



AGENDA

CLALLAM COUNTY LODGING TAX ADVISORY COMMITTEE

**223 East 4th Street, Room 160
Port Angeles, Washington
Thursday, May 12, 2022 – 1:30 p.m.**

Lodging Tax Advisory Committee meetings will be available virtually at:

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

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

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

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

- I. **CALL TO ORDER, ROLL CALL**
- II. **REQUEST FOR MODIFICATIONS/APPROVAL OF AGENDA**
- III. **APPROVAL OF MINUTES FOR THE MEETING ON:**
 - **April 14, 2022**
- IV. **PUBLIC COMMENT**
- V. **BUSINESS**
 - a. **Review of financial LTAC projections – Mark Lane**
 - b. **Review and vote to approve to forward recommendations to the BOCC - “2022 LTAC Funding Request” RFP (2nd call)**
- VI. **PUBLIC COMMENT**
- VII. **ADJOURNMENT**

LTAC 2022 meeting dates:

- June 9, 2022
- September 8, 2022
- October 13, 2022
- November 10, 2022
- December 8, 2022

Lodging Tax Advisory Committee
Draft Minutes
April 14, 2022



CLALLAM COUNTY LODGING TAX ADVISORY COMMITTEE MINUTES of April 14, 2022

MEETING OF THE LODGING TAX ADVISORY BOARD (LTAC)

Chair Commissioner Johnson called the meeting to order at 1:30 p.m., Thursday, April 14, 2022. Also present were Lissy Andros, Ryan Malane, Marc Abshire, Vanessa Fuller, Lorrie Mittmann, Matthew Peloquin, Donya Alward and Pamela Dahl. Members appeared by video or in person.

REQUESTS FOR MODIFICATIONS/APPROVAL OF AGENDA

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

APPROVAL OF MINUTES

- Minutes March 10, 2022

ACTION TAKEN: Andros to approve the minutes as presented, Abshire seconded, motion carried

PUBLIC COMMENT

- Marsha Massey, Olympic Peninsula Visitor Bureau (OPVB), commented on new flyers and report from the OPVB.

BUSINESS ITEMS

a. Review of financial LTAC projections

Johnson provided an update. LTAC Members discussed projections related to their organization.

b. Discussion on Budget for 2022 Hotel/Motel (2nd call) Funding requests

Johnson briefed the LTAC Members. Members held discussion regarding the budget for the 2nd call of applications. Johnson noted that there would likely be a spring and fall round of allocations. LTAC Members held discussion regarding the budget, allocation and reserve.

c. Discussion on Peninsula Adventure Sports 2022 Hotel/Motel request

Mittmann updated the LTAC Members on the request to extend the 2022 funding award for Peninsula Adventure Sports to 2023. Mittmann noted that the race date would be changed to Crab Festival weekend in 2023. Debi Cook – Budget Director noted that she can make the change to the contract. LTAC Members discussed concerns with holding these two events during the same weekend.

d. Discussion on Olympic Peninsula Tourism Plan

Johnson briefed the LTAC Members. Marsha Massey provided feedback on plans from other areas. LTAC Members held discussion.

REPORTS

- Malane provided an update on Blackball Ferry visitors, cruise ships, volume of travelers, COVID testing.

NEXT MEETING – May 12, 2022 at 1:30 p.m.

ADJOURNMENT – Meeting concluded at 2:54 p.m.

Lodging Tax Advisory Committee
Financial Report
Mark Lane

Lodging Tax Advisory Committee
LTAC Funding Request
Attorney Stanley Response

Prosecutor Review of May 2022 Lodging Tax Funding Applications (LAR 22-121)

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 expendituresⁱ of tourism-related facilitiesⁱⁱ 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	ELIGIBILITY DETERMINATION
Clallam County Gem & Mineral Assoc.	Rock & Gem Show – Vern Burton rental costs	\$5,000		ELIGIBLE - LTAC funds may be used for the marketing and operations of special events and festivals that are designed to attract tourists. RCW 67.28.1816(b).
Lincoln Park BMX Assoc.	USABMX Northwest Gold Cup Finals	\$19,570	Host fee, rental cars, hotel rooms are operational expenses. Parking lot improvements are allowable if the parking lot is located on land owned by a municipality. It appears that this parking lot is owned by the City of Port Angeles.	ELIGIBLE - LTAC funds may be used for the marketing and operations of special events and festivals that are designed to attract tourists. RCW 67.28.1816(b). ELIGIBLE - LTAC funds may be used to for capital expenditures of tourism related facilities owned by a municipality. RCW67.28.1816(c).
Peninsula Trails Coalition	Graffiti, vandalism, and trailhead cleanups, online stories, coordination with transportation providers	\$20,000	This is a request from a non-profit but it is for the maintenance of a tourism-related facility owned by a municipality.	ELIGIBLE - LTAC Funds may be used to support the operations of tourism related facilities owned by a municipality. (RCW 67.28.1816(c)) and may also be used for tourism marketing (RCW 67.28.1816(a)).

Sequim-Dungeness Valley Chamber of Commerce	Bicycle Rest and Repair Area	\$8,613.02	Funds requested are for a capital improvement project on land owned by a non-profit. To the extent this is a permanent improvement to the land, this is not eligible. To the extent that these are equipment purchases and not permanent improvements to the land, the expenditures cannot exceed \$5,000 per unit.	PARTIALLY INELIGIBLE LTAC Funds may be used to support the operations of tourism related facilities owned by a non-profit, but capital expenditures are not permitted. RCW 67.28.1816(d).
Port Angeles Marathon Assoc.	Chrono track timing system	\$17,287	The capitalization threshold for equipment is \$5,000 per unit. Each piece of equipment that costs more than \$5,000 is a capital expenditure.	PARTIALLY ELIGIBLE - LTAC funds may be used for the marketing and operations of special events and festivals that are designed to attract tourists. RCW 67.28.1816(b). Funds cannot be used for capital expenditures.
Dungeness River Nature Center	Exhibit Hall – interpretive panels and structures	\$112,147	This request is for a capital improvement project with an intended life of more than one year.	INELIGIBLE - LTAC Funds may be used to support the operations of tourism related facilities owned by a non-profit, but capital expenditures are not permitted. RCW 67.28.1816(d).
Port Angeles Waterfront Center	Marketing and Sales for event center	\$145,000	This request includes direct marketing expenses and also operational expenses such as hiring and training event staff.	ELIGIBLE - LTAC Funds may be used to support the operations of tourism related facilities owned by a non-profit. RCW 67.28.1816(d). LTAC funds may be used for tourism marketing. RCW 67.28.1816(a).

Forks Chamber of Commerce	Rainforest Arts Center Improvements	\$53,638	There is a letter included in the application from the City of Forks. All capital assets will be owned by the City of Forks.	ELIGIBLE - LTAC funds may be used to for capital expenditures of tourism related facilities owned by a municipality. RCW67.28.1816(c).
	Forever Twilight in Forks Festival equipment rentals			ELIGIBLE - LTAC funds may be used for the marketing and operations of special events and festivals that are designed to attract tourists. RCW 67.28.1816(b).
Olympic Peninsula Visitor Bureau	TREAD App	\$15,000		ELIGIBLE - LTAC funds may be used for tourism marketing. RCW 67.28.1816(a).

Please contact DPA Elizabeth Stanley with any questions.

ⁱ Clallam County Policy 500.5.15 Capital Item Definitions and Thresholds

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

Expenditures that qualify as capital are defined as:

- a. Purchase, construction, and/or installation of items such as machinery, equipment, buildings, improvements, land, easements, or infrastructure having a useful life of more than one year. Capitalization threshold is that amount used by Washington State Government. [Currently set at \$5,000.]
- b. Purchase and installation of computer software. Capitalization threshold is \$100,000.
- c. Road construction which increases the value of the road, as opposed to maintenance to maintain its value. Capitalization threshold is \$250,000.

ⁱⁱ RCW 67.28.080(7) "Tourism-related facility" means real or tangible personal property with a usable life of three or more years, or constructed with volunteer labor that is: (a)(i) Owned by a public entity; (ii) owned by a nonprofit organization described under section 501(c)(3) of the federal internal revenue code of 1986, as amended; or (iii) owned by a nonprofit organization described under section 501(c)(6) of the federal internal revenue code of 1986, as amended, a business organization, destination marketing organization, main street organization, lodging association, or chamber of commerce and (b) used to support tourism, performing arts, or to accommodate tourist activities.

Lodging Tax Advisory Committee
2022 LTAC Funding Requests – 2nd call

Lodging Tax Advisory Committee
2022 LTAC Funding Request – 2nd call
Clallam County Gem & Mineral Association



RECEIVED
CLALLAM CO. COMMISSIONERS

**LODGING TAX FUNDING APPLICATION
2017**

APR 05 2022

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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. Please do not use this application if your organization has already made application for the same project to the Olympic Peninsula Visitor's Bureau or any individual city's Lodging Tax Committees.

I **AMOUNT of Lodging Tax Requested:** \$ 5,000

II **Agency/Organization Name:** Clallam County Gem & Mineral Assoc.
Organization is ☐ Government Entity ☐ 501(c)3 ☐ 501(c)6 ☐ Other
Federal Tax ID No. 90-0935764 UBI Number 603 126 870

III **Project/Activity/Event:** Rock, Gem & Jewelry Shows (2)

IV **Representative Contact Information:**
Name, Title Kathy Schreiner - Show Coordinator
Mailing Address 141 Snapdragon Lane, Sequim, WA 98382
Phone(s) 360-460-0827
Email Kmsjcs@olympen.com

V Service Categories, check all applicable:

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

CERTIFICATION

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

Kathy Schreiner
Signature
KATHYRN (KATHY) Schreiner
Print or Type Name

Date: April 5, 2022

LODGING TAX FUNDING APPLICATION 2022

CLALLAM COUNTY GEM & MINERAL ASSOCIATION (CCGMA) is a 65 year old not-for-profit educational organization that was near closing its shop doors and liquidating assets as a result of the covid virus shutdown. In March 2020 covid caused CCGMA to cancel its scheduled Rock, Gem & Jewelry Show. With no source of income and on-going monthly expenses of rent, utilities, liability insurance and other administrative costs, Club members were asked for donations to fund the Club, which the members did do totaling \$10,000 in donations.

When covid restrictions were finally reduced in 2021, the Club planned a September Rock, Gem & Jewelry Show and through a \$5,000 Tourism Marketing Grant from the City of Sequim was able to pay the Vern Burton \$2,500 rental fee, a \$1,144 insurance liability fee and \$750 advertising and publicity expense and hold its September 2021 show. The September show provided sufficient income to meet expenses until our March 2022 show. Another \$5,000 Clallam County Economic Development Council Grant has given CCGMA sufficient funds to pay rent, utilities, liability insurance and other operating costs while a September 2022 Rock, Gem & Jewelry Show is planned for September 10th and 11th, 2022.

CCGMA is applying for a \$5,000 Clallam County Lodging Tax Grant to assist with “MARKETING AND OPERATIONS OF SPECIAL EVENTS AND FESTIVALS (two Rock, Gem & Jewelry Shows) DESIGNED TO ATTRACT VISITORS” to our community. The requested \$5,000 grant, if received, would provide funds to market the show to “rockhounds” and geology enthusiasts on the Olympic Peninsula Community, other rock clubs in western Washington and on Vancouver Island and would help return the Club to a stable financial status. Funds raised at the September show can then be used to take care of lots of deferred maintenance at our Shop, as no funds have been available for this purpose since 2019.

CLALLAM COUNTY GEM & MINERAL ASSOCIATION

Kathryn (Kathy) M. Schreiner – Show Coordinator

A handwritten signature in black ink, appearing to read 'Kathy Schreiner', with a large, stylized loop at the end.

April 5, 2022

LODGING TAX APPLICATION

- 1. How will the project/program help increase the number of people traveling to Clallam County for business or pleasure on a trip?** Clallam County Gem & Mineral Association's ROCK, GEM & JEWELRY SHOWS are unique and the only rock shows in Clallam County and attract "rockhounds" and geology enthusiasts from Clallam County, state of Washington and Vancouver Island. In addition to show attendees, the shows brings in rock, mineral, crystal, fossil and other lapidary vendors from Washington and other states.
- 2. How will the project/program help increase paid overnight accommodations in Clallam County?** CCGMA by sponsoring and coordinating two ROCK, GEM & JEWELRY SHOWS a year, brings vendors who are participating in the show to Clallam County. The vendors set up on Friday and the shows are Saturday and Sunday, leaving on Monday. These vendors require three nights' accommodations and would most likely frequent restaurants and possibly other businesses. The two shows attract attendees from western Washington and, now that the Coho is operational again, "rockhounds" and geology enthusiasts from Vancouver Island.
- 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.** For vendors attending the shows, it is their business and they will come as part of their business plan. Vendors indicate the shows are profitable and fun so they will continue to participate in shows in the future. At the recent March 2022, vendors came from as far away as Idaho and the September 2021 show attracted a vendor from Montana. Vendors commit three days for each show – Friday to set up and Saturday and Sunday for show days. Attendees at the show come for the day or others plan a weekend trip even possibly scheduling trips to the beaches and other areas to look for "local" Clallam County rocks such as Poppy Jasper and Turtle Rock on the beaches along with fossil rocks in the Twin River and Murdock Beach areas.
- 4. How will the project/program encourage visitors to come from another country or state?** Prior to the covid shutdown, CCGMA had a sister club relationship with the Victoria Rock Club. CCGMA members attended their show and the Victoria Rock Club members, along with other attendees from Vancouver Island, came to our ROCK, GEM & JEWELRY SHOWS. With covid restrictions reduced in 2022 and the Coho operational again, it is CCGMA's desire to again have this relationship bringing Canadian visitors to Clallam County.
- 5. If the project/program is an event, please provide the name, dates(s) and estimated attendance.** CCGMA's events are two rock shows = ROCK, GEM & JEWELRY SHOW. The first show is the third Saturday and Sunday in March and the second show is the Saturday and Sunday following Labor Day in September. Our best guestimate of attendance at each show is 2,000-4,000 per show.
- 6. See 2022 Tourism-Impact Estimate (chart)**
- 7. Is there a host hotel for your event? If yes, please identify.** No, show vendors and show attendees handle all their personal arrangements for overnight accommodations.

6. 2022 Tourism-Impact Estimate

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

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

As a direct result of your proposed tourism-related service, please provide:	2022 Estimate	2021 Actual	Methodology
a. Overall attendance at your <i>March</i> event/activity/facility <i>2022 Show</i>	<i>2000 - 4000</i>	<i>No Shows</i>	<i>Guestimate</i>
b. Number of people who travel more than 50 miles for your event/activity/facility	<i>50%</i>	<i>No Shows</i>	<i>Guestimate</i>
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	<i>1%</i>	<i>No Shows</i>	<i>Guestimate</i>
d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.	<i>Unknown</i>	<i>No Shows</i>	
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.	<i>Unknown</i>	<i>No Shows</i>	
f. Number of paid lodging room nights resulting from your event/activity/facility.	<i>Unknown</i>	<i>No Shows</i>	

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.

8. **Describe the prior success of your event/activity/facility in attracting tourists.** Covid restrictions forced cancelation of the March and September 2020 shows and the March 2021 show. The September 2021 and March 2022 shows were held and 26 vendors were in attendance at the shows and an estimated 2000-4000 attendees. It is difficult to calculate accurately show attendees as they come and go numerous times on both Saturday and Sunday.
9. **Describe your target tourist audience (location, demographics, etc.)** The ROCK, GEM & JEWELRY SHOWS are marketed as free, fun-family events. The shows attract “rockhounds” and geology enthusiasts and are marketed to these groups. Kids like rocks and the shows provide not only free rocks for kids, but there are kids games available in “Rock Alley” which they can play to win prizes, including rocks and fossils. On the educational side, a display box of rock and mineral specimens is set up in Rock Alley. A CCGMA member who is a geologist is available to explain the rocks and he also provides a map of the Olympic Peninsula outlining various rock formations from the mountains to the beaches. Flyers for the shows are sent to all elementary school kids in Port Angeles alerting them to the show dates.
10. **Describe how you will promote your event/facility to attract tourists.** CCGMA utilizes all types of local advertising and publicity to promote our shows. Newspaper ads and news stories are in the Peninsula Daily News and Sequim Gazette. Flyers and new releases are also sent to the Forks Forum and the Port Townsend Leader. Radio event ads are purchased from KONP and community service announcements are made on KSQM. The shows are also listed in the Visitor Guides and on Chamber of Commerce event calendars. In addition, show information is on the Club’s website – sequimrocks.org and the Club has recently started a Facebook page. Club members also promote the shows on their personal Facebook pages and on Craig’s List. All vendors coming to the shows are given flyers to distribute to family, friends and rockhounds and they are asked to promote the shows on their websites and Facebook pages.

All rock clubs in western WA belonging to the NW Federation of Mineralogical Society are sent a press release and flyer for the shows to be distributed to their club members.

Promotion within the State of Washington and nationally occurs through the following publications:

NW Federation of Mineralogical Society Newsletter and website - list show dates and location

Washington State Mineral Council – lists show dates and location

Rock & Gem Magazine – lists show dates and location

Rocks & Minerals Magazine – lists show dates and location

11. **Describe how the event/activity/facility will help promote lodging establishments, restaurants, and businesses located in the unincorporated area of Clallam County.** CCGMA does not provide an accommodation reservation program. All vendors and show attendees seek out their own personal accommodations and

reservations at restaurants. If questions are asked regarding accommodations, CCGMA does provide a listing of local lodging establishments with contact information including RV and camping facilities.

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. As mentioned in our cover page, CCGMA received a \$5,000 Tourism Marketing Grant from the City of Sequim in 2021 and a \$5,000 Clallam County Economic Development Grant awarded in 2021 and funded in early 2022.
13. **What is the overall budget for your event/facility? Approximately \$8,000 to \$8,500 for two shows (March and September). What percent of the budget are you requesting from Clallam County Lodging Tax Fund? 58% to 62%. A \$5,000 grant would cover the cost of CCGMA using the Vern Burton Community Center for its September 2022 show and its and its March 2023 show. As an alternative, grant funds could also be used for marketing/advertising, liability insurance, and other costs associated with the shows.**
14. **Please describe your plans for securing the remainder of the funds necessary to complete your event/activity/facility.** Our March show has provided the Club with sufficient income to cover our Club's administrative costs and operational costs of our Shop and the balance of the funds needed for our September show.

A handwritten signature in black ink, reading "Larry DeBruin". The signature is written in a cursive style with a large, stylized "L" and a long, sweeping underline.

**CLALLAM COUNTY GEM & MINERAL ASSOCIATION
ROCK, GEM & JEWELRY SHOWS (2)
PROPOSED BUDGET**

INCOME

Estimated income from:

Vendor Fees	\$9,350
Raffle/Grab Bags/Club Sales	6,368

Total Estimated Income 2 Shows	\$15,718
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EXPENSES

Marketing/Advertising-Newspaper/ Radio	\$ 1,000
Flyers	500
Vendor Supplies	150
Events Supplies (table clothes, grab bags etc.)	200

City of Port Angeles – Vern Burton Community Center rental	<u>5,000</u>
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Total Estimates Expenses Rock, Gem & Jewelry Shows in September 2022 and March 2023	<u>\$ 6,850</u>
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Estimated Net Income from 2 shows	\$ 8,868
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**CLALLAM COUNTY GEM & MINERAL ASSOCIATION (CCGMA)
ROCK, GEM & JEWELRY SHOWS
PROPOSED USE OF GRANT FUNDS**

CCGMA would propose to use the funds from a LTAAC grant for “marketing and operations of special events and festivals (Rock, Gem & Jewelry Shows) designed to attract visitors.”

We are requesting a \$5,000 grant and would use the funds to pay the cost of using the Vern Burton Community Center for our September 2022 show and our March 2023 show. The rental is \$2,500 per show for a \$5,000 total.

BUSINESS INFORMATION

Business Name:

CLALLAM COUNTY GEM AND MINERAL ASSOCIATION (CCGMA)

UBI Number:

603 126 870

Business Type:

WA NONPROFIT CORPORATION

Business Status:

ACTIVE

Principal Office Street Address:

40 HARRISON RD UNIT 4, SEQUIM, WA, 98382-8201, UNITED STATES

Principal Office Mailing Address:

PO BOX 98, SEQUIM, WA, 98382-4301, UNITED STATES

Expiration Date:

07/31/2022

Jurisdiction:

UNITED STATES, WASHINGTON

Formation/ Registration Date:

07/07/2011

Period of Duration:

PERPETUAL

Inactive Date:

Nature of Business:

EDUCATIONAL, SOCIAL

Charitable Corporation:

☐

FEIN Number:

Gross Revenue exceed \$500,000:

☐

Has Members:

☐

Public Benefit Designation:

☐

Host Home:

☐

REGISTERED AGENT INFORMATION

Registered Agent Name:

ANDREW PATAPOFF

Street Address:

1391 PORT WILLIAMS RD, SEQUIM, WA, 98382-9390, UNITED STATES

Mailing Address:

PO BOX 98, SEQUIM, WA, 98382-4301, UNITED STATES

GOVERNORS

Title	Governors Type	Entity Name	First Name	Last Name
GOVERNOR	INDIVIDUAL		TERRY	STOCKMAN
GOVERNOR	INDIVIDUAL		MARK	WEISS
GOVERNOR	INDIVIDUAL		SCOTT	THORNHILL



STATE OF WASHINGTON
SECRETARY OF STATE

Washington Nonprofit Corporation

See attached detailed instructions

- ☐ Standard Filing Fee \$20.00
- ☒ Filing Fee with Expedited Service \$70.00

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SAM REED
OCTOBER 23, 2012
STATE OF WASHINGTON

UBI Number: 603 126 870

ARTICLES OF AMENDMENT

Chapter 24.03 RCW

SECTION 1

NAME OF CORPORATION: (as currently recorded with the Office of the Secretary of State)

CLALLAM COUNTY GEM AND MINERAL ASSOCIATION

SECTION 2

ARTICLES OF AMENDMENT WERE ADOPTED BY: (please check and complete one of the following)

- ☒ The amendment was adopted by a meeting of members held: (Date) OCTOBER 16, 2012
A quorum was present at the meeting and the amendment received at least two-thirds of the votes which members present or represented by proxy were entitled to cast.
- ☐ The amendment was adopted by a consent in writing and signed by all members entitled to vote.
- ☐ There are no members that have voting rights. The amendment received a majority vote of the directors at a board meeting held: (Date) _____

SECTION 3

AMENDMENTS TO ARTICLES ON FILE: (if necessary, attach additional information)

SEE ATTACHMENT

SECTION 4

EFFECTIVE DATE OF ARTICLES OF AMENDMENT: (please check one of the following)

- ☒ Upon filing by the Secretary of State
- ☐ Specific Date: _____ (Specified effective date must be within 30 days AFTER the Articles of Amendment have been filed by the Office of the Secretary of State)

SECTION 5

SIGNATURE: (see instructions page)

This document is hereby executed under penalties of perjury, and is, to the best of my knowledge, true and correct.

x Kathy Bachman KATHY BACHMAN, TREASURE 10/21/2012 360-681-3994
Signature Printed Name and Title Date Phone

Section 3: AMENDMENTS TO ARTICLES ON FILE

PURPOSE:

Clallam County Gem and Mineral Association was organized exclusively for the educational activity in the science of geology as it relates to:

- **The discovery of rock, mineral and fossils in their natural environment and their identifying characteristics,**
- **The art of lapidary which is designed to enhance a rock's natural beauty, and**
- **The promotion of an interest in rocks and the enhancement of learning experiences by the exchange of information and special programs.**

DISTRIBUTION OF ASSETS:

In the event the Clallam County Gem and Mineral Association would be dissolved, all assets, including property will go to the Northwest Federation of Mineralogical Societies if it is exempt under section 501(C)(3) at the time of dissolution. Otherwise assets shall be distributed for one or more exempt purposes within the meaning of section 501(C)(3) of the Internal Revenue Code or corresponding section of any future federal tax code or shall be distributed to the federal government or to a state or local government for public purpose.

CLALLAM COUNTY GEM & MINERAL ASSOCIATION

2022 PROPOSED BUDGET

INCOME	Actual 2021	Proposed 2022	Comments
Membership Fees	2,230.00	2,500.00	
Shop Income	766.00	1,200.00	
SS Room Income	1,490.00	2,400.00	
Shop Classes			
SS Classes	780.00	650.00	
Wire Wrap Classes	291.92		
Faceting Classes	65.00	250.00	
Show Income			
March		7,000.00	
September	6,915.80	7,000.00	Before Expenses
Other Income			
Sale Equipment	1,466.00		
Rock Sale	220.00		
Misc Income			
50/50			
Donations	375.59		
Raffle	150.00		
Other	35.00		
Sub-Total	14,785.31	21,000.00	
Grant	5,000.00	5,000.00	

TOTAL INCOME 19,785.31 26,000.00

TOTAL EXPENSES 20,035.00

PROJECTED SURPLUS	5,965.00	Board Adopted 2/8/2022
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CLALLAM COUNTY GEM & MINERAL ASSOCIATION

2022 PROPOSED BUDGET

EXPENSES	Actual 2021	Proposed 2022	Comments
Rent & Utilities	6,846.19	8,820.00	One month forgiven 2021 \$735/month est 2022
Insurance	1,144.00	1,200.00	
License	76.00	150.00	Business renewal - \$66 Non-Profit Registration - \$10
Taxes		350.00	
PR/ADV	55.00	110.00	\$55 X 2 Visitor's Guide
Website	215.88	200.00	
Repairs/Maint Shop	940.96	500.00	
Show Expenses	532.50	5,625.00	\$5,000 Vern Burton/2 shows Plus Ads & Supplies
Supplies SS	150.72	200.00	
Supplies Saws/Polish/Grind Fire Ext.	98.77 32.61	2,000.00	
Supplies Classes		500.00	\$400 - SS \$100 - Faceting
Membership Fees NW Federation	233.00 229.50	250.00	\$233/2021 & \$229.50/ 2022 **
Misc Fees Post Office Box Office Supplies Room Rent	104.00	130.00	
Total	10,659.13	20,035.00	Board Adopted 2/8/2022

**membership lapse, two fees one year catch up

CLALLAM COUNTY GEM & MINERAL ASSOCIATION
VISIT US AT: SEQUIMROCKS.ORG



ROCK, GEM & JEWELRY SHOW



MARCH 19 & 20, 2022
Saturday 9 am – 5 pm and Sunday 10 am – 4 pm

ROCK VENDORS with rough rock, rock slabs and polished cabochons
JEWELRY VENDORS with beautiful gemstone jewelry
BEAD VENDORS with every bead you can image
VENDORS with crystals, minerals and fossils
VENDORS with tiny to large specimen rocks
VENDORS with faceted gemstones
VENDORS with Ming Trees and other Mineral Art

- “Rock Alley” for the kids with games and free rocks.
- A 40 Item raffle and you need not be present to win.
- Grab bags filled with polished rocks. Get a bag with a silver rock and choose a special prize.

CLALLAM COUNTY GEM & MINERAL ASSOCIATION
MEMBER DEMONSTRATIONS ON GOING
CABOCHON POLISHING -- GEMSTONE FACETING

Vern Burton Community Center
308 East 4th Street, Port Angeles, WA

For more information contact: Kathy Schreiner 360-460-0827
Masks required, and social distancing recommended
inside the Vern Burton Community Center

Lodging Tax Advisory Committee
2022 LTAC Funding Request – 2nd call
Lincoln Park BMX Association



RECEIVED
CLALLAM CO. COMMISSIONER

FEB 22 2022

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

LODGING TAX FUNDING APPLICATION 2022

GUIDELINES

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

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

RECEIVED
CLALLAM CO. COMMISSIONER

FEB 22 2022

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

- I **AMOUNT of Lodging Tax Requested:** \$ 19,570.00
- II **Agency/Organization Name:** Lincoln Park BMX Association
Organization is ☐ Government Entity ☒ 501(c)3 ☐ 501(c)6 ☐ Other
Federal Tax ID No. 82-0747081 UBI Number 604-096-475
- III **Project/Activity/Event:** USABMX Northwest Gold Cup Finals
- IV **Representative Contact Information:**
Name, Title Sean Coleman, President
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
☒ 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: 02.21.2022

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?

The Northwest Goldcup Finals are a National USABMX Event. People who qualify travel to the finals. This is the first time this event has been held in Port Angeles and has not been in Western Washington in 10+ years. The improvements to the Facility through (LTAC City Funds, Volunteers and Business Donations) has increased the attraction for riders wanting to race in Port Angeles.

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

Gold Cup Finals are a two day event. Riders have to race both days to earn the chance for a Gold Cup Plate.

Riders from out of the area will come race Friday and even practice on Thursday, making it a 4-5 day stay in the area.

Riders stay at lodging that has partnered with USABMX to receive a discount on their race fees, making those hotels the preferred Hotels.

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.

90% of riders and spectators will come from 50 miles or more- racing more than one day.

Riders travel the United States racing at the USABMX Nationals (30+ races nationally). Typically 85% drive to these events & 15% fly. USABMX uses their wide market reach to help promote the race through the year.

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

The Northwest Gold Cup Finals is a 8 state region race and British Columbia. Riders who qualify have to race the finals if they want to earn a Gold Cup Plate. There are qualifiers in all states, but only one final. This gets riders to travel to the Finals (the 2020 with Covid & 2021 Impact Reports are attached)

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

USABMX Northwest Gold Cup Finals, September 16-18, 2022. Estimated 3 day attendance- 6,500 people.
(spectators & racers)

6. 2022 Tourism-Impact Estimate

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

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

As a direct result of your proposed tourism-related service, please provide:	2022 Estimate	2021 Actual	Methodology
a. Overall attendance at your event/activity/facility	6,500		based off 2020/2021 attendance records
b. Number of people who travel more than 50 miles for your event/activity/facility	5,860		based off 2020/2021 attendance records
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	3,340		based off 2020/2021 attendance records 9 states represented in 2021, with no Canada
d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.	1,670		based off 2020/2021 attendance records, estimate 50% in county.
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.	1,670		based off 2020/2021 attendance records, estimate 50% in county. 50% in city.
f. Number of paid lodging room nights resulting from your event/activity/facility.	860		based off 2020/2021 attendance records

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

Yes, Red Lion Hotel

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

This is the first time for this event. Lincoln Park BMX has a great record bringing people to our track. In 2021, we had 21,000 riders and spectators come to the track, with 23% traveling from more than 50 miles. Every week we have out of town riders come to the track.

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

All USABMX & BMX Canadian Riders- this final has a national attendance, but mainly the Northwest Region- 9 states and British Columbia. USABMX has over 350 tracks and 76,000 members who can ride at any track. Riders age from 2 to 70 years old. BMX is a family sport where the whole family can and most do race.

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

USABMX handles marketing, they advertise- Nationally, Regionally and also in Canada. During their events they also have a large digital audience. 2021 Gold Cup Finals had 141,000 Engagement on Facebook, Instrgram & TikTok reaching 1,091,027 people at the last Gold Cup Finals. All their events leading up to the event, they advertise the upcoming races (Gold Cup Finals). USABMX uses television, web casting, Pull Magazine (over 70,000 subscriptions and featured in 10 issues, Pull Magazine featured add in at least two issues- with hotel and event information.

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

USABMX uses a travel company to work with local hotels- when a rider stays at one of their selected hotels, they save on race fees. We have been in contact with 18 hotels in Clallam County. We are also renting the fairgrounds to use as camping during the event, as well as camping at the ESP facility on Edgewood Drive.

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 partnership (City of Port Angeles, Chamber of Commerce, OPVB and Lincoln Park) applied through the City of Port to the City of Port Angeles's LTAX committee and was awarded \$10,000.00. I did not submit or work on the City application or would have split the \$24,570 needed between the two.

13. What is the overall budget for your event/activity/facility? \$ 52,370.00

What percent of the budget are you requesting from Clallam County Lodging Tax Fund? 37.4 %

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

If we run short- we can try getting business partners/sponsors who want to advertise during the event. Could increase fees for camping. We planned on running a practice Thursday, but could hold one Wednesday as well to generate additional fees.

	A	B	C	D	E	F	G	H	I	J
1										
2										
3		USA BMX National Bid Proposal Enhancement Budget								
4		(Items in red- Funding paid by County Funds)								
5		Items		Expense			Items		Income	
6		USABMX Host Fee- paid to USABMX By City Funds		\$ 10,000.00			Entry Fees*		\$ -	
7		USABMX Host Fee- paid to USABMX by County Funds		\$ 10,000.00						
8		past winning bids had an equivalent # that offsets USA BMX costs								
9		City of Port Angeles paying \$10,000 of USABMX fee								
10		\$10,000 of County LTAC used to pay other half								
11		Santicans		\$ 3,000.00			Concessions		\$ 12,000.00	
12										
13		Garbage		\$ 1,500.00			Camping Fees Collected		\$ 6,500.00	
14										
15		Concessions- supplies		\$ 8,500.00			Food Vendors Fees Collected		\$ -	
16							(Venders hard to find- if we get any going to have to not charge)			
17		Fairgrounds Rental Fee/ESP Rental Fee		\$ 4,500.00			COPA LTAC Funds		\$ 10,000.00	
18										
19		Track Crew (Comp Races, Food)		\$ 3,500.00			Parking Fees*		\$ -	
20										
21		Cleaning up, Grade & add rock to Parking area (Parking lot used by BMX, Baseball and County for fair (County Funds)		\$ 5,000.00					\$ -	
22		(County funds for cleaning up parking lot- used by city and county events								
23		Fair, baseball, bmx, CDL Training)								
24		Comp meals for 6 USA BMX staff		\$ 1,890.00			50/50 Raffle		\$ 1,500.00	
25		avrg. \$15 per person per meal (3) x 7 days x 6 people								
26		2 rental cars for BMX staff (County Funds)		\$ 700.00			Practice Fees (Thursday before the event)		\$ 1,000.00	
27		avrg. \$50 per day x 2 x 7 days								
28		Staff Hotel Rooms (County Funds)		\$ 3,780.00						
29		estimated \$90 per day (50% off) x6 x 7 days								
30		Total Expenses-		\$ 52,370.00			Total Income-		\$ 31,000.00	
31										
32										
33		Our Bid Proposal Enhancements					USA BMX RESPONSIBILITIES			
34		• \$20,000 Host Fee to USA BMX					1) Market and publicize the event throughout the BMX community and encourage as many athletes, teams, coaches and family members as possible to attend the event, and patronize area hotels, restaurants, and attractions			
35		• Complimentary Parking for race attendees					2) Establish event schedule			
36		• Complimentary breakfast, lunch, dinner for up to 6 event staff personnel					3) Provide and pay all event officials including scoring, staging, bike inspection, starter, registration, turn officials, as well as race announcer			
37		• (2) Complimentary rental cars for event staff while in Port Angeles					4) Provide PA system (if held at Local Track)			
38		• 1:20 / 1:25 complimentary hotel rooms (depending on hotels selected)					5) Provide finish-line scoring/timing equipment			
39		• Staff rooms at Host Hotel at 50% contracted rate					6) Provide event audio FM broadcast			
40		• To Promote ridership in Port Angeles- Lincoln Park BMX to give every new member 5 free races (\$75/Rider x 100 riders = \$7500 cost to the track)					7) Provide commemorative event stickers to all participants			
41		• USABMX pays for all marketing & awards, but gets 100% of entry fees					8) Provide event ads for two months in PULL magazine, USA BMX's official membership publication			
42		HOST ORGANIZATION RIGHTS					9) Provide event posters mailed to surrounding bike shops to promote event			
43		Organization may retain the following rights:					10) Provide event page on the USA BMX website			
44		1) Local sponsorship sales (provided that they are not in conflict with USA BMX National Sponsors and are pre-approved by USA BMX)					11) Provide all event signage for USA BMX sponsors			
45		2) Parking receipts not to exceed \$10 per car per day. To Attract riders made this Free.					12) Provide event awards			
46		3) RV parking receipts					13) Provide pro purse money			
47		4) All revenue from food & beverage/concessions					14) Provide team purse money			
48		5) All revenue from product raffles					15) Official sanctioned event; thereby providing its associated liability insurance			
49		6) All revenue from 50/50 raffle								
50										
51										

	A	B	C	D	E	F	G	H	I	J
52		7) Revenue received from additional clinics/practices/races held in the days before the national event					(a certificate of insurance is available for inspection, listing host organization as additional insured.)			
53										
54										
55										
		*Note- USABMX Collects all entry fees and provides all awards for the event.								

1	A	B	C	D	E	F	G	H	I	J			
2													
3		USA BMX National Bid Proposal Enhancement Budget											
4													
5		Items				Expense		Items			Income		
6		Host Fee- paid to USABMX				\$ 20,000.00		Entry Fees*				\$ -	
7		past winning bids had an equivalent # that offsets USA BMX costs											
8		Santicans				\$ 3,000.00		Concessions				\$ 12,000.00	
9													
10		Garbage				\$ 1,500.00		Camping Fees Collected				\$ 6,500.00	
11													
12		Concessions- supplies				\$ 8,500.00		Food Vendors Fees Collected				\$ 1,800.00	
13													
14		Fairgrounds Rental Fee/ESP Rental Fee				\$ 4,500.00		COPA LTAC Funds				\$ 10,000.00	
15													
16		Track Crew (Comp Races, Food)				\$ 3,500.00		Parking Fees*				\$ -	
17													
18		Cleaning up, Grade & add rock to Parking area (Parking lot used by BMX, Baseball and County for fair				\$ 5,000.00						\$ -	
19													
20		Comp meals for 6 USA BMX staff				\$ 1,890.00		50/50 Raffle				\$ 1,500.00	
21		avg. \$15 per person per meal (3) x 7 days x 6 people											
22		2 rental cars for BMX staff				\$ 700.00		Practice Fees (Thursday before the event)				\$ 1,000.00	
23		avg. \$50 per day x 2 x 7 days											
24		Staff Hotel Rooms				\$ 3,780.00							
25		estimated \$90 per day (50% off) x6 x 7 days											
26		Total Expenses-				\$ 52,370.00		Total Income-				\$ 32,800.00	
27													
28													
29		Our Bid Proposal Enhancements				USA BMX RESPONSIBILITIES							
30		• \$20,000 Host Fee to USA BMX				1) Market and publicize the event throughout the BMX community and encourage as many athletes, teams, coaches and family members as possible to attend the event, and patronize area hotels, restaurants, and attractions							
31		• Complimentary Parking for race attendees				2) Establish event schedule							
32		• Complimentary breakfast, lunch, dinner for up to 6 event staff personnel				3) Provide and pay all event officials including scoring, staging, bike inspection, starter, registration, turn officials, as well as race announcer							
33		• (2) Complimentary rental cars for event staff while in Port Angeles				4) Provide PA system (if held at Local Track)							
34		• 1:20 / 1:25 complimentary hotel rooms (depending on hotels selected)				5) Provide finish-line scoring/timing equipment							
35		• Staff rooms at Host Hotel at 50% contracted rate				6) Provide event audio FM broadcast							
36		• To Promote ridership in Port Angeles- Lincoln Park BMX to give every new member 5 free races (\$75/Rider x 100 riders = \$7500 cost to the track)				7) Provide commemorative event stickers to all participants							
37						8) Provide event ads for two months in PULL magazine, USA BMX's official membership publication							
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39		HOST ORGANIZATION RIGHTS				10) Provide event page on the USA BMX website							
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41		1) Local sponsorship sales (provided that they are not in conflict with USA BMX				12) Provide event awards							
42		National Sponsors and are pre-approved by USA BMX)				13) Provide pro purse money							
43		2) Parking receipts not to exceed \$10 per car per day. To Attract riders made this Free.				14) Provide team purse money							
44		3) RV parking receipts				15) Official sanctioned event; thereby providing its associated liability insurance (a certificate of insurance is available for inspection, listing host organization as additional insured.)							
45		4) All revenue from food & beverage/concessions											
46		5) All revenue from product raffles											
47		6) All revenue from 50/50 raffle											
48		7) Revenue received from additional clinics/practices/races held in the days before the national event											
49													
50													
51		*Note- USABMX Collects all entry fees and provides all awards for the event.											

2022 LINCOLN PARK BMX BUDGET

Income			
	Concessions	\$	21,000.00
	Apparel/Advertising	\$	7,200.00
	Practices	\$	5,500.00
	Bike Sales	\$	3,500.00
	Single Point Races fee & memberships	\$	19,700.00
	State Qualifier Race	\$	20,500.00
	Race Packages	\$	1,500.00
	Donations/Sponsors	\$	20,000.00
	USABMX Fee Collected	\$	7,500.00
	Pump Track Grants & Donations	\$	235,000.00
	Misc (50/50)	\$	3,500.00
	Savings for Long Term Equipment Replacement & Repairs	\$	45,000.00
	Savings on hand- Pump Track Construction	\$	83,500.00
	Gold Cup Finals Income	\$	32,800.00
Total Income		\$	506,200.00
Expenses			
	Awards	\$	16,500.00
	Concessions	\$	8,500.00
	Taxes	\$	700.00
	Insurance & Security	\$	1,900.00
	Advertising	\$	3,500.00
	USABMX Sanction Fees & Membership fees	\$	19,500.00
	Apparel	\$	4,500.00
	Santi-can	\$	6,500.00
	Scholarship Program/Donations	\$	6,500.00
	Track Bike Program	\$	10,200.00
	Professional fees	\$	1,700.00
	Long term Equipment Replacement	\$	12,000.00
	Gold Cup Finals Expenses	\$	52,370.00
Yearly projects & Capital Improvements			
	Service air rams	\$	3,000.00
	Repairs Turn #2	\$	4,000.00
	Slurry Track Surface & Track Work	\$	10,500.00
	New Office/Concession Building (2021/2022)	\$	22,500.00
	Tree Removal	\$	1,200.00
	Additional Conex for Storage	\$	5,000.00
	2nd Straight Retaining Wall	\$	5,000.00
	Wifi Camera upgrade & wireless bridge & additional speaker	\$	1,500.00
Capital Improvements- Erickson Field (Pump Track)			
	Pump Track Construction	\$	318,500.00
TOTAL Expense		\$	515,570.00
Net Income		\$	(9,370.00)

BUSINESS INFORMATION

Business Name:

LINCOLN PARK BMX ASSOCIATION

UBI Number:

604 096 475

Business Type:

WA NONPROFIT CORPORATION

Business Status:

ACTIVE

Principal Office Street Address:

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

Principal Office Mailing Address:

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

Expiration Date:

02/28/2022

Jurisdiction:

UNITED STATES, WASHINGTON

Formation/ Registration Date:

02/26/2017

Period of Duration:

PERPETUAL

Inactive Date:

Nature of Business:

ATHLETIC

REGISTERED AGENT INFORMATION

Registered Agent Name:

SEAN COLEMAN

Street Address:

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

Mailing Address:

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

GOVERNORS

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



TANGENT
gold
cup
2021 CHAMPIONSHIP SERIES

IMPACT REPORT



Total Engagement

147,887

Total Reach

1,091,027

Net Audience Increase

+452 / 344,310

States Represented | 9
Total Athletes | 686

338

47

125 139

7

3

13

1

13

Total Attendance | 2,196

Total 3-Day Attendance | 6,585

Spectators per Athlete 3.2

Estimated Room Nights | 1,715

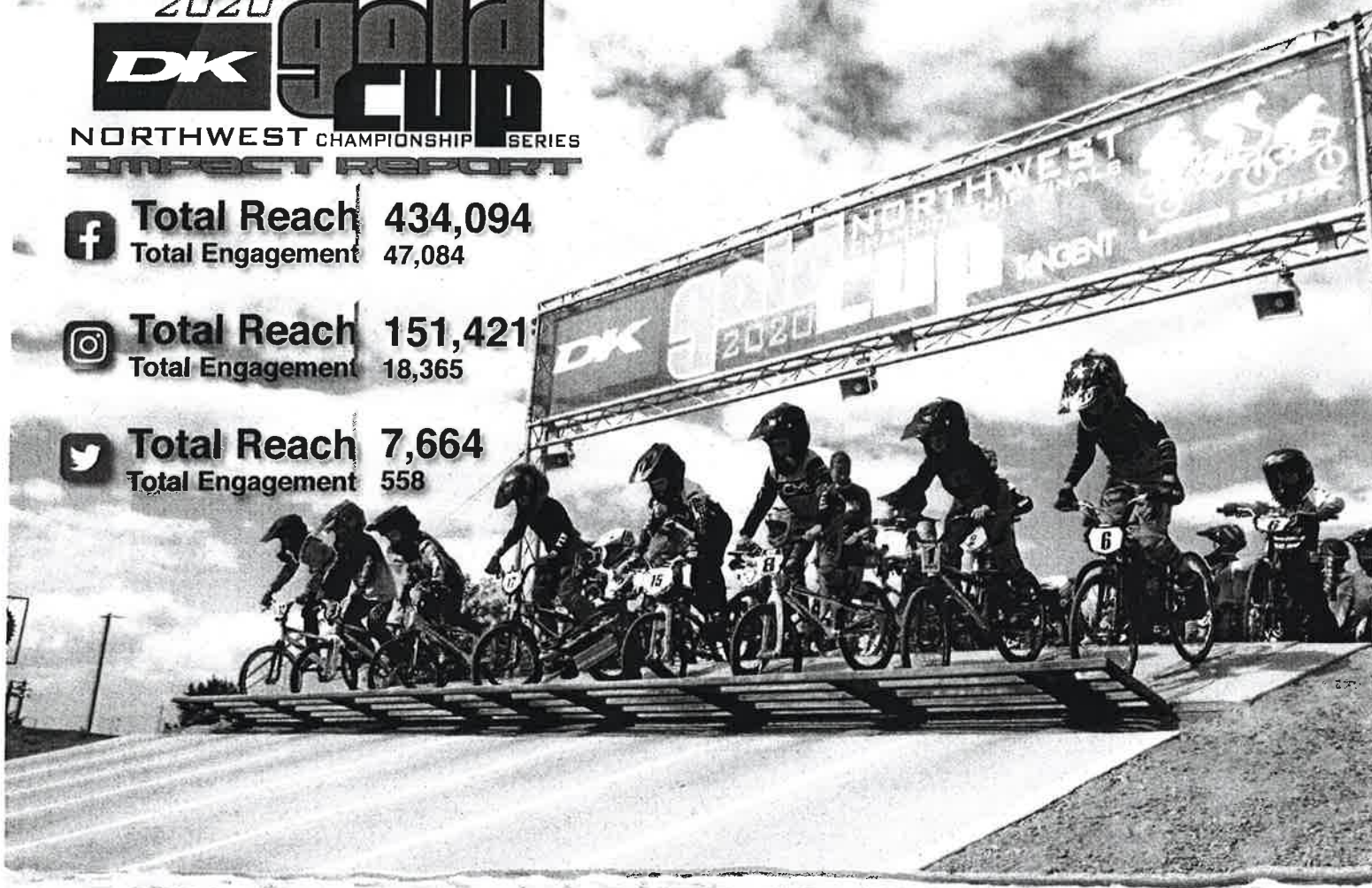
(2.5 Room Nights Per Athlete)

2020 ^{USA BMX} **DK gold cup**
 NORTHWEST CHAMPIONSHIP SERIES
IMPACT REPORT

f **Total Reach** 434,094
Total Engagement 47,084

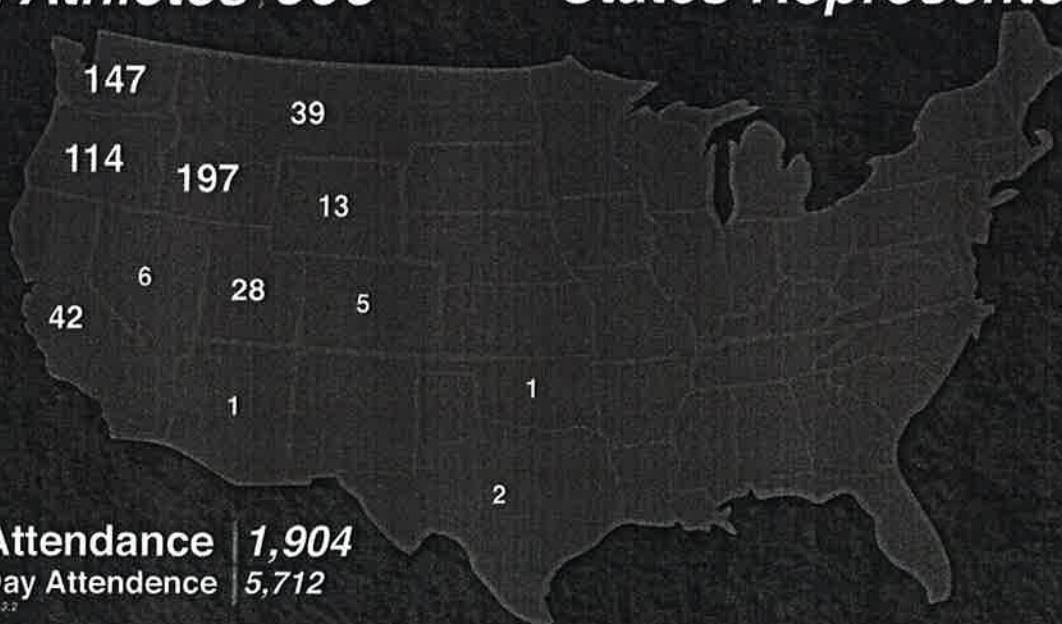
@ **Total Reach** 151,421
Total Engagement 18,365

t **Total Reach** 7,664
Total Engagement 558



Total Athletes 595

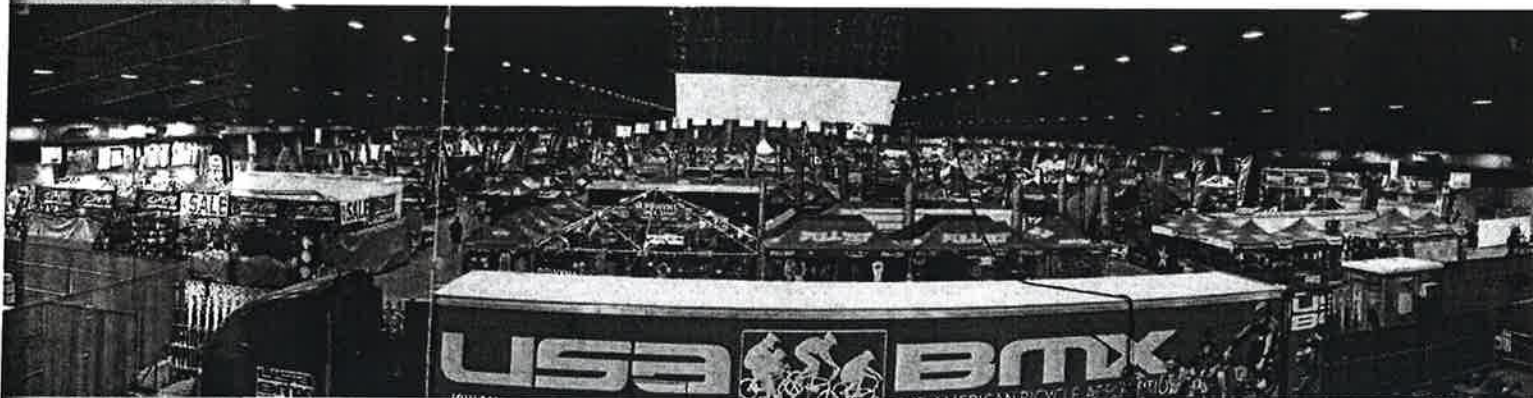
States Represented 12



Total Attendance 1,904
Total 3-Day Attendance 5,712

Spectators per Athlete 3.2

Estimated Room Nights 1,666
 (2.8 Room Nights Per Athlete)



ABOUT USA BMX & THE AMERICAN BICYCLE ASSOCIATION

The American Bicycle Association (ABA) is the sanctioning body for the sport of bicycle motocross (BMX), and also the world's largest BMX sanctioning body. United States operations are conducted under the brand USA BMX and Canadian operations are conducted under the brand BMX Canada. As the parent organization of USA BMX and BMX Canada, the ABA governs and sanctions competition for more than 350 sanctioned BMX tracks and more than 70,000 members across the United States and Canada. ABA promotes BMX racing on several levels including: local, district, state, regional, national and international. Locally, ABA sanctioned more than 11,000 BMX races last year. Annually, the ABA organizes and facilitates a 30 race national championship series with events held across North America. These national events are held at both existing BMX tracks and in various arenas.

