors from another country or state?
This project will encourage international visitors because the story is about the Olympic team and good versus evil. *Boys In the Boat* was published in 22 countries, and rowers worldwide know this book. Again, after the move, people will know Sequim and come to visit.

5. If the project is an event, please provide the name, date(s), and estimated attendance.
One of the components of this project will be the Joe Rantz International Rowing Regatta at John Wayne Marina, scheduled for March 2024.

The estimated attendance will be 1000 rowers and attendees—95% from out of the area.

This event will be modeled after the successful Windemere Cup, the opening day of boating in Seattle. That event has two parts, one rowing and one celebration. Both bring different audiences. (https://windermerecup.withwre.com/)

The hosting team will be the University of Washington, and they will invite competitors from other nations and states. Planning for this regatta is underway with Rotary members of the Sequim Rowing Club.

6. 2024 Tourism-Impact Estimate

a. 2024 Estimate of Overall Attendance:	1,000
b. People who will Travel>50 miles:	750
c. Number who will come from another state/country	200
d. People >50 miles away stay overnight in county	600
e. Paid accommodation	600
f. Number of paid rooms	300

7. Host Hotel
7 Cedars is the host hotel

8. Describe the prior success of your event to attract tourists.
This is a new tourism product, so there is NO history to report.

As the founding director of the Sequim Lavender Festival, growing an event from 600 people the first year to an audited 35,000 in year 6th shows that I understand how to make an event work and grow. I am not a rower, but over the past two years, I have learned about the passion rowers and people have, Joe Rantz and the Boys in the Boat.

Joe Rantz Tourism Grant Request

Lodging Tax Application page-4 Supplemental Application

9. Describe your target tourist audience (location, demographics)
There are over 3 billion rowers in the world. It is an international sport, and it is not unusual for the UW to row in an event in England. Just this year, the Windemere Cup hosted the Australian rowing team. Location: The target audience is primarily the US and Canada, but it will also appeal to an international audience because of the nature of rowing.

Three million copies of Boys in the Boat have sold in the USA and more in 22 other countries.

The movie will be released on Dec 25, 2023, generating more interest. We do not expect the Twilight madness but do expect fans to come to Sequim. The movie will be premiered in Sequim at the Sequim High School, so expect it to receive significant publicity.

People will come because they read the book or saw the movie and want to come to visit the hometown of a real hometown hero.

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

There is currently a website for Rotary to promote joerantzrotaryouthfund.org, but not a tourism promotion website. We will apply for a tourism enhancement grant from the OPVCB and Sequim LTAC committees for marketing to promote this project's components.
Promotion will be ongoing:
- Website
- Instagram
- FB
- Adverting to the US Rowing Association and various college rowing organizations

11. Describe how the event/activity will help promote lodging establishments and businesses in unincorporated Clallam County.

Rowers are well-educated and financially able to travel. They will not be camping. They will stay at high-end Bed and Breakfasts and lodging. They will dine at the better restaurants because eating around the area is part of the travel experience.

Joe Rantz Tourism Grant Request

Lodging Tax Application page-5 Supplemental Application

12. Are you applying for Lodging Tax funds from another community? If yes, attach applications.

Yes, we will apply for funding from Sequim and the OPVCB, but both applications are due in December.

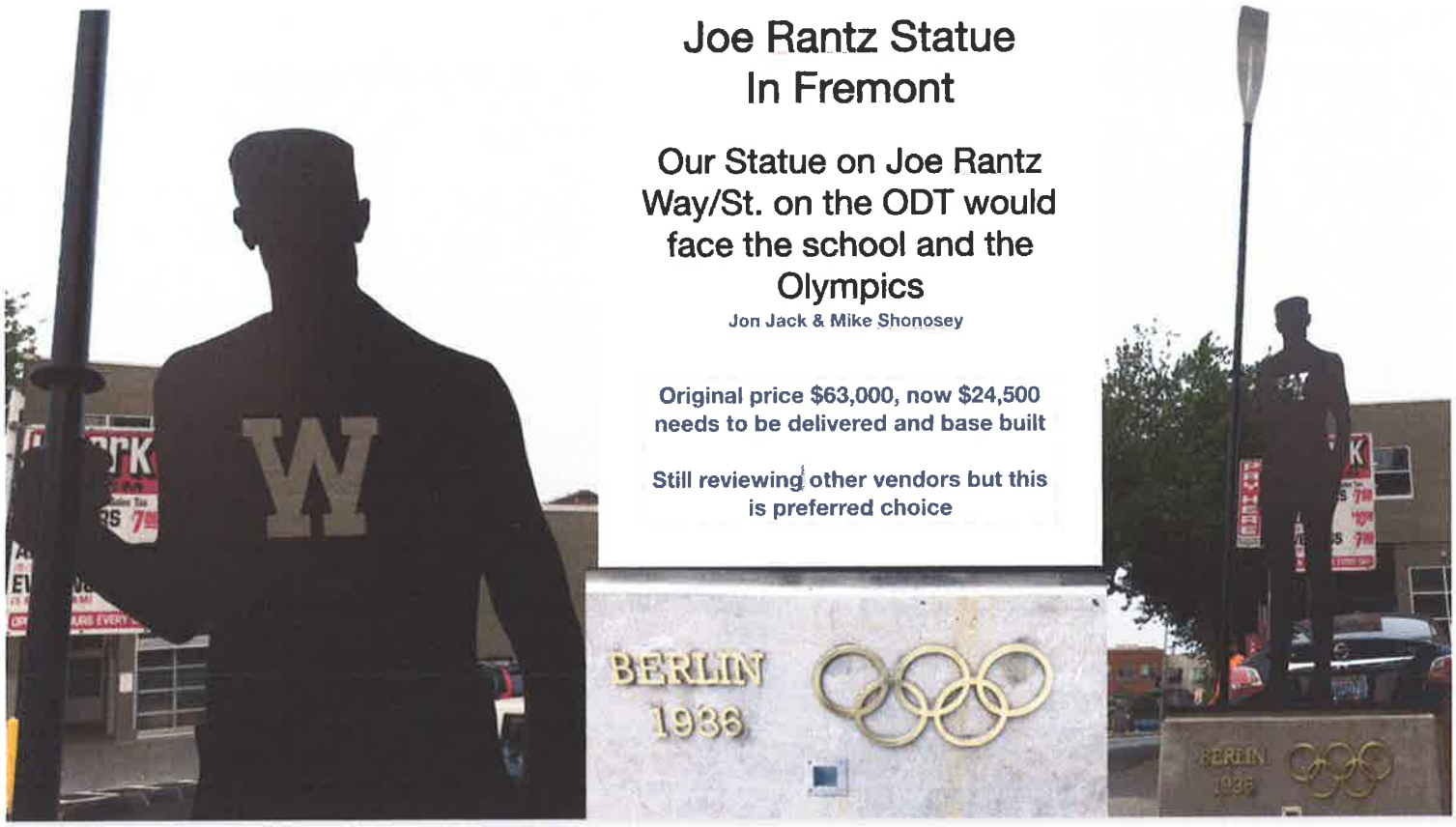
13. What is your overall budget for this project? $50,000
What percent of this budget are you requesting from the County lodging tax? 50%

14. Please describe your plans for securing the balance of the funds.
Plans are to ask the City of Sequim for a significant portion to help fund the statue, road name change, and partial start-up cost of the regatta. This request is over and above the marketing request.

Budget	Clallam County	Sequim Rotary	City of Sequim
Intention Space Statue (invoice is available) The original quote that we can provide was $63,000 but because of the cause and Rotary to install it was reduced.	$24,510.00		
Sequim Sunrise Rotary Cement faces with river rock			7500
Sequim Sunrise Rotary -in-kind installation		2500	
Street Name change			3000
Joe Rantz International Rowing Regatta - startup cost		6245	6245
Total budget	24510	8745	16745

Sequim Sunrise Rotary will also provide the workforce to transport and install the statue.

Joe Rantz Tourism Grant Request
Joe Rantz Tourism Product



Joe Rantz Statue In Fremont

Our Statue on Joe Rantz Way/St. on the ODT would face the school and the Olympics

Jon Jack & Mike Shonosey

Original price $63,000, now $24,500 needs to be delivered and base built

Still reviewing other vendors but this is preferred choice

JOE RANTZ WAY/Street

The suggested road is Hendrickson between Sequim Ave and 5th.

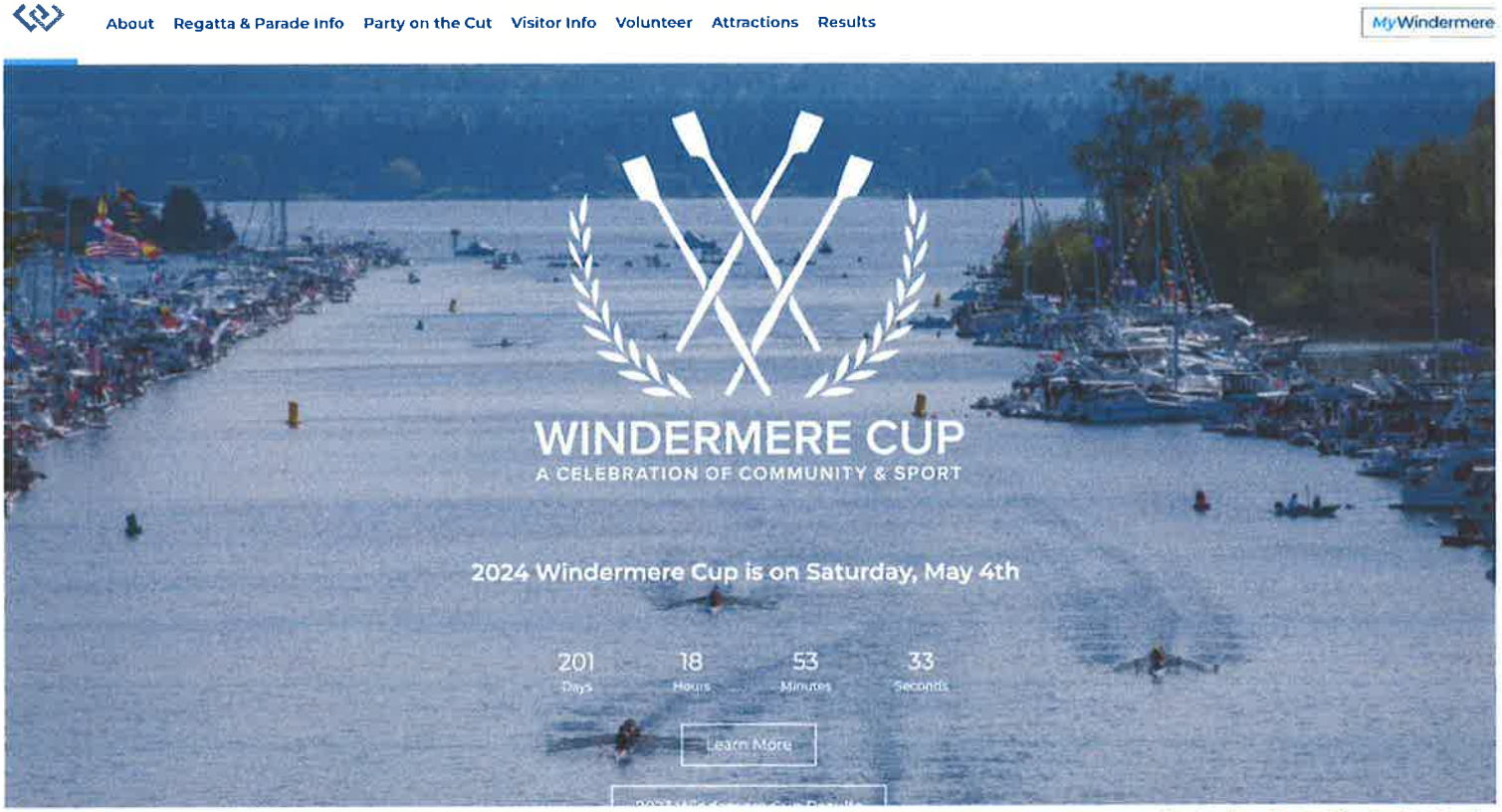
Joe Rantz/Sequim Ave signage will make a great Instagram spot with/without oar. #Sequim, #JustlikeJoe #BoysintheBoat

Pros: Adjacent to SHS
This street has few addresses and neighbors to disturb.



Joe Rantz International Rowing Regatta

Joe Rantz Tourism Grant Request





Joe Rantz Tourism Grant Request



Joe Rantz

Sequim Tourism Project

Clallam County Lodging Tax Funding Application Request

Forks Chamber of Commerce

RECEIVED
CLALLAM CO. COMMISSIONERS
OCT 16 2023
1...2...3...A...
@11:11am

LODGING TAX FUNDING APPLICATION
2024

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 ✓ 501(c)6 ☐ Other
Federal Tax ID No. 91-0779896 UBI Number 602 909 174

III **Project/Activity/Event**: Forever Twilight in Forks Festival tents and rentals

IV **Representative Contact Information**:
Name, Title Lissy Andros, executive director
Mailing Address PO Box 1249, Forks, WA 98331
Phone(s) 360-374-2531 or 903-360-4449
Email director@forkswa.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.

Signature Date: 10-13-2023

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?

   Forever Twilight in Forks Festival (FTF) is a unique, one-of-a-kind event that brings people from all over the world to Clallam County and Forks. In addition to enticing people to come to the area for the event, it also showcases our area and encourages people to come at other times of the year also.

   Our costs for rentals are exorbitant due to our remote location, but they are crucial to our success. We get all of our rentals locally to keep the funds in our local economy, with our local businesses.

   In 2023 our tickets sold out in two hours. From feedback, we expect them to sell quickly in 2024. Festival dates are Sept 12-15, 2024.

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

   Our festival attendees stay overnight for 4-7 nights or more. In 2023 we welcomed around 1500 people to Forks. We also had the highest Visitor Center stats for September in our history.

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. Our schedule is packed with so many activities, most people don't want to come for just the day. Our ticket includes events Friday morning through Sunday at lunch, which encourages people to stay at least three nights.

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, Brazil, and from almost every state in the U.S.

   In 2023 we hosted two social media influencers, one from Brazil, one from the U.S., and with their posts, we increased our followers on Instagram by 5000+ during our event!

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

   Forever Twilight in Forks Festival
   September 11, 2024 for pre-festival events
   September 12-15, 2024
   Estimated attendance is 2000

   2024 Tourism-Impact Estimate
   (Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2023)

   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:	2024 Estimate	2023 Actual	Methodology
a. Overall attendance at your event/activity/facility	2000	2043	Representative Survey
b. Number of people who travel more than 50 miles for your event/activity/facility	1940	1981	Representative Survey
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	1396	1426	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.	728	713	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.	655	677	Representative Survey
f. Number of paid lodging room nights resulting from your event/activity/facility.	750	730	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.

   Our event continues to sell out on the first day of ticket sales. To encourage people to travel here, we have tons of free-to-attend events. All of our events require planning and funds to produce.

   We are celebrating our 10th event in 2024 and attendees for our 2024 event have already reserved lodging in the area.

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.

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

   We promote the festival through social media including Instagram (46k followers), Facebook (34k followers) and our private FB Group (16.2k members). We also advertise through interviews for digital reporting, podcasts, news interviews, mailing lists, visitor guides and packets, social media influencers, and we let people know about it year-round at the Visitor Center and FTF Collection.

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 $32,000 for the festival to cover general expenses.

12. What is the overall budget for your event/activity/facility? $ 327,545.00
    What percent of the budget are you requesting from Clallam County Lodging Tax Fund? 10.5%

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.

