AGENDA

CLALLAM COUNTY
LODGING TAX ADVISORY COMMITTEE

223 East 4th Street, Room 160
Port Angeles, Washington
Friday, September 10, 2021 – 2:30 p.m.

****ATTENTION****

In response to the current Governors order Clallam County has moved Phase 3 of the Healthy Washington Roadmap to Recovery Plan. To be in compliance with the Healthy Washington Roadmap to Recovery Plan the following general requirements for COVID safety for meetings held in the Board of Commissioners Board Room are as follows:

1. All attendees are encouraged to provide contact information on a sign in sheet which will be retained for 28 days for contact tracing purposes.
2. Public seating areas and Board member seating must be arranged to ensure physical distancing is maintained.
3. Meeting attendees must wear a proper face covering and maintain six feet of physical distance between other persons.
4. No food or drink should be consumed in the BOCC Board Room.
5. Meeting organizers shall clean or arrange to have cleaned high-touch surfaces before and after each meeting.
6. Hand sanitizing stations will be available in the BOCC Board Room.
7. Keep doors and windows open where possible to improve ventilation.
8. The Chair of the meeting shall ensure masking and social distancing practices are enforced and practices by all event attendees.

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

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

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

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

I. CALL TO ORDER, ROLL CALL

II. REQUEST FOR MODIFICATIONS/APPROVAL OF AGENDA

III. APPROVAL OF MINUTES FOR THE MEETINGS ON:

- **July 8, 2021**

IV. PUBLIC COMMENT

V. BUSINESS

a. **Review of financial LTAC projections for 2021 – Mark Lane**
b. **Review and vote to approve to forward recommendations to the BOCC - "2021 LTAC Funding Request" RFP – Olympic Peninsula Visitor Bureau (OPVB)**
c. **Discussion of funding amount and allocations for 2022**

VI. PUBLIC COMMENT

VII. ADJOURNMENT

LTAC 2021 meeting dates:

- October 14, 2021
- November 10, 2021
- December 9, 2021

Lodging Tax Advisory Committee Meeting

Draft Minutes

July 8, 2021

CLALLAM COUNTY LODGING TAX ADVISORY BOARD
MINUTES of July 8, 2021

JOINT MEETING

The joint meeting convened at 2:35 p.m., Thursday, July 8, 2021. Present were Commissioner Johnson, Lissy Andros (Forks Chamber of Commerce), Ryan Malane (Black Ball Ferry Line)(video), Marc Abshire (Port Angeles Chamber of Commerce)(video), Vanessa Fuller (Dungeness River Audubon), Donya Alward (Red Lion) and Pamela Dahl (Aramark Properties).

Commissioner Johnson welcomed the visiting members from Sequim, Port Angeles, and Olympic Peninsula Visitor Bureau.

TOPICS

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

Meeting concluded at 3:29 p.m. and continued to the Clallam County LTAC Business Meeting commencing at 3:30 p.m.

MEETING OF THE LODGING TAX ADVISORY BOARD (LTAC)

Chair Randy Johnson (Clallam County Commissioner and Chair of LTAC) called the meeting to order at 3:30 p.m., Thursday, July 8, 2021. Also present were Lissy Andros (Forks Chamber of Commerce), Ryan Malane (Black Ball Ferry Line)(video), Marc Abshire (Port Angeles Chamber of Commerce)(video), Vanessa Fuller (Dungeness River Audubon Center)(video), Donya Alward (Red Lion) and Pamela Dahl (Aramark Properties).

APPROVAL/MODIFICATION OF AGENDA

CRJ requested to add item c. LTAC Funding for 2021 – 4th Call - Request for Applications
ACTION TAKEN: Malane moved to adopt the agenda as modified, Fuller seconded, motion carried

APPROVAL OF MINUTES

- Minutes May 13, 2021

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

PUBLIC COMMENT

- Steve Fofanoff, Domaine Madeleine, commented on increased business this year, restaurants in Port Angeles being closed, electric vehicles

BUSINESS

a. **Review of financial LTAC projection**
Mark Lane, Clallam County Chief Financial Officer, provided an update.

b. Olympic Discovery Trail improvement project discussion

- Steve Gray provided a staff report.

ACTION TAKEN: Malane moved to amend the 2021 Lodging Tax Grant Award contract with Clallam County Public Works, approved by the Board of Commissioners January 5, 2021, to allow $100,000 to be used for the Olympic Discovery Trail – Dawley Rd. Area Trail Stabilization and Restoration Project, Abshire seconded; motion carried

c. LTAC funding for 2021 – 4th call - request for applications

- Approve to issue a notice to call for applications for 2021 Hotel/Motel **Funds**

ACTION TAKEN: Andros moved to issue notice, Dahl seconded, motion carried

- Approve to issue press release to call for applications for 2021 Hotel/Motel Funds

ACTION TAKEN: Andros moved to issue press release, Dahl seconded, motion carried

NEXT MEETING – August 12, 2021 at 2:30 p.m.

ADJOURNMENT

Meeting concluded at 5:00 p.m.