BMX racing was one of the first extreme sports and by its very nature is authentically cool. The induction of BMX racing into the Olympic Games in 2008 has catapulted the popularity of the sport and ABA has since been fortunate to experience outstanding membership growth and strong national event participation. Much of this can be credited to the outstanding exposure and great TV coverage during the Beijing, London and Rio Games.

Despite being a non-traditional and extreme sport, national event participation is ageless as racers range from two-year-old balance bike riders on pedal-less bikes to seniors in our Sixty-One & Over class. Because of the vast range of age participation, it is not uncommon to see multiple generations of families competing. The family aspect of our sport is prevalent at all of our events and one of our most treasured assets. Additionally, BMX races are unique as all skill levels of participants from Novice to Professional attend and participate during the event. It is truly amazing to see a race full of five-year-old novice racers followed by an Elite Men's race with the Olympic Gold Medalist a few races later during the course of an event.

The primary goal of the ABA is to have the highest quality athletic events possible for our athletes as well as to take the opportunity provided by a national championship event to promote the sport locally and nationally. In addition, a national championship event will have a substantial economic impact to the community and region in which the event is held.





USA BMX NATIONAL EVENT EXPOSURE & OUTREACH

Each year, 25-30 communities across the United States compete for the chance to host one of USA BMX's three-day National Series Events. The chance to bring the Olympic sport of BMX racing to your track, to your schools and to your community, is truly an exciting proposition!

USA BMX leverages our experienced marketing and public relations team, to activate the sports' professional riders and Olympic Champions for your community. By offering compelling STEM programming, motivational speakers or racing demonstrations, our pre-race community outreach provides kids in your cities with memories to last a lifetime.

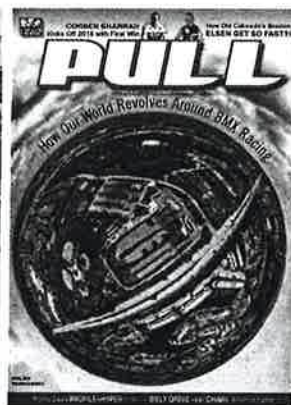
Building on the captivating stories of your community's riders, USA BMX National Series Events drive exposure for your city in both local and national media outlets. Our athletes and events have garnered earned media coverage on CNN, NBC Nightly News and, most recently, the cover story of Southwest Airlines Magazine.

Even after the race, BMX continues to highlight the stories in your community with race coverage in our monthly membership magazine, PULL, our social media channels (500,000+ followers), and through digital media on USABMX.com (1.2m monthly page views).

Let a USA BMX event cut through the noise in today's 24 hour news cycle to drive compelling and impactful media coverage of the heroes in our sport and in your community.

- **Television** - Select USA BMX events are filmed and aired on various sports outlets such as NBC Sports. Shows are a half hour to an hour in length and can feature local tourism information to promote the host city.
- **Web Casting** - USA BMX events are filmed and broadcast live over the internet.
- **PULL Magazine** - Official publication of USA BMX. Distributed monthly to more than 70,000 BMX enthusiasts. Event and location featured in 10 issues.
- **PULL Magazine Event Ad** - The National Event will have a featured ad in two issues, which can include hotel and local information.





- **PULL Magazine National Event Coverage** - PULL Magazine staff will attend the event for photos and event coverage. Each event will be featured in PULL Magazine with a multi-page article, and the cover will also feature the name of location of the event.
- **USA BMX Website (www.usabmx.com)** - USA BMX's website is the #1 BMX Racing site in the World. The Event and location will be published on the USA BMX National Series page as well as the online full-page ad, featuring hotel and local information.
- **Social Media** - USA BMX has an established an enormous following on social media sites and regularly connects to its fans, friends and members through the various mediums with over 500,000 total followers and event impressions in the millions.
- **Press Releases** - Each USA BMX National Series Event is promoted via press release to over 1,000 media outlets around the world.
- **National Race Main Events** - Live streamed on Facebook with an outstanding average video views 34.5K+ per day and 100K+ reach.
- **National Event Awards**
All USA BMX sponsors and the event location are featured on the Event Awards. Approximately 1600 are awards distributed to the participants.
- **Event Posters**
Approximately 200 event posters are distributed to regional bike shops featuring event location and event sponsors.
- **Event T-Shirts**
Each National Event has unique T-Shirts which features event location and event sponsors.
- **Collectable Event Stickers**
Every participant receives event stickers featuring event location and event sponsors.





USA BMX 2022 GOLD CUP FINALS

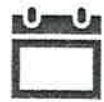
Hosting Proposal
Parks &
Recreation
Port Angeles, WA





WELCOME

Port Angeles, WA is the ideal location for the USA BMX 2022 Gold Cup Finals. Situated at the entrance to one of the nation's most diverse National Parks and the only World Heritage Site in the Northwest, we enjoy over 166 days of sunshine, year-round activities, direct ferry access to Victoria B.C., and temperate rain forest. The Olympic National Park has nearly 1 million acres for year-round exploring plus dozens of more outdoor adventures outside of the park, you can find yourself biking, hiking, camping, and beach combing year-round.



DATES

September 15-18, 2022, September 22 - 25th, 2022 or September 29 – October 02, 2022

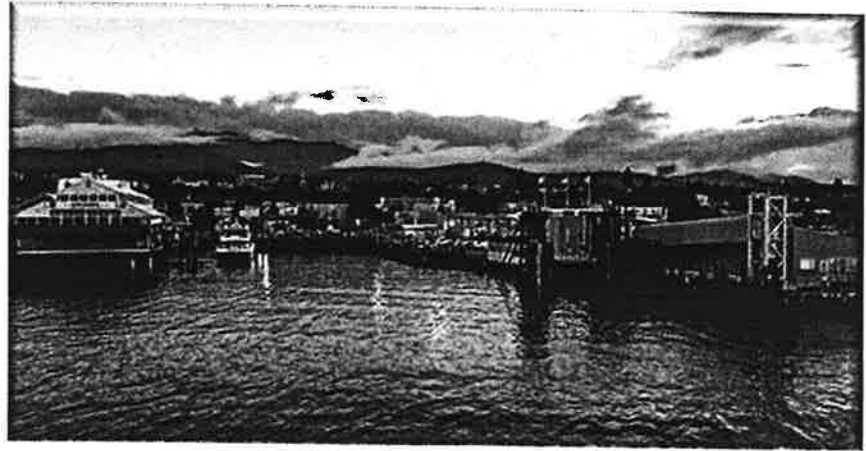


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LOCATION

A geographically unique location defines Port Angeles, Washington, situated between the Salish Sea and the Olympic Mountains – both within minutes of each other—compelling residents and visitors alike to explore and enjoy our incredible diversity of outdoor recreational activities. That, coupled with a growing population of cycling enthusiasts of all sorts and an increasing number of cycling events centered here every year, makes Port Angeles a truly ideal location for a USA BMX Gold Cup Final.



Port Angeles is the gateway city and headquarters of the Olympic National Park – one of the largest and most popular parks in America's national park system. It is the departure point for the Black Ball Ferry, connecting the United States to Victoria, Canada and we are the proud home of the Port Angeles Lefties in the West Coast Wooden Bat League. With a temperate climate, rural lifestyle, diverse outdoor recreation options, and a vibrant business community, Port Angeles is a popular destination for the more than 3.5 million people who visit the North Olympic Peninsula each year.

Port Angeles is situated at the center of the Olympic Discovery Trail (ODT), a multi-modal, paved trail that stretches across 130 miles of lowlands from the Puget Sound to the Pacific Coast, bordered by the snow-capped Olympic Mountain Range to the south, and the Strait of Juan de Fuca to the north.

The ODT is never far from the many cycling venues found here, including Lincoln Park BMX Track, Dry Hill Bike Park and Mountain Bike Trails, the new Erickson Park Pump Track (a state-of-art pump track being built later this year), the Olympic Adventure Trail, the Extreme Sports Park, and miles and miles of gravel roads for gravel cyclists. The plentiful and diverse recreational opportunities available here for residents and visitors include a vast network of trails, alpine mountains, rivers, lakes, temperate rainforests, sandy beaches, and rocky tide pools – all within, or within short minutes of, Port Angeles.

The relatively low cost of living, low crime, temperate climate, and high community involvement help make Port Angeles a great place to establish a business, raise a family, and host a sporting event or festival, as we routinely rank at the top of the national surveys on the nation's best places to live. Our downtown business district, filled with restaurants, hotels, art galleries, gift shops, bookstores, recreation outfitters, and a broad variety of retail establishments, is a wonderful place to spend a day shopping, exploring, and dining. Sculptures, murals, and other artwork are spread throughout the downtown area, and help tie modern-day Port Angeles to our past as an outpost in the Pacific Northwest, a former logging town, and a forever home to Native Americans.

Clallam County Population Numbers

(As of July 1, 2019)

Sequim	Port Angeles	Clallam County
7,640	20,229	77,331



RACE



Lincoln Park BMX (LPBMX) Track #1251- Port Angeles, Washington has the distinction of being the most northwest track in the continental United States.

ABOUT

- ▲ The track is 1050 feet long with an 11-foot-tall starting hill with a ProStart Safety gate.
- ▲ Staging is located on a bridge over the return lane of the track.
- ▲ All corners are paved.
- ▲ LED lighting for nighttime racing.
- ▲ Bleachers located along first straight plus portable bleacher (60' long x20' holds 300 people) available to bring in as needed.
- ▲ Bathroom facilities- Portable restrooms will be provided and clean up after Friday & Saturday Events.
- ▲ County Fairgrounds close for RV camping (see map).
- ▲ LPBMX will have a dedicated track crew 2-3 for maintenance during the event.
- ▲ Enough trash receptacles will be provided and placed throughout the venue.
- ▲ NO VENUE PERMIT FEES
- ▲ Complimentary parking for Gold Cup attendees



HISTORY – Success in BMX = Riders = Spectators!

The BMX track in Port Angeles has been operating since the 1980s. Lincoln Park BMX (LPBMX) Association gained management of the BMX track in Port Angeles in April 2017. The track is open every year from May through October.

Since assuming management we have seen positive growth every year from local and out-of-town racers, even in 2020 with COVID restrictions, Lincoln Park BMX has increased rider participation by 300% over the past years. The motto “Build It and They Will Come” is a true statement! The track’s new starting hill and gate have drawn local and out-of-town riders to compete at the track on a weekly basis. The fence project and new approach into the track, completed in 2019, were noticed by many who traveled to race in Port Angeles. Now with lights, the track was able to run through November for the first time. These improvements have drawn interest from riders around the Pacific Northwest, as well as recognition from USABMX that the track is much improved and can handle larger races. As our local rider base has grown, they are now proud of their hometown track, and it shows! When our riders travel off the Olympic Peninsula to race, they demonstrate their home-track pride and are happy to invite others to come to check it out!

A large part of the success with the track has been partnerships formed with local businesses and the City of Port Angeles. By working with the City, we have been successful in earning Lodging Tax (LTAC) grants which have funded many of the improvements. We are excited to continue this growth and partnership.

At Lincoln Park BMX there are no paid employees, volunteers do everything from painting, mowing, working and maintaining the track, running races, 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!

Our 2020 numbers reflect COVID restrictions* with no State or Regional Qualifiers and no racing until late September. Given this, we still attracted 18.4% of the riders from out of the area to come to our facility! In 2018 & 2019 LPBMX co-hosted the Washington State Finals.

LPBMX Promo Video-



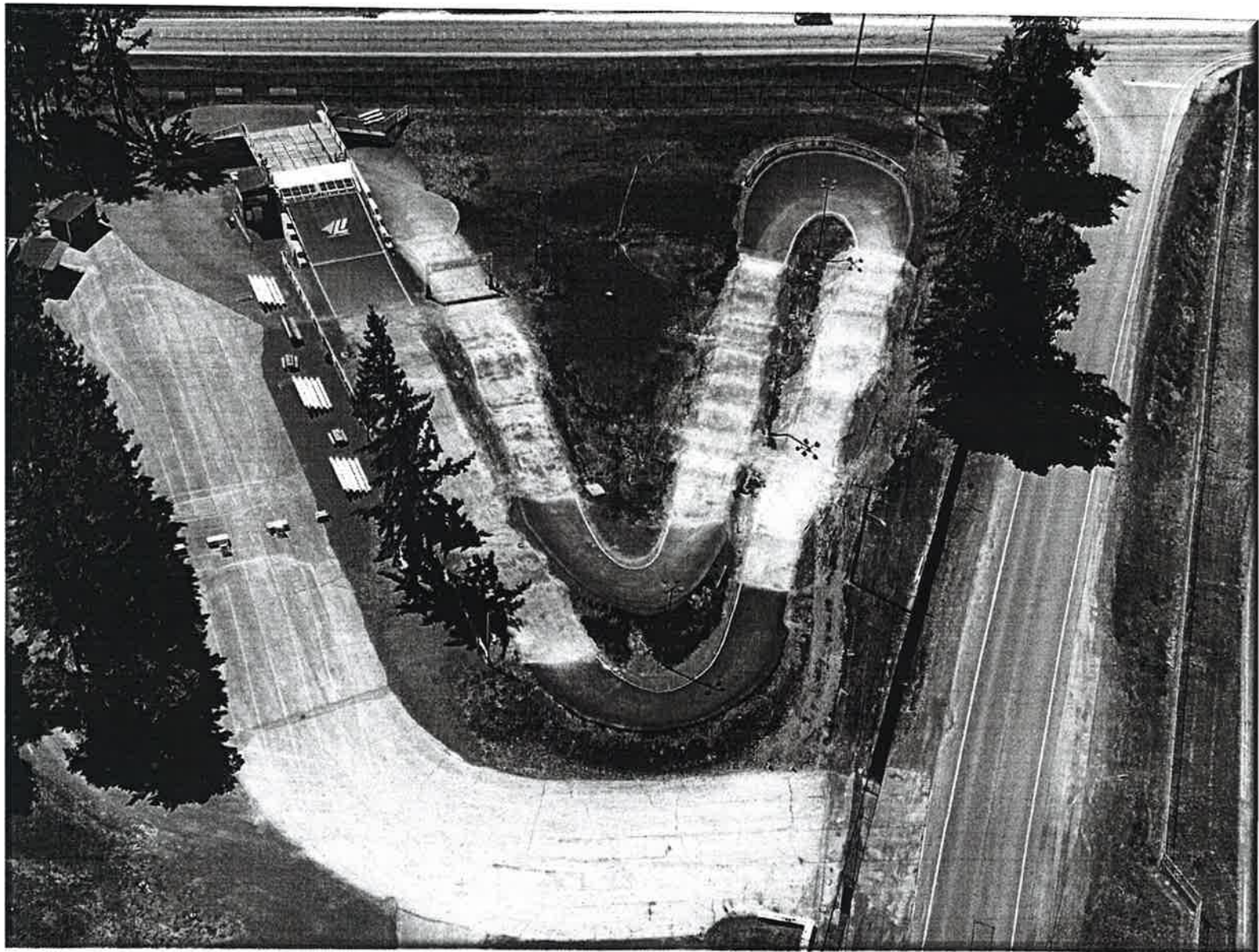
YEAR	OVERALL ATTENDANCE	ATTENDANCE 50+Miles
2018	15,088	4,584 (30.4%)
2019	21,927	6,414 (29.3%)
2020*	4,472	822 (18.4%)

YEAR	AVERAGE RIDER COUNT	PREVIOUS YEAR %	RANKING
2017	28	12.0%	#7 in State
2018	54	92.9%	#4 in State
2019	77	42.6%	#3 in State
2020	67	-12.9%	COVID
2021	103	53.7%	Currently #2 in state!

COMMUNITY

- Free Track Bike program has over 50+ bikes & helmets- where an average of 40 bikes are used for practices and races.
- Donates 5 free races for new members.
- The track has over 30 scheduled practices and 40 scheduled races for 2021, with Try BMX, Warnicke Scholarship Double, Race for Life Double (2021 total over \$6000 raised), Earned Double, State & Gold Cup Qualifiers.
- Helped Fund the first All Kids Bike Strider Program in Washington State with the Port Angeles School District and Sound Bikes & Kayak.
- Provide two Senior Scholarships to Local Seniors each year.
- Raised over \$2400 for local Food Bank in 2020.
- Ridership participation has increased from 28 riders per race in 2017 to an average of 103 in 2021 (368% increase)





Track Location and Amenities



Track & Lodging Locations – Port Angeles & Sequim



STAY

You have come to the right spot for guest accommodations. Port Angeles boasts over 600 hotel rooms within 5 miles of the track and over 1100 hotel guest rooms within 25 miles of the track. Your guests may be looking for a place to slumber for several days close to it all — shopping, dining, and fun on the waterfront — or they may prefer a cozy short-term vacation rental overlooking the bay? Port Angeles is the third-largest private vacation rental spot in the state of Washington with over 446 current listings. Maybe they like the personal service and hospitality a bed and breakfast provide or the adventure and camaraderie of one of the many local campgrounds. Whatever their lodging preference, we have plenty of space to accommodate your attendees who will want to make Port Angeles their spot to stay while attending the USA BMX Gold Cup Finals.

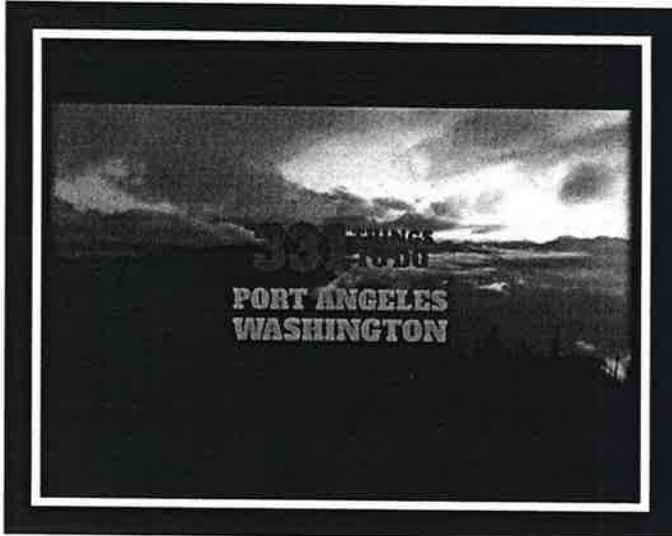
Port Angeles is the largest city on the Olympic Peninsula, which means the best restaurants, shopping, and attractions (like Hurricane Ridge!) are all right here. Your guests can stay a couple of extra days and jet off to Victoria, Canada for a day on the Coho Ferry, or bike the Olympic Discovery Trail. We invite you to stay awhile!

HOTELS

Host Hotel: Red Lion Hotel Port Angeles Harbor welcomes your team and riders to stay in their 3-star centrally located waterfront property, just minutes from the Lincoln Park BMX track. With over 1100 hotel rooms within 25 miles of the track, we have a lot of options for every budget.

Property Name	Town	Total # of Rooms	Distance from BMX Venue
All View Motel	Port Angeles	20	2.4 mi
Olympic Inn & Suites	Port Angeles	109	4.3 mi
Flagstone Motel	Port Angeles	45	3.5 mi
Olympic Lodge	Port Angeles	105	4.9 mi
Port Angeles Inn	Port Angeles	24	3.2 mi
Quality Inn Uptown	Port Angeles	35	3 mi
Red Lion Hotel Port Angeles	Port Angeles	187	3.2 mi
Royal Victorian	Port Angeles	20	3.5 mi
Super 8 by Wyndham at Olympic National Park	Port Angeles	63	4.9 mi
7 Cedars Casino Hotel	Sequim	100	25 mi
Econo Lodge of Sequim	Sequim	43	20.4 mi
Holiday Inn Express & Suites	Sequim	77	21.5 mi
Olympic View Inn	Sequim	52	18.6 mi
Quality Inn & Suites at Olympic National Park	Sequim	60	18 mi
Red Lion Inn & Suites Sequim	Sequim	60	20.7 mi
Sequim Bay Lodge	Sequim	54	23 mi
Sequim West Inn	Sequim	48	18.8 mi
Sundowner Motel	Sequim	33	20.2 mi

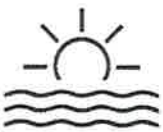
PLAY



Tucked in the rain shadow of the Olympic Mountains, Port Angeles is the epicenter for the Olympic Peninsula with visitors arriving from near and far to experience a magical location. As the gateway to the Olympic National Park—a top-of-the-bucket-list worthy wonder and one of few national parks in the Pacific Northwest—this smallish seaside-meets-mountain town has nuggets of history, hints of fame, bewitching beauty, an adventure waiting to be discovered. Port Angeles is the spot to start — ride and stay — during your Gold Cup Finals event

Follow our 331 THINGS TO DO video for recommendations to make the most of your guests' visit and learn more about what Port Angeles has to offer.

CLIMATE



If you are looking for a temperate climate with plenty of sunshine, comfortable temperatures, and fresh air, you have found the right location for the 2022 Gold Cup Finals. With an average of 133 sunny days per year, the drier season lasts 5.5 months, from April 28 to October 10. The smallest chance of a wet day is 8% on August 1.

Weather Highlights

Summer High: July and August are the warmest months high is around 70 degrees.

The average September temperature is around 65.6 degrees.

The average amount of rainfall in September 1.1 inches

Winter Low: the January low is 35 degrees.

EXPERIENCE



Our planning committee and community are no strangers when it comes to putting on fun and successful events. Port Angeles and the surrounding area are a mecca for outdoor events of all sizes and almost anything that involves two wheels. We boast one of the premier downhill mountain courses, USA BMX State and Gold Cup qualifiers, gravel bike race series, US cycling sanctioned cycle cross-track, 22-mile single track MB Adventure Trail, and coming this summer a pump track.

NW CUP PORT ANGELES: Port Angeles, Dry Hill is the 1st stop of the downhill NW Cup race series. Dry Hill has some of the best downhill mountain biking in Washington State, with flow and technical trails that challenge even the best riders, this event brings in hundreds of racers from around the world who flock here to tackle one of the most technically demanding downhill trails and best-attended races in the country.

RIDE THE HURRICANE ROAD CYCLING EVENT: The only road cycling event in the nation where riders ascend a mile high, and it only happens once a year! The road to the top of Hurricane Ridge is closed and riders of all experience levels head up to 5,200 feet at the annual road cycling event open to everyone.

PNW EXTREME CYCLOCROSS: A Fall classic on over 80 acres of privately-owned land with grandstands, parking, camping, beer gardens, wi-fi, and other amenities. Courses are designed by Cyclocross Crusade veteran designer and sanctioned by US Cycling.



TOUR DE LAVENDER ROAD CYCLING EVENT: This classic long-distance ride takes cyclists on a loop route that visits 10 lavender farms, traveling the back roads of the Sequim-Dungeness Valley, the rolling foothills of the Olympic Mountains to the south, and nearly 30 miles along the scenic, traffic-free Olympic Discovery Trail, a paved, multi-use trail that is the crown jewel of the North Olympic Peninsula's network of scenic bikeways.



GRAVEL UNRAVEL RACE SERIES: This endurance bike race series takes place on three iconic watersheds of the Olympic Peninsula- Hoh River, Sol Duc River, and Quilcene River- following the hundreds of miles of gravel logging roads and thousands of feet of elevation gains and drops.



That is not all we have to offer; Port Angeles is a mecca for runners and adventure sports year-round. Here is a sampling of some of the events that take place in our vast backyard.

THE NORTH OLYMPIC DISCOVER MARATHON: The North Olympic Discovery Marathon and Half Marathon take place every June on a unique point-to-point course that incorporates the beautiful Olympic Discovery Trail with stunning views of the Olympic Mountains and a five-mile finishing stretch along the shores of the Strait of Juan de Fuca. The North Olympic Discovery Marathon will be celebrating its 20th in June 2022.



BIG HURT MULTISPORT ENDURANCE RACE: A four-leg test of endurance, strength, and tenacity intertwined with the beauty of the North Olympic Peninsula. From the foothills of the Olympic Mountains to the shores of the Strait of Juan de Fuca, Relay Teams and individuals in the Iron Division gather from far and wide to explore Port Angeles and its incredible surroundings via bike, kayak, and foot.



RUN THE PENINSULA RACE SERIES: This series is made up of 5 races spanning sections of the Olympic Discovery Trail from Port Townsend to Port Angeles. Each race offers a 5K or 10K distance. Longer distance options for North Olympic Discovery Marathon and Larry Scott Trail.



VALUE

The city of Port Angeles Parks and Recreation Department is pleased to offer the USA BMX Gold Cup Finals event the following:

- \$20,000 Host Fee to USA BMX
- Complimentary Parking for race attendee
- Complimentary breakfast, lunch, dinner for up to 6 event staff personnel
- (2) Complimentary rental cars for event staff while in Port Angeles
- 1:20 / 1:25 complimentary hotel rooms (depending on hotels selected)
- Staff rooms at Host Hotel at 50% contracted rate
- Lower Elwha Tribe welcoming ceremony
- On-site food truck vendors during the event for participants
- (5) complimentary races for new members (\$50.00 savings per racer)
- (70) complimentary loaner bikes and helmets

PROMOTE



A ferry boat ride of just 17 miles from Victoria, B.C., Canada, Port Angeles has a strong relationship with our Canadian neighbors on many levels and has enjoyed Canadian participants as regulars in all our cycling-related events. Our outreach to promote a USA BMX Gold Cup Final will certainly include Canadians as a target, as well as BMX enthusiasts from the greater Seattle metro region, just 50 miles away. We are blessed to enjoy the media services of a local daily newspaper and a news radio station and will be able to capitalize on our relationships with the media here in Port Angeles, Victoria B.C, and the Seattle metro area to promote the 2022 Gold Cup Final. Our Lincoln Park BMX Track has already garnered great praise from around the region and showcasing this venue will help further grow an already popular cadre of local BMX enthusiasts that has been increasing dramatically every year.

We view this event as an important opportunity to enhance our community's economic development by expanding the popularity of our area further into the fall season – a target we have been working on, and a trend in which we have been finding success, over the past several years. The Port Angeles Chamber of Commerce, the City of Port Angeles, the Olympic Peninsula Visitors Bureau, and many other local stakeholders are excited about this opportunity and give it our fullest support.

SUPPORT



PORT ANGELES
WASHINGTON, U.S.A.

321 East Fifth Street
Port Angeles, WA 98362

June 28, 2021

Sean Coleman
Lincoln Park BMX Track
1900 W Lauridsen Blvd
Port Angeles, WA 98363

Re: Letter of Support for the USA BMX 2022 National Event in Port Angeles, WA

Dear Mr. Coleman,

As Mayor of Port Angeles, Washington, I am pleased to support the Lincoln Park BMX Track's pursuit of a national competition. Over the last three years, the Lincoln Park BMX Track Association has played a significant role in recreation for the community and has built a facility that is one of the best in Washington State. This facility has held many state and regional BMX competitions, and it would certainly be exciting for our City to host a national Northwest Gold Cup Championship, 3-day series.

Port Angeles is a biking destination. Hosting this event would further build this reputation. Port Angeles and the Olympic Peninsula is continually working to deepen our services for biking, including encouraging bike races throughout the area. We are fortunate to live in an amazing community with many outdoor recreation opportunities for our residents and visitors to enjoy. The City of Port Angeles is committed to supporting activities and a lifestyle that promotes health and well-being for youth and adults. This event will provide a positive economic impact to our downtown businesses and community.

The City has shown its support in the past for the Lincoln Park BMX Track Park. Improvements to adjoining Lincoln Park have been a collaborative effort by the City of Port Angeles and the BMX Track. On (date) the City Council approved the Lodging Tax Advisory Committee recommended allocation for the BMX Track in the amount of \$6,700 for 2021.

The City of Port Angeles recognizes the value in hosting events that highlight all that our community has to offer. The Northwest Gold Cup Championship is a perfect fit for a community of our size and for the quality of our facilities. I completely support the efforts to bring a national BMX competition to Port Angeles.

Sincerely,


Kate Dexter
Mayor



P.O. Box 1350
338 West First Street
Port Angeles
Washington 98362
360.457.8527

Board of Commissioners
Steven Burke, President
Colleen McAleer, Vice President
Connie Beauvais, Secretary
Executive Director
Geoff James

June 17, 2021

To Whom it May Concern;

The Port of Port Angeles would like to express our strong support for the Lincoln Park BMX track bid to host the Northwest Gold Cup Championship later this year. They have an outstanding track that many in our community are very proud of. Hosting this event at their world class track would have a very positive economic impact on our rural community. In addition to the biking activities, our community has plenty of other recreational opportunities with Olympic National Park on the edge of town. Selection the Lincoln Park BMX track as a location could provide a real win-win for all involved.

Sincerely,

Steven D. Burke
President

Colleen M. McAleer
Vice-President

Connie L. Beauvais
Secretary

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CLALLAM COUNTY ECONOMIC DEVELOPMENT CORPORATION

July 2, 2021

Dear USA BMX National Championship Venue Selection Committee Members,

The Clallam County Economic Development Corporation (EDC) is a private non-profit 501(c)(6) organization which serves businesses and works to improve our county's economy. Since 1985 the Clallam County EDC has been the state-designated entity to serve as the Washington Department of Commerce's contact for businesses and acts as a portal to an expansive network of business contacts, tools, and solutions for both non-profit and for profit companies in Clallam County.

The Clallam EDC fully supports the joint application submitted by the Port Angeles Chamber and Port Angeles City Parks and Recreation Department to host the USA BMX National Championship series in 2022.

Our community's natural topography perfectly supports the necessary elements for a thrilling race for a wide range of skill levels of race competitors. The challenging courses are just minutes away from the downtown core of Port Angeles. In addition, the City's new Pump Track will be complete by September 2022.

Across the state, Clallam County and the North Olympic Peninsula are renowned for our Olympic Discovery Trail (ODT) which is the envy of other communities and a frequent destination for bike riders from all the corners of the state. Between the ODT, our BMX track and our Ride to Hurricane, our community is incredibly bike-focused and ready to create the perfect setting for this championship event.

Recreational events and the accompanying tourism which go hand-in-hand, is a mainstay of our community's economy and as such we are well suited to support the competitors, their families and those who will arrive to just watch the events.

Please feel free to contact us at www.Clallam.org for any additional information.

Sincerely,

Colleen McAleer
Executive Director



June 29, 2021

Mr. John David, Chief Operating Officer
USA BMX
1645 W. Sunrise Boulevard
Gilbert, AZ 85233

Dear John;

The Lincoln Park Board, volunteers and track crew are excited at the chance to be working with the City of Port Angeles to bring a USA BMX National event, mainly a Gold Cup Finals to Lincoln Park BMX. Hosting such an event will bring more riders and exposure to an already growing track and showcase the massive changes this track as done in the last four years.

Since taking over at the track in 2017, we have installed a new safety gate, starting hill & staging bridge, paved all the corners (only track in western Washington), rebuilt the track, and installed LED track lighting. What better way to showcase these improvements then having a national scale event at the track? We have hosted Washington State finals at Lincoln Park BMX in 2018 & 2019, so we are used to large events and have run them well. Also, since 2017, our track numbers have grown over 350% in race participation, with one of the main drivers behind this growth is our track bike program which is now over 50 bikes & helmets.

With the increased ridership Lincoln Park BMX, has been able to give back to the community. We fund two High school senior scholarships each year, funded half of the Kindergarten Strider program, Local Food Bank and more.

We would greatly welcome USA BMX to Port Angeles and the Olympic Peninsula.

Sincerely

Sean Coleman
President- Track Operator

CONTACT

The Port Angeles organizing committee is comprised of City, County, and local businesses headed by Tim Tucker – Project Manager, Port Angeles Parks & Recreation –

360.775.1849 | TDTucker@CityofPA.us

Organizing Planning Committee

Tim Tucker | Project Manager, Port Angeles Parks & Recreation

Marsha Massey | Director, Olympic Peninsula Visitors Bureau

Marc Abshire | Executive Director, Port Angeles Chamber of Commerce

Sean Coleman | President, Lincoln Park BMX Board of Directors

Donya Alward | General Manager, Red Lion Hotel

Victoria Jones | Race Director, North Olympic Discovery Marathon



Thank you for the opportunity to be considered as the host location for the 2022 USA BMX Gold Cup Finals. The City of Port Angeles, and County of Clallam, together with local businesses and our community enthusiastically welcome the USA BMX Gold Cup Finals to Port Angeles.

If selected as the host location our committee will work closely with you and your team to promote and execute a truly memorable experience.

Sincerely,

Tim Tucker, Project Manager – Port Angeles Parks & Recreation



2022 Lodging Tax Fund Event Application

This application is for Event related proposals only.

Amount of Lodging Tax Requested: \$ 10,000

Event Grant Cover Sheet

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

Starting in 2022: Event funding will be capped at \$10,000 per event. All established events older than 5 years will have a cap of \$5,000, with a subsequent annual reduction to \$1,000 in 2026.

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

All applications **must** be sent to ced@cityofpa.us by 5:00 pm, Friday, November 5, 2021.

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

Event Name: U S A BMX Gold Cup Finals

Date/s of Event: 9/15-18, or 9/22-9/25 Event Age: 0 First time ever

Amount Requesting: \$10,000

Grant Application Contact

Business or Individual Operating Event: City of Port Angeles, Tim Tucker, Parks and Recreation
This should be the name intended to receive the contract and consistent with the W-9

Primary Contact: Tim Tucker Type of Business
Phone #: 360 417 4557 ☐ LLC ☐ Sole Proprietor ☐ Partnership
Contact Email: tdtucker@cityofpa.us ☐ C-Corp ☐ S-Corp ☐ 501C ()
☐ Other: Government

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

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

Complete Application Includes (check all that apply):

- ☒ Application Questionnaire
- ☒ Full Event Budget (Including highlighted items applicable to grant request)
- ☐ W-9* (with organization name and address where reimbursement check will be sent)
**This should be the name intended to receive the contract and consistent with the W-9*
- ☐ Documentation of State Tax ID Number
- ☐ 2021 Lodging Tax Expenditure Report (If event grant funding was received in 2021)

Application Questionnaire

Basic Event Information

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

Answer: BMX Gold Cup – National Event. Proposed dates either 9/15-18 or 9/22-25. This is a new event for this area.

The American Bicycle Association owns and operates the USA BMX National Championship Series. A USA BMX National Event is part of an annual 30 race National Series, which spans across the US and Canada. These events occur over weekends, with races on Friday (noon-9pm), Saturday (7am-5pm), and Sunday (7am-3pm.) A USA BMX National Event will attract competitors from over 30 states and Canada with approximately 15% arriving via plane and 85% percent via automobile. Participants will range in age from two years old to sixty-five and from Novice to Professional. Approximately two-thirds of the 30 National Events are hosted at USA BMX sanctioned tracks, while the rest are hosted in arenas, civic centers, expo halls and equestrian arenas.

Approximately one-third of the events have an additional status of "Olympic qualifier" where riders earn ranking points that will eventually qualify them to represent the USA or their home country in 2024 in Paris.

Participation estimates from previous years

800-2000 athletes per event

Total Daily Attendance.

Friday – 1,500 – 3,000

Saturday 2,500 – 6,000

Sunday 2,500 – 6,000

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

Answer: This would be a new event for our area, but USA BMX has been putting on this National series since 2008.

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

Answer: Yes. Red Lion Hotel has agreed to be our host hotel.

Port Angeles has over 600 hotel rooms within 5 miles of the track and 1100 within 25 miles of the track.

USA BMX estimates that the event usually generates between 2,000 to 5,000 room nights, so the reality is that this event will need most of our available hotel stock and vacation rentals to meet demand.

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

Answer: 0 have attended here, but our local track has been operating since 1980 and the last year before Covid, 2019, boasted 21,927 total year attendance, with over 6,414, participants coming from over 50+ miles away. This put us at that time as the 3rd highest ranked track in the state based on attendance.

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

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

Answer: We do foresee needing to have medical personnel on site for the event, but they will be paid or volunteer medical staff.

6. What is the amount you are requesting from the City for such public right-of-way permits or assistance?
\$ 0

General Budget Questions

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

Answer: \$20,000 Host Fee to USA BMX • Complimentary Parking for race attendee • Complimentary breakfast, lunch, dinner for up to 6 event staff personnel • (2) Complimentary rental cars for event staff while in Port Angeles • 1:20 / 1:25 complimentary hotel rooms (depending on hotels selected) • Staff rooms at Host Hotel at 50% contracted rate

Budgeted Cost by Type	Total Estimated Budget	Requested LTAX Portion
1. Marketing – Local	\$ N/A	\$
2. Marketing – Beyond 50 miles	\$ N/A	\$
3. Marketing – Website	\$ N/A	\$
4. Event SWAG	\$ N/A	\$
5. Business Operation (Office and Personnel)	\$ N/A	\$
6. Event Operation (Non-ROW and Utility)	\$ N/A	\$
7. ROW and Utility Requirements	\$ N/A	\$
Total Event Cost	\$ N/A	\$

8. How much of that budget will be spent on advertising outside Clallam County?

Answer: 0 - The money we are asking for will go towards the above-mentioned items. Advertising and marketing (if awarded the bid) falls under the auspices of USA BMX and is done on a National, International and regional level. Our responsibility is to show that we can come up with the funds to cover the deliverables we promised USA BMX should they chose our location.

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

Answer: At this time, we do not have other Event Sponsors as we are waiting to hear back from USA BMX as to if we have the bid. The track itself, currently has numerous local sponsors that we know will want to participate if we win the bid.

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

Answer: The purpose of this event is to enhance the standing of our local track in the nation as well as our community. As such, the LTAC request is to show unified support for this event throughout our community as well as a reflection of what the event could possibly bring in as revenue for the local hotels and establishments. If we do not get the money but awarded the bid, then we would have to re-evaluate our proposal enhancements and see if USA BMX would still consider offering us the bid.

LTAC Funding Priorities Questions

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

Answer: A USA BMX National Event will attract competitors from over 30 states and Canada with approximately 15% arriving via plane and 85% percent via automobile. Participants will range in age from two years old to sixty-five and from Novice to Professional

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

Answer: As stated above in question #4, our track in 2019, was already attracting 6,414 visitors from over 50 miles away. Hosting a National Event that lasts 3 days would enhance the reputation of our track and town so that more people would routinely attend our area competitions. Of special note this would apply to our Canadian participants that would be made aware of our venue and engage in future events.

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

☒ Yes ☐ No If yes, please describe.

Answer: In addition to new riders registering during that time being given free track membership, residents would also get the chance to watch National level athletes as well as Olympic hopefuls compete.

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

Answer: With a total two to five thousand room nights estimated and people coming from all over the country and Canada there is no doubt that this event would have great local economic impact as well as guarantee exposure on a national level. In addition, it would secure economic development in the infrastructure we as a community have already invested in to create the Lincoln Park BMX venue.

To further these aims, USA BMX, would also include the following for the event

- Market and publicize the event throughout the BMX community and encourage as many athletes, teams, coaches and family members as possible to attend the event, and patronize area hotels, restaurants, and attractions
- Provide event audio FM broadcast
- Provide event ads for two months in PULL magazine, USA BMX's official membership publication
- Provide event posters mailed to surrounding bike shops to promote event
- Provide event page on the USA BMX website
- Live stream of the event on USA BMX social media and web page

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

☒ Yes ☐ No If yes, please describe.

Answer: By virtue of the committee we have organized to submit the bid we made sure to include 3 major events coordinators (Peninsula Adventure Sports, NODM and Chamber) as well as the OPVB and email surveyed the surrounding hotels to make sure we had support.

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

Answer:

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

☒ Yes ☐ No If yes, please explain how.

Answer: If we win the bid, we will definitely need all the hotel rooms we can get within a 25-mile radius. In addition, people will be arriving by boat, car and plane so there will be a ton of traffic through our community corridors all along the OP.

18. Describe your marketing strategy and business goals for the event.

Answer: Our marketing strategy was to put together a planning committee made up of the Port Angeles Parks & Recreation Project Manager, Director of Chamber of Commerce, Director of OPVB, Director of NODM, GM of Red Lion Hotel and President of Lincoln Park BMX. The intention of this committee has been to show USA BMX broad support in our community for hosting this event. A commitment from the LTAC committee towards satisfying the above-mentioned proposal enhancement and picking our track as the host site for the USA BMX Gold Cup.

19. 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:

ILARC Reporting and RCW Related Questions

20. 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 2021, put n/a in the 2021 column. A requirement of the award reimbursement is the tracking of these lodging statistics.

State Mandated Lodging Reporting Questions	2021	2022
a. Overall attendance at your proposed event/activity/facility.	n/a	
b. Number of people who will travel more than 50 miles for your event/activity.	n/a	
c. Of the people who travel more than 50 miles, the number of people who will travel from another country or state.	n/a	
d. Of the people who travel more than 50 miles, the number of people who will stay overnight in Port Angeles or the Port Angeles area.	n/a	
e. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast/short term rental) in Port Angeles or Port Angeles area.	n/a	
f. Number of paid lodging room nights resulting from your proposed event. (example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)	n/a	

18. 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:

(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;

The money asked for will be used to secure USA BMX bid which in turn will market the event Nationally and Internationally using their contacts and resources.

(b) The marketing and operations of special events and festivals designed to attract tourists;

This is a special event of National eminence that requires participants seeking National points to travel to participate.

(c) Supporting the operations and capital expenditures of tourism-related facilities owned or operated by a municipality or a public facilities district created under chapters 35.57 and 36.100 RCW;

The Lincoln Park BMX track is a local as well as tourism related facility owned by the city and operated by Lincoln Park BMX. Showcasing this venue on a National level will only enhance the reputation of this municipal asset. It will further strengthen our area as a premier bicycle destination with US cycling looking to host National Cyclocross events at a new track at ESP as well as Nationally ranked events for Downhill races already taking place at Dry Hill.

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

(2)(a) Except as provided in (b) of this subsection, applicants applying for use of revenues in this chapter must provide the municipality to which they are applying estimates of how any moneys received will result in increases in the number of people traveling for business or pleasure on a trip:

(i) Away from their place of residence or business and staying overnight in paid accommodations;

(ii) To a place fifty miles or more one way from their place of residence or business for the day or staying overnight; or

(iii) From another country or state outside of their place of residence or their business.

Based on USA BMX data of past events: A USA BMX National Event will attract competitors from over 30 states and Canada with approximately 15% arriving via plane and 85% percent via automobile. Participants will range in age from two years old to sixty-five and from Novice to Professional. The money secured from the LTAC committee to support our bid proposal will strengthen our proposal and if chosen will allow us to (through USA BMX) reach out to people from all over the country and Canada and invite them to participate in a 3 day competition.

Signature and Certification

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

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

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

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

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

Tim Tucker

Print Name of Applicant

Timothy Tucker

Signature

11/3/2021

Date

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

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

- *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 public records. The City may choose to post on its website copies of the proposals and attached documents.

Lodging Tax Advisory Committee
2022 LTAC Funding Request – 2nd call
Peninsula Trails Coalition



RECEIVED
CLALLAM CO. COMMISSIONERS
APR 18 2022

**LODGING TAX FUNDING APPLICATION
2022**

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

GUIDELINES

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

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

I **AMOUNT of Lodging Tax Requested:** \$ 20,000

II **Agency/Organization Name:** Peninsula Trails Coalition

Organization is ☐ Government Entity ☒ 501(c)3 ☐ 501(c)6 ☐ Other
Federal Tax ID No. 91-1416511. UBI Number 602071631

III **Project/Activity/Event:** **Olympic Discovery Trail NEW Ambassador Program:**
Traveler/Visitor-Experience Focused: June-Oct 2022 ODT extra attention to the traveler/visitors experience, stories, feedback by increasing Peninsula Trail Coalition's response to trail clean ups and creating a welcoming and safe trail. Focus is on graffiti, vandalism, and trailhead cleanups, litter cleanups, etc. Also, online stories outside of high-season to promote the ODT as a year-round activity for the region.

IV **Representative Contact Information:**

Name, Title Linda Hanlon
Mailing Address PO Box 1836, Port Angeles, WA 98362
Phone(s) 206-579-4218
Email LHanlon@olympicdiscoverytrail.org

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

☒ 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

Signature

Date: 4/15/2022

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?

Visitor Olympic Discovery Trail Experience: Word-of-mouth and social media posts are an important source of information about the perceptions people have about our communities and the quality of life here. Some people are quick to point out whether their experience was positive or negative and why. This is true of trailhead, bathrooms, trash, graffiti and litter and other general maintenance issues common to very popular trails. This grant will focus on a visitor's experience to the ODT by better optimizing the timing, efficiency, and volunteer power needed to keep the ODT, trailheads, and areas clean and welcoming. People who see positive experiences want to go there too.

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

People share their experiences online in social media which is generally something anyone anywhere can find by searching for "Olympic Discovery Trail" so we want to ensure that the stories and experiences reflect a welcoming, clean, safe, and fun experience, for all trail visitors regardless of age or ability. We will also feature and add stories about where to stay, eat, do while on the n. OP for the ODT. We'll add two photo/video social media contests that engage ODT visitors to tell us about their experience to attract others to visit, stay and enjoy. We will have a new trail maintenance coordinator who will help **establish well-coordinated responses to graffiti, repairs, trailhead cleanups, etc. so that visitors will have a safe and fun visit.**

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'll be adding trail ambassadors out on the trail between June and October who will help collect stories, increase social posts, etc. and these will identify people from more than 50 miles away. We'll focus on finding and sharing experiences of families, travelers and event attendees who are from that distance and making sure that the ODT is a great experience for them by focusing on being welcoming and sharing experiences and collecting feedback and stories out on the trail.

4. How will the project/program encourage visitors to come from another country or state? **Multi-modal and Traveler Experiences on the ODT - We plan to work with Clallam Transit and other shuttles** to create brochures and other tools to help people travel from the ferries/airports/out of state visitors be attracted to and combine their ODT use with other area lodgings, dining and destinations for longer visits for out of state people.

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

N/A

6. 2022 Tourism-Impact Estimate

(Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2021) 2022 extrapolated from 2020 ONP visit study.

<https://www.nps.gov/olym/learn/management/upload/ONPvisitorstudy2000.pdf>

International visitors to the park comprised 8% of the total visitation (see Table 4). The countries most often represented were Canada (26%), Germany (21%), France (8%) and England (7%). Note: Individuals with non-English speaking groups may be underrepresented. The largest proportions of United States visitors were from Washington (47%), California (8%), Oregon (4%), Texas and Florida (both 3%).

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

As a direct result of your proposed tourism- related service, please provide:	2022 Estimate	2021 Actual	Methodology
a. Overall attendance at your event/activity/facility	284,463 (Ju-Sep 2021) Eco-counters		Improve accuracy and use of data.
b. Number of people who travel more than 50 miles for your event/activity/facility	136,698 (47%) Ambassador Welcome Questions		Trail user Questions
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	22,757 (8%) QR code on signs for ferry/airport connection info. Web QR code matches for people seeking that info for a visit		Track people who use QR code from signs
d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.	25,601 (OR/CA 9%) Coordinate with lodgings to help collect info on ODT use.		Ask lodging staff to ask if people will/did use the ODT
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.	15,601 (- est. friends/family) Coordinate with lodgings to help collect info on ODT use. Collect and tell trail stories from these visitors.		Ask lodging staff to ask if people will/did use the ODT
f. Number of paid lodging room nights resulting from your event/activity/facility.	130,000 est. (WA, CA, OR, BC) annually. Ask visitors if they came because they saw peoples posts and liked their ODT experience.		New stories, Questions asked by trail ambassadors too.