	2024 DRAFT Budget
Income	
Savings	2,000.00
Accounts Receivable	
Dues	18,000.00
Dues - Sponsor Dues	20,000.00
Interest Earned - 1st Federal	150.00
Fundraisers	
Forever Twilight in Forks Festival	
Ticket Sales	235,000.00
Ticket Sales (defer to the next year less paypal fees)	
Refunded Ticket Sales	
Sponsorships	8,000.00
Sponsorships for special guest	25,000.00
Sponsorships (First Fed Tents)	
Public Support	10,000.00
City Investment	32,000.00
Port of Port Angeles Grant	
Port of Port Angeles Grant - defer to 2021	
Clallam County LTAC	
Misc.	2,500.00
Contingency	15,000.00
FTF Equinox	
Ticket Sales	3,000.00
Port of Port Angeles Grant	0.00
City Investment - FTF Equinox	3,000.00
Forever Twilight in Forks Collection	
City Investment	15,500.00
Public Support	16,000.00
Misc.	
Sales	150,000.00
Public Support - Miscellaneous	2,000.00
Public Support - Miscellaneous (vis packets)	1,500.00
Public Support - Earmarked for Scholarships	800.00
Grants	
Grants	
OPVB Tourism	5,000.00
Port of Seattle	0.00
OPVB VIC	5,000.00
Clallam County LTAC	35,000.00
Clallam EDC	

Sales/Advertising		
Lodging Board		2,000.00
Lodging Guide		5,000.00
Web Ads		0.00
Webcam Sponsorship		300.00
Misc.		
Logging Tour Public Support		750.00
City Investment		135,000.00
City/Chamber Investment - downtown		10,000.00
West Jeff. Co		50,000.00
Total Income	**$**	**807,500.00**
Expenses		
Operations		
Wages-Director Costs - Lissy		62,079.00
Wages-Benefits		5,000.00
Payroll Taxes-Employer (Lissy)		5,000.00
Computer Maintenance		250.00
Professional Development		3,700.00
Telephone		1,200.00
Travel Expenses		2,500.00
Guest Lunches		800.00
Dues - AWB		350.00
Dues - WTA		500.00
Insurance-Director/BOD Coverage		930.00
City Leasehold Tax		664.00
Total Operations	**$**	**82,973.00**
VC Costs		
VIC Employee Wages		85,708.00
Web Manager		8,000.00
Director of Customer Services Wages		36,109.00
DCS Payroll Taxes - Employer		3,600.00
DCS Benefits		5,000.00
Payroll Taxes-Employer		11,000.00
Copy Machine		8,500.00
Misc. Supplies		4,000.00
Office Supplies		1,650.00
VIC Equipment		200.00
Accounting Services		4,200.00
Insurance - Auto		1,822.00
Insurance - Liability		1,861.00
Postage (Newsletters, bills)		150.00
Telephone		2,500.00
PUD		2,250.00

Trash collection		700.00
Volunteer Training/Recognition		200.00
Building Maintenance		10,000.00
Total VC Costs	**$**	**187,450.00**
Cost of Sales		
Purchases for Resale		50,000.00
Shipping Costs		3,000.00
Credit Card Fees		5,500.00
PayPal Fees		500.00
Form 990 Tax		1,200.00
Business & Occupation Tax		42.00
Total Cost of Sales	**$**	**60,242.00**
Capitol Equipment		
Equipment		**300.00**
Contingency - Total		**220.00**
Community Service		
Community Service Projects		2,250.00
Community Service Projects - downtown		10,000.00
Community Service Projects - Shred Event		0.00
Customer Service Workshop		250.00
New Business Welcome Gifts		
Scholarships		2,000.00
Best of The Year		1,700.00
Logging Tour		1,000.00
Total Community Service	**$**	**17,200.00**
Events		
4th of July		100.00
Hot Thunder Night		50.00
Hickory Shirt Heritage Days		50.00
Other		350.00
Total Events	**$**	**550.00**

Forever Twilight in Forks Fesitval		
Admin		7,000.00
Advertising/Social Media		0.00
Collection		0.00
Contingency		15,000.00
Castmembers (travel, lodging, etc.)		22,000.00
Event - Quilt Class		0.00
Event Decorating / Rentals		32,000.00
Event Decorating / Rentals (Tents)		20,000.00
Event Food / Beverages / Liquor License		
Friday Breakfast		4,000.00
Bella Italia		11,000.00
Friday Night		8,000.00
Saturday Night		8,000.00
Sunday Brunch		7,500.00
Wine, Beer		1,000.00
Other (including Tea, Sunday Supper)		3,000.00
Event Music / DJ Saturday Night		3,000.00
Event Parking		200.00
Event Venue Rental & Cleaning (RAC)		7,500.00
Event Venue Rental (others)		7,500.00
Event Venue Bathroom Trailer		2,000.00
Goodie Bags		12,000.00
ICN Office Space		3,000.00
Insurance		1,000.00
Misc./5k/Shuttle Services		5,000.00
Movie Licensing		500.00
Paypal Fees		7,000.00
Photobooth		6,500.00
Photos		1,500.00
Planning/ Gotomeeting.com		0.00
Prizes/Silent Auction items		1,500.00
Schedules / Printed Materials		
Security		5,000.00
Special Guests		69,900.00
Special Guest - special		46,195.00
Total Forever Twilight in Forks Festival	**$**	**317,795.00**
FTF Equinox		
Paint & Sip Teacher		0.00
Paint & Sip Expenses		0.00
Movie Licensing		500.00
Event expenses: Catering, decorating		2,000.00
Misc Movie Expenses		1,000.00

Concert Expenses		250.00
Cast (travel, lodging, etc.)		3,500.00
Event Venue Rental and cleaning (RAC)		1,200.00
Insurance		800.00
Misc		500.00
Total FTF Equinox Expenses	**$**	**9,750.00**
Forever Twilight in Forks Collection		
Rent		$12,660.00
Electricity		750.00
Storage / Office Space		2500.00
Mannequins / Displays		300.00
Insurance		1500.00
Misc. Supplies		1500.00
Alarm		325.00
Total Forever Twilight in Forks Collection		**$19,535.00**
Promotional Tools		
Forks Color Brochure		0.00
Total Promotional Tools	**$**	**-**
Local CO-OP Projects		
Lodging Guide		5,000.00
Lodging Board		285.00
Total Local CO-OP Projects	**$**	**5,285.00**
Forks Advertising		
Postage (Requested information)		1,000.00
ISP/dsl & Modem		1,500.00
Coho Brochure Dist.		
State Ferry Kingston/Edmonds		0.00
Coho Magazine		0.00
PDN Visitor Guide		5,000.00
Web Hosting		1,400.00
Upgrade Website		1,000.00
WebCam		1,300.00
Advertising - Tourism		36,000.00
Advertising - local		250.00
Total Forks Advertising	**$**	**47,450.00**
Regional Co-op Marketing		**13,500.00**
West Jefferson County Pass-Through		
ONP Kalaloch VC Staff		18,350.00
Map / Brochure Preparation		0.00

Mailing & Distribution		1,640.00
Mick Dodge Coloring Sheet		
VIC Staffing		22,400.00
Tourism Marketing		7,610.00
Lodging Concierge Service		
Total W Jefferson County Pass-Through	**$**	**50,000.00**
Total Expenses	**$**	**802,500.00**
Year-to-Date Surplus (Loss)		**$5,000.00**

WASHINGTON
Secretary of State
Corporations & Charities Division

Filed
Secretary of State
State of Washington
Date Filed: 03/27/2023
Effective Date: 03/27/2023
UBI #: 602 909 174

Annual Report

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:
03/31/2024

Jurisdiction:
UNITED STATES, WASHINGTON

Formation/Registration Date:
03/19/2009

Period of Duration:
PERPETUAL

Inactive Date:

Nature of Business:
CHAMBER OF COMMERCE

NONPROFIT GROSS REVENUE CERTIFICATION

Per RCW 24.03A.960 does the Nonprofit certify that its total gross revenue in the most recent fiscal year was less than $500,000?
- No

NONPROFIT CORPORATION'S EIN

Nonprofit EIN: **91-0779896**

REGISTERED AGENT RCW 23.95.410

Registered Agent Name	Street Address	Mailing Address

FORKS CHAMBER OF COMMERCE	1411 S FORKS AVE, FORKS, WA, 98331-9383, UNITED STATES	PO BOX 1249, FORKS, WA, 98331-1249, UNITED STATES

PRINCIPAL OFFICE

Phone:
3603742531

Email:
DIRECTOR@FORKSWA.COM

Street Address:
1411 S FORKS AVE, FORKS, WA, 98331, USA

Mailing Address:
PO BOX 1249, FORKS, WA, 98331-1249, USA

GOVERNORS

Title	Type	Entity Name	First Name	Last Name
GOVERNOR	INDIVIDUAL		LISSY	ANDROS
GOVERNOR	INDIVIDUAL		TRENT	THURMAN
GOVERNOR	INDIVIDUAL		BILL	PEACH
GOVERNOR	INDIVIDUAL		CHRISTI	BARON

NATURE OF BUSINESS

- CHAMBER OF COMMERCE

CHARITABLE NONPROFIT CORPORATION

Is the Nonprofit Corporation a Charitable Nonprofit as defined by RCW 24.03A.010(6)? - **No**

CONTROLLING INTEREST

1. Does this entity own (hold title) real property in Washington, such as land or buildings, including leasehold improvements?
- **No**
2. In the **past 12 months**, has there been a transfer of at least 16-2/3 percent of the ownership, stock, or other financial interest in the entity?
- **No**
   a. 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?
- **No**
3. If you answered "Yes" to question 2a, has a controlling interest transfer return been filed with the Department of Revenue?
- **No**

You **must** submit a Controlling Interest Transfer Return form 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.

J is west of town, T is south of town

Forever Twilight in Forks Festival Condensed Schedule VERSION 3 - Sept 1, 2023

EVENT & DATE	Free event / ticketed event	EVENT LOCATION	MAP	EVENT TIME	✓
TUESDAY, SEPTEMBER 12th		**PRE-FESTIVAL**			
Crossed Launch Party	Free entry	Miller Tree Inn, 654 E. Division St	C	2 - 4 pm	
A Crossed Experience: The Autumnal Celebration Masquerade Ball Fundraiser to benefit Forks Hospital Foundation	Ticket required. A limited amount will be sold at the door.	590 E. Division Street (Between Forks City Hall and the Miller Tree Inn)	C	Begins at 7 pm	
WEDNESDAY, SEPTEMBER 13th - HAPPY BIRTHDAY, BELLA!		**PRE-FESTIVAL**			
Forever Twilight in Forks Collection	Free	Rainforest Arts Center (RAC) Alcove, 11 N. Forks Ave	B	Noon - 4 pm. Entry is limited. We operate on a time slot reservation. Please see staff member upon arrival to get your time slot. We assign time slots the day of the visit, not in advance.	
Cosplayer Tips and Tricks hosted by Sam M.	Free	Forks Branch Library, 171 S. Forks Avenue	K	11 am - 1:30 pm	
Paint & Sip	Advance Ticket Required	Westend Taproom Tip & Sip, 70 A Street SW.	W	11 am - 1:30 pm	
Bella's Birthday Cake	Free	Forks Outfitters Patio, 950 S. Forks Ave	D	2 pm	
Group Photo on First Beach	Free	Pull into Lonesome Creek store parking lot and go past the store and take a left. Park by the QOR clubhouse. Meet us on the beach! Give yourself 10 minutes to walk from car to beach.	J	Picture is taken at 5 pm promptly. You must be in your spot at that time to be in the picture.	
Quileute Healing and Drum Circle	Free (donations encouraged)	Akalat Center, By-Yak-Way and LaPush Road, in LaPush	J	Begins around 5 pm if you are eating dinner, with drumming to follow around 6 pm.	
The Robe's Totally Twilight Bowling Party to benefit Friends of Forks Animals (FOFA)	Free entry	Sunset Lanes, 261 East E St	E	8:30 - 11 pm	
THURSDAY, SEPTEMBER 14th		**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	10 am - 3 pm	
Forks Timber Museum	Nominal entry fee	Forks Timber Museum, 1421 S. Forks Ave	A	10 am - 5 pm	
Photo Ops of Fern Acres Grounds	Free	Fern Acres, 1154 Big Burn Place	N	10 - 11:25 am (no tours after Newborn Orientation)	
Twi-Guy Meetup hosted by Rob Hunter	Free	Fern Acres, 1154 Big Burn Place	N	10:45 - 11:15 am	
"An Audience with the Volturi" Newborn Orientation	Free	Fern Acres, 1154 Big Burn Place	N	11:30 am - 12:30 pm. Be there by 11:25 am, and wait for Heidi in the parking area. No late arrivals, please. 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. Entry is limited. We operate on a time slot reservation. Please see staff member upon arrival to get your time slot. We assign time slots the day of the visit, not in advance.	
Meet the Cullens	Free	Cullen House aka Miller Tree Inn, 654 E. Division St	C	1 - 3 pm. Shuttle information included on full schedule.	
Lessons at Mimi's School of Dance	Free	Forks Athletic & Aquatic Club, 91 Maple Avenue	Y	First class is 1:45 - 2:30 pm; Second class is 2:45 - 3:30 am.	
FTF Welcome to Forks!	Free entry	Tillicum Park, 325 Tillicum Lane	F	6 - 11 pm. Shuttle information included on full schedule.	
Our Annual Forks Fandom Family Photo	Free to be in photo	Exact location to be announced on next schedule	F	Be in your spot by 6 pm. Photo at 6:15pm. No late arrivals.	
Will Call & Information | Escape to the Beach! sign-ups	N/A	Inside Big Tent	F	6:30 - 8:30 pm	
Concessions provided by Forks Community Hospital Foundation	Off the menu	Inside Big Tent	F	6:30 - 10 pm	
FTF2023 Official Kickoff by our Festival Host - The Robe New Moon	Free entry	Inside Big Tent	F	6:30 pm	
Meet and Greet with special guest Tyler Warwick	Free entry	Inside Big Tent	F	7 - 8 pm	
Meet and Greet with Twilight Saga Actor Erik Odom	Free entry	Inside Big Tent	F	7:30 - 8:30 pm	
Movie Showing: Twilight	Free entry	Inside Big Tent	F	9 pm (running time 2 hrs). Shuttle information included on full schedule.	
FRIDAY, SEPTEMBER 15th		**FESTIVAL - DAY TWO**			
Will Call for VIT Ticket Pick-Up at Forks Elks Lodge	N/A	Forks Elks Lodge, 941 Merchants Rd	M	7:45 - 9:30 am	
"Who Are They?" FTF Festival Breakfast with the Olympic Coven	Included in VIT Ticket	**Forks Elks Lodge, 941 Merchants Rd**	M	**8 - 11 am. Your designated breakfast is listed on your VIT Ticket. Early Breakfast 8 – 9:15 am. Serving time: 8 am. Late Breakfast 9:45 – 11 am. Serving time: 9:45 am. Shuttle information included on full schedule.**	
Fandom Friday @ Tillicum Park		Tillicum Park, 325 Tillicum Lane	F	Begins at 10 am	
Autograph and Photograph Event for Groups A - D	Included in VIT Ticket	Inside Big Tent	F	**Groups A - D. Begins at 10 am.**	
Featuring our Twilight Saga Actor Special Guests					
Author Signing Event	Free	Inside Big Tent	F	10 am - 2 pm	
Grand Bazaar	Free entry	"Ben Dome" Covered Area & Park Grounds	F	10 am - 3 pm	
Will Call for Ticket Pickup & Information	N/A	Inside Big Tent	F	10:30 am - 1 pm	
Q & A with special guest Tyler Warwick	Free	Exact location to be announced at FTF Welcome to Forks! Event	F	11 am - Noon	
Photo Ops with the Volterra Coven and Cousins from Denali	Free	Various locations around Tillicum Park	F	11 am - 1 pm	
FTF Cast Appreciation Event	Free entry	Inside Big Tent	F	1 - 2 pm	
Forever Twilight in Forks Collection	Free	Rainforest Arts Center (RAC) Alcove, 11 N. Forks Ave	B	Noon - 4 pm. Entry is limited. We operate on a time slot reservation. Please see staff member upon arrival to get your time slot. We assign time slots the day of the visit, not in advance.	
Alice's Fashion Show *Costume Contest*	Free	Cullen House aka Miller Tree Inn, 654 E. Division St	C	3 - 4:30 pm	
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; 8:30 - 9:30 pm	
"We're Making Italiano For You" Bella Italia Dinner	Included in VIT Ticket	**Rainforest Arts Center (RAC) Plaza, 35 N. Forks Ave**	B	**5 - 7:45 pm. Your designated dinner is listed on your VIT Ticket. 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.**	
"It's Time" 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 16th		**FESTIVAL - DAY THREE**			
Sunrise Hike to Rialto Beach	Free	Olympic National Park - Rialto Beach, end of Mora Rd.	J	Low tide 7:01 - 9:01 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	8:30 am - 4 pm	
Autograph and Photograph Event for Groups E - H (ASL provided by artist arrangement)	Included in VIT Ticket	Watch for signage in Heritage Hall as you come into the school,	L	**Groups E - H. Begins at 9 am.**	
Featuring our Twilight Saga Actor Special Guests		then follow the signs.	L		
Concession Stand by FHS Senior Parents	Off the menu	Concessions Area by Commons	L	9 am - 2 pm (while supplies last)	
FHS Tours	Free	Tours begin by Room A110	L	9 am - 11 am	
"It's March, Middle of the Semester" Olympic Coven Immersive Experience	Free	Various locations	L	9 am - Noon	
Those Forking Fangirls! Podcast	Free	Library	L	Begins at 10 am	
Special Guest Panel featuring Wendy Chuck, Twilight Costume Designer	Free	FHS Commons. ASL provided.	L	Doors open at 12:45 pm. Panel begins at 1 pm.	
Forever Twilight in Forks Festival 2023 Panel	Included in VIT Ticket	**FHS Commons. ASL provided.**	L	**Doors open at 2:15 pm. Panel begins at 2:30 pm.**	
Featuring our Twilight Saga Actor Special Guests			L		
Forever Twilight in Forks Collection	Free	Rainforest Arts Center (RAC) Alcove, 11 N. Forks Ave	B	10 am - Noon. Entry is limited. We operate on a time slot reservation. Please see staff member upon arrival to get your time slot. We assign time slots the day of the visit, not in advance.	
2023 FTF Pin Collectors Meet & Greet	Free entry	Forks Congregational Church, 280 Spartan Ave	P	4:30 - 5:45 pm. First hour is is meet and greet, followed by Q&A. Please note: if panel runs long, it will begin 15 minutes after Forever Twilight in Forks Festival 2023 Panel ends.	
Prom Pictures at Forks High School	Free	In front of Forks High School, 261 Spartan Ave	L	At your leisure.	
Will Call for Ticket Pick-Up at the RAC	N/A	Rainforest Arts Center (RAC) Plaza, 35 N. Forks Ave	B	7:30 - 8:30 pm	
"Monte Carlo Night" Prom 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 17th		**FESTIVAL - DAY FOUR**			
Escape to the Beach!	Free	Olympic National Park - Second Beach Trailhead, LaPush Rd	J	Low tide 7:29 - 9:29 am. Allow for 30 minutes of drive time. Guide will leave the parking lot promptly at 7 am.	
Escape to the Beach!	Free	Olympic National Park - Kalaloch Campground Day Use Parking Lot located on Highway 101, 34 miles south of Forks. Pet Friendly.	T	Low tide 7:29 - 9:29 am. Allow for 45 minutes of drive time. Guide will leave the parking lot promptly at 7:45 am.	
American Legion Breakfast with special Q&A by Anna Todd	$10 at the door.	American Legion Hall, 651 E. Division St.	X	7 - 10 am. Anna Todd will be in attendance from 8 - 9:30 am.	
FTF Cast Appreciation Event	Free entry	Ki'tla Center Roundhouse, 100 LaPush Rd	H	10 - 11 am. Shuttle information included on full schedule.	
"Purple's Cool" Sunday Luncheon	Included in VIT Ticket	**Ki'tla Center Roundhouse, 100 LaPush Rd**	H	**Line up for photo at 11:20 am, Photo at 11:30 am. No late arrivals. Luncheon 11:30 am - 1 pm. Shuttle information included on full schedule.**	
Forever Twilight in Forks Collection	Free	Rainforest Arts Center (RAC) Alcove	B	Noon - 4 pm. Entry is limited. We operate on a time slot reservation. Please see staff member upon arrival to get your time slot. We assign time slots the day of the visit, not in advance.	
Silent Auction Final Bidding	Free entry	Ki'tla Center Roundhouse, 100 LaPush Rd	H	Opens to public at 1 pm. Tables start closing at 1:15 pm.	
Vampire Central at the Cullen House	Free entry	Cullen House aka Miller Tree Inn, 654 E. Division St	C	2 - 4 pm	
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 Twilight Saga actor Erik Odom	Free entry. Food and beverages off the menu.	Ki'tla Center Roundhouse, 100 LaPush Rd. Karaoke by OUTLAW'D KARAOKE. All ages allowed. Food, beer, spirits available. Cash accepted for food, cash & cards accepted for alcohol. Valid ID required.	H	8 - 11 pm. Shuttle information included on full schedule.	