Lodging Tax Advisory Committee Meeting

Business Item A

Mark Lane Report

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

	BUDGET	PROJECTIONS	ACTUALS--CURRENT YEAR WITH 5 YEAR LOOK BACK						ACTUALS--YTD PRIOR YEAR	
	2021 ADJUSTED BUDGET (BASED ON CURRENT COMMITMENTS AND BUDGET REVISIONS APPROVED BY BOCC)	PROJECTED YEAR-END 2021--UP 85.3% FOR YEAR --JAN-AUG ACTUALS UP 172%, SEPT-DECEMBER UP 30.7%	YTD AUGUST 2021	2020	2019	2018	2017	2016	YTD AUGUST 2020	% CHANGE VS PRIOR YEAR
REVENUE (SOURCES OF FUNDING)										
291.31331.00.0030 HOTEL/MOTEL TRANSIENT LODGING TAX	370,000	730,080	414,482	392,878	499,196	481,653	394,239	313,770	152,360	172.0%
291.31331.00.0040 HOTEL/MOTEL LODGING ADDITIONAL TAX	380,000	731,183	414,348	395,680	492,412	436,419	394,191	313,770	152,344	172.0%
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)	**750,000**	**1,461,263**	**828,830**	**1,041,318**	**992,548**	**918,071**	**788,430**	**627,540**	**304,704**	172.0%
% CHANGE VS PRIOR YEAR	-28.0%	40.3%	172.0%	4.9%	8.1%	16.4%	25.6%	19.4%		
% CHANGE VS PRIOR YEAR--EXCLUDING CARES	-4.9%	85.3%	172.0%	-20.6%	8.1%	16.4%	25.6%	19.4%		
EXPENDITURES (USES OF FUNDING)										
291.55730.41.0020 PROFESSIONAL SERVICES	-	-	-	-	-	-	-	-	-	--
291.55730.41.0116 CLALLAM BAY-SEKIU CHAMBER OF COMMERCE	12,000	12,000	12,000	20,000	10,086	21,363	22,971	25,760	10,000	20.0%
291.55730.41.0117 CHAMBERS OF COMMERCE	-	-	195	1,567	2,972	1,822	1,822	822	567	-65.6%
291.55730.41.0121 OLYMPIC PENINSULA VISITOR BUREAU	508,333	508,333	341,667	591,667	514,167	527,500	391,667	486,500	391,667	-12.8%
291.55730.41.5110 PARKS/FAIR/FACILITIES	39,000	39,000	-	25,947	24,025	28,596	30,000	30,000	-	--
291.55730.41.5120 PUBLIC WORKS	150,000	150,000	-	250,000	220,000	-	105,000	-	250,000	-100%
291.55730.41.5130 SHERIFF	-	-	-	-	-	-	-	5,000	-	--
291.55730.41.0118 FEIRO MARINE LIFE CENTER	-	-	-	-	-	50,000	54,000	-	-	--
291.55730.49.0036 SEQUIM PICKLERS	-	-	-	-	-	-	34,000	-	-	--
291.55730.49.0056 PENINSULA AREA PUBLIC ACCESS	-	-	-	-	-	-	33,000	-	-	--
291.55730.49.0151 DUNGENESS RIVER AUDUBON CENTER	-	-	-	-	-	-	69,710	-	-	--
291.55730.49.0155 NOR'WESTER ROTARY CLUB/FOUNDATION	-	-	-	-	5,000	-	-	-	-	--
291.55730.49.0160 PA CHAMBER OF COMMERCE	35,000	35,000	35,000	-	35,000	-	-	-	-	--
291.55730.49.0161 NEAH BAY CHAMBER OF COMMERCE	-	-	-	-	25,700	-	-	-	-	--
291.55730.49.0162 FORKS CHAMBER OF COMMERCE	40,000	40,000	40,000	-	-	-	-	-	-	--
291.55730.49.0170 PORT ANGELES MARATHON ASSOCIATION	12,500	12,500	12,500	-	-	-	-	-	-	--
291.55730.49.0175 LINCOLN PARK BMX ASSOCIATION	100,000	100,000	100,000	-	-	-	-	-	-	--
291.55730.49.0180 JUAN DE FUCA FESTIVAL	10,000	10,000	10,000	-	-	-	-	-	-	--
291.55730.49.0185 FORKS TIMBER MUSEUM	67,142	67,142	67,142	-	-	-	-	-	-	--
291.55730.49.0230 UNANTICIPATED PROJECTS (INCLUDES $215K PLACEHOLDER FOR "KEEP THE LIGHTS ON" ROUND 4 ($107,842 PAID YTD) & $37.7K ADDITL FUNDING COMMITTED)	145,559	145,559	107,842	252,761	-	-	-	-	229,629	-53%
291.55730.51.0050 WASHINGTON STATE PATROL	-	-	-	-	-	5,290	4,831	-	-	--
TOTAL EXPENDITURES (USES)	**1,119,534**	**1,119,534**	**726,346**	**1,141,942**	**836,950**	**634,571**	**747,001**	**548,082**	**881,863**	**-17.6%**
EXCESS OF REVENUE(SOURCES) OVER EXPENDITURES(USES)	**(369,534)**	**341,729**	**102,484**	**(100,624)**	**155,598**	**283,501**	**41,430**	**79,458**	**(577,159)**	**-117.8%**
ENDING FUND BALANCE/RESERVES	**580,999**	**1,292,262**	**1,053,017**	**950,533**	**1,051,157**	**895,559**	**612,058**	**570,628**	**473,998**	**122.2%**

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

	January 2021 Actual	February 2021 Actual	March 2021 Actual	April 2021 Actual	May 2021 Actual	June 2021 Actual	July 2021 Actual	August 2021 Actual	September 2021 Projected	October 2021 Projected	November 2021 Projected	December 2021 Projected	2021 Projected
Hotel/Motel Transient Lodging Tax	20,937	25,973	36,841	35,692	57,270	65,013	75,778	96,978	112,053	92,729	86,023	24,794	730,080
Hotel/Motel Transient Lodging Additional	20,298	26,692	36,892	35,692	57,270	65,013	75,778	96,714	112,053	92,729	63,151	48,902	731,183
TOTAL HOTEL/MOTEL TAX REVENUE	41,234	52,665	73,733	71,384	114,540	130,026	151,555	193,692	224,106	185,457	149,174	73,696	1,461,263
YOY % CHANGE--MONTH	26.7%	39.7%	81.3%	79.7%	1721.2%	5814.2%	251.5%	89.1%	40.0%	40.0%	20.0%	10.0%	85.3%
YOY % CHANGE--CUMULATIVE	26.7%	33.7%	51.1%	58.6%	125.3%	203.9%	214.0%	172.0%	126.5%	107.3%	92.3%	85.3%	85.3%

ORIGINAL BUDGET SCENARIO 1--UP 13.6% FOR YEAR (JAN-APRIL ACTUALS UP 58.6%, MAY-DECEMBER ASSUME BUDGET (%s BELOW REFLECT 60 DAY LAG BETWEEN ACTIVITY AND TAX COLLECTION)

	January 2021 Actual	February 2021 Actual	March 2021 Actual	April 2021 Actual	May 2021 Actual	June 2021 Actual	July 2021 Actual	August 2021 Actual	September 2021 Projected	October 2021 Projected	November 2021 Projected	December 2021 Projected	2021 Projected
YOY % CHANGE	26.7%	39.7%	81.3%	79.7%	1721.2%	1971.9%	62.1%	-0.4%	-26.3%	-8.4%	-15.6%	-24.1%	13.6%
% of 2019 to Reflect COVID Recovery	195.8%	122.3%	198.0%	247.8%	69.7%	70.0%	74.4%	75.6%	75.2%	79.3%	80.0%	80.0%	90.3%
TAX REVENUE	41,234	52,665	73,733	71,384	43,956	45,551	69,887	102,086	117,928	121,315	104,894	50,871	895,504

SCENARIO 2--UP 74.6% FOR YEAR --JAN-JULY ACTUALS UP 214%, AUG-DECEMBER UP 26.5%

	January 2021 Actual	February 2021 Actual	March 2021 Actual	April 2021 Actual	May 2021 Actual	June 2021 Actual	July 2021 Actual	August 2021 Actual	September 2021 Projected	October 2021 Projected	November 2021 Projected	December 2021 Projected	2021 Projected
YOY % CHANGE	26.7%	39.7%	81.3%	79.7%	1721.2%	5814.2%	251.5%	89.1%	40.0%	40.0%	20.0%	10.0%	85.3%
% of 2019 to Reflect COVID Recovery	196%	122%	198%	248%	182%	200%	161%	143%	143%	121%	114%	116%	147.4%
TAX REVENUE	41,234	52,665	73,733	71,384	114,540	130,026	151,555	193,692	224,106	185,457	149,174	73,696	1,461,263

Lodging Tax Advisory Committee Meeting

Business Item B

Hotel/Motel Funding Requests

RECEIVED
CLALLAM CO. COMMISSIONERS
JUL 01 2021
1...2...3...A...