7. Is there a host hotel for your event? If yes, please identify.
Two lodgings/restaurants per photo/video trail social media posting contest. (tbd)
8. Describe the prior success of your event/activity/facility in attracting tourists.
The ODT is featured regularly as a travel destination and community amenity. We want to help make sure the visitors' experiences are as great as they look in the tourism publications and online websites and social media posts so that all trail users feel welcome, and that the trail is safe and clean.
-
9. Describe your target tourist audience (location, demographics, etc.)
We will focus new efforts on ODT safety, cleanliness, trailhead access issues, etc. and at the same time crowdsource stories in social media to repost from visitors who are more than 50-miles away or out of state. Trail ambassadors will help with trail work and be asking visitors a couple quick question about where they are from and ask them to post online their experiences. We have a business card to give them as a reminder. We are looking for trail users from further away, of a wide demographic, ability, demographic, especially this year so that we can see trail visitor examples (in their posts) of a welcoming, safe and clean trail.
-
10. Describe how you will promote your event/activity/facility to attract tourists.
Each week we'll have additional volunteers monitor trailhead and trail cleanliness and safety. Some volunteers will be ambassadors who help collect and encourage people to post trail visit stories. We'll feature that the trail is available for all - regardless of age and ability, year-round. ODT promotion is about year-round use rather than an event (many events use the ODT which is great, and we'll collect their stories too to encourage more ODT visits). Overall visitor questions and messages will focus on safety, recreate responsibly and share the trail.
-
11. Describe how the event/activity/facility will help promote lodging establishments, restaurants, and businesses located in the unincorporated area of Clallam County.
Ambassadors and clean-ups will especially focus on unincorporated Clallam sections of the ODT - we'll work on the trail and online between June and Oct. to collect and feature the amenities, lodgings/dining, nature, vistas, wildlife, etc. from these unincorporated trail areas.
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. This new ODT program emphasizes adding Ambassadors and additional volunteers especially for the unincorporated Clallam sections of the trail. We are not seeking funds from other jurisdictions for LTAC funds for this program.
-
13. What is the overall budget for your event/activity/facility? \$ **40,000**

What percent of the budget are you requesting from Clallam County Lodging Tax Fund? 50%

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

Additional expenses (est. \$20,000) will be from grants (non-govt) donations and fundraising activities.

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

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

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

GUIDELINES - 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;
- 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

NEW OLYMPIC DISCOVERY TRAIL AMBASSADOR PROGRAM 2022 (JUNE-OCT)

PROGRAM BUDGET - \$40,000 - asking for 50% with this grant or \$20,000

PROGRAM COORDINATOR NAME

			STAFF HOURS	VOLUNTEER HOURS	TOTAL HOURS	PTC Approval
AMBASSADOR CORE RESPONSIBILITIES			1 - PROGRAM COORDINATOR, 2 - ADDITIONAL AMBASSADORS			
1	ON TRAIL: First Aid, SAFETY	EMERGENCY?				
2	COMMUNICATIONS					454 HRS
	TRAIL USER QUESTIONNAIRES	JUNE	FIELD TIME ON THE TRAIL: Will be detailed per mo. During the project period: Ju-Oct., 2, 4, 8 HR SHIFTS		20% of Program time for Communications	20% of BUDGET \$8,000
		JULY				
		AUG				
	POSTS/CROWDSOURCED	JU-AUG				
		SEPT				
		OCT				
	TRAIL MAINTENANCE/CLEAN UPS					1589 HRS
3	TRAIL CLEAN UPS	JUNE	FIELD TIME ON THE TRAIL: Will be detailed per mo. During the project period: Ju-Oct.		ALL TRAIL TIME MAIN /CLEANUP WILL BE 70% OF PROGRAM TME.	70% of BUDGET \$28,000
		JULY				
		AUG				
		JU-AUG				
		SEPT				
		OCT				
4	TRAILHEADS CLEAN/MAIN.	JUNE	FIELD TIME ON THE TRAIL: Will be detailed per mo. During the project period: Ju-Oct.			
		JULY				
		AUG				
5	PROGRAM CHANGES OR IMPROVEMENTS FOR 2023	JUNE	EDUCATION: and Recommendations for 2023 using trail assessment tools (cloud and hardcopy available).		10% of program time.	227 HRS
		JULY				10% of BUDGET \$4,000
		AUG				
		JU-AUG				
		SEPT				
		OCT				
6	RECREATE RESPONSIBLY	JUNE	1/3 Emphasis - on the trail and in communications. One contest will have this focus + lodge/dining			
		JULY				
		AUG				
7	SHARE THE TRAIL	JUNE	1/3 Emphasis - on the trail and in communications. One contest will have this focus + lodge/dining			
		JULY				
		AUG				
		JU-AUG				
		SEPT				
		OCT				
8	CONSERVATION	JU-AUG	1/3 Emphasis - on the trail and in communications			
		SEPT				
		OCT				
TOTAL HOURS						2270

DEPARTMENT OF THE TREASURY

INTERNAL REVENUE SERVICE
DISTRICT DIRECTOR
2 CUPANIA CIRCLE
MONTEREY PARK, CA 91754

Date: DEC. 10, 1991

PENINSULA TRAILS COALITION
P O BOX 414
CHIMACUM, WA 98325

Employer Identification Number:
91-1416511
Case Number:
951289061
Contact Person:
JULES, NORMA JEAN
Contact Telephone Number:
(213) 725-7876

Accounting Period Ending:
December 31
Foundation Status Classification:
SEE ATTACHED
Advance Ruling Period Begins:
Oct. 4, 1991
Advance Ruling Period Ends:
Dec. 31, 1995
Addendum Applies:
No

Dear Applicant:

Based on information supplied, and assuming your operations will be as stated in your application for recognition of exemption, we have determined you are exempt from Federal income tax under section 501(a) of the Internal Revenue Code as an organization described in section 501(c)(3).

Because you are a newly created organization, we are not now making a final determination of your foundation status under section 509(a) of the Code. However, we have determined that you can reasonably be expected to be a publicly supported organization described in sections 509(a)(1) and 170(b)(1)(A)(vi).

Accordingly, you will be treated as a publicly supported organization, and not as a private foundation, during an advance ruling period. This advance ruling period begins and ends on the dates shown above.

Within 90 days after the end of your advance ruling period, you must submit to us information needed to determine whether you have met the requirements of the applicable support test during the advance ruling period. If you establish that you have been a publicly supported organization, you will be classified as a section 509(a)(1) or 509(a)(2) organization as long as you continue to meet the requirements of the applicable support test. If you do not meet the public support requirements during the advance ruling period, you will be classified as a private foundation for future periods. Also, if you are classified as a private foundation, you will be treated as a private foundation from the date of your inception for purposes of sections 507(d) and 4940.

Grantors and contributors may rely on the determination that you are not a private foundation until 90 days after the end of your advance ruling period. If you submit the required information within the 90 days, grantors and contributors may continue to rely on the advance determination until the Service

PENINSULA TRAILS COALITION

makes a final determination of your foundation status.

If notice that you will no longer be treated as a publicly supported organization is published in the Internal Revenue Bulletin, grantors and contributors may not rely on this determination after the date of such publication. In addition, if you lose your status as a publicly supported organization and a grantor or contributor was responsible for, or was aware of, the act or failure to act, that resulted in your loss of such status, that person may not rely on this determination from the date of the act or failure to act. Also, if a grantor or contributor learned that the Service had given notice that you would be removed from classification as a publicly supported organization, then that person may not rely on this determination as of the date such knowledge was acquired.

If your sources of support, or your purposes, character, or method of operation change, please let us know so we can consider the effect of the change on your exempt status and foundation status. In the case of an amendment to your organizational document or bylaws, please send us a copy of the amended document or bylaws. Also, you should inform us of all changes in your name or address.

As of January 1, 1984, you are liable for taxes under the Federal Insurance Contributions Act (social security taxes) on remuneration of \$100 or more you pay to each of your employees during a calendar year. You are not liable for the tax imposed under the Federal Unemployment Tax Act (FUTA).

Organizations that are not private foundations are not subject to the private foundation excise taxes under Chapter 42 of the Code. However, you are not automatically exempt from other Federal excise taxes. If you have any questions about excise, employment, or other Federal taxes, please let us know.

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Contribution deductions are allowable to donors only to the extent that their contributions are gifts, with no consideration received. Ticket purchases and similar payments in conjunction with fundraising events may not necessarily qualify as deductible contributions, depending on the circumstances. See Revenue Ruling 67-246, published in Cumulative Bulletin 1967-2, on page 104, which sets forth guidelines regarding the deductibility, as charitable contributions, of payments made by taxpayers for admission to or other participation in fundraising activities for charity.

You are required to file Form 990, Return of Organization Exempt From Income Tax, only if your gross receipts each year are normally more than \$25,000. However, if you receive a Form 990 package in the mail, please file the return even if you do not exceed the gross receipts test. If you are not

PENINSULA TRAILS COALITION

required to file, simply attach the label provided, check the box in the heading to indicate that your annual gross receipts are normally \$25,000 or less, and sign the return.

If a return is required, it must be filed by the 15th day of the fifth month after the end of your annual accounting period. A penalty of \$10 a day is charged when a return is filed late, unless there is reasonable cause for the delay. However, the maximum penalty charged cannot exceed \$5,000 or 5 percent of your gross receipts for the year, whichever is less. This penalty may also be charged if a return is not complete, so please be sure your return is complete before you file it.

You are not required to file Federal income tax returns unless you are subject to the tax on unrelated business income under section 511 of the Code. If you are subject to this tax, you must file an income tax return on Form 990-T, Exempt Organization Business Income Tax Return. In this letter we are not determining whether any of your present or proposed activities are unrelated trade or business as defined in section 513 of the Code.

You need an employer identification number even if you have no employees. If an employer identification number was not entered on your application, a number will be assigned to you and you will be advised of it. Please use that number on all returns you file and in all correspondence with the Internal Revenue Service.

If you do not appeal this determination within 30 days from the date of this letter, as explained in Publication 892, this letter will become our final determination on this matter. Further, if you do not appeal this determination within the time provided, it will be considered by the Internal Revenue Service as a failure to exhaust available administrative remedies. Section 7428(b)(2) of the Code provides, in part, that, "A declaratory judgment or decree under this section shall not be issued in any proceeding unless the Tax Court, the Claims Court, or the district court of the United States for the District of Columbia determines that the organization involved has exhausted administrative remedies available to it within the Internal Revenue Service."

If we have indicated in the heading of this letter that an addendum applies, the addendum enclosed is an integral part of this letter.

Because this letter could help resolve any questions about your exempt status and foundation status, you should keep it in your permanent records.

If you have any questions, please contact the person whose name and telephone number are shown in the heading of this letter.

Sincerely yours,


Michael J. Quinn

-4-

PENINSULA TRAILS COALITION

District Director

Enclosure(s):
Form 872-C

PENINSULA TRAILS COALITION BUDGET DATED 3/15/21

2021
BUDGET

INCOME:

CONTRIBUTIONS INCOME	
RESTRICTED USE	3,000
UNRESTRICTED	17,100
SUPPORTING EVENTS	18,900
YEAR-END APPEAL	6,000
DIRECT-MAIL CAMPAIGN	24,000
ODT-EAGLEMOUNT FUND	1,500
GIVING TUESDAY	
COMBINED FUND DRIVE	

TOTAL CONTRIBUTIONS INCOME 70,500

OLYMPIC CELLARS WINERY CONCERT	1,200
INTEREST/DIVIDEND INCOME	4,800
GRANTS	40,500
MEMBERSHIP DUES	3,000
ANNUAL ODT FUNDRAISER	10,000
BIKE TUNE-UP EVENT	5,000
PROGRAM FEES/SPONSORSHIP	
SALES	
EBAY, NET	6,600
ALPENFIRE ROYALTIES	400

TOTAL INCOME 142,000

EXPENSE:

ADMINISTRATION	
OFFICE SUPPLIES	500
LICENSES, PERMITS	200
RENT-P. O BOX & SITE	1,300
WEBSITES	3,800
CREDIT CARD PROCESSOR FEES	750
DUES AND SUBSCRIPTIONS	2,100
INVESTMENT MANAGEMENT EXPENSE	1,600
AWARDS & RECOGNITION	750
MISCELLANEOUS	200
DEVELOPMENT CONTRACTOR	43,000
TAXES-SALES	1,600

TOTAL ADMINISTRATION EXPENSE 55,800

LIABILITY INSURANCE	4,100
POSTAGE AND DELIVERY	300
PRINTING AND REPRODUCTION	100
ANNUAL ODT FUNDRAISER	5,000
STRATEGIC PLAN	3,000
BIKE TUNE-UP EXPENSE	300
PROGRAM EXPENSE:	
PROMOTION	1,800
NEWSPAPER ADS	775
DIRECT-MAIL COSTS	9,000

TOTAL OTHER EXPENSES 24,375

SUPPLIES	
VOLUNTEER RECEPTION	550
MISC. SUPPLIES	100
PROMO ITEMS	1,500
MAPS AND BROCHURES	3,500
EQUIPMENT STORAGE	
ANNUAL MEETING	125

TOTAL SUPPLIES 5,775

TRAIL EXPENDITURES	
EQUIPMENT	2,000
CONSTRUCT., GAS, MATERIALS	33,000
SUPPLIES	1,100
SIGNAGE	10,850
WORK PARTY FOOD/BEVERAGES	5,000
SANIKAN RENTALS	4,500
ECO-COUNTERS	225

TOTAL TRAIL EXPENDITURES 56,675

CONTINGENCY EXPENSE 6,881

TOTAL EXPENSE 149,506

CHANGE IN NET ASSETS FROM OPERATION (7,506)

Clallam County

Gordon Taylor
04/02/2022



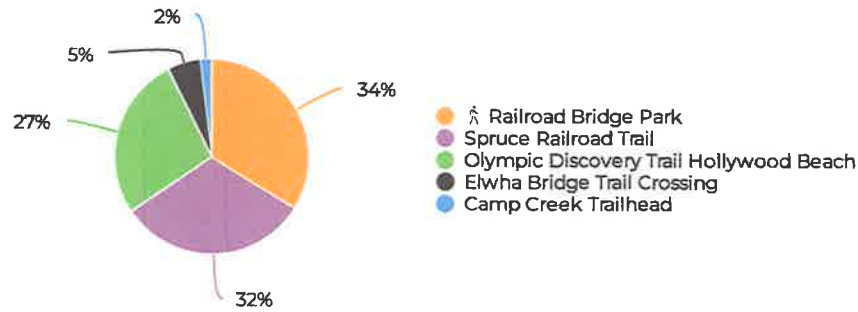
Key Figures

June 1, 2021 → September 30, 2021

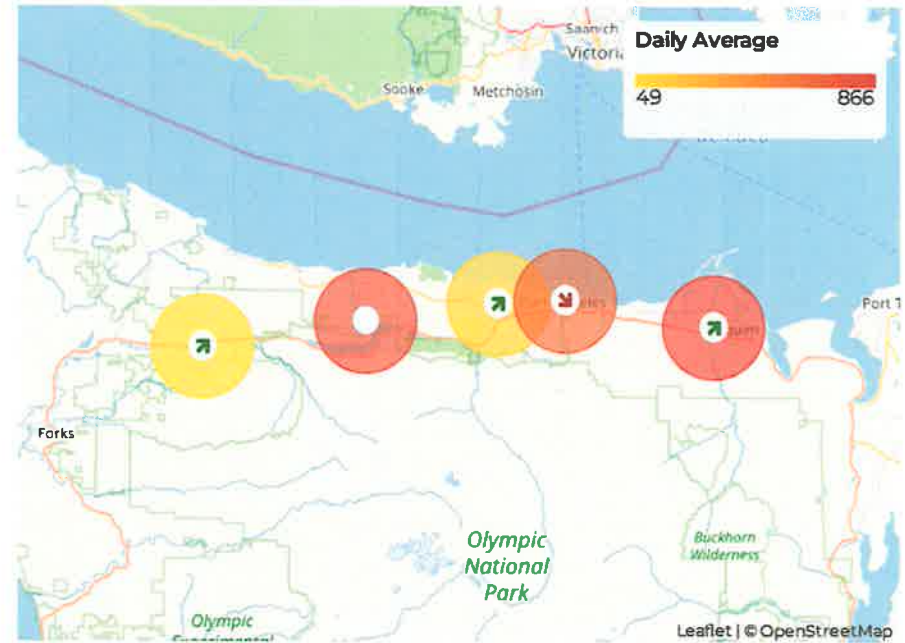
Total
284,463

Peak Day
Sunday
Aug 1, 2021
4,305

Distribution



Key Figures Map



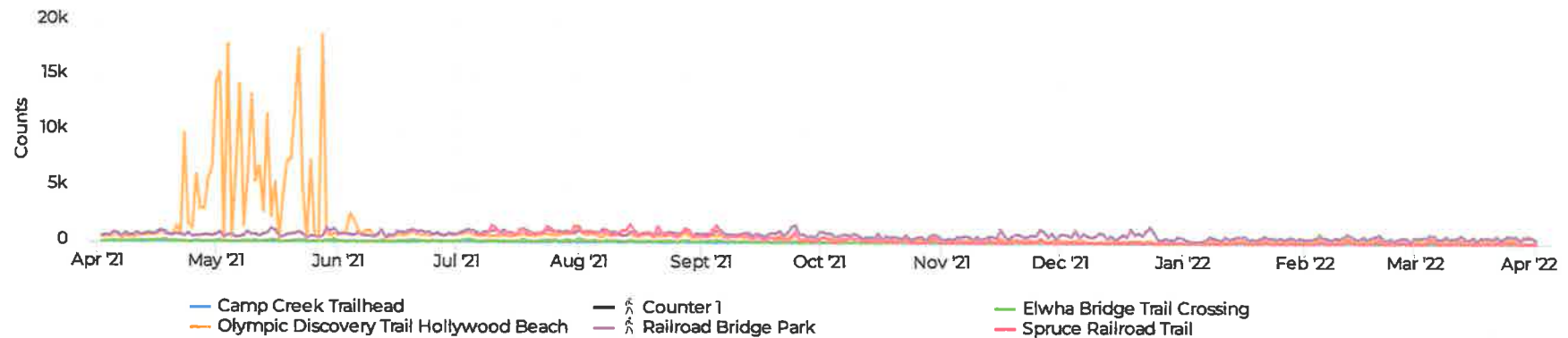
Compared to 06/02/2020 → 10/01/2020

Key Figures

June 1, 2021 → September 30, 2021

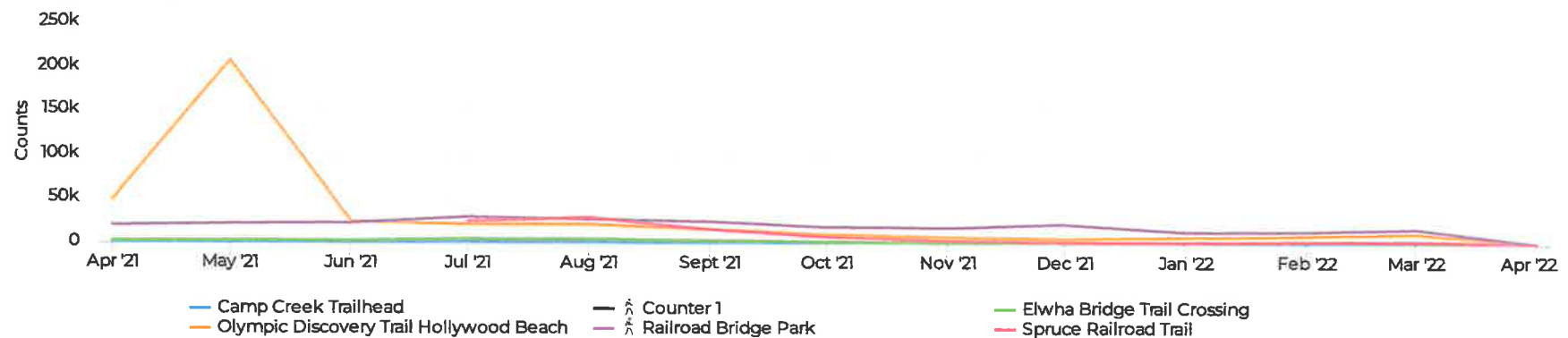
Daily traffic

04/02/2021 → 04/01/2022



Monthly traffic

04/02/2021 → 04/01/2022

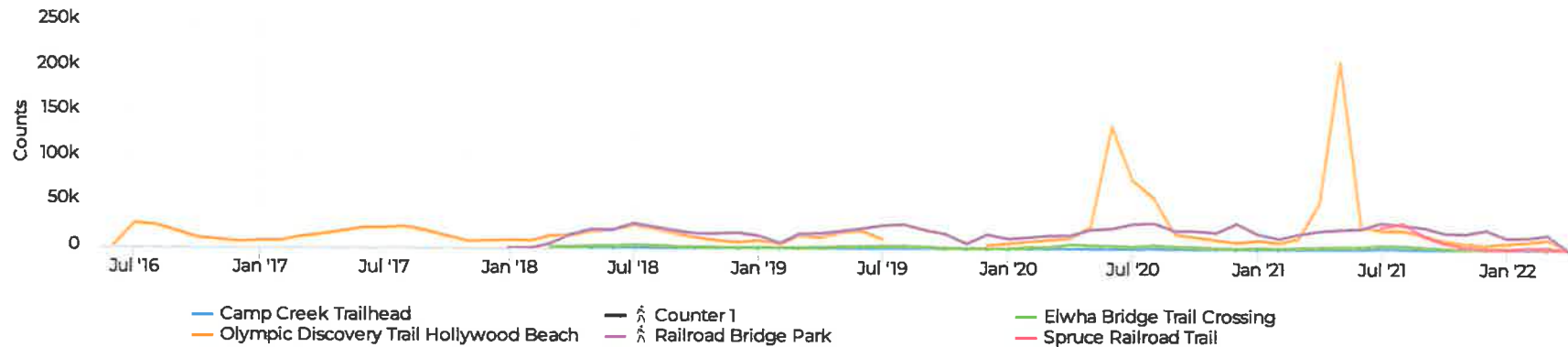


Key Figures

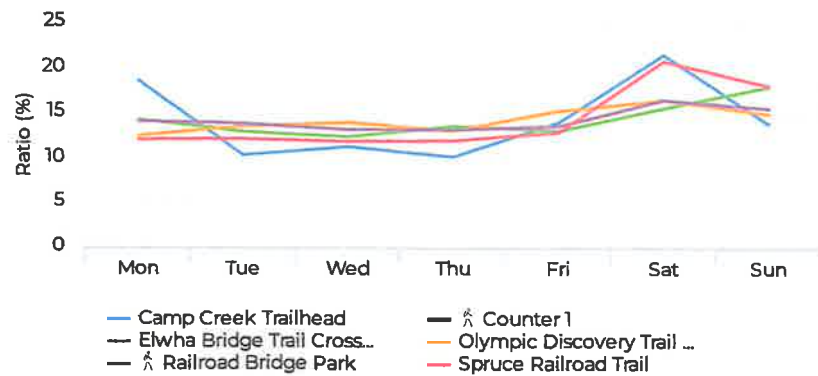
June 1, 2021 → September 30, 2021

Monthly traffic

Whole Period

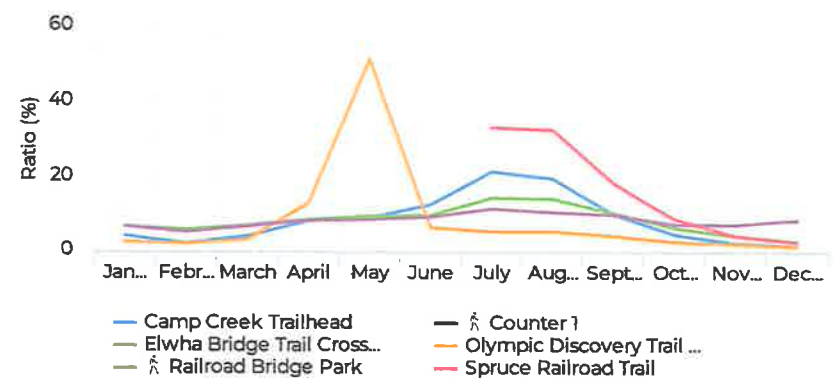


Daily Profile



Monthly Profile

01/01/2021 → 12/31/2021

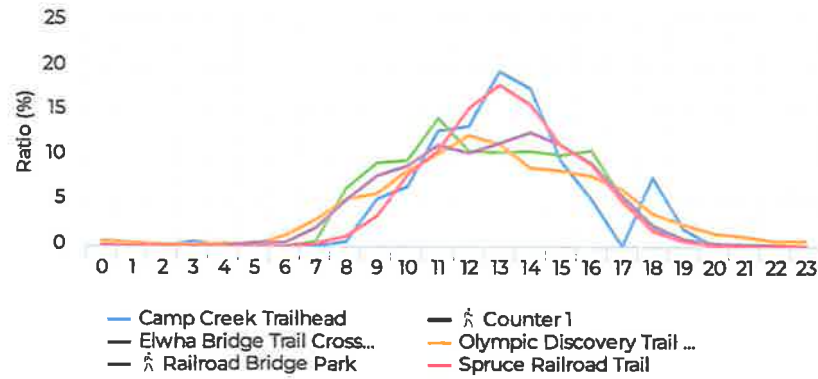


Key Figures

June 1, 2021 → September 30, 2021

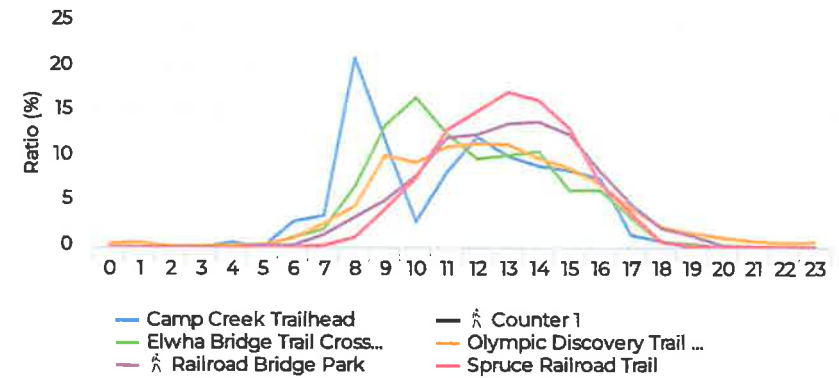
Hourly Profile - Weekdays

01/01/2022 → 04/01/2022



Hourly Profile - Weekend

01/01/2022 → 04/01/2022



Key Figures

June 1, 2021 → September 30, 2021

Key Figures Summary

📅 04/02/2021 → 04/01/2022

Site	Daily Average	Peak Day	Peak Count
Olympic Discovery Trail Hollywood Beach	1,086 ▲ 1.4%	Fri May 28, 2021 Wed Jun 3, 2020	18,733 ▲ 41.0%
Railroad Bridge Park	691 ▼ -0.6%	Sat Sep 25, 2021 Sat Dec 12, 2020	1,590 ▲ 8.2%
Spruce Railroad Trail	341	Sat Aug 14, 2021	1,632
Elwha Bridge Trail Crossing	93 ▼ -13.0%	Sat Feb 5, 2022 Fri Apr 10, 2020	879 ▲ 56.4%
Camp Creek Trailhead	25 ▲ 0.5%	Mon Jul 26, 2021 Sat Jul 25, 2020	247 ▲ 79.0%
Counter 1			

📊 Compared to 04/03/2020 → 04/02/2021



AMBASSADOR REPORT

Trail Condition & Incident Report Form

Date of encounter: ____ / ____ / 20____

Communication Center Notified: Yes ☐ No ☐

Assigned Incident ID From Dispatch:

INSTRUCTIONS

If you need to report an accident, immediately contact law enforcement, or if you are reporting suspected illegal activity, contact law enforcement prior to recording it here. After you have contacted law enforcement, complete this form to report any incident, suspected illegal activity or maintenance issues. Please provide complete information about the incident.

TIME & LOCATION OF CONDITION / INCIDENT

Time of Day:	AM ☐ PM ☐
Name of Trail:	
County:	
GIS Coordinates:	
Knowledge of Incident:	
Did not observe incident ☐ Observed incident ☐	
Type of Incident:	
☐ Maintenance Issue	☐ Suspected Illegal Activity
☐ Trail Use Conflict	☐ Invasive Species
Part of a trail survey? ☐ Yes ☐ No	

AMBASSADOR INFORMATION

Lead Ambassador Name & ID:
Additional Ambassadors and IDs:

SHORT NARRATIVE

Describe WHERE the incident occurred, or what part of the trail has maintenance. Use an approximate distance from a trailhead, a recognizable marker (sign, rock, tree, field), by a trail intersection, etc. Use a map/diagram/photograph to show the location of the incident. Attach or draw in the space below.

MAINTENANCE ISSUE

Type of issue:	Condition of trail:	Condition time-frame:
☐ Downed tree	☐ Trail not passable	☐ Noticed for the first time
☐ Trail erosion	☐ Trail passable	☐ At least two weeks
☐ Overgrown trail	Reported to communications center?	☐ At least one month
☐ Needed sign	☐ Yes ☐ No	☐ Over a year
☐ Damaged sign		☐ Other:
☐ Misleading sign		
Additional Comments:		

SUSPECTED ILLEGAL ACTIVITIES

Type of activity:		Condition time-frame:
☐ Trespassing on Private Property ☐ Illegal Driving of Motorized Vehicles on Trails (ATVs, Cars, Trucks, Snowmobiles, etc.) ☐ Stolen Property/Signs or Property Damage ☐ Illegal Dumping/Hazard Waste Disposal	☐ Illegal Camping or Campfire ☐ Illegal Hunting/Poaching ☐ Drug or Alcohol Use ☐ Other:	How did you find out about the activity: ☐ Observed the activity firsthand ☐ Saw evidence of the activity after it happened
Additional Comments:		
Law Enforcement should be your first contact regarding this incident. Have you contacted Law Enforcement: ☐ Yes ☐ No		
If yes, list the Law Enforcement person(s) and phone number(s) here:		
Reported to communications center? ☐ Yes ☐ No		

TRAIL USE CONFLICTS

Location of Conflict:	Conflict occurred between: ☐ Myself ☐ Not Myself				☐ I was a witness to a trail use conflict
☐ On the trail ☐ Off the trail ☐ At an intersection with another trail ☐ At an intersection with a road or highway ☐ Other:	Party One		Party Two		
☐ Hiker ☐ Bicycle ☐ ATV ☐ Car / Truck ☐ Hunter	☐ Snowmobile ☐ Cross Country Skier ☐ Equestrian ☐ Animal _____ ☐ Other _____	☐ Hiker ☐ Bicycle ☐ ATV ☐ Car / Truck ☐ Hunter	☐ Snowmobile ☐ Cross Country Skier ☐ Equestrian ☐ Animal _____ ☐ Other _____		
Additional Comments:					
Reported to communications center? ☐ Yes ☐ No					

INVASIVE SPECIES

Characteristics & Location	
Plant Name (Common and/or Latin Name):	Size & Density of Infestation (describe and estimate numbers):
Habitat description (Describe general habitat type such as forest interior, forest edge, old field, prairie, wetland, lake shore, crop field, pasture, disturbed ground, urban setting type. Is it public or private land):	
Location Landmarks (Provide enough details so site can be found again. Note nearby landmarks such as city name, roads, intersections, driveways, lake edges and other natural and cultural features):	
Reported to communications center? ☐ Yes ☐ No	

Lodging Tax Advisory Committee
2022 LTAC Funding Request – 2nd call
Sequim-Dungeness Valley Chamber of
Commerce



**LODGING TAX FUNDING APPLICATION
2022**

RECEIVED

CLALLAM CO. COMMISSIONERS

APR 18 2022

GUIDELINES

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

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

I **AMOUNT of Lodging Tax Requested:** \$ 8,613.02

II **Agency/Organization Name:** Sequim-Dungeness Valley Chamber of Commerce
Organization is ☐ Government Entity ☐ 501(c)3 ☒ 501(c)6 ☐ Other
Federal Tax ID No. 916055745 UBI Number 601 794 075

III **Project/Activity/Event:** Bicycle Rest + Repair Area

IV **Representative Contact Information:**
Name, Title Elizabeth Pratt, Executive Director
Mailing Address P.O. Box 907, Sequim, WA 98382
Phone(s) (360) 683-6197
Email director@sequimchamber.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: 4/18/2022

Elizabeth Pratt

Print or Type Name



April 15, 2022

Clallam County Lodging Tax Funding Application

Project Title: Bicycle Rest & Repair Area

Purpose: To create a picnic-like area for users of the Olympic Discovery Trail. The project includes the purchase and installation of three (3) cast concrete picnic tables, to be installed on the lawn west of the Sequim-Dungeness Valley Chamber of Commerce Visitor Information Center, and the purchase and installation of a permanent bicycle repair station and stand, to include air pump and gage.

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?**

With the continued section completion of the Olympic Discovery Trail (ODT), and its relationship with the Rails to Trails Coalition, Clallam County is seeing a dramatic increase in bicycle tourism. The Sequim-Valley Chamber of Commerce Visitor Information Center (the SVDCC VIC) is located along the course of the ODT and is a prime location for encouraging research of further amenities in the county by visitors on bicycle. As of April 2022, there are known reservations for at least three cycling groups coming to the area in groups of approximately 100, 150, and 300 respectively.

By creating this Bicycle Rest & Repair Area, the SVDCC VIC is establishing our location as a primary stop for cyclists entering Sequim from the east or exiting to the County from the west. With a primary stopping point made accessible and comfortable, and including a location for repairing, airing tires, etc, cyclists will be encouraged so stop and stay. Bathroom access will be included in marketing, and the SVDCC will also have protein bar/snacks and water for sale to visitors during cycling season. Battery charging for E-Bikes will be made available during regular VIC operating hours, year-round.

With this stop, cyclists will be greeted by SVDCC VIC volunteers, offered marketing and information materials regarding restaurants, lodging, and other County-wide tourism brochures and maps. Arming these guests with information for future visits increases the potential that these touring groups will become future family and individual tourists, both because of cycling amenities in the County and because of all that the SVDCC VIC can share about the other reasons to be a tourist in Clallam County.

The primary goal of initial installation of this project is to enhance the bicycle tourist experience, and to encourage those visitors to return for future vacations.



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

With the accessibility to marketing for local lodging, both in Sequim and County wide, cyclists who choose to stop and use this Rest & Repair Area will find the information they need for future visit planning. And, as there are more than 500 planned cyclists coming this summer with only three tour companies, that is a large group that our area would like to see as return guests. We will welcome them, give them amenities to enhance their experience on this trip, and provide them with what they need to know for their return visits.

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.

In addition to the considerations above, a Bicycle Rest & Repair Area will be unique along the ODT, and a welcome option for cyclists. By welcoming cyclists with this specific amenity, we are messaging both a welcome and an invitation to return to the ODT for future rides and visits.

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

In working with the Trails Coalition, coming tour groups, and the direct marketing work of the SVDCC, this new amenity will be marketed in a targeted way to cycling groups and tours. This marketing will go out through tour group planners and cycling shops primarily, with a social media campaign targeted to the demographics that seek cycling options for their vacations. Through this messaging, and the welcoming atmosphere of the Rest & Repair Area, the SVDCC expects that enhancing the bicycle tourist experience will encourage cyclists to focus their Trails vacations to the ODT.

5. If the project/program is an event, please provide the name, dates and estimated attendance.

This project is not an event.

6. 2022 Tourism Impact Estimate

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

As a direct result of your proposed tourism-related service, please provide:	2022 Estimate	2021 Actual	Methodology
a. Overall attendance at your event/activity/facility	550 tour group visitors in July/August Unknown small, individual, or local groups	No data for comparison	Based on data of current plan for cycling tours in summer of 2022.



b. Number of people who travel more than 50 miles for your event/activity/facility:	550 with 2022 tour groups July/August.	No data for comparison	Based on data of current plan for cycling tours in summer of 2022.
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	Unknown	No data for comparison	Measurement can be made from VIC visitor logs, kept daily by volunteer staff.
d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.	550 with 2022 tour groups July/August	No data for comparison	These groups have planned to use large county facilities, including the County Fairgrounds, for their stays in this trip alone.
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.	Unknown. The tour groups that are known, are mostly using large parks and camping areas to include RVs	No data for comparison	Data from Peninsula Trails Coalition regarding 2022 tour groups.
f. Number of paid lodging room nights resulting from your event/activity/facility.	Unknown	No data for comparison	While we cannot know the direct impact of this facility improvement for cyclists, the VIC is prepared to measure metrics on visitors during operating hours throughout the year.

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

This project is not an event.



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

The SVDCC VIC is a primary stopping point for tourists entering Sequim from the east, and offers marketing materials for Chamber members, regional partners, and county locations. The VIC saw a total of 6,288 visitors in person and 58,357 unique visits to our website in 2021, and those numbers are on trend to increase dramatically in 2022. With this amenity, we expect to see more of the County's cycling tourists visit inside the VIC, which increases the number of people we are able to share lodging, dining, and recreational amenity information with.

As the VIC is open year-round, and cycling only slows but never stops entirely during the winter, we expect that this amenity will increase visits throughout the year, especially with the full E-Bike charging, repair and re-air option for cyclists in need.

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

The target audience is users of the ODT. While the primary focus is on bicycle tourism, as we are seeing a significant increase in tour visits, the secondary focus is on those who simply use the trail. By offering a comfortable place to stop, enjoy a packed lunch, and the open offer of clean restrooms and water/snacks for sale, we expect that this amenity will benefit all who use the VIC for marketing. Both digital and print materials will be shared with all who come through our doors.

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

There are several prongs of attack for this, the funds for which are being requested through a grant request (May 9th) to the OVPB.

First, we will generate both rack cards and post cards for use in visitor and relocation mailings from the VIC, for distribution to the other VIC locations across Clallam County, and to the bicycle repair shops in Jefferson and Clallam County. Postcard mailings will be done using data on tour groups, with a connection point between the SVDCC and Bicycle Rides Northwest (the host of the largest of the 3 known tours). These materials will be designed to complement the ODT trail maps and other marketing materials generated for the SVDCC and the VIC.

Secondly, we will also design and install signage at the driveway entry/ODT crossing at the entrance to the VIC, as well as signage specifically at the Rest & Repair Area. The signage design is intended to invite and make welcome all who would like to use the space.

Finally, using our online tools (websites, email and social media), the SVDCC staff will design and implement a marketing campaign specifically targeted to the demographics of ODT users, both near and far.



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

By bringing more people in to the SVDCC VIC, more people are exposed to and encouraged to take brochures, rack cards and maps to all of the recreational, lodging and dining options that have their marketing materials at the VIC. Also, by visiting inside the VIC, cyclists and other users will interact with the VIC volunteers who are trained in sharing information and promoting local businesses.

Also, the SVDCC is in conversations with local food vendors who primarily serve through “food trucks,” to invite them to schedule a day per week in the SVDCC VIC parking lot. Southern Nibbles, Diamond Coffee, and Ulivio Pizza have been contacted, and Fog Town Coffee is also under consideration. This Rest & Repair Area will be another way that those specific vendors can reach a new customer base.

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

The SVDCC is not requesting funds from any other source for the purchase and delivery of the items for this project.

However, the SVDCC is applying for marketing funds from the OPVB for signage, rack cards, and post cards to message the location and availability of the SVDCC Bicycle Rest & Repair Area. For installation, the SVDCC is soliciting donations from Chamber member businesses and organizations.

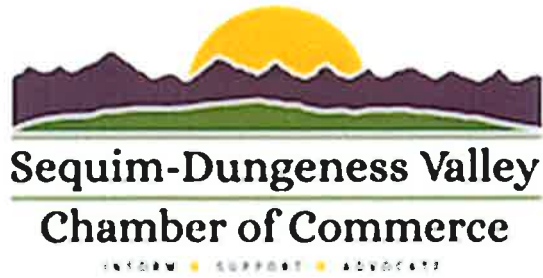
13. **What is the overall budget for your event/activity/facility?**

\$13,213 (includes materials, marketing, and installation). What percent of the budget are you requesting from the Clallam County Lodging Tax Fund? 65% (Which is the cost of the tables, repair station, and their delivery)

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

Marketing: Rack card and postcard design by SVDCC staff, printing by Brisk Printing. Signage at entry to SVDCC at ODT vendor TBD. Social media campaign by staff. Costs for printing and manufacture of signage to be requested in grant request to OPVB for submission May 9th.

Installation: Once materials expense of \$8,613 is secured, SVDCC Membership will be solicited for donations of labor and funds to facilitate installation of signage and bicycle repair stand. (Placement of concrete tables is included in cost of delivery)



Supplemental Information

To Left: Image of Bicycle Repair Station & Stand, to be mounted in concrete sidewalk next to picnic/rest area on west lawn of Visitor Information Center.



Below: Image of tables proposed for project, to be installed in a group of three. Original placement will be on lawn directly.



**Sequim-Dungeness Valley Chamber of Commerce
Bicycle Rest & Repair Stop Installation**

Materials:	Vendor	Number Requested:	Cost per Unit	Total Cost:
Concrete Picnic Table	Belson Outdoors	3	\$1,384.00	\$4,152.00
Bicycle Repair Stand	Belson Outdoors	1	\$1,944.00	\$1,944.00
Repair Stand Air Pump	Belson Outdoors	1	\$179.00	\$179.00
Materials Cost:				\$6,275.00
Shipping/Delivery:				\$1,641.38
Sales Tax:				\$696.64
Total Materials Expense:				\$8,613.02

Additional Project Costs (Not included in this grant application)

To be requested in Grant Request to OPVB, May 9, 2022. Quotes on printing and distribution are requested and yet to be returned.

Marketing for Project:	Estimated Costs:
Signs at Driveway Entry/ODT Trailside:	\$1,000.00
Sign at Rest & Repair Location	\$600.00
Rackcard Printing	\$1,000.00
Postcard Printing & Mailing	\$2,000.00
Marketing Estimated Total:	\$4,600.00

Total Project Cost, Net Est. Marketing Expenses	\$13,213.02
---	-------------

Installation Considerations:

For installation needs, which are yet to be determined, the SVDCC will solicit sponsorships, donations and in-kind trades from Chamber Member businesses.

Sequim-Dungeness Valley Chamber of Commerce
2022 Budget

2022

Income

400 · Chamber Income

400.05 · Membership Dues	93000
--------------------------	-------

400.10 · Chamber Services

400.17 · SSBRF

400.18 · COVID19 SBRRP

400.12 · Chamber Promotion

400.13 · Citizen of the Year	2000
------------------------------	------

400.14 · Forums/Surveys

400.15 · Seminars/Workshops	3500
-----------------------------	------

*will need to source grant opportunities - for example: County LTAC,

400.10 · Chamber Services - Other (Grants)	10000 or State & Federal Opportunities
--	--

Total 400.10 · Chamber Services

400.20 · Member Services

400.21 · Luncheons	8000
--------------------	------

400.23 · Seminars

400.24 · Newsletter	2500
---------------------	------

400.25 · Event Publication

400.20 · Member Services - Other	3000
----------------------------------	------

Total 400.20 · Member Services

400.30 · Event Related

400.31 · Irrigation Festival	2000
------------------------------	------

400.32 · Business Showcase Expo	3500
---------------------------------	------

400.33 · Other Events-Fundraising	10000 *Will require more fundraising
-----------------------------------	--------------------------------------

400.35 · Lavender Weekend Mgmt

400.30 · Event Related - Other

Total 400.30 · Event Related

400.40 · Relocation Inquiries	1550
-------------------------------	------

400.60 · Website Advertising	3000
------------------------------	------

400.65 · Chamber Reserves-Website Update

400.70 · Miscellaneous Chamber

Sequim-Dungeness Valley Chamber of Commerce
2022 Budget

400.72 · Miscellaneous Funds	
400.70 · Miscellaneous Chamber - Other	
Total 400.70 · Miscellaneous Chamber	
600A · Reserve Account Utilization	0
400 · Chamber Income - Other	
 Total 400 · Chamber Income	 142050
 420 · Visitor Information Center	
429.00 Postage Reimburse Inc. (LTAC)	2500
429.50 Postage Donations	
420.10 · VIC Sales	
420.11 · VIC Sales	3500
420.14 · Donations/Volunteer Events	700
420.15 · Forest Service Related	1000
420.17 · Other	
420.10 · VIC Sales - Other	
Total 420.10 · VIC Sales	
420.20 · City of Sequim Funds(Lodging)	
420.30 · Reimbursed Sequim LTAC Funds	91903.27
420.40 · Kiosk Advertising	2500
420.50 · Brochure Display - Non Member	
420.80 · Publications-Brochures	
420.90 · Miscellaneous VIC Income	
500. · In/Out Accounts-Income	
420.12 · Irrigation Festival Products	1500
420.13 · Lavender Festival	
420.18 · City of Sequim Products	4500
500. · In/Out Accounts-Income - Other	
Total 500. · In/Out Accounts-Income	
420 · Visitor Information Center - Other	
Total 420 · Visitor Information Center	108103.3

Sequim-Dungeness Valley Chamber of Commerce
2022 Budget

710 · Special Town Proj/Umbrella Acct	
710.10 · Flower Baskets	14000
710.20 · Christmas Related	2500
713.30 · Merchant Group Related	1500
730.15 · Sequim In Bloom	
710 · Special Town Proj/Umbrella Acct - Other	
Total 710 · Special Town Proj/Umbrella Acct	18000
720 · Community Choir/Umbrella Acct	3000
730 · HowardWood Scholsp/Restricted	
Total Income	271153.3

Expense

Transfer

6000 · Chamber Expenses

 670 Reserve Account Contribut

 600 · Chamber Promo & Service Expse

 600.80 · COVID 19 SBRRP

 600.70 · SSBRF

 600.10 · Brochure/Packet Mailings

 600.20 · Chamber Promotion

 600.30 · Citizen of the Year 1500

 600.40 · Forums

 600.50 · Seminars/Workshops 500

 600 · Chamber Promo & Service Expse - Other

Total 600 · Chamber Promo & Service Expse

601 · Members Service Expenses

 601.10 · Luncheons 7500

 601.30 · Ambassador Related 75

 601.40 · Newsletter

 601.50 · Member Management 250

 601 · Members Service Expenses - Other

Total 601 · Members Service Expenses

*will require grant funding to cover actual expense or reduction in

602 · Advertising 500 service

Sequim-Dungeness Valley Chamber of Commerce
2022 Budget

603 · Dues & Subscriptions	8000
604 · Event Expenses	
604.10 · Irrigation Festival	
604.20 · Business Showcase	2000
604.30 · Fund Raising Events	5500
604.35 · Lavender Weekend Exp.	100
604 · Event Expenses - Other	
Total 604 · Event Expenses	
605 · Insurance	
605.31 Reimbursed Well Ins.	-1000
605.10 · Disability Insurance	
605.20 · Liability Insurance	3200
605.30 · Property-Well Insurance	1000
605.40 · Umbrella	700
605 · Insurance - Other	
Total 605 · Insurance	
606 · Office Supplies	500
607 · Office Equipment	
607.10 · Computer/Equipment Repair	250
607.20 · Computer System Upgrades	
607.30 · Lease/Rental	500
607.40 · Furniture Purchase	250
607 · Office Equipment - Other	
Total 607 · Office Equipment	
608 · Postage and Delivery	1000
609 · Professional Fees	
609.10 · Accounting/Legal Fees	300
609 · Professional Fees - Other	
Total 609 · Professional Fees	
610 · Telephone	550
611 · Travel & Meeting Expense	750
615 · Website Related	
616 · POE Copy Charges/Printing	250
617. · Board/Chamber Support Expenses	1033.387

Sequim-Dungeness Valley Chamber of Commerce

2022 Budget

618.1 · Bank Service Charges	300	
619 · Gateway Fees	1200	
6000 · Chamber Expenses - Other		
Total 6000 · Chamber Expenses	36708.39	
6200 · Visitor Info Center Expenses		
670. Festival Volunteer Exp.		
5000. · In/Out Accounts- Expenses		
630.40 City Product Sales	3000	
630.20 · Irrigation Festival	1200	
630.30 · Lavender Festival		
5000. · In/Out Accounts- Expenses - Other		
Total 5000. · In/Out Accounts- Expenses		LTAC:
620 · Accounting	375	375
621 · Advertising	2500	2500
622 · Dues & Subscriptions	700	700
623 · Insurance	2200	2200
625 · Bldg & Ground Maintenance	6000	6000
626 · Office Equipment		0
626.10 · Computer/Equipment Repair	375	375
626.20 · Equipment Repairs		0
626.30 · Equipment Lease/Agreement	500	500
626.40 · Office Equip/Furniture Purchase	500	500
626 · Office Equipment - Other		0
Total 626 · Office Equipment		
628 · Office Supplies	525	525
628.50 · Printing & Coping	300	300
629.00 · Postage & Delivery	2500	not in LTAC
630. · Products & Service		0
630.10 · VIC Products	2100	2100
630.50 · Forest Service Expense	850	850
630.60 · VIC Sales Tax	500	500
630. · Products & Service - Other		0
Total 630. · Products & Service		
631 · Property Taxes	3900	3900

Sequim-Dungeness Valley Chamber of Commerce

2022 Budget

632 · Security - VIC Alarm	750	750	
633 · Supplies - Kitchen & Bathroom	525	525	
634 · Telephone/WIFI	2200	2200	
635 · Travel/Meeting/Conference	500	500	
636 · Conference Registration	300	300	
637 · Utilities-Water/Sewer/Electric	6400	6400	
638 · VIC Promotion & Service	200	200	
638.50 · Merchant Fees - VIC	1000	1000	
640 · Volunteer Related			
640.10 · Volunteer Events	2000	2000	
640.20 · VIC cookies and supplies	350	350	
640.30 · VIC Misc Expenses	150	150	
640 · Volunteer Related - Other		0	
Total 640 · Volunteer Related			
650 · Miscellaneous			
650.10 · Water Service	500	500	
650.20 · Other		0	
650 · Miscellaneous - Other			*Infrastructure improvements - ADA Accessibility,
Total 650 · Miscellaneous			3000 Marquee, Demonstration Garden
6200 · Visitor Info Center Expenses - Other			
Total 6200 · Visitor Info Center Expenses	42900	39200	
6900 · Payroll Expenses			
6900.10 · Executive Director	68140.8	17035.2	25% Budgeted to Tourism
6900.20 · Financial Administrator	35692.8	17846.4	50% Budgeted to Tourism /Product & Fund Reconciliation
6900.30 · Membership Manager	36774.4	3677.44	10% Budgeted for Tourism
6900.35 · Business Support Specialist	7000	7000	100% bugeted for tourism
6900.40 · Taxes - Miscellaneous Fees		0	
6900.50 · Federal Taxes	13284.72	5845.277	44% of taxes Tourism related
6900.60 · State Taxes	2952.16	1298.95	44% of taxes Tourism related
6900 · Payroll Expenses - Other			
Total 6900 · Payroll Expenses	163844.9		
6910 · Medical Reimbursements	16200		
6911 · Temp Services			

Sequim-Dungeness Valley Chamber of Commerce
2022 Budget

7100 · Special Project Exp/Umbrella		
7100.10 · Flower Baskets	7000	
7100.15 · Sequim In Bloom	2500	
7100.20 · Christmas	2000	
7100.30 · Merchant Group Expenses	1000	
7100 · Special Project Exp/Umbrella - Other		
Total 7100 · Special Project Exp/Umbrella	12500	
7200 · Community Choir Exp./Umbrella	3000	
7300 · H.Wood Scholarship/Restricted	1000	
8100 · Amortization Expense		
8200 · Depreciation Expense		
Total Expense	276153.3	
	91903.27	LTAC
	88062.92	LY
	-5000	4% Increase for 2022
	to balance	



Filed
Secretary of State
State of Washington
Date Filed: 03/17/2021
Effective Date: 03/17/2021
Registration No: 1132198

Charity Renewal

ORGANIZATION INFORMATION

Organization Name:

SEQUIM-DUNGENESS VALLEY CHAMBER OF COMMERCE

Registration Number :

1132198

Also known as Names:

Name

SEQUIM CHAMBER OF COMMERCE

Purpose/Mission of the Organization:

TO ADVANCE AND PROMOTE BUSINESS BY PROVIDING A FORUM TO ADDRESS ISSUES AND TO UNITE AND SUPPORT ITS MEMBERSHIP THROUGH PROGRAMS, EVENTS AND SERVICES.