All tickets are sold on ForksWA.com/online-shop until July 31 or while supplies last.

Party and Sunday Supper Tickets will be sold at will call during event depending on availability. Cash only please.

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

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
2023	212	458	288	348	266	1572
Total	1244	4685	3911	5357	3133	18330

*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.

Kim's Creations and Tulle Shed
352 Ski Drive
Forks, WA 98331 US
(360)640-0777
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www.kimscreationsandtulleshed.com

INVOICE

BILL TO
Chamber of Commerce

INVOICE # 1404
DATE 09/27/2023
DUE DATE 10/11/2023
TERMS Net 14 Days

DESCRIPTION	QTY	RATE	AMOUNT
Cocktail Table all weekend	15	25.00	375.00T
Round Tablecloth white stretch for cocktails - all weekend	21	25.00	525.00T
Half Wine Barrel for drinks chilling - all weekend	2	20.00	40.00T
misc items brown paper "linens", disposable green runners for dinner, turf runners for party	1	625.00	625.00T
Light - Globe Shelley's area, and perimeter of all tents outside - all weekend	1	350.00	350.00T
Extension cords cords and power strips - all weekend	1	200.00	200.00T
misc items clouds materials (lights, batteries, fluff, adhesive) **8 lights for big chandeliers + 24 batteries, 24 little clouds with 1 light each and 3 batteries each	1	750.00	750.00T
chandelier grids to hang things - clouds	6	40.00	240.00T
Light - Globe rainier cans lights - all weekend	1	75.00	75.00T
misc items raindrop lights	1	50.00	50.00T
misc items banners with quotes from movie	1	250.00	250.00T
Round arch	1	75.00	75.00T
Balloons for baseball arch backdrop	1	50.00	50.00T

PAID

DESCRIPTION	QTY	RATE	AMOUNT
fairy lights red for baseball	4	4.00	16.00T
Twinkle Light - LED inside and ceilings of all tents - all weekend	1	300.00	300.00T
misc items backdrop for erin's wall - paper and vinyl stickers	1	500.00	500.00T
misc items waterfall lights	1	50.00	50.00T
misc items blue plastic and overlay for waterfall	1	100.00	100.00T
Gold Backdrop Green backdrops for waterfall area	1	25.00	25.00T
Wooden Crate	6	7.00	42.00T
misc items baseball decor (bases, balls, playbook,gloves, jerseys...)	1	75.00	75.00T
pinched budvase mini bud vases	20	1.00	20.00T
misc items squishy baseballs and hacky sack balls (over half were taken)	1	175.00	175.00T
misc items wooden home plates and bats (half were taken)	1	100.00	100.00T
Cylinder Vases	15	4.00	60.00T
Votive Holder silver	25	1.00	25.00T
Flameless Candle - Votive red	25	1.00	25.00T
fairy lights for clouds and orbeez	50	3.00	150.00T
ribbon burlap	1	25.00	25.00T
Olympic Laundry linens black	12	13.00	156.00
misc items bussing tubs ALL WEEKEND	5	7.00	35.00T
Wine Bottle opener for Neil ALL WEEKEND	1	5.00	5.00
Charger for VIP table	22	1.60	35.20T
Dinner Plate for VIP table	22	1.60	35.20T
Glass - Water for VIP table	22	0.90	19.80T
Dinner Napkin - Cloth for VIP table	22	0.30	6.60T

DESCRIPTION	QTY	RATE	AMOUNT
Glass - Wine for VIP table	22	0.90	19.80T
Silverware gold	22	1.40	30.80T
Vase - Clear round	45	3.00	135.00T

SUBTOTAL	5,771.40
TAX (8.6%)	482.49
TOTAL	6,253.89
PAYMENT	6,253.89
BALANCE DUE	**$0.00**

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INVOICE

BILL TO
Chamber of Commerce

INVOICE # 1410
DATE 09/27/2023
DUE DATE 10/11/2023
TERMS Net 14 Days

PAID

DESCRIPTION	QTY	RATE	AMOUNT
misc items white paper "linens"	1	200.00	200.00T
fairy lights for paper lanterns	1	50.00	50.00T
Paper Lantern	1	50.00	50.00T
Mylar Balloon disco balls	1	75.00	75.00T
misc items dice (paper, boxes, black paper)	1	100.00	100.00T
fairy lights for dice	6	3.00	18.00T
misc items dice centerpieces	1	40.00	40.00T
Twinkle Light - LED for gazebo	1	125.00	125.00T
Tent 10x10 for gazebo	1	75.00	75.00T
greenery in tent for gazebo	1	100.00	100.00T
Votive Holder	16	0.50	8.00T
Flameless Candle - Votive	16	0.50	8.00T
Square Mirror 12x12	16	3.00	48.00T
Cylinder Vases	30	3.00	90.00T
misc items cards, poker chips	1	30.00	30.00T
misc items pillars x4	1	150.00	150.00T
fairy light curtain	1	150.00	150.00T

DESCRIPTION	QTY	RATE	AMOUNT
all weekend + gossamer			
misc items poker felt and cards for table	1	30.00	30.00T
Lamp Post for monte carlo sign	2	20.00	40.00T
fairy lights for monte carlo sign	2	3.00	6.00T
Light - Globe for monte carlo sign	2	15.00	30.00T
misc items other supplies (wood, cello, paint, screws)	1	275.00	275.00T
Hanging Glass Orb	7	3.00	21.00T
fairy lights for glass orbs	7	3.00	21.00T
wisteria for white arch in foyer	1	25.00	25.00T
Arch white wood	1	75.00	75.00T
Shephard Hook	8	2.00	16.00T
greenery in tent for all tents, white arch, and silk ferns	1	350.00	350.00T
misc items orbeez- all weekend	1	150.00	150.00T
Winter Tree pre-lit 8foot all birch trees - all weekend	1	300.00	300.00T
Olympic Laundry white linens	10	13.00	130.00
Discount sponsorship	-1	250.00	-250.00

SUBTOTAL	2,536.00
TAX (8.6%)	228.42
TOTAL	2,764.42
PAYMENT	2,764.42
BALANCE DUE	**$0.00**

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INVOICE

BILL TO
Chamber of Commerce

INVOICE # 1411
DATE 09/27/2023
DUE DATE 10/11/2023
TERMS Net 14 Days

DESCRIPTION	QTY	RATE	AMOUNT
Glass - Wine purple goblets	6	2.00	12.00T
misc items white paper, white and purple runners	1	300.00	300.00T
Balloons purple	1	500.00	500.00T
misc items shelley's window - paper	1	10.00	10.00T
Silk Flowers for budvases	1	225.00	225.00T
pinched budvase mini bud vases - diff sizes	150	1.00	150.00T
candle stick holder for taper candles - gold	90	1.00	90.00T
Flameless Taper Candlestick	90	1.00	90.00T
Votive Holder	115	0.50	57.50T
Flameless Candle - Votive	115	0.50	57.50T
fairy lights purple	30	3.00	90.00T

PAID

SUBTOTAL	1,582.00
TAX (8.6%)	136.05
TOTAL	1,718.05
PAYMENT	1,718.05
BALANCE DUE	**$0.00**

Printed: 9/28/2023 1:28:01 PM
Store: 1
Workstation: 1

Sales Receipt #63699

9/28/2023
Cashier: Rebecca
Page 1

Jerry's Small Engines

Po Box 976
Forks, Wa, 98331
1051 Forks Ave South
jerryssmallengines@hotmail.com
360-374-2677

Bill To: Forks Chamber of Commerce
Forks Chamber of Commerce
Po Box 1249
Forks, Wa 98331

Customer PO# Big tent and Round hous

Item #	Item Name	Item Description	Qty	Price	Ext Price	Tax
2419	RRR-20-9D-24hr	40x120 Tent- 24 Hour Rental 8 Hours 3 Guys	1	$3,500.00	$3,500.00	T
4484	Labor	Labor Per Guy - Set Up (6 Guys)	84	$48.95	$4,111.80	T
2398	RRR-20-11A-2hr	Chairs (folding)- 24 Hour Rental	100	$1.50	$150.00	T
2405	RRR-20-18-A-24hr	Long Plastic 6ft Table- 24 Hour Rental	23	$9.00	$207.00	T
4543	RRR-MIS	Lights	1	$200.00	$200.00	T
2740	RRR-9-8A-24hr	100ft Extension Cord 10 Gauge- 24 Hour Rental	5	$9.00	$45.00	T
2399	RRR-20-12A-24hr	Chairs)Green- Plastic)- 24 Hour Rental	70	$2.00	$140.00	T
4881	RRR-18-11A-24HR	Enclosed Car Trailer 6 1/2 x 16' ($20 deposit)	3	$110.00	$330.00	T
4530	DEL-Pickup Truck and Trai	Delivery with Pick up Truck and Trailer	4	$110.00	$440.00	T
4484	Labor	Labor 5 guys -Tear Down	35	$48.95	$1,713.25	T

Subtotal: $10,837.05
Local Sales Tax 8.6 % Tax: + $931.99
RECEIPT TOTAL: $11,769.04

Account: $11,769.04

Signature _____
I agree to pay above amount according to card issuer agreement (merchant agreement if credit voucher).

Total Deposit Taken: $0.00
Balance Outstanding: ($265.80)

Previous Account Balance: $108.60
Account Balance: $11,877.64

Total Sales Discounts: $4,780.00

Tent needs to be done setting up By the 14th
Take Down as early as Friday 15th 5pm not before

Round House tables and chairs need to be delivered before the 14th call Kim she will unlock building.

Work Order #Twilight Festival- Park+ Rc

Printed: 9/28/2023 1:32:58 PM
Store: 1
Workstation: 1

Sales Receipt #63700

9/28/2023
Cashier: Rebecca
Page 1

Jerry's Small Engines

Po Box 976
Forks, Wa, 98331
1051 Forks Ave South
jerryssmallengines@hotmail.com
360-374-2677

Bill To: Forks Chamber of Commerce
Forks Chamber of Commerce
Po Box 1249
Forks, Wa 98331

Item #	Item Name	Item Description	Qty	Price	Ext Price	Tax
6985	RRR-20-9E-24hr	20x40 Tent- add 6 hours setup 6 hours take down per person	6	$1,000.00	$6,000.00	T
4484	Labor	Labor Set Up 5 guys	70	$48.95	$3,426.50	T
4484	Labor	Labor- Take Down 7 Guys, Had to take fencing down too	70	$48.95	$3,426.50	T
4543	RRR-MIS	Garbage Can	12	$20.00	$240.00	T
2402	RRR-20-14B-24hr	Round Table 36" (Tall)- 24 Hour Rental	6	$17.00	$102.00	T
4530	DEL-Pickup Truck and Trai	Delivery with Pick up Truck and Trailer	5	$110.00	$550.00	T
2398	RRR-20-11A-2hr	Chairs (folding)- 24 Hour Rental	170	$1.50	$255.00	T

Subtotal: $14,000.00
Local Sales Tax 8.6 % Tax: + $1,204.00
RECEIPT TOTAL: $15,204.00

Account: $15,204.00

Signature _____
I agree to pay above amount according to card issuer agreement (merchant agreement if credit voucher).

Total Deposit Taken: $0.00
Balance Outstanding: $0.00

Previous Account Balance: $11,877.64
Account Balance: $27,081.64

Total Sales Discounts: $5,740.00

Setup the two 20x40 tents in front of RAc on the 13th
Set up other 4 20x40 tents in allyway on the 13th then move to RD on Thursday 6 PM

Take down on the 17th SUNDAY BY NOON.

From Work Order #Twiligth Festival-RA(

Estimates are valid for 30 days.
Thanks and Have a Wonderful Day!

You accepted an estimate from Lovely Lav LLC

Estimate accepted September 24, 2023

We look forward to working with you.

Show full details

Twilight Event September 2024

Service date: September 12, 2024

Forks Twilight Event	$1,800.00
Delivery - Forks, WA	$800.00
Trailer Attendant ($75.00/hr) × 1	$75.00
Pump truck	$350.00
Subtotal	$3,025.00
8.6%	$260.15
Total	**$3,285.15**

City of Forks
2024 Application for Lodging Tax Funds

Due: September 25, 2023 by 5:00 p.m.

Amount of Lodging Tax Requested: **$35,000.00**

Organization/Agency Name: Forks Chamber of Commerce

Federal Tax ID Number (EIN): 910779896

Event or Activity Name: Forever Twilight in Forks Events (Festival and 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 2024. 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, 2025, 5:00 p.m.

Signature: _____ Date: 9-22-2023

Printed or Typed Name: Lissy Andros

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 (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, Brazil) that focuses on the world-wide phenomenon of the Twilight Saga books and movies. The festival dates for 2024 are September 12-15, 2024. 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, cast members, and influencers to the festival to interact with fans. The 2023 event was very well attended, and many lodging businesses are already getting booked for the 2024 event. We welcomed around 1600 people to the event.

   Our newest event, FTF Equinox, is scheduled for March 15-17, 2024. We debuted it last year and it was very well attended. The purpose is to attract visitors during the winter shoulder season. We plan 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 is a low-key hangout with friends. We will have events throughout town, focusing on local businesses.

2. ***(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	1396
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	1500

What methodology did you use to calculate the estimates?

a. Estimated attendance of 2024 festival.
b. 3% of our visitors are from within 50 miles
c. 72% 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 1500 paid rooms based on their being here 4 – 7 nights for 4 persons per room.