LODGING TAX FUNDING APPLICATION
2021

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

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

I **AMOUNT of Lodging Tax Requested**: **$** 50,000

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**: 2021 Fall/Winter Marketing Campaign

IV **Representative Contact Information**:
Name, Title Marsha Massey, Executive Director
Mailing Address P.O. Box 670 Port Angeles, WA 98362
Phone(s) (360) 452-8552; Mobile (206) 250-9192
Email Director@OlympicPeninsula.org

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

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

Marsha Massey
Signature

Date: June 30, 2021

Marsha Massey
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?

   Please see Attachment [A] for the full answer to this question.

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

   Please see Attachment [A] for the full answer to this question.

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.

   Please see Attachment [A] for the full answer to this question.

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

   Please see Attachment [A] for the full answer to this question.

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

   N/A

6. **2021 Tourism-Impact Estimate**

   Please see Attachment [A] for the full answer to this question.

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

   Please see Attachment [A] for the full answer to this question.

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

   Please see Attachment [A] for the full answer to this question.

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

   Please see Attachment [A] for the full answer to this question.

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

Please see Attachment [A] for the full answer to this question.

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

Please see Attachment [A] for the full answer to this question.

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).

Please see Attachment [A] for the full answer to this question.

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

Please see Attachment [A] for the full answer to this question.

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

Please see Attachment [A] for the full answer to this question.

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., Friday, November 6, 2020**.

The Clallam County Lodging Tax Advisory Committee (LTAC) will review 2021 Lodging Tax funding proposals in a public meeting as determined at the Clallam County Courthouse, Commissioner's Boardroom 160. Applicants will be notified and attendance by the applicant's representative is required for presentation and questions. Following review, LTAC will forward its recommendation to the Board of County Commissioners.

APPLICATION, SUPPLEMENTAL QUESTIONS, INFORMATION SUBMITTAL:

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

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

All copies need to be single sided and not stapled. All brochures must be printed on 8.5 x 11 letter size paper to be accepted.

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

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

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

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

Post Reporting

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

GUIDELINES

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

Eligibility

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

Appropriate Uses

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

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

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

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

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

HIGH PRIORITY may be given to tourism activities that:

- Have a demonstrated potential or high potential from the Committee's perspective to result in overnight stays by visitors in lodging establishments for projected non peak periods within unincorporated Clallam County.
- Promote Clallam County events, activities, and places in the unincorporated area of Clallam County to potential visitors from outside the County.
- Have demonstrated a high potential from the Committee's perspective to result in documented economic benefit to Clallam County.
- Have demonstrated history of success, or are proposed by a group with a demonstrated history or high potential of success with similar activities.
- Minimize duplication of services where appropriate and encourage cooperative marketing and/or includes an element of cooperation or partnership.
- Provide, maintain, operate, or enhance County-owned tourism facilities or infrastructure.

Lodging Tax Advisory Committee Considerations

In developing its recommendations, the Committee considers:

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

OLYMPIC PENINSULA
VISITOR BUREAU

618 South Peabody Street, Ste. F
Port Angeles WA 98362
800-942-4042 or 360-452-8552

www.olympicpeninsula.org

June 30, 2021

Commissioner Randy Johnson
Clallam County Lodging Tax Advisory Committee
Clallam County Courthouse
223 East 4th Street, Suite 4
Port Angeles, WA 98362

Dear Commissioner Johnson and Clallam County LTAC Members,

Included, please find an application from the Olympic Peninsula Visitor Bureau, requesting supplemental funding specifically to be used to support the 2021 fall marketing campaign. OPVB is requesting these funds from the Clallam County LTAC as matching funds to a recently-awarded "DMO Tourism Recovery Grant" funding received from the Washington Tourism Alliance in conjunction with Washington's Department of Commerce.

The planned marketing campaign features multiple destinations across the Olympic Peninsula, all under the banner message, "You Can't Get Any More Northwest." Our campaign will be multi-dimensional, utilizing digital marketing, targeted research and content – ads, outdoor advertising (transit) and selected television. We will support this with print advertising in selected travel and lifestyle publications, as well as with a digital/social media contest. Target audience is primarily a regional drive market, concentrating on the I-5 corridor from Bellingham to Eugene, with emphasis on Seattle Metro area, Pierce County and Portland Metro area.

To that end, the OPVB is requesting supplemental funding from the LTAC in the amount of $50,000, to be used toward the 2021 fall marketing campaign. This additional funding would nearly double the previous campaign budgets, allowing the Olympic Peninsula to have additional media and significant marketing penetration in a concentrated period of time, thus "owning" the market.

Thank you for your consideration of this funding request. Please let me know if further information is needed.

Sincerely,

Marsha Massey

Marsha Massey
Executive Director

Lodging Tax Funding Application
June 2021
Attachment [A]
Answers to Required Supplemental Questions (pages 2-4)

Olympic Peninsula Visitor Bureau (OPVB)
2021 Fall/Winter Marketing Campaign
$50,000
Prepared June 30, 2021

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

The Fall/Winter Marketing Campaign will build off of very successful Fall 2020 and Spring 2021 Campaigns that the OPVB/OPTC ran. Working with Black Ball Marketing, this campaign will once again target in-state and regional markets, primarily drive markets, to inspire non-peak season travel to the Olympic Peninsula.

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

The planned marketing campaign features multiple destinations across the Olympic Peninsula, all under the banner message, "You Can't Get Any More Northwest." The call to action is to send visitors to OlympicPeninsula.org for additional information. There is a lodging booking widget right on the home page (and on the "Lodging" pages) to encourage visitors to book their stays. During the Fall 2020 Campaign, Clallam Co.* lodging tax** only saw a 3% decrease over 2019, compared to a 27% decrease in the previous period (Aug-Oct). We continued to see growth following the campaign. In 2021, January through May Clallam Co. lodging tax revenue grew by 41%, over the same time period 2019 (our last "normal" and record year for lodging tax revenue).

While no doubt a result of multiple factors, we feel confident that the strong, focused marketing campaign was a major contributor. See attached lodging tax report for reference.

*For this purpose, "Clallam Co." includes the unincorporated county, plus towns of Forks, Port Angeles, and Sequim.

**Fall lodging tax numbers are based on Nov 1, 2020 - Jan 31, 2021

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 target audience for this campaign is very specifically *off* of the Olympic Peninsula. It includes the I-5 corridor markets from Bellingham to Eugene, OR, and east to the Yakima/Wenatchee area. Additionally, we will increase our outreach to the greater Portland area.

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

At this time, for this campaign, we will not be reaching out to significant out-of-state visitors (except regionally) nor to the international markets. As this is primarily off-season and drive-market focused, our target audiences live within a 250-300-mile radius.

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

N / A

6. 2021 Tourism-Impact Estimate

*2020 estimated through August 2020.

As a direct result of your proposed tourism-related service, please provide:	2021 Estimate	2020 Actual*	Methodology
a. Overall attendance at your event/activity/facility	1,960,000	1,494,745	Structured Estimate
b. Number of people who travel more than 50 miles for your event/activity/facility	393,000	299,000	Structured Estimate
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	78,500	60,000	Structured Estimate
d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.	175,000	55,000	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.	125,000	37,500	Structured Estimate
f. Number of paid lodging room nights resulting from your event/activity/facility.	50,000	15,000	Structured Estimate

PLEASE NOTE: Estimated data provided is for the whole year, the entire marketing efforts of OPVB (including the Tourism Enhancement Grant program).

