AGENDA

CLALLAM COUNTY
LODGING TAX ADVISORY COMMITTEE

223 East 4th Street, Room 160
Port Angeles, Washington
April 11, 2024 – 2 p.m.

Lodging Tax Advisory Committee meetings will be available virtually at:

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

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

This meeting can be viewed on a live stream at this link:
https://www.clallamcountywa.gov/669/Live-Archived-Meetings-Online

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

I. **CALL TO ORDER, ROLL CALL**

II. **REQUEST FOR MODIFICATIONS/APPROVAL OF AGENDA**

III. **PUBLIC COMMENT**

IV. **APPROVAL OF MINUTES FOR THE MEETING ON:**
- **February 8, 2024**

V. **BUSINESS**

a. **Review of financial LTAC projections – Mark Lane**
b. **Discussion on allocations amount for 2024 Hotel/Motel Funds (2nd call)**
c. **Review/vote/make recommendation on 2024 Hotel/Motel Lodging Tax funding requests (2nd call)**

VI. **PUBLIC COMMENT**

VII. **ADJOURNMENT**

CLALLAM COUNTY LODGING TAX ADVISORY COMMITTEE
MINUTES OF FEBRUARY 12, 2024

SPECIAL MEETING OF THE LODGING TAX ADVISORY BOARD (LTAC)

Chair Commissioner Johnson called the meeting to order at 1 p.m., Monday, February 12, 2024. Also, present were Kim Reynolds, Donya Alward, Lissy Andros, Pamela Dahl, Matthew Peloquin, and Marc Abshire. Craig Jaeger was excused.

APPROVAL OF AGENDA

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

APPROVAL OF MINUTES

- January 11, 2024

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

BUSINESS ITEMS

a. Review of financial LTAC projections – Mark Lane

Lane provided a financial update. LTAC Members held a discussion.

b. Discussion on allocations for 2024 Hotel/Motel Funds (2nd call)

Commissioner Johnson briefed the LTAC Members. LTAC Members held discussion on allocations for 2024 Hotel/Motel Funding (2nd) requests. Allocation amount will be determined at the April 2024 meeting.

c. Review follow-up reports for 2023 LTAC funding requests

Commissioner Johnson briefed the LTAC Members. LTAC Members and applicants held discussion regarding 2023 LTAC funding follow-up request reports.

PUBLIC COMMNET

- Steve Fofanoff, Domaine Madeleine, commented on use of Lodging Tax funds, numbers, website, advertising

NEXT MEETING – March Meeting – Cancelled
April 11, 2024 at 2 p.m.
October, 10, 2024 - Cancelled

ADJOURNMENT - Meeting concluded at 2:37 p.m.

DRAFT

Clallam County Lodging Tax Advisory Committee

Business Items

Financial Report - Lane

CLALLAM COUNTY
HOTEL/MOTEL TAX--FUND 19925
STATEMENT OF SOURCES, USES AND RESERVES
2024 ACTUALS & 2024 BUDGET WITH 5 YEAR LOOK BACK

	BUDGET	PROJECTIONS	ACTUALS--CURRENT YEAR WITH 5 YEAR LOOK BACK						ACTUALS--YTD PRIOR YEAR	
	2024 ADJUSTED BUDGET (BASED ON CURRENT COMMITMENTS AND BUDGET REVISIONS APPROVED BY BOCC)	PROJECTED YEAR-END 2024 --LTAC REVENUE UP 4.2% FOR YEAR (YTD March up 14.1%, April down -2.5%, May-December up 3%)	YTD MARCH 2024	2023	2022	2021	2020	2019	YTD MARCH 2023	% CHANGE VS PRIOR YEAR
REVENUE (SOURCES OF FUNDING)										
291.31331.00.0030 HOTEL/MOTEL TRANSIENT LODGING TAX	927,000	924,996	122,261	893,313	833,512	742,715	392,878	499,196	112,155	9.0%
291.31331.00.0040 HOTEL/MOTEL LODGING ADDITIONAL TAX	870,000	884,292	122,170	843,524	818,151	742,114	395,680	492,412	102,034	19.7%
291.33121.01.9100 AMERICAN RESCUE PLAN (LOST REVENUE, "KEEP THE LIGHTS ON")	-	-	-	-	-	-	-	-	-	--
291.33321.01.9100 CARES ACT-COVID-19 RELIEF ("KEEP THE LIGHTS ON")	-	-	-	-	-	-	252,761	-	-	--
291.36700.00.0000 CONTRIBUTIONS AND DONATIONS	-	-	-	-	-	-	-	940	-	--
291.39797.90.0240 TRANSFER FROM OPERATING TRANSFERS OUT	-	-	-	-	-	-	-		-	--
TOTAL REVENUE (SOURCES)	**1,797,000**	**1,809,288**	**244,431**	**1,736,837**	**1,651,662**	**1,484,829**	**1,041,318**	**992,548**	**214,188**	14.1%
% CHANGE VS PRIOR YEAR	3.5%	4.2%	14.1%	5.2%	11.2%	42.6%	4.9%	8.1%		
% CHANGE VS PRIOR YEAR--EXCLUDING CARES	3.5%	4.2%	14.1%	5.2%	11.2%	88.3%	-20.6%	8.1%		
EXPENDITURES (USES OF FUNDING)										
291.55730.41.0020 PROFESSIONAL SERVICES	-	-	-	-	-	-	-	-	-	--
291.55730.41.0116 CLALLAM BAY-SEKIU CHAMBER OF COMMERCE	-	-	-	-	12,000	12,000	20,000	10,086	-	--
291.55730.41.0117 CHAMBERS OF COMMERCE	2,000	2,000	1,000	1,567	1,567	567	1,567	2,972	1,000	0.0%
291.55730.41.0121 OLYMPIC PENINSULA VISITOR BUREAU	800,000	800,000	209,167	848,334	652,500	558,333	591,667	514,167	179,167	16.7%
291.55730.41.5110 PARKS/FAIR/FACILITIES	44,000	44,000	-	35,520	43,753	32,377	25,947	24,025	-	--
291.55730.41.5120 PUBLIC WORKS	420,000	420,000	-	-	-	150,000	250,000	220,000	-	--
291.55730.41.0118 FEIRO MARINE LIFE CENTER	-	-	-	-	-	-	-	-	-	--
291.55730.49.0155 NOR'WESTER ROTARY CLUB/FOUNDATION	-	-	-	-	-	-	-	5,000	-	--
291.55730.49.0160 PA CHAMBER OF COMMERCE	-	-	-	-	85,000	35,000	-	35,000	-	--
291.55730.49.0161 NEAH BAY CHAMBER OF COMMERCE	35,230	35,230	35,230	20,000	-	-	-	25,700	20,000	76.2%
291.55730.49.0162 FORKS CHAMBER OF COMMERCE	35,000	35,000	35,000	35,000	53,638	40,000	-	-	35,000	0.0%
291.55730.49.0170 PORT ANGELES MARATHON ASSOCIATION	29,355	29,355	29,355	15,000	-	12,500	-	-	15,000	95.7%
291.55730.49.0171 PORT ANGELES BASEBALL	-	-	-	-	60,000	-	-	-	-	--
291.55730.49.0172 PENINSULA ADVENTURE SPORTS	-	-	-	-	-	-	-	-	-	--
291.55730.49.0173 DUNGENESS CRAB & SEAFOOD FESTIVAL	-	-	-	-	15,550	-	-	-	-	--
291.55730.49.0174 PENINSULA TRAILS COALITION	-	-	-	10,000	20,000	-	-	-	10,000	-100.0%
291.55730.49.0175 LINCOLN PARK BMX ASSOCIATION	39,807	39,807	39,806	30,000	119,570	100,000	-	-	30,000	32.7%
291.55730.49.0176 PORT ANGELES WATERFRONT CENTER	300,000	300,000	300,000	45,000	145,000	-	-	-	45,000	566.7%
291.55730.49.0180 JUAN DE FUCA FESTIVAL	9,500	9,500	9,500	8,000	7,000	10,000	-	-	8,000	18.8%
291.55730.49.0185 FORKS TIMBER MUSEUM	-	-	-	-	-	67,142	-	-	-	--
291.55730.49.0193 SOURCEONE DISPLAYS	-	-	-	5,000	-	-	-	-	5,000	-100.0%
291.55730.49.0194 HURRICANE RIDGE WINTER SPORTS	45,000	45,000	45,000	30,000	-	-	-	-	30,000	50.0%
291.55730.49.0195 OLYMPIC PENINSULA ROWING ASSOCIATION	20,000	20,000	20,000	20,000	-	-	-	-	20,000	0.0%
291.55730.49.0196 SEQUIM IRRIGATION FESTIVAL	12,500	12,500	-	-	-	-	-	-	-	--
291.55730.49.0197 IAN'S RIDE	5,000	5,000	5,000	-	-	-	-	-	-	--
291.55730.49.0198 PORT ANGELES CITY BALLET	7,500	7,500	7,500	-	-	-	-	-	-	--
291.55730.49.0230 UNANTICIPATED PROJECTS (PRIOR YEARS INCLUDE "KEEP THE LIGHTS ON" FUNDING PROVIDED)	196,108	196,108	-	-	-	107,842	252,761	-	-	--
291.55730.51.0050 WASHINGTON STATE PATROL	-	-	-	-	-	-	-	-	-	--
TOTAL EXPENDITURES (USES)	**2,001,000**	**2,001,000**	**736,558**	**1,103,421**	**1,215,578**	**1,125,761**	**1,141,942**	**836,950**	**398,167**	85.0%
EXCESS OF REVENUE(SOURCES) OVER EXPENDITURES(USES)	**(204,000)**	**(191,712)**	**(492,127)**	**633,416**	**436,084**	**359,068**	**(100,624)**	**155,598**	**(183,979)**	167.5%
ENDING FUND BALANCE/RESERVES	**2,175,101**	**2,187,389**	**1,886,974**	**2,379,101**	**1,745,685**	**1,309,601**	**950,533**	**1,051,157**	**1,561,706**	**20.8%**

CLALLAM COUNTY
HOTEL/MOTEL TAX--FUND 19925
2024 TAX REVENUE REFORECAST

	January 2024 Actual	February 2024 Actual	March 2024 Projected	April 2024 Projected	May 2024 Projected	June 2024 Projected	July 2024 Projected	August 2024 Projected	September 2024 Projected	October 2024 Projected	November 2024 Projected	December 2024 Projected	2024 Projected
Hotel/Motel Transient Lodging Tax	30,236	35,561	56,464	32,947	59,612	72,180	96,901	123,481	139,572	121,315	104,902	51,825	924,996
Hotel/Motel Transient Lodging Additional	30,505	35,201	56,464	28,594	54,005	66,560	89,032	118,045	133,642	115,837	104,284	52,123	884,292
TOTAL HOTEL/MOTEL TAX REVENUE	60,742	70,762	112,927	61,541	113,617	138,739	185,932	241,526	273,214	237,153	209,186	103,948	1,809,288
YOY % CHANGE--MONTH	3.0%	27.0%	13.5%	-2.5%	3.0%	3.0%	3.0%	3.0%	3.0%	3.0%	3.0%	3.0%	4.2%
YOY % CHANGE--CUMULATIVE	3.0%	14.7%	14.1%	10.3%	8.2%	6.9%	5.9%	5.2%	4.7%	4.4%	4.2%	4.2%	4.2%

ORIGINAL BUDGET SCENARIO 1--UP 3.5% FROM 2023 ACTUAL (%s BELOW REFLECT 60 DAY LAG BETWEEN ACTIVITY AND TAX COLLECTION)													
YOY % CHANGE	3.0%	3.0%	3.0%	3.0%	3.0%	3.0%	3.0%	3.0%	3.0%	3.0%	-0.5%	18.2%	3.5%
TAX REVENUE	60,718	57,411	102,486	65,013	113,617	138,739	185,932	241,526	273,214	237,153	202,160	119,330	1,797,298

SCENARIO 2--UP 4.2% FOR YEAR (YTD March up 14.1%, April down -2.5%, May-December up 3%)													
YOY % CHANGE	3.0%	27.0%	13.5%	-2.5%	3.0%	3.0%	3.0%	3.0%	3.0%	3.0%	3.0%	3.0%	4.2%
TAX REVENUE	$ 60,742	$ 70,762	$ 112,927	$ 61,541	$ 113,617	$ 138,739	$ 185,932	$ 241,526	$ 273,214	$ 237,153	$ 209,186	$ 103,948	$ 1,809,288

Clallam County Lodging Tax Advisory Committee

Business Items

Funding Application Review

Lodging Tax Advisory Committee

Funding Request Review 2nd Call

Clallam Transit System

RECEIVED
CLALLAM CO. COMMISSIONERS
MAR 08 2024
1...2...3...A...

LODGING TAX FUNDING APPLICATION
2024

GUIDELINES

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

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

I **AMOUNT of Lodging Tax Requested**: $ 15,600 - Partial/Matched

II **Agency/Organization Name**: Clallam Transit System

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

Federal Tax ID No. 91-1405592 UBI Number _____

III **Project/Activity/Event**: Wrapping of New Gilling buses showcasing the Olympic Peninsula.

IV **Representative Contact Information**:

Name, Title Delaney Ronish, Mobility Coordinator

Mailing Address 830 W. Lawridsen Blvd. Port Angeles, WA 98363

Phone(s) Work: 360-452-4511 ext. 7319 Cell: 360-477-7426

Email Delaneyr@clallamtransit.com

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

- X Tourism Promotion/Marketing (individual marketing request, contact OPVB)
- X Operation of a Special Event/Festival designed to attract tourists
- _____ Operation of a Tourism-Related Facility owned or operated by Non-Profit Organization
- X Operation and/or Capital Expenditure of a Tourism-Related Facility owned by a Municipality

CERTIFICATION

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

Delaney Ronish
Signature

Date: 3/6/24

Delaney Ronish
Print or Type Name

830 West Lauridsen Boulevard
Port Angeles, Washington 98363

CLALLAM TRANSIT

www.clallamtransit.com
360-452-4511

LODGING TAX FUNDING APPLICATION 2024

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

    - The wrapped buses will serve as mobile advertisements, attracting attention and promoting tourism to the Olympic Peninsula. The use of captivating images showcasing the stunning landscapes of the Olympic Peninsula throughout the seasons ensures that the buses not only highlight the region's peak attractions but also its year-round beauty. Eye-catching designs and featured information will spark curiosity and encourage people to explore Clallam County for both business and leisure trips.