3. **Describe the prior success of your event/activity/facility in attracting tourists.**
Festival - In 2023 we sold out of 350 VIT Tickets in 2 hours. We continue to sell party tickets and other tickets for several months leading up to the event. We also have many free events that people can participate in. **We expect to sell out for 2024 as well**.

Equinox – we are still figuring out this event but have had positive feedback that people want to return.

4. **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.

5. **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 40k+ followers (up from 30k in 2022) that is run by a volunteer – Jack Morrissey. Our private Facebook group has around 16k members (up from 14200 members in 2022).

6. **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.

7. **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 $327,545.00 and the percentage we are asking for is about 11%. Some of our eligible expenses are highlighted in green.

8. **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.

9. **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.

	2024 DRAFT Budget
Income	
Savings	2,000.00
Accounts Receivable	
Dues	18,000.00
Dues - Sponsor Dues	20,000.00
Interest Earned - 1st Federal	150.00
Fundraisers	
Forever Twilight in Forks Festival	
Ticket Sales	235,000.00
Ticket Sales (defer to the next year less paypal fees)	
Refunded Ticket Sales	
Sponsorships	8,000.00
Sponsorships for special guest	25,000.00
Sponsorships (First Fed Tents)	
Public Support	10,000.00
City Investment	32,000.00
Port of Port Angeles Grant	
Port of Port Angeles Grant - defer to 2021	
Clallam County LTAC	
Misc.	2,500.00
Contingency	15,000.00
FTF Equinox	
Ticket Sales	3,000.00
Port of Port Angeles Grant	0.00
City Investment - FTF Equinox	3,000.00
Forever Twilight in Forks Collection	
City Investment	15,500.00
Public Support	16,000.00
Misc.	
Sales	150,000.00
Public Support - Miscellaneous	2,000.00
Public Support - Miscellaneous (vis packets)	1,500.00
Public Support - Earmarked for Scholarships	800.00
Grants	
Grants	
OPVB Tourism	5,000.00
Port of Seattle	0.00
OPVB VIC	5,000.00
Clallam County LTAC	35,000.00
Clallam EDC	

Sales/Advertising	
Lodging Board	2,000.00
Lodging Guide	5,000.00
Web Ads	0.00
Webcam Sponsorship	300.00
Misc.	
Logging Tour Public Support	750.00
City Investment	135,000.00
City/Chamber Investment - downtown	10,000.00
West Jeff. Co	50,000.00
Total Income	**$ 807,500.00**
Expenses	
Operations	
Wages-Director Costs - Lissy	62,079.00
Wages-Benefits	5,000.00
Payroll Taxes-Employer (Lissy)	5,000.00
Computer Maintenance	250.00
Professional Development	3,700.00
Telephone	1,200.00
Travel Expenses	2,500.00
Guest Lunches	800.00
Dues - AWB	350.00
Dues - WTA	500.00
Insurance-Director/BOD Coverage	930.00
City Leasehold Tax	664.00
Total Operations	**$ 82,973.00**
VC Costs	
VIC Employee Wages	85,708.00
Web Manager	8,000.00
Director of Customer Services Wages	36,109.00
DCS Payroll Taxes - Employer	3,600.00
DCS Benefits	5,000.00
Payroll Taxes-Employer	11,000.00
Copy Machine	8,500.00
Misc. Supplies	4,000.00
Office Supplies	1,650.00
VIC Equipment	200.00
Accounting Services	4,200.00
Insurance - Auto	1,822.00
Insurance - Liability	1,861.00
Postage (Newsletters, bills)	150.00
Telephone	2,500.00
PUD	2,250.00

Trash collection		700.00
Volunteer Training/Recognition		200.00
Building Maintenance		10,000.00
Total VC Costs	**$**	**187,450.00**
Cost of Sales		
Purchases for Resale		50,000.00
Shipping Costs		3,000.00
Credit Card Fees		5,500.00
PayPal Fees		500.00
Form 990 Tax		1,200.00
Business & Occupation Tax		42.00
Total Cost of Sales	**$**	**60,242.00**
Capitol Equipment		
Equipment		**300.00**
Contingency - Total		**220.00**
Community Service		
Community Service Projects		2,250.00
Community Service Projects - downtown		10,000.00
Community Service Projects - Shred Event		0.00
Customer Service Workshop		250.00
New Business Welcome Gifts		
Scholarships		2,000.00
Best of The Year		1,700.00
Logging Tour		1,000.00
Total Community Service	**$**	**17,200.00**
Events		
4th of July		100.00
Hot Thunder Night		50.00
Hickory Shirt Heritage Days		50.00
Other		350.00
Total Events	**$**	**550.00**

Forever Twilight in Forks Fesitval	
Admin	7,000.00
Advertising/Social Media	0.00
Collection	0.00
Contingency	15,000.00
Castmembers (travel, lodging, etc.)	22,000.00
Event - Quilt Class	0.00
Event Decorating / Rentals	32,000.00
Event Decorating / Rentals (Tents)	20,000.00
Event Food / Beverages / Liquor License	
Friday Breakfast	4,000.00
Bella Italia	11,000.00
Friday Night	8,000.00
Saturday Night	8,000.00
Sunday Brunch	7,500.00
Wine, Beer	1,000.00
Other (including Tea, Sunday Supper)	3,000.00
Event Music / DJ Saturday Night	3,000.00
Event Parking	200.00
Event Venue Rental & Cleaning (RAC)	7,500.00
Event Venue Rental (others)	7,500.00
Event Venue Bathroom Trailer	2,000.00
Goodie Bags	12,000.00
ICN Office Space	3,000.00
Insurance	1,000.00
Misc./5k/Shuttle Services	5,000.00
Movie Licensing	500.00
Paypal Fees	7,000.00
Photobooth	6,500.00
Photos	1,500.00
Planning/ Gotomeeting.com	0.00
Prizes/Silent Auction items	1,500.00
Schedules / Printed Materials	
Security	5,000.00
Special Guests	69,900.00
Special Guest - special	46,195.00
Total Forever Twilight in Forks Festival	**$ 317,795.00**
FTF Equinox	
Paint & Sip Teacher	0.00
Paint & Sip Expenses	0.00
Movie Licensing	500.00
Event expenses: Catering, decorating	2,000.00
Misc Movie Expenses	1,000.00

Concert Expenses		250.00
Cast (travel, lodging, etc.)		3,500.00
Event Venue Rental and cleaning (RAC)		1,200.00
Insurance		800.00
Misc		500.00
Total FTF Equinox Expenses	**$**	**9,750.00**
Forever Twilight in Forks Collection		
Rent		$12,660.00
Electricity		750.00
Storage / Office Space		2500.00
Mannequins / Displays		300.00
Insurance		1500.00
Misc. Supplies		1500.00
Alarm		325.00
Total Forever Twilight in Forks Collection		**$19,535.00**
Promotional Tools		
Forks Color Brochure		0.00
Total Promotional Tools	**$**	**-**
Local CO-OP Projects		
Lodging Guide		5,000.00
Lodging Board		285.00
Total Local CO-OP Projects	**$**	**5,285.00**
Forks Advertising		
Postage (Requested information)		1,000.00
ISP/dsl & Modem		1,500.00
Coho Brochure Dist.		
State Ferry Kingston/Edmonds		0.00
Coho Magazine		0.00
PDN Visitor Guide		5,000.00
Web Hosting		1,400.00
Upgrade Website		1,000.00
WebCam		1,300.00
Advertising - Tourism		36,000.00
Advertising - local		250.00
Total Forks Advertising	**$**	**47,450.00**
Regional Co-op Marketing		**13,500.00**
West Jefferson County Pass-Through		
ONP Kalaloch VC Staff		18,350.00
Map / Brochure Preparation		0.00

Mailing & Distribution		1,640.00
Mick Dodge Coloring Sheet		
VIC Staffing		22,400.00
Tourism Marketing		7,610.00
Lodging Concierge Service		
Total W Jefferson County Pass-Through	**$**	**50,000.00**
Total Expenses	**$**	**802,500.00**
Year-to-Date Surplus (Loss)		$5,000.00

2023 CHAMBER BOARD OF DIRECTORS

Trent Thurman, President
Miller Tree Inn B&B

Bill Peach, Vice-President
(Individual)

Christi Baron, Treasurer
Forks Forum

Melene Bourm, Secretary
Forks Community Hospital

Diana Reaume, At Large
District Superintendent, Quillayute Valley SD

Linda Keen, At Large
Quillayute River Resort

Bruce Paul, At Large
Forks Outfitters

Bruce Hanify, At Large
(Individual)

Sharon Millett, Past President
(Individual)

Renee Rux, Quileute Oceanside Resort
Quileute Tribal Representative

Tim Fletcher
Mayor & City of Forks Representative

STAFF:
Lissy Andros
Executive Director

Updated 1-19-2023

August 11, 2023

City of Forks
500 East Division St,
Forks, WA 98331

To Whom it may concern.

RE: Support of Forks Chamber of Commerce Funding Request.

My name is Chintu Patel. I live and currently own/operate three businesses in and around Forks. The businesses I own are Forks Motel, Dew Drop Inn, and 3 Rivers Resort.

I am writing this letter to show my complete support for Forks Chamber of Commerce funding request for portion of lodging tax revenue. In my opinion the chamber does an excellent job at marking and managing events to help bring extra tourists to our town. And the funding is critical to their operation.

Thank you for your consideration and continued support. If you have any questions, feel free to contact me at: (916) 716-2315.

Best Regards,

Chintu Patel
Owner

Clallam County Lodging Tax Funding Application Request

Juan de Fuca Foundation for the Arts

RECEIVED
CLALLAM CO. COMMISSIONERS
OCT 16 2023
1...2...3...A...
@11:20am

LODGING TAX FUNDING APPLICATION 2024

GUIDELINES

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

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

I **AMOUNT of Lodging Tax Requested:** $ 9,500

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, Executive Director

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)

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.

Kyle LeMaire Date: 10/12/23

Signature

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 31th 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 accommodation 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. Olympic Lodge will offer a 20% discount for those attending the festival as well we are working to secure further hotel discounts for attendees.

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.

Again this year, we are propsing higher caliber performers and vendors that will have a bigger draw to the 2024 festival. We were able ot increase our attendance in 2023 because of this and will continue this path forward. It is our hope that with these more well established artist, we are able to continue 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 utilizing The Q, The Times Colonists, the Seattle Times, and The Stranger 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 24-26, 2022, Estimated Attendance: 5500.

6. **2024 Tourism-Impact Estimate**
(Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2023)

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:	2024 Estimate	2023 Actual	Methodology
a. Overall attendance at your event/activity/facility	6000	5530	Structured Estimate usIng Geofencing
b. Number of people who travel more than 50 miles for your event/activity/facility	3000	2700	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.	1800	1500	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.	1200	1100	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.	800	700	Structured Estimate using Geofencing.
f. Number of paid lodging room nights resulting from your event/activity/facility.	125	100	Structured Estimate using Geofencing.

7. Is there a host hotel for your event? If yes, please identify.
We us Red Lion as the host hotel for Artists. Throughout the rest of our season Red Lion Hotel of Port Angeles is an in-kind sponsor and provid discounted room rates for our touring artists throughout our season.

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 (The Q), social media, and print materials (The Seattle Times, The Stranger, and The Times Colonists.

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 16, 2023**.

The Clallam County Lodging Tax Advisory Committee (LTAC) will review 2024 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

Submittals made in an incorrect format will not be considered. The sealed applications must be clearly marked on the outside "2024 Lodging Tax Funding Application." All copies need to be single sided and not stapled and no folders. All documents/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.

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 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 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 2024 Budget

	2024
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**

LTAX ASK:		
City of PA LTAX	Logo/Poster Design	$1,200
	Permits	$800
	Bright Light Solutions	$2,500
	Total	**$4,500**
OPVB	Seattle Times	$2,000
	The Stranger	$2,000
	Times Colonist	$1,000
	Monday Magazine	$1,000
	Victoria Chamber Newlette	$600
	Coho Video Ad	$1,800
	Total	**$8,400**
County LTAX		
	Geo Fencing	$1,500
	Artist Fees/Operations	$8,000
	Total	**$9,500**

INTERNAL REVENUE SERVICE
DISTRICT DIRECTOR
2 CUPANIA CIRCLE
MONTEREY PARK, CA 91755

DEPARTMENT OF THE TREASURY

Date: SEP 17 1993

JUAN DE FUCA FESTIVAL OF THE
PERFORMING ARTS
C/O KAREN HANAN
PO BOX 796
PORT ANGELES, WA 98362

Employer Identification Number:
91-1588987
Case Number:
953190056
Contact Person:
TERRY IZUMI
Contact Telephone Number:
(213) 725-6619

Accounting Period Ending:
December 31
Foundation Status Classification:
509(a)(2)
Advance Ruling Period Begins:
March 11, 1993
Advance Ruling Period Ends:
Dec. 31, 1997
Addendum Applies:
No

Dear Applicant:

Based on information you 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 expect to be a publicly supported organization described in section 509(a)(2).

Accordingly, during an advance ruling period you will be treated as a publicly supported organization, and not as a private foundation. 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 send us the 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, we will classify you 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, we will classify you as a private foundation for future periods. Also, if we classify you as a private foundation, we will treat you as a private foundation from your beginning date for purposes of section 507(d) and 4940.

Grantors and contributors may rely on our determination that you are not a private foundation until 90 days after the end of your advance ruling period. If you send us the required information within the 90 days, grantors and contributors may continue to rely on the advance determination until we make a final determination of your foundation status.

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.*

2024 Lodging Tax Fund Event Application

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

Application and Funding Guidelines

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 Planning Supervisor Ben Braudrick at 360-406-0654, or email ced@cityofpa.us.

All applications ***must*** be sent to ced@cityofpa.us by 5:00 PM, October 16, 2023.

Starting in 2024: Any event using City Property or right of way is required to submit an ADA parking plan that identifies existing or proposed ADA parking spaces.

Funding Priorities –Events:

- Event Funding is capped at $10,000 per year per event for new events (events in operation for 5 years or less).
- Event funding is capped at $5,000 per year per event for legacy events (events in operation 6 years or more).
- Review events also based upon intangible benefits for the community, including arts and culture, local economic development, and regional/statewide/national/international exposure.
- Lend support to a diverse range of tourism sustainable activities to encourage visitors to enjoy longer stays and return often.
- Encourage events to become self-sufficient.
- Encourage the creation of new events and off-peak that drive an increase in Lodging Tax.
- Encourage the potential growth of existing events. Support of organizations and projects that promote coordination and cooperation in tourism activities.
- Develop innovative opportunities that improve the tourist/resident relationship.
- Support events that demonstrate regional marketing and marketing partnerships with other local/regional marketing organizations.
- Support Projects that demonstrate a clear marketing strategy and business goals.

Scoring Criteria for New Event Grant proposals – 100 possible points:

1. The project or event plan is clear, and the proposal reflects enough detail to effectively determine the potential to result in overnight stays by tourists in lodging establishments within the City. **(25 pts.)**
2. This project statistically demonstrates a result in overnight stays. **(Room nights: 20 pts. – over 200, 15 pts. – 100-200, 10 pts. – 50-100, 5 pts. – less than 50)**
3. The proposal demonstrates the organization is working in partnership with fellow organizations and businesses. **(20 pts.)**
4. The project has clear marketing goals and a defined promotion plan. **(10 pts.)**
5. This project occurs in non-demand periods **(10 pts)**
6. The project lends itself to the complement of other events in the community and helps create a diversity of opportunities (arts, culture, recreation, education, or historic significance) **(10 pts.)**

7. The event proposal defines additional revenue benefit beyond overnight stays (likely diners, shoppers, paid parking etc.) **(5 pts.)**

Scoring Criteria for Legacy Event Grant proposals – 100 possible points:

1. Demonstrates a proven track record to result in overnight stays by tourists in lodging establishments within the City. **(25 pts.)**
2. Demonstrates ability for continued increase in overnight stays by tourists in lodging establishments within the City. **(25 pts.)**
3. This project occurs in non-demand periods. **(20 pts)**
4. The project lends itself to the complement of other events in the community and helps create a diversity of opportunities (arts, culture, recreation, education, or historic significance). **(20 pts.)**
5. The event proposal defines additional revenue benefit beyond overnight stays (likely diners, shoppers, paid parking etc.). **(10 pts.)**

Applicant Information

Event Name: Juan De Fuca Festival for the Arts

Date/s of Event:May 24-26,2024 Event Age: 31 Amount Requesting: $4500

Amount Requesting: $4,500

Grant Application Contact

Business or Individual Operating Event: 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)

☐ **NEW: ADA Parking Plan (If using City Property or Right of Way)**

☐ 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

Applicant Questionnaire

Basic Event Information

1. **Describe your event in a brief 2-3 sentence narrative.**
   Answer: The Juan de Fuca Festival takes place over Memorial Day Weekend on May 24-26, 2024. 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 three days, 5 stages and over 60 professional performances covering multiple genres and disciplines for all to enjoy. 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.