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

This marketing campaign and the OlympicPeninsula.org website supports all types of lodging in Clallam County – hotels, motels, lodges, B&Bs, inns, RV parks, camping, and short-term vacation rentals.

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

The 2021 Spring Marketing Campaign resulted in:

- Over 39,625,416 overall impressions
- 77,965* website sessions at industry average 2.2% (low) to 4.4% (mid) conversion rate with an average of $432 spent per party
- 205% increase in website sessions translates to 2.7% -5.5% of revenue due to fall/spring campaign
- 41% increase in lodging tax revenue vs 2019 record year

(See OPTC Spring Campaign Stats for further details.)

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

Target audience is primarily a regional drive market, concentrating on the I-5 corridor from Bellingham to Eugene, with emphasis on Seattle Metro area, Pierce County and Portland Metro area.

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

This fall marketing campaign will continue to build on the message, "You Can't Get Any More Northwest," appealing to that true, sometimes quirky, Northwest spirit – adventuresome, outdoors focused, ready to go rain or shine.

Our campaign will be multi-dimensional, utilizing digital marketing, targeted research and content – ads, outdoor advertising (transit) and selected television. We will support this with print advertising in selected travel and lifestyle publications, as well as with a digital/social media contest.

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

All of our messaging and communications are aimed at encouraging overnight visits. Promotion of lodging is achieved primarily through the lodging section of our website, the lodging grid provided in our digital and print travel planner, and through our monthly OPTC e-newsletter. In mid-spring we launched a new booking tool on the website, which is steadily gaining traction. We will be actively promoting this in the fall, as we move out of peak season.

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).

OPVB is requesting these funds from the Clallam County LTAC as matching funds to a recently awarded "DMO Tourism Recovery Grant" received from the Washington Tourism Alliance in conjunction with Washington's Department of Commerce. These funds are part of the state's American Recovery Act funds and specifically established to help the state's destination marketing organizations recover from COVID-related losses. The awarded funds total $54,000.

Additionally, the OPTC is reaching out through its funding partners to request similar supplemental marketing funds specific to supporting this fall campaign. Unconfirmed at this time, the following are the planned requests:

City of Port Angeles: $10,000
City of Sequim: $10,000
City of Forks: $5,000

(Also, Jefferson County TCC will request additional LTAC funding estimated to be $10,000-$20,000.)

This additional funding would nearly double the previous campaign budgets, allowing the Olympic Peninsula to have additional media and significant marketing penetration in a concentrated period of time, thus "owning" the market.

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

The planned fall campaign budget, subject to final funding approvals (expenditures to be adjusted for final approved funding), is: $199,000

Anticipated Revenue

OPTC	$ 51,500
OPVB	$ 80,000
Jefferson Co. TCC	$ 25,000
Port Angeles	$ 15,000
Sequim	$ 15,000
Forks	$ 8,000
Port Ludlow	$ 5,000
	$199,500

Anticipated Expenses

Television	$100,000
Outdoor Advertising	$ 30,000
Digital Marketing	$ 20,000
Print Advertising	$ 10,000
Social Media / Contest	$ 1,500
Agency and Creative Services	$ 30,000
Administration	$ 7,500
	$199,000

(The above assumes full funding with supplemental lodging tax funds.)

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

25.13%

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

Remainder of funds will be secured from the following sources:

- Annual OPTC Budget 2021
- Annual OPVB Budget 2021
- Additional OPTC LTAC Funding
- OPTC Partner Co-Op Ads
- WA Tourism Alliance / Department of Commerce DMO Tourism Grant

Olympic
PENINSULA

2021 SPRING CAMPAIGN STATISTICS

Black Ball
MARKETING

TOTAL ESTIMATED CAMPAIGN IMPRESSIONS

39,625,416+

Olympic PENINSULA

SPRING CAMPAIGN OVERVIEW

Campaign Spend: $85,000

Estimated Revenue Generated (so far): $741,000 to $1,481,000*

Estimated Return on Investment: 8.7X to 17.4X

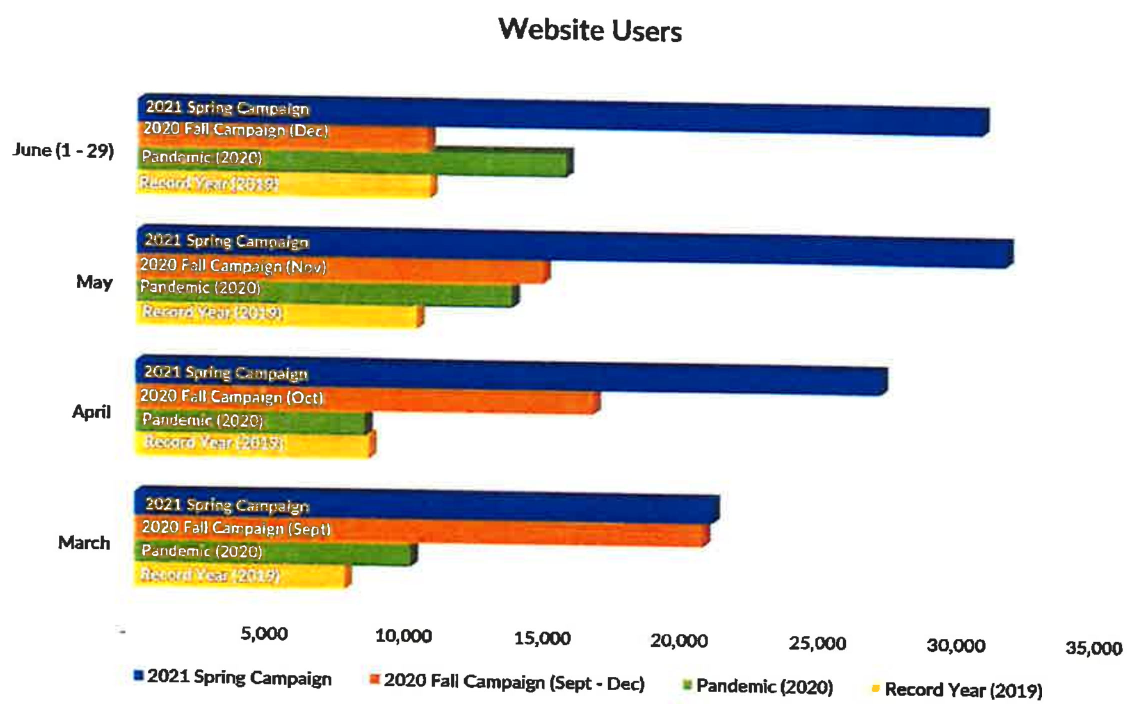
- 77,965* website sessions at industry average 2.2% (low) to 4.4% (mid) conversion rate with an average of $432 spent per party
- 205% increase in website sessions translates to 2.7% - 5.5% of revenue due to fall/spring campaign**
- 41% increase in lodging tax revenue vs 2019 record year**

**Numbers are based on March 1 to May 31, 2021 vs March 1 to May 31, 2019 OlympicPeninsula.org website statistics. June not included as June lodging tax is not finalized. Final campaign numbers will be higher.*
***Numbers are based on January 1, 2021 to May 31, 2021 vs January 1, 2019 to May 31, 2019 lodging tax revenue (includes Clallam, Port Angeles, Sequim, Forks, Jefferson and Port Townsend). June lodging tax not yet finalized.*

Olympic PENINSULA

HOW WE ARE DOING...