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

    - We aim to generate interest among potential visitors by featuring appealing images of our region in all seasons of the year helping to bolster the visitor's knowledge of the region's activities and opportunities, leading to increased overnight stays in local accommodations such as hotels, motels, bed-and-breakfasts, Airbnb, and camping.

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.

    - Wrapping the buses will add to the local appeal and serve as an introduction to exploring the Olympic Peninsula while also encouraging tourists to consider public transportation as a convenient and enjoyable means to explore the area. Marketing efforts will emphasize the region's appeal for both day trips and extended overnight visits while also providing information/handles for local tourist attractions and events.

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

    - The bus wraps highlight the beauty of the Olympic Peninsula, making it a desirable destination for domestic and international tourists. Marketing will target key regions, promoting the area's attractions and encouraging travel to Clallam County. A prime example of this is our Hurricane Ridge Shuttle that began in 2022. In the year 2023, Callam Transit coordinated with both the Olympic National Park and the Blackball Ferry Line to promote the shuttle and documented a dramatic increase in ridership with most people traveling from British Columbia and/or out of State to specifically ride the bus to Hurricane Ridge. With the shuttle operating, it brings a large volume

of people to the downtown area where they can spend their money at local shops and restaurants instead of automobile related expenses.

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

   - The project is not a specific event with a fixed date and/or attendance.

6. 2024 Tourism-Impact Estimate:
   (Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2023)
   State law governing the distribution of lodging tax funds requires they be used primarily to encourage visitors from out of the area, so do your best!

As a direct result of your proposed tourism-related service, please provide:	2024 Estimate	2023 Actual	Methodology Data is provided from the 2019 Strait Shot Survey
a. Overall attendance at your event/activity/facility.	N/A	N/A	The first year the Hurricane Ridge Shuttle, which operates throughout the summer for 3 months, reported 3,211 passengers for the year 2022, with a dramatic increase of 24,706 passengers for the year 2023.The Strait Shot averages 1,800 boardings per month which based on historical pre-covid figures, has increased from 1,200 boardings per month reflecting a ridership increase systemwide
b. Number of people who travel more than 50 miles for your event/activity/facility.	N/A	N/A	A survey of the Strait Shot passengers taken in 2019 showed that 49% of riders were from outside of Clallam County, a total of 28% were traveling from outside of Washington. Based on our knowledge and experience with the Hurricane Ridge Shuttle, we also know many of those passengers were traveling from out of the country from British Columbia. Using the survey results of the Strait Shot, it would indicate that over 7,000 passengers annually are traveling from greater than 50 miles away. We would estimate that number to be considerably higher with the service increase of the Strait Shot and the addition of the Hurricane Ridge Shuttle.

c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	N/A	N/A	Based on the 2019 survey results, 28% of riders were from outside the state or country. This would indicate that 2,040 riders were traveling from outside the state, which with the addition of the Hurricane Ridge Shuttle we expect this percentage to be much higher.
d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.	N/A	N/A	From the 2019 survey, it is estimated that most of the passengers that were classified as "other" totaling 37% - are staying in non-paid accommodation estimating around 2,700 people. These passengers noted they were staying with family, hiking, camping, or are staying outside the area.
e. Of the people staying overnight, the number of people who stay in PAID accommodations e.g., hotel, motel, bed-breakfast, RV park, in the unincorporated Clallam County area.	N/A	N/A	From the 2019 survey, it is estimated that the majority of the 46% of tourists, over 3,500 people, traveling to Clallam County would be staying in paid accommodation.
f. Number of paid lodging room nights resulting from your event/activity/facility.	N/A	N/A	Our survey indicated that an estimated 3,500 are staying in paid room accommodation in 2019. With the average number of Strait Shot boardings increasing and the number of events and festivals, we foresee this increasing significantly.

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

   - N/A – not an event with a host hotel.

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

   - Clallam Transit has successfully contributed to tourism promotion through various initiatives and partnerships. The decision to wrap the 123 Strait Shot buses in 2022 has proven to be a strategic and successful move for Clallam Transit, significantly enhancing the routes visibility and making it a popular and affordable transportation choice for both locals and tourists. The bus wrap project aims to build on this success by providing a unique and dynamic platform to promote visiting the Olympic Peninsula and the local appeal.

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

- The target audience includes individuals interested in outdoor activities, nature, and scenic destinations. Marketing efforts will be tailored to attract both locals and visitors from neighboring regions, other states, and potentially international tourists. By featuring these scenic destinations, we aim to educate and enhance both local and visitors on their ability to reach these destinations by using public transport as a safe, cost effective, and reliable choice.

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

    - Promotion will include a multi-channel marketing strategy, using social media, local partnerships, tourism websites, and targeted advertising to highlight the bus wraps and attractions of the Olympic Peninsula. Clallam Transit already is an active participant in community by providing support and engagement for events such as, the Discovery Marathon, Ian's Ride, and many other events and festivals.

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

    - The bus wraps will draw attention to the region, promoting local businesses, accommodations, and restaurants. Marketing materials will include information that will help direct visitors to nearby establishments, encouraging visitors to explore and support local enterprises while also creating visibility of public transportation, which will allow visitors to spend their money on food, accommodation, and activities instead of transportation related expenses.

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

    - No

13. What is the overall budget for your event/activity/facility?
    - ~$31,200.00

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

    - 50% - Clallam Transit is requesting partial or matched funds for the project.

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

    - Clallam Transit will use company allocated marketing funds to complete the wrapping of the new Gillig buses. We are requesting funds to be matched by the Lodging Tax Funding Grant.

Required Additional Information

Itemized Budget:

Vinyl Material

- High-quality vinyl suitable for buses based on dimensions and design complexity.

Printing & Graphic Design

- Printing cost of Vinyl

Photo Licensing

- Costs associated with purchasing or licensing high-resolution, locally sourced photographs for the wraps.

Installation Services

- Labor cost for technicians

Travel & Accommodation

- If the installation services are sourced from outside of Clallam County.

Part 1 – Vehicle Graphics & Art Production		
Quantity	Each	Price
4 Gillig Buses	~$2,800.00	~$11,200.00
Part 2 – Install, Transport & Accommodation		
Quantity	Each	Price
4 Gillig Buses	~$5,000.00	~$20,000.00
Part 3 – Completed Project	Total	**~$31,200.00**

Description & Budget of Intended Use:

Clallam Transit is requesting matched funds from the Lodging Tax Funding Grant. All funds will go towards the procurement of high-resolution photography and licensing, as well as the production and installation of the vinyl wraps for the 4 new Gillig buses.

Contact Information for Transportation Providers

Clallam Transit: 1-800-858-3747 • www.clallamtransit.com
Jefferson Transit: 1-800-371-0497 • www.jeffersontransit.com
Grays Harbor Transit: 1-800-562-9730 • www.ghtransit.com
Kitsap Transit: 1-800-501-7433 • www.kitsaptransit.com
Mason Transit: 1-800-374-3747 • www.masontransit.org
Black Ball Ferry: 1-888-993-3779 • www.cohoferry.com
Dungeness Line: 1-800-457-4492 • www.dungenessline.us
WA State Ferries: 1-888-808-7977 • www.wsdot.wa.gov/ferries

Non-discrimination Policy

Pursuant to Title VI of the Civil Rights Act of 1964, Title II of the Americans with Disability Act, Environmental Justice regulations, and in accordance with applicable state and local laws: **CTS grants all persons equal access to its transportation services.** If you believe that you have received discriminatory treatment by CTS on the basis of your race, color, national origin, economic status, disability or limited English proficiency, you have the right to file a complaint with the Operations Manager. The complaint must be filed no later than 180 calendar days after the alleged discriminatory incident. For more information, contact Clallam Transit at 360-452-4511 or (800) 858-3747.

Accessibility/Reasonable Accommodation

Clallam Transit Buses are accessible to persons with disabilities. Persons who use mobility devices or need assistance will receive assistance upon request. Priority seating and space for two mobility devices are located in the front of the bus. Reasonable accommodation available upon request.

360-452-4511 · 800-858-3747
www.clallamtransit.com

Follow us on Facebook - Clallam Transit System
or Twitter @ClallamTransit
Schedule subject to change

Buses are accessible to persons with disabilities.
Reasonable accommodations provided.

Did you know?



The Strait Shot connects with Clallam Transit System (CTS) bus routes at the **Sequim** Transit Center and the Gateway Transit Center in **Port Angeles.**

You can explore popular destinations in the **Olympic National Park** by riding other Clallam Transit routes.

Destinations include **Lake Crescent, Forks, Clallam Bay, Sekiu, Neah Bay, La Push,** and the **Olympic Discovery Trail,** just to name a few. CTS provides access to *numerous trails* throughout Clallam County that lead to *forests, mountains, and amazing vistas.*

Travel from **Downtown Seattle** to **Port Angeles** where you can board the Black Ball Ferry and visit beautiful **Victoria B.C.** Keep your eyes open on the ferry ride for frequent sightings of whales and other marine life!

Visit today!

Use the QR code to visit our website
www.clallamtransit.com/route123
1-800-858-3747

THE STRAIT SHOT

Effective April 20, 2023

CLALLAM TRANSIT

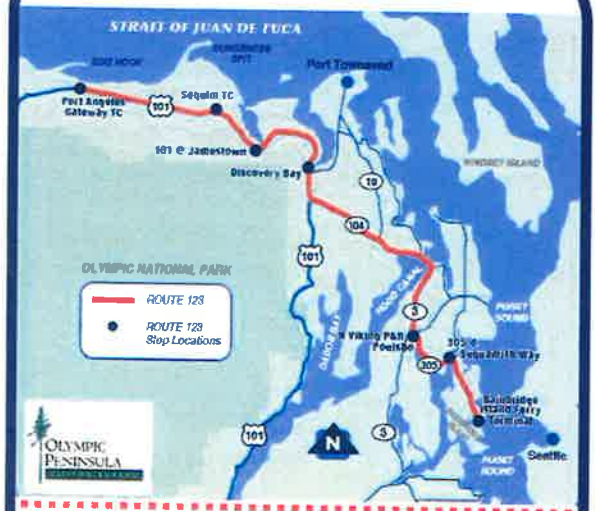
STRAIT SHOT, ROUTE 123



Service between Bainbridge Island Ferry, Port Angeles and the Olympic Peninsula.

STOPS IN:
- Port Angeles
- Sequim
- Jamestown
- Discovery Bay
- Poulsbo Park & Ride
- Suquamish Way
- Bainbridge Island Ferry Terminal

#123 ROUTE INFORMATION



Route 123 is subject to delays due to openings of the Hood Canal Bridge and other traffic conditions. **Extended delays due to weather or construction may require the temporary cancellation of Route 123. Clallam Transit assumes no responsibility for providing additional transportation or accommodations in the event of missed connections.** Allow extra time when making important connections. **The bus will not wait for late ferries.**

Allow at least 30 minutes for customs when transferring to the Black Ball Ferry Line to Victoria B.C.

Bicycles will be transported on a space-available basis. For more details, see CTS Bike Policy. **Passengers traveling with bicycles are not guaranteed space on the bike rack or underneath storage compartment, *even when returning to their point of origin.***

Restrooms facilities *are* available on board. Additional restrooms are available at the N. Viking Park and Ride as well as the Sequim Transit Center.

Luggage space is available on board with additional storage space in the underneath storage compartment. Luggage larger than a carry-on bag is not recommended. Passenger space takes priority over luggage space.

Strollers must be collapsed prior to boarding and remain stowed throughout the journey.

Pets must be placed in a secured pet container with a lid and may not restrict passenger space.

TRACK YOUR BUS IN REAL TIME
Visit https://transit.uniteGPS.com/cts

123 The Strait Shot WESTBOUND

BAINBRIDGE ISLAND FERRY TERMINAL TO SEQUIM & PORT ANGELES

Bainbridge Island Ferry Terminal	SR305 @ Suquamish Way	N. Viking P&R Poulsbo	Discovery Bay	US 101 @ Jamestown	Sequim TC	Gateway TC Port Angeles	
WESTBOUND- WEEKDAY SERVICE							
10:20	10:30	10:50	11:20	11:33	11:45	12:15	AM PM
3:25	3:35	3:55	4:25	4:38	4:50	5:20	PM
8:20	8:30	8:43	9:13	9:26	9:36	10:05	PM
WESTBOUND- SATURDAY SERVICE							
10:20	10:30	10:50	11:20	11:33	11:45	12:15	AM PM
3:00	3:10	3:30	4:00	4:13	4:25	4:55	PM
7:10	7:20	7:35	8:05	8:18	8:30	8:59	PM
WESTBOUND- SUNDAY/HOLIDAY SERVICE							
11:00	11:10	11:30	12:00	12:13	12:25	12:55	AM PM
6:20	6:30	6:45	7:15	7:28	7:38	8:10	PM

Bus stops only at stops listed on timetable. No other stops served.
Busses do not wait for late arriving ferries.

123 The Strait Shot EASTBOUND

PORT ANGELES & SEQUIM TO BAINBRIDGE ISLAND FERRY TERMINAL

Gateway TC Port Angeles	Sequim TC	US 101 @ Jamestown	Discovery Bay	N. Viking P&R Poulsbo	SR305 @ Suquamish Way	Bainbridge Island Ferry Terminal	
EASTBOUND - WEEKDAY SERVICE							
7:25	7:57	8:07	8:22	8:52	9:02	9:25	AM
12:30	1:02	1:12	1:27	1:57	2:07	2:30	PM
6:00	6:32	6:42	6:57	7:27	7:37	7:57	PM
EASTBOUND - SATURDAY SERVICE							
7:25	8:00	8:10	8:25	8:55	9:05	9:25	AM
12:30	1:02	1:12	1:27	1:57	2:07	2:30	PM
4:15	4:47	4:57	5:12	5:42	5:52	6:15	PM
EASTBOUND - SUNDAY/HOLIDAY SERVICE							
8:05	8:37	8:47	9:02	9:32	9:42	10:05	AM
3:15	3:47	3:57	4:12	4:42	4:52	5:15	PM

Bus stops only at stops listed on timetable. No other stops served.
Busses do not wait for late arriving ferries.