2. **Is this a new event? If not, what is the age of the event? If this event has been awarded lodging tax event grant funding in the past, are there changes to the event next year?**
   Answer: The Juan de Fuca Festival will be entering its 31st year here on the Olympic Peninsula. We will be expanding our Juan de Fuca Debut Program for new artists as well as partnering fully with the Museum of Pop/Sound Off program to introduce audiences to young artists 13-21 years of age. This plus continuing our very successful app will help increase attendance from the Seattle Metro Area.

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. How did you obtain this data?**
   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 50. This is a structured estimate using the number of rooms booked by JFFA and an official count from speaking with festival attendees.

4. **Will the event necessitate the obstruction or use of the public right-of-way, public utility hookups and/or Police or Fire assistance? If the event is using City Property or right of way an ADA parking plan that identifies existing or proposed ADA parking spaces is required to be submitted as an attachment to the application.**
   City Property: ✓Yes ☐ No If yes, please describe in detail below.
   Right of way: ✓Yes ☐ No If yes, please describe in detail below.
   Answer:Answer: We use the Vern Burton Community Center as the hub for the festival. 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.

5. **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.**
   Answer: $_800_____

General Budget Questions

6. **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.**

Budgeted Cost by Type	Total Estimated Budget	Requested LTAX Portion
1. Marketing – Local	$1200 (In Kind)	
2. Marketing – Beyond 50 miles	$11200	$2500
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):Poster and Design	$1200	$1200
Total Event Cost	$131,250	$4500

7. **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: Our strategy this year is to focus on online and video advertisement.

Seattle Times	$2,000
The Stranger	$2,000
Times Colonist	$1,000
Monday Magazine	$1,000
Victoria Chamber Newsletter	$600
Coho/Victoria Video Ad	$1,800
Total	**$8,400**

8. **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.

LTAC Funding Priorities Questions

9. **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 6000 for the 2024 Festival focusing marketing on outside of Clallam County but utilizing our local in kind marketing opportunities to draw in our local residents.

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

Answer: The Juan de Fuca Festival lasts over 3 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.

11. **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.

12. **The City encourages 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.

13. **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.

14. **How does this event support or involve City of Port Angeles businesses or organizations?**
Answer:
    - *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.*

15. 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.

16. 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: Our plan include an 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, and nationally recognized artists for our Saturday night concert. This year we will focus on the look of the street fair and how we can make it feel more inviting.

JLARC Reporting Question

17. 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 2023, put n/a in the 2023 column. The 2024 column is the anticipated number of people. A requirement of the award reimbursement is the tracking of these lodging statistics.

State Mandated Lodging Reporting Questions	2023	2024	1-5 Word Methodology used to report
a. Overall attendance at your proposed event/activity/facility.	5530	6500	Structured Estimate using Geofencing
b. Number of people who will travel more than 50 miles for your event/activity.	2700	3000	Structured Estimate using Geofencing
c. Of the people who travel more than 50 miles, the number of people who will travel from another country or state.	1500	1800	Structured Estimate using Geofencing

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.	1100	1200	Structured Estimate using Geofencing
e. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast/short term rental) in the Port Angeles or Port Angeles area.	700	800	Structured Estimate using Geofencing
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)*	100	125	Structured Estimate using Geofencing and count.

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 2024. 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.

Any funding that is received through this program requires awardees to cite the City of Port Angeles as a funding partner on any website or promotional materials.

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.

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

Kyle LeMaire	Kyle LeMaire	10/14/24
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.

JFFA Festival ADA Parking Plan



Clallam County Lodging Tax Funding Application Request

Port Angeles Waterfront Center dba Field Arts & Events Hall

RECEIVED
CLALLAM CO. COMMISSIONERS
OCT 16 2023
@11:20am
1...2...3...A...

LODGING TAX FUNDING APPLICATION 2024

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**: **$ 400,000**

II **Agency/Organization Name**: Port Angeles Waterfront Center

III Organization is ☐ Government Entity X 501(c)3 ☐ 501(c)6 ☐ Other
Federal Tax ID No. 81-3062077 Number 604-011-408

IV **Project/Activity/Event**: GOS for Field Hall Arts & Events

V **Representative Contact Information**:
Name, Title Steve Raider-Ginsburg
Mailing Address 201 W Front St, Port Angeles, WA 98362
Phone(s) 860-869-0534
Email steve@fieldhallevents.org

VI **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: 10-13-23

Steve 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)

PLEASE SEE ATTACHED FOR 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?

Field Arts & Events Hall (Field Hall) stands as a transformative venture on the North Olympic Peninsula, spearheading economic development efforts with profound implications. As the flagship of a series of downtown revitalization projects, it is poised to catalyze more than $128 million in business development and infrastructure enhancements. This ambitious initiative is reshaping the Port Angeles waterfront and revolutionizing Clallam County's tourism industry by fostering job creation, boosting economic activity, and generating additional tax revenue.

In its inaugural season, Field Hall has emerged as a vibrant epicenter of economic, cultural, and educational vitality, hosting a remarkable repertoire of over 250 unique meetings, events, and programs annually. With an estimated annual footfall of more than 50,000, Field Hall is deeply committed to accessibility and provides world-class destination performing arts, conference and events center attracting a far reaching out-of-town market beyond Clallam County. Eclectic offerings range from the soulful melodies of Ranky Tanky to intellectually stimulating Community Conversations featuring thought leaders such as co-founder of Pixar, Dr. Alvy Ray Smith, captivating performances by the Vienna Boys, and exhibitions showcasing Native artwork, have already attracted visitors from diverse regions and backgrounds, cementing Field Hall's role as a magnetic cultural hub.

Beyond its cultural significance, Field Hall boasts a cutting-edge conference and events space capable of accommodating a substantial number of gatherings throughout the year. Preliminary projections indicate its potential to host a significant share of these events, with a considerable portion expected to draw out-of-town visitors to Clallam County. This influx of tourists and business travelers bodes well for the local hospitality sector, as visitors drawn to Field Hall's cultural and educational offerings are likely to seek accommodations, dining options, and services within the county.

In summary, Field Hall's multifaceted impact on economic development, infrastructure enhancement, job creation, and cultural programming positions it as a formidable catalyst for increasing the number of people traveling to Clallam County, both for business and leisure. It promises to transform the region into a thriving hub of activity, attracting a diverse array of visitors seeking a unique and enriching experience in this vibrant corner of Washington State.

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

Field Hall Arts & Events Hall plays a pivotal role in increasing paid overnight accommodations in Clallam County through:

Increased Overnight Stays by Visitors: With a robust presenting series offering national and international artists, tourist-friendly scheduling, multi-day events, weddings, conferences, trade shows and other events, Field Hall will play a significant role in increasing overnight stays.

Enhanced Promotion of County Attractions: We give high priority to activities that promote Clallam County's events, activities, and places to visitors from outside the county, resulting in increased awareness and interest in our region. Furthermore, we are beginning to collaborate with local businesses, restaurants, and attractions

to cross-promote each other.

Increased Tourism During Non Peak Periods: By prioritizing year-round events and cultural activities, Field Hall aims to attract visitors for overnight stays during non peak periods, contributing to a more balanced distribution of tourism-related revenue throughout the year.

Furthermore, Field Arts & Events Hall significantly boosts paid overnight accommodation in Clallam County by not only directly attracting visitors but also by contributing to the overall growth of the local tourism industry. Through our conference and events space, our business model is attracting tourists and we are actively participating in increasing the visitations to Clallam County. We are aggressively targeting clients and patrons that will enjoy our facility for conferences, events and entertainment in a location with unique offerings that makes Clallam worth the destination.

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.

Field Hall is strategically positioning itself to attract visitors from distances greater than 50 miles, both for day trips and overnight stays, through a multifaceted approach that aims to broaden its reach and appeal. Field Hall is actively engaged in planning both Regional and National Promotion efforts. This includes active promotion as a regional cultural destination through advertising in regional media outlets, participation in regional tourism expos, and engagement with travel bloggers who possess a broader audience reach. This proactive outreach aims to increase awareness and draw interest from neighboring cities and towns within Washington state. Furthermore, Field Hall is strategically planning promotional campaigns in key markets such as Minnesota, Chicago, New York City, Florida, and Arizona to attract visitors from these regions with proven track records for destination events to the Olympic Peninsula.

Field Hall is positioning itself as an ideal venue for destination weddings and events. With its picturesque location and state-of-the-art facilities, Field Hall offers a captivating backdrop for couples looking to celebrate their special day. This initiative includes collaborating with wedding planners, event organizers, and travel agencies to attract couples and event organizers from distant locations seeking a unique and culturally rich setting for their celebrations. This further solidifies Field Hall's role as a destination that beckons visitors from afar.

Collaborations with Tourism Agencies constitute another pivotal strategy. Field Hall is actively forging partnerships with regional and state tourism agencies to firmly establish itself as a vibrant conference and events hub. To extend its reach beyond the 50-mile radius, Field Hall is developing promotional materials. These collaborative efforts significantly amplify Field Hall's presence in the tourism industry, enhancing its accessibility and appeal to a wider audience.

The use of Package Deals is another effective approach. Field Hall will enter into partnerships with local hotels, inns, bed-and-breakfasts, Black Ball Ferry and others to create enticing package deals. These packages combine accommodations with Field Hall experiences, making them strategically appealing to visitors seeking comprehensive cultural getaways. By bundling these offerings, Field Hall encourages visitors to extend their stays overnight, thereby maximizing their engagement with the center's cultural offerings.

Transportation Options are also being explored to simplify the journey for visitors from distant locations. Collaborations with transportation providers, such as the Black Ball or shuttle services, aim to streamline travel logistics and facilitate access to Field Hall. Special transportation packages are under consideration, further enhancing the convenience of visiting the center.

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

Field Arts & Events Hall aspires to become an international destination, drawing visitors from other countries and states. This vision is underpinned by a strategic approach that seeks to promote Field Hall as a must-visit conference and events space beyond its immediate region.

One key strategy is the active promotion of Field Hall in neighboring states and, where applicable, in nearby Canadian provinces. This involves well-crafted advertising campaigns, participation in regional travel expos, and collaboration with travel agencies that specialize in cross-border or interstate tourism.

Another approach involves the establishment of cultural exchange programs. Field Hall will begin to collaborate with international arts organizations to host foreign artists, performers, and cultural groups in its events and exhibitions. This not only diversifies the center's programming but also attracts international visitors who are keen to travel to see their own culture presented through artistic expression.

Engaging with international travel agencies, tour operators, and online travel platforms is also essential. Special travel packages that combine Field Hall experiences with other regional attractions can be particularly appealing to international travelers seeking comprehensive cultural experiences.

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

N/A

6. **2024 Tourism-Impact Estimate**
(Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2023)

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:	2024 Estimate	2023 Actual	Methodology
a. Overall attendance at your event/activity/facility	80,000	22,000	Tickets, visual count, estimates
b. Number of people who travel more than 50 miles for your event/activity/facility	15,000	2,100	Survey, ticket information (zip code)
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	10,000	1,200	Survey, ticket information (zip code)
d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.	13,000	1,000	Survey, ticket information (zip code)
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.	3,600	1,800	Survey, ticket information (zip code)
f. Number of paid lodging room nights resulting from your event/activity/facility.	3,600	650	Survey, ticket information (zip code)

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.

On July 2023, Field Hall presented *From Washington to the World*, the grand opening celebration. The weekend centered around welcoming audiences to Field Hall and sharing our vision for year-round programming. This campus-wide takeover and unique symbolic ribbon cutting featured four days of arts, music, performance and cultural experiences to celebrate the opening of the new building. We received over 10,000 people through our doors that participated in a series of musical concerts, outdoor performances, opening receptions and also featured local food vendors and performances.

During this same time period, the events and conference space was booked for events such as a Bar Mitzvah, a wedding, and a reunion, demonstrating that everything was up and running and active. These bookings contributed to the Field Hall's early success in hosting a wide range of activities and drawing overnight guests for multiple nights from outside of Clallam County.

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

Our target tourist audience for Field Arts & Events Hall comprises a diverse range of individuals and groups, with a particular emphasis on out-of-town visitors. Here's a breakdown of our target tourist audience:

- Local Residents and their out-of-town Friends and Relatives: The local community forms an essential part of our audience. This local audience becomes the champions and magnets for visitng friends and family who will travel to visit during headline events, such as Macy Gray or Vienna Boys Choir or weddings and other events that local residents will host.
- Regional Visitors: Our target extends to residents of neighboring regions, including those from other counties in Washington State. Field Hall seeks to draw regional visitors who are looking for unique cultural experiences and entertainment.
- Out-of-State Tourists: We aim to attract tourists from other states, particularly those who are exploring the Pacific Northwest. Clallam County's natural beauty and the vibrant cultural scene at Field Hall can be compelling draws for these out-of-town visitors.
- Business Travelers: Field Hall's conference and events space is tailored to host business meetings, conferences, and conventions, making it an attractive destination for business travelers visiting from out of town.
- Social Markets: Weddings, reunions and other social gatherings will be attracted to this state of the art conference and events center.
- International Travelers: Field Hall aspires to be a destination for international travelers. Our global and diverse programming, including exhibitions, performances, and cultural events, can appeal to tourists from various countries.
- Cultural Tourists: Cultural tourists, who specifically seek destinations with a rich cultural scene, are a significant part of our audience. Field Hall's diverse programming is designed to appeal to this group.
- Special Interest Groups: We welcome special interest groups such as historical societies, music clubs, and art associations who may find Field Hall's amenities fits their groups needs to gather.
- Educational Institutions: We aim to attract schools, colleges, and educational institutions interested in enriching their curriculum with cultural and artistic experiences. Field Hall can serve as an educational resource as well as a space for educators to gather for presentations, lectures and conversation.
- Arts and Culture Enthusiasts: Individuals who have a keen interest in the arts, culture, and creative expression are a core part of our audience. This group may include art lovers, theater enthusiasts, and those seeking intellectual and artistic stimulation.
- Families: Field Hall is family-friendly and offers programming suitable for all ages. Families, including parents and children, are an important segment of our audience.

Field Hall Arts & Events is positioned to attract a wide-ranging audience, with a notable emphasis on out-of-town visitors. Our programming and inclusive approach aim to make Field Hall a welcoming and enriching destination for all who seek cultural vibrancy and artistic inspiration, particularly those exploring Clallam County from afar.

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

Being earmarked as a destination performing arts and conference space on the Olympic Peninsula, we are catering to an out-of-town market that will attract guests and patrons to enjoy our town for more than a few hours but at least a few days. We strive to help educate our potential clients on everything our town and surrounding area has to offer to help supplement their event with us. They will stay in our hotels, dine at our restaurants, explore our hiking trails, book adventure trips with the kayaking companies, mountain biking companies, refresh themselves at our wineries, and so much more. We will be developing marketing collateral that will showcase all the exciting places to visit and explore.

Field Hall has developed a comprehensive marketing strategy to effectively promote our cultural events and facilities, with the aim of attracting tourists. Here's how we plan to showcase Field Hall to entice visitors:

- Our website will serve as a digital gateway to Field Hall's cultural experiences. Visitors can explore upcoming events, access ticketing information, and learn about the cultural significance of Field Hall. We are currently designing the Event Center's "microsite," which will be embedded in the current website.
- Collaborations with local hotels, inns, and lodging establishments will result in enticing package deals that seamlessly combine accommodations with Field Hall experiences. Field Hall is solely a meeting and events venue with no lodging accommodations. Our philosophical approach, and one that we believe will ensure the success of Field Arts & Events Hall, is to attract visitors from outside the area by offering them "insider access" to the recreational and tourist opportunities offered throughout the region.
- Maintaining active profiles on popular social media platforms like Facebook, Instagram, Twitter, and more will help us engage with our audience. Our content will include event announcements, behind-the-scenes glimpses, and user-generated content to keep our audience engaged and informed.
- Building a robust email subscriber list will allow us to send targeted updates, special offers, and informative newsletters to potential tourists, keeping them informed about upcoming events.
- We are investing in high-quality video content that offers a preview of the experiences Field Hall offers. This includes event teasers and virtual tours, conference center testimonials and reviews.
- We will employ a robust Search Engine Optimization (SEO) strategy to ensure that when travelers search for cultural experiences in our region, Field Hall's website prominently appears in search engine results as well as a strategic pay-per-click (PPC) advertising campaigns on search engines and social media platforms, targeting users interested in cultural events and tourism in Clallam County.
- Building strong relationships with regional and state tourism boards, local businesses, and accommodations will result in collaborative marketing initiatives and inclusion in tourism itineraries, expanding our reach.
- Field Hall will be featured in local and regional print publications, brochures, and event guides distributed at visitor centers, hotels, and tourism locations.
- Active participation in community events, fairs, and festivals will help establish a local presence and generate word-of-mouth promotion among residents and visitors.
- Our advanced Customer Relationship Management (CRM) system will enable personalized communication and tailored offers for repeat conference and event goers, enhancing their experience.
- We will encourage satisfied visitors to leave reviews on platforms like TripAdvisor, Yelp, and Google, enhancing Field Hall's online reputation and trustworthiness.