FEIN Number:

91-6055745

Federal Tax-Exempt Status:

Yes

Federal Status Type:

501(c)(6)

UBI Number:

601 794 075

Is this Charitable Organization associated with any Corporation or LLC?-

No

CONTACT INFORMATION

Organization Email:

office@sequimchamber.com

Confirm Organization Email:

office@sequimchamber.com

Organization Website:

www.sequimchamber.com

Is Foreign Contact:

No

Country Code:

1

Phone Number:

3606836197

Ext:

Mailing Address:

PO BOX 907, SEQUIM, WA, 98382, USA

Street Address:

1192 E Washington St, CLALLAM COUNTY, SEQUIM, WA, 98382, USA

Do you use any other addresses for Solicitation -
No

FINANCIAL INFORMATION

Accounting year beginning date:

01/01/2020

Accounting year ending date:

12/31/2020

Beginning Gross Assets:

\$311,645.00

Ending Gross Assets:

\$353,829.00

Revenue

Gross Contributions from Solicitations:

\$595,475.00

Gross Revenue from All Other sources:

\$110,946.00

Total Dollar Value of Gross Receipts:

\$706,421.00

Expenses

Gross Expenditures from Program Services:

\$490,498.00

Total Gross from All Expenditures:

\$665,486.00

Percent to Program Services:

74%

FINANCIAL HISTORY

Fiscal Begin Date	Fiscal End Date	Begin Assets	Revenue	Program Services	Expenses	End Assets	% To Program Services
01/01/2019	12/31/2019	\$423,082.00	\$265,944.00	\$135,748.00	\$261,515.00	\$311,645.00	52%
01/01/2018	12/31/2018	\$29,092.00	\$423,082.00	\$274,756.00	\$408,280.00	\$423,082.00	67%
01/01/2017	12/31/2017	\$16,387.00	\$419,107.00	\$267,038.00	\$390,015.00	\$29,092.00	68%
01/01/2016	12/31/2016	\$18,512.00	\$401,961.00	\$264,872.00	\$385,574.00	\$16,387.00	68%
01/01/2015	12/31/2015	\$345,799.00	\$345,799.00	\$327,287.00	\$327,287.00	\$18,512.00	100%
01/01/2014	12/31/2014	\$337,494.00	\$337,494.00	\$321,441.00	\$321,441.00	\$16,053.00	100%
01/01/2013	12/31/2013	\$319,089.00	\$319,089.00	\$304,624.00	\$304,624.00	\$14,465.00	100%
01/01/2012	12/31/2012	\$310,104.00	\$336,945.00	\$299,551.00	\$299,551.00	\$346,807.00	100%
01/01/2011	12/31/2011	\$309,157.00	\$309,157.00	\$299,141.00	\$299,141.00	\$10,016.00	100%
01/01/2010	12/31/2010	\$306,757.00	\$311,270.00	\$320,007.00	\$320,007.00	\$-8,737.00	100%

Solicitation Comments:

DUE TO COVID WE FACILITATED GRANTS TO SMALL BUSINESSES.

Did the Organization solicit or collect contributions in WA during the accounting year reported?- **Yes**

- Entertainment/Special Events
- Internet

- Product Sale

Is the Organization registered to solicit outside of WA?- **No**

Does the Organization pay any of its officers or employees?- **Yes**

First Name

MELANIE

ANJI

PAULA

Last Name

SANDS

SCALF

HUNT

PERSONS ACCEPTING RESPONSIBILITY

Current Officers or Persons Accepting Responsibility for the Organization

First Name	Last Name	Title	Phone #	Address
JAMES	STOFFER	DIRECTOR	3606836197	PO BOX 907, SEQUIM, WA, 98382, UNITED STATES
CHARLA	WRIGHT	DIRECTOR	3609124066	1192 E WASHINGTON ST, SEQUIM, WA, 98382-3574, UNITED STATES

FINANCIAL PREPARER

Person or Business that Prepares, Reviews or Audits Financial Information:

Type:

BUSINESS

Business Name:

BELL & FUTCH, CPA

Representative First Name:

DON

Representative Last Name:

BELL

Title:

OWNER

Address:

PO BOX 907, 1192 E. WASHINGTON ST., SEQUIM, WA, 98382-4315, 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:

MELANIE SANDS

Email:

OFFICE@SEQUIMCHAMBER.COM

Address:

PO BOX 907, SEQUIM, WA, 98382-4315, USA

UPLOAD ADDITIONAL DOCUMENTS

Do you have additional documents to upload? No

SIGNATURE/ ATTESTATION

First Name:

MELANIE

Last Name:

SANDS

Date:

03/17/2021

Phone Number:

360-683-6197

Lodging Tax Advisory Committee
2022 LTAC Funding Request – 2nd call
Port Angeles Marathon Association



RECEIVED
CLALLAM CO. COMMISSIONERS

APR 18 2022

**LODGING TAX FUNDING APPLICATION
2022**

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

GUIDELINES

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

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

- I **AMOUNT of Lodging Tax Requested:** \$ 17,287
- 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:** ChronoTrack Timing System for all of our of Port Angeles Marathon Association.
This timing system will last for years to come.
- IV **Representative Contact Information:**
Name, Title Victoria Jones, Executive Director
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: April 17, 2022

Victoria Jones, 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?

SEE ATTACHED SHEET

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

SEE ATTACHED SHEET

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

SEE ATTACHED SHEET

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

SEE ATTACHED SHEET

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

SEE ATTACHED SHEET

6. 2022 Tourism-Impact Estimate

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

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

As a direct result of your proposed tourism-related service, please provide:	2022 Estimate	2021 Actual	Methodology
a. Overall attendance at your event/activity/facility	6,755	9,000	Registered
b. Number of people who travel more than 50 miles for your event/activity/facility	5,038	6,000	Registered
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	2,575	3,000	Registered
d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.	2,312	2,800	Indirect
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.	2,726	3,000	Indirect
f. Number of paid lodging room nights resulting from your event/activity/facility.	770	800	Indirect

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

SEE ATTACHED SHEET

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

SEE ATTACHED SHEET

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).

SEE ATTACHED SHEET

13. What is the overall budget for your event/activity/facility? \$ 433,500

What percent of the budget are you requesting from Clallam County Lodging Tax Fund? 4.00 %

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

SEE ATTACHED SHEET

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?

Port Angeles Marathon Association is a world class running organization. It is known all around North America for being a first-class event. In order to be a first class event it requires top of the line timing equipment to get the most accurate results and make sure all of the participants get accurate results. During COVID-19 one of the best timing companies in the Pacific Northwest no longer has a representative in our region making it VERY difficult to find top of the line (ChronoTrack) timing companies that are in the region. Flying companies in from other regions with all of their equipment is cost prohibited.

By having our own timing equipment we will be able to contract with local timers to use our equipment and make it possible to continue with our races and continue bring people to Clallam County.

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

By having our own timing equipment we will be able to continue to keep our costs down and not only continue with our smaller events, but also add more events to increase paid overnight accommodations. With the current timing company that we use we have to pay a minimum of \$3,000 / event just to have them come out to Clallam County for our events.

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.

Port Angeles Marathon Association events were 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 one of our PAMA events, have heard of it through this vast and powerful community. They visit the website, they read reviews, they visit the social media pages, they research the area, and it is on their radar as an event to consider. Having our own timing equipment will make it so we will be able to continue and grow all of our annual events.

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

The Port Angeles Marathon Association puts 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. In addition, over the past few years our virtual participants increased greatly and as participants feel more

comfortable to travel once again we will have the best equipment to be able to support the participants.

"I received my race package today. Thank you so much. I am very impressed with all of it. I love how the medals are wrapped and not to be opened until the race is done. That is definite encouragement to get out there and get the race done. I was inspired to sign up for your race package because a few of us ran the North Olympic Discovery Marathon in 2017. I thought your RTP medal collection would be a nice reminder of that marathon. It was a great experience for all of us that came there. We can't wait to return again one day when the border opens up. All the best to your organization!" - Sandy Wike - Kelowna, BC

"I have high praise for the organization of NODM's virtual races and the swag package that came with my registration. I have since signed three of my kids up for the kids' marathon and I am considering completing the Run The Peninsula series myself. Thank you for making what, by my observation, is a very graceful pivot to a virtual run series. Hopefully next year I can come and run the actual NODM course". Running Happy, Laura Morrissey – Covington, WA

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

The timing equipment will be used for the following Clallam County PAMA Events Annually-

- **Elwha River Bridge 5K / 10K – Port Angeles, WA – First Saturday in February** – 400-500 Participants.
- **Railroad Bridge 5K / 10K – Sequim, WA – 4th Weekend in April** – 400-500 Participants
- **North Olympic Discovery Marathon – 5K / 10K / Half / Full / Relay / Kids Run – First Weekend in June** - We anticipate 2,500 participants over 3 days of events past on 19 years of holding this event
- **Jamestown S'Klallam Tribe 5K / 10K – Glow Run – Blyn, WA – First Weekend in December** -500-600 Participants

6. 2022 Tourism-Impact Estimate (Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2021)

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

As a direct result of your proposed tourism-related service, please provide:	2022 Estimate	2021 Actual	Methodology
a. Overall attendance at your event/activity/facility	6,755	9,000	Registered Participants *2.5
b. Number of people who travel more than 50 miles for your event/activity/facility	5,038	6,000	Registered Participants *2.5
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	2,575	3,000	Registered Participants *2.5
d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.	2,312	2,800	Indirect 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.	2,726	3,000	Indirect Estimate
f. Number of paid lodging room nights resulting from your event/activity/facility.	770	800	Indirect Estimate

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

The host hotel for the North Olympic Discovery Marathon the Elwha Bridge Run 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 the 7 Cedar Hotel.

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

The Port Angeles Marathon Association puts 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.

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 2022 is to bring in more athletes from outside of Washington State. Athletes travel from every state and overseas for this event. In 2021, we have participants from all 50 states, which was the second time ever that this has happened. We hope to continue this in 2022.

The main focus for the 4th annual Run the Peninsula events is to provide a need to our community while at the same time bringing participants from outside of Clallam County. These events have a larger focus on family friendly events that bring entire families to participants encouraging runners, walkers, families and strollers.

Local Impact

Even though 95% of all marketing is done outside of the area, what we have learned is that locals who have volunteered or watched the event have become inspired to participate. We believe that a large health and fitness event in our community is a major factor in transforming the health of our population and putting the Olympic Peninsula on the map as an “active” community. When locals see all of participants of the various races, the sport becomes more accessible to them. This shift in our community has been very rewarding.

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

Every year we utilize our full marketing budget. 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 marketing plan is in place and has a heavy emphasis on advertising outside of Washington State and in digital format. The marketing plan for Run the Peninsula is get participants to want to come out to the peninsula during the off season. Our marketing plan includes the following: Social Media, online media (Facebook, IG, Twitter, YouTube, etc.). Google Ads, Online Running Calendars, Mailchimp, Websites (www.nodm.com, www.runthepeninsula.com), Printed media (rack cards, post cards, posters) and In-person Expos, the amazing event swag we do every year.

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 business to add any type of promotional material into the race packets for marathon

weekend (this is a bag that every participants gets). In the past business have included coupons and promotions in their stores.

By adding the Run the Peninsula Series we have grown the amount of area in Clallam County that we cover. The addition of these races have really helped highlight a promote our amazing 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).

Yes. PAMA has applied for and received money from the following 2022 LTAC Funds. All of the applications have been submitted and received funds will be used 100% for marketing outside of the Olympic Peninsula.

- City of Port Angeles LTAC - \$8,000 - Marketing
- Olympic Peninsula Visitors Bureau Tourism Enhancement Fund - \$10,000 - Marketing
- City of Sequim Tourism Enhancement Fund - \$4,000 - Marketing

13. What is the overall budget for your event/activity/facility? \$433,500. What percent of the budget are you requesting from Clallam County Lodging Tax Fund? 4.00%

ChronoTrack Timing Equipment					
	Item	Quantity	Cost	Source	Description
PRO2	CT-SYS-PRO2*	1	\$11,680.00	ChronoTrack	Includes Pro 2 controller, 8 timing mats and antennas, short cable set and long cable set
Flashpoint Set	FP-KIT02	1	\$1,815.00	ChronoTrack	Dual setup; includes 2 FlashPoint antennas, 1 short cable set, 1 long cable set and 2 stands
Race Clock		1	\$3,245.00	Race Lock	https://raceclock.com/
Ryobi Batteries - 8 Pack		1	\$369.00	Hatnagles - Local	
6 Bank Ryobi Charger		1	\$178.00	Hatnagles - Local	
	Total		\$17,287.00		

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

The remaining fees will come from the following; Entry Fees, Sponsorship, Grants and Merchandise.

Port Angeles Marathon Association (PAMA)

2022 PAMA Budget- FY21 P&L

	TOTAL
Revenue	
4000 Revenue	
4100 Entry Fees	125,000.00
4181 RTP - Elwha Run- Multi-Registration	20,000.00
4182 RTP - Railroad Bridge Run- Multi-Registration	20,000.00
4183 RTP - NODM Multi-Registration	45,000.00
4184 RTP - Larry Scott Trail Multi-Registration	20,000.00
4185 RTP - Jamestown S'Klallam Multi-Registration	20,000.00
4186 RTP - Virtual Race Series	100,000.00
4190 Discounts	-5,000.00
4199 Entry Refunds	-3,000.00
Total 4100 Entry Fees	342,000.00
4200 Sponsorship	
4210 Title Sponsors	10,000.00
4220 Event Sponsor	
4221 Marathon Sponsorship	2,500.00
4222 Marathon Relay Sponsorship	1,000.00
4223 Half Marathon Sponsorship	5,000.00
4224 10K Sponsorship	2,500.00
4225 5K Sponsorship	2,500.00
4226 Kids Marathon Sponsorship	5,000.00
4228 RTP Presenting Sponsor	15,000.00
Total 4220 Event Sponsor	33,500.00
4270 Volunteer Party Sponsorship	2,500.00
4280 Water Station Sponsor	500.00
4290 Health and Fitness Expo Sponsorship	1,000.00
Total 4200 Sponsorship	47,500.00
4300 Grants	12,000.00
4400 Merchandise	20,000.00
4900 Shipping Account	2,000.00
Total 4000 Revenue	423,500.00
4350 Donation to ODT	10,000.00
Total Revenue	\$433,500.00
GROSS PROFIT	\$433,500.00
Expenditures	
5000 Advertising	1,500.00
5100 Social Media	15,000.00
5200 Online Media	400.00
5210 Videographer	4,000.00
5220 Online Advertising	500.00
5230 MailChimp	2,000.00
5240 Website	7,500.00

Port Angeles Marathon Association (PAMA)

Budget Overview: 2022 PAMA Budget_draft - FY21 P&L

January - December 2021

	TOTAL
Total 5200 Online Media	14,400.00
5300 Branding - Art / Logo Design	2,200.00
5310 RTP Branding	1,500.00
Total 5300 Branding - Art / Logo Design	3,700.00
5400 Print Media	1,000.00
5410 Print Advertising	2,100.00
5420 Rack Cards	500.00
5430 Banners and Signs	1,200.00
5440 Posters	100.00
Total 5400 Print Media	4,900.00
5500 Event Expo Fees	600.00
5550 Event Bags	
5560 Marathon Bags	1,000.00
Total 5550 Event Bags	1,000.00
5600 Event Shirts	
5610 Full, 1/2, Relay Shirts	15,000.00
5620 5K / 10K Shirts	6,500.00
5625 Run the Peninsula 5K / 10K	35,000.00
5630 Kids Shirts	1,200.00
5640 Volunteer Shirts	4,000.00
5650 Race Committee Shirts	1,000.00
5670 Supplies & Materials	10,000.00
Total 5600 Event Shirts	72,700.00
5700 Radio Advertising	2,000.00
Total 5000 Advertising	115,800.00
6000 Supplies	3,000.00
6100 Marathon Supplies	
6110 Water Station Supplies	2,000.00
6120 Course Supplies	4,000.00
6130 Finisher Food	2,500.00
6140 Supplies & Materials	2,000.00
6150 Beer Garden	600.00
6160 Custom Wine Lables	800.00
6170 Water Bottles	3,000.00
Total 6100 Marathon Supplies	14,900.00
6200 Group Supplies	
6220 Kids Marathon Supplies	1,500.00
Total 6200 Group Supplies	1,500.00
6300 Office Supplies	3,000.00
6400 Postage	30,000.00
6500 Awards & Medals	
6510 Awards	5,000.00

Port Angeles Marathon Association (PAMA)

Budget Overview: 2022 PAMA Budget_draft - FY21 P&L

January - December 2021

	TOTAL
6520 Medals	60,000.00
Total 6500 Awards & Medals	65,000.00
6600 Volunteer Supplies	2,000.00
Total 6000 Supplies	119,400.00
7000 General Operating Expenditures	
7150 Education	1,000.00
7200 Travel	300.00
7210 Mileage Reimbursement	150.00
Total 7200 Travel	450.00
7250 Meals & Entertainment	1,500.00
7300 Facilities	
7320 Internet	1,000.00
7330 Mini Storage Rental	6,000.00
Total 7300 Facilities	7,000.00
7450 Dues & Subscriptions	1,000.00
7500 Permit and Venue Fees	5,000.00
7550 Staff Training	110.00
7600 Staff Meeting Expense	300.00
Total 7000 General Operating Expenditures	16,360.00
7400 Payroll	
7410 Payroll Wages	50,000.00
7423 Employer WA State	200.00
7424 Payroll Tax - Employer	
7421 Federal Taxes	3,550.00
7422 L & I	300.00
Total 7424 Payroll Tax - Employer	3,850.00
7430 LBL Contract	40,000.00
7440 Payroll Expenditures	45.00
Total 7400 Payroll	94,095.00
7700 Taxes Paid	
7720 Taxes B&O	5,000.00
Total 7700 Taxes Paid	5,000.00
8000 Other Miscellaneous Service Cost	
8100 Buses	
8110 Bag Check Buses	200.00
8120 Shuttle Busses	7,000.00
Total 8100 Buses	7,200.00
8200 Legal & Professional Fees	
8210 Accounting	4,000.00
Total 8200 Legal & Professional Fees	4,000.00
8400 Port A Pottie Rental	5,000.00
8450 Timing	22,000.00

Port Angeles Marathon Association (PAMA)

Budget Overview: 2022 PAMA Budget_draft - FY21 P&L

January - December 2021

	TOTAL
8460 Race Day Outside Services	5,000.00
Total 8000 Other Miscellaneous Service Cost	43,200.00
9000 Charitable Contributions	
9100 Donations to Organizations	32,000.00
Total 9000 Charitable Contributions	32,000.00
Merchandise - Design & Printing & Shipping & Fulfillment	5,000.00
Total Expenditures	\$430,855.00
NET OPERATING REVENUE	\$2,645.00
Other Revenue	
4800 Interest Earned	25.00
Cash Credit Card Rewards	2,500.00
Total Other Revenue	\$2,525.00
NET OTHER REVENUE	\$2,525.00
NET REVENUE	\$5,170.00

ChronoTrack Timing Equipment		Quantity	Cost	Source	Description
PRO2	CT-SYS-PRO2*	1	\$11,680.00	ChronoTrack	Includes Pro 2 controller, 8 timing mats and antennas, short cable set and long cable set
Flashpoint Set	FP-KIT02	1	\$1,815.00	ChronoTrack	Dual setup; includes 2 FlashPoint antennas, 1 short cable set, 1 long cable set and 2 stands
Race Clock		1	\$3,245.00	Race Lock	https://raceclock.com/
Ryobi Batteries - 8 Pack		1	\$369.00	Hatnagles - Local	
6 Bank Ryobi Charger		1	\$178.00	Hatnagles - Local	
	Total		\$17,287.00		

PRO2

The Pro2 controller is the successor to the original Pro controller. As with the original Pro, the Pro2 is encased in a rugged Pelican case and features a touch screen display, two-port Ethernet switch, built-in WiFi modem, built-in GPRS (Cellular) Modem, three powered USB ports, and AC power.

NTP Time-Syncing

Built-in WiFi Modem

Built-in Cellular Modem

Three Powered USB Ports

8 Antenna Connections

(5) Battery Power Capacity – up to 8 hours of continuous use

Two Switched 10/100Mbps Ethernet Ports

Interchangeable Ryobi Batteries

AC Power

Weighs 24 lbs



FlashPoint

Our FlashPoint is the original and most trusted side antenna available in the market today! Use as a standalone timing line or as a backup timing line at your start/finish.

Lightweight and adjustable height

12 ft standalone read rate

14 ft back-up line read rate (with mats)

Mat-less splits, anywhere on course



Timing Mats

The ChronoTrack timing mats, widely trusted at events around the world, are built to last. Their durable material make them nearly indestructible on and off course.

Various sizes, depending on your course needs

Mini Mats offer reduced weight for easier & remote deployment

Full-size Mats are ADA Compliant – great for all events, especially bike and wheelchair races

Our mats are custom molded to fit antennas and cables, ensuring the longevity of your timing equipment



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, Secretary of State



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

01/12/2022

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an **ADDITIONAL INSURED**, the policy(ies) must have **ADDITIONAL INSURED** provisions or be endorsed. If **SUBROGATION IS WAIVED**, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER Insurance Management Group 12730 Coldwater Road, Suite 103 Fort Wayne IN 46845	CONTACT NAME: Margaret Mayers PHONE (A/C, No, Ext): (260) 338-2925 FAX (A/C, No): (765) 664-0761 E-MAIL ADDRESS: mmayers@insmgt.com
INSURED Road Runners Club of America Registered Race Directors 1501 Langston Boulevard Suite 140 Arlington VA 22209	INSURER(S) AFFORDING COVERAGE INSURER A: National Casualty Company INSURER B: Nationwide Life Insurance Company INSURER C: INSURER D: INSURER E: INSURER F:
	NAIC # 11991 66869

COVERAGES**CERTIFICATE NUMBER:** 2022 \$1M RD**REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	☒ COMMERCIAL GENERAL LIABILITY ☐ CLAIMS-MADE ☒ OCCUR ☒ Legal Liability to participant \$1,000,000 GEN'L AGGREGATE LIMIT APPLIES PER: ☐ POLICY ☐ PRO-JECT ☐ LOC ☒ OTHER: Per Event Basis			KRO0000008972600	12/31/2021	12/31/2022	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 500,000 MED EXP (Any one person) \$ 5,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 5,000,000 PRODUCTS - COMP/OP AGG \$ 1,000,000 Abuse and Molestation \$ 500,000
A	AUTOMOBILE LIABILITY ☐ ANY AUTO ☐ OWNED AUTOS ONLY ☒ HIRED AUTOS ONLY ☐ SCHEDULED AUTOS ☒ NON-OWNED AUTOS ONLY			KRO0000008972600	12/31/2021	12/31/2022	COMBINED SINGLE LIMIT (Ea accident) \$ 1,000,000 BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$ \$
	UMBRELLA LIAB EXCESS LIAB DED ☐ RETENTION \$ ☐						EACH OCCURRENCE \$ AGGREGATE \$ \$ PER STATUTE ☐ OTH-ER ☐
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N ☐	N/A				E.L. EACH ACCIDENT \$ E.L. DISEASE - EA EMPLOYEE \$ E.L. DISEASE - POLICY LIMIT \$
B	Excess Medical & Accident (\$250 Deductible/Claim)			BAX0000031850500	12/31/2021	12/31/2022	Excess Medical \$10,000 AD & Specific Loss \$2,500

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

2022 Race Director Certificate of Insurance

Owned Events: 02/5/22, 04/23/22, 06/04-05/22, 10/15/22 and 12/03/22

Processed by RMV/MMM Effective 01/21/22 this voids and replaces any previously issued certificate

CERTIFICATE HOLDER**CANCELLATION**

PORT ANGELES MARATHON ASSOCIATION PO Box 431 Port Angeles WA 98362-0068	SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE
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	City of Sequim Tourism Enhancement Fund Grant Application Coversheet	<i>Rec'd by City</i> Signature _____ Date _____
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(Please Type Application)

Project/Event Title: Railroad Bridge Run - 5K / 10K	
Submitting Organization: Port Angeles Marathon Association	
Federal Employer ID# (if applicable) 33-1032171	
Project/Event Director: Victoria Jones	Title: Executive Director
Mailing Address: PO Box 431, Port Angeles, WA98362	
Telephone: 585-451-0014	Fax: _____
E-mail Address: victoria@nodm.com	
Location of Project: Railroad Bridge & Olympic Discovery Trail	
Funding Amount Requested from Tourism Enhancement Fund: \$1,500	
Use of Funds: (check one) ☒ Tourism Promotion/Activity ☐ Tourist-related facility	

Please send one (1) original and six (6) copies of your application. Include the following information in your narrative and check off the items on this list:

- ☒ 1. Summary of the project/event.
(include location and date, if applicable)
- ☒ 2. Description of how project/event will attract overnight destination guests. Must include the completed Tourism Enhancement Grant Attendance Predictions, which will ask:
 - Number of attendees
 - Attendees who traveled 50+ miles
 - Attendees from out of the state or out of the country
 - Attendees that stayed in paid overnight lodging
 - Attendees that did not pay for overnight lodging
 - Number of paid lodging nights
 - Method that these numbers were determined
- ☒ 3. List of key personnel on project/event committee.
- ☒ 4. Proposed budget showing revenue/expenses.
- ☒ 5. Itemized list of how these grant funds will be used in project/event (include distribution, publication and target market information, if applicable).
(include distribution, publication and target market information, if applicable)
- ☒ 6. Proof of liability insurance.

Notification of acceptance will be sent to the Project/Event Director at the above address. Please refer to the program outline for application requirements and project/event criteria.

We have read and understand the terms and requirements of this program and agree to fulfill our obligations in accordance with same should this application be selected for funding.

Signature:

Victoria Jones *Victoria Jones*

March 8, 2022

Project/Event Director

Date

Please email bhanna@sequimwa.gov or call 681-3422 with any questions. Mail or deliver application materials to: Barbara Hanna, Communications and Marketing Director, City of Sequim, 152 W. Cedar Street, Sequim, WA 98382.

**City of Sequim
Tourism Enhancement Fund 2022**

**Application for:
Run the Peninsula 2022 Railroad Bridge Run**

1. Summary of the Project / Event

Mission Statement

Organize and produce a high quality running event showcasing areas along the Olympic Discovery Trail.

Event Details

Run the Peninsula is a race series on the Olympic Peninsula organized by the Port Angeles Marathon Association – the same folks who manage the North Olympic Discovery Marathon.

Run the Peninsula Race Series was started in 2019. The series is made up of 5 races spanning sections of the Olympic Discovery Trail from Port Townsend to Port Angeles. Each race offers a 5K or 10K distance. All finishers of each race will receive a unique medal. Finishers of all five races receive a unique stand that will help to display an impressive showpiece of your accomplishments. Participants can save on entry fees when they bundle more than one event.

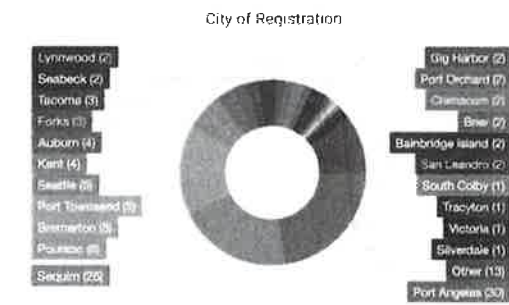
April 23, 2022 will mark the 4th Annual Railroad Bridge 5K / 10K Race. The event is held on the Olympic Discovery Trail as an out-and-back race.

2. Description of how Project will attract overnight destination guest

The main focus for the 4th annual event is to provide a need to our community while at the same time bringing participants from outside of Clallam County. It will attract overnight destination guest by having a packet pick-up the night before at a local restaurant. In addition our events have an excellent track record and participants love all of the events that we put on.

As of March 8th, 2022 you can see where the participants of the Railroad Bridge Run live by city for this year's 5K and 10K.

2022 – 5K Registration (as of 03/08/22)



2022 – 10K Registration (as of 03/08/22)



a. Number of attendees / participants (overall) Railroad Bridge Run	500
b. Number of attendees / participants who will travel more than 50 miles for your event/activity	180
c. Number of attendees / participants from out of state or out of the country	40
d. Number of attendees / participants staying in <u>paid</u> overnight lodging	50
e. Number of attendees / participants that did not pay for overnight lodging (i.e. staying with friend or family)	50
f. Number of attendees / participants paid lodging nights	50

Describe How these Estimates have been Determined

These numbers are estimates from past Run the Peninsula races and data from our first event of the year, the Elwha Bridge Run on February 5, 2022 and current participants who have already registered for this years event.

3. Key Personnel

Organizing Committee

The organizing committee is made up of runners and community leaders. Many members have been involved with the Port Angeles Marathon Association since its beginning thus allowing the event to be run like clockwork.

Founder: Larry Little, D.M.D.

Race Director: Victoria Jones, MBA

Board of Directors: Josh Jones, MD
Carmen Geyer
Nick Simpson
Kaitlyn Alderson

4. Proposed event budget showing revenue / expenses

The budget¹ for the 2022 Railroad Bridge 5K / 10K & Virtual Run is \$54,800. \$13,900 is budgeted for advertising. Nearly 100% of the advertising budget is targeted on markets outside of Clallam County. Below is a detailed plan of where and how advertising dollars are spent.

5. Itemized list of how these grant funds will be used in project / event

¹ Budget is included as an attachment.

2022 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 2022 marketing plan is in place and has a heavy emphasis on advertising outside of Washington State and in digital format. In 2020 we had participants from all 50 states our goal in 2021 is to maintain that. The 2022 marketing plan for Run the Peninsula is get participants to want to come out to the peninsula during the off season.

a. SOCIAL MEDIA

Run the Peninsula has been diving in deep to learn how to maximize our social media efforts. For the 2022 event more dollars and time have been budgeted to social media in order to capture more participants from outside of Washington State and across the entire country. This has been done in the following ways:

- **Social Media Expert.** Run the Peninsula has recently hired a social media firm to work closely with the Executive Director to increase the Run the Peninsula's presence on Social Media. The importance of social media in today's world is critical. Your target audience is constantly on the popular social media networks looking to see what the next event they should attend.

If done right social media marketing can prove to be really cost effective. Because as of today, even the paid social media campaigns, such as Facebook ads, are cheaper than other advertising options such as search engine ads. Which means there's a higher return on investment.

b. ONLINE MEDIA

- **Videographer.** In 2019, I was able to hire local videographer, Matt Sagen to video the Railroad Bridge Run. He made a video of the run. Please take the time to view it here: <https://www.youtube.com/watch?v=bKuWYySEESk>
In 2022 the plan is to get some B-Roll video of participants running / prepping for the event. The scenery of the Railroad Bridge will make for an amazing promotional video for years to come.
- **Online Ads, Calendars, and Features.** Many of the traditional print publications (running magazines) are also providing digital advertising opportunities. While magazine subscriptions may be down for some publishers, they are seeing a huge increase in online subscriptions.
- **Mail Chimp.** In house, PAMA has a current database of 15,000+ subscribers who receive a monthly newsletter from the Race Director that includes registration details, promotions, and highlights such as race sponsors, travel planning, and race weekend details.

c. WEBSITE | runthepeninsula.com

- RTP website continues to be a vital tool for providing event details to participants, volunteers, sponsors, and visitors. In the fall of 2020 PAMA has contracted with a local website development team to give RTP a new consistent look. The new websites recently went live. All updates and changes are done in house and is maintained by the Race Director which assures accurate and current information.

- In addition to the event details, the website includes a Getting Here / Travel page with links to "Visit Sunny Sequim," "Olympic Peninsula Visitor Bureau," and the "Sequim Chamber of Commerce." The page also provides "Local Suggestions" for what to do and see.

d. PRINT MEDIA

Rack Cards. Rack cards and posters are distributed to more than 100 running shops and clubs in Washington, Idaho, Oregon, California, Colorado, Wyoming and British Columbia. This outreach includes a personal letter from the Race Director and a "goody bag" with a water bottle, comp entry, and event details.

6. Proof of Liability Insurance

Liability Insurance is attached.

7. Additional Information –

Giving Back to the Community.

PAMA is proud to highlight the significant contributions made to local clubs and organizations. With this race, Railroad Bridge run, we anticipate the PAMA will be able to give an additional \$2,000.00 to \$2,500.00 back to the community.

The Port Angeles Marathon Association supports many local businesses. Run the Peninsula makes local purchasing a priority when supplies are available locally.

Improvements for 2022 Event:

Here are the improvements for the 2022 Run the Peninsula Railroad Bridge:

- Amazing new medal design that was done by local artist Nicole Phillips that focuses on the Olympic National Park.
- ALL MEDALS ARE MADE IN THE USA!!
- For the Railroad Bridge Run Instead of have shirts as a giveaway, participants will be receive sunglasses that were designed locally.
- This year we ordered an at total 1,800 medals per event.



**City of Sequim
Tourism Enhancement Fund
Grant Application Coversheet**

Rec'd by City

Signature _____

Date _____

(Please Type Application)

Project/Event Title: **North Olympic Discovery Marathon**

Submitting Organization: **Port Angeles Marathon Association**

Federal Employer ID# (if applicable) **33-1032171**

Project/Event Director: **Victoria Jones**

Title: **Executive Director**

Mailing Address: **PO Box 431, Port Angeles, WA98362**

Telephone: **585-451-0014**

Fax: _____

E-mail Address: **victoria@nodm.com**

Location of Project: **From Sequim (7 Cedars Resort to Port Angeles)**

Funding Amount Requested from Tourism Enhancement Fund: **\$2,500**

Use of Funds: (check one)

☒ Tourism Promotion/Activity

☐ Tourist-related facility

Please send one (1) original and six (6) copies of your application. Include the following information in your narrative and check off the items on this list:

- ☒ 1. Summary of the project/event.
(include location and date, if applicable)
- ☒ 2. Description of how project/event will attract overnight destination guests. Must include the completed Tourism Enhancement Grant Attendance Predictions, which will ask:
 - Number of attendees
 - Attendees who traveled 50+ miles
 - Attendees from out of the state or out of the country
 - Attendees that stayed in paid overnight lodging
 - Attendees that did not pay for overnight lodging
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- ☒ 3. List of key personnel on project/event committee.
- ☒ 4. Proposed budget showing revenue/expenses.
- ☒ 5. Itemized list of how these grant funds will be used in project/event (include distribution, publication and target market information, if applicable).
(include distribution, publication and target market information, if applicable)
- ☒ 6. Proof of liability insurance.

Notification of acceptance will be sent to the Project/Event Director at the above address. Please refer to the program outline for application requirements and project/event criteria.

We have read and understand the terms and requirements of this program and agree to fulfill our obligations in accordance with same should this application be selected for funding.

Signature:

Victoria Jones *Victoria Jones*

March 8, 2022

Project/Event Director

Date

Please email bhanna@sequimwa.gov or call 681-3422 with any questions. Mail or deliver application materials to: Barbara Hanna, Communications and Marketing Director, City of Sequim, 152 W. Cedar Street, Sequim, WA 98382.

City of Sequim - Tourism Enhancement Fund 2022
Application for: North Olympic Discovery Marathon – 2022

1. Summary of the Project / Event

Mission Statement

Organize and produce a high quality running events showcasing areas along the Olympic Discovery Trail.

Event Details

The Port Angeles Marathon Association (PAMA) promotes and manages the North Olympic Discovery Marathon (NODM). North Olympic Discovery Marathon weekend, which includes two days of running races, is held along the Olympic Discovery Trail from Sequim to Port Angeles. The inaugural event was held June 15, 2003.

June 3-5, 2022 will mark the 20th anniversary for this popular community event. In 2022 we hope that we will return to our pre-COVID number and will anticipate more than 10,000 people will attend including participants, family and friends of runners, spectators from the region, volunteers, sponsors, and vendors. The event brings approximately \$2.0 million in tourism related activity to Clallam County each year.

2. Description of how Project will attract overnight destination guest

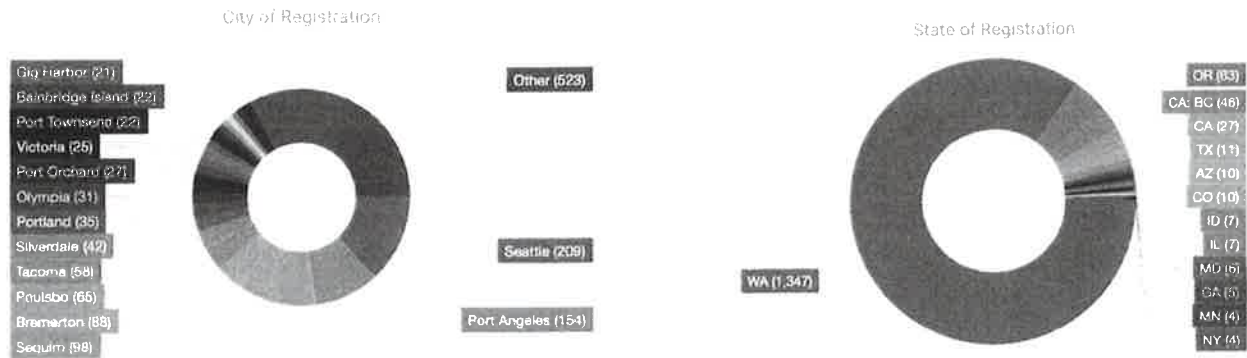
The North Olympic Discovery Marathon was created to be a destination event. The event audience is the international running community. People from all over the world, who have yet participated in the NODM, have heard of it through this vast and powerful community. They visit the NODM website, they read 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 2022 is to build the momentum back to where it was in 2019 (pre-COVID) Athletes travel from every state and overseas for this event. In 2020, for the first time ever, this event had participants from all 50 states. Due to the fact that it was an all virtual event PAMA was able to focus marketing all across the United States. Our marketing plan did very well as we were able to keep our registration numbers within 20% of 2019 and have a participant from every state.

As of March 8th, 2022 you can see where the participants of the North Olympic Discovery live by city and state

2022 – City of Registration (as of 03/08/22)
03/08/22)
(cities with less than 21 registrations will be in other
shown)

2022 – State of Registration (as of
(states with less than 4 registrations will not be



a. Number of attendees / participants (overall) Including volunteers & spectators	6,500
b. Number of attendees / participants who will travel more than 50 miles for your event/activity	3,800
c. Number of attendees / participants from out of state or out of the country	100
d. Number of attendees / participants staying in <u>paid</u> overnight lodging	2,000
e. Number of attendees / participants that did not pay for overnight lodging (i.e. staying with friend or family)	2,000
f. Number of attendees / participants paid lodging nights	450

Describe How these Estimates have been Determined

These numbers are estimates from past North Olympic Discovery marathon races and data that we have already collected from participants who have already registered for the 2022 event.

3. Key Personnel

Organizing Committee

The organizing committee is made up of runners and community leaders. Many members have been involved with the Port Angeles Marathon Association since its beginning thus allowing the event to be run like clockwork.

Founder: Larry Little, D.M.D.

Race Director: Victoria Jones, MBA

Board of Directors: Josh Jones, MD

Carmen Geyer
Nick Simpson
Kaitlyn Alderson

4. Proposed event budget showing revenue / expenses

The budget¹ for the 2022 North Olympic Discovery Marathon & Virtual Run is \$390,485. \$98,700 is budgeted for advertising. Nearly 100% of the advertising budget is targeted on markets outside of Clallam County. Below is a detailed plan of where and how advertising dollars are spent.

5. Itemized list of how these grant funds will be used in project / event

2022 Marketing and Promotion Plan

Strategic Planning takes place immediately after each year's event in order to evaluate current marketing ideas and best values to implement for the next event. The 2022 marketing plan is in place and has a heavy emphasis on advertising outside of Washington State and in digital format. In 2016, 31 states were represented, in 2017 there were 33 states represented, in 2018 there were 36 states represented, in 2019, 39 states were represented, in 2020 and 2021 50 states were represented. In 2022 our goal is to retain all 50 states for our events.

a. SOCIAL MEDIA

NODM has been diving in deep to learn how to maximize our social media efforts. For the 2022 event more dollars and time have been budgeted to social media in order to capture more participants from outside of Washington State and across the entire country. This has been done in the following ways:

- **Social Media Expert.** The NODM has recently hired a social media firm to work closely with the Executive Director to increase the Marathon's presence on Social Media. The importance of social media in today's world is critical. Your target audience is constantly on the popular social media networks looking to see what the next event they should attend.

If done right social media marketing can prove to be really cost effective. Because as of today, even the paid social media campaigns, such as Facebook ads, are cheaper than other advertising options such as search engine ads. Which means there's a higher return on investment.

- **Will you follow us?**
 - **Facebook** NODM continues to have an active Facebook community with 5,055 "Likers." The Facebook "star" rating for the NODM is 4.9/5.
 - **Instagram** @NODMarathon. Currently, the NODM has 2,328 followers.
 - **Twitter** @nodm2613. 359 followers to date.

b. ONLINE MEDIA

- **Online Ads, Calendars, and Features.** Many of the traditional print publications (running magazines) are also providing digital advertising opportunities. While magazine

¹ Budget is included as an attachment.

subscriptions may be down for some publishers, they are seeing a huge increase in online subscriptions.

- **Mail Chimp.** In house, NODM has a current database of 15,000+ subscribers who receive a monthly newsletter from the Race Director that includes registration details, promotions, and highlights such as race sponsors, travel planning, and race weekend details.

c. **WEBSITE | nodm.com**

- The NODM website continues to be a vital tool for providing event details to participants, volunteers, sponsors, and visitors. In the fall of 2020 PAMA has contracted with a local website development team to give NODM a new consistent look. The new websites will be up and running in early spring 2022.. All updates and changes are done in house and is maintained by the Race Director which assures accurate and current information.
- In addition to the event details, the website includes a Getting Here / Travel page with links to "Visit Sunny Sequim," " Olympic Peninsula Visitor Bureau," and the "Sequim Chamber of Commerce." The page also provides "Local Suggestions" for what to do and see.

d. **PRINT MEDIA**

- **Print Ads.** The NODM uses print dollars wisely by researching the publications most likely to reach our audience. NODM publishes print ads in a few areas including; the Coho magazine, Walk About Magazine, and the Victoria Marathon Race Guide.
- **Rack Cards.** Rack cards and posters are distributed to more than 100 running shops and clubs in Washington, Idaho, Oregon, California, Colorado, Wyoming and British Columbia. This outreach includes a personal letter from the Race Director and a "goody bag" with a water bottle, comp entry, and event details.

e. **EVENT SHIRTS/SWAG**

- Every participant receives a race shirt with their registration. The shirt is a big deal to runners. In order for the NODM to compete with larger marathons like the Seattle Rock n Roll Marathon), we have to do a better job and part of this means providing a beautiful shirt. We want our participants to wear their shirts proudly. And they do! Last year, one of our volunteers was hiking in Palm Desert and saw a couple wearing their NODM shirts. We get reports of shirt sightings all the time.

PAMA directly demonstrates the use of Lodging Tax Funds in accordance with RCW 67.28.1816 in the following ways:

(1)(a) – Tourism Marketing – PAMA attracts participants from all over the country. Many participants visit the Olympic Peninsula for the first time for our events.

(1)(b) - The marketing and operations of special events and festivals designed to attract tourists; We only use our Lodging Tax Fund dollars for marketing. None of our funds received goes towards operations.

(2)(b) - (b)(i)(ii)(iii) of this subsection, applicants applying for use of revenues in this chapter must provide the municipality to which they are applying estimates of how any moneys received will result in increases in the number of people traveling for business or pleasure on a trip: PAMA has direct data (from online registration platform) of the exact location that all participants travel from. This helps to give accurate data and show that participants are traveling from outside of the area and staying in paid accommodations. We have participants from all over the United States and on average 4-6 different countries represented.

6. Proof of Liability Insurance

Liability Insurance is attached.

7. Additional Information -

The City of Sequim Tourism Enhancement Fund has provided an opportunity for the NODM to develop a strong marketing plan since the event started in 2003. The strong advertising presence in the running community has been a major factor in the success of the event. If lodging tax funding is not available or recommended, the marketing budget will suffer cuts that will likely affect projected attendance.

The North Olympic Discovery Marathon has an impressive track record of meeting the following criteria outlined in the application:

- Demonstrating positive lodging impacts
- Providing a detailed marketing plan with examples and budgets
- Producing a successful tourism event for the community through a sustainable organization
- Proving event growth

We respectfully request full funding. The Port Angeles Marathon Organization is committed to bringing visitors from outside the North Olympic Peninsula Region to attend a world class marathon event each year on the first weekend in June. We value very much the support, partnership, and commitment from the tourism enhancement fund committee and the community to do so.

In 2020 and 2021, the running industry took a major hit to all races. It is going to take a while for participants to feel comfortable to come back to onsite races.

Giving Back to the Community.

PAMA continues to give back to the community financially to many different organizations. On a non-COVID year PAMA gives between \$20,000-\$30,000 to local non-profits. It is important to be able to give back to the community. If the full funding was not received the race director payroll would be cut. The organization truly believes that this event is great for our community and helps to bring money back into our community.

Improvements for 2022 Event:

Each year, the PAMA Race Director and race committee perform an in-depth post event evaluation. In summary, the list below provides a few highlights of the areas that the NODM is proudest of and will continue to improve and build upon.

- Move the 5K and 10K run from Sunday to Saturday and added the Eagle Challenge event. This is an event that participants get a bonus medal if the participant in both an event on Saturday and an event on Sunday. This also will encourage additional room stays.
- PAMA is currently in the process of creating a new look for both of our websites (www.nodm.com) This will help participants find the information more easily.
- If the funding allows we will be working with, EventGrow. EventGrow is a company that specifically works with endurance events. They help to drive more registrations, more revenue and more impact. We had planned to do this in 2020 and 2021, but due to COVID-19 we decided to hold off until 2022.



2022 Lodging Tax Fund Event Application

This application is for Event related proposals only.

Amount of Lodging Tax Requested: \$ \$4,000

Event Grant Cover Sheet

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

Starting in 2022: Event funding will be capped at \$10,000 per event. All established events older than 5 years will have a cap of \$5,000, with a subsequent annual reduction to \$1,000 in 2026.

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

All applications **must** be sent to ced@cityofpa.us by 5:00 pm, Friday, November 5, 2021.

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

Event Name: Elwha River Bridge Run

Date/s of Event: Saturday, Feb. 5, 2022 Event Age: 4th Year

Amount Requesting: \$4,000

Grant Application Contact

Business or Individual Operating Event: Port Angeles Marathon Association

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

Primary Contact: Victoria Jones ☐ LLC ☐ Sole Proprietor ☐ Partnership

Phone #: 585-451-0014 ☐ C-Corp ☐ S-Corp ☒ 501C (4)

Contact Email: victoria@nodm.com ☐ Other:

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

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

Complete Application Includes (check all that apply):

- ☒ Application Questionnaire
- ☒ Full Event Budget (Including highlighted items applicable to grant request)
- ☒ W-9* (with organization name and address where reimbursement check will be sent)
**This should be the name intended to receive the contract and consistent with the W-9*
- ☒ Documentation of State Tax ID Number
- ☒ 2021 Lodging Tax Expenditure Report (If event grant funding was received in 2021)

****This form was submitted online after the event in 2021. You should have copy in your records.****

Application Questionnaire

Basic Event Information

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

Answer:

The Port Angeles Marathon Association (PAMA) promotes and manages the Run the Peninsula (RTP) Elwha Bridge Run.