#123 FARE INFORMATION

Base Adult..... $10.00

Regional Reduced Fare Permit Holders (RRFP).. $5.00

Current CTS Monthly Pass Holders..... $5.00

Youth (18 and under)..... FREE

Youth ages 16-18 must present photo identification (ID) to verify age. Valid ID includes driver's license, school ID, or a CTS issued youth identification card.

Credit-earning Peninsula College Students..... FREE

Valid Peninsula College ID with expiration date required for boarding.

Veterans..... FREE

A CTS issued veterans identification card (ID) is required for boarding. Cards can be issued at the CTS administration office.

- **Fares listed are per boarding and subject to change.**
- **Cash, Transit Token pass or tickets only. Drivers carry no change.**
- **No Transfers or day passes issued or honored.**
- **ORCA cards are not accepted for fare payment.**
- **Exact fare required.**



DOWNLOAD TOKEN TRANSIT

Download the app for the Apple App Store or Google Play Store

App Store | Google Play

No cash on hand? Buy your fare through Token Transit.
***Text* TOKEN to 41411 for a downloadable link to the TOKEN TRANSIT app.**

Passengers shall not smoke, vape, or consume food on the bus.

LOST & FOUND

If you lose an article or find one, please contact the CTS office at:

830 W. Lauridsen Boulevard
Port Angeles, WA 98363
Monday-Friday, 9 am-5 pm
360-452-4511 Option 2


Gateway Transit Center

Pursuant to Title VI of the Civil Rights Act of 1964, Title II of the Americans with Disability Act, Environmental Justice regulations, and in accordance with applicable state and local laws: CTS grants all persons equal access to its transportation services. If you believe that you have received discriminatory treatment by CTS on the basis of your race, color, national origin, economic status, disability or limited English proficiency, you have the right to file a complaint with the Operations Manager. The complaint must be filed no later than 180 calendar days after the alleged discriminatory incident. For more information, contact Clallam Transit at 360-452-4511 or (800)-858-3747.

Clallam Transit buses are accessible to persons with disabilities. Persons who use mobility devices or need assistance will receive assistance upon request. Priority seating and space for two mobility devices are located in the front of the bus. Reasonable accommodation available upon request.

LOST & FOUND

If you lose an article or find one, please contact the CTS office at:
830 W. Lauridsen Boulevard, Port Angeles
Monday-Friday, 8 am-5pm
360-452-4511 Option 2

HURRICANE RIDGE - OLYMPIC NATIONAL PARK

Hurricane Ridge is considered one of the prized jewels of the Olympic National Park, ascending from near sea level up to alpine meadows with several viewpoints of the mountains along the way.



VISIT TODAY!

USE THE QR CODE TO PURCHASE PARK PASSES OR VISIT: WWW.RECREATION.GOV/SITEPASS/74290

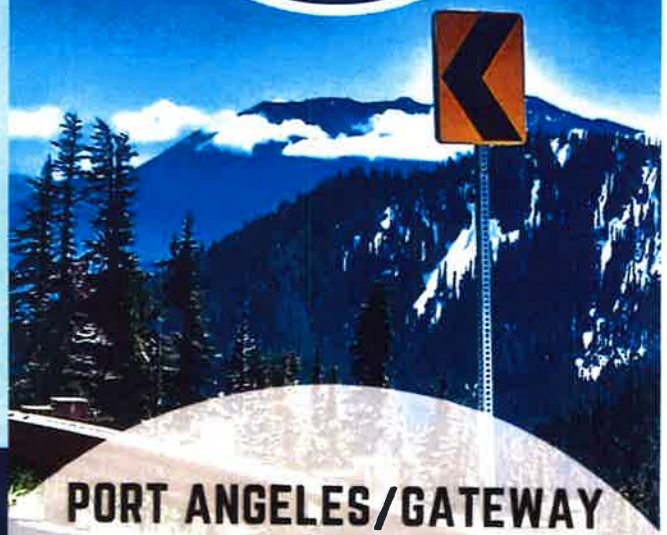
360-452-4511 · 800-858-3747
www.clallamtransit.com

Check us on Facebook - Clallam Transit System or Twitter @ClallamTransit

Busses are accessible to persons with disabilities. Reasonable accommodations provided.

HURRICANE RIDGE SHUTTLE

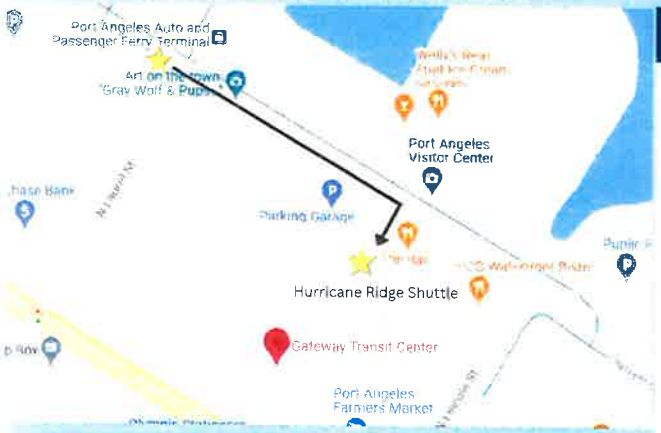
SINCE 1980
CLALLAM TRANSIT



PORT ANGELES/GATEWAY TO HURRICANE RIDGE

JUNE 1ST-OCTOBER 9TH
2023

ROUTE INFORMATION



THINGS TO KNOW BEFORE BOARDING:

- **The Hurricane Ridge Mountain View Café, Gift Shop & Rental Shop will be closed. Visitors should plan ahead by bringing their own food and drinks, while being sure to Leave No Trace.**
- **Temporary restrooms, including accessible and family restrooms, will be available at Hurricane Ridge.**
- **Some sidewalk areas may be closed due to construction. Visitors with accessibility concerns should call (360) 565-3131 for current information.**

Allow extra travel time when making important connections. Allow at least 30 minutes for customs when transferring to the Black Ball Ferry Line to Victoria B.C. **Clallam Transit assumes no responsibility for providing additional transportation or accommodations in the event of missed connections.**

There are no restroom facilities on board. Restrooms are available at the Gateway Transit Center and at the top of Hurricane Ridge.

Luggage space is limited. Luggage larger than a carry-on bag is not recommended. Passenger space takes priority over luggage space.

Strollers must be collapsed prior to boarding and remain stowed throughout the journey.

Pets must be placed in a secure pet container with a lid and may not restrict passenger space.

BUS SCHEDULE

Sunday through Saturday Service

SOUTHBOUND

Depart Gateway	Depart Lake Angeles Trailhead	Depart Switchback Trailhead	Arrive Hurricane Ridge
9:30	9:40	9:55	10:15
*12:45	12:55	1:10	1:30
2:45	2:55	3:10	3:30

NORTHBOUND

Depart Hurricane Ridge	Depart Switchback Trailhead	Depart Lake Angeles Trailhead	Arrive Gateway
10:30	--	10:50	11:15
1:45	--	2:05	2:30
3:45	--	4:05	*4:30

*Meets with 12:15pm Strait Shot arrival from Bainbridge & 12:00pm Black Ball Ferry arrival.

*Meets with 6:00pm Strait Shot departure (weekdays only) & 5:15pm Black Ball Ferry.

Port Angeles Gateway Transit Center

338 E. Front Street

Port Angeles, WA 98362

The Hurricane Ridge Service begins Thursday, June 1st, running through Monday, October 9th.

- Service 7 days a week
- Holidays included
- Connections with The Strait Shot Bus & The Black Ball Ferry Line

PARKING

For those with vehicles, free parking is available at the Gateway Transit Center in the underground east parking garage, located under the Pavilion. Vehicle height capacity is 7'2". Access to the underground parking is via the entrance off East Railroad Avenue between The Rail Restaurant and H20.

FARE INFORMATION

Base Adult	$1.00
Regional Reduced Fare Permit Holders (RRFP)	$0.50
Youth (18 & under)	Free

- Passengers can utilize cash, CTS monthly passes, daily passes, one ride tickets, or Token Transit to purchase one ride tickets online. Exact fare required, drivers carry no change.
- Youth ages 16 through 18 must present photo identification ("ID") to verify age. Valid school ID or any state issued ID is acceptable.
- Credit-earning students enrolled at Peninsula College ride free. Students must present a current Peninsula College identification card with expiration date prior to boarding.

APPLICABLE FARE MUST BE PAID TO BOARD

No cash in hand? Buy your fare through Token Transit.
Text **TOKEN** to 41411 for a downloadable link to the TOKEN TRANSIT app.

PARK PASSES

America the Beautiful	$85.00
Olympic National Pass (Valid for 12 months)	$55.00
Individual Pass	$15.00
Youth (15 & under)	Free

An "America the Beautiful" National Parks and Federal Recreation Lands Pass and "Olympic National Park" Pass allows the holder and three other persons (16 & over) to enter the Park.

- **Passenger must show valid Park Pass prior to boarding or display on electronic device**
- Print copy of passes purchased online

Visit: www.recreation.gov/sitepass/74290 to purchase Park Passes.

USE THE QR CODE TO PURCHASE PARK PASSES OR VISIT: WWW.RECREATION.GOV/SITEPASS/74290

COLBY BARKER

Banff National Park

Design Concept:

"Explore...
Roam...
Discover
Clallam County"



Room

Lodging Tax Advisory Committee

Funding Request Review 2nd Call

Washington Festival and Events Education Foundation

RECEIVED
CLALLAM CO. COMMISSIONERS
MAR 11 2024

LODGING TAX FUNDING APPLICATION 2024

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**: $ 157,500

II **Agency/Organization Name**: Washington Festival and Events Education Foundation

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

Federal Tax ID No. 86-2269038 UBI Number 604 711 043

III **Project/Activity/Event**: The Dungeness Crab Festival

IV **Representative Contact Information**:

Name, Title Rose Thompson, Executive Director - The Dungeness Crab Festival

Mailing Address PO Box 2406, Port Angeles, WA 98362

Phone(s) 360-775-8832

Email rose@crabfestival.org

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

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

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

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

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

CERTIFICATION

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

Signature Date: 3/8/2024

Bruce Skinner

Print or Type Name

LODGING TAX APPLICATION – REQUIRED SUPPLEMENTAL QUESTIONS

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

ASK - $157,500

The Dungeness Crab Festival Operations Expenditures	
Music Program - 3 Stages - 30+ Bands	**$15,000.00**
Cooking Demos/Education	**$12,000.00**
Education Programs - Heritage, Fiero	**$10,000.00**
Equipment Expenses - Cookers, Steamers, etc.	**$40,000.00**
Production Expense - Tents, Tables, Chairs, Stages	**$54,500.00**
Sanitation - Bill's Plumbing	**$10,000.00**
Security - EMS	**$1,500.00**
Operations Supply - Coms, office supplies, etc.	**$2,000.00**
Accounting- Local CPA	**$4,500.00**
Event Insurance - Callis Insurance	**$5,000.00**
Licenses and Permits - New Entity -501c3	**$3,000.00**
	$157,500.00

Mission Statement

Preserving, promoting, and sharing the traditions and cultures of the Olympic Peninsula through an annual festival that celebrates the Dungeness Crab, local seafood, agriculture, Native American heritage, environmental education, and community engagement.

Vision

To establish The Dungeness Crab Festival as a premier cultural and culinary event known for its authenticity, sustainability, and positive impact on the local community and economy

Event Details

The Dungeness Crab Festival, a Washington State nonprofit corporation (pending 501c3 - newly established in 2024)

October 11-13, 2024 – Port Angeles Waterfront / Red Lion Hotel, Port Angeles, WA

Purposes:

- **Cultural Awareness:**
  The festival serves as a unifying force, bringing together the varied elements of the North Olympic Peninsula to foster appreciation and understanding of the rich cultural tapestry in the region.

- **Tourism:**
  Positioned as a unique international tourist destination, The Dungeness Crab Festival contributes to boosting the shoulder-season tourism economy, attracting visitors from far and wide.
- **Economic Development:**
  Against the backdrop of challenging economic times, the festival plays a pivotal role in supporting Clallam County's economic development by providing sales opportunities and promoting local businesses.

Summary:
Set against the captivating backdrop of the Olympic Peninsula, The Dungeness Crab Festival is dedicated to showcasing the region's maritime heritage, with a special emphasis on the renowned Dungeness Crab. The event encompasses a diverse array of activities, including the presentation of fresh seafood, agricultural displays, Native American traditions, environmental education, and engaging programs suitable for attendees of all ages.

In essence, The Dungeness Crab Festival promises an immersive and multifaceted experience, celebrating the region's cultural richness, fostering tourism, and contributing to the economic vitality of Clallam County.

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

The Dungeness Crab Festival spans three days, featuring a diverse array of daily activities and events. Each day promises a rich tapestry of experiences, including various programs, entertainment, and a delectable assortment of foods. This multifaceted approach aims to draw a wide range of attendees from different backgrounds, enticing visitors from far and wide to discover the latest offerings at The Dungeness Seafood Festival. Here are a few avenues through which the festival attracts overnight guests.

Program Elements:
- **Local Tribes' Fresh Dungeness Crab:**
  Highlighting the culinary delights of the region, the festival features fresh Dungeness Crab from local tribes.
- **Abundant Seafood:**
  Native American tribes showcase an array of abundant seafood, emphasizing the richness of the local maritime offerings.
- **Organic Produce:**
  Farms across the Olympic Peninsula contribute organic produce, adding a fresh and sustainable touch to the festival.
- **Competitions:**
  Engaging contests such as oyster shucking competitions and a Chowder cookoff add an exciting competitive element.
- **Grab a Crab Derby:**
  The festival includes the popular Grab a Crab crab derby, as well as the Port Angeles Crab Derby.

- **Environmental Education:**
  Collaborating with institutions like Feiro Marine Life Center, NOAA, and the Coast Guard, the festival provides environmental education on marine life and conservation.
- **Arts Celebration:**
  A vibrant arts celebration showcases native crafts alongside modern works by local artists.
- **Wine and Micro-Brew Tasting:**
  Attendees can savor fine wines and micro-brews, adding a sophisticated touch to the festival experience.
- **Family-Friendly Programs:**
  The festival caters to families with kid-friendly programs and a variety of delicious foods designed for young attendees.
- **Music and Dance:**
  Under the "big top," the festival offers a lively atmosphere with music and dance performances.