Through this multifaceted marketing approach, Field Hall aims to capture the attention and interest of potential tourists, inspiring them to explore our cultural offerings and become part of our vibrant community.

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

Field Arts & Events Hall is poised to be a powerful catalyst for promoting lodging establishments, restaurants, and businesses in the unincorporated area of Clallam County by selling the area and our offerings on the road at meeting and planning conferences, on our collatoral and on our digital platforms. Also, by offering an array of culturally enriching experiences, Field Hall will draw a diverse crowd of visitors and residents alike. As people flock to the center for performances, exhibitions, workshops, and conferences, they will naturally explore the local community. This increased foot traffic will be a boon for nearby businesses, with attendees choosing to dine at local restaurants, explore shops, and patronize services before or after events. Collaborative partnerships with local eateries will offer attendees unique dining experiences, while package deals combining event tickets with local lodging accommodations will encourage longer stays. Cooperative marketing initiatives and the sharing of event programs will further spotlight local establishments. Additionally, Field Hall's role as an information hub for tourists will encourage broader exploration of the region, benefiting local commerce. By fostering this symbiotic relationship between culture and commerce, Field Hall will enhance the economic vitality of Clallam County's unincorporated areas, creating a vibrant and thriving community.

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

13. What is the overall budget for your event/activity/facility? $ 4,074,352. What percent of the budget are you requesting from Clallam County Lodging Tax Fund? 10%

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

Field Hall has a well-established track record spanning six years in securing both private and public funding. Our resilient community, though small in size, has demonstrated remarkable generosity. While we are committed to continuing our efforts to secure new and increased funding from various sources, including the City of Port Angeles, MJ Murdock Charitable Trust, First Fed, Jamestown Tribe, 7 Cedars Casino, the Archibald Foundation, McGraw Family Foundation, significant assistance through the Lodging Tax Fund is essential in helping us meet our goals.

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 16, 2023**.

The Clallam County Lodging Tax Advisory Committee (LTAC) will review 2024 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

Submittals made in an incorrect format will not be considered.
The sealed applications must be clearly marked on the outside "2024 Lodging Tax Funding Application." All copies need to be single sided and not stapled and no folders. All documents/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.

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 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 a demonstrated history or high potential of success with similar activities.
- ☐ Minimize duplication of services where appropriate and encourage cooperative marketing and/or includes an element of cooperation or partnership.
- ☐ Provide, maintain, operate, or enhance County-owned tourism facilities or infrastructure.

Lodging Tax Advisory Committee Considerations

In developing its recommendations, the Committee considers:

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

Port Angeles Waterfront Center
FY 24 Projected General Operating Budget

	FY24 Budget	LTAC Intended Use			
Contributed income					
Foundations/Corporate/Government	$ 801,152				
Individuals Contributions	$ 520,000				
Endowment Earnings	$ 199,200				
in-Kind Donations	$ 260,000				
Total Contributed Income	$ 1,780,352	$ -		-	
Earned Income					
Ticket Revenue	$ 850,000				
Conference/Theater Rental	$ 396,000				
Gallery Sales & Merchandise	$ 65,000				
F&B Revenue	$ 500,000				
Coffeshop Revenue	$ 200,000				
Total Earned Income	$ 2,011,000	$ -			
Total Income	$ 3,791,352	$ -			
Expenses					
Advertising & Marketing & Postage	$ 172,000	100,000			
Board Development	$ 15,000				
Dues & Subscriptions	$ 17,500				
Fees & Licenses	$ 45,000	15,000			
Insurance	$ 325,000	30,000			
Merchant Services	$ 125,000				
Professional Services	$ 329,000				
Mortgage/LOC/Property Taxes	$ 722,252				
Office Supplies	$ 14,400				
Computer/Hardware	$ 20,000	5,000			
Software as a Service	$ 20,000	7,500			
Repair & Maint	$ 254,400	22,500			
Travel	$ 35,800				
Utilities	$ 90,000				
Artistic Presentation & Gallery	$ 560,000				
F&B	$ 240,000				
Conference & Events	$ 120,000	120,000			
Security	$ 30,000				
Salaries & Payroll Taxes & Benefits	$ 1,056,000	100,000			
Total Expenses	$ 4,191,352	$ 400,000			
Surplus/Deficit	$ (400,000)	$ (400,000)			
REQUEST OF THE CLALLAM COUNTY LODGING TAX FUND	400,000	400,000			

Port Angeles Waterfront Center
FY 24 Projected General Operating Budget

	Budget Notes:					
	Supporting the General operating costs of Field Hall, which encompass day-to-day expenses such as staffing, maintenance, utilities, marketing and facility upkeep, are fundamental to the center's sustainability and visibility. This investment represents a critical milestone for Field Hall's growth and capacity expansion, particularly in developing the Event side of our operation.					
	Field Hall is currently in a unique position; we have advanced significantly in our capital campaign, which has allowed us to establish the physical infrastructure and essential facilities. However, operational revenue is not yet realized, and this is where the strategic capacity-building support from Clallam County LTAC becomes pivotal.					
	By receiving this support, Field Hall can bridge the gap between infrastructure and operation. This funding empowers us to leverage our existing resources to continue grow our event facilities. It accelerates our journey towards financial sustainability, ensuring that the community can benefit from the cultural and economic contributions of Field Hall for years to come. We are enthusiastic about this partnership and the opportunities it opens for Field Hall and the entire community.					

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

DEPARTMENT OF THE TREASURY

Date: SEP 22 2016

PORT ANGELES WATERFRONT CENTER
PO BOX 71
PORT ANGELES, WA 98362

Employer Identification Number:
81-3062077
DLN:
17053229314026
Contact Person:
ANGELA M BENDER ID# 31162
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Public Charity Status:
170(b)(1)(A)(vi)
Form 990/990-EZ/990-N Required:
Yes
Effective Date of Exemption:
June 20, 2016
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.

PORT ANGELES WATERFRONT CENTER

Sincerely,



Jeffrey I. Cooper
Director, Exempt Organizations
Rulings and Agreements

WASHINGTON
Secretary of State
Corporations & Charities Division

Filed
Secretary of State
State of Washington
Date Filed: 10/10/2023
Effective Date: 10/10/2023
Registration No: 1140091

Charity Renewal

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 MISSION OF FIELD ARTS & EVENTS HALL IS TO BE A HOME FOR ARTS AND EVENTS THAT BRINGS PEOPLE TOGET HER AND STRENGTHENS OUR COMMUNITY. WE ARE DEDICATED TO PROVIDING A PLATFORM FOR ARTISTIC EXPRESS ION, FOSTERING CULTURAL DIVERSITY, AND ENRICHING THE LIVES OF INDIVIDUALS THROUGH TRANSFORMATIVE E XPERIENCES.
FEIN Number:
81-3062077
Federal Tax-Exempt Status:
Yes
Federal Status Type:
501(c)(3)
UBI Number:
604 011 408
Is this Charitable Organization associated with any Corporation or LLC?-
Yes
Organizational Structure:
Jurisdiction:
WASHINGTON

CONTACT INFORMATION

Organization Email:
STEVE@FIELDHALLEVENTS.ORG
Confirm Organization Email:
STEVE@FIELDHALLEVENTS.ORG
Organization Website:
WWW.FIELDHALLEVENTS.ORG
Is Foreign Contact:
No
Country Code:
1
Phone Number:
3604774679

Ext:
Mailing Address:
PO BOX 71, PORT ANGELES, WA, 98362-0011, USA
Street Address:
201 W. FRONT ST, CLALLAM COUNTY, PORT ANGELES, WA, 98362, USA
Do you use any other addresses for Solicitation -
No

FINANCIAL INFORMATION

Accounting year beginning date:
01/01/2022
Accounting year ending date:
12/31/2022
Beginning Gross Assets:
$42,807,752.00
Ending Gross Assets:
$49,294,343.00
Revenue
Gross Contributions from Solicitations:
$18,902,559.00
Gross Revenue from All Other sources:
$-594,151.00
Total Dollar Value of Gross Receipts:
$18,308,408.00
Expenses
Gross Expenditures from Program Services:
$401,588.00
Total Gross from All Expenditures:
$779,604.00
Percent to Program Services:
52%

FINANCIAL HISTORY

Fiscal Begin Date	Fiscal End Date	Begin Assets	Revenue	Program Services	Expenses	End Assets	% To Program Services
01/01/2021	12/31/2021	$42,560,205.00	$3,855,903.00	$484,336.00	$803,070.00	$42,807,752.00	60%
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%

Solicitation Comments:
Did the Organization solicit or collect contributions in WA during the accounting year reported?- **Yes**

- Advertisement/Coupon Books
- Direct Mail
- Email
- Entertainment/Special Events
- Internet
- Personal Contact

Is the Organization registered to solicit outside of WA?- **No**
Does the Organization pay any of its officers or employees?- **Yes**

First Name	Last Name

CHRISTOPHER	FIDLER
STEVE	RAIDER-GINSBURG
JAMIE	COFFEY

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

Person or Business that Prepares, Reviews or Audits Financial Information:
Type:
BUSINESS
Business Name:
AIKEN & SANDERS, INC., PS
Representative First Name:
LONNIE
Representative Last Name:
RICH
Title:
CPA
Address:
324 S MAIN ST UNIT A, MONTESANO, WA, 98563-4502, USA

LEGAL INFORMATION

Do you have any Legal Actions? - **No**

COMMERCIAL FUNDRAISERS

Does the Organization use one or more Commercial Fundraisers to solicit contributions in WA?- **No**

RETURN ADDRESS FOR THIS FILING

Attention:
STEVE RAIDER-GINSBURG
Email:
STEVE@FIELDHALLEVENTS.ORG
Address:

UPLOAD ADDITIONAL DOCUMENTS

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

SIGNATURE/ ATTESTATION

First Name:
STEVE
Last Name:
RAIDER-GINSBURG
Date:
10/10/2023
Phone Number:
360-477-4679

This document is a public record. For more information visit www.sos.wa.gov/corps

Work Order #: 2023101000660822 - 1
Received Date: 10/10/2023
Amount Received: $40.00

PORT ANGELES WATERFRONT CENTER 2023 ANNUAL BUDGET

2023	Jan Actual	Feb Actual	Mar Budget	Apr Budget	May Budget	Jun Budget	Jul Budget	Aug Budget	Sep Budget	Oct Budget	Nov Budget	Dec Budget	Total Budget
Ordinary Income/Expense													
Income													
Operations Donations	19,677	36,620	35,000	35,000	35,000	35,000	35,000	35,000	35,000	35,000	35,000	35,000	406,297
Board Donations		1,700											1,700
Endowment Earnings			32,000			32,200			32,400			32,600	129,200
Gifts in Kind Donations		80,000											80,000
Total Direct Public Support	19,677	118,320	67,000	35,000	35,000	67,200	35,000	35,000	67,400	35,000	35,000	67,600	617,197
Operational Contribution (Net)													
Theater - Performance								(416)	(416)	(416)	(416)	(416)	(2,080)
Coffeshop								7,400	7,400	6,500	5,000	5,000	5,000
Conference/Theater - Rental							(2,683)	(2,683)	(2,683)	(2,683)	(2,683)	(2,683)	(16,098)
Gallery	-						(520)	(520)	(520)	(520)	(520)	(520)	(3,120)
Total Operational Contribution	-	-	-	-	-	-	(3,203)	3,781	3,781	2,881	1,381	1,381	(16,298)
Grants Received													
Grants		345,000	35,417	35,417	35,417	35,417	35,417	35,417	35,417	35,417	35,417	35,417	699,170
Total Grants Received	-	345,000	35,417	35,417	35,417	35,417	35,417	35,417	35,417	80,000	35,417	35,417	743,753
Total Income	19,677	463,320	102,417	70,417	70,417	102,617	67,214	74,198	106,598	117,881	71,798	104,398	1,370,952
Gross Profit													
Expense													
Admin													
Advertising & Marketing													
Advertising	1,319	2,223	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	53,542
Print Materia	2,049	-	500	500	500	500	500	500	500	500	500	500	7,049
Newsletter C	-	-				3,000						4,000	7,000
Social Media	-	-	100	150	150	150	200	200	200	200	200	200	1,750
Website	150	50	224	224	224	224	224	224	224	224	224	224	2,440
Total Advertising & Marke	3,518	2,273	5,824	5,874	5,874	8,874	5,924	5,924	5,924	5,924	5,924	9,924	71,781
Bank Service Charges	5	32	32	32	32	32	32	32	32	32	32	32	357
Board Development	-	-		200				200				2,500	2,900
Dues & Subscriptions	3,021	1,264	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	14,285
Equipment Rental	-	375											375
Fees & Licenses (incdg sc	67	-	4,000	175	175	175	4,000	175	175	175	4,000	175	13,292
Insurance													
Business Auto In	21	21	21	21	21	21	21	21	21	23	23	23	258
Comm Umbrella	80	80	80	80	80	80	80	80	80	82	82	82	966
Crime Bond	150	150	150	162	162	162	162	162	162	162	162	162	1,908
D & O Ins	214	214	228	228	228	228	228	228	228	228	350	350	2,952
Gen Liab	21	21	21	21	21	21	21	21	21	24	24	24	261
Property Ins	29	29	29	29	29	29	29	29	29	29	29	29	350
Bldg Insuran	-	-	5,360	5,788	5,788	5,788	5,788	5,788	5,788	5,788	5,788	5,788	57,452
Bldg Insuran	-	-	2,744	2,744	2,900	2,900	2,900	2,900	2,900	2,900	2,900	2,900	28,688
Bldg Insuran	-	-	125	131	131	131	131	131	131	131	131	131	1,304
Bldg Insuran	-	-	87	94	94	94	94	94	94	94	94	94	933
Total Insurance	515	515	8,845	9,298	9,454	9,454	9,454	9,454	9,454	9,461	9,583	9,583	95,072
Interest on LOC	-	7,002	15,519	30,000	30,000	35,000	40,000	45,000	50,000	50,000	58,000	58,000	418,521
Loan Costs	7,086	7,545	7,086	7,086	7,086	7,086	7,086	7,086	7,086	7,086	7,086	7,086	85,491
POS monthly fees						500	500	500	500	500	500	500	3,500

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Total

		Actual	Actual	Budget	Budget	Budget	Budget	Budget	Budget	Budget	Budget	Budget	Budget	Budget
Office Rent		2,200	2,200	2,200	2,200	2,200	2,200	2,200	2,200	2,200	2,200			22,000
Office Supplies		1,093	717	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	11,810
Postage		74	277	500	500	2,000	500	500	2,000	2,000	2,000	2,000	2,000	14,351
Professional Services														
	Accounting F	2,270	6,663	1,500	1,500	700	700							13,332
	Prof Service:	6,666	1,900	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	5,000	58,566
	Legal Fees	260	1,890	5,000	2,000									9,150
	Payroll Servi	41	102	102	102	102	102	102	102	102	102	102	102	1,163
	Professional	699	-	250	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	1,500	14,449
Total Professional Service		9,936	10,554	11,852	10,102	7,302	7,302	6,602	6,602	6,602	6,602	6,602	6,602	96,660
Real Property Tax		-	-	2,252										2,252
Repair & Maint		-	-	600	600	600	600	600	27,648	27,648	27,648	27,648	27,648	141,240
Travel														
	Airfare	-	888	500	500	500	500	500	500	500	500	500	500	5,888
	Ferries, Park	-	255	250	250	250	250	250	250	250	250	250	250	2,755
	Lodging	239	361	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	1,000	10,600
	Meals	486	230	500	500	500	500	500	500	500	500	500	500	5,716
	Mileage	-	170	200	200	200	200	200	200	200	200	200		1,970
	Tickets	134	28	100	100	100	100	100	100	100	100	100	100	1,162
Total Travel		859	1,932	2,550	2,550	2,550	2,550	2,550	2,550	2,550	2,550	2,550	2,350	28,092
Utilities														
	Electricity, W	3,889	2,885	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	31,774
	Telephone &	141	-	3,570	3,570	3,570	3,570	3,570	3,570	3,570	3,570	3,570	3,570	35,841
Total Utilities		4,030	2,885	6,070	6,070	6,070	6,070	6,070	6,070	6,070	6,070	6,070	6,070	67,615
Total Operations Exp		32,404	37,571	43,525	36,401	35,057	37,057	37,232	62,155	61,955	61,962	65,909	68,384	551,771
Program Expenses														
Peninsula Performs														-
Performer Fees		586	586	875	875	875	875	875	875	875	875	875	875	9,922
Program Supplies		-	57	45	45	45	45	45	45	45	45	45	45	507
Performer Lodging/Travel Exp														-
Total Program Expenses		586	643	920	920	920	920	920	920	920	920	920	920	10,429
Payroll Expenses														
Med, Dent, Life		3,161	3,319	5,167	5,862	6,947	7,754	7,754	7,754	7,754	7,754	7,754	7,754	78,732
403b Plan		1,068	829	892	1,095	1,095	1,435	1,531	1,531	1,681	1,843	1,968	2,193	17,162
Payroll Taxes		3,240	3,869	4,054	4,509	5,087	5,681	5,681	5,681	5,681	5,681	5,681	5,681	60,527
Salaries & Wages		39,392	47,295	56,555	62,294	69,794	77,294	77,294	65,378	77,294	77,294	77,294	77,294	804,473
Total Payroll Expenses		46,861	55,312	66,667	73,760	82,924	92,164	92,260	80,344	92,410	92,573	92,698	92,923	960,895
Total Expense		79,851	93,526	111,113	111,082	118,901	130,141	130,412	143,419	155,285	155,455	159,527	162,227	1,523,095
Net Ordinary Income		(60,173)	369,794	(8,696)	(40,665)	(48,484)	(27,524)	(63,198)	(69,221)	(48,687)	(37,574)	(87,729)	(57,829)	(179,985)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
Total Revenue	19,677	463,320	102,417	70,417	70,417	102,617	67,214	74,198	106,598	117,881	71,798	104,398	1,370,952
Total Expense	79,851	93,526	111,113	111,082	118,901	130,141	130,412	143,419	155,285	155,455	159,527	162,227	1,523,095
Net Cash	(60,173)	369,794	(8,696)	(40,665)	(48,484)	(27,524)	(63,198)	(69,221)	(48,687)	(37,574)	(87,729)	(57,829)	(152,143)

2024 Lodging Tax Fund Non-Event Application

This application is for non-event related proposals only.