Run the Peninsula Race Series was started in 2019. The series is made up of 5 races spanning sections of the Olympic Discovery Trail from Port Townsend to Port Angeles. Each race offers a 5K or 10K distance. All finishers of each race will receive a unique medal. Finishers of all five races receive a unique stand that will help to display an impressive showpiece of your accomplishments. Participants can save on entry fees when they bundle more than one event.

February 5th, 2022 will mark the 4th annual Elwha River Bridge 5K / 10K Race. The event is held on the Olympic Discovery Trail as an out-and-back race.

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

Answer:

No. This is the 4th year of the event. It started in 2019.

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

Answer: No

We did work with the Red Lion Hotel in 2020 for this event, but due to it being such a small event in 2021 due to COVID we did not work with the Red Lion. Moving forward and as registration numbers increase we don't have an actual "host hotel" however we plan to work with the Red Lion Hotel again in 2022.

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

Answer: These numbers are from direct registration numbers. They are EXACT

Elwha River Bridge Run --

	<u>2019*</u>	<u>2020</u>	<u>2021**</u>
5K	237	392	103
10K	152	249	118
Virtual	214	1180	1063
Total	603	1821	1284

*Had to cap on-site registration to 400 due to only ordering 400 medals and shirts for the first year of the event.

**Had Covid restriction and could only have a small on-site event.

These Elwha River Bridge Run are exact numbers as everyone that participants has to register online. In 2019 it was the first year of the event and only 400 medals and shirts had been ordered. The race sold out 3 days before the event when it had to be capped at 400 participants.

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

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

Answer:

The Elwha River Bridge run is a USATF (USA Track & Field) sanctioned event. This means that runners have the right of way and the appropriate applications are submitted to the county for approval. In 2021, for the Elwha River Bridge Run \$160.00 was paid to Clallam County Public Works Department.

6. What is the amount you are requesting from the City for such public right-of-way permits or assistance?
\$0

General Budget Questions

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

Answer:

Budgeted Cost by Type	Total Estimated Budget	Requested LTAX Portion
1. Marketing – Local	\$ 1,000	\$ 0
2. Marketing – Beyond 50 miles	\$ 4,400	\$ 3,500
3. Marketing – Website	\$ 1,000	\$ 500
4. Event SWAG	\$ 7,500	\$ 0
5. Business Operation (Office and Personnel)	\$ 5,000	\$ 0
6. Event Operation (Non-ROW and Utility)	\$ 1,000	\$ 0
7. ROW and Utility Requirements	\$ 500	\$ 0
Total Event Cost	\$ 54,800	\$ 4,000 (7.3 % of Budget)

8. How much of that budget will be spent on advertising outside Clallam County?

Answer:

Approximately \$11,000 is going to be spent on advertising outside of Clallam County (Marketing, Website, Swag, Postcards / Rack cards). This is approximately 20% of the total budget that is spent on advertising outside of Clallam County. In 2020 we had participants from all 50 states participate in this event.

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

Answer: Yes.

However, we have not received contracts from any of the sponsors as of the date that this application is being written, but this is what we have received in past years.

The Title Sponsors of the event are Peninsula Daily News and Sequim Gazette. We do not receive any income from them. They are an in kind Sponsorship.

The presenting sponsors of this event are Lower Elwha Klallam Tribe and Olympic Medical Center. Combined we receive \$4,500 in cash from these two sponsors.

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

Answer:

We respectfully request full funding. The Port Angeles Marathon Organization is committed to bringing visitors from outside the North Olympic Peninsula Region to attend a world class running / walking. We value very much the support, partnership, and commitment from the lodging tax funding committee and the community to do so.

In 2020 and in 2021, the running industry took a major hit to all onsite races. It is going to take a while for participants to feel comfortable to come back to onsite races and get back to where we were before 2020.

PAMA continues to give back to the community financially to many different organizations. On a non-COVID year PAMA gives between \$20,000-\$30,000 to local non-profits. It is important to be able to give back to the community. If the full funding was not received the race director payroll would be cut. The organization truly believes that this event is great for our community and helps to bring money back into our community.

LTAC Funding Priorities Questions

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

Answer:

Targeted Audience

The main focus for the 4th annual event is to provide a need to our community while at the same time bringing participants from outside of Clallam County. In 2020 there were 1,984 virtual participants for the Elwha River Bridge 5K / 10K.

For the Elwha River Bridge Run you can see the distribution of participants by city (onsite switched to virtual) and state (virtual only) of registration below. (*note the graphs do not show any city less than 8 participants or state less than 2 participants)



Local Impact

Every year, the Elwha Bridge and sees an increase in the number of local participants (other than 2021* due to COVID-19 Restrictions). Even though 95% of all marketing is done outside of the area, what we have learned is that locals who have volunteered or watched the event have become inspired to participate. We believe that a large health and fitness event in our community is a major factor in transforming the health of our population and putting the Olympic Peninsula on the map as an “active” community. This shift in our community has been very rewarding.

The Elwha River Bridge Run was created to be a destination event and bring participants from outside the area during the off season as well as provide an event to the local community.

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

Answer:

The event is on a Saturday morning. We host a local bib pick-up on Friday evening at a local restaurant (in the City of Port Angeles) to encourage participants to stay for the night before. On our website we also have a list of things to do on the Olympic Peninsula when then come for our event.

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

☒ Yes ☐ No If yes, please describe.

Answer:

Here are a few ways in which we improve the tourist / resident relationship.

- The evening prior to the race we have bib pick-up at a local restaurant in down town Port Angeles. This encourages participants to explore the downtown area.
- The 2022 Elwha River Bridge Run Medal was designed by a local Port Angeles artist, Nicole Phillips. The plan is to have posters made with the local artists artwork to help promote local artists.
- Having the event take place off the beaten path at the Elwha River Bridge is helping to show tourists are new area of Port Angeles.

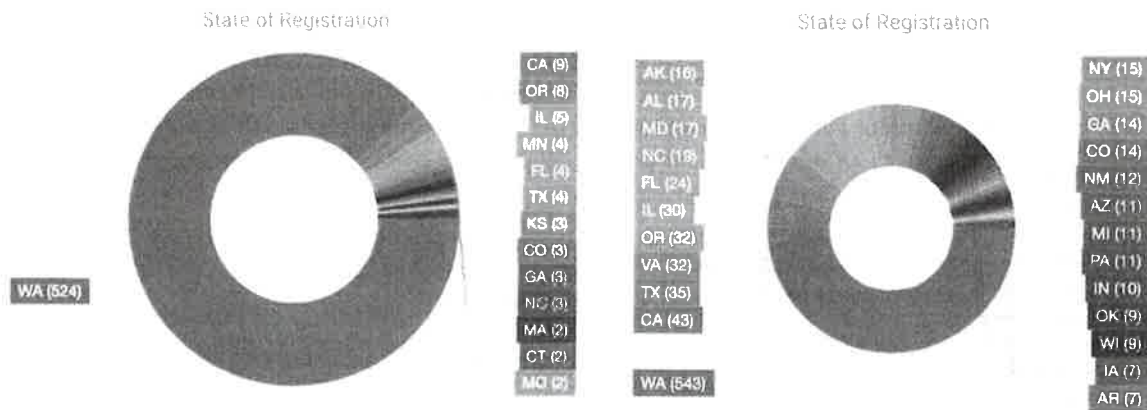
14. The City desires to prioritize events that provide intangible benefits for the community, including arts and culture, local economic development, and regional/statewide/national/international exposure. How does the event fulfill this priority?

Answer:

The Elwha Bridge Run does have many intangible benefits for the community Including the following:

- The medal was designed by local artists, Nicole Phillips (Port Angeles)
- The Swag was designed in Port Angeles
- There were participants from all 50 states that participate in the Elwha Bridge Run in person and virtual in 2021. All of the virtual participants that live outside of Clallam County were mailed an Olympic Peninsula Visitors Guide so they could learn all about what the Olympic Peninsula has to offer.

The charts below are all of the participants that have registered for the Elwha Bridge Run. The chart on the left are participants that registered for the Elwha River Bridge Run in person and Virtual and the chart on the right is participants that have registered for the entire series virtually. The chart on the left doesn't show states that have only 1 from the state and the chart on the right does show states with fewer than 7 participants from that state.



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

☐ Yes ☒ No If yes, please describe.

Answer:

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

Answer:

There are several City of Port Angeles Businesses and organizations that Elwha River Bridge supports including the following:

- Local Graphic Design Company; Betazed Creative, Nicole Phillips
- Bib Pick up at downtown Port Angeles Business (in 2019 it was Barhop)
- Donate to local organizations including Olympic Discovery Trail and other youth organizations.
- Swag was designed locally keeping more dollars local

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

☒ Yes ☐ No If yes, please explain how.

Answer:

This event brings awareness to the Olympic Discovery Trail and raises money to help grow and maintain the Olympic discovery trail. The Olympic Discovery trail is not only in Clallam County, but the entire Olympic Peninsula.

18. Describe your marketing strategy and business goals for the event.

Answer:

2022 Marketing and Promotion Plan

Strategic Planning takes place immediately after each year's event in order to evaluate current marketing ideas and best values to implement for the next event. The 2022 marketing plan is in place and has a heavy emphasis on advertising outside of Washington State and in digital format. In 2020 we had participants from all 50 states our goal in 2021 is to maintain that. The 2022 marketing plan for Run the Peninsula is get participants to want to come out to the peninsula during the off season.

a. **SOCIAL MEDIA**

Run the Peninsula has been diving in deep to learn how to maximize our social media efforts. For the 2022 event more dollars and time have been budgeted to social media in order to capture more participants from outside of Washington State and across the entire country. This has been done in the following ways:

- **Social Media Expert.** Run the Peninsula has recently hired a social media firm to work closely with the Executive Director to increase the Run the Peninsula's presence on Social Media. The importance of social media in today's world is critical. Your target audience is constantly on the popular social media networks looking to see what the next event they should attend.

If done right social media marketing can prove to be really cost effective. Because as of today, even the paid social media campaigns, such as Facebook ads, are cheaper than other advertising options such as search engine ads. Which means there's a higher return on investment.

b. **ONLINE MEDIA**

- **Videographer.** In 2019, I was able to hire local videographer, Matt Sagen to video the Elwha Bridge Run. He made a video of the run. Please take the time to view it here: <https://youtu.be/Z23E16iK490>
In 2022 the plan is to get some B-Roll video of participants running / prepping for the event. The scenery of the Elwha Bridge will make for an amazing promotional video for years to come.
- **Online Ads, Calendars, and Features.** Many of the traditional print publications (running magazines) are also providing digital advertising opportunities. While magazine subscriptions may be down for some publishers, they are seeing a huge increase in online subscriptions.
- **Mail Chimp.** In house, PAMA has a current database of 15,000+ subscribers who receive a monthly newsletter from the Race Director that includes registration details, promotions, and highlights such as race sponsors, travel planning, and race weekend details.

c. **WEBSITE | runthepeninsula.com**

- RTP website continues to be a vital tool for providing event details to participants, volunteers, sponsors, and visitors. In the fall of 2020 PAMA has contracted with a local website development team to give RTP a new consistent look. The new websites recently went live. All updates and changes are done in house and is maintained by the Race Director which assures accurate and current information.
- In addition to the event details, the website includes a Getting Here / Travel page with links to "Visit Port Angeles," "Olympic Peninsula Visitor Bureau," and the "Port Angeles Regional Chamber of Commerce." The page also provides "Local Suggestions" for what to do and see.

d. **PRINT MEDIA**

- **Rack Cards.** Rack cards and posters are distributed to more than 100 running shops and clubs in Washington, Idaho, Oregon, California, Colorado, Wyoming and British Columbia. This outreach includes a personal letter from the Race Director and a “goody bag” with a water bottle, comp entry, and event details.

19. 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:

Here are the improvements for the 2022 Run the Peninsula and North Olympic Discovery Marathon

- Amazing new medal design that was done by local artist Nicole Phillips that focuses on the Olympic National Park.
- ALL MEDALS ARE MADE IN THE USA!!
- For the Elwha River Tribal Run Instead of have shirts as a giveaway, participants will be receive a water tumbler.
- Last year we ordered our shirts from a vendor out of Portland, OR. This year we are doing all of our apparel locally and keeping our dollars local.
- This year we ordered an at total 1,800 medals per event.

JLARC Reporting and RCW Related Questions

20. 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 2021, put n/a in the 2021 column. A requirement of the award reimbursement is the tracking of these lodging statistics.

State Mandated Lodging Reporting Questions	2021*	2022
a. Overall attendance at your proposed event/activity/facility.	231	500
b. Number of people who will travel more than 50 miles for your event/activity.	130	200
c. Of the people who travel more than 50 miles, the number of people who will travel from another country or state.	2	4
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.	85	130
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.	38	60
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)	56	100

***This is only for the on-site participants. I don't have a way of tracking how many of the virtual participants traveled to the Olympic Peninsula a different time of the year to complete their run. There were an additional 1,063 virtual participants that did the Elwha River Bridge Run. Our on-site numbers in 2021 were much lower due to COVID-19 restrictions.**

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:

Run the Peninsula directly demonstrates the use of Lodging Tax Funds in accordance with RCW 67.28.1816 in the following ways:

(1)(a) – Tourism Marketing – Run the Peninsula attracts participants from all over the country. Many participants visit the Olympic Peninsula for the first time for our events.

(1)(b) - The marketing and operations of special events and festivals designed to attract tourists; We only use our Lodging Tax Fund dollars for marketing. None of our funds received goes towards operations.

(2)(b) - (b)(i)(ii)(iii) of this subsection, applicants applying for use of revenues in this chapter must provide the municipality to which they are applying estimates of how any moneys received will result in increases in the number of people traveling for business or pleasure on a trip: Run the Peninsula has direct data (from online registration platform) of the exact location that all participants travel from. This helps to give accurate data and show that participants are traveling from outside of the area and staying in paid accommodations. We have participants from all over the United States and on average 4-6 different countries represented.

Signature and Certification

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

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

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

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

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

Victoria Jones

Print Name of Applicant

Victoria Jones

Signature

October 23, 2021

Date

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

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

- *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 public records. The City may choose to post on its website copies of the proposals and attached documents.



2022 Lodging Tax Fund Event Application

This application is for Event related proposals only.

Amount of Lodging Tax Requested: \$ \$5,000

was awarded
\$4,000

Event Grant Cover Sheet

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

Starting in 2022: Event funding will be capped at \$10,000 per event. All established events older than 5 years will have a cap of \$5,000, with a subsequent annual reduction to \$1,000 in 2026.

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

All applications **must** be sent to ced@cityofpa.us by 5:00 pm, Friday, November 5, 2021.

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

Event Name: North Olympic Discovery Marathon, Half Marathon, Marathon Relay, 5K, 10K, Kids Marathon.

Date/s of Event: Friday - Sunday, June 3-5, 2021 Event Age: 20 Years (started in 2003)

Amount Requesting: \$5,000

Grant Application Contact

Business or Individual Operating Event: Port Angeles Marathon Association

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

Primary Contact: Victoria Jones Type of Business
Phone #: 585-451-0014 ☐ LLC ☐ Sole Proprietor ☐ Partnership
Contact Email: victoria@nodm.com ☐ C-Corp ☐ S-Corp ☒ 501C (4)
☐ Other: _____

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

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

Complete Application Includes (check all that apply):

- ☒ Application Questionnaire
- ☒ Full Event Budget (Including highlighted items applicable to grant request)
- ☒ W-9* (with organization name and address where reimbursement check will be sent)
**This should be the name intended to receive the contract and consistent with the W-9*
- ☒ Documentation of State Tax ID Number
- ☒ 2021 Lodging Tax Expenditure Report (If event grant funding was received in 2021)

Application Questionnaire

Basic Event Information

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

Answer:

Mission Statement

Organize and produce a high quality running events showcasing areas along the Olympic Discovery Trail.

Event Details

The Port Angeles Marathon Association (PAMA) promotes and manages the North Olympic Discovery Marathon (NODM). North Olympic Discovery Marathon weekend, which includes two days of running races, is held along the Olympic Discovery Trail from Sequim to Port Angeles. The inaugural event was held June 15, 2003.

June 3-5, 2022 will mark the 20th anniversary for this popular community event. In 2022 we hope that we will return to our pre-COVID number and will anticipate more than 10,000 people will attend including participants, family and friends of runners, spectators from the region, volunteers, sponsors, and vendors. The event brings approximately \$2.0 million in tourism related activity to Clallam County each year.

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

Answer: No. The Marathon and Half Marathon started in 2003. The Marathon Relay and Kids Marathon were added in 2004 and the 5K and 10K were added in 2008.

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

Answer: Yes

The host hotel for the event is The Red Lion. The host hotel also serves as the venue for Race Registration and Packet Pick-up the day before the 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 participants. In 2021 we moved the 5K and 10K race to Saturday to increase an additional night stay. We are continuing that in 2022.

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

Answer:

On average we have approximately 2,500 participants for this event. These figures were obtained from direct registration numbers.

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

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

Answer:

PAMA requests the use of the City Pier parking area for staging of the Kids Marathon and Marathon finish line venue. PAMA works with the City of PA staff to complete necessary applications and permits for use of the pier area. The City will assist with blockades and PAMA will provide and construct fencing and Marshals in some areas. The Waterfront Trail is blocked for about 20 yards (from the Red Lion patio to RR Street) to ensure a safe finish line crossing for participants. All festivities at City Pier are free and open to the public.

6. What is the amount you are requesting from the City for such public right-of-way permits or assistance?
\$ 0/ ZERO

General Budget Questions

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

Answer:

Please see the attached event's annual Budget

Budgeted Cost by Type	Total Estimated Budget	Requested LTAX Portion
1. Marketing – Local	\$2,000	\$
2. Marketing – Beyond 50 miles	\$30,400	\$5,000
3. Marketing – Website	\$5,000	\$
4. Event SWAG	\$125,500	\$
5. Business Operation (Office and Personnel)	\$55,100	\$
6. Event Operation (Non-ROW and Utility)	\$177,800	\$
7. ROW and Utility Requirements	\$6,000	\$
Total Event Cost	\$390,485.00	\$5,000 (1.28%)

8. How much of that budget will be spent on advertising outside Clallam County?

Answer:

All of it. All \$5,000 will be spent on marketing, not only outside of Clallam County, but also beyond 50 miles.

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

Answer: Yes

Yes. The 2022 PAMA proposed sponsorship income is \$4500. At the time of this application, sponsor meetings and contracts are being developed only some have been signed.

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

Answer:

The Lodging Tax Special Project Grant Funding has provided an opportunity for the NODM to develop a strong marketing plan since the event started in 2003. The strong advertising presence in the running community has been a major factor in the success of the event. If lodging tax funding is not available or recommended, the marketing budget will suffer cuts that will likely affect projected attendance.

The North Olympic Discovery Marathon has an impressive track record of meeting the following criteria outlined in the application:

- Demonstrating positive lodging impacts
- Providing a detailed marketing plan with examples and budgets
- Producing a successful tourism event for the community through a sustainable organization
- Proving event growth

We respectfully request full funding. The Port Angeles Marathon Organization is committed to bringing visitors from outside the North Olympic Peninsula Region to attend a world class marathon event each year on the first weekend in June. We value very much the support, partnership, and commitment from the lodging tax funding committee and the community to do so.

In 2020 and 2021, the running industry took a major hit to all races. It is going to take a while for participants to feel comfortable to come back to onsite races.

PAMA continues to give back to the community financially to many different organizations. On a non-COVID year PAMA gives between \$20,000-\$30,000 to local non-profits. It is important to be able to give back to the community. If the full funding was not received the race director payroll would be cut. The organization truly believes that this event is great for our community and helps to bring money back into our community.

In addition, now that LTAC has put a cap on request amount this event is already taking a hit on the amount how much this organization can receive.

LTAC Funding Priorities Questions

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

Answer:

The 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 2022 is to build the momentum back to where it was in 2019 (pre-COVID) Athletes travel from every state and overseas for this event. In 2020, for the first time ever, this event had participants from all 50 states. Due to the fact that it was an all virtual event PAMA was able to focus marketing all across the United States. Our marketing plan did very well as we were able to keep our registration numbers within 20% of 2019 and have a participant from every state.

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

Answer:

We have moved the 5K / 10K to Saturday and the Half / Full / Relay on Sunday to encourage a 2 nights stay. In addition NODM is one of five events of the Run the Peninsula Series which encourages people to return to City of Port Angeles for the other events.

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

☒ Yes ☐ No If yes, please describe.

Answer:

Here are a few ways in which we improve the tourist / resident relationship.

- The evening prior to the race we have bib pick-up at a local restaurant / hotel in downtown Port Angeles. This encourages participants to explore the downtown area.
- The 2022 North Olympic Discovery Marathon Medal and Eagle Challenge Medal was designed by a local Port Angeles artist, Nicole Phillips. The plan is to have posters made with the local artists artwork to help promote local artists.

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

Answer:

The North Olympic Discovery Marathon does have many intangible benefits for the community including the following:

- The medals were designed by local artists, Nicole Phillips (Port Angeles)
- The Swag was designed in Port Angeles
- There were participants from all 50 states that participate in the North Olympic Discovery Marathon in person and virtual in 2021. All of the virtual participants that live outside of Clallam County were mailed an Olympic Peninsula Visitors Guide so they could learn all about what the Olympic Peninsula has to offer.

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

☐ Yes ☒ No If yes, please describe.

Answer:

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

Answer:

There are several City of Port Angeles Businesses and organizations that the North Olympic Discovery Marathon supports including the following:

- Local Graphic Design Company; Betazed Creative, Nicole Phillips
- Bib Pick up at downtown Port Angeles Business (in 2021 it was at the Red Lion Hotel)
- Donate to local organizations including Olympic Discovery Trail and other youth organizations.
- Swag was designed locally keeping more dollars local
- Volunteer shirts (600+) are made and printed by local company in Port Angeles
- Kids Shirts (500+) are made and printed by local company in Port Angeles.

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

☒ Yes ☐ No If yes, please explain how.

Answer:

This event brings awareness to the Olympic Discovery Trail and raises money to help grow and maintain the Olympic discovery trail. The Olympic Discovery trail is not only in Clallam County, but the entire Olympic Peninsula.

18. Describe your marketing strategy and business goals for the event.

Answer:

2022 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 2022 marketing plan is in place and has a heavy emphasis on advertising outside of Washington State and in digital format. In 2016, 31 states were represented, in 2017 there were 33 states represented, in 2018 there were 36 states represented, in 2019, 39 states were represented, in 2020 and 2021 50 states were represented. In 2022 our goal is to retain all 50 states for our events.

a. SOCIAL MEDIA

NODM has been diving in deep to learn how to maximize our social media efforts. For the 2022 event more dollars and time have been budgeted to social media in order to capture more participants from outside of Washington State and across the entire country. This has been done in the following ways:

- **Social Media Expert.** The NODM has recently hired a social media firm to work closely with the Executive Director to increase the Marathon's presence on Social Media. The importance of social media in today's world is critical. Your target audience is constantly on the popular social media networks looking to see what the next event they should attend.

If done right social media marketing can prove to be really cost effective. Because as of today, even the paid social media campaigns, such as FaceBook ads, are cheaper than other advertising options such as search engine ads. Which means there's a higher return on investment.

- **Will you follow us?**
 - **Facebook** NODM continues to have an active Facebook community with 5,055 "Likers." The Facebook "star" rating for the NODM is 4.9/5.
 - **Instagram** @NODMarathon. Currently, the NODM has 2,328 followers.
 - **Twitter** @nodm2613. 359 followers to date.

b. ONLINE MEDIA

- **Online Ads, Calendars, and Features.** Many of the traditional print publications (running magazines) are also providing digital advertising opportunities. While magazine subscriptions may be down for some publishers, they are seeing a huge increase in online subscriptions.
- **Mail Chimp.** In house, NODM has a current database of 15,000+ subscribers who receive a monthly newsletter from the Race Director that includes registration details, promotions, and highlights such as race sponsors, travel planning, and race weekend details.

c. WEBSITE | nodm.com

- The NODM website continues to be a vital tool for providing event details to participants, volunteers, sponsors, and visitors. In the fall of 2020 PAMA has contracted with a local website development team to give NODM a new consistent look. The new websites will be up and running in early spring 2022.. All

updates and changes are done in house and is maintained by the Race Director which assures accurate and current information.

- In addition to the event details, the website includes a Getting Here / Travel page with links to "Visit Port Angeles," "Olympic Peninsula Visitor Bureau," and the "Port Angeles Regional Chamber of Commerce." The page also provides "Local Suggestions" for what to do and see.

d. **PRINT MEDIA**

- **Print Ads.** The NODM uses print dollars wisely by researching the publications most likely to reach our audience. NODM publishes print ads in a few areas including; the Coho magazine, Walk About Magazine, and the Victoria Marathon Race Guide.
- **Rack Cards.** Rack cards and posters are distributed to more than 100 running shops and clubs in Washington, Idaho, Oregon, California, Colorado, Wyoming and British Columbia. This outreach includes a personal letter from the Race Director and a "goody bag" with a water bottle, comp entry, and event details.

e. **EVENT SHIRTS/SWAG**

- Every participant receives a race shirt with their registration. The shirt is a big deal to runners. In order for the NODM to compete with larger marathons like the Seattle Rock n Roll Marathon), we have to do a better job and part of this means providing a beautiful shirt. We want our participants to wear their shirts proudly. And they do! Last year, one of our volunteers was hiking in Palm Desert and saw a couple wearing their NODM shirts. We get reports of shirt sightings all the time.

19. 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:

Each year, the PAMA Race Director and race committee perform an in-depth post event evaluation. In summary, the list below provides a few highlights of the areas that the NODM is proudest of and will continue to improve and build upon.

- Move the 5K and 10K run from Sunday to Saturday and added the Eagle Challenge event. This is an event that participants get a bonus medal if the participant in both an event on Saturday and an event on Sunday. This also will encourage additional room stays.
- PAMA is currently in the process of creating a new look for both of our websites (www.nodm.com) This will help participants find the information more easily.
- If the funding allows we will be working with, EventGrow. EventGrow is a company that specifically works with endurance events. They help to drive more registrations, more revenue and more impact. We had planned to do this in 2020 and 2021, but due to COVID-19 we decided to hold off until 2022.

JIARC Reporting and RCW Related Questions

20. 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 2021, put n/a in the 2021 column. A requirement of the award reimbursement is the tracking of these lodging statistics.

State Mandated Lodging Reporting Questions	2021	2022
a. Overall attendance at your proposed event/activity/facility.	6,114	6,500
b. Number of people who will travel more than 50 miles for your event/activity.	3726	3,800
c. Of the people who travel more than 50 miles, the number of people who will travel from another country or state.	50	100
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.	1836	2,000
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.	1,827	2,000
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)	404	450

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:

PAMA directly demonstrates the use of Lodging Tax Funds in accordance with RCW 67.28.1816 in the following ways:

(1)(a) – Tourism Marketing – PAMA attracts participants from all over the country. Many participants visit the Olympic Peninsula for the first time for our events.

(1)(b) - The marketing and operations of special events and festivals designed to attract tourists; We only use our Lodging Tax Fund dollars for marketing. None of our funds received goes towards operations.

(2)(b) - (b)(i)(ii)(iii) of this subsection, applicants applying for use of revenues in this chapter must provide the municipality to which they are applying estimates of how any moneys received will result in increases in the number of people traveling for business or pleasure on a trip: PAMA has direct data (from online registration platform) of the exact location that all participants travel from. This helps to give accurate data and show that participants are traveling from outside of the area and staying in paid accommodations. We have participants from all over the United States and on average 4-6 different countries represented.

Signature and Certification

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

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

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

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

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

Victoria Jones

Print Name of Applicant

Victoria Jones

Signature

November 4, 2021

Date

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

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

- *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 public records. The City may choose to post on its website copies of the proposals and attached documents.



**Olympic Peninsula Visitor Bureau
Tourism Enhancement Fund 2022
Grant Application Cover Sheet**

Received by OPVB:

Initials: _____ Date: _____

Grant Amount Awarded: _____

Project/Event Title: North Olympic Discovery Marathon & Run the Peninsula race series	
Submitting Organization: Port Angeles Marathon Association	Federal Employer ID# (if applicable)
Location of Project: All across the Olympic Peninsula	Date of Event or Project Completion: Feb, April, June, Oct & Dec.
Project/Event Director: Victoria Jones	Title: Race Director
Mailing Address: PO Box 431, Port Angeles, WA 98362	
Telephone: 585-451-0014	Fax:
E-mail Address: nodm@nodm.com	
Amount Requested from Tourism Enhancement Fund: \$10,000 for ALL EVENTS (Only one application for all 5 events)	
Use of Requested 2022 Funds (check one): ☒ Tourism Promotion/Marketing ☐ Tourism Event/ Activity ☐ Other	
Have you applied for an OPVB Tourism Enhancement Grant in the past? If yes , list all past years applied: 2013-2021	
Do you plan on applying for another OPVB grant in 2022? ☐ Yes ☒ No	

Please send one (1) original and four (4) copies of your application. (Use either staples or paper clips only please.)

Include the following information in your narrative and check off the items on this list:

- ☒ 1. Summary of the project/event. (Include location and date, if applicable.)
- ☒ 2. Description of how project/event will attract overnight destination guests. Must include estimates of the following:
 - Number of attendees/participants (overall)
 - Number of tourists who will travel more than 50 miles for the event/activity
 - Number of overnight tourists staying in paid accommodations
 - Number of overnight tourists staying in non-paid accommodations (i.e., staying with friends or family)
 - Number of attendees/participants from another country or state outside their place of resident or business
 - Number of paid lodging room nights resulting from your event/activity
 - Describe how these estimates have been determined.
- ☒ 3. List of key personnel on project/event committee.
- ☒ 4. Proposed project or event budget showing revenue/expenses.
- ☒ 5. List of other agencies' grant funds are being requested of and the amount.
- ☒ 6. Itemized list of how these grant funds will be used in project/event.
(Include distribution, publication, and target market information, if applicable.)
- ☒ 7. If full funding is not awarded, how will you modify your proposed tourism promotion?
- ☒ 8. Describe how you will ensure your project/event will meet State and local COVID-19 health and safety protocols.
- ☒ 9. Proof of liability insurance.

Notification of acceptance will be sent to the Project/Event Director at the above address. Please refer to the program outline for application requirements and project/event criteria.

We have read and understand the terms and requirements of this program and agree to fulfill our obligations in accordance with same should this application be selected for funding.

Signature:

Victoria Jones

February 7, 2022

Signature - Project/Event Director

Date

Mail/deliver application materials by 5:00pm local time on the due date to:

OPVB, PO Box 670, Port Angeles, WA 98362. (618 S. Peabody St. Suite F, Port Angeles, WA 98362)

Call the OPVB office at 360-452-8552 or email director@olympicpeninsula.org with any questions.

Effective 1-1-2022



**Olympic Peninsula Visitor Bureau Tourism
Enhancement Fund
2022 Application
Port Angeles Marathon Association**

1. Summary of the Project / Event

Mission Statement

Organize and produce a high quality marathon showcasing the Port Angeles / Sequim area along the Olympic Discovery Trail.

Event Details

The Port Angeles Marathon Association (PAMA) promotes and manages the North Olympic Discovery Marathon (NODM) and the 4th Annual Run the Peninsula (RTP) Race Series.

The events take place on the following dates:

- Elwha River Bridge 5K / 10K – Port Angeles, WA – February 5th, 2022
- Railroad Bridge 5K / 10K – Sequim, WA – April 23rd, 2022
- North Olympic Discovery Marathon – 5K / 10K / Half / Full / Relay / Kids Run – June 4th-5th, 2022
- Larry Scott Trail 5K / 10K / Half-Marathon – Port Townsend, WA - October 15th, 2022
- Jamestown S'Klallam Tribe 5K / 10K – Glow Run – Blyn, WA – December 3rd, 2022

Marathon weekend, which includes two days of running races, is held along the Olympic Discovery Trail from Sequim to Port Angeles. The inaugural event was held June 15, 2003. June 4th -5th will mark the 20th ANNIVERSARY for this popular community event. More than 10,000 people will attend including participants, family and friends of runners, spectators from the region, volunteers, sponsors, and vendors. The event brings approximately \$2.0 million in tourism related activity to Clallam County each year.

Run the Peninsula is in its 4th year. The series is made up of 5 races spanning sections of the Olympic Discovery Trail from Port Townsend to Port Angeles. Each race offers a 5K or 10K distance and two race offer longer distances. All finishers of each race receive a medal uniquely designed for that race. Finishers of all five races receive a handmade wooden stand that connects each race medal to form an impressive showpiece of their accomplishments. Participants can save on entry fees when they bundle more than one event.

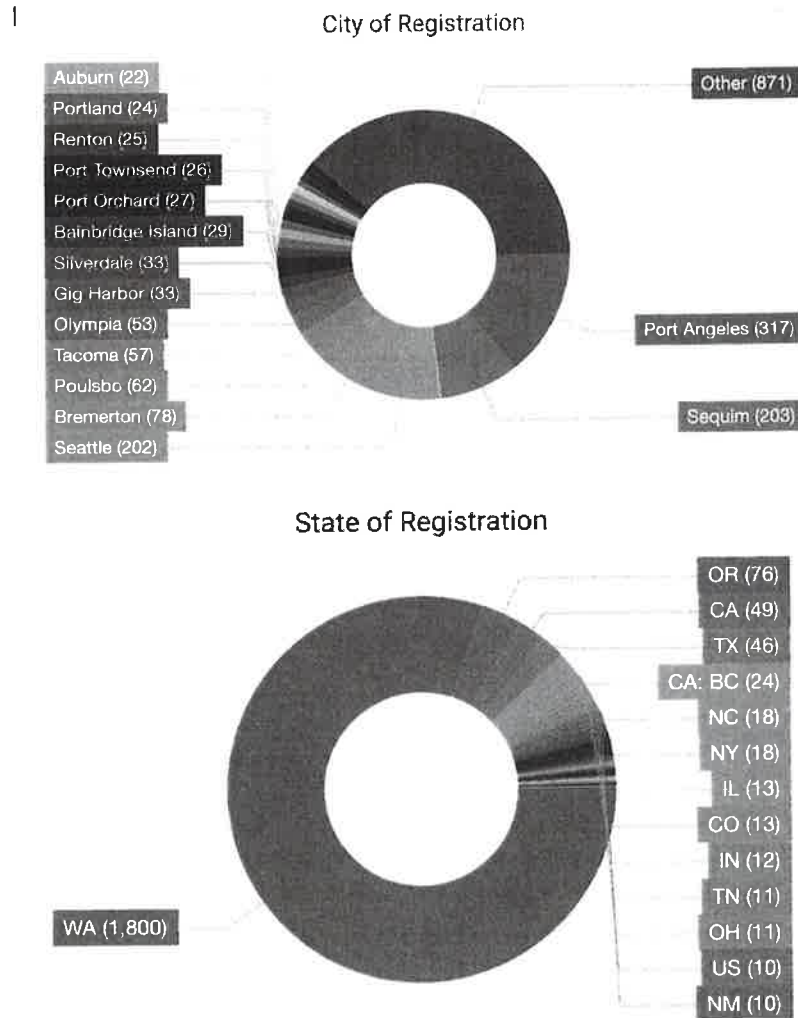
2. Description of how Project will attract overnight destination guest

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, even those who have yet to participate in the NODM, have heard of it through this vast and powerful community. They visit

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

The Run the Peninsula Series brought in people from all 50 states in 2020 and again in 2021. The main focus for the 4th annual event is to satisfy a need for running races in our community while at the same time bringing participants from outside of Clallam County. We would like to continue to grow our on-site numbers to where they were in 2019, the first year before COVID-19.

For North Olympic Discovery Marathon, the distribution of participants by city and state of registration is shown below. (*note the graphs do not show any city with fewer than 22



THESE NUMBERS ARE BASED ON ALL 5 EVENTS!

State Mandated Lodging Reporting Questions	2020 (COVID -19)	2021	2022 Predicti on
a. Overall attendance at your proposed event/activity/facility.	0 1350	7,285	8,000
b. Number of tourists who will travel more than 50 miles for the event/activity.	N/A* 428	4,625	5,000
c. Number of overnight tourists staying in paid accommodations	N/A* 104	2,312	2,500
d. Number of overnight tourists staying in non-paid accommodations (i.e. staying with friends or family)	N/A* 1196	4,973	5,000
e. Of the people who travel more than 50 miles, the number of people who will travel from another country or state.	N/A* 26	750	1,000
f. Number of paid lodging room nights resulting from your event/activity (example: 25 paid rooms on Friday and 50 paid rooms on Saturday = 75 paid lodging room nights)	N/A* 42	770	1,000
*Although the NODM events were all virtual events, all courses were set up and people did travel to the Olympic Peninsula to run the actual courses. There was no formal way to track this information.			

Describe How these Estimates have been Determined

In 2021, we were able to once again hold all of our events in-person. These figures were obtained through the registration database as well as through marathon economic impact studies. In 2021, there were 8,612 athletes who represented all 50 states and 8 countries. An active database provides access to the number of participants, their age, sex, and where they are from. We expect a minimum of 8,000 athletes in 2022 for all five events. Early online registration numbers are on track to meet this goal.

Other attendees include volunteers (700), spectators, sponsors, and vendors.

Traditionally, many athletes will come early, before the races, to preview the course and make sure that they are on time. For the marathon all athletes must come Saturday for registration. The North Olympic Discovery Marathon will attract runners who are likely to stay/vacation in the area for several days. In traveling to other marathons, and talking with athletes, we know that

many people will plan an extended trip to the Olympic Peninsula because they are interested in touring the Pacific Northwest. Although difficult to measure, we also know that many runners return to the Olympic Peninsula to take part in the many recreational opportunities available.

3. Key Personnel

Organizing Committee

The organizing committee is made up of runners and community leaders. Many members have been involved with the marathon since it's beginning thus allowing the event to be run like clockwork.

Founder: Larry Little, D.M.D

Race Director: Victoria Jones, MBA, CRD

Board of Directors: Joshua Jones, M.D., Nicholas Simpson, Kaitlin Anderson & Carmen Geyer

Race Committee: Julia Anderson, John Fox, Michelle Gentry, Brian Gundersen, Jenni Little, Darryl Wolfe, Ken Simpson, Jeff Bohman, Anna Swanberg, Nick Simpson, Bill Pieratt, Heidi Simpson and Chuck Perrizo

4. Proposed event budget showing revenue / expenses

The budget⁽¹⁾ for ALL 2022 PAMA events is \$387,960.00. Approximately 25% of our budget, \$97,800.00, is allocated for advertising. Nearly 100% of the advertising budget is targeted on markets outside of Clallam County. In question #6 is a detailed plan of where and how advertising dollars are spent.

5. List of other agencies' grant funds are being requested of and the amount

PAMA has recently received support from the selection committee for the City of Port Angeles Lodging Tax grant funds \$8,000. In addition PAMA will be applying for the City of Sequim Tourism Enhancement Grant. The total amount being requested from these agencies is \$11,000. (This is almost \$10,000.00 less than 2021 due to changes with the City of Port Angeles LTAX event caps).

6. Itemized list of how these grant funds will be used in project / event

2022 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 2022 marketing plan is in place and has a heavy emphasis on advertising outside of Washington State and in digital format. In 2016, 31 states were represented, in 2017 there were 33 states represented, in 2018 there were 36 states represented, in 2019, 39 states were represented, in 2020 & 2021 50 states were represented. In 2022 our goal is to continue to retain all 50 states for our events.

The 2022 marketing plan for Run the Peninsula is to get participants to want to come out to the peninsula during the off season. For the 2022 medal we collaborated with local artist, Nicole Phillips, to help showcase retro National Park artwork using local landmarks for all of the medals. This year we are very excited about the unique medal that magnetizes together to form a wooden

National Park Display. This is a driving factor for many participants. For many it is all about the "BLING".

a. **SOCIAL MEDIA**

NODM has been diving in deep to learn how to maximize our social media efforts. For the 2022 event more dollars and time have been budgeted to social media in order to capture more participants from outside of Washington State and across the entire country. This has been done in the following ways:

- **Social Media Expert.** The NODM has now used the same social media firm to work closely with the Executive Director to increase the Marathon's presence on Social Media. We can tell that consistently year round presence on social media has made a huge difference on the presence of our events on social media. The importance of social media in today's world is critical. Our target audience is constantly on the popular social media networks looking to see what the next event they should attend.

If done right social media marketing can prove to be really cost effective. Today, even paid social media campaigns, such as FaceBook ads, are cheaper than other advertising options such as search engine ads. This produces a higher return on investment.

· **Will you follow us?**

- o **Facebook** NODM continues to have an active Facebook community with 5,247 "Likers." and 5,378 followers. The Facebook "star" rating for the NODM is 4.9/5.
- o **Instagram** @NODMarathon. Currently, the NODM has 2,328 followers.
- o **Twitter** @nodm2613. 359 followers to date

b. **ONLINE MEDIA**

- **Online Ads, Calendars, and Features.** Many of the traditional print publications (running magazines) are also providing digital advertising opportunities. While magazine subscriptions may be down for some publishers, they are seeing a huge increase in online subscriptions.
- **Mail Chimp.** In house, NODM has a current database of 15,000+ subscribers who receive a monthly newsletter from the Race Director that includes registration details, promotions, and highlights such as race sponsors, travel planning, and race weekend details.

c. **WEBSITE | nodm.com**

- The NODM and RTP website continues to be a vital tool for providing event details to participants, volunteers, sponsors, and visitors. In the fall of 2021 PAMA launched the new RTP Website and we are weeks away from launching the new NODM website for a consistent look between the two websites. All updates and changes are done in-house and is maintained by the Race Director which assures accurate and current information.

· In addition to the event details, the website includes a Getting Here / Travel page with links to "Visit Port Angeles," "Olympic Peninsula Visitor Bureau," and the "Port Angeles Regional Chamber of Commerce." The page also provides "Local Suggestions" for what to do and see.

d. PRINT MEDIA

- **Print Ads.** The NODM uses print dollars wisely by researching the publications most likely to reach our audience. NODM publishes print ads in a few areas including; the Coho magazine, Walk About Magazine, and the Victoria Marathon Race Guide. This year we have a great poster with all of the amazing artwork.^[2] If you would like a poster please let us know. We also sent Save the Date Postcards to all 2021 participants, so they could have a print copy of all of the 2022 dates.
- **Rack Cards^[3]** Rack cards and posters are distributed to more than 100 running shops and clubs in Washington, Idaho, Oregon, California, Colorado, Wyoming and British Columbia. This outreach includes a personal letter from the Race Director and a "goody bag" with a water bottle, comp entry, and event details.

di. EVENT EXPOS

- The PAMA Race Director and race committee attend races in other cities throughout the year to promote the NODM. Travel to race expos is limited because of high cost, so a careful list has been created focusing on the places where NODM can make the biggest impact. This list includes: Whidbey Island Marathon Expo, Bellingham Bay Marathon Expo, Capital Cities Marathon, Victoria Marathon (Canada), Seattle Marathon, Hot Chocolate Seattle and BMC Vancouver Marathon (Canada). We hope that in 2022 we will be able to return to Expos.
- A recurring comment from folks who stop by the NODM booth: **"I have always wanted to visit the Olympic Peninsula and I usually plan my races around places I want to visit. So it looks like you might see me at your event!"**

dii. EVENT SHIRTS/SWAG

- Every participant receives a race shirt with their registration. The shirt is a big deal to runners. In order for the NODM to compete with larger marathons, we have to do a better job and part of this means providing a beautiful shirt. We want our participants to wear their shirts proudly. And they do!
- The shirt design follows the new NODM and RTP brand. All shirts are printed with the event name, location (Sequim to Port Angeles, WA) and event date.
- Thousands of runners all over the country and world are "walking advertisements" for us.

diii. REGIONAL JOINT MARKETING

- NODM continues a big marketing effort toward the 8th Annual Salish Sea Series. This regional event combines four of Western Washington's best races: Whidbey Island Marathon (April), Capital City Marathon (May), NODM (June), and in 2021 we added the Victoria Marathon to this series. Participants enter all five races and receive discounts and a special finishers medal at the completion of the final race.
- The Race Directors from each of these high quality events formed the series in order to expand marketing and thus increase registration. This positive partnership keeps the spirit of competition alive, but also has opened up more marketing and networking opportunities.
- Each race shares in the joint promotional costs, which include print ads, expo banners and online ads.

7. If full funding is not awarded, how will you modify your proposed tourism promotion?

The Olympic Peninsula Visitor Bureau has provided an opportunity for the NODM to develop a strong marketing plan over several years. The strong advertising presence in the running community has been a major factor in the success of the event. If lodging tax funding is not available or recommended, the marketing budget will suffer cuts that will likely affect projected attendance.

The North Olympic Discovery Marathon and the Run the Peninsula has an impressive track record of meeting the following criteria outlined in the application:

- Demonstrating positive lodging impacts
- Providing a detailed marketing plan with examples and budgets
- Producing a successful tourism event for the community through a sustainable organization
- Proving event growth

We respectfully request full funding. The Port Angeles Marathon Organization is committed to bringing visitors from outside the North Olympic Peninsula Region to attend a world class marathon event each year on the first weekend in June and now our Run the Peninsula Events throughout the entire year. We value very much the support, partnership, and commitment from the lodging tax funding committee and the community to do so.

Since taking a big hit in 2020, and having to cancel all onsite races. We are learning that it is going to take a while for participants to feel comfortable to come back to onsite races. After our first race of 2022 our numbers are starting to rise, but they are not where they were before COVID-19.

PAMA continues to give back to the community financially to many different organizations. Last year, PAMA donated \$30,000 to local non-profit organizations. You can take a look at the press release from the Peninsula Daily News here.

(<https://www.peninsuladailynews.com/life/port-angeles-marathon-association-donates-funds/>).

It is important to be able to give back to the community. If the full funding was not received the race director payroll would be cut. The organization truly believes that this event is great for our community and helps to bring money back into our community.

8. Describe how you will ensure your project/event will meet State and local COVID-19 health and safety protocols.

PAMA's first event took place this past weekend on Saturday, February 5th, 2022 at the Elwha River Bridge Run. We followed all of the current state and county guidelines. In addition we had and will continue to have a COVID compliance officer on-site for all events.

All other races for 2022 will follow the current guidelines that are in place on the date of each of the events.

9. Liability Insurance is attached.

10. Additional Information

Each year, the PAMA Race Director and race committee perform an in-depth post event evaluation. In summary, the list below provides a few highlights of the areas that the NODM is proudest of and will continue to improve and build upon.

- PAMA launched a new RTP website in 2021 and is weeks away from launching the new NODM website www.nodm.com. This will help participants find the information more easily and there will be greater consistency across both websites.

Here are the improvements for the 2022 Run the Peninsula and North Olympic Discovery Marathon

- Amazing new medal designs that are designed by local artist Nicole Phillips, and represent local landmarks with a retro Olympic National Park theme.
- ALL MEDALS ARE MADE IN THE USA!!
- All of our "swag" is designed and purchased from local companies.
- Our shirts are all being designed, printed and purchased locally, with the exception of the 5K /10K NODM shirts due to the fact that the orders were getting too big for the local printer and we needed these shirts by the end of 2021.
- This year we ordered a total of 1,500 medals per event (except for NODM), Our goal is to sell out of 2022 medals by August of 2022.
- **Buying Local:** Our event supports local businesses and organizations as much as we can. We hire local for the following expenditures:
 - Videographer / Photographer– Matt Sagan, Heart & Passion Films
 - Branding & Art Design & Medal Design – Nicole Philips - Betazed Creative
 - Shuttle Busses – Blackball Ferry
 - Gear Busses – Port Angeles School District
 - Finish line Food – Locally purchased food including Sunny Farms and Dairy Fresh
 - Various event swag - Peninsula Management & Consulting
 - Sani cans – Bill's Plumbing

- o Joseph Stride – Convergence Design – Printing of Event Shirts.
- o Lots of various supplies from local business including Swain's and Hartnagles.

^[1] Budget is included as an attachment.

^[2] See Attached 2022 Poster

^[3] See Attached 2022 Rack Card



ALONG THE OLYMPIC DISCOVERY TRAIL
OLYMPIC PENINSULA, WASHINGTON

RAILROAD BRIDGE



Sequim, WA
5K | 10K | Virtual Race
APRIL 23, 2022

ELWHA RIVER BRIDGE



Port Angeles, WA
5K | 10K | Virtual Race
FEBRUARY 5, 2022

NORTH OLYMPIC DISCOVERY MARATHON



Sequim to Port Angeles
5K | 10K | 13.1 | 26.2 | RELAY | Virtual Race
JUNE 4-5, 2022

LARRY SCOTT TRAIL



Port Townsend, WA
5K | 10K | 13.1 | Virtual Race
OCTOBER 15, 2022

JAMESTOWN S'KLALLAM TRIBE



Blyn, WA
5K | 10K | Virtual Race
DECEMBER 3, 2022

Daily News SEQUIM GAZETTE



Jefferson
Healthcare

Illustration and Design by Nicole Phillips: www.betazedcreative.com



Olympic Discovery Trail - Port Townsend to Port Angeles, WA

Elwha River Bridge - Port Angeles, WA
5K | 10K | Virtual Race
FEBRUARY 5, 2022

Railroad Bridge Park - Sequim, WA
5K | 10K | Virtual Race
APRIL 23, 2022

North Olympic Discovery Marathon
Sequim to Port Angeles
5K | 10K | 13.1 | 26.2 | RELAY | Virtual Race
JUNE 4-5, 2022

Larry Scott Trail - Port Townsend, WA
5K | 10K | 13.1 | Virtual Race
OCTOBER 15, 2022

Jamestown S'Klallam Tribe - Blyn, WA
5K | 10K | Virtual Race
DECEMBER 3, 2022

WWW.RUNTHEPENINSULA.COM

ABOUT THE SERIES

- Run the Peninsula series is made up of 5 races spanning sections of the Olympic Discovery Trail from Port Townsend to Port Angeles, WA.
- Run with us on race day, or run VIRTUALLY. You have until December 31, 2022 to complete the races virtually.
- All finishers receive swag (different for each race), chip timing, free photography, unique medal and more. Finishers of all five races receive a wooden totem that fits all of the medals to form an impressive showpiece of your accomplishments.
- Save on your entry fees when you bundle events.