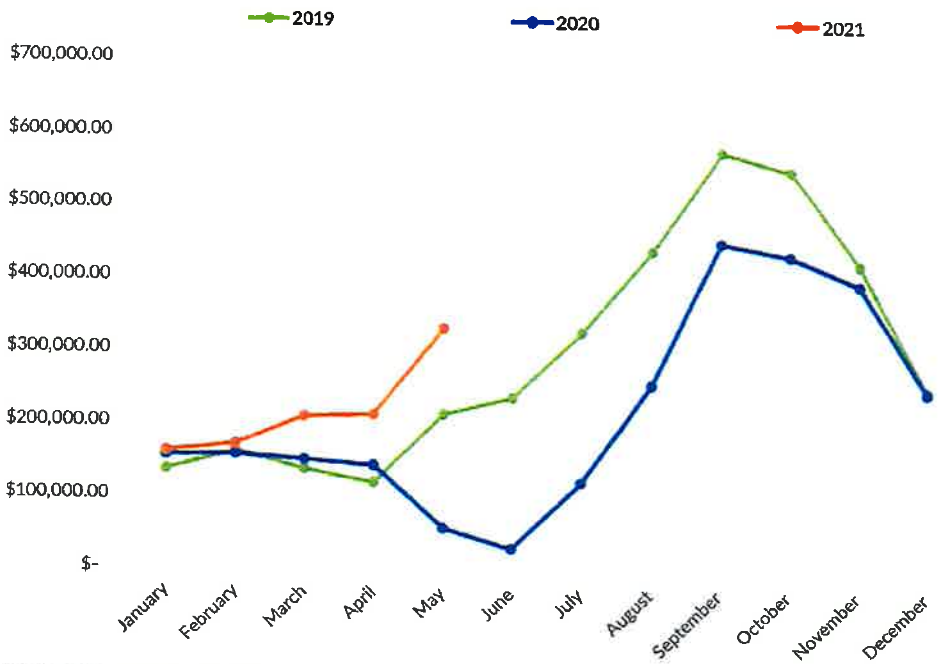
- 199% increase in website users vs 2019*
- 142% increase in website pageviews vs 2019*



*Numbers are based on March 1 to June 29, 2021 vs March 1 to June 29, 2019. OlympicPeninsula.org website statistics.

HOW WE ARE DOING...

- 54% increase in lodging tax revenue May 2021 vs 2019 record year*
- 41% overall increase in lodging tax revenue 2021 YTD vs 2019 YTD record year*
- 2021 trending above 2020 and 2019



*Numbers are based on January 1, 2021 to May 31, 2021 vs January 1, 2019 to May 31, 2019 lodging tax revenue (includes Clallam, Port Angeles, Sequim, Forks, Jefferson and Port Townsend).
June lodging tax not yet finalized.

Olympic PENINSULA

HOW WE ARE DOING...

- 54% increase in lodging tax revenue May 2021 vs 2019 record year*
- 41% overall increase in lodging tax revenue 2021 YTD vs 2019 YTD record year*
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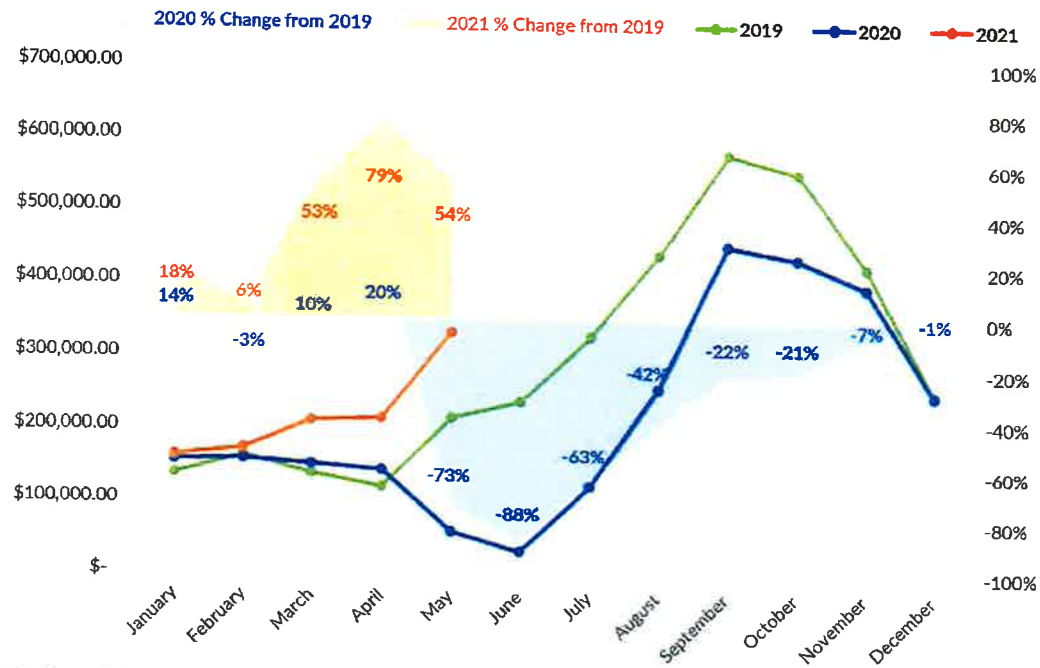


*Numbers are based on January 1, 2021 to May 31, 2021 vs January 1, 2019 to May 31, 2019 lodging tax revenue (includes Clallam, Port Angeles, Sequim, Forks, Jefferson and Port Townsend). June lodging tax not yet finalized.