Application and Funding Guidelines

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 Planning Supervisor Ben Braudrick at 360-406-0654, or email ced@cityofpa.us.

All applications ***must*** be sent to ced@cityofpa.us by 5:00 PM, October 16, 2023.

Funding Priorities – Non-events:

- ☐ Lend support to a diverse range of sustainable tourism activities to encourage visitors to enjoy longer stays and return often.
- ☐ Support the increase of tourism capacity, where capacity is defined as the broad number activities within the community a visitor can attend, visit, or take part in when staying overnight.
- ☐ Assist the maintenance establishment tourism related capital facilities including:
  - Wayfinding and Interpretative Signage,
  - Public Restrooms
  - Transportation facilities, and
  - Passive recreational park facilities (benches, walkways, and lighting).
- ☐ Support efforts to improve information on attractions and facilities.
- ☐ Fund proposals that encourage and enhance tourism during the off-peak time as stated below.
- ☐ Promote tourism that highlights Port Angeles assets – its natural beauty, geology, outdoor activities, anthropology, community events, lifelong learning opportunities, history, culture, and the arts.
- ☐ Develop key community assets that function as destinations or venues for multipurpose events on a year-round basis.
- ☐ Create partnerships and synergies with existing organizations to develop and promote attractions and events for visitors.
- ☐ Develop innovative opportunities that improve the tourist/resident relationship
- ☐ Improve effectiveness of coordinated transportation and trail linkages.
- ☐ Support of organizations and projects that promote coordination and cooperation in tourism activities.

Scoring Criteria for Non-Event Proposals (Capital Facilities/Projects) – 30 possible points:

1. There is evidence provided that this project will help increase opportunities for tourism sustainable activities.
2. There is evidence provided that the project will encourage visitors to enjoy longer stays and return.
3. The project plan is clear with a timeline for action defined and the proposal reflects enough detail to effectively determine potential for success.
4. The budget provided reflects a clear understanding of the costs associated with this project and there is evidence that this budget is based on market research, structured estimates, or estimates provided by contractors.
5. The project supports LTAC priorities to increase transportation, quality of city infrastructure, wayfinding, or enhances the city's natural assets to improve the overall look and feel and welcoming design of Port Angeles.
6. The project will support our local economy through local contracts, retail purchases, or partnerships.

Scoring Criteria for Non-Event Proposals (Operations & Marketing) – 25 possible points:

1. There is evidence provided that organization or project will help increase or sustain opportunities for tourism related activities.
2. There is evidence provided that this organization or project will encourage visitors to enjoy longer stays or engage in return visits.

3. The proposal provides clear evidence that this organization can successfully draw tourists.
4. This project supports LTAC priorities to improve transportation, quality of city infrastructure, or wayfinding or enhances the city's natural assets to improve the overall look and feel and welcoming design of Port Angeles.
5. This project clearly reflects how the funds will be used to help sustain a tourism-related business.

Scoring for Non-Event Proposal Criteria

Each criterion will be evaluated on the following spectrum:

- ☐ Strongly Agree – 5 pts
- ☐ Agree – 4 pts.
- ☐ Neutral – 3 pts.
- ☐ Disagree – 2 pts.
- ☐ Strongly Disagree – 1 pt.
- ☐ Did not answer – 0 pts.

Applicant Information

Organization/Agency Name: Port Angeles Waterfront Center

Amount Requesting: $. 300,000

Federal Tax ID Number: 81-3062077

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

Contact Name and Title: Steve Raider-Ginsburg

Mailing Address: 201 W Front St City: Port Angeles State: **WA** Zip: 98362

Phone: 860-869-0534 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

☐ Itemized budget for your non-event related operation or capital facility (income and expenses)

☐ Description of, and a budget showing, how you intend to use the amount requested from the City of Port Angeles.

☐ A copy of your agency's current registration with the Washington Secretary of State.

☐ (Optional) Brochures or other information about your facility or items showing recent tourism promotion efforts – Limited to 8 pages

Applicant Questionnaire

General Questions

1. **Briefly describe your tourism-related operation/facility and what you are requesting lodging tax for.**
   Answer:

   Field Arts and Events (Field Hall) stands as a transformative venture on the North Olympic Peninsula, spearheading economic development efforts with profound implications. As the flagship of a series of downtown revitalization projects, it is poised to catalyze more than $128 million in business development and infrastructure enhancements. This ambitious initiative is reshaping the Port Angeles waterfront and revolutionizing Clallam County's tourism industry by fostering job creation, boosting economic activity, and generating additional tax revenue.

   In its inaugural season, Field Hall has emerged as a vibrant epicenter of economic, cultural, and educational vitality, hosting a remarkable repertoire of over 250 unique meetings, events, and programs annually. With an estimated annual footfall of more than 50,000, Field Hall is deeply committed to accessibility and provides world-class destination performing arts, conference and events center attracting a far reaching out-of-town market beyond the City Port Angeles. Eclectic offerings range from the soulful melodies of Ranky Tanky to intellectually stimulating Community Conversations featuring thought leaders such as co-founder of Pixar, Dr. Alvy Ray Smith, captivating performances by the Vienna Boys, and exhibitions showcasing Native artwork, have already attracted visitors from diverse regions and backgrounds, cementing Field Hall's role as a magnetic cultural hub.

   Beyond its cultural significance, Field Hall boasts a cutting-edge conference and events space capable of accommodating a substantial number of gatherings throughout the year. Preliminary projections indicate its potential to host a significant share of these events, with a considerable portion expected to draw out-of-town visitors to the City of Port Angeles. This influx of tourists and business travelers bodes well for the local hospitality sector, as visitors drawn to Field Hall's cultural and educational offerings are likely to seek accommodations, dining options, and services within the county.

   Field Hall's multifaceted impact on economic development, infrastructure enhancement, job creation, and cultural programming positions it as a formidable catalyst for increasing the number of people traveling to Port Angeles, both for business and leisure. It promises to transform our city into a thriving hub of activity, attracting a diverse array of visitors seeking a unique and enriching experience in this vibrant corner of Washington State. Furthermore, Field Hall is commitment to collaborating with local organizations and tourism agencies, ensuring that priorities are aligned with both resident and industry interests in the City of Port Angeles.

2. **If you have received Lodging Tax Funds in prior years, are you doing anything significant or differently this year?**
   Answer:

   Yes, we have received Lodging Tax Funds in the past. The significant difference in FY24 is that Field Hall Arts & Events is fully operational.

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:

   Yes, Clallam County

4. **Does your Organization/Agency have paid employees? If so, what is the annual payroll for all employees?**
   Answer:
   Yes, $1,056,000

5. **Describe you target tourist audience (location, demographics, interests etc.)**
Answer:

Our target tourist audience for Field Arts & Events Hall comprises a diverse range of individuals and groups, with a particular emphasis on out-of-town visitors. Here's a breakdown of our target tourist audience:

- Local Residents and their out-of-town Friends and Relatives: The local community forms an essential part of our audience. This local audience becomes the champions and magnets for visitng friends and family who will travel to visit during headline events, such as Macy Gray or Vienna Boys Choir or weddings and other events that local residents will host.
- Regional Visitors: Our target extends to residents of neighboring regions, including those from other counties in Washington State. Field Hall seeks to draw regional visitors who are looking for unique cultural experiences and entertainment.
- Out-of-State Tourists: We aim to attract tourists from other states, particularly those who are exploring the Pacific Northwest. Clallam County's natural beauty and the vibrant cultural scene at Field Hall can be compelling draws for these out-of-town visitors.
- Business Travelers: Field Hall's conference and events space is tailored to host business meetings, conferences, and conventions, making it an attractive destination for business travelers visiting from out of town.
- Social Markets: Weddings, reunions and other social gatherings will be attracted to this state of the art conference and events center.
- International Travelers: Field Hall aspires to be a destination for international travelers. Our global and diverse programming, including exhibitions, performances, and cultural events, can appeal to tourists from various countries.
- Cultural Tourists: Cultural tourists, who specifically seek destinations with a rich cultural scene, are a significant part of our audience. Field Hall's diverse programming is designed to appeal to this group.
- Special Interest Groups: We welcome special interest groups such as historical societies, music clubs, and art associations who may find Field Hall's amenities fits their groups needs to gather.
- Educational Institutions: We aim to attract schools, colleges, and educational institutions interested in enriching their curriculum with cultural and artistic experiences. Field Hall can serve as an educational resource as well as a space for educators to gather for presentations, lectures and conversation.
- Arts and Culture Enthusiasts: Individuals who have a keen interest in the arts, culture, and creative expression are a core part of our audience. This group may include art lovers, theater enthusiasts, and those seeking intellectual and artistic stimulation.
- Families: Field Hall is family-friendly and offers programming suitable for all ages. Families, including parents and children, are an important segment of our audience.

Field Hall Arts & Events is positioned to attract a wide-ranging audience, with a notable emphasis on out-of-town visitors. Our programming and inclusive approach aim to make Field Hall a welcoming and enriching destination for all who seek cultural vibrancy and artistic inspiration, particularly those exploring Clallam County from afar.

6. **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:

Field Hall Arts & Events Hall serves as a cornerstone in bolstering an array of tourism activities that not only attract visitors for longer stays but also entice them to return repeatedly. Here's how our operation supports a diverse range of tourism activities:

- Diverse Event Calendar: Field Hall offers a comprehensive and diverse event calendar, featuring national and international artists, weddings, conferences, trade shows, cultural performances, and more. This variety of offerings ensures there is something to engage visitors from different backgrounds and interests, motivating them to extend their stay to partake in multiple activities.
- Collaborations with Local Attractions: We actively collaborate with local attractions, restaurants, and businesses to offer visitors an interconnected experience. Our cross-promotional efforts with these partners encourage tourists to explore more of the City of Port Angeles and Clallam County thereby extending their stay to discover all the region has to offer.
- Year-Round Programming: Field Hall places a significant focus on year-round events and cultural activities. This scheduling strategy aims to attract visitors during all seasons, promoting tourism throughout the year. This approach ensures a consistent flow of visitors and helps mitigate seasonal fluctuations.
- Encouraging Repeat Visits: Field Hall's dynamic programming is designed to keep audiences engaged and returning for more. Our dedication to providing quality events and experiences encourages repeat visits, transforming visitors into loyal patrons.
- Community Engagement: Beyond the events themselves, Field Hall actively engages with the community. We offer educational and outreach programs that not only attract tourists but also provide valuable learning experiences. Engaging with the local community encourages visitors to stay longer, perhaps taking part in workshops and educational events.
- Enhancing Local Economy: By creating a vibrant cultural scene, Field Hall contributes to the economic vitality of Port Angeles. Visitors who extend their stays not only enjoy the cultural events but also contribute to the local economy by patronizing local businesses, hotels, and restaurants.

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:

Field Hall has developed a comprehensive marketing strategy aimed at promoting our cultural events and facilities to attract tourists, which, in turn, will positively impact existing lodging establishments, restaurants, and businesses located in the City of Port Angeles. Here's how our marketing approach will specifically support and promote these local businesses:

- Online Presence: Field Hall will utilize its website as a digital gateway to cultural experiences. Visitors can access information about upcoming events, ticketing, and the cultural significance of Field Hall. By

directing traffic to our website, we indirectly provide exposure to local lodging establishments and restaurants, encouraging visitors to explore the city's options for accommodations and dining.

- ☐ Active Social Media Engagement: Maintaining active social media profiles on platforms like Facebook, Instagram, and Twitter enables us to engage with our audience. While promoting Field Hall events, we can also share content related to local businesses, including restaurants and nearby accommodations, contributing to their visibility and patronage.
- ☐ Email Marketing: Building an email subscriber list allows us to send targeted updates to potential tourists. We can include information about local lodging establishments, restaurants, and businesses in our newsletters, encouraging tourists to explore the city's offerings.
- ☐ High-Quality Video Content: Video content offering a preview of Field Hall's experiences can indirectly feature local businesses. For example, we can collaborate with nearby restaurants or lodging establishments for content creation, showcasing the broader experience of visiting Port Angeles.
- ☐ Search Engine Optimization (SEO) and PPC Advertising: Field Hall's strategic SEO and PPC advertising campaigns will attract users interested in cultural events and tourism in Clallam County. By positioning Field Hall as a cultural hub in Port Angeles, we indirectly drive traffic to local businesses as visitors search for related services and amenities.
- ☐ Collaborative Marketing with Tourism Boards: Building strong relationships with regional and state tourism boards facilitates collaborative marketing initiatives and inclusion in tourism itineraries. This inclusion can extend to local businesses, recommending them to tourists looking for accommodations and dining options.
- ☐ Print Publications and Event Guides: Field Hall's presence in local and regional print publications and event guides serves as a promotional tool for the city's attractions. This exposure indirectly leads tourists to explore local lodging and dining options.
- ☐ Community Engagement: Active participation in community events, fairs, and festivals allows Field Hall to generate word-of-mouth promotion. As tourists engage with the local community, they are likely to discover and support nearby businesses.
- ☐ Customer Relationship Management (CRM): Field Hall's CRM system can personalize communication and offers for repeat visitors, enhancing their overall experience. By connecting visitors with local businesses through tailored offers, we encourage them to become regular patrons.
- ☐ Package Deals with Local Establishments: Collaborations with local hotels, inns, and lodging establishments for package deals that combine accommodations with Field Hall experiences offer visitors an all-inclusive cultural getaway, effectively promoting existing lodging establishments in the city.
- ☐ Online Reviews: Encouraging satisfied visitors to leave reviews on platforms like TripAdvisor, Yelp, and Google enhances Field Hall's online reputation. Positive reviews indirectly boost the trustworthiness and credibility of local businesses.

Through these concerted efforts, Field Hall aims to attract visitors and promote the local tourism ecosystem, including lodging establishments, restaurants, and businesses in the City of Port Angeles. By driving cultural tourism, Field Hall contributes to the economic well-being and vibrancy of the local community.

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:

Field Hall is fully committed to supporting initiatives that enhance information about the existing tourist attractions and facilities within the City of Port Angeles. Recognizing that collaboration with other attractions can create a richer visitor experience and elevate the city's status as a cultural and tourist destination, we actively contribute to this endeavor.

One of our key approaches involves cross-promotion with local tourist attractions and facilities. We are open to forging partnerships where we collectively promote each other's offerings. This includes collaborative marketing efforts, the creation of joint promotional materials, and the sharing of information about various attractions to attract a wider audience.