HOW TO REGISTER

Register online at www.runthepeninsula.com.

Race is limited. Register early to guarantee your spot and get the early bird price. No refunds. Entry fees are non-refundable. If you would like to transfer from one series event to another or transfer your entry to another person a \$10 fee will be applied.

FOR MORE INFORMATION CONTACT US:

rtp@runthepeninsula.com

www.runthepeninsula.com

(585) 451-0014



#runthepeninsula



PENINSULA
Daily News

SEQUIM GAZETTE


OLYMPIC
MEDICAL CENTER



SOUND
COMMUNITY BANK
Simply out there.

 **First Fed**

Jefferson
Healthcare







OLYMPIC PENINSULA, WA AND VIRTUAL RACE SERIES
Olympic Discovery Trail - Port Townsend to Port Angeles, WA
WWW.RUNTHEPENINSULA.COM

Elwha River Bridge - Port Angeles, WA
5K | 10K | Virtual Race
FEBRUARY 5, 2022

Railroad Bridge Park - Sequim, WA
5K | 10K | Virtual Race
APRIL 23, 2022

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5K | 10K | Virtual Race
DECEMBER 3, 2022

**PAMA
P.O. Box 431
Port Angeles, WA 98362**



**Mark your calendar for the
2022 Run the Peninsula Series.**

2022 Registration is open!

Register at www.runthepeninsula.com

Lodging Tax Advisory Committee
2022 LTAC Funding Request – 2nd call
Dungeness River Nature Center



RECEIVED
CLALLAM CO. COMMISSIONERS

APR 18 2022

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

LODGING TAX FUNDING APPLICATION 2022

GUIDELINES

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

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

I **AMOUNT of Lodging Tax Requested:** \$112,147

II **Agency/Organization Name:** Dungeness River Nature Center

Organization is ☐ Government ☒ **501(c)3** ☐ 501(c)6 ☐ Other
Federal Tax ID No. 91-1632949 UBI Number 601522346

III **Project/Activity/Event:** Final Phase of Center Expansion; Exhibit Hall

IV **Representative Contact Information:**

Name, Title Powell Jones, Director

Mailing Address P.O. Box 2450 Sequim WA 98382

Phone(s) 360 477-7589 (Powell Jones) 360-670-6774 (Annette Hanson)

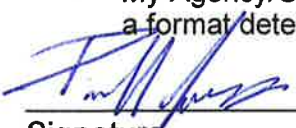
Email powell@dungenessrivercenter.org , annette_hanson@msn.com

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: 4/18/22

Powell Jones

Print or Type Name

LODGING TAX APPLICATION – REQUIRED SUPPLEMENTAL QUESTIONS

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

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

Background:

This project is to complete the last step in a major improvement of the Dungeness River Nature Center infrastructure, transforming it from a small local center to a premier regional natural and cultural resource education institution. The building expansion is completed and now the focus is on fabricating and installing the new educational features which are the heart of the project: five ecosystem dioramas in the Watershed Exhibit Hall and related educational elements. Other exhibit components are being fabricated for installation in May 2022: an alcove for salmon interpretation and a salmon incubation tank; a three-dimensional relief map of the Dungeness Watershed; and the children's discovery area, a place where people of all ages can engage in activities, discovery, and learning. These exhibits have been professionally designed to a world class standard. The Ecosystem Dioramas are essential to provide the context for the exhibit components already being fabricated. This final part of the overall project is "ready to go."

Our Inspire Wonder Capital Campaign Committee has been run entirely by volunteers from our membership. We have strived to raise funds from out of our community, raising nearly 50% of the funds to date from grants.

We have also strived to hire all local subcontractors to do the construction work to keep these funds in our community. We had to go outside the North Olympic Peninsula for only one subcontractor when a local company could not complete their work.

How the project will increase travelers to Clallam County:

The major goal for the dramatic expansion of the Center is to increase the number of visitors, and to serve a wider geographical audience.

In the national Spring/Summer 2021 edition of the "Rails-To-Trails magazine from the Rails-To-Trails Conservancy, the Olympic Discovery Trail was the front-page featured article. The article also highlighted the Center and Railroad Bridge Park. In the article it states, "\$110 MILLION estimated annual economic + environmental benefits of conserved lands, trails and parks in the North Olympic Peninsula." *(See cover section of article in Attachments)*

We will attract these people through significant architectural and functional amenities, and through a major upgrade of our natural resource interpretation.

The Center is now one of the new architectural features in Clallam County, worthy of a visit on its own. Functional aspects which will draw visitors include the greatly

improved parking, the electric charging stations, the Wildlife Watching Room, the coffee shop, and the improved access to Railroad Bridge Park and to the Olympic Discovery Trail. Even more people will be drawn to Railroad Bridge Park and this section of the Olympic Discovery Trail, as well as the Center.

The new Exhibit Hall dioramas will showcase the ecosystems of the Dungeness Watershed, from the highest peaks, through the montane and riparian forests, to the prairie lowlands, and finally to the estuary, bay and offshore habitats. This will attract many more visitors than our current modest exhibits. One exciting aspect of these exhibits is the extent to which the lifeways, history, and culture of the Jamestown S'Klallam people are woven into the exhibit murals. The dioramas will incorporate over 200 of our bird and wildlife specimens, appealing to birders nation- and world-wide. The inclusion of tribal cultural elements in the exhibits will attract Tribal citizens from out of the area, and members of the general public interested in Tribal connections with natural resources.

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

With expanded natural resource interpretation infrastructure, we expect more visitors from out of the area who will need overnight accommodations. Our annual Bird Fest has grown each year, and with greatly improved exhibits we expect it to grow further. This event is held over a six-day period in the shoulder season. We currently sponsor one five-day adult education class, and several classes that last two days or more. We will have increased capacity to provide additional classes lasting more than one day, requiring an overnight stay. We will also be able to host specific events which attract people from out of state. For example, in the September shoulder season this year we are hosting the Audubon Conference of Washington annual meeting, a two-day meeting with attendees from all over the State.

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 Dungeness River Nature Center and Railroad Bridge Park provide many experiences that draw people from distances greater than 50 miles. We track visitation to the Dungeness River Nature Center using a number of metrics including number in party, location of residence, and how they heard about us. We analyze this data by month and year, and by specific event. In the recent past, 65% of visitors who signed our guestbook came from out of the area. We expect this % to continue to increase as we transition from a small local to a premier regional nature center.

Railroad Bridge Park has become a travel-worthy attraction for the historic Howe Thru Truss Bridge and renowned Dungeness River for its salmon and beauty. Thanks to our reputation and our Audubon affiliation, we have become the central hub for guiding tourists to great birding spots on the Peninsula. We are one of the only Audubon affiliated Centers in the Pacific Northwest and the only one in the United States that has a salmon spawning stream, making our Center a unique experience for birders and naturalists. Our Bird Fest has grown to serve more than 250 people to birding

themed events on the north Olympic Peninsula over a six-day period in the spring. The new exhibits will make this annual event even more attractive to out of area visitors.

We will be able to host specific events which attract people from out of state. For example, as stated above, in the September shoulder season this year we are hosting the Audubon Conference for Washington annual meeting, a two-day meeting with attendees from all over the State.

Our Bridge is recognized as being a historic landmark and a unique Howe Thru Truss design. The new architecturally dramatic building and professionally designed Exhibit Hall will increase the interest of railroad enthusiasts from out of area with family members more interested in the new exhibits to visit the Center.

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

Similar to Question 3 above. During Covid we have provided online natural resource classes which have attracted people from all over the U.S. and the World. Many have become Center members. Based on that success, attracting virtual visitors simply through an on-line talk, we anticipate real visitors to come to visit the Exhibit Hall and participate in our classes.

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

NA

6. **2022 Tourism-Impact Estimate**

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

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

As a direct result of your proposed tourism related service, please provide:	2022 Estimate	2019 Actual	Methodology
a. Overall attendance at your event/activity/facility	193,000 Total 18,000 people to the center 175,000 to the park	168,250 Total 25,600 people to the center and 142,650 to the park	Visitor sign in sheets and crossing counter on the bridge
b. Number of people who travel more than 50 miles for your event/activity/facility	96,500	84,125	Visitor sign in sheets and crossing counter on the bridge and surveys

c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	48,250	42,063	Visitor sign in sheets and estimate
d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.	33,000	30,000	Visitor sign in sheets and 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.	21,500	20,000	Visitor sign in sheets and estimate
f. Number of paid lodging room nights resulting from your event/activity/facility.	5,300	5,000	Visitor sign in sheets and estimate

Note: These projections are based on our pre-Covid records from 2019. They are reduced by the fact that the Center will only be open for half of 2022, and the Olympic Discovery Trail across Railroad Bridge will be closed to traffic for part of that time for the dike removal construction. We expect a 30% increase over 2019 in 2023.

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

NA. In the past we have had hosts for special events (such as Bird Fest). We will work with local accommodation facilities whenever we have an event of more than one day.

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

Center visitation from out of the area has steadily increased over the years, documented by our sign-in sheets which identify home address. Most recently 65% of visitors signing the guest book were from out of Clallam County. During Covid we greatly increased out of area members to the Center via our online lectures and programs.

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

Target audience: Demographics includes families, children, retirees, teachers, and Tribal citizens.

Location includes the Puget Sound Region, the USA, and elsewhere in the world.

Special interest visitors include bird watchers, people interested in the natural world, and people interested in railroad history whose family members will enjoy the Center. Handicap access to the Bridge, Trail, and expanded building and exhibits will attract the physically challenged naturalists.

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

We will promote our facility through social media using our recently upgraded new web site. We will publish regular articles of interest and provide online talks and classes. We will advertise directly to Audubon chapters throughout the region and country. We will place ads and inserts in regional news outlets. We will cooperate with other Clallam County and nearby organizations to cross-publicize our events and theirs, including our joint cooperative classes with Feiro Marine Life Center.

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

With expanded natural resource interpretation infrastructure, we expect day visitors will stay much longer, needing restaurants and other local businesses. We currently sponsor one five-day class, and several classes that last two or more, supporting lodging establishments. We will have increased capacity to provide additional classes lasting more than one day, requiring an overnight stay.

We will be able to sponsor specific events which attract people from out of state. We will also host events of others, such as the Audubon Conference of Washington this September.

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).

NA

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?

Total project cost is \$5,662,999. Total Exhibits Cost is \$771,893. This request is 2% of total project cost and 14.5% of the total exhibit cost.

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

We have successfully raised \$5,333,059 in hand from grants, individual donors, and partner donations for this overall project. We have applied for a grant from an out-of-state foundation for additional Exhibit funds. As needed, we will continue to raise funds. Our Capital Campaign will run until June 30, 2022. The success of our interpretive programs has been a significant incentive for private financial contributions.

LODGING TAX GRANT APPLICATION ATTACHMENTS 2022

DUNGENESS RIVER NATURE CENTER

TABLE OF CONTENTS

Required Additional Information

Itemized Overall Budget for our facility project

 Funding Sources (income)

 Cost of Services for Pacific Studio, Contractor (expenses)

Description and Budget Showing Intended Use of the Amount Requested from Tax Fund

Copy of organization's current non-profit corporate registration with the Washington Secretary of State

Pro Forma and 2022 adopted Annual Budget

Optional Information

Building Expansion – Construction and Exhibit Preparation Photos

Building Expansion/Remodel Exhibits 3D Artist's and Bubble Diagram Floor Plans

Ecosystem Renderings of West/North/East and South Walls by Pacific Studio

Exhibit Design Team – Key Project Staff, Consultants, and Stakeholders

"Rails-To-Trails" Spring/Summer 2021 edition, "Connections of Land, Sea and Sky"
(copies of cover and page highlighting the Center and Railroad Bridge Park)

Community User Groups of Center

Project Update and Name Change *Gazette* News Article 9/22/2021

Outdoor Tim Quinn Mural Photo – rendering on west wall of Center (artwork to be added)

Letters of Support: Clallam County Commissioners 2018

Sequim-Dungeness Chamber of Commerce 2017

Jamestown S'Klallam Tribe Commitment Letter 2021

These documents are available upon request for more detailed Exhibit Plans:

Exhibits Design 100% Schematic Design (March 4, 2021)

Exhibit 50% Design Development (April 19, 2021)

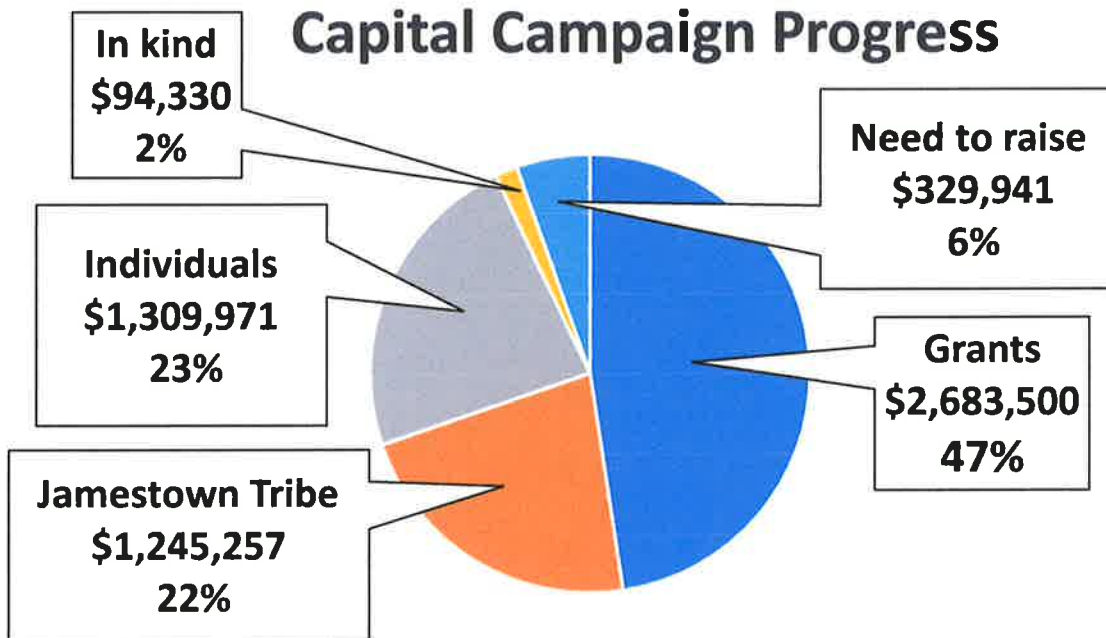
2022 Detailed Overall Project Budget - Dungeness River Nature Center Expansion & Remodel				
INFRASTRUCTURE IMPROVEMENT				
ITEMS	Overall Budget	Clallam County Lodging Tax INFRASTRUCTURE IMPROVEMENTS that increase Tourism	Lodging Tax 2022 Request	Grant Time Period 2022
PHASE 1 - JAMESTOWN S'KLALLAM TRIBE FURNISHED				
CONTRIBUTED COSTS SCHEDULES A - D: A = Parking Lot & Road; B = Water Service; C = Sanitary Sewer; D = Camp Host Site, and Land Acquisition	\$1,093,842			
TOTAL PHASE 1	\$1,093,842			
PHASE 2 - CONTRACT & OWNER FURNISHED AND SOFT COSTS - BUILDING EXPANSION				
Building Costs (E1-E39) Schedule E	\$346,923			
Building Preparation (BID PACK 1-JST Contractor) - Ub 2921 Schedule F				
Windows (bird friendly and store-front)	\$245,500			
Concrete work external E22 & E23	\$88,490			
Concrete work internal F18	\$22,500			
Interior and exterior doors F13 & F21	\$50,000			
Interior surfaces and finishes balance	\$55,243			
Building Preparation (BID PACK 1) Schedule F	\$2,331,512			
Addendum #2 - Schedule F Exterior Finishes/Air seal- Roofing Insulation and labor to install siding, trim, and weather barrier	\$120,200			
Addendum #3 :				
Change orders - Paint over stain	\$9,817			
Sheetrock credit	(\$11,150)			
Audio/Visual/Telecom	\$155,347			
Flooring	\$12,852			
Interior trim and doors	\$36,408			
Exterior doors - Labor (F13)	\$715			
Electrical, fan supports, toilet stalls, window wrap	\$13,356			
Ridge Beam Materials	\$3,791			
Remodel demo and construction	\$50,000			
Remodel demo and construction	\$48,824			

ITEMS	Overall Budget	Clallam County Lodging Tax INFRASTRUCTURE IMPROVEMENTS that increase Tourism	Lodging Tax 2022 Request	Grant Time Period 2022
Casework (1/2 F25)	\$28,429			
Coiling Doors - Labor	\$8,249			
Cedar in meeting room & info die wall (F24.2, F24.3)	\$16,550			
TOTAL Addendum #3	\$373,186			
Addendum #4: (Estimated)				
Reception Desk/Cabinet	\$8,235			
Concession Stand	\$14,913			
Staff bathroom	\$5,000			
AV upgrade	\$14,000			
Kitchen electrical	\$2,000			
Blinds	\$9,000			
Operable wall and wainscot	\$30,815			
TOTAL Addendum #4	\$83,963			
Change orders to come	\$5,635			
TOTAL BUILDING COSTS	\$3,261,437			
TOTAL BUILDING CONTRACT COSTS	\$3,261,437			
PHASE 2 OWNER FURNISHED Schedule G 1-6				
Interior surfaces and finishes - labor	\$55,243			
Kitchen equipment	\$66,186			
Miscellaneous fixtures and equipment	\$29,500			
Office furniture	\$27,064			
Video Surveillance	\$30,000			
Electrical Service	\$35,000			
Fiber Optics to the building	\$35,000			
Tim Quinn mural	\$16,179			
TOTAL PHASE 2 OWNER FURNISHED COSTS	\$294,172			
PHASE 2 SOFT COSTS Schedule H 1-4				
Architectural Concept	\$12,500			
Architect Fees	\$170,000			

ITEMS	Overall Budget	Clallam County Lodging Tax INFRASTRUCTURE IMPROVEMENTS that increase Tourism	Lodging Tax 2022 Request	Grant Time Period 2022
Permitting	\$2,860			
TOTAL SOFT COSTS	\$185,360			
TOTAL PHASE 2	\$3,740,969			
PHASE 3 OWNER FURNISHED Schedule G 1-6				
Landscaping	\$10,320			
TOTAL PHASE 3 OWNER FURNISHED BUILDING COSTS	\$10,320			
PHASE 3 EXHIBITS AND REMODEL Schedule				
Exhibit Concept and Ecosystem Design (\$51,415 from Tribe)	\$110,435			
Pacific Studio contract for Fabrication and Installation of the Ecosystems Exhibits – five life-size watershed dioramas. (Total \$499,046)	\$386,899	Fabricate interpretive panels and structures. (See "Description and Budget Showing Intended Use" attachment and detailed Ecosystems Exhibits Budget by Pacific Studio)	\$112,147	May - October 2022
Ecosystem Exhibits-DRNC Direct Costs	\$29,460			
Discovery Area, Salmon Room, Watershed Table Direct Costs	\$59,863			
Discovery Area, Salmon Room, Watershed Table Design, Fabricate, Install	\$73,089			
TOTAL PHASE 3 EXHIBIT COSTS	\$771,893	LODGING TAX TOTAL	\$112,147	
Wildlife viewing windows	\$4,500			
Wildlife viewing room / library furnishings	\$10,000			
TOTAL PHASE 3 REMODEL & EXHIBITS	\$14,500			
TOTAL PHASE 3	\$796,713			
TOTAL CONSTRUCTION COSTS	\$5,631,524			
Campaign Costs	\$27,000			
Transitional Expenses/Funds (post construction cleaning)	\$4,475			

ITEMS	Overall Budget	Clallam County Lodging Tax INFRASTRUCTURE IMPROVEMENTS that increase Tourism	Lodging Tax 2022 Request	Grant Time Period 2022
TOTAL CAMPAIGN & TRANSITION COSTS	\$31,475			
TOTAL OVERALL COSTS TO COMPLETE	\$5,662,999			
FUNDS RAISED TO DATE - JST, Cash Donations & Grants, Inkind, & Pledges	\$5,333,058			
Balance To Complete Project - Exhibits	\$329,941			

SCHEDULE OF CAPITAL PROJECT FUNDING SOURCES



GRANT SOURCES	AMOUNTS	ALL INCOME SOURCES	TOTALS
Anonymous	\$500	Grants	\$2,683,500
Soroptimist Int'l of Sequim	\$500	Jamestown S'Klallam Tribe (JST) including a grant of \$51,415	\$1,245,257
Jones Sunshine Fund	\$500	Individual Donations	\$1,309,971
Cheryle Sullivan, MD Charitable Fund	\$1,000	In Kind Labor & Materials	\$94,330
Don & Judy Willott	\$1,000	Need to Raise	\$329,941
Norman Archibald Charitable Foundation	\$2,500		
Hugh & Jane Ferguson Foundation #2	\$10,000	TOTAL PROJECT BUDGET	\$5,662,999
Benjamin N. Phillips Memorial Fund	\$15,000	Total Raised To Date = \$5,333,058	
Hugh & Jane Ferguson Foundation #1	\$20,000		
Kulakala Point Foundation	\$20,000		
First Federal Community Foundation	\$25,000		
D.V. & Ida McEachern Charitable Trust	\$30,000		
William and Beatrice Booth Foundation	\$250,000		
M.J. Murdock Charitable Trust	\$300,000		
Taxpayers of the State of Washington	\$1,470,000		
Donald Naddy Fund	\$5,000		
Sunderland Foundation 2021	\$300,000		
Sage Foundation	\$100,000		
ArtsFund – WA Department of Commerce	\$22,500		
Institute of Museum & Library Services '20	\$50,000		
Institute of Museum & Library Services '21	\$50,000		
Leiter Family Foundation	\$10,000		
TOTAL IN GRANTS	\$2,683,500		

As of 3/31/2022



5311 Shilshole Ave NW | Seattle, WA 98107
Phone: 206-783-5226 | Fax: 206-783-5409

COST OF SERVICES

PROJECT: DRNC: Fabricate and Install Ecosystem Exhibits

The Cost of Services below corresponds with the Scope of Work and the exhibits depicted in the Construction Documents Package (4/1/22) for the Ecosystem Exhibits. All services already provided under existing contracts are not included.

Construction Documents & Murals Phase	
Finalize Graphics & Labels	\$ 12,170.67
Sub Total \$ 12,170.67	
Fabrication: All Areas	
QTY 4 Storage Cabinets	\$ 10,945.43
QTY 3 Label Rails	\$ 15,206.29
QTY 4 Wallpaper Murals (Scanning, Printing & Installation)	\$ 17,422.19
QTY 5 Overview Panels (Printing & Graphic Furniture)	\$ 3,030.31
QTY 10 Abiotic Panels (Printing & Graphic Furniture)	\$ 12,857.84
QTY 19 Biotic Panels (Printing & Graphic Furniture)	\$ 8,887.36
QTY 5 Cultural Panels (Printing & Graphic Furniture)	\$ 8,973.53
QTY 4 Human Impacts Panels (Printing & Graphic Furniture)	\$ 4,525.63
QTY 2 Audio Stories Panels (Printing)	\$ 506.07
QTY 4 Flipbooks, approx 10 pages each (Printing & Binding)	\$ 2,760.94
Object ID Labels - QTY TBD (Printing)	\$ 3,783.58
Specimen Shelves	\$ 14,175.45
Object Replicas & Object Mounts	\$ 9,072.29
Sub Total \$ 112,146.90	
Fabrication: 2.1 Alpine/Subalpine	
2D Replica: Whitebark Pine	\$ 3,642.05
3D Replica: Large Landform and Platform	\$ 29,296.73
3D Replica: Subalpine Fir	\$ 14,020.29
Headwaters Video: Equipment & Kiosk	\$ 4,734.71
Tactile Exhibits: Wildflowers	\$ 1,875.71
Sub Total \$ 53,569.50	
Fabrication: 2.2 Montane Forest	
2D Replica: Douglas Fir Trees (QTY 4)	\$ 12,420.14
3D Replica: River and Groundform and Platform	\$ 31,029.95

3D Replica: Douglas Fir Nurse Log	\$ 8,369.27
3D Replica: Rhododendron	\$ 3,440.27
S'Klallam Audio Stories: Equipment & Kiosk	\$ 2,865.38
Tactile Exhibits: Pinecones & Bark	\$ 1,875.71
Sub Total \$ 60,000.72	

Fabrication: 2.3 Riparian Forest	
3D Replica: Cedar	\$ 9,511.82
3D Replica: River and Groundform and Platform	\$ 12,423.01
Sub Total \$ 21,934.83	

Fabrication: 2.4 Lowlands	
3D Replica: Ocean Spray	\$ 4,232.12
3D Replica: Black Cottonwood	\$ 17,101.74
3D Replica: Cattails	\$ 3,235.71
3D Replica: Pond and Groundform and Platform	\$ 29,873.73
S'Klallam Audio Stories: Equipment & Kiosk	\$ 2,865.38
Sub Total \$ 57,308.67	

Fabrication: 2.5 Estuary	
3D Replica: Water, Mudflats, Groundform and Platform	\$ 27,747.88
3D Replica: Silver Burweed	\$ 3,237.88
3D Replica: Eelgrass	\$ 1,515.76
River Mouth Video: Equipment & Kiosk	\$ 4,663.28
Spotted Owl Vitrine	\$ 552.04
Bald Eagle Vitrine & Shelf	\$ 1,374.18
Sub Total \$ 39,091.01	

Shipping & Installation	
Shipping & Installation	\$ 77,665.48
Sub Total \$ 77,665.48	

General Conditions	
Project Management	\$ 28,515.65
Production Drawings, Samples & Fabrication Planning	\$ 29,016.25
Graphic Management	\$ 6,519.80
Close-Out	\$ 1,106.72
Sub Total \$ 65,158.41	

Total: Ecosystem Exhibits \$ 499,046.18

Sales Tax does not apply

Description and Budget Showing the Intended Use of the Amount Requested from the Clallam County Lodging Tax Fund

The total cost of the exhibit contractor's portion of this specific project is \$499,046 as detailed below. We have fundraised \$169,105 toward this exhibit project.

We are requesting \$112,147 from the Clallam County Lodging Tax Fund in 2022 to fabricate interpretive panels and structures for the Dungeness Watershed Ecosystem Exhibits.

This will help enable us to finish the heart of the final phase of the Dungeness River Nature Center's expansion and remodel. **All phases together total \$5,662,999.**

The detailed exhibit contractor's costs are as follows:

- a. **\$12,171. Graphic layout of 45 interpretive panels.** The exhibit contractor will design 45 different interpretive panels for the five ecosystem exhibits. The Center's Exhibit Design Team will provide the content: interpretive text (including titles, subtitles, and captions), graphic illustrations and charts, and high-resolution photographs. In addition, the contractor will design labels for over 200 wildlife specimens and cultural artifact replicas that are placed within the dioramas.
- b. **\$231,905. Fabricate elements for five dioramas.** The exhibit contractor will fabricate the elements found in each of the five ecosystem dioramas (alpine, montane, riparian, lowland, and estuary). This includes creating five realistic landforms, an underwater river scene, a pond and wetland, and the mudflats of Dungeness Bay. It includes life-sized three-dimensional trees (subalpine fir, black cottonwood, a culturally-modified western red cedar, and a Douglas-fir nurse log) and plants (rhododendron, ocean spray, cattails, silver burweed, and eelgrass). It includes two dimensional whitebark pine, western red cedar, and Douglas-fir trees. And it also includes two audio stations to hear traditional S'Klallam stories about the natural resources of the Dungeness Watershed and two stations to watch videos about the watershed's high mountain and estuary ecosystems.
- c. **\$112,147. Fabricate interpretive panels and structures.** The exhibit contractor will fabricate the 45 interpretive panels; over 200 labels and shelves and/or mounts for the wildlife specimens and cultural artifact replicas; wallpaper murals that provide context for the ecosystem dioramas and continuous coverage of all four walls of the exhibit hall; four flipbooks where we can tell 40 additional stories about the plants and animals of the Dungeness Watershed; natural and cultural replicas; and structural items such as label rails and cabinets to display tactile items and store additional educational materials, props, and activities.
- d. **\$77,665. Shipping and Installation.** The contractor estimates that it will take their team three weeks to ship the exhibits to and install them in the Center.
- e. **\$65,158. General Conditions.** This includes the contractor's project management; production drawings, samples, and fabrication planning; graphic management; and project close-out.



11/24/2021

DUNGENESS RIVER NATURE CENTER
PO BOX 2450
SEQUIM WA 98382

Registration Number: 1126920

Organization Name: DUNGENESS RIVER NATURE CENTER

Dear DUNGENESS RIVER NATURE CENTER,

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

CHARITABLE ORGANIZATION AMENDMENT

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



WASHINGTON
Secretary of State
Corporations & Charities Division

Filed
Secretary of State
State of Washington
Date Filed: 11/24/2021
Effective Date: 11/24/2021
Registration No: 1126920

Charity Amendment

ORGANIZATION INFORMATION

Organization Name:

DUNGENESS RIVER NATURE CENTER

Registration Number :

1126920

Purpose/Mission of the Organization:

TO INSPIRE UNDERSTANDING, RESPECT, AND STEWARDSHIP OF OUR NATURAL AND CULTURAL RESOURCES

FEIN Number:

91-1632949

Federal Tax-Exempt Status:

Yes

Federal Status Type:

501(c)(3)

UBI Number:

601 522 346

Is this Charitable Organization associated with any Corporation or LLC?-

Yes

Organizational Structure:

Jurisdiction:

WASHINGTON

ORGANIZATION NAME

Organization Name:

DUNGENESS RIVER NATURE CENTER

CONTACT INFORMATION

Organization Email:

INFO@DUNGENESSRIVERCENTER.ORG

Confirm Organization Email:

INFO@DUNGENESSRIVERCENTER.ORG

Organization Website:

www.dungenessrivercenter.org

Is Foreign Contact:

No

Country Code:

1

Phone Number:

3606814076

Ext:

Mailing Address:

PO Box 2450, SEQUIM, WA, 98382, USA

Street Address:

2151 W Hendrickson Rd, CLALLAM COUNTY, SEQUIM, WA, 98382, USA

Do you use any other addresses for Solicitation -

No

FINANCIAL INFORMATION

Does the Organization wish to report a change of accounting year?- **No**

FINANCIAL HISTORY

Fiscal Begin Date	Fiscal End Date	Begin Assets	Revenue	Program Services	Expenses	End Assets	% To Program Services
01/01/2020	12/31/2020	\$3,325,022.00	\$527,240.00	\$184,140.00	\$377,043.00	\$3,533,475.00	49%
01/01/2019	12/31/2019	\$2,546,703.00	\$809,364.00	\$204,651.00	\$344,411.00	\$3,325,022.00	59%
01/01/2018	12/31/2018	\$2,492,645.00	\$690,510.00	\$196,638.00	\$328,925.00	\$2,546,703.00	59%
01/01/2017	12/31/2017	\$2,216,150.00	\$710,968.00	\$192,419.00	\$351,707.00	\$2,492,645.00	54%
01/01/2016	12/31/2016	\$1,795,578.00	\$430,082.00	\$133,301.00	\$298,304.00	\$2,216,150.00	45%
01/01/2015	12/31/2015	\$1,816,866.00	\$423,900.00	\$150,929.00	\$281,623.00	\$1,795,578.00	54%
01/01/2014	12/31/2014	\$1,756,429.00	\$334,257.00	\$135,876.00	\$263,985.00	\$1,816,866.00	51%
01/01/2013	12/31/2013	\$1,577,488.00	\$360,092.00	\$107,307.00	\$210,075.00	\$1,756,429.00	51%
01/01/2012	12/31/2012	\$1,494,196.00	\$278,065.00	\$105,538.00	\$234,313.00	\$1,577,488.00	45%
01/01/2011	12/31/2011	\$1,359,400.00	\$320,150.00	\$177,928.00	\$240,357.00	\$1,439,193.00	74%
01/01/2010	12/31/2010	\$1,334,215.00	\$266,065.00	\$181,081.00	\$240,880.00	\$1,359,400.00	75%
01/01/2009	12/31/2009	\$1,275,850.00	\$310,521.00	\$137,659.00	\$252,156.00	\$1,334,215.00	55%
01/01/2008	12/31/2008	\$325,806.00	\$1,321,734.00	\$156,209.00	\$228,409.00	\$1,338,410.00	69%
01/01/2007	12/31/2007	\$251,445.00	\$248,854.00	\$10,170.00	\$186,647.00	\$325,806.00	6%

Solicitation Comments:

Did the Organization solicit or collect contributions in WA during the accounting year reported?- **Yes**

- Direct Mail
- Entertainment/Special Events
- Internet
- Product Sale

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
POWELL	JONES
VANESSA	FULLER
JENNA	ZIOGAS

PERSONS ACCEPTING RESPONSIBILITY

Current Officers or Persons Accepting Responsibility for the Organization

First Name	Last Name	Title	Phone #	Address
WANDA	SCHNEIDER	TREASURER	3605042207	150 MACLEAY RD, SEQUIM, WA, 98382-6400, UNITED STATES
ANNETTE	HANSON	PRESIDENT	3606706774	727 W HERITAGE LOOP # 727, SEQUIM, WA, 98382-3171, UNITED STATES

FINANCIAL PREPARER

Person or Business that Prepares, Reviews or Audits Financial Information:

Type:

INDIVIDUAL

First Name:

WANDA

Last Name:

SCHNEIDER

Title:

TREASURER

Address:

150 MACLEAY RD, SEQUIM, WA, 98382-6400, 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:

Email:

Address:

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.

SIGNATURE/ ATTESTATION

First Name:

VANESSA

Last Name:

FULLER

Date:

11/24/2021

Phone Number:
360-460-9866

Facility Income and Expense Actual and Pro Forma Annual Operating Budget

Dungeness River Nature Center

The Center Board and partners have demonstrated long-term success and a 28-year commitment to the development and management of Railroad Bridge Park and the Center. Over these years the paid staffing level has steadily matured in size, experience, and capacity. Financial resources from fundraising events and individual donations have increased to support this growth. Even during the 2020-May 2022 Center closure our annual operations income (minus Legacy Fund reserves) increased by 52%. We anticipate continual growth in revenue generation and support when we reopen our doors to **greatly expanded and improved exhibits**, welcoming new entrances, increased capacity for simultaneous programs and meetings, and increased room rentals and events due to provision of a commercial catering kitchen.

A projection of revenue increases follows:

BUDGET PLAN - PRO FORMA - CAPITAL PROJECT SUSTAINABILITY

Dungeness River Nature Center	2020	2021	2022	2023	2024
Income		Actual	Budget approved	Estimate	Estimate
Building In-Kind (Tribe)	\$37,008	\$37,008	\$37,450	\$38,199	\$38,962
Donations	\$48,576	\$49,506	\$43,300	\$50,000	\$55,000
Grants	\$56,497	\$142,686	\$150,000	\$157,500	\$165,375
Gift Shop (Merchandise Sales)	\$6,298	\$4,293	\$13,500	\$28,000	\$30,800
Concession Vendor	\$0	\$0	\$4,500	\$6,600	\$7,260
Fundraising	\$130,598	\$191,329	\$150,000	\$165,000	\$181,500
Festivals (BirdFest & RiverFest)	\$1,012	\$0	\$0	\$40,000	\$40,800
Earned Income + Facility Rentals	\$9,401	\$15,205	\$23,000	\$27,600	\$33,120
Total Income	\$289,390	\$440,027	\$421,750	\$512,899	\$552,817
*Reserves (Legacy Fund)	\$80,000	\$0	\$32,000	\$0	\$0
Expenses	2020	2021	2022	2023	2024
**Salaries & Wages & Payroll Fee	\$299,468	\$280,651	\$354,375	\$368,550	\$383,292
Festivals & Fundraising	\$6,984	\$6,465	\$10,500	\$29,933	\$30,532

Building Maintenance (Tribe)	\$37,008	\$37,008	\$37,104	\$38,199	\$38,962
Earned Income	\$3,050	\$7,195	\$4,650	\$5,520	\$5,630
Gift Shop Inventory / Vendor	\$3,457	\$246	\$7,000	\$14,000	\$14,700
Park Hosts/AmeriCorps/Volunteers	\$1,032	\$2,690	\$2,250	\$5,500	\$6,050
Concession Vendor	\$0	\$0	\$0	\$1,000	\$1,100
Office	\$12,476	\$13,502	\$24,700	\$15,993	\$16,472
Building & Grounds	\$7,427	\$27,406	\$10,950	\$15,067	\$15,519
Advertising & Promo	\$687	\$1,800	\$0	\$3,825	\$3,902
Training Staff	\$500	\$1,249	\$1,750	\$1,750	\$1,785
Grant Expenses	\$5,508	\$17,810	\$0	\$4,200	\$4,410
Memorials Expense	\$0	\$0	\$0	\$300	\$330
Total Expenses	\$377,597	\$396,022	\$453,279	\$503,837	\$522,684

Capital Campaign Income & Expenses are excluded from this Pro-Forma Budget.

***Potential withdraws from Legacy Fund according to policy**

- We closed the Center in March 2020, 2021, and part of 2022 due to Covid 19 and expansion construction.
- Salaries and Wages increase at the Tribe's annual percentage rate of about 4%.
- Buildings and Grounds expenses will increase once in full operation.
- Fundraising and Grant Income will increase now that Development person is on board.
- Income and Expenses based on current and projected percentage increases and decreases.

Building Expansion – Sampling of Construction Completion Photos



Architect concept 2018.



April 2022 as built; landscaping to come in May.



The Flyway looking east early evening; note polished concrete



The Flyway looking west at night after hours.



Large meeting room ready for evening program. Seats 150, so more chairs added for meeting.



Small classroom ready for action.



Wildlife Watching Room looking at rain garden; more tables/chairs soon to be added; construction trailer to go.



New southeast pathway to Center from Olympic Discovery Trail (walking/bike).



Southwest access to Trail from Plaza.



New entrance sign and feature at road donated by Jamestown S’Klallam Tribe (to be landscaped).



Moonlight view at night looking at west entrance.

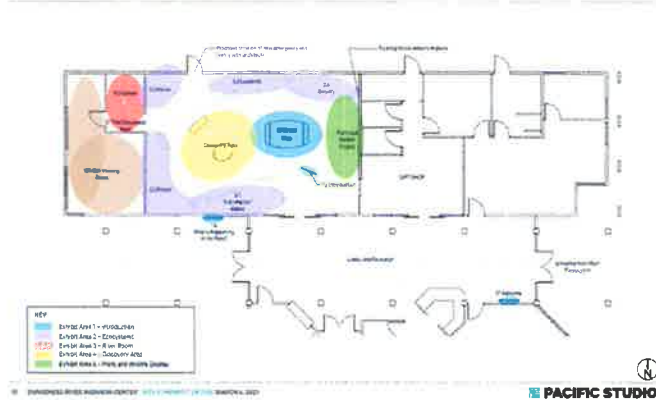
Left-Volunteers prepare for Soft Opening in March 2022.

Note: All landscaping will be completed in May-July 2022 by Tribe subcontractor and Center volunteers.

Pictures courtesy of Powell Jones, Jan Halliday, Jake Peetz, and Annette Hanson.



BUBBLE DIAGRAM FLOORPLAN



ECOSYSTEMS EXHIBIT PLAN



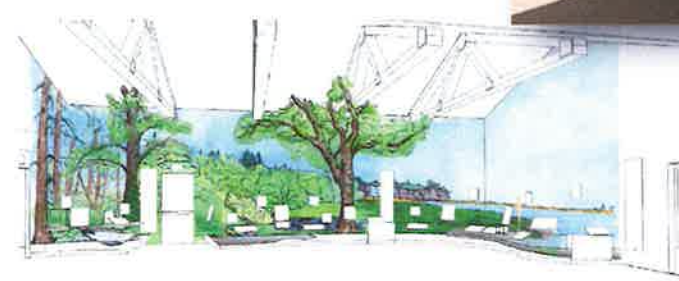
Photos: Pacific Studio and Center staff work with specimens on Ecosystem diorama floor templates with measurement and placement checks. We have contracted with Pacific Studio, a professional design firm in Seattle, for design, fabrication and installation of the new exhibits.



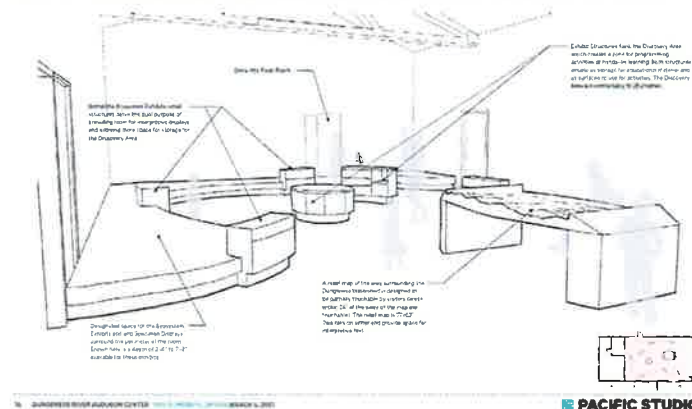
ECOSYSTEMS RENDERING: SOUTH/ WEST WALLS



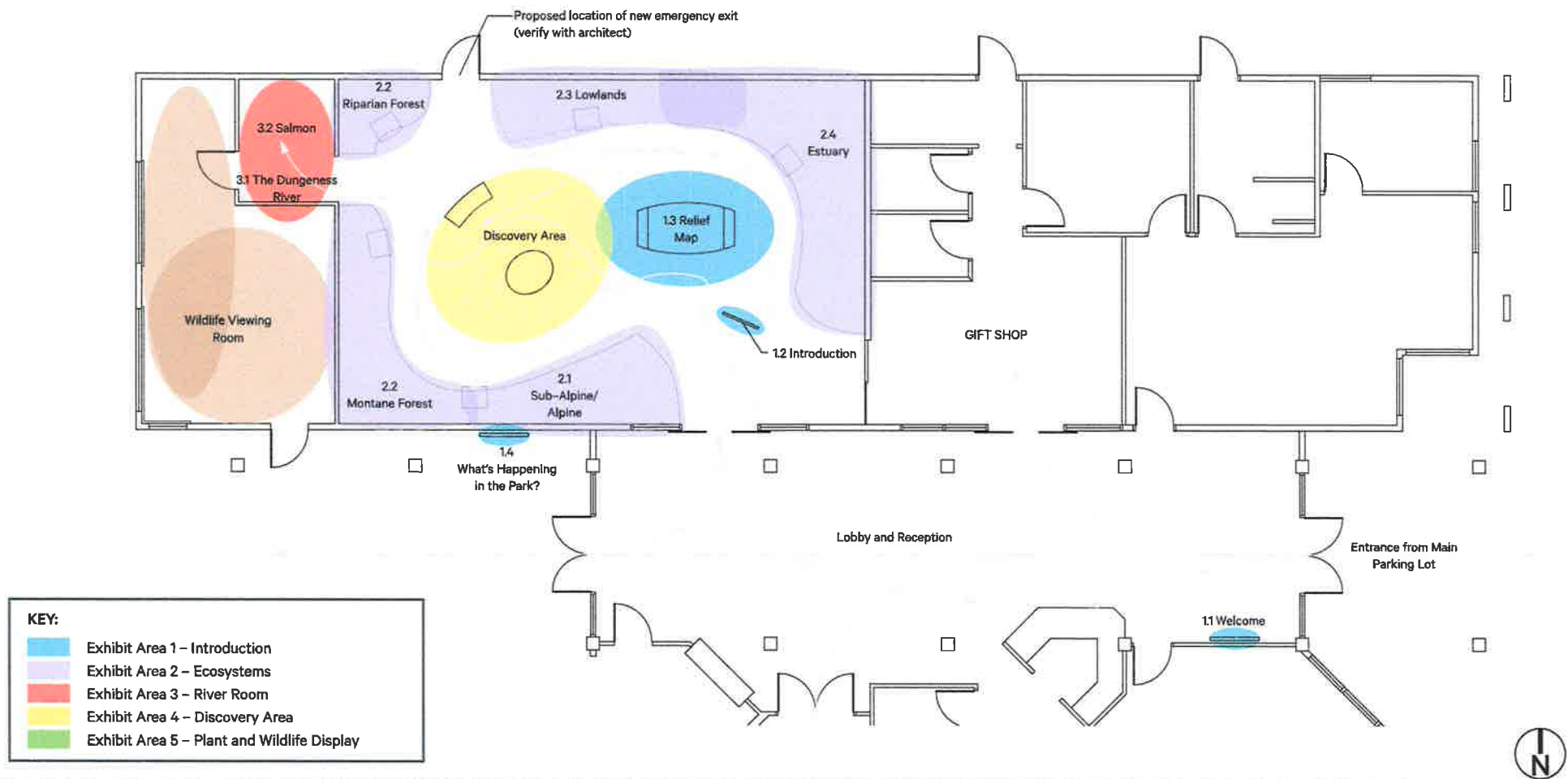
ECOSYSTEMS RENDERING: WEST/ NORTH/ EAST WALLS



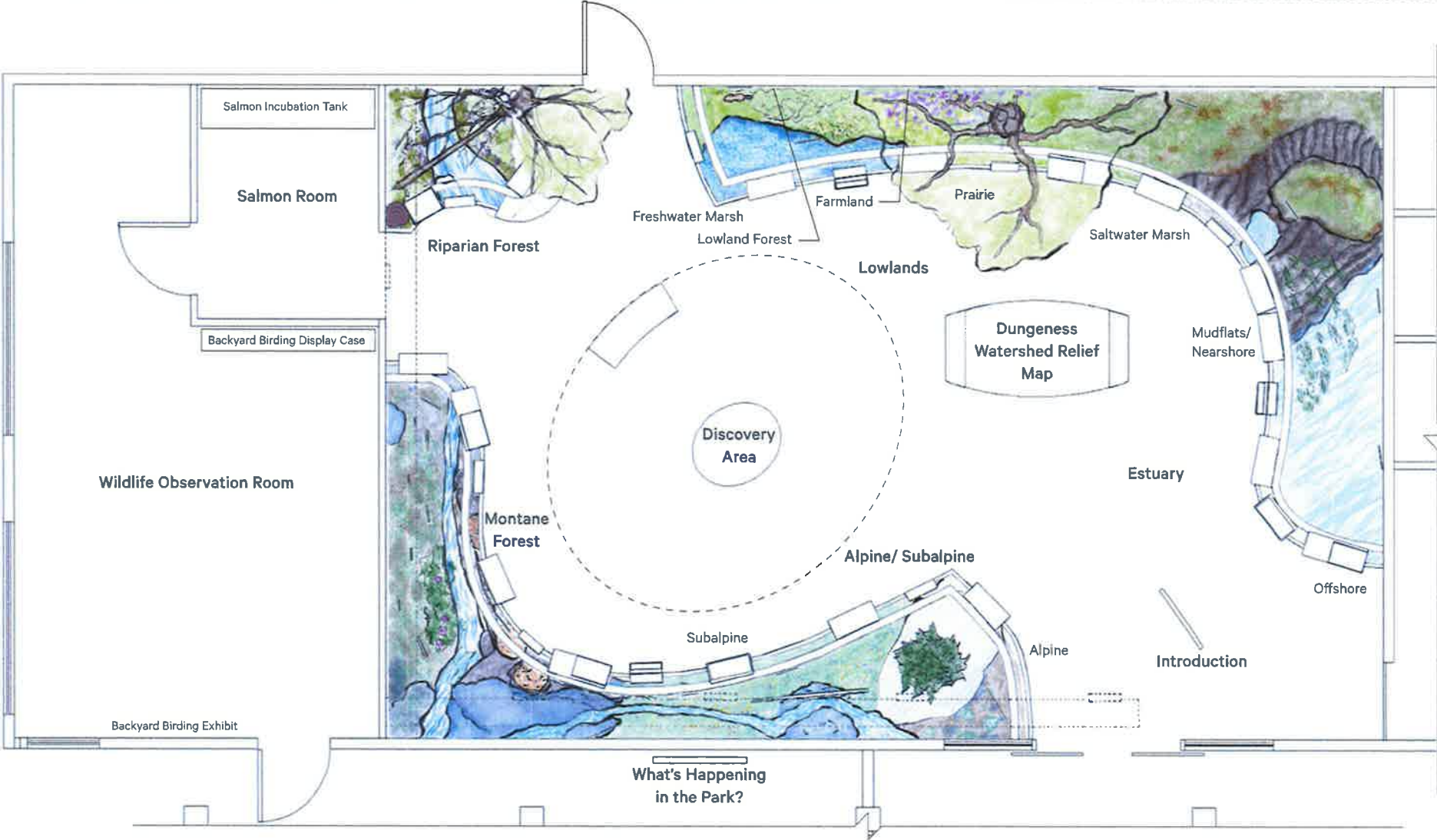
CONCEPT SKETCH LOOKING WEST



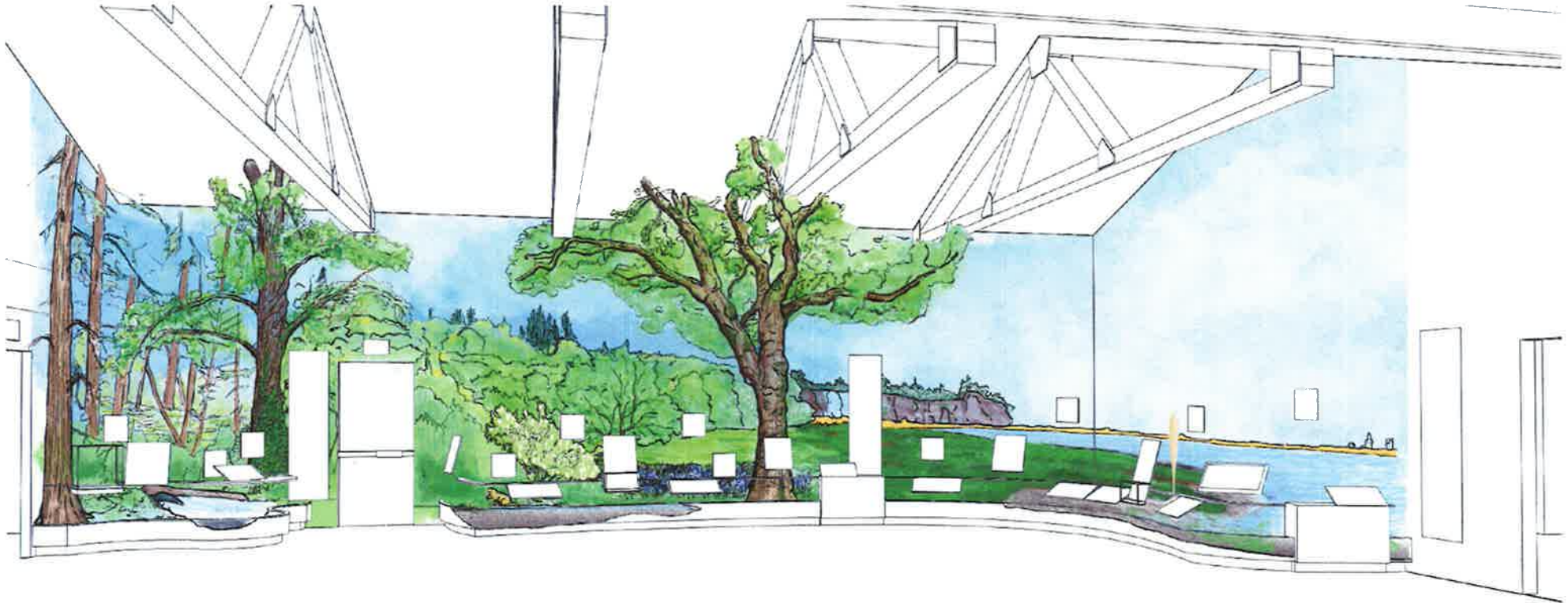
BUBBLE DIAGRAM FLOORPLAN



ECOSYSTEMS EXHIBIT PLAN



ECOSYSTEMS RENDERING: WEST/ NORTH/ EAST WALLS





List of Key Project Staff, Consultants, and Stakeholders for the “Design Interpretive Exhibits and Education Spaces for Dungeness River Nature Center”

EXHIBIT DESIGN TEAM

Staff:

Powell Jones, Center Director (2012-present); BA in Geography and Land Studies, Minor in Environmental Studies, Minor in Philosophy, Central Washington University.