Olympic PENINSULA

ADVERTISING TIMELINE

Google & Microsoft (Bing) Ads
March 10 – June 14

NW Travel
1/2 Page Print Ad: March/April issue

Bus Ads
Seattle: Started April 1, 8 weeks + bonus time
Portland: Started April 1, 6 weeks + bonus time
Pierce County: Started April 1, 8 weeks

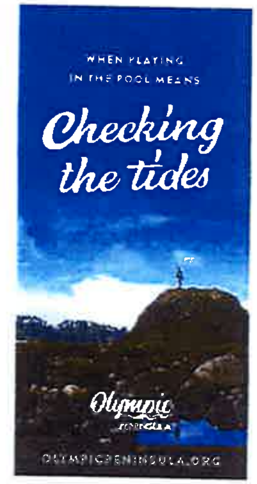
1889 Magazine
1/2 Page Print Ad: April/May issue

TV Ads
March 16 – July 4

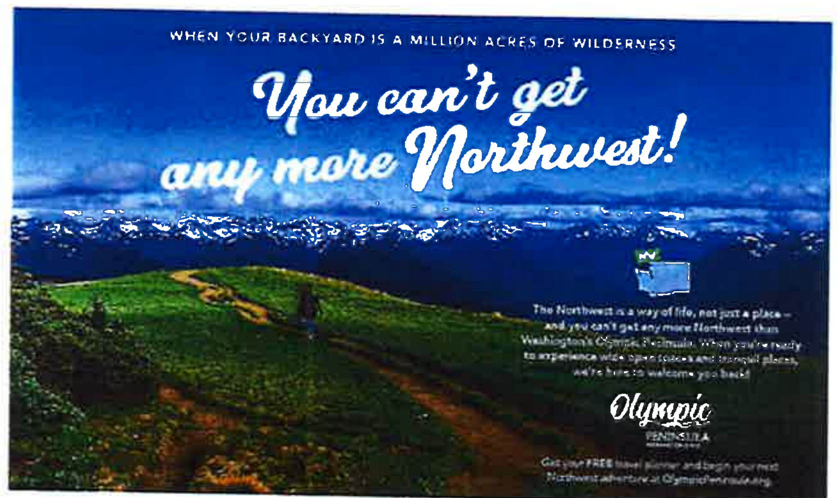
Olympic
PENINSULA

SAMPLE AD CREATIVE

Bus Ads



Digital Ads



1/2 Page Print Ad

Olympic
PENINSULA

CAMPAIGN IMPRESSIONS

TV COMMERCIALS

- 17,586,000 total estimated campaign impressions
- 94.5 reach & 11.3 frequency
- 409 total spots shown on live programming

BUS ADS

- 19,463,417 total estimated campaign impressions
- 90 King & Tail ads throughout Seattle, Pierce County & Portland

GOOGLE & MICROSOFT ADS

- 21,280 clicks to OlympicPeninsula.org
- 2,213,999 impressions
- 43.76% search conversion rate (11.08X industry average)
- 17.85% display conversion rate (45.77X industry average)
- 7,576 highly qualified conversions

PRINT ADS

- NW Travel 1/2 page ad: 225,000 estimated impressions
- 1889 Magazine 1/2 page ad: 137,000 estimated readers

*Google & Microsoft Ad numbers are based on March 1 to June 14, 2021 OlympicPeninsula.org website statistics.

Olympic PENINSULA

IMPRESSIONS PER INDIVIDUAL CO-OP BUY-IN

CLALLAM COUNTY

- 5,971,683+ (TV AND BUS)

JEFFERSON COUNTY

- 5,971,683+ (TV AND BUS)

PORT ANGELES

- 5,971,683+ (TV AND BUS)

SEQUIM

- 5,971,683+ (TV AND BUS)

PORT LUDLOW

- 5,971,683+ (TV AND BUS)

FORKS

- 2,079,000+ (TV)

**We have received bonus time on TV and buses, so actual numbers are likely to be higher.*

Olympic PENINSULA

Olympic
PENINSULA

THANK YOU FOR YOUR SUPPORT IN A SUCCESSFUL CAMPAIGN!

Black Ball
MARKETING

May 2021 Room Tax Report

Clal. Co	January	February	March	April	May	June	July	August	September	October	November	December	YTD	MTD	% Change
2021	**$41,234.47**	**$52,664.55**	**$73,732.76**	**$71,384.48**	**$114,540.40**								$353,556.66	**$353,556.66**	125.27%
2020	$32,556.07	$37,693.92	$40,679.21	$39,731.36	$6,289.26	$2,198.56	$43,110.81	$102,444.89	$160,075.87	$132,469.30	$124,311.26	$66,996.65	$788,557.16	$156,949.82	-18.78%
2019	$21,055.74	$43,046.43	$37,244.32	$28,807.02	$63,079.64	$65,055.68	$93,931.88	$135,017.28	$156,745.60	$152,906.83	$131,121.09	$63,596.63	$991,608.14	$193,233.15	5.39%
2018	$20,039.32	$58,345.54	$25,978.70	$29,671.08	$49,322.91	$45,182.11	$73,573.25	$113,039.12	$115,085.98	$169,643.01	$173,853.16	$44,337.19	$918,071.37	$183,357.55	11.38%
2017	$19,737.28	$57,889.40	$26,236.56	$21,010.60	$39,746.00	$78,751.14	$78,136.72	$98,096.40	$105,764.40	$102,560.50	$114,945.08	$45,556.24	$788,430.32	$164,619.84	13.35%
2016	$13,263.38	$65,009.50	$17,598.01	$23,695.61	$25,665.70	$32,083.65	$45,697.55	$84,901.82	$92,816.54	$89,289.74	$105,454.70	$32,063.98	$627,540.18	$145,232.20	24.00%
2015	$18,498.56	$53,383.94	$11,472.80	$11,450.60	$22,313.46	$20,414.18	$37,880.30	$74,184.70	$77,758.62	$77,149.30	$93,570.32	$27,540.36	$525,617.14	$117,119.36	42.73%
2014	$11,771.08	$35,207.04	$11,804.76	$7,593.68	$15,679.20	$18,135.80	$32,462.00	$62,142.66	$78,442.28	$84,382.62	$95,224.36	$26,640.72	$479,486.20	$82,055.76	

P.A.	January	February	March	April	May	June	July	August	September	October	November	December	YTD	MTD	% Change
2021	**$29,706.66**	**$27,669.61**	**$34,779.78**	**$35,259.89**	**$55,570.09**								$182,986.03	**$182,986.03**	31.38%
2020	$34,334.66	$30,426.63	$28,744.11	$31,752.03	$14,023.82	$5,387.68	$21,148.05	$37,748.92	$85,301.46	$100,138.89	$71,138.54	$47,848.92	$507,993.71	$139,281.25	-6.08%
2019	$29,107.95	$31,261.66	$26,222.34	$22,065.27	$39,640.08	$48,157.01	$72,624.87	$96,293.39	$142,359.68	$144,375.36	$94,453.64	$52,463.96	$799,025.21	$148,297.30	11.62%
2018	$18,643.30	$30,612.54	$22,886.34	$24,066.14	$36,654.61	$47,586.77	$71,125.43	$94,107.25	$144,298.29	$142,047.88	$93,364.80	$43,459.70	$768,853.05	$132,862.93	9.21%
2017	$21,593.26	$26,565.78	$19,321.88	$24,119.06	$30,060.44	$41,111.18	$59,074.38	$89,816.42	$135,072.98	$137,473.32	$97,199.10	$50,434.30	$731,842.10	$121,660.42	-15.19%
2016	$22,540.80	$24,679.86	$40,770.18	$21,386.50	$34,065.92	$41,124.80	$58,782.14	$81,170.00	$124,299.26	$124,232.32	$93,031.74	$39,689.48	$705,773.00	$143,443.26	47.92%
2015	$16,653.42	$19,918.77	$14,892.19	$20,395.22	$25,115.84	$40,632.02	$52,646.16	$71,411.98	$108,977.36	$111,495.74	$75,321.88	$39,369.22	$596,829.80	$96,975.44	0.50%
2014	$19,230.84	$17,842.26	$16,970.75	$17,177.66	$25,267.30	$27,223.00	$42,532.48	$57,037.06	$99,010.60	$113,034.82	$68,014.86	$33,528.92	$536,870.55	$96,488.81	