By combining these elements, the Dungeness Crab Festival can position itself as a global destination for seafood enthusiasts, attracting overnight guests who seek a unique, educational, and immersive experience.

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

The Dungeness Crab Festival, is designed to contribute to the increase in paid overnight accommodations in Clallam County through its three-day span filled with diverse daily activities and events. The festival offers a rich tapestry of experiences, featuring various programs, entertainment, and a delectable assortment of foods each day. By providing a multifaceted and appealing array of offerings, the goal is to attract a wide range of attendees from different backgrounds, enticing visitors from far and wide to explore and participate in The Dungeness Seafood Festival. Through these efforts, the festival aims to encourage overnight stays, thereby benefiting local accommodations and boosting tourism in Clallam County.

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

The Dungeness Crab Festival, is strategically designed to attract visitors from distances greater than 50 miles, encouraging both day trips and overnight stays. The festival's three-day duration features various daily activities and events, including the following:

- Unique Culinary Experience:
  - The unique and diverse culinary offerings at the festival. Not only, the exquisite Dungeness crab and a wide variety of seafood dishes are prepared by renowned chefs.
- Cultural and Educational Programs:
  - Integrating cultural and educational programs will provide insight into the history, preparation, and sustainability of Dungeness crab and other seafood. This will

add value to the festival and help to attract individuals interested in learning more about the cultural aspects of the seafood industry.

- Live Demonstrations and Workshops:
  - There will be live cooking demonstrations and workshops where visitors can learn from professional chefs. This hands-on experience will appeal to those who want to enhance their culinary skills and better understand seafood preparation techniques.
- Entertainment and Live Performances:
  - There will be entertainment options such as live music, dance performances, and cultural displays. This ensures that the festival becomes a gastronomic delight and an entertaining and enriching experience, encouraging people to stay overnight to enjoy the festivities fully..
- Collaboration with Local Businesses:
  - There will be partnerships with local hotels, bed and breakfasts, and vacation rentals to offer exclusive packages for festival attendees. The thought is to provide discounted rates or special perks for those who choose to stay overnight for multiple days, creating a seamless and convenient experience for out-of-town guests.
- Marketing Campaigns:
  - We are in the process of creating an amazing team to launch targeted marketing campaigns to showcase the festival's international appeal. The utilization of social media, travel websites, and online platforms to reach potential visitors globally, emphasizing the uniqueness of the Dungeness Crab and Seafood Festival as a destination event.
- Transportation Assistance:
  - Provide information and assistance regarding transportation options for attendees traveling from other regions (i.e. Blackball Ferry). Collaborate with local transportation services to offer convenient and affordable travel packages, making it easier for people to plan their visit.

By offering a compelling and diverse experience, the festival aims to draw visitors for extended periods, fostering day trips or overnight visits, and thereby promoting engagement from a wider geographic radius.

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

The Dungeness Crab Festival, is strategically designed to attract visitors from other countries or states, such as Vancouver Island, Canada. Through a partnership with Red Lion Hotel and Blackball Ferry, the initiative involves collaborative advertising efforts to appeal to potential visitors from Vancouver Island. One key strategy is the creation of comprehensive Ferry/Crab/Hotel packages, providing enticing and convenient offerings for those considering a visit. By promoting these packages, the project aims to highlight the seamless travel experience, combining ferry transportation, the allure of the crab festival, and comfortable accommodations at the Red Lion Hotel. This collaborative approach seeks to actively attract and cater to visitors from Vancouver Island, enhancing the festival's appeal to individuals from another country.

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

   Name: The Dungess Crab Festival

   Date: October 11-13, 2024 – Port Angeles Waterfront / Red Lion Hotel, Port Angeles, WA

   Estimated Attendance: With an ambitious goal of attracting 15,000 attendees in 2024, The Dungeness Crab Festival aims to incrementally increase attendance by 5,000 each subsequent year, ultimately reaching a target capacity of 30,000.

6. 2024 Tourism-Impact Estimate
(Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2023 - This organization didn't have a Clallam County Lodging Tax Contract in 2023)

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

As a direct result of your proposed tourism-related service, please provide:	2024 Estimate	2023 Actual	Methodology
a. Overall attendance at your event/activity/facility	15,000	New Event	Estimated
b. Number of people who travel more than 50 miles for your event/activity/facility	10,000	New Event	Estimated
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	5,000	New Event	Estimated
d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.	3,000	New Event	Estimated
e. Of the people staying overnight, the number of people who stay in PAID accommodations e.g. hotel, motel, bed-breakfast, RV park, in the unincorporated Clallam County area.	2,000	New Event	Estimated
f. Number of paid lodging room nights resulting from your event/activity/facility.	580	New Event	Estimated

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

   Yes, the host hotel for the event is the Red Lion Hotel, where all the action takes place, including Crab Central located in their parking lot. The Red Lion Hotel serves as the central hub for the festival, creating a vibrant and engaging atmosphere for attendees. The strong partnership between the Red Lion Hotel and the festival contributes to the overall success and appeal of the event, providing a convenient and immersive experience for visitors.

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

   While this new organization, The Dungeness Crab Festival, is hosting the event for the first time, the Dungeness Crab and Seafood Festival itself has a noteworthy history spanning 23 years. The established reputation of the festival as a well-known and celebrated event contributes to its prior success in attracting tourists.

   Over the years, the Dungeness Crab and Seafood Festival has built a legacy of drawing in visitors through its diverse offerings, including culinary delights, cultural experiences, and community engagement. The festival's longstanding presence has fostered strong community partnerships and relationships, becoming a vital part of the local culture and tradition.

   The success of the previous festivals is evidenced by the continued support and attendance over the years, showcasing the event's ability to capture the interest of both locals and tourists. As The Dungeness Crab Festival embarks on its new journey under the new organization, the foundation of prior success and community ties provides a solid platform for building upon and ensuring the continued success of this iconic event.

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

   The primary target audience for our tourist outreach is cultural enthusiasts, specifically individuals with a keen interest in exploring the rich culture of the event location. This includes those who appreciate diverse elements such as food, arts, history, and Native American culture. Our focus is on attracting curious travelers who seek to immerse themselves in the community they visit.

   Demographically, our primary target includes "foodies" – individuals passionate about exploring and savoring unique culinary experiences. We aim to captivate those who desire to taste the authentic flavors of a Dungeness crab, especially from its namesake town, Dungeness.

   Geographically, our primary in-state visitors are anticipated to come from the I-5/I-405 corridor and Kitsap County, while our international focus is on Vancouver Island, Canada. The convenience of the Blackball Ferry service makes it easy for visitors from Vancouver Island to attend the event, allowing them to simply walk on the ferry and seamlessly participate in the festivities. This strategic outreach aims to attract a diverse audience, bringing together cultural enthusiasts and foodies who share a curiosity for the unique offerings of the event's location.

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

The 2024 marketing and promotion plan for The Dungeness Crab Festival will strategically allocate funds to maximize reach and engagement beyond the Olympic Peninsula. The primary focus is on attracting attendees from Vancouver Island, Canada, and the Pacific Northwest. The breakdown of marketing to attract tourists includes

Social Media Campaigns:
- Platforms: Facebook, Instagram, Twitter
- Strategy: Implement 3-5 posts per week for consistent engagement, utilizing curated photos from the past 2 years to enhance visual appeal.

Online Media Presence:
- Develop and maintain a YouTube channel featuring promotional videos.

Email Marketing:
- Collaborate with the previous executive director to access past consumer databases for targeted email campaigns.

Website Enhancement:
- Update and secure the previous crab festival website (https://www.crabfestival.org/) for informative and user-friendly content.

Print Media Materials:
- Design and distribute Rack Cards, Postcards, and Posters for physical and local promotional efforts.

WFEA Program Inclusion:
- Participate in the Washington Festival and Events Program for increased visibility and recognition within the event industry.

Other Advertising Channels:
- Explore and include advertising in reputable publications along the I-5 corridor, focusing on food and festival-related platforms such as Edible Seattle, Seattle Magazine, etc.

This strategic distribution of grant funds across various marketing channels aims to ensure a comprehensive and impactful promotional campaign for the 2024 Dungeness Crab Festival. The focus on targeted advertising, both online and offline, is expected to contribute to increased awareness, attendance, and regional recognition for the event.

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

The Dungeness Crab Festival is committed to actively promoting lodging establishments, restaurants, and businesses in the unincorporated area of Clallam County through strategic partnerships and a community-centric approach. Here's how the event will contribute to the promotion of local establishments:

1. Strategic Partnerships:

- The festival has established strategic partnerships with numerous local businesses, including hotels, restaurants, and various organizations.

2. Community-wide Celebration:

- The Dungeness Crab Festival is positioned to be a community-wide celebration, fostering a strong bond with local establishments.

3. Buying/Supporting Local:

- The event actively supports local businesses and organizations, engaging them in various aspects of the festival.

Key Areas of Local Involvement:

- Branding & Art Design: Nicole Philips from Betazed Creative, based in Clallam County, is involved in the creative aspects of the festival.
- Water: Sourced locally from Olympic Springs in Clallam County
- Tents: Supplied by local entities such as the Port Angeles Chamber and the Jamestown S'Klallam Tribe.
- Crab & Other Food: Procured locally from diverse food distributors throughout Clallam County.
- Sani Cans: Provided by Bill's Plumbing in Sequim, contributing to local sanitation services.
- Printing of Event Shirts: Joseph Stride of Convergence Design in Clallam County handles the printing of event merchandise.
- Various Supplies: Sourced from local businesses, including Swain's and Hartnagels in Port Angeles.

Economic Vitality:

- This collaborative approach ensures the success of The Dungeness Crab Festival and contributes to the local community's economic vitality.

Enriching Experience:

- By harnessing the expertise and resources within the local area, the festival aims to create an enriching and authentic experience for everyone involved.

Through these initiatives, The Dungeness Crab Festival strives to showcase the richness of the local community and amplify the economic impact on lodging establishments, restaurants, and businesses located in the unincorporated area of Clallam County.

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

Yes. We will be applying/have applied for the following 2024 LTAC Funds. However, as of today, we have not been awarded any other funds

- The City of Port Angeles LTAC Event for - Funding for Marketing ($10,000) - Applying in May
- The City of Port Angeles LTAC Non-Event - Operations for Storage Facilities & Operations within the City of Port Angeles. ($50,000) - Applying in May
- Olympic Peninsula Visitors Bureau ($7,500) - Applied.

13. What is the overall budget for your event/activity/facility? $ ___446.000.00___ What percent of the budget are you requesting from Clallam County Lodging Tax Fund? ___33.63_%.

We are asking the Clallam County Lodging Tax Fund to help fund the operations of the Dungeness Crab Festival. The Dungeness Crab Festival is asking for $157,500 for Operations for the 2024 Crab Fest.

The Dungeness Crab Festival Operations Expenditures

Music Program - 3 Stages - 30+ Bands	**$15,000.00**
Cooking Demos/Education	**$12,000.00**
Education Programs - Heritage, Fiero	**$10,000.00**
Equipment Expenses - Cookers, Steamers, etc.	**$40,000.00**
Production Expense - Tents, Tables, Chairs, Stages	**$54,500.00**
Sanitation - Bill's Plumbing	**$10,000.00**
Security - EMS	**$1,500.00**
Operations Supply - Coms, office supplies, etc.	**$2,000.00**
Accounting- Local CPA	**$4,500.00**
Event Insurance - Callis Insurance	**$5,000.00**
Licenses and Permits - New Entity -501c3	**$3,000.00**
	$157,500.00

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

Crab Dinners – 31%
Vendor (Craft & Food) Fees - 5%
Sponsorship – 12%
Grants – 49%
Merchandise – 3%

Dungeness Crab Festival
2024 Budget

	2024
REVENUE	
101- Crab Feed	140,000
102 - Food Vendors	14,000
103 - Wine/Beer Sales	0
105 - Crab Derby	0
106 - Merchandise	12,000
107 - Vendor Booths	10,000
108 - Sponsorships	52,500
109 - Grants	217,500
110 - 5K Fun Run	0
Total Revenue	**$446,000**
EXPENDITURES	
201 - Crab Feed	90,000
202 - Crab Central Operations	2,000
203 - Crab Derby	0
204 - Wine Operations	0
205 - Beer Operations	0
206 - Music Program	15,000
207 - Merchandise	10,000
208 - Cooking Demos/Education	12,000
209 - Credit Card & Bank Fees	8,000
210 - Education Programs	10,000
301 - Advertising	20,000
302 - General Marketing	8,000
303 - Social Media / Marketing	8,000
305 - Sponsors	2,000
400 - Equipment Expenses	40,000
401 - Production Expense	54,500
402 - Production Staff	18,000
403 - Sanitation	10,000
404 - Security - EMS	1,500
405 - Signage	3,500
406 - Staff Support	2,500
501 - Volunteer Services	0
502 - Hospitality	2,000
601 - Admin Operations	2,000
602 - Telephone	0
603 - Office Supply	2,000
604 - Accounting	4,500
605 - Postage	500
606 - Rent - Storage	0
607 - Insurance	5,000
608 - Management Staff	75,000
609 - Charitable Contributions	10,000
610 - Licenses and Permits	3,000
Total Expenditures	**$419,000**
Bad Debit	**$27,000**
NET OPERATING REVENUE	**$0**

UNITED STATES OF AMERICA

The State of Washington

Secretary of State

I, KIM WYMAN, Secretary of State of the State of Washington and custodian of its seal, hereby issue this

ARTICLES OF INCORPORATION

to

WASHINGTON FESTIVALS AND EVENTS EDUCATIONAL FOUNDATION

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

Effective Date: 02/19/2021
UBI Number: 604 711 043

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

Kim Wyman, Secretary of State

Date Issued: 02/19/2021

Department of the Treasury
Internal Revenue Service
Tax Exempt and Government Entities
P.O. Box 2508
Cincinnati, OH 45201

WFEA EDUCATIONAL FOUNDATION
1015 GEORGIANA ST
PORT ANGELES, WA 98362

Date:
10/22/2021
Employer ID number:
86-2269038
Person to contact:
Name: Alex Krickl
ID number: 17601
Telephone: 877-829-5500
Accounting period ending:
December 31
Public charity status:
170(b)(1)(A)(vi)
Form 990 / 990-EZ / 990-N required:
Yes
Effective date of exemption:
February 19, 2021
Contribution deductibility:
Yes
Addendum applies:
No
DLN:
26053469002861

Dear Applicant:

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

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

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

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

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

Sincerely,

Stephen A. Martin
Director, Exempt Organizations
Rulings and Agreements

OLYMPIC PENINSULA VISITOR BUREAU

Olympic Peninsula Visitor Bureau
Tourism Enhancement Fund 2024
Grant Application Cover Sheet

Received by OPVB:
Initials: _____ Date: _____
Grant Amount Awarded: _____

Project/Event Title: The Dungeness Crab Festival	
Submitting Organization: The Dungeness Crab Festival	Federal Employer ID# (if applicable) Pending
Location of Project: Port Angeles Waterfront / Red Lion	Date of Event or Project Completion: 10/11-13/2024
Project/Event Director: Victoria Jones	Title: Board Member
Mailing Address: PO Box 2406, Port Angeles, WA 98362	
Telephone: 360-775-8832	Fax:
E-mail Address: vabjones@gmail.com	
Amount Requested from Tourism Enhancement Fund: $7,500	
Use of Requested 2024 Funds (check one): X 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:	
Do you plan on applying for another OPVB grant in 2024? ____ Yes X No	

Please send one (1) original and one (1) copy of your application. (One sided only, no staples 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?