Genevieve (Jenna) Zogas, Center Education and Volunteer Coordinator (2016-present); BS in Anthropology, Minor in Environmental Conservation: Natural Resources Concentration, University of Connecticut.

Consultants:

Kathy Steichen, Interpretive Team Leader, retired from the National Park Service with 37+ years in park management and visitor services with extensive experiences in interpretation operations, interpretive media, education, volunteer services, and partnerships. Kathy’s most recent work was serving on the leadership team at Mount Rainier and Olympic National Parks as the Chief of Interpretation, Education and Volunteers; MA in Geography—Resource Planning, BS in Forest Science—Outdoor Recreation Management, University of Washington.

Shirley Anderson, retired Educator in Biology, Chemistry, and Physical Science at the high school level; MS in Biology, Purdue University; Teaching Certificate, Cornell University.

David Brownell, Executive Director of North Olympic History Center; past Jamestown S’Klallam Tribal Archeologist; MA in Public History, Wright State University, Dayton, Ohio; Area of Specialization: Museum and Archival Studies; BA in History, Hanover College, Indiana.

Robert (Bob) Boekelheide, retired Educator and first Center Director (2001-2012); ornithology specialist; MS in Ecology, University of California, Davis; BA in Biology, California State University; Washington State Teaching Certificate, Heritage College.

Annette Hanson, retired Communications and Grants Specialist for Sequim School District; BA in Program Planning and Administration in Recreation, Washington State University; Sequim Natural History Museum volunteer Director (1984-1994), evolved into current Center.

Darcy McNamara, works at the WSU Jefferson County Extension Office on natural resource and water quality issues; MFR in Forest Resources and BS in Botany, University of Washington.

Lyn Muench, retired Natural Resources Planner for the Jamestown S’Klallam Tribe; MA in Planning, University of Pennsylvania; BA in American Studies, Smith College.

Allie Taylor, Jamestown S’Klallam Tribal Historic Preservation Officer

Key Community Stakeholder Organizations:

- **Education:** Olympic Peninsula Audubon Society; Sequim, Port Angeles, Crescent, Port Townsend School Districts; Peninsula College, Feiro Marine Life Center, Dungeness River Management Team.
- **Tourism:** Sequim Museum and Arts Center, Olympic Peninsula Visitor Bureau and Chambers of Commerce, Black Ball Ferry Line.
- **Recreation:** Peninsula Trails Coalition (Olympic Discovery Trail), Sequim Boys and Girls Club
- **Governments/Agencies:** Jamestown S’Klallam Tribe, Cities of Sequim and Port Angeles, Washington State and U.S. Fish and Wildlife, Forest Service, National Oceanic and Atmospheric Administration.

RAILSTO TRAILS

INSPIRING MOVEMENT

SPRING/SUMMER 2021 FROM RAILS-TO-TRAILS CONSERVANCY

Connections of Land, Sea and Sky

The Olympic Discovery Trail
Is Connecting Cultural, Historical
and Recreational Treasures
From Puget Sound to
the Pacific Ocean



rails to trails
conservancy

A History That Dates Long Past the Railroad Era

As of March, about 92 miles of the ODT's 135-mile path are completed, said Jeff Bohman, longtime president of the Peninsula Trails Coalition, or PTC (olympicdiscoverytrail.org/about-us). Several projects are currently or soon to be underway to chisel down the remaining miles of protected trail left to build.

The PTC is a nonprofit that collaborates with the collection of tribal, federal, state, county, city and park entities that own, fund and maintain portions of the ODT across a path that showcases cultural, historical, natural and recreational highlights of the Olympic Peninsula in Jefferson and Clallam counties. As more of the ODT gets developed, bicyclists are less dependent on the shoulder of U.S. 101, the major highway that snakes along the peninsula. Talk to someone who has biked miles on 'the 101' as local residents call it, and you will likely hear about a heart-rate spike caused by a passing logging truck.

Timber drove construction of the railroad lines that much of the ODT now traces, but it took decades of failed attempts to lay down much of the track.

"The peninsula's early economy was built almost entirely on felling trees, milling the lumber, and getting it to market, all made more challenging by remoteness and the difficulties of transportation," John Caldbick wrote for HistoryLink.org, a nonprofit encyclopedia of Washington history. In the 1800s, the burgeoning logging industry drew thousands of Americans and immigrants to the region. Their presence displaced Native Americans who had lived along the shore of the Strait of Juan de Fuca for thousands of years, or as tribes with land along the ODT say, since time immemorial.

Nine Olympic Peninsula tribes—the Elwha Klallam, Jamestown S'Klallam, Port Gamble S'Klallam, Skokomish, Squaxin Island, Quinault, Hoh, Quileute and Makah—signed treaties in the 1850s to cede land for smaller reservations, the Olympic Peninsula Intertribal Cultural Advisory Committee writes in the book, "Native Peoples of the Olympic Peninsula: Who We Are."

The thousands of outsiders who moved to the region and settled in towns like Port Townsend and Port Angeles banked on connecting the peninsula to the Transcontinental Railroad, Caldbick wrote, but Tacoma became the western terminus, and the peninsula settled for short-line freight and passenger segments. After changing numerous hands, the railroad was decommissioned in the mid-1980s. Portions of what was once known as



the Seattle, Port Angeles & Western Railway make up ODT segments from Port Angeles to Port Townsend.

Modest Railroad, Spectacular Trail

The idea for the ODT developed in the late 1980s, when three cyclists founded the PTC. The goal was to use the recently abandoned railroad corridor as a path from Port Townsend on Puget Sound, west to Forks. Later efforts extended the ideal path out to La Push on the Pacific shore. A few sections of the abandoned railroad sold before support for a fully connected ODT developed, but there were early victories too, including the 1991 preservation of a trestle and bridge that crosses the Dungeness River, a part of property now owned by the Jamestown S'Klallam Tribe.

The Jamestown S'Klallam Tribe operates a variety of businesses, centers and services, including a hotel resort that features a casino and golf course, the Longhouse Market and Deli, health and dental clinics, and the Dungeness River Audubon Center at Railroad Bridge Park (dungenessrivercenter.org). Each of these is either on the ODT or within sight of it.

Allen said that the tribe had different plans for the railroad corridor when it first began acquiring easements of it in the 1990s. Along with bridging the gap that the railway created through the Jamestown S'Klallam Campus, it also filled some missing pieces of a housing development plan. But Clallam County officials approached the tribe's then-Chief Operating Officer, Annette Nesse, and proposed linking the segments with the developing ODT. Now, Allen said, the Olympic Discovery Trail is a part of the Jamestown S'Klallam Tribe's identity.

"We see ourselves as partners now in making this vision happen," he said. "That's why it made it easier for us to make a commitment and dedicate the property for (the trail)."

Bohman said that the rail-trail concept was, like with many regional trails, initially met with resistance from a number of property owners and real estate developers, but support for the ODT has grown widespread.

"We have major remaining pieces actively in process where we are collaborating with counties and other jurisdictions, and now the resistance that we would

**\$110
MILLION**

Estimated annual economic + environmental benefits of conserved lands, trails and parks in the North Olympic Peninsula

**\$616
MILLION**

Estimated annual increase in home values by conserved farms, forests and trails in Clallam, Jefferson and Kitsap counties

962

Estimated no. of people employed by 80 outdoor recreation businesses in the North Olympic Peninsula (as of January 2021)

COMMUNITY USER GROUPS - DUNGENESS RIVER NATURE CENTER

Audubon Washington (WA)
Backcountry Horsemen
Clallam County Conservation District - Natural Landscapes
Clallam County Environmental Health, Septics 101
Clallam County Gem and Mineral
Clallam County Marine Resource Committee
Clean Water Work Group
Community members
Cruise America
Dungeness National Wildlife Refuge
Dungeness River Nature Center members
Dungeness River Management Team (DRMT)
Feiro Marine Life Center
Forks Home School
Gary Oak Restoration
Jamestown Elders Program
Jamestown S'Klallam Tribe
Mycological Society - Mushroom identification class
National Oceanic and Atmospheric Administration (NOAA)
North Olympic History Center
North Olympic Land Trust
Northwest Indian Fisheries Commission
NOSC (North Olympic Salmon Coalition)
Olympic Bird Festival
Olympic National Park
Olympic Nature Experience
Olympic Peninsula Audubon Society
Olympic Peninsula Homeschool Group
Olympic Peninsula Newcomers Group
OPA - Olympic Peninsula Academy
Peninsula College - Sequim Satellite Location
Peninsula Trails Coalition
Peninsula Urban Forestry
Pigeon Guillemot Project Training
Port Townsend Private Schools
Port Townsend School District
PUD (Public Utility District)
Puget Soundkeeper Alliance
Railroaders
Sequim Ambassadors - Businesses
Sequim Library
Sequim Preschools and Daycares
Sequim School District students, teachers, parents
Sequim Wheelers
Sequim-Dungeness Chamber of Commerce
The Lodge and other Retirement Centers
US Fish and Wildlife
US Forest Service
Washington State Beach Program
Washington Department of Health
Washington State Fish and Wildlife
Wildcrafting - Foraging for Food class

River Center gets name change along with remodel

BY MICHAEL DASHIELL
Sequim Gazette

The community's well-used building at Railroad Bridge Park isn't the only thing getting a make-over.

On Sept. 10, board members unanimously agreed to change the name of the Dungeness River Audubon Center to the Dungeness River Nature Center, the organization announced earlier this month.

The new name reflects the River Center's educational mission to teach children and adults about the natural environment of the Dungeness River watershed, the organization said in a press release in early September.

"We were prompted to change the name, so people understand that the work we do is to celebrate all natural and cultural resources of the Dungeness River watershed," says Powell Jones, the River Center's director and park manager.

"Although we want to continue to be a go-to place for birds, we want visitors to come learn about the Dungeness River's unique ecosystems and inhabitants that include salmon, mammals, insects, and plants," Jones says.

"Additionally, we want to be a place where people come to learn about the special relationship that the Jamestown Tribe has had with this watershed for time immemorial."

River Center partners, including the Jamestown S'Klallam Tribe, Olympic Peninsula Audubon Society, and the state and national Audubon societies, support the name change, River Center representatives said.

The River Center Board also decided to write a new mission statement — "To inspire understanding, respect, and stewardship of our natural and cultural resources" — along with adopting a new logo that bears the new name.

Said Jones, "Because the River Center covers such a wide range of subjects that include everything from wildflowers, trees, insects, coyotes, hummingbirds, and everything in between; we felt that it was also important for our mission statement to be reworked to include and describe best what we do."

The Olympic Peninsula Audubon Society will continue to sponsor and present bird-centric programs, field trips, BirdFest, and classes, noted Olympic Peninsula Audubon Society president Ken Wiersma.

"Audubon" has been part of the River Center's name and logo since 1997.

"While we'll miss the Audubon name on the Center, the new name represents a more inclusive commitment from each of the partners to the understanding and stewardship of our natural environment," he said. "The National Audubon Society and their State office



Construction continues at the newly-renamed Dungeness River Nature Center in late August. Workers with Hiday Concrete, Inc., work on the "patio" that will more than double the original outdoor entrance space, river center officials noted last week. The center, undergoing a multi-million-dollar expansion, is expected to reopen this fall. Sequim Gazette photo by Michael Dashiell



The newly-christened Dungeness River Nature Center logo. Artwork courtesy of Dungeness River Nature Center

will continue to work in partnership with the Center to achieve our shared goals.

"We have been active partners in the designs and capabilities built into the expanded Center. As an entirely volunteer organization and the smallest of the local partners, we're energized and ready to get into the Center and do our part."

"We're delighted to see the Pileated Woodpecker in Salish art, in the new logo."

Expansion, remodel set

Set for a re-opening sometime later this fall, the River Center expansion and remodel is five times larger than the original building at Railroad Bridge Park and will look to integrate local natural history and the S'Klallam culture of the Olympic Peninsula.

The expanded and remodeled facility includes a 150-person meeting room, small conference/classroom, exhibit room, new of-

fice, gift shop, commercial catering kitchen, concession stand, wildlife viewing room, atrium, and a large patio for outdoor activities.

The River Center sits in the 75-acre Railroad Bridge Park, owned by the Jamestown S'Klallam Tribe, and active partner in the center since 1994. The tribe provides a range of maintenance, repair and park and center facilities upgrades, including caring for the historic railroad bridge that crosses the Dungeness River.

"Our Tribe is very excited about this expansion of the Dungeness River Center," said W. Ron Allen, Jamestown S'Klallam Tribal Chair and CEO. "The new name and logo reflect a turning of the page in this Tribal/community program's purpose — one that will enlighten many generations about the importance of the river and habitat for fish and wildlife to our community."

"The Center will truly become a destination site honoring the beauty of the Olympic Peninsula."

The first iteration of the River Center, the Sequim Natural History Museum, was founded by volunteers in 1984 in a single classroom in the old high school building," said Annette Hanson, board president and co-founder.

"In 1994, our first board members envisioned a place where we could teach about the natural history of our area and the importance of respecting and preserving our wildlife and

First River Center event canceled

The new River Center's first event to be held Oct. 1, an after-dark walk through an illuminated Railroad Bridge Park, has been canceled due to safety concerns.

The decision to cancel was made on Sept. 10 because of an unexpected surge of delta variant of COVID-19 infections in Clallam and Jefferson counties, event organizers said.

This event was being offered to the public free of charge and was going to give the public a sneak peek at the new facility.



Photo courtesy of Dungeness River Nature Center

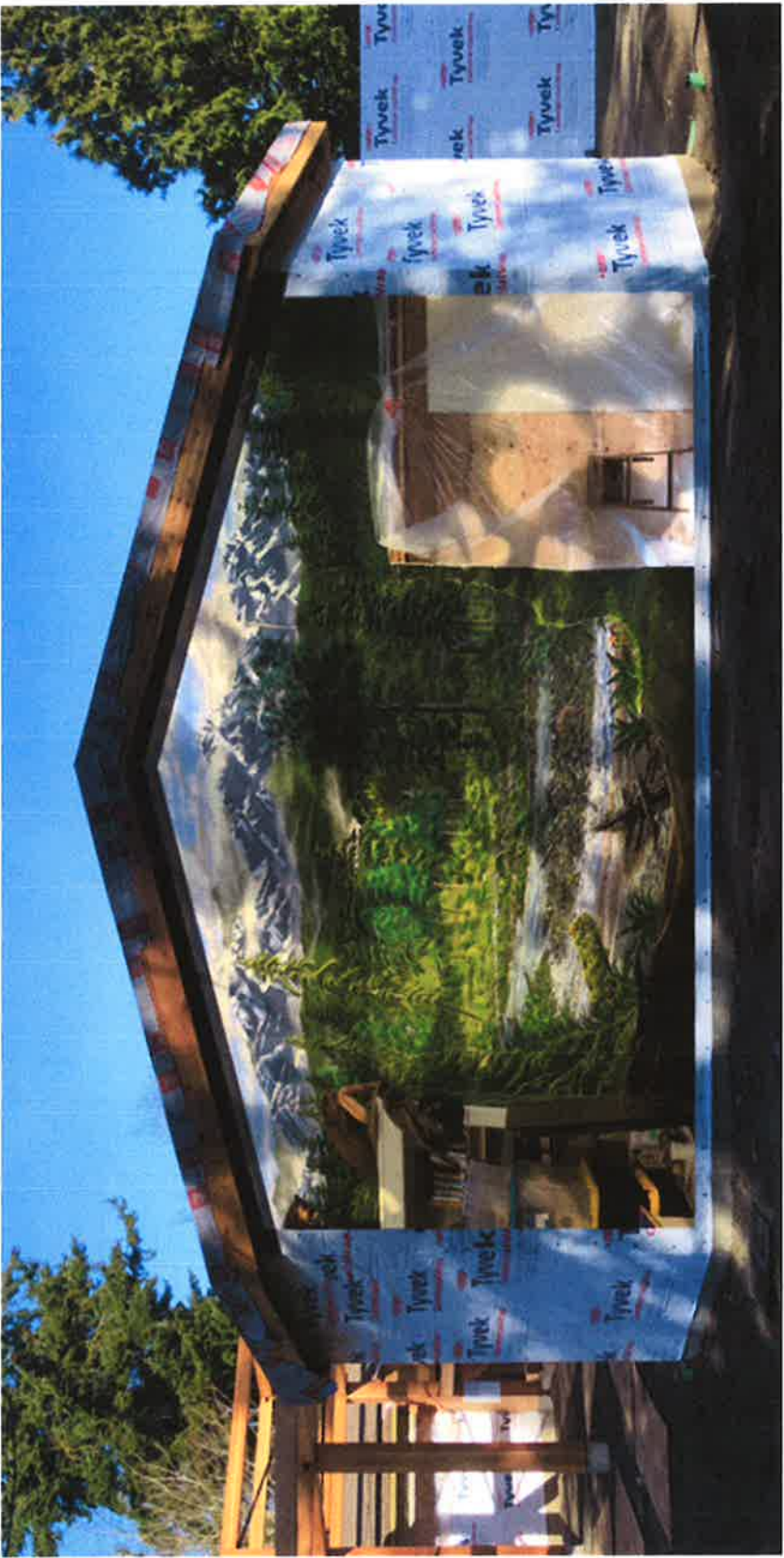
The event included illuminated paper mache animal figures to be displayed in the dark throughout Railroad Bridge Park and the bridge to be illuminated with white fairy light. A 45-minute puppet show, presented by String & Shadow Puppet Theater, was scheduled for a 7 p.m. performance. Organizer Janine Miller, a Sequim resident, had planned and coordinated the event with the River Center and numerous artists from around the Salish Sea area over the past three months.

"We expected that this event would draw hundreds of people, old and young, through the main gate, on the bridge, and by way of the Olympic Discovery Trail," said Powell Jones, River Center director and park manager. "But we must err on the side of safety for the public and for our volunteers, who would have had to monitor the event in the dark."

environment," Hanson said. "We wanted to showcase the complexity of the Dungeness River. We imagined and planned for a center where all people could visit, learn, and feel welcome in the beautiful and natural setting of Railroad Bridge Park."

"Our vision was big, but we started small in 2001 with the opening of the first River Center building. Fast forward—now the timing is right—our vision is becoming a reality! We are so thankful for our partners, our community, and donors who are helping our shared vision come true. We're almost there."

Follow the River Center expansion with updates and more online at dungenessrivercenter.org/construction-updates.





MARK OZIAS, District 1, Chair
RANDY JOHNSON, District 2
BILL PEACH, District 3

Board of Clallam County Commissioners

223 East 4th Street, Suite 4
Port Angeles, WA 98362-3015
360.417.2233 Fax: 360.417.2493
Email: commissioners@co.clallam.wa.us

Rich Sill, County Administrator

File: A72

4 December 2018

Dungeness River Audubon Center
Powell Jones, Director
P.O. Box 2450
Sequim, WA 98382

Re: Dungeness River Audubon Center expansion project

To Whom It May Concern:

The Board of Clallam County Commissioners supports the proposed expansion and improvement of the Dungeness River Audubon Center.

The Dungeness River Audubon Center (DRAC) is applying for grants to allow expansion and remodel of their current facility located in Railroad Bridge Park (in Commissioner District 1.) DRAC incorporated as a 501 (c) 3 organization in 1994, and acquired two partners, the Jamestown S'Klallam Tribe and the Olympic Peninsula Audubon Society. The three partners manage the Center and Park with an active volunteer Board of Directors.

DRAC is a central node on the Olympic Discovery Trail, and a key place for outdoor recreation in eastern Clallam County. DRAC is a major environmental learning center, located on the Dungeness River.

The 1,600 square foot DRAC building accommodates a very wide range of activities: exhibits of flora and fauna, an extensive collection of bird and wildlife specimens, a library, gift shop, office space and meeting room for up to 70 people. DRAC offers environmental education programs for adults and children, and is a popular meeting place for local and regional entities. All classes, programs and meetings must compete for the use of the building's single room which also houses the exhibits, teaching materials, furniture storage.

In 2017, 17,000 individuals were served by DRAC programs, plus an additional uncounted thousands visited the Park. There were 150,000 crossings of Railroad Bridge on the Olympic Discovery Trail. 65% of the 2017 "walk-in" visitors to the Center came from out of town. 1700 adults participated in environmental programs. The hands-on science programs served 2,400 children.

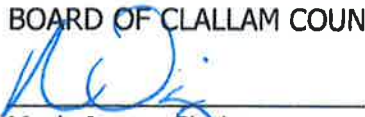
The 165 meetings held at DRAC in 2017 included Clallam County's "Septic 101" classes which provide an invaluable service to property owners while helping prevent future water quality problems. The Dungeness River Management Team, advisors to the Board of County Commissioners, meets there monthly, and directly experiences the very crowded conditions of the single-purpose room. Meetings are often standing room only, amidst wildlife displays and storage cabinets. Walk-in visitors and gift shoppers either interrupt an on-going meeting or turn away.

For the future, DRAC plans to add a new wing to the existing building. This will provide a much needed multipurpose meeting room for up to 150, plus commercial kitchen, a smaller class room, gift shop and office space. The original building will be reconfigured as the main exhibition space, library and indoor wildlife viewing area. With designated spaces for specific functions, DRAC will be able to provide more educational programs more effectively to more residents and visitors. Access to DRAC will be greatly improved with a new entry road and expanded parking out of the flood plain, to serve the Center, the Park and the Olympic Discovery Trail. DRAC provides many services to trail users such as public toilets, drinking fountain, and snacks. Healthy living is encouraged with walks in the Park. The expansion project includes plans for a coffee/café concession right on the Trail.

Thank you in advance for your support of this vital project.

Sincerely,

BOARD OF CLALLAM COUNTY COMMISSIONERS


Mark Ozias, Chair


Randy Johnson


Bill Peach



SEQUIM-DUNGENESS VALLEY CHAMBER OF COMMERCE

February 15, 2017

TO: Potential Contributors to the Campaign for Funding Support
RE: Dungeness River Audubon Center's Plan to Expand and Remodel its Building and Infrastructure in Railroad Bridge Park for the Community

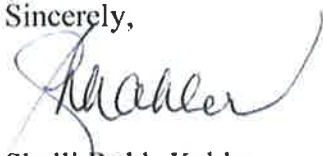
The Sequim-Dungeness Valley Chamber of Commerce plays a co-starring role with the Dungeness River Audubon Center (the Center) in serving our community and its many visitors to the Sequim-Dungeness Valley. We, jointly, want "to inspire understanding, enjoyment, and stewardship of Sequim and the Olympic Peninsula's unique natural and cultural resources..." which is the mission of the Center, located in Railroad Bridge Park, in the heart of our valley. Our community and its businesses thrive and depend upon visitors to the Peninsula. Because of this, we whole-heartedly support the Center and its partners, the Jamestown S'Klallam Tribe and Olympic Peninsula Audubon Society, in their joint effort to expand and remodel their current facilities to better serve our community and visitors.

The River Center and Railroad Bridge Park are located on the very popular Olympic Discovery Trail where it crosses the Dungeness River. The bicycle and walking trail connects Port Townsend all the way to Forks on the west coast, following the former railroad right-of-way and old forest roads in most cases. In 2015, the Center served more than 14,000 people through 584 events. More than 6,700 people signed the Center's guest book, and recorded more than 159,000 crossings on the bridge (trail). Birders from around the country "flock" to their annual River Festival, a boon to our local economy. Their formal education programs serve more than 2,500 children and 1,250 adults in field trips and classes at the Center, plus at least 1,200 students with in-class visits.

We support their vision to expand and remodel the existing Center building, in addition provide better parking and access to the Trail and Park. Supporting this project will help build a legacy to better serve our community and local businesses in a way that will, as a result, increase tourism and create a larger facility to house the programs and services that help to promote understanding and greater connections to our natural world.

Thank you for considering support for this great proposal!

Sincerely,



Shelli Robb-Kahler
Executive Director

Nell Clausen

Nell Clausen
Board President

December 8, 2021

Dear Association for Tribal Archives, Libraries, and Museums,

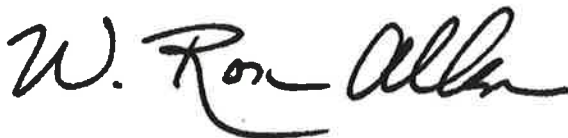
The Jamestown S'Klallam Tribe is pleased to provide this letter of commitment for the Dungeness River Nature Center's application to the American Rescue Plan: Humanities Grants for Native Cultural Institutes grant for its *Fabricate Cultural Exhibits for Programming to Reengage Public Visitors and Tribal Citizens* project. As the landowner, and an active organizational and management partner, the Tribe strongly supports and commits to assisting the proposed work which will update, expand, and professionalize the Center's existing exhibits.

The Tribe has extensive expertise in natural, cultural, and historical history to contribute to this project. We are actively participating in the Center's current exhibit planning and design effort as a member of the Exhibit Design Team (EDT). Allie Taylor, Tribal Historic Preservation Officer serves as the point person for providing Tribal expertise. In addition, David Brownell, the Tribe's former THPO and archeologist and currently the Executive Director for the North Olympic History Center, continues to serve on the EDT and has contributed significantly to the effort's Exhibit Concept Plan, Design Development, and authoring exhibit interpretive text.

We are currently working on two companion exhibit projects. One, funded by the IMLS, will add an in-depth history of the Tribe at our Tribal library in Blyn, Washington. The other will be housed in the Sequim Museum, and focus on the interaction of the Tribe with the local community over the past 150 years. The Center exhibits will complement these with its focus on the cultural and historic use of natural resources.

The Dungeness River Nature Center is important to the Tribe as a place to interact with and provide programming for the community about our shared natural and cultural resources. This project will enhance the capacity of the Center to fulfill its mission, serve our community, and reengage tribal citizens and the public as we navigate our post-pandemic world.

Sincerely,



W. Ron Allen
Tribal Chairman/CEO

Lodging Tax Advisory Committee
2022 LTAC Funding Request – 2nd call
Port Angeles Waterfront Center



APR 18 2022

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

2022

GUIDELINES

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

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

I AMOUNT of Lodging Tax Requested: \$145,000

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

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

Federal Tax ID No. 81-3062077 UBI Number 604011408

III Project/Activity/Event: Field Hall Marketing & Sales for Conferences & Events

IV Representative Contact Information:

Name, Title Steven Raider-Ginsburg, Executive Director

Mailing Address PO Box 71, Port Angeles, WA 98632

Phone(s) (360) 477-4679

Email steve@fieldhallevents.org

V Service Categories, check all applicable:

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

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

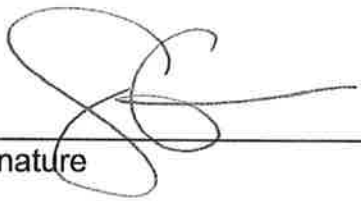
☐ Operation of a Tourism-Related Facility owned or operated by Non-Profit Organization

☐ 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: 4/18/2022

Steve Raider-Ginsburg
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?

Field Arts & Events Hall (Field Hall) plans to be fully operational in Spring 2023. With our grand opening fast approaching, Field Hall currently has an urgent need to assertively market our future Conference & Events Center.

The organization holds a clear understanding that for the venue to be successful we must define and position it as the incredibly unique and attractive destination conference and events venue it is. These unique and magnetic qualities are inherently tied to the abundant resources and opportunities Clallam County has to offer, and we believe our core success is co-dependent on a thriving tourist sector that is active across the County.

The centerpiece of the Marketing & Sales project will position Field Arts & Events Hall as a beacon for world-class events, conferences and celebrations *with an emphasis on connecting exciting visitation experiences throughout Clallam County prior to, during and following the Event.*

Field Hall will be open for business in the Spring of 2023. Given the long lead times necessary for marketing, sales, scheduling, planning and programming events within the center, we respectfully requests the immediate and full support of Clallam County LTAC to ensure marketing efforts and operations start off with our best foot forward.

The scope of this request is to engage a qualified Marketing & Sales consultant, whose efforts will include the following:

- Develop essential marketing packages which highlight County lodging and activities

- The success of Field Hall's Event rentals is packages and partnerships around the County (*more on this in Question #2*)
 - Oversee the design and launch of the Event Center's "microsite" embedded in the current website, www.fieldhallevents.org
 - Research, purchase and implement venue and event management software
 - Create a full suite of marketing materials for
 - Meetings, Conferences, Weddings, Holiday Parties and more
 - Attend regional and national Sales Conferences to *represent all that Clallam County has to offer*, and to effectively market and sell all of Clallam County for meetings, weddings and conferences
 - Create and distribute RFP's for lodging and catering services
 - These RFP's will be the basis of future financial arrangements and cross-booking options
 - Successfully secure and book all events and conferences for the first year of Field Hall being operational
 - Hire and train all staff for the full Events Department
 - Serve as liaison with all other Field Hall departments and build calendar reservation systems and establish booking protocols
 - Work closely with the Olympic Peninsula Tourism Commission and the County's Chambers of Commerce (Clallam Bay & Sekiu, Forks, Port Angeles, and Sequim)
 - Feature Field Hall Events on dozens of highly visible online and print platforms for Conference Planners
 - Develop systems to capture and share metrics for:
 - Where visitors stay during their visit
 - How many days they decide to stay
 - How much money they spend while here
 - What activities they chose to enjoy before or after their main event
2. How will the project/program help increase paid overnight accommodations in Clallam County?

The Marketing & Sales consultant will focus primarily on visitors who reside out of the area, and thus rely on overnight lodging. Please note, 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.

Offering this exclusive "insider access" means the Marketing & Sales consultant will successfully position Field Arts & Events Hall as a hub of connections, similar to a travel agency (with a conference center) for Clallam County, in order to support the design and capture of additional nights of visitation.

The Marketing & Sales consultant will spend significant time building an array of packages to offer to a diverse demographic of visitors to the region. Field Hall projects many of the visitors to our venue will add on pre, during, and post activities surrounding their wedding, meeting or conference. Highlighting the vast outdoor recreational opportunities and by working with partners throughout Clallam County, we believe we will be a catalyst for thousands of overnight stays throughout the County each year.

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 Marketing & Sales consultant will build a robust external marketing campaign, focusing specifically on the PNW region, the I-5 Corridor and beyond. Further, the consultant will represent Field Hall at regional-to-national conferences and meetings of conference planners to market and sell Field Hall alongside a wide set of county-wide offerings.

The ultimate model Field Hall envisions benefiting both our organization and the region as a whole is to have the consultant **also book sales for the County** – and not Field Hall alone. This position has the potential to truly champion the extensive offerings of Clallam County, and to attract visitors to utilize other facilities in the area during their time attending a conference or event at Field Hall.

Field Arts & Events Hall has bold plans to introduce ourselves to the industry, as we are a new entity and must therefore develop a robust omnichannel approach with our marketing plan. This includes paid ads and placements in the digital space, such as CVENT, The Knot, Wedding Spot and many others.

As we recover from the pandemic, we forecast good news is on the way for the conference and events industry – with Northstar Meetings Group reporting at their state of the industry address in March 2022: *“Confidence for more meetings next year soars; 86% expect to produce as many, if not more, meetings than they did in 2019.”*

- Northstar Meetings Group, Industry pulse survey March 2022

Our own market research has shown there is a compression in the market, and that due to COVID there is a great deal of pent-up demand due to postponed events and isolation from large groups, which indicates Field Hall has the opportunity to launch with a sensational and robust events season.

For example, industry expert Milestone reports the following on how coronavirus has impacted weddings and events and what the trend looks like for 2022:

- US weddings came in at 1,930,000 in 2021 and are expected to top 2,500,000 million in 2022.

- The Washington Post reported that 47% of couples who planned to marry in 2020 postponed their weddings.
- In 2021 spending averaging \$22,500 with 2022 expected to cost \$24,300.

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

In anticipation of our grand opening, Field Hall has received initial requests from multiple states and Canadian/U.S. meeting groups to date. With Port Angeles being an international port and Clallam County being a highly desirable destination, Field Hall fully expects to attract new visitors and groups seeking an accessible contemporary and full-service venue for their event.

The Marketing & Sales consultant will focus on sharing materials regarding all Field Hall and Clallam County has to offer with national and international conference planners, and proactively work to secure and book their events in tandem with services offered by the Olympic Peninsula Tourism Commission and the County's Chambers of Commerce (Clallam Bay & Sekiu, Forks, Port Angeles, and Sequim).

Another attraction for those living outside the country or state, is the uniqueness of additional activities one can enjoy while they are here – one-of-a-kind experiences ranging from a picnic at Hurricane Ridge to a fishing adventure venture in Clallam Bay. There is no place like Clallam!

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

N/A

6. **2022 Tourism-Impact Estimate**

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

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

As a direct result of your proposed tourism-related service, please provide:	2022 Estimate	2021 Actual	Methodology
a. Overall attendance at your event/activity/facility	25,300	n/a	Marketing & Sales Consultant
b. Number of people who travel more than 50 miles for your event/activity/facility	12,650	n/a	Marketing & Sales Consultant
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	1,897	n/a	Marketing & Sales Consultant

d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.	5,060	n/a	Marketing & Sales Consultant
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.	5,060	n/a	Marketing & Sales Consultant
f. Number of paid lodging room nights resulting from your event/activity/facility.	2	n/a	Marketing & Sales Consultant

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

There is no host hotel identified, Field Hall intends to work closely with hotels throughout Clallam County.

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

N/A

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

Field Hall intends to attract tourist audiences from far and wide – whether they be a large corporation in the PNW, seeking an inspiring space to hold their next conference, or a couple searching for the perfect destination for their wedding. Further, we anticipate hosting social reunions, as well as meetings and celebrations for myriad occasions. Be it a professional or recreational draw for tourists, Field Hall is truly a place for all, and we envision guests coming from diverse locations, with varying demographics and backgrounds attending.

*Please note, once our Marketing & Sales consultant is in place, they will further define Field Hall's target tourist audience for the venue.

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

Promotion of Field Hall's Conference & Events Center will be managed by the Marketing & Sales consultant and will include but is not limited to: presence at conference & events industry events in order to distribute well-designed and thorough materials showcasing Field Hall and Clallam County as an attractive destination; website marketing and a social media campaign; paid ads and promotions in digital and print; guest features on industry-related podcasts with vast audiences.

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

Working closely with proprietors of local lodging establishments, restaurants and businesses, Field Hall's Marketing & Sales consultant will actively share their brand and message across multiple platforms in conjunction with our facility, and will collaborate to design creative visitor experiences throughout the unincorporated area of Clallam County.

The Marketing & Sales consultant will additionally curate sales packages for extended stays, programs, tours and more. These packages will turn into direct sales for many businesses throughout the unincorporated area of Clallam County.

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 – We are only applying to Clallam County for support.

13. What is the overall budget for your event/activity/facility? \$ 245,000
What percent of the budget are you requesting from Clallam County Lodging Tax Fund? 52.2%

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

This specific request is for the initial funding necessary for our organization to establish a successful and enduring Marketing & Sales Department. With the Marketing & Sales consultant being the first step in the process, Field Hall projects investment deposits will begin to be made within the first six months and thereafter revenue starts to grow. After two years of operations, we anticipate the Conference & Events Center will be financially sustainable.

While we recognize our request is substantial, we fully believe that considerable investment at the start of this venture will ensure successful operation upon opening. Currently, the vast majority of Field Hall's monies is reserved for capital and restricted towards building completion. This leaves operational costs with a limited reserve, which is being managed prudently.

This essential LTAC support will enable and empower Field Arts & Events Hall's Marketing & Sales Department to gain valuable footing in the competitive conference and events sector, and to successfully foster amplified tourism

throughout Clallam County. This plan could not be accomplished without County LTAX support. We thank you for your consideration of support!

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, April 18, 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 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 and no folders. All brochures must be printed on 8.5 x 11 letter size paper to be accepted. Documents delivered to other offices and received late by the Commissioners' Office will not be considered nor will ones received by facsimile or e-mail. Submittals made in an incorrect format will not be considered.

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

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

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

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

Post Reporting

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

GUIDELINES

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

Eligibility

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

Appropriate Uses

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

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

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

activities (RCW 67.28.080) The guiding principle is that the facilities should be used by tourists.

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

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

HIGH PRIORITY may be given to tourism activities that:

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

Lodging Tax Advisory Committee Considerations

In developing its recommendations, the Committee considers:

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

FIELD ARTS & EVENTS HALL 2022 Clallam County LTAC Application

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

Budget

Total budget for the full project is \$245,000.

Budget components are:

Marketing: \$43,000
Advertising: \$35,000
Website: \$20,000
CRM: \$12,500
Venue Reservation Software: \$5,000
Travel: \$20,000
Consultant: \$90,000
Part-Time Assistant: \$20,000

Field Arts & Events Hall is requesting Clallam County LTAC support of: \$145,000

Field Arts & Events Hall will fund the remainder with \$40,000 of reserve and \$60,000 of projected revenue generation.

Budget Description

The monies requested will service essential start-up costs, allowing Field Hall to launch a successful Marketing & Sales Department.

Field Hall understands this is a major ask. Our timing is now critical to begin operations. Field Hall is going into our final construction phase and the time for major investment is now.

This investment will allow Field Hall to grow capacity and for the Event side of the operation become a self-sufficient revenue generating program.

Field Hall currently has no operational revenue, yet in the final stages of a robust capital campaign.

With Clallam County LTAC support for strategic capacity building toward our Event side we will begin the path toward operational solvency.

Full Budget for Marketing & Sales LTAC Request - Field Arts & Events Hall

EXPENSE

Marketing Material

Print for Trade Show Booths and Direct Sales	\$13,000
Design Services	\$7,500
Digital (3rd party lead generations, google adwords, etc)	\$10,000
Artist Fees for New Conceptual Renderings	\$12,500

Advertising

Radio	\$10,000
TV	\$10,000
Direct Mail	\$10,000
Digital Platforms	\$5,000

Website Development

Design, Implementation and Integration	\$20,000
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Customer Relations Manager - CRM Software

Tessitura	\$12,500 (full cost is 25k, however this expense will be shared with the box office)
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Calendar and Room Booking Software

Tripleseat	\$5,000
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Travel to Booking Conferences and Trade Shows (booth fees included)

Minimum of 6 Conferences/Shows	\$20,000
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Fee

12 month Contract	\$90,000
part-time assistant	\$20,000

TOTAL	\$245,500
-------	-----------

REVENUE

County LTAX	145,000
Field Hall Operational Reserve	40,000
Event Revenue	60,500

TOTAL	\$245,500
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Filed
Secretary of State
State of Washington
Date Filed: 11/12/2019
Effective Date: 11/12/2019
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

Purpose/Mission of the Organization:

THE CORPORATION'S PURPOSE IS TO DEVELOP, OWN AND OPERATE A PERFORMING AND FINE ARTS AND CONFERENCE CENTER THAT WILL SERVE THE PORT ANGELES, WASHINGTON AND SURROUNDING COMMUNITY AS WELL AS DEVELOP AND MANAGE AN ENDOWMENT TO SUPPORT THE CENTER AND OTHER TAX EXEMPT ORGANIZATIONS WHO USE THE CENTER.

FEIN Number:

81-3062077

Federal Tax-Exempt Status:

No

UBI Number:

604 011 408

Is this Charitable Organization associated with any Corporation or LLC?-

Yes

Organizational Structure:

Jurisdiction:

WASHINGTON

CONTACT INFORMATION

Organization Email:

CHRIS@FIELDHALLEVENTS.ORG

Confirm Organization Email:

CHRIS@FIELDHALLEVENTS.ORG

Organization Website:

WWW.FIELDHALLEVENTS.ORG

Is Foreign Contact:

No

Country Code:

1

Phone Number:

3604774679

Ext:

Port Angeles Waterfront Center dba Field Arts & Events Hall

		2022 BUDGET	TOTAL ESTIMATED
Income			
	Operations Donations		92,500
	Endowment Earnings		150,000
	Total Direct Public Support		242,500
	Grants		240,000
	Total Grants Received		240,000
Total Income			482,500
			482,500
Expense			
	Operations		
	Advertising & Marketing		
	Print Materials		12,000
	Newsletter Costs		8,000
	Social Media		1,800
	Website		2,806
	Total Advertising & Marketing		24,606
	Board Development		1,500
	Dues & Subscriptions		4,751
	Fees & Licenses		3,698
	Insurance		
	Crime Bond (new)		1,801
	Business Auto Ins.		254
	Comm Umbrella		960
	Directors & Officers Insurance		2,673
	General Liability		250
	Property Insurance		350
	Bldg Insurance-Comm Prop		90,444
	Bldg Insurance-Earthquake		30,581
	Bldg Insurance-Excess Liab		1,255
	Bldg Insurance-Gen Liab		872
	Total Insurance		129,440
	Merchant Services		408
	Postage		5,650
	Professional Services		
	Accounting Fees		12,450
	Other Contract Services		60,000
	Professional Development		6,000
	Total Professional Services		78,450
	Office Rent		26,400
	Office Supplies		4,500

	Real Property Tax	1,508
	Travel	
	Airfare	5,000
	Ferries, Parking & Other	2,500
	Lodging	7,500
	Meals	3,500
	Mileage	2,500
	Total Travel	21,000
	Utilities	
	Electricity, Water, Swr, Refuse	11,651
	Telephone & Internet	3,750
	Total Utilities	15,401
	Total Operations	317,311
	Payroll Expenses	
	Employee Benefits	
	Health Insurance	33,828
	403b Contribution	8,991
	Total Employee Benefits	42,819
	Payroll Taxes	31,408
	Salaries & Wages	416,000
	Total Payroll Expenses	490,227
	Total Expense	807,538
		-325,038
	Total Revenue	482,500
	Total Expense	807,538
	Total Field Hall Operational Reserve Offset	325,083
	Net Cash	0

Lodging Tax Advisory Committee
2022 LTAC Funding Request – 2nd call
Forks Chamber of Commerce



RECEIVED
CLALLAM CO. COMMISSIONERS

APR 14 2022
@ 1:22pm
1...2...3...A...

LODGING TAX FUNDING APPLICATION 2022

GUIDELINES

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

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

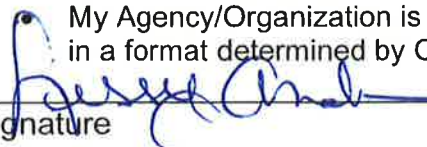
- I **AMOUNT of Lodging Tax Requested:** \$ 53638.00
- II **Agency/Organization Name:** Forks Chamber of Commerce
Organization is ☐ Government Entity ☐ 501(c)3 ☒ 501(c)6 ☐ Other
Federal Tax ID No. 91-0779896 UBI Number 602 909 174
- III **Project/Activity/Event:** Capital expenditure of a tourism-related facility owned by a municipality for Rainforest Arts Center (RAC) infrastructure improvements; and tent and rental needs for Forever Twilight in Forks Festival (FTF Festival)
- IV **Representative Contact Information:**
Name, Title Lissy Andros
Mailing Address PO Box 1249, Forks, WA 98331
Phone(s) 360-374-2531
Email director@forkswa.com

- V **Service Categories, check all applicable:**
- | | |
|-------------------------------------|--|
| ☐ | Tourism Promotion/Marketing (individual marketing request, contact OPVB) |
| ☒ | 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: 4-11-2022

Lissy Andros
Print or Type Name

LODGING TAX APPLICATION – REQUIRED SUPPLEMENTAL QUESTIONS

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

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

This grant is asking for funds to improve the RAC for FTF Festival events and other events that do or may take place at the RAC. We are also asking for funds to offset costs for tents and rentals for FTF Festival.

As the main venue in town for festivals, conventions, receptions, performances, meetings, parties, funerals and more the Rainforest Arts Center (RAC) is a hub for large gatherings. With COVID, the Plaza has become a very desirable area to be included in events. For larger events, Division Street is often closed to accommodate the event taking place. Improvements to the RAC will make it more versatile and appealing for many different activities and functions which in turn draws more events to utilize the space which draws more people to the West End.

These infrastructure improvements include a custom multi-purpose professional theatrical curtain for use in performances (plays, musical performances, etc.) and gatherings (festivals, parties, conventions, meetings, funerals, etc.) with a custom cabinet to protect it from children when not in use, portable curtains to accompany the permanent curtain, forty steel barricades (43# each) and a trailer to move and store the barricades. If this grant is approved the curtain would be installed by August and all other items would be here within 4-6 weeks.

We need tents and rentals (tables, chairs, etc) during our Forever Twilight in Forks Festival (FTF Festival) evening events at the RAC to utilize the outdoor areas on the plaza and street. We use tents for rain and privacy for our catered Bella Italia Dinner for 450 people, plus our evening parties for 500+ people. We get all of our rentals from local businesses in Forks.

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

The more events that we can accommodate at the RAC, the more potential we have to draw people to those events. While this venue is owned by the City of Forks, the County lodging businesses benefit from events that take place at the RAC.

The tents and rentals help us to accommodate more people at our FTF Festival, which draws more people to the area.

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.

These improvements will be used for 4th of July events, Forever Twilight in Forks Festival, Sasquatch Festival, Hickory Shirt/Heritage Days, Rainfest, Raincon, West End Wonderland Festivities – which all bring people from over 50 miles to stay one or multiple nights in paid lodging.

With the room being one space currently, these improvements will provide more versatility to draw out of town and local performers and plays by having a theatrical, professional curtain that provides an actual backstage area for props, sets, and storage. It will provide a separate space for other events that need a “behind the scenes” area.

Due to COVID, more events take place on the plaza and the street (Division Street is often closed for big events). The barriers will help with crowd control of organized events on the RAC Plaza and help to block the street while closed.

The tents and rentals used during FTF Festival are an essential part of our set up. Festival attendees know that their needs are placed first at our events, and that shows with our repeat visitors and new visitors. 99% of our attendees come from more than 50 miles away and stay 5-10 nights. They also book lodging for the next year while they are here.

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

Through our events, we draw people from all over the world. For example - the Forever Twilight in Forks Festival, which centers around the RAC, currently has 270 people coming from outside of Washington and 20 international attendees (Canada 5, UK 11, Belgium/Netherlands 2, Australia 2). We have gathered this information from our ticket sales. This doesn't include the people coming from Washington, for the free events, or the other paid events. With this one event, we draw people overnight and most stay between 4-10 nights.

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

List includes annual events that take place in full or in part at the Rainforest Arts Center.
Events in red take place in the value season.