Sequim	January	February	March	April	May	June	July	August	September	October	November	December	YTD	MTD	% Change
2021	**$16,542.54**	**$15,096.62**	**$20,862.28**	**$27,091.77**	**$28,950.88**								$108,544.09	**$108,544.09**	59.06%
2020	$14,435.53	$16,706.72	$17,118.28	$15,188.08	$4,791.47	$15,904.01	$16,176.22	$24,528.28	$58,171.52	$36,833.06	$38,134.39	$25,872.15	$283,859.71	$68,240.08	-17.25%
2019	$15,982.29	$14,533.37	$13,513.48	$13,753.99	$24,683.51	$25,005.68	$38,439.35	$45,097.27	$68,994.24	$63,544.40	$42,190.78	$34,093.55	$399,831.91	$82,466.64	3.54%
2018	$14,979.30	$14,306.04	$14,275.72	$16,544.24	$19,538.77	$25,626.37	$35,058.87	$41,486.18	$66,161.67	$83,245.17	$20,197.47	$26,663.96	$378,083.76	$79,644.07	7.18%
2017	$15,121.34	$14,273.08	$11,956.78	$14,553.62	$18,402.28	$23,241.58	$30,288.04	$37,489.36	$58,883.36	$59,745.86	$42,810.06	$22,808.58	$349,573.94	$74,307.10	19.55%
2016	$12,320.30	$11,062.18	$10,295.50	$13,785.16	$14,694.88	$20,566.52	$26,855.20	$36,098.82	$54,558.06	$54,962.02	$37,840.56	$19,486.14	$312,525.34	$62,158.02	4.99%
2015	$12,223.02	$8,997.22	$9,977.34	$12,747.28	$15,260.98	$18,731.34	$24,306.76	$30,020.78	$48,815.56	$48,365.04	$30,543.20	$18,946.94	$278,935.46	$59,205.84	22.54%
2014	$10,659.60	$7,762.24	$8,007.00	$9,270.66	$12,616.24	$14,969.88	$21,398.42	$23,294.38	$42,455.40	$45,955.44	$26,739.06	$15,725.32	$238,853.64	$48,315.74	

Forks	January	February	March	April	May	June	July	August	September	October	November	December	YTD	MTD	% Change
2021	**$11,870.47**	**$9,868.20**	**$13,837.32**	**$13,862.82**	**$27,560.75**								$76,999.56	**$76,999.56**	73.83%
2020	$9,609.28	$7,984.88	$8,996.30	$8,947.36	$8,756.91	$648.59	$7,845.14	$17,587.44	$33,530.16	$42,082.24	$30,870.12	$21,251.12	$198,109.54	$44,294.73	-4.54%
2019	$8,841.54	$6,178.36	$8,335.22	$11,118.42	$11,925.56	$16,154.91	$26,893.64	$33,349.29	$41,329.82	$42,993.27	$30,125.36	$16,484.04	$253,729.43	$46,399.10	3.13%
2018	$7,914.92	$7,290.66	$6,511.72	$9,384.98	$13,887.94	$11,590.67	$19,384.22	$26,460.48	$37,428.29	$31,991.26	$26,305.63	$13,359.95	$211,510.72	$44,990.22	13.04%
2017	$6,965.82	$6,271.14	$8,455.22	$7,215.28	$10,891.28	$11,614.02	$18,080.80	$23,388.14	$29,879.18	$30,043.92	$27,283.60	$12,806.26	$192,894.66	$39,798.74	9.10%
2016	$6,575.86	$4,898.52	$5,706.10	$8,351.92	$10,945.72	$10,646.16	$13,559.28	$20,214.66	$24,558.54	$30,176.72	$16,871.16	$17,082.96	$169,587.60	$36,478.12	11.83%
2015	$6,534.86	$5,148.50	$5,559.40	$6,994.62	$8,381.54	$9,081.26	$10,161.34	$15,510.16	$23,789.04	$29,235.40	$20,273.02	$10,446.24	$151,115.38	$32,618.92	3.54%
2014	$4,963.18	$6,876.88	$4,767.52	$6,791.86	$8,104.04	$8,075.02	$10,632.56	$13,505.82	$23,021.02	$24,611.16	$16,927.24	$8,337.28	$136,613.58	$31,503.48	

Jeff. Co	January	February	March	April	May	June	July	August	September	October	November	December	YTD	MTD	% Change
2021	**$38,925.82**	**$45,229.94**	**$46,407.13**	**$43,406.48**	**$65,961.50**								$239,930.87	**$239,930.87**	80.19%
2020	$31,208.52	$33,263.68	$28,921.38	$28,566.17	$11,196.91	$533.76	$22,715.37	$41,591.37	$75,131.03	$78,437.33	$75,232.02	$54,415.58	$481,213.12	$133,156.66	-14.31%
2019	$28,817.97	$40,024.49	$24,277.10	$21,724.70	$40,545.40	$42,349.77	$47,889.57	$69,624.83	$87,495.61	$59,893.26	$64,163.76	$41,780.75	$568,587.21	$155,389.66	3.65%
2018	$22,594.98	$45,060.38	$18,799.70	$23,064.24	$40,396.57	$35,892.03	$43,754.88	$64,217.70	$68,130.01	$64,462.13	$62,351.70	$45,163.84	$533,888.16	$149,915.87	1.82%
2017	$19,177.76	$52,819.70	$16,661.22	$20,633.70	$37,946.58	$31,161.52	$38,074.08	$64,460.32	$56,181.88	$58,058.42	$68,607.38	$32,423.26	$496,205.82	$147,238.96	12.12%
2016	$18,366.50	$50,911.43	$14,393.60	$18,348.78	$29,298.50	$29,333.88	$33,479.14	$56,188.52	$53,334.68	$59,800.36	$57,837.62	$25,904.24	$447,197.25	$131,318.81	23.71%
2015	$17,011.22	$36,086.78	$14,242.40	$14,983.04	$23,824.36	$25,021.90	$27,653.98	$48,796.64	$44,665.06	$49,122.12	$49,494.00	$25,149.24	$376,050.74	$106,147.80	20.55%
2014	$13,530.84	$30,316.36	$12,683.40	$12,399.06	$19,122.32	$18,759.16	$24,510.86	$37,504.38	$42,318.96	$43,628.44	$46,845.70	$33,825.30	$335,444.78	$88,051.98	