Field Hall also functions as a visitor information hub. Beyond showcasing our own events and activities, we provide tourists with comprehensive resources about other local attractions and facilities in Port Angeles. Our goal is to ensure that visitors have access to brochures, pamphlets, and guidance on a wide range of local experiences, thus enriching their overall visit.

Collaborative marketing is another area where we are actively engaged. By working with other attractions, we can jointly advertise, plan events, and run promotional campaigns to increase our collective visibility and draw more tourists to the city. And, community engagement is a priority for Field Hall. We take part in local events and fairs, which often feature booths and stalls from various tourist attractions and facilities. Our presence in these events ensures that visitors are well-informed about the full spectrum of experiences available in Port Angeles.

Furthermore, we actively seek networking opportunities and partnerships with other attractions and facilities. These partnerships can encompass joint events, educational initiatives, and co-promotion. By working together, we create a supportive network that elevates the entire tourism ecosystem in the city.

Through these active efforts, Field Hall contributes to the enhancement of information about the existing tourist attractions and facilities within the City of Port Angeles. Our aim is to make it easier for visitors to access comprehensive information and explore everything that this vibrant city has to offer, ultimately enhancing their experience and encouraging them to return often and for long stays.

9. **Describe how your request will promote existing lodging establishments, restaurants, and businesses located in the City of Port Angeles. Please be specific.**
Answer:

Field Hall Arts and Events is poised to be a powerful catalyst for promoting lodging establishments, restaurants, and businesses in Port An. By offering an array of culturally enriching experiences, Field Hall will draw a diverse crowd of visitors and residents alike. As people flock to the center for performances, exhibitions, workshops, and conferences, they will naturally explore the local community. This increased foot traffic will be a boon for nearby businesses, with attendees choosing to dine at local restaurants, explore shops, and patronize services before or after events. Collaborative partnerships with local eateries will offer attendees unique dining experiences, while package deals combining event tickets with local lodging accommodations will encourage longer stays. Cooperative marketing initiatives and the sharing of event programs will further spotlight local establishments. Additionally, Field Hall's role as an information hub for tourists will encourage broader exploration of the region, benefiting local commerce. By fostering this symbiotic relationship between culture and commerce, Field Hall will enhance the economic vitality of the City of Port Angeles, creating a vibrant and thriving community.

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:

Our request to support Field Hall Arts & Events Hall is intricately linked to creating partnerships and synergies with existing City of Port Angeles organizations, enhancing the development and promotion of attractions and

events for visitors. It will also facilitate the creation of marketing collateral that showcases our community partners and their offerings, thereby promoting them to our potential and existing customers.

- Collaborative Marketing Initiatives: We will actively engage with local organizations, such as the Port Angeles Regional Chamber of Commerce, the City of Port Angeles, and the Port Angeles Downtown Association, to develop and promote joint marketing initiatives. These collaborations will involve advertising Field Hall and its events alongside other attractions and businesses, creating synergy in promotional efforts to attract visitors. The request will help pay for the marketing collateral (time, design, research, collateral) to promote our community partners. We will be able to promote restaurants, hotels, shopping, adventure companies (Olympic Hiking, Elevate Outdoors, etc.), wineries, bookstores, and more. These efforts will showcase what our partners have to offer to our potential and existing customers.
- Inclusion in Tourism Itineraries: Field Hall will work closely with organizations responsible for creating tourism itineraries. By becoming a featured destination on these itineraries, we can ensure that visitors are not only exposed to our events but also other key attractions within Port Angeles. This inclusion enhances the visitor experience and increases awareness of the city's offerings.
- Event Cross-Promotion: We will actively participate in events organized by the City of Port Angeles and local organizations. This participation provides an opportunity for cross-promotion. For example, we might promote Port Angeles' annual festivals or city-sponsored events to our patrons, while they, in turn, might promote Field Hall events to their attendees. This mutual support contributes to a broader and more engaging tourism experience.
- Package Deals and Discounts: Collaboration with local businesses, restaurants, and lodging establishments is central to our strategy. We will develop package deals and discounts in partnership with these entities. For example, a local hotel might offer special rates to Field Hall event attendees. These package deals not only enhance the visitor experience but also promote mutual interests.
- Community Engagement: Field Hall actively engages with the local community. We can leverage these connections to collaborate on community-driven events and attractions. Partnering with local organizations for community events ensures that both residents and visitors are drawn to these activities, extending the overall visitor stay.
- Information Sharing: We will facilitate the sharing of information about each other's events and attractions. This can be achieved through newsletters, social media shoutouts, or shared promotional materials. By spreading the word about each other's offerings, we create a web of attractions that appeal to a broader audience.

In essence, our request, which includes the creation of marketing collateral, is designed to foster partnerships and synergies with existing City of Port Angeles organizations. Through these collaborations, we can collectively create a more vibrant and engaging environment for visitors, where attractions and events are interconnected, and the visitor experience is enriched. This approach benefits both our facility and the wider community, making Port Angeles an even more appealing destination for tourists.

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:

Total Budget: $4,191,352
Request from Port Angeles Lodging Tax Fund: 7%
% of Budget related to tourism and marketing activities: 51%

12. **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:

The proposal for Field Hall Arts and Events aligns with the use of Lodging Tax Funds in accordance with RCW 67.28.1816(d). This section of the Revised Code of Washington authorizes the use of lodging tax revenue to support 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. Field Hall Arts and Events is a cultural and artistic hub operated by a nonprofit organization. It provides a wide range of tourism-related facilities, including a theater, gallery, and conference center, which fall under the category of tourism-related facilities as specified in the RCW.

By using Lodging Tax Funds to support the operations of Field Hall, this proposal directly complies with the statute (RCW 67.28.1816(d). The funds will contribute to the continued operation of this nonprofit-operated tourism facility, thereby promoting tourism, culture, and arts in Port Angeles and the surrounding Clallam County area.

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.

Any funding that is received through this program requires awardees to cite the City of Port Angeles as a funding partner on any website or promotional materials.

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

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

Steve Raider-Ginsburg		10-16-23
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.

Clallam County Lodging Tax Funding Application Request

Port Angeles City Ballet

RECEIVED
CLALLAM CO. COMMISSIONERS
OCT 16 2023
1...2...3...A...
@11:47am

LODGING TAX FUNDING APPLICATION
2024

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**: **$ 7,500**

II **Agency/Organization Name**: **Port Angeles City Ballet**

III Organization is ☐ Government Entity X 501(c)3 ☐ 501(c)6 ☐ Other
Federal Tax ID No. 93-1618286 UBI Number 605 278 847

IV **Project/Activity/Event**: The Nutcracker

V **Representative Contact Information**:
Name, Title Kathryn Robbins, Artistic Director
Mailing Address PO Box 1031, Port Angeles WA 98362
Phone(s) 360-809-9394
Email sjwschool@pacityballet.org

VI **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 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: 10/16/2023

Signature

Kate M. Robbins

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 Port Angeles City Ballet has spent $7,500 in infrastructure improvements to the Donna M Morris Theater in Field Hall. The improvements were vital to producing our annual Nutcracker ballet in Field Hall. The Port Angeles City Ballet is a non profit organization that was founded to foster the 50-plus years of tradition of excellence in dance in Port Angeles. Moving our Nutcracker to Field Hall ushers in a new era in classical ballet performance and education in our region. This grant will directly impact the cultural landscape of Clallam County, attracting individuals from all walks of life, both near and far. Through our productions, like the hyper-local adaptation of "The Nutcracker" this December, we create an experience that transcends mere entertainment—it's a celebration of our community's rich history, told through the universal language of ballet. This unique blend of artistry and local heritage is bound to draw in visitors eager to witness this exceptional cultural event.

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

With the Port Angeles City Ballet's flourishing presence, Clallam County's hospitality industry will benefit from an off-season cultural event. The anticipation of world-class performances and educational programs will entice patrons to travel further and stay longer, prompting a surge in demand for local accommodations. This is an opportunity for hotels, bed and breakfasts, and other lodging providers to benefit from an influx of guests seeking a comfortable, convenient stay during their visit to witness our unique production.

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

Our productions are more than just performances; they're live experiences that inspire people to journey beyond their usual horizons. With the allure of a hyper-local adaptation of "The Nutcracker," set against the backdrop of Clallam County's awe-inspiring landscapes and history, we will entice visitors from over 50 miles away. The blend of artistry and a local perspective promises an experience that transcends the ordinary, compelling visitors to make the journey. The production also features guest artists from leading ballet companies such as PNW ballet, Oregon Ballet Theater, and the Bavarian Ballet, which will generate patron interest across the region.

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

The Port Angeles City Ballet aspires to be a beacon for ballet enthusiasts worldwide. By presenting America's leading performers right here in Clallam County, through our established guest artist program, our goal is to be a destination for dance enthusiasts from every corner of the globe. Our commitment to excellence in classical ballet and our renowned educational programs will draw visitors from other countries and states. We have a working relationship with Ballet Victoria and a direct connection to Canadian audiences through our Artistic Director, Kathryn Robbins- who immigrated to Port Angeles from Canada. In addition, the field hall art center has reported email & phone traffic from patrons in Victoria BC seeking ticket & travel information regarding this years Nutcracker, which demonstrates an already existing interest from foreign visitors for this event.

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

Name: The Nutcracker
Date(s): December 1-3, 2023
Estimated Attendance: Anticipating three performances with a total of 1500 patrons, this event promises to be the highlight of the holiday season for families, friends, and individuals of all ages.

6. **2024 Tourism-Impact Estimate**
(Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2023)

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:	2024 Estimate	2023 Actual	Methodology
a. Overall attendance at your event/activity/facility	1500		
b. Number of people who travel more than 50 miles for your event/activity/facility	100		
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	50		
d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.	15		
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		
f. Number of paid lodging room nights resulting from your event/activity/facility.	20		

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

Red Lion, Port Angeles

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

The Port Angeles City Ballet has a remarkable track record of success in drawing tourists to Clallam County. Our productions, steeped in the rich tapestry of local history and cultural heritage, have consistently captivated audiences from near and far. We feature over 100 talented Peninsula dancers and actors, has become a cherished tradition for families, drawing in thousands of attendees over the years. This tradition of excellence, pioneered by Sylvia Joyce Wanner in 1970, continues to thrive, cementing our reputation as a cultural cornerstone in the region.

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

Our target tourist audience is diverse and inclusive, reflecting the universal appeal of classical story ballets. We attract individuals and families from Clallam County and neighboring regions, as well as those traveling from a distance greater than 50 miles. Our

production is designed to resonate with both locals and visitors seeking a unique cultural experience.

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

Our promotional efforts are multi-faceted and dynamic. We employ a combination of traditional marketing channels and cutting-edge digital strategies to ensure widespread visibility. This includes targeted advertising in regional publications, active engagement on social media platforms, partnerships with non-profit organizations, and collaborations with artists.

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

Our Nutcracker is a catalyst for visitors to explore the unincorporated areas in Clallam County. Attendees of our productions will not only enjoy a world-class cultural experience but also have the opportunity to support local businesses. We promote lodging establishments, restaurants, and shops in the area.

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

Yes, City of Port Angeles application attached.

13. What is the overall budget for your event/activity/facility?
    Overall Budget: $7,500.00
    Request from Clallam County Lodging Tax Fund: $7,500.00
    Percent of Budget Requested: 100%

14. We are requesting 100% of the funds so that we do not have to leverage our ticket sales revenue to pay for this expense. We will have ticket revenue available to pay for this, however it is an above-board expense that develops the infrastructure facilities, that is outside of our budget. It would therefore be incredibly helpful to our organization to receive funding relief for the amount requested.

We have developed a comprehensive funding strategy. This includes soliciting sponsorships from local businesses, conducting targeted fundraising campaigns, exploring grants and partnerships, and leveraging ticket sales revenue. Additionally, we are actively engaged with our community, seeking their support through participation in special events designed to generate additional 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 16, 2023**.

The Clallam County Lodging Tax Advisory Committee (LTAC) will review 2024 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

Submittals made in an incorrect format will not be considered.
The sealed applications must be clearly marked on the outside "2024 Lodging Tax Funding Application." All copies need to be single sided and not stapled and no folders. All documents/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.

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.

FIELD ARTS & EVENTS HALL

RE: PA City Ballet Rigging

Donna Morris Theater

October 4, 2023

INVOICE/AGREEMENT

The Port Angeles City Ballet agrees to commit $7,500.00 of capital towards the development of the FAEH Donna M. Morris Theater to secure the rigging of a half fly-tower to increase the buildings backdrop holding capacity.

This project is a required infrastructural project that is integral to the production of PACB's "The Nutcracker" and directly impacts the capacity for the show to be produced long-term at the FAEH.

PA City Ballet | Project Cost: $7,500.00

Contractor: Ted Krysinski Expected work start date: November 1, 2023

FAEH PACB

September 27, 2023

Date

PACB Proposesd annual budget	
INCOME:	
Private Donors	$56,000.00
EXPENSES:	
Student Scholarships	$15,000.00
Nutcracker	$25,000.00
Don Q	$20,000.00
Marketing & Misc	$2,000.00
Guest Artists	$2,000.00

UNITED STATES OF AMERICA

The State of Washington

Secretary of State

I, STEVE R. HOBBS, Secretary of State of the State of Washington and custodian of its seal, hereby issue this

ARTICLES OF INCORPORATION

to

PORT ANGELES CITY BALLET

A **WA NONPROFIT CORPORATION**, effective on the date indicated below.

Effective Date: 06/26/2023
UBI Number: 605 278 847

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

Steve R. Hobbs, Secretary of State

Date Issued: 06/26/2023

Clallam County Lodging Tax Advisory Committee

Business Items

Timeline – 2nd call for 2024 Hotel/Motel Funding Requests

CLALLAM COUNTY
LODGING TAX ADVISORY COMMITTEE
223 EAST 4TH STREET, STE. 4, PORT ANGELES, WA

UPDATED
Lodging Tax Advisory Committee
Application Timeline 2024 (2nd call)

1. Lodging Tax Advisory Committee Members meet to review and vote on a notice to call/press release for applications: **Thursday, January 11, 2024**

2. Notice and application get posted to (**on Thursday, January 11, 2024)**:
   - County website home page under Latest County News
   - County website Lodging Tax Advisory Committee webpage
   - Published in the Peninsula Daily News, Forks Forum and Sequim Gazette
   - Sent to the press/media (papers, radio stations)
   - Sent to the LTAC Members and LTAC Meeting Notification email lists

3. Notice posted in papers:
   - Forks Forum: **Thursday, January 18, 2024**
   - Sequim Gazette: **Wednesday, January 17, 2024**
   - Peninsula Daily News: **Tuesday, January 16 and Friday, January 19, 2024**

4. Applications due to the Board of Commissioners Office: **Friday, March 15, 2024 at 12 p.m.**

5. Applications forwarded to Prosecuting Attorney's Office for review: **Friday, March 15, 2024**

6. Prosecuting Attorney Office legal review due back to Clerk: **Thursday, April 4, 2024**

7. Agenda packet and applications forwarded to LTAC Members for review: **Friday, April 5, 2024**

8. Lodging Tax Advisory Committee Meeting to review applications: **Thursday, April 11, 2024**

9. BOCC holds work session meeting to discuss recommendations: **Monday, April 22, 2024**

10. BOCC holds regular meeting to approve recommendations: **Tuesday, April 30, 2024**

11. Approved recommendations forwarded to the Finance Department for processing: **Tuesday, April 30, 2024**

DRAFT

CLALLAM COUNTY
LODGING TAX ADVISORY COMMITTEE
223 EAST 4TH STREET, STE. 4, PORT ANGELES, WA

Lodging Tax Advisory Committee
Application Timeline 2024 (2nd call)

1. Lodging Tax Advisory Committee Members meet to review and vote on a notice to call/press release for applications: **Thursday, February 8, 2024**

2. Notice and application get posted to (**on Thursday, February 8, 2024**):
   - County website home page under Latest County News
   - County website Lodging Tax Advisory Committee webpage
   - Published in the Peninsula Daily News, Forks Forum and Sequim Gazette
   - Sent to the press/media (papers, radio stations)
   - Sent to the LTAC Members and LTAC Meeting Notification email lists

3. Notice posted in papers:
   - Forks Forum: **Thursday, February 15, 2024**
   - Sequim Gazette: **Wednesday, February 14, 2024**
   - Peninsula Daily News: **Tuesday, February 13 and Friday, February 16, 2024**

4. Applications due to the Board of Commissioners Office: **Friday, March 15, 2024 at 12 p.m.**

5. Applications forwarded to Prosecuting Attorney's Office for review: **Friday, March 15, 2024**

6. Prosecuting Attorney Office legal review due back to Clerk: **Thursday, April 4, 2024**

7. Agenda packet and applications forwarded to LTAC Members for review: **Friday, April 5, 2024**

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DRAFT