_Pending___ 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 March 4, 2024

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. (Physical Address: 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.

Olympic Peninsula Visitor Bureau Tourism Enhancement Fund
2024 Application
The Dungeness Crab Festival

1. Summary of the Project / Event

Mission Statement

Preserving, promoting, and sharing the traditions and cultures of the Olympic Peninsula through an annual festival that celebrates the Dungeness Crab, local seafood, agriculture, Native American heritage, environmental education, and community engagement.

Vision

To establish The Dungeness Crab Festival as a premier cultural and culinary event known for its authenticity, sustainability, and positive impact on the local community and economy

Event Details

The Dungeness Crab Festival, a Washington State nonprofit corporation (pending 501c3 - newly established in 2024)

October 11-13, 2024 – Port Angeles Waterfront / Red Lion Hotel, Port Angeles, WA

Summary:

Set against the captivating backdrop of the Olympic Peninsula, The Dungeness Crab Festival is dedicated to showcasing the region's maritime heritage, with a special emphasis on the renowned Dungeness Crab. The event encompasses a diverse array of activities, including the presentation of fresh seafood, agricultural displays, Native American traditions, environmental education, and engaging programs suitable for attendees of all ages.

Purposes:

- **Cultural Awareness:**
  The festival serves as a unifying force, bringing together the varied elements of the North Olympic Peninsula to foster appreciation and understanding of the rich cultural tapestry in the region.
- **Tourism:**
  Positioned as a unique international tourist destination, The Dungeness Crab Festival contributes to boosting the shoulder-season tourism economy, attracting visitors from far and wide.
- **Economic Development:**

Against the backdrop of challenging economic times, the festival plays a pivotal role in supporting Clallam County's economic development by providing sales opportunities and promoting local businesses.

Estimated Attendance:
With an ambitious goal of attracting 15,000 attendees in 2024, The Dungeness Crab Festival aims to incrementally increase attendance by 5,000 each subsequent year, ultimately reaching a target capacity of 30,000.

Program Elements:

- **Local Tribes' Fresh Dungeness Crab:**
  Highlighting the culinary delights of the region, the festival features fresh Dungeness Crab from local tribes.
- **Abundant Seafood:**
  Native American tribes showcase an array of abundant seafood, emphasizing the richness of the local maritime offerings.
- **Organic Produce:**
  Farms across the Olympic Peninsula contribute organic produce, adding a fresh and sustainable touch to the festival.
- **Competitions:**
  Engaging contests such as oyster shucking competitions and a Chowder cookoff add an exciting competitive element.
- **Grab a Crab Derby:**
  The festival includes the popular Grab a Crab crab derby, as well as the Port Angeles Crab Derby.
- **Environmental Education:**
  Collaborating with institutions like Feiro Marine Life Center, NOAA, and the Coast Guard, the festival provides environmental education on marine life and conservation.
- **Arts Celebration:**
  A vibrant arts celebration showcases native crafts alongside modern works by local artists.
- **Wine and Micro-Brew Tasting:**
  Attendees can savor fine wines and micro-brews, adding a sophisticated touch to the festival experience.
- **Family-Friendly Programs:**
  The festival caters to families with kid-friendly programs and a variety of delicious foods designed for young attendees.
- **Music and Dance:**
  Under the "big top," the festival offers a lively atmosphere with music and dance performances.

In essence, The Dungeness Crab Festival promises an immersive and multifaceted experience, celebrating the region's cultural richness, fostering tourism, and contributing to the economic vitality of Clallam County.

2. Description of how the Project will attract overnight destination guest

The Dungeness Crab Festival spans three days, featuring a diverse array of daily activities and events. Each day promises a rich tapestry of experiences, including various programs, entertainment, and a delectable assortment of foods. This multifaceted approach aims to draw a wide range of attendees from different backgrounds, enticing visitors from far and wide to discover the latest offerings at The Dungeness Seafood Festival. Here are a few avenues through which the festival endeavors to attract overnight guests.

- Unique Culinary Experience:
  - The unique and diverse culinary offerings at the festival. Not only, the exquisite Dungeness crab and a wide variety of seafood dishes are prepared by renowned chefs.
- Cultural and Educational Programs:
  - Integrating cultural and educational programs will provide insight into the history, preparation, and sustainability of Dungeness crab and other seafood. This will add value to the festival and help to attract individuals interested in learning more about the cultural aspects of the seafood industry.
- Live Demonstrations and Workshops:
  - There will be live cooking demonstrations and workshops where visitors can learn from professional chefs. This hands-on experience will appeal to those who want to enhance their culinary skills and better understand seafood preparation techniques.
- Entertainment and Live Performances:
  - There will be entertainment options such as live music, dance performances, and cultural displays. This ensures that the festival becomes a gastronomic delight and an entertaining and enriching experience, encouraging people to stay overnight to enjoy the festivities fully..
- Collaboration with Local Businesses:
  - There will be partnerships with local hotels, bed and breakfasts, and vacation rentals to offer exclusive packages for festival attendees. The thought is to provide discounted rates or special perks for those who choose to stay overnight for multiple days, creating a seamless and convenient experience for out-of-town guests.
- Marketing Campaigns:
  - We are in the process of creating an amazing team to launch targeted marketing campaigns to showcase the festival's international appeal. The utilization of social media, travel websites, and online platforms to reach potential visitors globally, emphasizing the uniqueness of the Dungeness Crab and Seafood Festival as a destination event.
- Transportation Assistance:
  - Provide information and assistance regarding transportation options for attendees traveling from other regions (i.e. Blackball Ferry). Collaborate with local transportation services to offer convenient and affordable travel packages, making it easier for people to plan their visit.

By combining these elements, the Dungeness Crab Festival can position itself as a global destination for seafood enthusiasts, attracting overnight guests who seek a unique, educational, and immersive experience.

3. Key Personnel

Organizing Committee
The organizing committee is made up of event producers, festival producers, and local restaurant owners. Several have been involved with the Dungeness Crab and Seafood Festival when it was first created.

Executive Director: Rose Thompson
Board of Directors: Victoria Jones, Neil Conklin and Michael Mcquay

4. Proposed event budget showing revenue/expenses
The budget[1] for the 2024 Dungeness Crab Festival is $446.000.00. Approximately $36,000 of the budget is allocated for advertising/marketing. Nearly 100% of the advertising budget is targeted at markets outside of Clallam County, including international markets. 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

Yes. We will be applying for the following 2024 LTAC Funds. However, as of today, we have not been awarded any other funds

- The City of Port Angeles LTAC Event for - Funding for Marketing ($10,000
- The City of Port Angeles LTAC Non-Event - Operations for Storage Facilities & Operations within the City of Port Angeles. ($50,000)
- Clallam County - Event operations - $150,000

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

The allocation of grant funds for the 2024 marketing and promotion plan for The Dungeness Crab and Seafood Festival will be judiciously distributed across various channels to maximize reach and engagement. The emphasis is on targeting audiences beyond the Olympic Peninsula, with a particular focus on attracting attendees from Vancouver, Canada, and the Pacific Northwest. Here is a detailed breakdown of how these funds will be utilized:

Social Media Campaigns:
Facebook, Instagram, Twitter
Implementation of 3-5 posts per week for consistent audience engagement.
Utilization of curated photos from the past 2 years to enhance visual appeal.

Online Media Presence:
Develop and maintain a YouTube channel featuring promotional videos.

Email Marketing:

Collaboration with the previous executive director to access past consumer databases for targeted email campaigns.

Website Enhancement:

Update the secured previous crab festival website (https://www.crabfestival.org/) for informative and user-friendly content.

Print Media Materials:

Design and distribution of Rack Cards, Postcards, and Posters for physical and local promotional efforts.

WFEA Program Inclusion:

Participation in the Washington Festival and Events Program for increased visibility and recognition within the event industry.

Other Advertising Channels:

Exploration and inclusion of advertising in reputable publications along the I-5 corridor, with a focus on food and festival-related platforms such as Edible Seattle, Seattle Magazine, etc.

This strategic utilization of grant funds across diverse marketing channels aims to ensure a comprehensive and impactful promotional campaign for the 2024 Dungeness Crab and Seafood Festival. The focus on targeted advertising, both online and offline, will contribute to increased awareness, attendance, and regional recognition for the event.

7. If full funding is not awarded, how will you modify your proposed tourism promotion?

If full funding is not awarded, the proposed marketing and promotion strategy will need to be adjusted to accommodate the financial constraints. Given the existing debt under new ownership, the primary goal remains to pay off this debt over the next two years. However, if revenues fall short of the initial projections, a more conservative and phased approach to the marketing plan may be necessary. Here are potential modifications:

- **Prioritize Essential Expenses:**
  Identify and prioritize essential elements of the marketing plan. Focus on cost-effective strategies that deliver the most significant impact on attracting visitors while minimizing unnecessary expenses.
- **Adjust Marketing Channels:**
  Opt for cost-effective marketing channels that provide a good return on investment. This may involve reallocating resources from high-cost advertising platforms to more targeted and budget-friendly options, such as social media, content marketing, or partnerships with local businesses.
- **Regional Targeting:**
  Concentrate promotional efforts on specific regional markets with high potential for attracting visitors. Tailor marketing campaigns to the demographics and preferences of these target audiences, optimizing the impact of the promotion within budget constraints.
- **Collaborate with Local Partners:**
  Leverage partnerships with local businesses, tourism boards, and community organizations. Pooling resources and collaborating on promotional activities can

enhance the visibility of the tourism campaign without requiring a significant financial investment.

- **Incremental Campaigns:**
  We will be implementing a phased approach to tourism promotion, allowing for incremental campaigns based on available funds. This approach allows flexibility in adjusting the scale of the promotion in response to fluctuations in revenue.
- **Extended Timeline for Debt Repayment:**
  If revenues fall short, we will be prepared to extend the timeline for debt repayment. Communicating transparently with stakeholders, including creditors, about the revised financial plan and the expected timeline for settling the existing debt based on the modified revenue projections is important.

By taking a measured and adaptable approach, the tourism promotion strategy can be tailored to align with the available funding while still working towards paying off the existing debt over an extended timeframe.

9. Liability Insurance - This will be purchased once we receive the UBI with our non-profit status. The grant can be contingent upon providing this documentation.

10. Additional Information:
As part of our commitment to fostering a strong community bond, we are proud of the strategic partnerships with numerous local businesses, encompassing hotels, restaurants, and various organizations. The Dungeness Crab Festival is poised to become a community-wide celebration, and we eagerly anticipate sharing the excitement with our entire local community.

Buying/Supporting Local:
Our event is dedicated to actively supporting local businesses and organizations within our community. In addition to the collaborative efforts mentioned above, we are enthusiastic about engaging local talent for various expenditures. The following key areas will witness the involvement of our local community members:

Branding & Art Design: Nicole Philips from Betazed Creative, based in Port Angeles.
Water: Sourced from Olympic Springs in Port Angeles.
Tents: Supplied by the Port Angeles Chamber and the Jamestown S'Klallam Tribe.
Crab & Other Food: Procured locally from a diverse array of food distributors throughout Clallam County.
Sani Cans: Provided by Bill's Plumbing in Sequim.
Printing of Event Shirts: Joseph Stride of Convergence Design in Port Angeles.
Various Supplies: Sourced from local businesses, including Swain's and Hartnagels in Port Angeles.

This collaborative approach ensures the success of The Dungeness Crab Festival and contributes to our community's economic vitality. We believe that by harnessing the expertise and resources within our local area, we can create a truly enriching and authentic experience for everyone involved.

[1] Budget is included as an attachment.

2024 Tourism- Impact Estimates
Attendance Information

State law governing the distribution of lodging tax funds requires they be used primarily to encourage visitors from out of the area. Annual reporting is required of all granting municipalities and OPVB must report this information to Clallam County. It is acknowledged that, given the nature of certain projects, there may not be an easy method to determine some of the data required. The grant recipient may need to estimate to the best of their ability. **Please use this form for reporting** and simply do your best to provide the most accurate or best estimates possible.

As a direct result of your proposed tourism-related service, please provide:	2023 Actual If available	2024 Estimate	2024 Actual (Post-Event/Activity)	Method Explanation
Overall Attendance at your event/activity/facility	New Event	15,000		Estimated
Number of people who **travel more than 50 miles** for your event/activity/facility	New Event	10,000		Estimated
Number of people who travel more than 50 miles. **From Out of State/ Out of Country**	New Event	5,000		Estimated
Number of people who travel more than 50 miles and **stay in PAID overnight lodging in Clallam County.**	New Event	2,000		Estimated
Number of people that **did not pay** for overnight lodging.	New Event	3,000		Estimated
The number of **paid lodging nights.**	New Event	580		Estimated (2,000 / an average of 3.5 people per room / house).