Port T.	January	February	March	April	May	June	July	August	September	October	November	December	YTD	MTD	% Change
2021	**$21,393.25**	**$20,252.85**	**$19,399.19**	**$21,639.46**	**$38,131.79**								$120,816.54	**$120,816.54**	2.87%
2020	$32,168.38	$29,943.18	$25,007.02	$18,176.86	$12,145.41	$4,877.35	$10,074.67	$32,855.52	$40,203.86	$45,121.84	$56,031.27	$32,941.20	$339,546.56	$117,440.85	-15.95%
2019	$31,064.06	$25,832.94	$26,895.65	$21,384.31	$34,548.20	$40,498.09	$47,394.37	$60,561.56	$82,013.38	$89,017.30	$61,722.25	$43,381.46	$564,313.57	$139,725.16	1.47%
2018	$28,204.18	$27,142.20	$21,658.80	$28,774.07	$31,927.59	$35,658.03	$43,446.89	$55,747.64	$75,133.29	$79,021.22	$65,074.84	$42,396.64	$534,185.39	$137,706.84	6.98%
2017	$29,274.20	$26,849.56	$18,613.82	$23,770.60	$30,209.64	$35,699.90	$40,149.94	$54,029.42	$76,065.76	$72,230.96	$61,921.74	$39,687.46	$508,503.00	$128,717.82	2.38%
2016	$21,856.56	$26,262.20	$22,215.10	$21,765.76	$33,626.90	$35,431.84	$41,061.44	$52,450.84	$62,436.86	$64,688.96	$62,230.28	$30,911.64	$474,938.38	$125,726.52	4.67%
2015	$21,452.72	$20,000.48	$16,992.86	$34,899.20	$26,768.04	$27,612.58	$33,825.32	$48,143.06	$66,770.66	$62,099.52	$50,745.46	$34,548.38	$443,858.28	$120,113.30	33.15%
2014	$18,038.90	$20,248.36	$14,390.74	$16,016.08	$21,515.20	$22,217.46	$23,867.80	$29,349.46	$61,522.60	$56,190.04	$49,312.56	$29,491.08	$362,160.28	$90,209.28	

GHC	January	February	March	April	May	June	July	August	September	October	November	December	YTD	MTD	% Change
2021	**$163,455.33**	**$151,458.09**	**$165,857.08**	**$158,110.02**	**$227,172.49**								$866,053.01	**$866,053.01**	88.53%
2020	$107,691.21	$111,676.01	$98,994.00	$100,371.96	$40,635.18	$21,656.17	$152,778.09	$206,945.35	$334,312.32	$322,585.87	$291,095.32	$192,631.07	$1,981,372.55	$459,368.36	-12.92%
2019	$102,909.29	$114,433.41	$96,832.56	$87,023.39	$126,354.51	$156,435.02	$153,527.59	$220,231.99	$321,894.62	$352,375.57	$203,314.40	$113,788.10	$2,049,120.45	$527,553.16	12.63%
2018	$82,274.94	$110,148.38	$86,566.46	$79,859.81	$109,534.12	$137,838.11	$128,984.49	$197,123.24	$276,957.80	$310,206.72	$202,243.41	$82,665.22	$1,804,402.70	$468,383.71	4.64%
2017	$83,177.67	$112,472.81	$79,383.47	$79,146.08	$93,415.31	$137,343.53	$120,308.75	$171,347.46	$247,909.84	$283,083.61	$209,366.60	$108,503.98	$1,725,459.11	$447,595.34	5.06%
2016	$72,700.99	$109,146.10	$79,971.70	$73,975.67	$90,262.30	$116,530.92	$109,066.15	$170,159.26	$239,502.23	$251,072.05	$190,312.09	$93,602.80	$1,596,302.26	$426,056.76	3.54%
2015	$64,545.53	$96,898.34	$83,517.49	$74,567.64	$91,975.21	$100,509.64	$100,660.36	$142,865.53	$210,962.91	$236,114.42	$164,002.30	$84,702.37	$1,451,321.74	$411,504.21	26.51%
2014	$52,828.60	$86,510.79	$61,584.62	$55,177.41	$69,184.77	$85,905.48	$83,277.94	$114,259.17	$170,992.67	$200,494.61	$144,525.17	$73,842.07	$1,198,583.30	$325,286.19	

Figures are acquired from the Dept. of Revenue (www.dor.wa.gov) and are two months behind. Figures are the total of both "State Shared Hotel/Motel" and "Additional Local Hotel/Motel" taxes combined. Percentage is the amount changed from one year (month to date) to the next (month to date). Clallam, Jefferson, Grays Harbor, and Mason County figures refer to all lodgings within county borders excluding the major towns already listed. Clallam County figures experienced lower than predicted growth due to three specific lodgings that changed ownership in 2015.

Office of the Secretary of State
Corporations & Charities Division

Filed
Secretary of State
State of Washington
Date Filed: 01/14/2021
Effective Date: 01/14/2021
UBI #: 601 007 747

EXPRESS ANNUAL REPORT WITH CHANGES

BUSINESS INFORMATION

Business Name:
OLYMPIC PENINSULA VISITOR BUREAU

UBI Number:
601 007 747

Business Type:
WA NONPROFIT CORPORATION

Business Status:
ACTIVE

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

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

Expiration Date:
02/28/2022

Jurisdiction:
UNITED STATES, WASHINGTON

Formation/Registration Date:
02/06/1987

Period of Duration:
PERPETUAL

Inactive Date:

Nature of Business:
PROMOTING TOURISM ON THE OLYMPIC PENINSULA

REGISTERED AGENT RCW 23.95.410

Registered Agent Name	Street Address	Mailing Address
LINDA OFFUTT	618 S PEABODY ST STE F, PORT ANGELES, WA, 98362-6244, UNITED STATES	

PRINCIPAL OFFICE

Phone:
3604528552

Email:

DIRECTOR@OLYMPICPENINSULA.ORG

Street Address:

618 S PEABODY ST #F, PORT ANGELES, WA, 98362, USA

Mailing Address:

PO BOX 670, PORT ANGELES, WA, 98362-0157, USA

GOVERNORS

Title	Type	Entity Name	First Name	Last Name
GOVERNOR	INDIVIDUAL		PAM	DAHL
GOVERNOR	INDIVIDUAL		ERIL	PLUNKETT
GOVERNOR	INDIVIDUAL		ANNA	MANILDI

NATURE OF BUSINESS

- PROMOTING TOURISM ON THE OLYMPIC PENINSULA

EFFECTIVE DATE

Effective Date:
01/14/2021

CONTROLLING INTEREST

1. Does your entity own real property such as land or buildings (including leasehold interests) in Washington?
NO
2. As of January 1, 2019, has there been a transfer of stock, other financial interest change, or an option agreement exercised that resulted in a transfer of at least 16⅔ percent interest in the entity?
NO
   a. If "yes", has the transfer of stock, other financial interest change, or an option agreement exercised resulted in a transfer of controlling interest (50 percent or greater)?
NO
3. As of January 1, 2019, has an option agreement been executed allowing for the future purchase or acquisition of the entity?
NO

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

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

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

RETURN ADDRESS FOR THIS FILING

Attention:
KATHLEEN TEMPLE
Email:
SIMPLEACCOUNTING123@GMAIL.COM
Address:
PO BOX 670, PORT ANGELES, WA, 98362-0157, USA

EMAIL OPT-IN

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

AUTHORIZED PERSON

Person Type:
INDIVIDUAL

First Name:
KATHLEEN

Last Name:
TEMPLE

Title:
BOOKKEEPER

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