RAINFEST (will resume April 2023)

SASQUATCH FESTIVAL May 28-29 estimated attendance 1000

FORKS OLD FASHIONED 4TH OF JULY July 1-4 estimated attendance 4500

FOREVER TWILIGHT IN FORKS FESTIVAL September 7-11 estimated attendance 1200

HICKORY SHIRT/HERITAGE DAYS October 5-9 estimated attendance 500

RAINCON (date in Oct TBA) estimated attendance 500

WEST END WONDERLAND FESTIVITIES (new format) estimated attendance 500

Dec 2-4 Festival of Trees

Dec 10-11 Focus on kids with movies, Santa, and other related activities

Dec 17-18 Focus on concerts and performances

6. **2022 Tourism-Impact Estimate**

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

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

As a direct result of your proposed tourism-related service, please provide:	2022 Estimate	2021 Actual	Methodology
a. Overall attendance at your event/activity/facility	50700	59338	Representative Survey
b. Number of people who travel more than 50 miles for your event/activity/facility	48165	59041	Representative Survey
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	35490	39163	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.	16731	12408	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.	12675	11808	Representative Survey
f. Number of paid lodging room nights resulting from your event/activity/facility.	20574	22000	Representative Survey

(I am using our Visitor Center stats for this portion.)

As a direct result of your proposed tourism-related service, please provide:	2022 Estimate	2021 Actual	Methodology
g. Overall attendance at your event/activity/facility	1200		Representative Survey
h. Number of people who travel more than 50 miles for your event/activity/facility	1164		Representative Survey
i. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	684		Representative Survey
j. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.	800		Representative Survey
k. 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.	720		Representative Survey
l. Number of paid lodging room nights resulting from your event/activity/facility.	900		Representative Survey

(I am using our FTF Festival stats for this portion.)

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

No. All of our lodging businesses within unincorporated Clallam County would benefit from this grant.

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

Events held at the RAC have been very successful. It is not booked every weekend and we would like to see it booked more often, especially in the "off season" when we need to attract visitors. Plays, performances, and other indoor gatherings are a great way to attract people in the value season.

FTF Festival has been very successful, and our 2022 VIT Tickets sold out within 30 hours. We have over 200 people on our waiting list to purchase tickets if any become available.

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

Our target audience are those people who are interested in hosting an event at the RAC or attending an event at the RAC. The RAC has many attributes including a caterer's kitchen, a professional sound system and lighting system, tables, chairs, movie projector and a beautiful plaza area. It does not have a theatrical curtain and barriers, which would elevate the offering, and make it a top-notch facility within the natural beauty of Forks.

FTF Festival target audience 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.

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

The City of Forks advertises the RAC on their website, as does the Forks Chamber of Commerce. When organizations contact the Chamber, the RAC is one of the first venues we discuss, due to its central location in town. Events taking place at the RAC are advertised on our social media campaigns, our events page, and the City's events page.

FTF Festival is promoted on social media, print ads, through podcasts, visitor guides, and word of mouth.

11. 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, printed ads, lodging guides, our website, visitor guides, and personal communications, and through any other means we can find.

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 have received funding from City of Forks (\$22,000) and Port of Port Angeles (\$5833.33) for FTF Festival.

13. What is the overall budget for your event/activity/facility? \$39638 for improvements; \$236022 for FTF Festival What percent of the budget are you requesting from Clallam County Lodging Tax Fund? 100% for improvements, 5% for FTF Festival

After having a makeshift visqueen curtain during Forever Twilight in Forks Festival last September, and seeing the huge difference it made in the usable space, along with having no real crowd control for that event, these permanent infrastructure improvements were envisioned in fall 2021.

We want to get the improvements going asap so that we can have them for FTF Festival in September, and start implementing a plan to attract more events in the value season. If we wait until the lodging cycle for COF, this project would be delayed until 2023 or beyond. We believe the need is right now, and that is why we are applying to Clallam County LTAC. We estimate these improvements will have a minimum ten-year lifespan.

For FTF Festival tents and rentals, we are asking for 5% of our overall budgeted expenses. We have \$38,000 budgeted for rentals alone.

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

We don't have any additional plans for securing funding for the improvements. For FTF Festival, we will spend less in other line items if necessary.

Respectfully submitted by Lissy Andros, Forks Chamber of Commerce



500 E. Division St. • Forks, Washington 98331-8618

(360) 374-5412 • Fax: (360) 374-9430 • TTY: (360) 374-2696
forkswashington.org

April 12, 2022

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

Dear Committee Members:

RE: Forks Chamber of Commerce Lodging Tax Funding Application

The Forks Chamber of Commerce is the most frequent user of the City's Rainforest Arts Center (RAC), most notably every September for the Forever Twilight in Forks Festival. The festival routinely draws 1,000-plus visitors to Forks and the Olympic Peninsula. During the festival, the RAC is decorated in very elaborate and changing themes. This request for a custom curtain in the Great Room would essentially create an additional room for staging and setting up food to be served.

Other users of the RAC would benefit from this additional "room" as well. The High School drama club, Rainforest Council for the Arts, multiple legacy events, and private parties could use this space for scene changes, special guest introductions, displays, and more.

Many events held at the RAC involve closing the adjoining street and blocking off the plaza area and the alley around the RAC. Having barricades available to renters would allow these areas to be fully utilized. Storing the barricades in a dedicated trailer would not add to the workload of the city crew as the trailer would just be dropped off and picked up, with the tenant responsible for unloading and loading.

The City of Forks fully supports this application to the Clallam County Lodging Tax Fund for the purchase and installation of a custom curtain and barricades with a storage trailer. The trailer would be titled in the City's name and all of the items would be added to the City's insurance coverage.

We would encourage the committee's approval of this application. The RAC plays an integral role in attracting tourists to the area and by default to the region as a whole. Thank you for your consideration of this funding request and your commitment to strengthening the tourism industry of Clallam County.

Sincerely,


Tim Fletcher, Mayor



Forks Chamber of Commerce

Rev 04/6/22 – Fixed Price Quotation

Attn: Lissy Andros

Quotation Expires: 04/30/22

PROJECT DESCRIPTION

- Section of main drapery to divide space
- One section of drapery track with manual pullcord operation
- Approximate drape dimensions: 2 @ 15'6"w x 19'4"h that overlap at center
- Drapes to be constructed from black 22oz brushed IFR velour
- Installation turnkey

COST SCHEDULE

Turnkey Project	\$ 14,319.87
Estimated Tax (8.5%)	<u>\$ 1,217.19</u>
TOTAL:	\$ 15,537.06





This photo demonstrates what the curtain will hide when closed. The actual curtain will be opaque. The portable curtain will make the backstage area enclosed into an “L” shape.





EndZend Room Divider Kit - Medium A, 8ft Tall
x 7ft 6in - 12ft Wide, Midnight Black
(Room/Dividers/Now)

Visit the Room/Dividers/Now Store
★★★★☆ 71 ratings | 31 answered questions

Price: \$419.99

Size: Medium A - 8ft Tall, 7ft 6in to 12ft Wide

Small A - 8ft Tall, 5ft to 6ft 8in Wide

Medium A - 8ft Tall, 7ft 6in to 12ft Wide

Large A - 8ft Tall, 12ft to 14ft Wide XL A - 8ft Tall, 14ft to 18ft Wide

XXL A - 8ft Tall, 18ft to 24ft Wide XXXL A - 8ft Tall, 24ft to 36ft Wide

Small B - 9ft Tall, 5ft to 6ft 8in Wide

Medium B - 9ft Tall, 7ft 6in to 12ft Wide

Large B - 9ft Tall, 12ft to 14ft Wide XL B - 9ft Tall, 14ft to 18ft Wide

XXL B - 9ft Tall, 18ft to 24ft Wide XXXL B - 9ft Tall, 24ft to 36ft Wide

Share

\$419.99

FREE delivery April 12 - 14. Details

Or fastest delivery Monday, April 11.
Order within 1 hr 33 mins.
Details

📍 Deliver to Forks - Forks 98331

Only 14 left in stock -
order soon.

Qty: 1

Buying in bulk?

Add to Cart

🔒 Secure transaction

Ships from and sold by Room
Dividers Now.

Add to List



Roll over image to zoom in

director@forkswa.com

From: Crowd Control Warehouse <sales@crowdcontrolwarehouse.com>
Sent: Wednesday, April 6, 2022 8:55 AM
To: director@forkswa.com
Subject: Crowd Control Warehouse Quote #D30106



QUOTE #D30106

[Click here to download your PDF Quote](#)

Complete your purchase

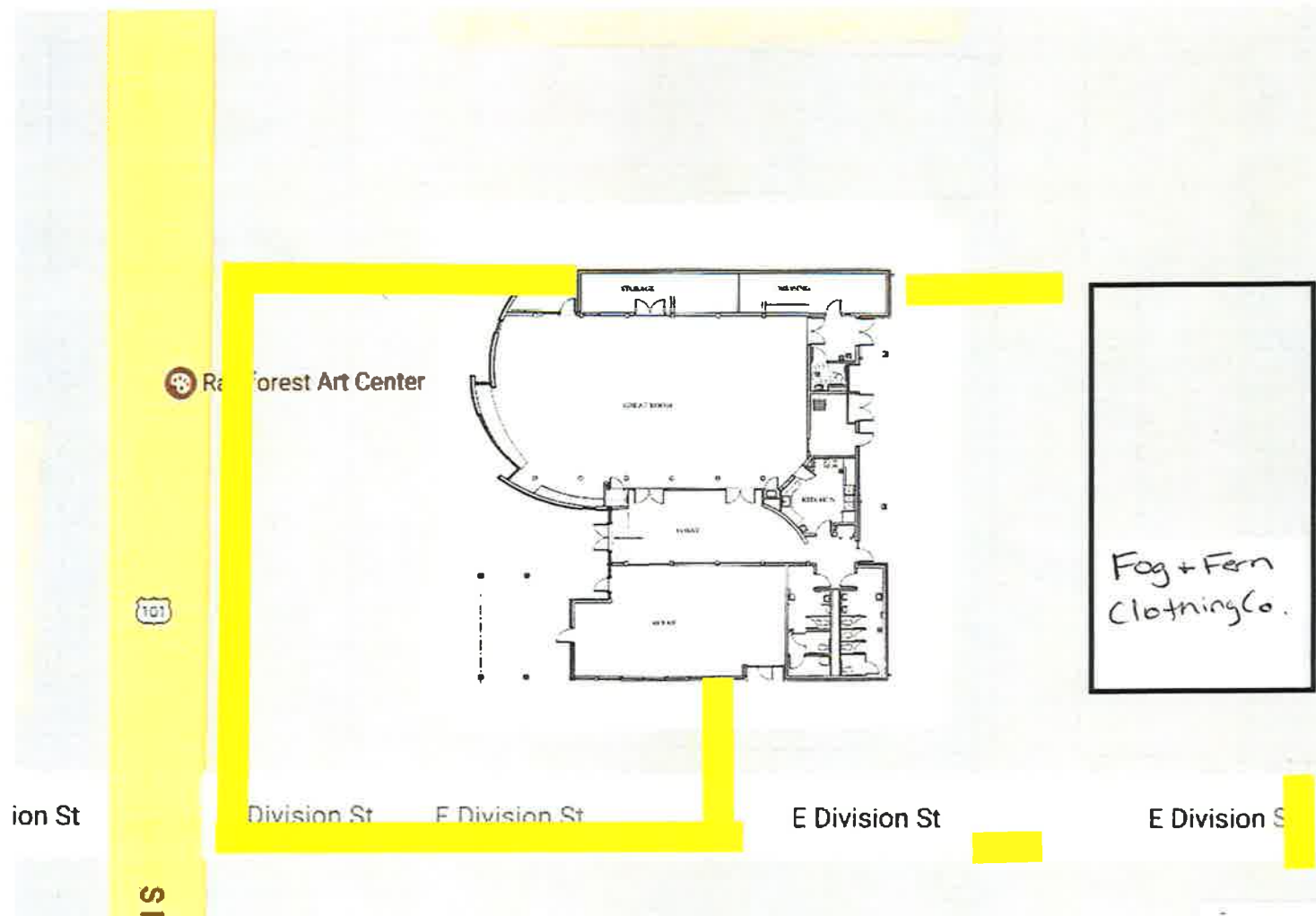
[Complete your purchase](#)

or Visit our store

Order summary

	Heavy Duty Interlocking Steel Barricade, 8.5 Ft. - Angry Bull Barricades × 40	\$4,200.00
	Barricade Jacket : NONE Color Options : HOT DIPPED GALVANIZED STEEL Feet Options : BRIDGE FEET	
Subtotal		\$4,200.00
Shipping		\$1,151.97
WA STATE TAX		\$347.88
WA COUNTY TAX		\$107.04
Total		\$5,806.89 USD

The yellow area represents the interlocking barricades.



Printed: 4/8/2022 12:36:25 PM
Store: 1

Sales Order #16598

Ordered: 4/8/2022

Associate: garyh

Page 1



Olympic Trailer & Truck Accessories

7830 Martin Way E

Olympia, WA 98516

(360) 357-3065

(360) 459-1418 Fax

Website www.olympictrailer.com

Bill To: CITY OF FORKS
CITY OF FORKS
500 E DIVISION
FORKS, WA 98331
360-640-3633

Order Status: Open

Item #	Lookup	ITEM	COLOR	SIZE	Sold	Price	Ext Price
7549	59KBU2021N1011085	2022 SUMMIT CDO8520TA3 011085 CASCADE DECKOVER 10K	CHARCOAL	8.5X20	0	\$7,999.99	\$7,999.99
755		TRIP PERMIT/3 DAY			0	\$33.00	\$33.00
303		STATE CONTRACT #00816			0	\$0.00	\$0.00
303		F.O.B OLYMPIA			0	\$0.00	\$0.00
303		PO#			0	\$0.00	\$0.00
Total Qty Ordered:					5	0	5

Percent Unfilled: 100

Subtotal: \$8,032.99
OLYMPIA TAX 9.2 % Tax: + \$736.00
TOTAL: \$8,768.99
Deposit Balance: \$0.00
Balance Due: \$8,768.99

* Price quotes are valid for 30 days !!!

* Deposits on Custom Order Trailers are NON-REFUNDABLE! Minimum \$500.00

* Deposits on Trailers and Parts are NON-REFUNDABLE!

* Deposits rec'd for Held Trailers will be FORFEITED if TRAILER is not picked up within 10 days of Sales
Order
Date!



ITEM LOCATION

Olympic Trailer & Truck Acc.

sales@olympictrailer.com

7830 Martin Way E

Olympia, WA, 98516

(360) 357-3065

Stock No: 7549

Our Price: \$7,999.99

VIN:	1011085
Condition:	new
Year:	2022
Manufacturer:	Summit
Model:	CDO8520TA3
Floor Length:	20' or 240.00"
Width:	8' 6" or 102.00"
Height:	2' 8" or 32.00"
Weight:	3375 lbs
GVWR:	9990 lbs
Payload Capacity:	6615 lbs
Axle Capacity:	5200 lbs
Color:	Charcoal

Income

Clallam Co LTAC Grant - improvements \$39,637.44

Expenses

Item	Cost	Notes
Custom Curtain with installation	\$15,537.06	estimate only
20% Contingency	\$3,107.40	quote includes onsite visit prior to ordering which may incur unforeseen expenses
3 Portable Curtains	\$1,367.10	
Custom cabinet for curtain storage	\$5,000.00	estimate includes labor and materials
40 Barricades	\$5,806.89	
Trailer for barricades	\$8,768.99	
First year licensing	\$50.00	
Total Expenses	\$39,637.44	

	Approved 2022 Budget	Notes
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Income

Forever Twilight in Forks Festival

Ticket Sales	170,000.00	
Refunded Ticket Sales	0.00	
Sponsorships	8,000.00	
Public Support	10,000.00	
City Investment	22,000.00	
Port of Port Angeles Grant	5,833.33	
Misc.	1,500.00	\$1500 City Sponsorship unknown
Contingency	15,000.00	From Savings or other fundraising

Total Income

\$ 232,333.33

Expenses

Forever Twilight in Forks Festival

Admin	5,000.00	\$328 for operations; 3500 for lodging for planning committee (\$350 each)
Contingency	15,000.00	For special guest expenses
Cosplayers (travel, lodging, etc.)	18,000.00	
Event Decorating / Rentals	24,000.00	CLALLAM CO LTAC FUNDS WOULD BE USED HERE
Event Decorating / Rentals (Tents)	14,000.00	CLALLAM CO LTAC FUNDS WOULD BE USED HERE
Event Food / Beverages / Liquor License		
Friday Breakfast	4,000.00	
Bella Italia	10,000.00	
Friday Night	6,325.00	
Saturday Night	6,325.00	
Sunday Brunch	7,196.00	
Other	1,500.00	
Event Music / DJ Saturday Night	2,000.00	
Event Parking	250.00	
Event Venue Rental & Cleaning (RAC)	4,000.00	\$250 additional deposit to the City
Event Venue Rental (others)	3,500.00	
Goodie Bags	10,000.00	
ICN Office Space	3,000.00	
Insurance	1,226.00	

Misc./5k/Shuttle Services	7,500.00
MISC COVID	0.00
Movie Licensing	500.00
Paypal Fees	3,000.00
Photobooth	5,000.00
Photos	1,200.00
Prizes/Silent Auction items	3,000.00
Security	3,500.00
Special Guests	77,000.00
Total Forever Twilight in Forks Festival	\$ 236,022.00

SOS Report

We have submitted all required paperwork and payments within a timely manner. Our SOS report shows delinquent as does 6500 other non-profits the State is trying to process. Prior to this year we were able to do this form online, and now you have to submit it to the State (per attached letter).

Our “received” date was March 11th and the check was cashed on March 16th. I can provide a copy of the check upon request.

As of 4-13-2022 the State was processing forms received on March 8th.

They asked that you call them if there were questions about our account being delinquent, when it is actually in review status.



WASHINGTON
Secretary of State
Corporations & Charities Division

Washington Secretary of State
Corporations and Charities Division
801 Capitol Way South
PO Box 40234
Olympia, WA 98504-0234
(360) 725-0377
corps@sos.wa.gov

04/01/2022

15540

FORKS CHAMBER OF COMMERCE
FORKS CHAMBER OF COMMERCE
PO BOX 1249
FORKS WA 98331-1249

DELINQUENT ANNUAL REPORT NOTICE

Greetings!

UBI #: 602 909 174

Entity Name: FORKS CHAMBER OF COMMERCE

The above listed entity has not filed its annual report that was due on 03/31/2022. As a result, the above listed entity is no longer in active status.

Failure to file the necessary report by 07/31/2022 will result in administrative dissolution or termination of your registration.

Please verify the registered agent information is correct, including email address and update as needed.

You can file online using the Washington Secretary of State, Corporations and Charities Filing System (CCFS) using the following website <https://www.sos.wa.gov/corps>

However, at this time, Nonprofit Corporations are unable to use CCFS. This is due to law changes that took effect on 1/1/2022. Please visit our forms page at <https://www.sos.wa.gov/corps/forms.aspx> for a .pdf fillable form that can be submitted to our office by mail. We apologize for any inconvenience.

Sincerely,

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

Note: If your documents were recently submitted, please disregard this notice. If you have any questions concerning this matter please contact our office at the address or phone number shown above.



0830006-01540-01-00000000



Filed
Secretary of State
State of Washington
Date Filed: 03/05/2021
Effective Date: 03/05/2021
UBI #: 602 909 174

EXPRESS ANNUAL REPORT WITH CHANGES

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:

03/31/2022

Jurisdiction:

UNITED STATES, WASHINGTON

Formation/Registration Date:

03/19/2009

Period of Duration:

PERPETUAL

Inactive Date:

Nature of Business:

CHAMBER OF COMMERCE

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

Forks Chamber of Commerce Visitor Center Count												SECOND	FIRST	FOURTH													THIRD	THIRD YTD
	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022		
JAN	151	225	119	151	124	102	183	80	78	96	86	145	2,003	2,087	1,274	1,062	1,052	855	960	863	925	883	1,042	886	901	1,408		
FEB	324	349	145	232	298	106	157	112	162	91	103	257	2,164	2192	1,650	1,668	1,074	864	1,238	1,510	1,236	1,238	622	1,098	828	1,930		
MAR	321	616	360	347	484	247	271	210	336	268	282	464	3,934	4519	2,993	2,138	2,335	1,833	1,678	2,033	2,005	1,919	2,039	685	1,858	3,141		
APR	669	734	726	845	623	507	332	343	329	384	508	680	4,861	5,246	3,321	2,922	2,552	2,075	2,076	2,811	2,642	2,404	2,105	0	2,276			
MAY	1,075	1,226	1,164	866	488	645	407	388	442	530	557	1,309	4,535	5,308	3,360	2,889	3,272	2,536	2,670	3,664	3,145	3,327	3,518	0	4,185			
JUN	1,878	1,838	1,652	1,188	1,075	873	807	596	553	581	1,227	1,731	8,312	9,287	5,431	4,818	5,155	4,128	5,048	5,849	5,346	5,464	5,230	1,754	6,466			
JUL	3,905	2,783	2,717	2,010	2,116	2,040	1,306	1,005	1,070	1,366	2,279	3,546	16,186	16,550	8,894	8,606	9,008	7,075	7,496	8,275	8,456	8,766	7,611	4,450	9,598			
AUG	4,146	3,832	2,906	2,603	2,484	2,066	1,285	1,158	1,399	1,515	2,780	4,186	13,605	14,645	8,234	7,747	8,262	6,569	7,505	7,190	7,631	7,510	6,931	5,588	8,211			
SEP	1,872	1,872	2,238	1,138	1,042	926	784	650	640	1,026	1,527	1,969	5,337	5,978	4,046	4,377	4,413	4,079	4,849	4,673	5,302	5,652	4,528	3,669	5,382			
OCT	916	769	651	453	310	464	317	351	350	374	550	1,252	3,563	3,499	2,598	2,282	1844*	1,545	2,005	2,215	2,299	2,371	2,261	2,532	2,576			
NOV	388	241	189	167	174	132	116	128	142	72	178	1,913	2,935	1,749	2,121	1,780	1,120	1,078	1,108	1,308	1,269	1,300	1,287	1,138	2,102			
DEC	204	119	162	128	117		82	174	74	83	218	1,284	2,540	1,825	1,657	1,310	891	875	982	949	1,104	1,022	950	904	1,262			
Total	15849	14604	13029	10128	9335	8108	6047	5195	5575	6386	10295	18736	69975	72885	45579	41599	40978	33512	37615	41340	41360	41856	38124	22704	45645	6479		

Total visitors that have signed our guest book since *Twilight* was released on October 5, 2005 **615068**

* Olympic National Park closed due to Government shutdown October 1st - 16th, 2013

* Government shutdown

*** COVID-19 SHUT DOWN March 16 - May 31, 2020

Kalaloch Visitor Center Count	16283	17734	17042	11418	14285	15056	12415	7526	12871
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Hotel-Motel Taxes received by City of Forks:

2003	\$83,866
2004	\$84,561
2005	\$88,492
2006	\$88,469
2007	\$94,198
2008	\$123,775
2009	\$133,585
2010	\$150,092
2011	\$139,609
2012	\$136,868
2013	\$133,255
2014	\$136,614
2015	\$151,115
2016	\$169,588
2017	\$192,895
2018	\$211,511
2019	\$253,729
2020	\$198,110
2021	\$368,329

Sales Taxes received by City of Forks:

1995	\$295,000
2000	\$321,067
2006	\$353,837
2009	\$405,195
2010	\$432,869
2011	\$531,246 (Construction projects: School, clinic, housing)
2012	\$452,845
2013	\$428,624
2014	\$473,387
2015	\$446,122
2016	\$479,350
2017	\$486,162
2018	\$517,065
2019	\$588,510
2020	\$620,463
2021	\$780,029



City of Forks 2022 Application for Lodging Tax Funds

Due: September 24, 2021 by 5:00 p.m.

Amount of Lodging Tax Requested:

\$ 25000.00

Organization/Agency Name: Forks Chamber of Commerce

Federal Tax ID Number (EIN): 910779896

Event or Activity Name: Forever Twilight in Forks Festival

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
- ☒ 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:

- ☒ 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 2022. 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 Monday, January 30, 2023, 5:00 p.m.

Signature: _____

Date: 9-22-2021

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 aka the Festival to bring tourism to Forks and give an economic boost to our area during September. Forever Twilight in Forks is an annual festival attracting visitors from all over the world (U.S., Canada, South America, Belgium, Norway, UK, Australia, S. Africa, Russia, Germany, Italy, France if the borders are open) that focuses on the world-wide phenomenon of the Twilight Saga books and movies. The festival dates for 2022 are September 8-11. Many of the visitors that travel to Forks arrive on the Tuesday before the festival (or even earlier) and stay until the Monday following. We bring actors, industry insiders, cosplayers, and influencers to the festival to interact with fans. The Festival was able to take place, with many COVID procedures in place, and was very successful with many new attendees. Lodging businesses are already getting booked for September 2022.

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	1200
b. Number of people who will travel more than 50 miles for your event/activity	1164
c. Of the people who travel more than 50 miles, the number of people who will travel from another country or state	684
d. Of the people who travel more than 50 miles, the number of people who will stay overnight in Forks or the Forks area	800
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	720
f. Number of paid lodging room nights resulting from your proposed event/activity/facility	900

What methodology did you use to calculate the estimates?

- a. Estimated attendance of 2022 festival.
 - b. 3% of our visitors are from within 50 miles
 - c. 57% 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 900 paid rooms based on being here a minimum of 4 nights at 4 persons per room.
3. **Describe the prior success of your event/activity/facility in attracting tourists.**
This will be our 8th event to date, and we have many fans that are returning for a 6th or 7th time, even from overseas. We sold out of VIT Tickets in 2021 and expect to sell out in 2022 also. We had to make massive modifications to our event to keep it under the COVID guidelines set by the state

and County Health Officer. We were able to still have the event, very successfully and many people are looking forward to returning.

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

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.

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 20k+ followers that is run by a volunteer – Jack Morrissey. Our private Facebook group has around 9400 members.

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 \$176250.00 and the percentage we are asking for is about 15%. Some of our eligible expenses are highlighted in yellow.

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.

Application Instructions and General Guidelines

Application Deadline: Friday, September 24, 2021, 5:00 p.m. – received at Forks City Hall.

To be eligible for consideration, your complete proposal must be received by the deadline.

City Council will review proposals in a public meeting on Monday, November 22, 2021, 5:30 p.m. at Forks City Hall, Council Chambers.

director@forkswa.com

From: Braedi Joutsen <braedib@portofpa.com>
Sent: Tuesday, October 26, 2021 7:34 PM
To: 'director@forkswa.com'
Subject: 2022 CPP Grant Winner

Good Evening Lissy!

I hope this message finds you well. I wanted to let you know that at the Commission meeting today the Commissioners voted in favor of approving your Community Partner Program Application in the amount of **\$5,833.33**. On behalf of the Port Commission, I would like to say thank you for applying and being a vital part of our community. Funds for your project will be available at the beginning of the 2022 calendar year. Reminder, we work on an reimbursement style for funding, so we will need copies of paid invoices/receipts for your project. If you are unfamiliar on how to go about receiving funds please let me know and I can go over this process with you further.

Thank you again and congratulations! We are excited for you!

Braedi Joutsen

Human Resource Specialist

Clerk to the Board

Direct: 360-417-3454

Cell: 360-461-9515

P.O. Box 1350

Port Angeles, WA 98362

www.portofpa.com



Communications with the Port may be subject to public disclosure (see WA Public Records Act, Ch. 42.56 RCW)

SPECIAL PUBLIC DISCLOSURE NOTICE TO RECIPIENT(S): Information contained in any communication to or from the Port of Port Angeles, including attachments, may be subject to the disclosure requirements of Washington's Public Records Act, Ch. 42.56 RCW.

Community Partner Program Application

Organization

Organization Name: Forks Chamber of Commerce			
Address: 1411 S. Forks Avenue			
City: Forks	County: Clallam	State: WA	Zip Code: 98331
Website: ForksWA.com		Organization Legal Status, ie 501(c)3 or 107(c)(1): 501c6	
Organization/Representative/Contact: Name and Title: Lissy Andros, executive director		Phone: 360-374-2531	Email Address: director@forkswa.com
Has your organization received funding from the Community Partner Program before? When, how much and what for? 2015 \$13,054.69 Light pole banners, VIC signage, Staffing for VIC 2016 \$16,866.67 towards a shuttle style van for our Logging & Mill Tours 2018 \$7,800.00 staffing at Forever Twilight in Forks Collection 2019 \$1,790.00 for Logging & Mill Tours 2020 \$5670 towards special guest at Forever Twilight in Forks Festival			

Project Information

What category does your project represent? (Check the box below)			
Economic Development	Education	Community Event	Tourism Promotion ☒
Title and Brief Description of Project: Rental needs for Forever Twilight in Forks Festival 2022 We would like to request \$10,000 to help with tent and rental needs for our annual Twilight Festival that takes place in September. Due to COVID concerns, which we believe will not subside by September 2022, we would like to have as many events outdoors as possible, and with the likelihood of rain, having tents and outdoor rentals are necessary. These rentals include tables, chairs, tents, etc and setup/labor involved. We are also able to accommodate more customers with additional outdoor venues which brings more money to Forks and Clallam County. We successfully held our 2021 event with COVID safety protocols in place, which cost several thousand dollars. After our event ended on September 12th we were not contacted by any attendee to say they contracted COVID while in Forks, or during our event. We hope to duplicate that success in 2022, but need help financially to do so.			
Firm Financial Commitments to Date: Source We have \$10,000 budgeted from ticket sales that were deferred to 2022.		Total Project Cost: estimated \$172,000.00	
Amount Requested from the Port of PA: \$10,000.00		If your project is tourism related, has your project received LTAC funding? If so, how much? We have not received funding yet, but have applied for \$25k from City of Forks.	
Port Funds: Specifically, how would you use the Port's funding? We would use the Port's funding to rent tents, tables, chairs, etc locally to be used for our annual Twilight Festival taking place Sept 8-11, 2022. After the huge success of the 2021 event, we feel confident that our event will be well attended. Many of our guests stay Monday - Monday for this four-day festival which contributes a great amount of money to our local economy through lodging tax, sales tax and general revenue to businesses. In recognition of the Port's support through these grants, the Port of Port Angeles is included on all of our printed material and official festival t-shirts. We appreciate this opportunity to apply again.			

Need

Why is this project important for economic development in Clallam County? How is this project consistent with the communities and/or Port's strategic/comprehensive plans? Attach and reference relevant plans, if applicable

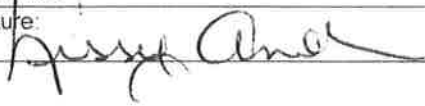
Forever Twilight in Forks, which is in its eighth year, is proving to be crucial to area businesses. Some of the businesses include lodging, restaurants, shops, gas stations, real estate offices, garbage collection, event services like caterers, venue rentals, party rentals, and allows civic organizations to make desperately needed funds through fundraisers

Approach

Describe the plan for implementation of this project. When would you need the funds? What is the timeline for completion?

We would need the funds after the event is over. Our event is Sept 8-11, 2022.

Signature

Printed Name: Lissy Andros	Date: Sept 30, 2021
Signature: 	

Lodging Tax Advisory Committee
2022 LTAC Funding Request – 2nd call
Olympic Peninsula Visitor Bureau



RECEIVED
CLALLAM CO. COMMISSIONERS

**LODGING TAX FUNDING APPLICATION
2022**

APR 18 2022

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

GUIDELINES

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

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

- I **AMOUNT of Lodging Tax Requested: \$ 15,000**
- II **Agency/Organization Name:** Olympic Peninsula Visitor Bureau (OPVB) for Olympic Peninsula Tourism Commission
- Organization is ☐ Government Entity ☒ 501(c)3 ☐ 501(c)6 ☐ Other
Federal Tax ID No. 601007747 UBI Number 601007747
- III **Project/Activity/Event:** 2022 WA State TREAD App Project for Olympic Peninsula
- IV **Representative Contact Information:**
Name, Title Marsha Massey, Executive Director
Mailing Address PO Box 670 Port Angeles, WA 98362
Phone(s) 360.452.8552
Email director@olympicpeninsula.org

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

CERTIFICATION

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

Signature

Date: 4.15.2022

Marsha Massey, Executive Director
Print or Type Name

LODGING TAX APPLICATION – REQUIRED SUPPLEMENTAL QUESTIONS

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

NOTE TO LTAC: A prior application for this project did not have sufficient details on the program. Since then, we have received additional information on the project. We have also met with the State of Washington Tourism team, the TREAD team, other Olympic Peninsula tourism partners as well as numerous land management groups including Olympic National Park, US Forest Service, Department of Natural Resources, State Parks, county parks and others. There is broad support for this project and the benefit it will have to the Olympic Peninsula's outdoor recreation community.

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

TREAD is an outdoor recreation map app with real time trail data that will provide for improved use of public lands by helping with dispersion and real time messaging. This project is spearheaded by State of Washington Tourism Office working with the TREAD and Dharma Maps teams. The program was piloted in 2021 in the Wenatchee / Chelan area, where over 4000 people registered. Statewide, it is being rolled out region by region. This application is to support the roll out of the Olympic Peninsula region.

This project will benefit Clallam County and the Olympic Peninsula by helping to address issues of overcrowding and dispersion for outdoor recreational lands, trails and trailheads. Utilizing both expert content provided by area land managers as well as active user generated content, the app will provide real time updates and alerts to assist outdoor recreation users to decrease wait times, alert to potentially crowded areas, and to provide alternatives in the area.

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

This app will benefit all OP outdoor recreation users, visitors and locals alike, and will help provide an improved outdoor recreation experience for all. It will allow for cross-marketing to frequent users. It will be a marketable tool to help promote responsible recreation on the Olympic Peninsula. It will also have the benefit of a statewide rollout and marketing campaign. Anticipate benefit to all lodging levels, including camping and RV sites.

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

This comprehensive trail mapping app allows locals and visitors to plan the next outing, share experiences and conditions out on the trails or water, create connections with other trail enthusiasts and provide all the various land managers with a portal to create two-way communication with user groups and individuals.

All marketing initiatives are targeted to audiences off the Olympic Peninsula (non-locals) and are designed to bring visitors to the Olympic Peninsula. Key target markets in the region include the greater Puget Sound area (I-5 corridor) from Bellingham to Portland, with an emphasis in Metro Seattle and South Puget Sound, and Metro Portland and (in a normal year) Vancouver Island.

Our research and our visitor inquiries tell us that top inbound markets outside of Washington State include Oregon, California, Texas, Florida, New York, and Arizona. Our digital marketing, social media and electronic communications all include audiences that are both regional and national (even international), and some digital campaigns can be geo-targeted.

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

By collaborating with the State of Washington Tourism office (SWT), we will also be able to extend our message reach. SWT marketing programs are expected to begin mid-summer 2022 providing widespread usage of the app among Washingtonians and visitors. Over time, we would be able to cross-market to frequent users, already familiar with using the app in the Wenatchee / Chelan area and other areas of the state. The State of Washington Tourism Office is investing heavily in this map app, and will be supporting the launch with a marketing toolkit that will assist the regions with their own marketing.

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

N/A

6. 2022 Tourism-Impact Estimate

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

*** 2021 Actuals estimated to year-end, based on data through Sept 2021***

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

As a direct result of your proposed tourism-related service, please provide:	2022 Estimate	2021 Actual **	Methodology
a. Overall attendance at your event/activity/facility	2,200,000	1,900,000	Structured estimate
b. Number of people who travel more than 50 miles for your event/activity/facility	390,000	375,000	Structured estimate
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	78,000	60,000	Structured estimate
d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.	195,000	168,750	Structured estimate
e. Of the people staying overnight, the number of people who stay in PAID accommodations e.g. hotel, motel, bed-breakfast, RV park, in the unincorporated Clallam County area.	135,000	120,000	Structured estimate
f. Number of paid lodging room nights resulting from your event/activity/facility.	54,000	48,000	Structured estimate

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

N/A

We will cross link to OlympicPeninsula.org which features our lodging booking tool.

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

This is a new project for OPTC. The initial roll out of the pilot program in Wenatchee / Chelan area resulted in over 4000 users registered. The State of Washington Tourism Office is taking the lead on this project and has strong support from WA's public lands groups including State Parks, Fish and Wildlife, and National Forest Service. They are working on corporate sponsors such as REI.

<https://www.tread-cw.com/outdoor-resources>

Regionally, we have convened an initial meeting with our area land managers, the State of Washington Tourism Office and the TREAD team. Follow up meetings are underway. There has been positive response from the US Forest Service, Department of Natural Resources, and State Parks. Others in the discussion include Olympic National Park, Olympic Coast National Marine Sanctuary, Clallam Co Parks, Jefferson Co Parks, regional State Parks representatives, the ODT and others. Outreach will also be made to area tribal nations. Jefferson County Tourism Coordinating Council is also in support of the project. We should have further updates by the May LTAC meeting.

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

Outdoor recreation enthusiasts: in-state, regional, national and international.

As noted previously, our key target markets in the region include the greater Puget Sound area (I-5 corridor) from Bellingham to Portland, with an emphasis in Metro Seattle and South Puget Sound, and Metro Portland and Vancouver Island.

Our top inbound markets outside of Washington State include Oregon, California, Texas, Florida, New York, and Arizona.

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

The State of Washington Tourism Office will prepare media guides and toolkits for participating counties (which we would make also available to OPTC partners).

Promotional efforts will include:

- SWT – influencer marketing to encourage downloads and usage of app
- Content marketing on multiple websites, including StateofWATourism.com, OlympicPeninsula.com
- Content marketing on OPTC partner websites
- Social media promotions of the app for downloads and usage of app
- Outreach through our monthly e-news to 52K opt-in subscribers
- Other website, social media and public relations communications

<https://www.tread-cw.com/>

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

Ultimately, OPTC will coordinate funding from other participating jurisdictions as well, most of which funds would be LTAC funds. Anticipated partners include: Jefferson Co, Grays Harbor Co, Mason Co, potentially Port Angeles, Sequim, Forks, etc. Tribal funding a possibility

12. What is the overall budget for your event/activity/facility? \$ estimated \$100,000 - \$120,000 based on multiple counties representing the OP

What percent of the budget are you requesting from Clallam County Lodging Tax Fund 12.5 %?

The initial per-county funding request is \$30,000 per county. We are working to negotiate this as a region. This program will ultimately benefit all of the area municipalities, businesses and tribes by helping to create a better user experience all around. **The Olympic Peninsula Visitor Bureau has budgeted \$15,000 to match the requested amount from the Clallam County LTAC.**

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

The State of Washington Tourism Office has made a significant initial investment in this project. OPVB will invest \$15,000 to match the Clallam County LTAC funds. Additional funding is anticipated from other regional municipalities that benefit from same as outlined above.... Jefferson, Grays Harbor, Mason, etc. Tribal funding support will be sought as well as other private funds. This will be a large scale collaborative effort.

Exhibit A App Features

Features Available for beta testing (May 1st) and at launch (May 30th)

- **MapBox Integration:** A leading map software provider that provides high speed app functionality.
- **Improved Cartography:** Fully customized map design to optimize display
- **Over-use dispersion for trails and trailheads:** Displays information for overused or crowded trails and trailheads that includes suggested alternative locations for app users to visit instead.
- **List Regional Recommendations and Regional Guides:** TREADtalk provides social media posts that allow a TREADcontrol Admin user to create a ranked or unranked list of locations based on any criteria desired. For example, a local city chamber can create a post that lists the top 5 trails in the area that are preferable to visit in the summer because they are higher elevation and out of the scorching heat.
- **Regional Platform (Ability to open turn off by county/SWT Marketing Regions):** The app content is organized by location such as counties and SWT Marketing Regions. TREADcontrol Super Admin account owners have the ability to turn data on or off for an entire county or marketing region.
- **Publisher Content (Expert Content):** App content is provided by local and regional experts and is informed by guidebooks, maps, and other publications. These local experts, or “influencers”, have the ability to highlight certain trails for promotion, create alternative trail lists for crowded area, edit descriptions and attributes for geographic data and other tasks on TREADcontrol that will greatly enhance the app experience for the end-user.
- **TREADtalk:** A proprietary social media feed that allows app users and TREADcontrol admin users to create posts viewable by the public depending on privacy settings. Posts are always linked to a location on the map allowing for seamless transitions for TREADtalk view to map view of the same information. Posts are grouped into categories depending on purpose. TREADcontrol Admin posts are different from general app user posts. General app user posts are limited to one type of post that consists of an image or video, a description, hashtags, a location, and the option to fill out a trail survey designed by the land manager. TREADcontrol Admin Posts consist of the following categories:
 - Alerts: Provide app users with emergency information
 - Event posts: List information about any type of outdoor recreation event
 - Announcements: A general post regarding outdoor recreation
 - List: A list of recommended locations for a certain purpose
- **GPS Recording:** The GPS recording feature allows the user to track speed, distance, elevation, ascent, stopped time, moving time, pace and more.
- **Display Control Center:** App users are able to customize their app experience. Controls are available to adjust what layers are available to view on the map such as trails, trailheads, TREADtalk posts, Alerts, and more. App users can also select from a library of “App Themes” such as “Fire Season”, “Backpacking”, “Winter”, “Motor Sports” and more. These themes will display the appropriate map and TREADtalk information optimized for the specific outdoor recreation activities related to each theme.
- **TREAD Shop:** The TREADshop allows app users to shop for locally produced goods from businesses that support outdoor recreation infrastructure projects and initiatives.
- **TREADcontrol:** Approved admin users are able to control the data in the app. Admin users are trained to use the TREADcontrol platform by TREAD Consulting. Once trained and approved, admin users can edit geographic data and create special posts on

TREADtalk. TREADcontrol also provides data analytics from app user activity that can be used by admin account owners for business or land management purposes.

Features Available Summer 2022

- **Roads integration:** A fully interactive road layer to the map dataset allowing app users to tap on certain roads to view critical information such as open or closed, seasonality, land owner information, updates, alerts, and more.
- **Google Calendar Event Integration:** Process developed to link TREAD Map events with app user google calendar accounts for improved event tracking and marketing.
- **Engagement:** Coupon Tile -Creation, fulfillment and tracking
- **Analytics on app user activity:** App user data will be summarized in analytics reports organized by location such as county, city, or SWT marketing regions.
- **Analytics:** Automatic monthly reports of app user activity will be made available to approved TREADcontrol admin users.
- **Analytics:** Metrics based on a user GPS recording activity "Heat Map" will be available in the analytics section of the TREADcontrol platform.
- **Surveys:** TREADcontrol Admin users will be able to create custom surveys that can be embedded in TREADtalk post forms and survey forms within the app. Public app users can fill out these surveys with results summarized in the TREADcontrol platform.

Analytics & County Sponsor Benefits

Access to analytics at launch:



Access to analytics after three months:

"Land Managers, Counties, Chambers" Show Metrics by Defined Region:

- Downloads by defined region (Zip codes)
- Zip Codes mapped to Counties
- Trail Clicks by defined region

- Posts by defined region
- Post Clicks by defined region
- Sponsorships by defined region
- Business by defined region

Summaries

- Most Popular Trails by Region (Clicks)
- Most Popular Trailheads by Region (Clicks)
- Trending Hashtags
- Top Businesses by region

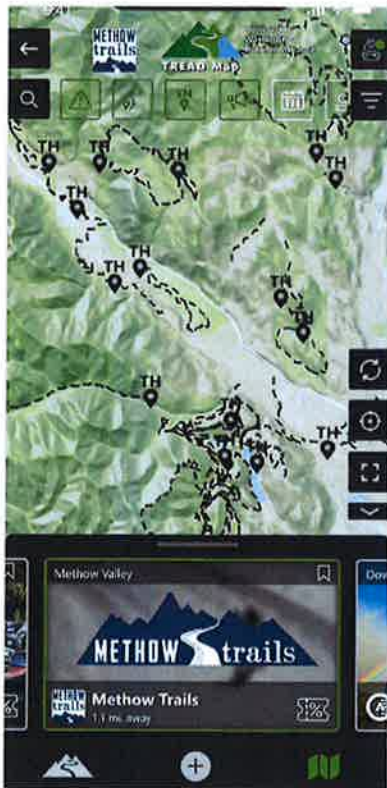
Access to analytics after 6 months:

"Land Managers, Counties, Chambers" Show Metrics by Defined Region:

- Downloads by defined region (Zip codes)
- Zip Codes mapped to Counties
- Trail Clicks by defined region
- TH Clicks by defined region
- Posts by defined region
- Post Clicks by defined region
- Sponsorships by defined region
- Business by defined region

Summaries

- Most Popular Trails by Region (Clicks)
- Most Popular Trailheads by Region (Clicks)
- Trending Hashtags
- Top Businesses by region



Logo Visibility

County logos will be placed to left of TREAD Map logo. In this example the county logo will be positioned where the Methow Trails square logo is on top left.

OLYMPIC PENINSULA TOURISM COMMISSION				
OPTC	2022	Budget	March	Balance
INCOME				
Earned revenues				
	Bank Interest			-
	Tourism Summit			-
	TP Inserts	10,000.00	1288.00	8,712.00
	Visitor Center Mailing	1,500.00		1,500.00
		<u>11,500.00</u>	<u>1288.00</u>	<u>10,212.00</u>
Partner Income				
	Clallam Bay/Seki Chamber	2,500.00	670.37	1,829.63
	Forks Chamber of Commerce	12,000.00	3256.02	8,743.98
	Grays Harbor Tourism	10,000.00	2681.42	7,318.58
	Jefferson County TCC	32,000.00	8618.87	23,381.13
	Olympic Peninsula Visitor Bur	55,000.00	14843.66	40,156.34
	Port Angeles, City of (LTAC)	30,000.00	8092.21	21,907.79
	Port Townsend, City of (LTAC)	16,000.00	4309.46	11,690.54
	Sequim, City of (LTAC)	15,000.00	4070.05	10,929.95
	Mason County (LTAC)	7,000.00	1340.72	5,659.28
		<u>179,500.00</u>	<u>47882.78</u>	<u>131,617.22</u>
Other Income				
	CoOps			
	Victoria	5,000.00		5,000.00
	GeoTour			-
	Instagram Campaign			-
	Print CoOps			-
	Fall / Spring	30,000.00		30,000.00
	Fall/Spring TV Co-Ops	40,000.00		40,000.00
	Scenic ByWay	5,600.00		5,600.00
	Video & Content Co Op			-
	WA State Visitor Guide	9,300.00		9,300.00
		<u>89,900.00</u>	<u># -</u>	<u>89,900.00</u>
	Funds Carried Forward	<u>25,000.00</u>		<u>25,000.00</u>
TOTAL INCOME		<u>305,900.00</u>	<u># 49,170.78</u>	<u>256,729.22</u>
Carry Forward Projects				
	Branding			
	Website Redesign			
	Carry Forward from 2021			
TOTAL AVAILABLE		<u>305,900.00</u>	<u># 49,170.78</u>	<u>256,729.22</u>
EXPENSES				

Administrative

990 Tax Return	300.00		300.00
Administration	31,950.00	7987.50	23,962.50
Annual Report	500.00		500.00
Contract Work	15,000.00		15,000.00
Conference Calls	-		-
Meetings	1,000.00		1,000.00
Volunteer Recognition	-		-
Total	48,750.00	7987.50	40,762.50

CoOp Campaigns

Winter 21-22 Campaign	6,700.00	6600.00	100.00
Fall Campaign	50,000.00		50,000.00
Spring Campaign	50,000.00	4930.00	45,070.00
Scenic ByWay Guide	10,000.00		10,000.00
Victoria CoOp	10,000.00		10,000.00
WA State Visitor Guide	15,000.00	7481.00	7,519.00
	141,700.00	19011.00	122,689.00

Industry Participation

Tourism Victoria-Membership	650.00		650.00
WTA Membership	2,500.00		2,500.00
	3,150.00	0.00	3,150.00

Marketing

Other Trade Shows	500.00		500.00
New Trade Show Banners			-
Digital Marketing	12,000.00		12,000.00
Fam Tours / International Mktg	1,500.00		1,500.00
Fam Tours / Media	1,000.00		1,000.00
GeoTour			-
Go Washington	1,200.00		1,200.00
Intl Martketing Opps	2,000.00		2,000.00
ONP Seasonal Training	100.00		100.00
Travel Guides-Free	5,500.00		5,500.00
Social Media	1,500.00		1,500.00
Video & Content Creation	3,000.00		3,000.00
Travel Plus Words Conference	1,500.00		1,500.00
	29,800.00	0.00	29,800.00

Media & Public Relations

Adventure Travel Media			-
Constant Contact Service	3,750.00	967.28	2,782.72
Constant Contact Updates	300.00		300.00
Photo Purchase	750.00	600.00	150.00
	4,800.00	1567.28	3,232.72

Opportunity Funds

1,000.00		1,000.00
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Tourism Summit

Other	2,500.00		2,500.00
	2,500.00	0.00	2,500.00

Travel Planner

Design	2,700.00	136.59	2,563.41
Distribution - Certified Travel	6,150.00	6138.97	11.03
Distribution Center Admin	12,000.00	2880.00	9,120.00
Distribution/Victoria Airport	700.00	652.58	47.42
Digital Magazine Version	425.00	420.00	5.00
Editing	600.00		600.00
Freight	900.00		900.00
Postage	17,000.00	684.96	16,315.04
Production	30,700.00		30,700.00
Project Coordination	1,500.00		1,500.00
Storage	1,000.00	990.00	10.00
	73,675.00	11903.10	61,771.90

Web Sites

Hosting/Maintenance	6,000.00	1250.01	4,749.99
Updates/ Special Projets	10,000.00		10,000.00
Booking Engine	6,000.00		6,000.00
	22,000.00	1250.01	20,749.99

Total Expense

327,375.00	41718.89	285,656.11
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NET INCOME

(21,475.00)	7451.89	(28,926.89)
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Cash on Hand**41815.95****Accounts Receivable****46519.41****Balance Available****88335.36**



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 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:

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.