*Methods: Direct Count, Indirect Count, Representative Survey, Informal Survey, Structured Estimate, Other, N/A

Lodging Tax Advisory Committee

Funding Request Review 2nd Call

Olympic Theatre Arts

RECEIVED
CLALLAM CO. COMMISSIONERS
MAR 11 2024
1...2...3...A...

LODGING TAX FUNDING APPLICATION
2024

GUIDELINES

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

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

I **AMOUNT of Lodging Tax Requested**: $ $14,209.65

II **Agency/Organization Name**: Olympic Theatre Arts

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

Federal Tax ID No. 91-1191224 UBI Number 601-016-999

III **Project/Activity/Event**: OTA Ticketing Systems and Operations IT

IV **Representative Contact Information**:

Name, Title David Herbelin, Executive Director

Mailing Address 414 N. Sequim Ave., Sequim, WA 98382

Phone(s) (360) 683-7326

Email exec@olympictheatrearts.org

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

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

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

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

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

CERTIFICATION

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

_____ Date: March 7th, 2024

Signature

David Herbelin

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?

   Olympic Theatre Arts (OTA) offers 9-10 Main Stage productions, contract performance groups, and movies attracting over 8,000 guests each year. OTA serves as one of the only year-round entertainment venues on the Peninsula.

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

   OTA performances typically end after 9pm, which is not an ideal time to drive off the Peninsula. This late ending time encourages guests to stay the night in town and enjoy more meals out.

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.

   Lovers of live theatre in Washington need to drive great distances in order to enjoy this art, as live theatres are commonly over 50 miles apart. Once theatre lovers find a venue that provides a quality experience they enjoy, they often become loyal and travel to that venue.

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

   OTA is looking to expand advertising to Canada with its new marketing plan on the ferries as well as increasing web marketing to appeal to anyone looking to travel to the PNW. Having a live theatre on the Peninsula increases the chance of tourists selecting the area as their destination.

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

   OTA operates year round. The 2022 Season had an attendance of 6059 while emerging from Covid. The 2023 Season had an attendance of 8813: OTA's highest ever.

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

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

As a direct result of your proposed tourism-related service, please provide:	2024 Estimate	2023 Actual	Methodology
a. Overall attendance at your event/activity/facility	9,000	8813	Actual Tickets + 2%
b. Number of people who travel more than 50 miles for your event/activity/facility	1,800	1,762	20% Guestimate
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	180	176	10% Guestimate
d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.	540	528	30% Guestimate
e. Of the people staying overnight, the number of people who stay in PAID accommodations e.g. hotel, motel, bed-breakfast, RV park, in the unincorporated Clallam County area.	270	264	50% Guestimate
f. Number of paid lodging room nights resulting from your event/activity/facility.	135	134	Double Occupancy

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

OTA will be reaching out to Red Lion.

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

OTA has been producing theatre on the Peninsula for 44 years. When informally polling audiences during the summer season, up to 50% identify as being from off the Peninsula.

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

OTA advertises to anyone seeking entertainment on the Peninsula. While an outdoor paradise, many of our visitors and residents cannot explore the outdoors as much due to health, children, or time constraints. OTA gives all visitors an alternative activity year-round.

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

OTA is a silver member of Sound Edge with Sound Publishing which includes 125,000 web & social media impressions per month, geo fencing around WA theatres, and 2 monthly ads in local papers. OTA also has ads on the ferries, and rack-cards distributed in western WA.

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

Outside of OTA there is little for Peninsula guests to do after 5:00pm. OTA's late show times give a reason for guests to stay longer, enjoy an additional meal, and possibly stay the night.

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. OPVB for $5,000 in marketing. Sequim LTAC for $5,000 in marketing. OTA's total budget for marketing is over $18,000 per year.

13. What is the overall budget for your event/activity/facility? $ 262,378
What percent of the budget are you requesting from Clallam County Lodging Tax Fund? 5.7 %

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

OTA will continue to seek contributions from members, supporters, and donors. 50% of funds are earned income through ticket and concession sales. 50% are via contributions. OTA has been fortunate to have been supported by the community for over 40 years.

APPLICATION INSTRUCTIONS – GENERAL GUIDELINES

APPLICATION DEADLINE: Applications must be received at the Board of County Commissioner's Office, 223 East 4th Street, Suite 4, Port Angeles WA 98362-3015 (Clallam County Courthouse, main level, Room 150) until **12 p.m., Friday, March 15, 2024**.

The Clallam County Lodging Tax Advisory Committee (LTAC) will review 2024 Lodging Tax funding proposals in a public meeting as determined at the Clallam County Courthouse, Commissioner's Boardroom 160. **Applicants will be notified and attendance by the applicant's representative is required for presentation and questions.** Following review, LTAC will forward its recommendation to the Board of County Commissioners.

APPLICATION, SUPPLEMENTAL QUESTIONS, INFORMATION SUBMITTAL:

Submit the **original application and one copy to**:

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

Submittals made in an incorrect format will not be considered. The sealed applications must be clearly marked on the outside "2024 Lodging Tax Funding Application." All copies need to be single sided and not stapled and no folders. All documents/brochures must be printed on 8.5 x 11 letter size paper to be accepted. Documents delivered to other offices and received late by the Commissioners' Office will not be considered nor will ones received by facsimile or e-mail.

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

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

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

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

Post Reporting

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

GUIDELINES

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

Eligibility

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

Appropriate Uses

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

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

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

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

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

HIGH PRIORITY may be given to tourism activities that:

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

Lodging Tax Advisory Committee Considerations

In developing its recommendations, the Committee considers:

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

Thank you for considering Olympic Theatre Arts (OTA) for the 2024 Clallam County LTAC Grant. We look forward to answering any questions you may have and working closely with you to bring greater financial success and identity to the Peninsula through tourism and community engagement.

Our History

OTA has been community supported and operated since1980 in Sequim, WA. OTA seeks to be the heart and soul of the community offering entertainment, enrichment, and education through theatrical experiences. Each year OTA produces several Main Stage productions, hosts contract performance groups, and will soon be offering movie screenings. The theatre has hosted many generations of participants and guests and has become a key factor in the identity of Sequim.

Our Security

Community supported by donations, memberships, and grants, OTA has a solid financial future. Recently OTA paid off the mortgage to their property and upgraded all its theatrical lighting and sound systems, futuring proofing its technical theatre capacity for the next 10-20 years. Audience sizes are at an all time high, and revenue streams are equally diversified between contributions and earned income. Residents donate because they value OTA's place in the community. Guests gladly pay for admissions because they receive quality entertainment. OTA attendance numbers have steadily increased with 2023 being the largest attendance ever at 8,813 guests. This is a 27% increase from the previous record set in 2018 of 6,924 guests.

Our Future

Year-round entertainment is a goal for Olympic Theatre Arts, so that every weekend there is some entertainment offering for guests on the Peninsula. As of March of this year, OTA will achieve this goal once it adds its movie series. Every weekend, residents and tourists will have an entertainment option available at OTA. It is hoped that this model is sustainable for years to come and Sequim entertainment will remain activated.

Our Needs

To accommodate the new influx of guests and support a positive, efficient transaction process, Olympic Theatre Arts ticketing and IT systems are in need of a major upgrade. OTA is currently using hand-me-down computers acquired through donations to accomplish their operations management. The Executive Director and Technical Direct both are using their personal computers they bring in from home, as the organization's systems are antiquated. The thermal ticketing printers are considered obsolete by their manufacturers and are in need of replacement. When guests come in person to purchase tickets, many times they are delayed as the printers fail or disconnect communication. When guests arrive for events and present their tickets, many times they are put on the honor system as tickets cannot be scanned or accounted for with the organization's current infrastructure.

OTA is taking steps to address these issues. Recently OTA installed two new windows by the front doors to serve as ticketing windows. One will be used for day-of-purchases and the other

for willcall pickup. OTA moved to the Ludus online ticketing system, the same system used by many Washington theatres, so that guests can have a similar experience purchasing tickets in Sequim as they do elsewhere. The next step is for OTA to make IT investments to support the new ticketing system and process.

OTA hopes to create three ticketing points of sale for guests to speed up the process and increase the quality of the experience. Two points of sale will exist in the main office for advance sales during daytime box office hours. These same points of sale will be the work stations for the Operations Manager and Volunteer Coordinator. The third point of sale will exist at the newly installed ticketing windows for day-of-purchases.

OTA Ticketing and IT Upgrade	Quantity	Price	Tax	Total
Laptops - Ticketing and Operations	4	$1,799.00	$160.11	$7,836.44
USB C to USB Adapters	4	$19.00	$1.69	$82.76
External Monitors	3	$279.00	$24.83	$911.49
Boca Ticket Printers	2	$1,189.00	$105.82	$2,589.64
Wifi for Ticket Printers	2	$160.00	$14.24	$348.48
Ticket Scanners (Zebra TC21/TC26)	2	$706.69	$62.90	$1,539.17
Ticket Payment Terminals	2	$299.00	$26.61	$651.22
Monitor Mounts	3	$34.99	$3.11	$114.31
Ticket Stock (10,000)	1	$125.00	$11.13	$136.13
			Total	**$14,209.65**

The above setup allows for the four part-time employees that run Olympic Theatre Arts to have reliable workstations that are not outdated or a personal property employees bring from home. The three ticketing stations would have an external monitor for guests to see their seating selection when making their purchase. One wireless thermal printer would be located in the main box office for advance sales, while the second would be located at the newly installed ticket windows for day-of-sales. Two ticket scanners would connect to the ticketing computers to allow accurate guest check in at each performance. Two payment terminals would be needed to process payments; one for each ticketing location. And 10,000 blank tickets would allow OTA enough ticket stock to last a few years.

Once integrated, OTA should expect to have seamless operations for their ticketing system and general operations for a minimum of five years. Amortized over 5 years, the cost comes to $2,841.93 per year or $.032 per guest (at an average of 8,813 guests per year).

Thank you for your time and consideration on this grant request. We look forward to your decision and are happy to answer any questions you may have.

Seasonal Attendance (Does not include door sales 2010-2021)

	Tickets	Door Sales	Total	+/-	% +/-	Notes
23	7529	1284	8813	+252	+3%	
2021-2022	7277	1284	8561	+8078	+1672%	16 month season
2020-21	483	No Data	483	-3400	-88%	
2019-20	3883	No Data	3883	-1910	-33%	
2018-19	5793	No Data	5793	-1131	-16%	
2017-18	6924	No Data	6924	+1269	+22%	
2016-17	5655	No Data	5655	+532	+10%	
2015-16	5123	No Data	5123	-747	-13%	
2014-15	5870	No Data	5870	+2670	+83%	
2013-14	3200	No Data	3200	+267	+9%	
2012-13	2933	No Data	2933	+750	+20%	
2011-12	3683	No Data	3683	-435	-10%	
2010-11	4118	No Data	4118	0		

- Door sales aside, the last two seasons have been the highest attended.
- 2023 was the highest attended season ever.
- 2022, OTA's 2nd highest was 16 months long. When taking the monthly average and multiplying by 12, the season total comes to 6,059, which places it as 3rd.

Olympic Theatre Arts Center
2024 Season

February 9th to 25th
The Last Romance, by Joe DiPietro - COMEDY
(Gathering Hall)
A crush can make anyone feel young again - even a widower named Ralph. On an ordinary day in a routine life, Ralph decides to take a different path on his daily walk - one that leads him to an unexpected second chance at love. Relying on a renewed boyish charm, Ralph attempts to woo the elegant, but distant, Carol. Defying Carol's reticence - and his lonely sister's jealousy - Ralph embarks on the trip of a lifetime, and regains a happiness that seemed all but lost. The Last Romance is a heart-warming comedy about the transformative power of love.

March 8th to 24th
Steel Magnolias, by Robert Harling (Members' Choice) - COMEDY/DRAMA
(Main Stage)
The action is set in Truvy's beauty salon in Chinquapin, Louisiana, where all the ladies who are "anybody" come to have their hair done. Helped by her eager new assistant, Annelle, the outspoken, wise-cracking Truvy dispenses shampoos and free advice to the town's rich curmudgeon, Ouiser; an eccentric millionaire, Miss Clairee; and the local social leader, M'Lynn, whose daughter, Shelby, is about to marry a "good ole boy." Filled with hilarious repartee and not a few acerbic but humorously revealing verbal collisions, the play moves toward tragedy when, in the second act, the spunky Shelby risks a dangerous pregnancy. The sudden realization of their mortality affects the others, but also draws on the underlying strength—and love—which give the play, and its characters, the special quality to make them truly touching, funny and marvelously amiable company in good times and bad.

April 26th to May 12th
The Man with the Plastic Sandwich, by Roger Karshner - COMEDY
(Gathering Hall)
Fired after twenty years, Walter Price encounters three provocative characters while contemplating his options on a park bench: Ellie, a high spirited ingenue who represents hope; Haley, a distinguished hobo representing wisdom; and Lenore, a hooker who represents reality.

May 31st to June 16th

Monty Python's Spamalot, by Eric Idle and John Du Prez - MUSICAL
(Main Stage)

Lovingly ripped off from the classic film comedy Monty Python and the Holy Grail, MONTY PYTHON'S SPAMALOT retells the legend of King Arthur and his Knights of the Round Table, and features a bevy of beautiful show girls, not to mention cows, killer rabbits, and French people. Did we mention the bevy of beautiful showgirls? The 2005 Broadway production won three Tony® Awards, including Best Musical, and was followed by two successful West End runs. The outrageous, uproarious, and gloriously entertaining story of King Arthur and the Lady of the Lake will delight audiences as they search for the Holy Grail and "always look on the bright side of life."

July 5th - 21st

Lavender Lawlessness, by David Herbelin - MELODRAMA
(Main Stage)

Cheer the Hero, boo the Villain and sigh for the damsel in distress in this hilarious, over-the-top melodrama based on the mythical history of the Pacific Northwest and Sequim, which is considered the Lavender Capital of the World. This is sure to become a new annual tradition getting more convoluted year after year as the myths live on.

August 9th - 18th

The Secret Garden, Frances Hodgson Burnett (Youth Theater) - DRAMA
(Main Stage)

Reimagined from the classic piece of children's literature, the story of a young girl orphaned in India, 11-year-old Mary Lennox returns to Yorkshire to live with her embittered, reclusive uncle Archibald and his disabled son Colin. The estate's many wonders include a magic garden and a variety of characters who help tell this joyous story about the growth and blossoming of the earth and the human spirit.

September 13th - 29th

The Importance of Being Earnest, by Oscar Wilde - COMEDY
(Gathering Hall)

The Importance of Being Earnest is the most renowned of Oscar Wilde's comedies. It's the story of two bachelors, John 'Jack' Worthing and Algernon 'Algy' Moncrieff, who create alter egos named Ernest to escape their tiresome lives. They attempt to win the hearts of two women who, conveniently, claim to only love men called Ernest. The pair struggle to keep up with their own stories and become tangled in a tale of deception, disguise and misadventure. The elaborate plot ridicules Victorian sensibilities with some of the best loved, and indeed bizarre, characters to be found on the modern stage.

Olympic Theatre Arts Center
2024 Season

October 18th - 27th

Night of the Living Dead, by George A. Romero - HORROR
(Main Stage)
A desperate group seeks shelter in an old house to barricade themselves from a horde of the undead! No one is safe! Not for the faint of heart! Leave your loved ones at home and see if you can survive the zombie apocalypse.

November 14th - 24th

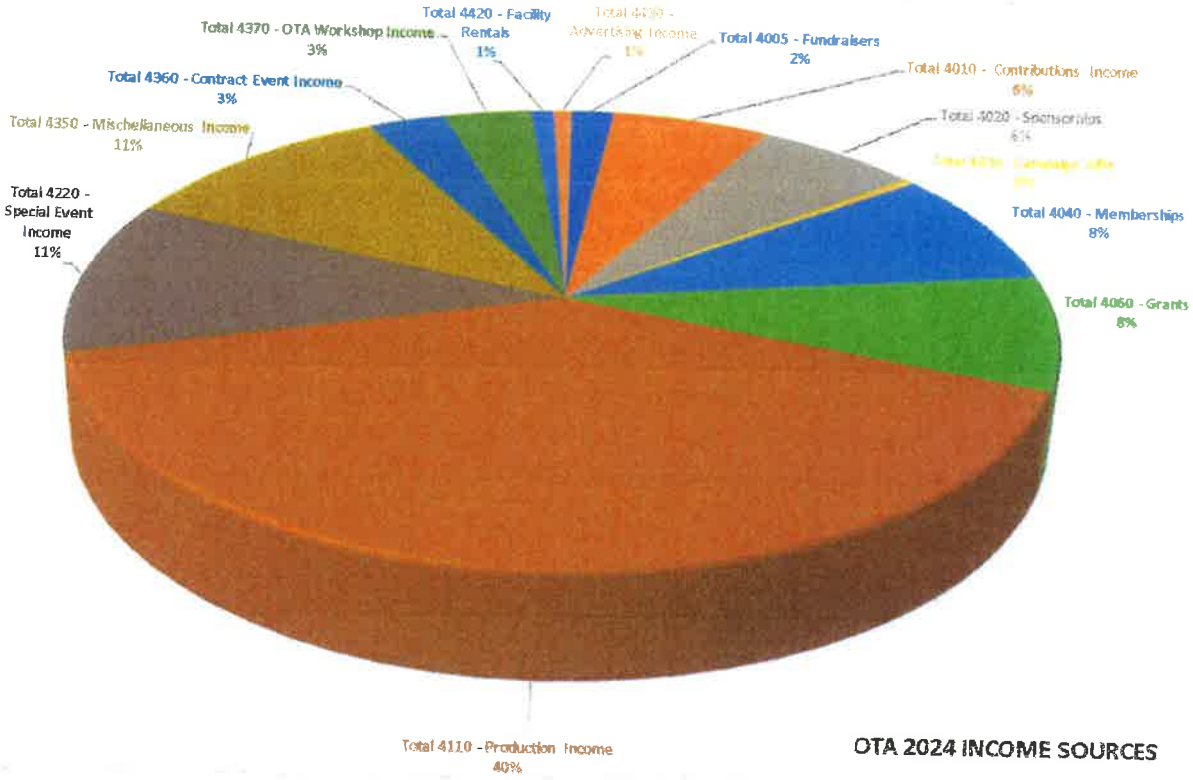
New Works Showcase, by local authors - VARIOUS
(Gathering Hall)
Olympic Theatre Arts Center's annual New Works Showcase is a series of original, short plays highlighting the written voices of our community. It is an opportunity not only for entertainment, but for local inspiration and education as well.

December 19th - 22nd

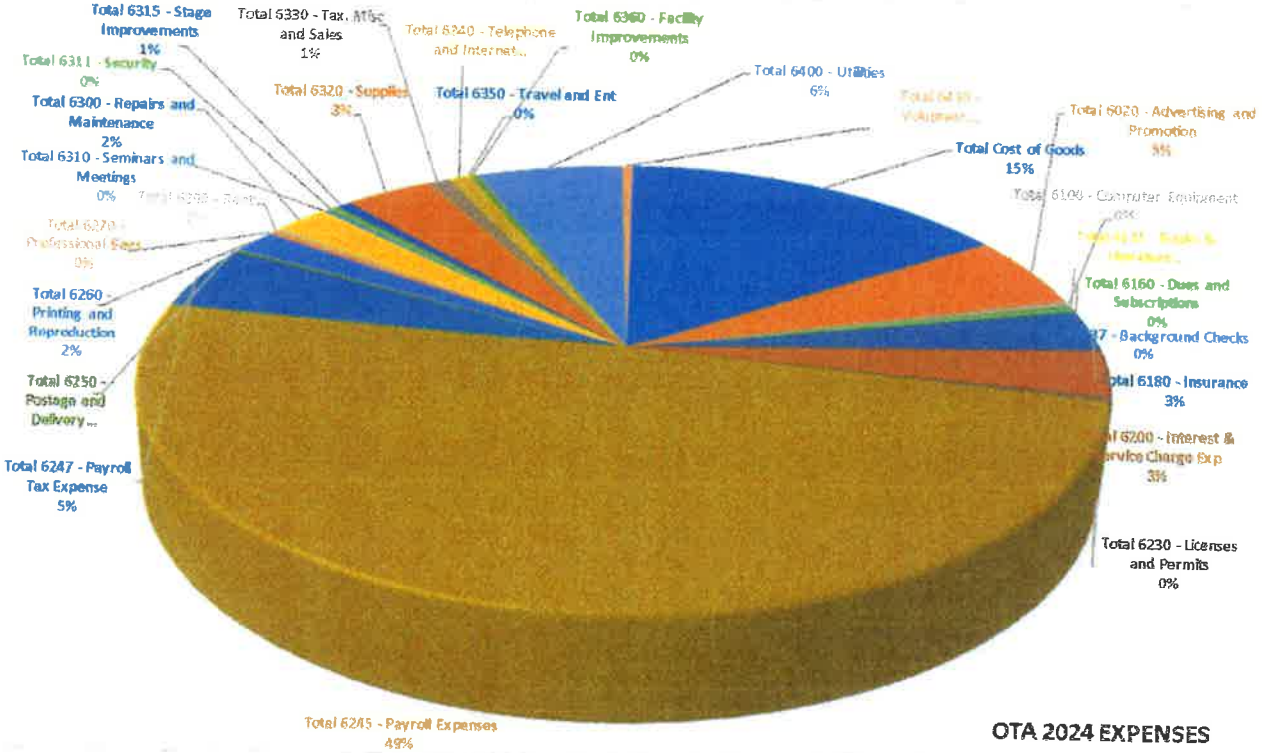
Rented Christmas, by Norman C. Ahhern Jr. and Yvonne Ahern - HOLIDAY
(Gathering Hall)
John Dale hasn't enjoyed a 'real Christmas' for years. So, on the spur of the moment, he decides to 'rent' a Christmas from Anne Weston, who owns the local rent shop. Anne is at first flustered with the requirements: a tree with presents, Christmas carols and also a wife and five children. Anne feels she has solved the problem of a Christmas family by calling the actors' guild. But the young actors come down with the measles so she turns to the local orphanage. When the guild can't locate a 'mother,' Anne steps in to play the role herself. Based on the short story by J. Lillian Vandervere, the story of how John Dale's rented Christmas turns into a new life for all concerned makes this a warm story for the holiday season.

OTA 2024 Budget Totals	
Ordinary Income	0.00
Total 4005 - Fundraisers	5000
Total 4010 - Contributions Income	18480
Total 4020 - Sponsorhips	18750
Total 4030 - Campaign Gifts	1000
Total 4040 - Memberships	25000
Total 4060 - Grants	24000
Total 4090 - Gifts in Kind	0
Total 4110 - Production Income	119500
Total 4220 - Special Event Income	32600
Total 4350 - Mischellaneous Income	32155
Total 4360 - Contract Event Income	9000
Total 4370 - OTA Workshop Income	10000
Total 4420 - Facility Rentals	2760
Total 4430 - Advertising Income	2050
Total Income	300295
Cost of Goods	0
Total 5100 - Production Expesnse	20800
Total 5510 - Special Events Costs	10800
Total 5600 - Contract Evenet Expense	3750
Total 5610 - OTA Workshop Cost	2000
Total 5700 - Bar Supply Costs	7849.25
Total 5720 - OTA Merchandise	2652.5
Total Cost of Goods	47851.75
Gross Profit	252443.3
Expense	0
Total 6020 - Advertising and Promotion	15904.96
Total 6100 - Computer Equipment	1000
Total 6135 - Books & Literature	200
Total 6137 - Background Checks	600
Total 6160 - Dues and Subscriptions	1024
Total 6180 - Insurance	9740
Total 6200 - Interest & Service Charge Exp	10234.83
Total 6230 - Licenses and Permits	1260
Total 6245 - Payroll Expenses	153166
Total 6247 - Payroll Tax Expense	14550.77
Total 6250 - Postage and Delivery	600
Total 6260 - Printing and Reproduction	5450
Total 6270 - Professional Fees	1000

Total 6290 - Rent	786
Total 6300 - Repairs and Maintenance	6600
Total 6310 - Seminars and Meetings	960
Total 6311 - Security	1000
Total 6315 - Stage Improvements	2000
Total 6320 - Supplies	10800
Total 6330 - Tax, Misc and Sales	2861.795
Total 6340 - Telephone and Internet	2640
Total 6350 - Travel and Ent	0
Total 6360 - Facility Improvements	900
Total 6400 - Utilities	17900
Total 6430 - Volunteer Expense	1200
Total Expenses	262378.3
Net Ordinary Income	-9935.059
Total 7010 - Interest Income	10800
Total Other Income	10800
Net Other Income	10800
NET INCOME	864.9413



OTA 2024 INCOME SOURCES



OTA 2024 EXPENSES

OLYMPIC PENINSULA

Olympic Peninsula Visitor Bureau
Tourism Enhancement Fund 2024
Grant Application Cover Sheet

Received by OPVB:
Initials: _____ Date: _____
Grant Amount Awarded: _____

Project/Event Title: Olympic Theatre Arts Season Advertising	
Submitting Organization: Olympic Theatre Arts	Federal Employer ID# (if applicable) 91-1191224
Location of Project: 414 N. Sequim Ave, Sequim, WA 98382	Date of Event or Project Completion: 91-1191224
Project/Event Director: David Herbelin	Title: Executive Director
Mailing Address: 414 N. Sequim Ave, Sequim, WA 98382	
Telephone: (360) 683-7326	Fax:
E-mail Address: exec@olympictheatrearts.org	
Amount Requested from Tourism Enhancement Fund:	
Use of Requested 2024 Funds (check one): __X__ 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: Yes. 2023	
Do you plan on applying for another OPVB grant in 2024? _____ Yes _____ No	

Please send one (1) original and one (1) copy of your application. (One sided only, no staples 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?
_____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: _____ 3/1/2024

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. (Physical Address: 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.

Application for OPVB Tourism Enhancement Fund 2024
Submitted By David Herbelin, Executive Director

Thank you for considering our application for the 2024 OPVB Tourism Enhancement grant funds for 2024. We are honored to have received the grant in the past. These funds have helped greatly in expanding our marketing to guests outside our immediate radius and increasing our audience. We hope that you continue to help us once more to maintain and increase this audience.

Who is OTA

Olympic Theatre Arts (OTA) offers year round live theatre performances. We are a nonprofit community theatre that focuses on entertaining, educating and inspiring our audience and participants. In addition to live performances, we have expanded our offerings to include screenings of The National Theatre Live: filmed productions from London's West End. We are also about to announce that OTA will be bringing movies to Sequim: classic musicals, dramas and comedies that lend themselves to becoming more than just a movie, but an event.

Putting Heads in Beds

When trying to captivate tourism to convince them to extend their time on the Peninsula a little longer and hopefully stay the night, it's important to offer evening activities. However, it's a well known joke that the entire town of Sequim closes at 4:30pm. When personally driving through Port Angeles last Tuesday night, our family had a hard time finding a place to eat at 6:00pm as most restaurants were already closed. Olympic Theatre Arts is one of the few places that offers our community and visitors to our peninsula a place to be and something to do in the evening. With that evening engagement, travelers are more likely to consider spending the night, or at least having one more meal in town before heading off. This makes Olympic Theatre Arts a vital factor in putting heads in beds and contributing to increased tourism spending.

How the Funds Will Be Used

If approved for the OPVB Tourism Enhancement Grant Funds, OTA will continue its high level marketing with Sound Publishing's Sound Edge Program when OTA renews their membership for the 2024-25 season. Previously OTA could afford to be a Bronze Member of the Sound Edge Program. This allowed local marketing in the Sequim Gazette and web impressions focused to residents in our county. Last year, OPVB offered OTA a $5,000 Grant to raise OTA to a Silver Membership in the Sound Edge Program. That new membership level expanded OTA's reach to the Kitsap Peninsula and the I-5 corridor with 125,000 web and social media impressions per month. This marketing campaign includes geofencing around live theatre venues throughout

western Washington. Membership renews yearly in August for the Sound Edge Program.

OTA's 2024 OPVB Grant Expenses		
Item	**Vendor**	**Cost**
Sound Edge Silver Membership	Sound Publishing	$13,500/year
Expect 5% increase for 2024-25		$675
	Total	$14,175
	OPVB Grant Funds	$5,000
	Balance Paid by OTA	$9,175

The Impact of Our Marketing Campaign Thanks to OPVB Grant

These past two years, Olympic Theatre Arts has experienced some of its highest attendance. In 2022 the total attendance was 6,059 guests. This was OTA's second highest attendance ever, and was shocking considering it was still being impacted by Covid. OTA began its Sound Edge Membership at the Bronze Level in August of 2022. In August of 2023 OTA, with the help of OPVB funds, increased its membership to the Silver Level. In 2023 OTA experienced a 45% increase in total audience over 2022 for a grand total of 8,813 guests. This broke all previous OTA attendance records, with the previous highest attendance set in 2018 with 6,924 guests.

With the funds from OPVB Tourism Enhancement Grant, OTA hopes to retain that same attendance number with the repetition of proven marketing strategies, plus increase the total attendance number by at least 5% for 2024.

OTA's Additional Marketing

In addition to the marketing proposed above, OTA applies for Sequim LTAC Grants to increase out-of-county marketing. These funds are used for the purchase and distribution of 10,000 rack cards throughout the Olympic and Kitsap Peninsulas, and a full page ad in the Olympic Peninsula Visitors' Guide. If approved for the 2024 Sequim LTAC grant, we hope to continue these advertising campaigns plus ad display ads on the Coho Ferry. In total, OTA's marketing bill is over $18,000 per year. The majority of OTA's marketing would not be possible without the help of both the Sequim LTAC and OPVB.

OTA's Season Offering

OTA offers up to ten Mainstage Productions each year, each running an average of three weeks per production. In addition to these productions, OTS host bands, storytelling, and improv comedy. These groups feature local artists as well as artists commuting from as far as Seattle. The remained of Sequim's 2024 Season includes

The Last Romance, February 9-25
Steel Magnolias, March 8-24
The Man with the Plastic Sandwich, April 26 - May 12
Monty Python's Spamalot, May 31 - June 16
Lavender Melodrama, July 5-21
The Secret Garden, August 9-18
The Importance of Being Earnest, September 13 - 29
Night of the Living Dead, October 18 - 27
New Works Showcase, November 14 - 24
PA Panto, TBA
The Rented Christmas, December 19-22

With the addition of screenings of National Theatre Live, outside performance groups, and OTA's new movie series, OTA will have an event every weekend of the year.

OTA's Structure

Olympic Theatre Arts is a nonprofit organization with a Board of nine Trustees and four part-time staff. The rest of the organization is run with volunteers.

OTA BOARD OF TRUSTEES			
Board President	Steve Rodeman	Board Member	Tia Stephens
Board Secretary	Cathy Wagner	Board Member	William Stone
Board Treasurer	Mike Carpenter	**OTA STAFF**	
Board Member	Linda Alders	Executive Director	David Herbelin
Board Member	Sandy Altman	Operations Manager	Deanna Eickhoff
Board Member	Shirley Legg	Technical Director	Pete Griffin
Board Member	Sarah Nicholls	Volunteer Coordinator	Melissa Herbelin

OTA operates on a budget of approximately $250,000 per year. A detail of the 2024 Budget is attached in a separate document for your review.

OTA Predictions of 2024 Attendance

Attendance Information			
	Predicted Attendance	Method of Determination	Please Explain - Use additional paper as necessary
Overall Attendance: Enter the total number of people predicted to attend this activity and the method used to determine the attendance.	9,254	__ Direct Count __ Indirect Count __ Representative Survey __ Informal Survey __ Structured Estimate __Other __ N/A	Taking 2023 Attendance and increasing by 5%
Attendance , 50 + miles: Enter the number of people predicted to travel greater than 50 miles to attend this activity and the method used to determine the attendance.	1,851	__ Direct Count __ Indirect Count __ Representative Survey __ Informal Survey __ Structured Estimate __Other __ N/A	20% Guestimate
Attendance, Out of State, Out of Country: Enter the predicted number of people from outside the state and country predicted to attend this activity and the method used to determine the attendance.	185	__ Direct Count __ Indirect Count __ Representative Survey __ Informal Survey __ Structured Estimate __Other __ N/A	10% of above 20% Guestimate
Attendance, Paid for Overnight Lodging: Enter the number of people predicted to attend this activity and pay for overnight lodging and select the method used to determine the attendance.	555	__ Direct Count __ Indirect Count __ Representative Survey __ Informal Survey __ Structured Estimate __Other __ N/A	30% of 20% Out of town Guestimate
Attendance, Did Not Pay for Overnight Lodging: Enter the number of people predicted to attend this activity without paying for overnight lodging, and select the method used to determine the attendance.	8,699	__ Direct Count __ Indirect Count __ Representative Survey __ Informal Survey __ Structured Estimate __Other __ N/A	Total Attendance minus the 555 guestimate of Paid overnight guests
Paid Lodging Nights: Total projected numner of paid lodging nights. One Lodging Night = one or more persons occupying one room for one night.	278	__ Direct Count __ Indirect Count __ Representative Survey __ Informal Survey __ Structured Estimate __Other __ N/A	Using double occupancy of 555 Paid overnight guests

CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY): 03/01/2024

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 Callis & Associates, Inc. 802 East First Street, Suite 3 Port Angeles WA 98362	CONTACT NAME: Kayla Furford PHONE (A/C, No, Ext): (360) 452-2314 FAX (A/C, No): (360) 452-1701 E-MAIL ADDRESS: certificate@callisinsurance.com
INSURED Olympic Theatre Arts PO Box 1474 Sequim WA 98382	INSURER(S) AFFORDING COVERAGE — NAIC # INSURER A: Great American Insurance Co. INSURER B: INSURER C: INSURER D: INSURER E: INSURER F:

COVERAGES **CERTIFICATE NUMBER:** CL2311209718 **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	[X] COMMERCIAL GENERAL LIABILITY [ ] CLAIMS-MADE [X] OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: [X] POLICY [ ] PRO-JECT [ ] LOC [X] OTHER: Liquor Liability			PAC 2871742 06	11/01/2023	11/01/2024	EACH OCCURRENCE DAMAGE TO RENTED PREMISES (Ea occurrence) MED EXP (Any one person) PERSONAL & ADV INJURY GENERAL AGGREGATE PRODUCTS - COMP/OP AGG Each Occ/Annual Aggr	$ 1,000,000 $ 100,000 $ 10,000 $ 1,000,000 $ 2,000,000 $ 2,000,000 $ 1M/2M
	AUTOMOBILE LIABILITY [ ] ANY AUTO [ ] OWNED AUTOS ONLY [ ] SCHEDULED AUTOS [ ] HIRED AUTOS ONLY [ ] NON-OWNED AUTOS ONLY						COMBINED SINGLE LIMIT (Ea accident) BODILY INJURY (Per person) BODILY INJURY (Per accident) PROPERTY DAMAGE (Per accident)	$ $ $ $
	[ ] UMBRELLA LIAB [ ] OCCUR [ ] EXCESS LIAB [ ] CLAIMS-MADE [ ] DED [ ] RETENTION $						EACH OCCURRENCE AGGREGATE	$ $
A	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? Y / N [ ] (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	N / A		PAC 2871742 06	11/01/2023	11/01/2024	[ ] PER STATUTE [X] OTH-ER E.L. EACH ACCIDENT E.L. DISEASE - EA EMPLOYEE E.L. DISEASE - POLICY LIMIT	WA State Stop Gap $ 1,000,000 $ 1,000,000 $ 1,000,000

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

Evidence Only. Certificate holder is an additional insured with respects to the General Liability where required by written contract & provided only by the terms of form CG8970. Includes Waiver of Subrogation and Primary & Non-contributory when required by written contract. Refer to policy(s) for all applicable terms, conditions, endorsements and exclusions.

CERTIFICATE HOLDER

Evidence Only

CANCELLATION

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

Andy Callis

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CITY OF SEQUIM

TOURISM ENHANCEMENT GRANT

Application Coversheet

Received by City of Sequim on _____ *(date)*

Signature _____ **(City Official)**

(Please Type or Print Legibly)

GRANT YEAR: 2024	
Project Title: (describe tourism-related project/event/activity) OTA 2024 Theatre Season	
Submitted By (person, organization): David Herbelin, Executive Director Federal Employer ID# (if applicable) 91-1191224	
Project Director: David Herbelin	Title: Executive Director
Mailing Address: 414 N. Sequim Ave., Sequim, WA 98382.	
Telephone: (360) 683-7326	Fax: Click or tap here to enter text.
Email Address: exec@olympictheatrearts.org.	
Location of Project: (site of project/event/activity) 414 N. Sequim Ave., Sequim, WA 98382	
Funding Amount Requested: $5,000	
Use of Funds: *(check one)* ■ Tourism-Related Project/Event/Activity ☐ Tourism-Related Facility	

Please submit an electronic copy or the ***original printed copy*** of your Tourism Enhancement Grant Application to Barbara Hanna, Communications and Marketing Director, 152 West Cedar Street, Sequim WA 98382 (bhanna@sequimwa.gov; 360-681-3422).

Refer to the **Tourism Enhancement Grant Guidelines** for application requirements and project criteria. All of the following must be included with this application (check off all applicable items prior to submission):

☐ 1. Summary of your proposed project/event/activity (include location and date, if applicable)

☐ 2. Description of how your project/event/activity will attract overnight destination guests.
Include completed Tourism Enhancement Grant Attendance Predictions, which ask:
- Number of expected attendees
- Number of attendees who will travel 50+ miles
- Number of attendees from out of state or out of the country
- Number of attendees who will stay in paid overnight lodging
- Number of attendees who will not pay for overnight lodging
- Number of anticipated paid lodging nights
- Method used to determine these numbers

☐ 3. List of key personnel on project committee

☐ 4. Proposed budget showing revenue and expenses

☐ 5. Itemized list of how Tourism Enhancement Grant funds would be used (include distribution, publication and target market information, if applicable)

Completed applications will be submitted to the Lodging Tax Advisory Committee for review and recommendation to the Sequim City Council which makes the final approval. Notification of acceptance for funding will be sent to you at the above email address.

By signature below, I certify that I have read and understand the terms and requirements of the City of Sequim's Tourism Enhancement Grant (TEG) program and agree to fulfill all obligations in accordance with same should this application be selected for funding.

_____ 3/1/2024

Signature of Project Director/Grant Applicant — Date

OTA Application for Sequim LTAC 2024
Submitted By David Herbelin, Executive Director

Thank you for considering our application for the 2024 Sequim LTAC Grant funds. We are honored to have received the grant in the past. These funds have helped greatly in expanding our marketing to guests outside our immediate radius and increasing our audience. We hope that you continue to help us once more to maintain and increase this audience.

Who is OTA

Olympic Theatre Arts (OTA) offers year round live theatre performances. We are a nonprofit community theatre that focuses on entertaining, educating and inspiring our audience and participants. In addition to live performances, we have expanded our offerings to include screenings of The National Theatre Live: filmed productions from London's West End. We are also about to announce that OTA will be bringing movies to Sequim: classic musicals, dramas and comedies that lend themselves to becoming more than just a movie, but an event.

Putting Heads in Beds

When trying to captivate tourism to convince them to extend their time on the Peninsula a little longer and hopefully stay the night, it's important to offer evening activities. However, it's a well known joke that the entire town of Sequim closes at 4:30pm. Driving through town on a Saturday at 7:00pm, you will find half the restaurants closed. Olympic Theatre Arts is one of the few places that offers our community and our guests a place to be and something to do in the evening. With that evening engagement, travelers are more likely to consider spending the night, or at least having one more meal in town before heading off. This makes Olympic Theatre Arts a vital factor in putting heads in beds and contributing to increased tourism spending.

How the Funds Will Be Used

If approved for the Sequim LTAC Grant Funds, Olympic Theatre Arts will be putting the funds to use in promoting its offerings to markets outside of Clallam County. The funds will be used for a full page ad in the Olympic Peninsula Visitors' Guide, the purchase and distribution of 10,000 rack cards throughout the Olympic and Kitsap Peninsulas, and year round ads on the Coho Ferry Video screens.

The following is an itemized list of expenses the Sequim LTAC Grant will be used for:

2024 Sequim LTAC Grant Expenses		
Item	**Vendor**	**Cost**
10,000 Rack Cards	Mossberg	$639.00
Distribution of Rack Cards	Certified Folder Display	$1,235.00
Full Page Ad in the Olympic Peninsula Visitors' Guide	Sound Publishing	$1,650.00
Coho Ferry Video Advertising		$2,340
	Total	$5,864

The Impact of Our Marketing Campaign Thanks to Sequim LTAC

These past two years, Olympic Theatre Arts has experienced some of its highest attendance. In 2022 the total attendance was 6,059 guests. This was OTA's second highest attendance ever, and was shocking considering it was still being impacted by Covid. In 2023, OTA implemented marketing, which included the Visitors' Guide and rack card distribution mentioned above, using Sequim LTAC funds. That year the audience size grew over 45% to 8,813 guests, breaking the previous record of 6924 set in 2018.

With the marketing funds from the Sequim LTAC, OTA hopes to retain that same guest number with the repetition of proven marketing strategies, plus increase the total number by at least 5% for 2024 with the addition of video marketing on the Coho Ferries.

OTA's Additional Marketing

In addition to the marketing proposed above, OTA spends $13,500 per year with Sound Publishing. That marketing program includes two ads per month in the Sequim Gazette plus 125,000 web impressions and social media campaigns to markets throughout western Washington including geo fencing around live performance venues throughout the state. In total, OTA's marketing bill is over $18,000 per year. We have received assistance from the Olympic Peninsula Visitors' Bureau (OPVB) to afford this expenditure. The majority of OTA's marketing would not be possible without the help of both the Sequim LTAC and OPVB.

OTA's Season Offering

OTA offers up to ten Mainstage Productions each year, each running an average of three weeks per production. In addition to these productions, OTS host bands, storytelling, and improv comedy. These groups feature local artists as well as artists commuting from as far as Seattle. Sequim's 2024 Season includes

The Last Romance, February 9-25
Steel Magnolias, March 8-24
The Man with the Plastic Sandwich, April 26 - May 12
Monty Python's Spamalot, May 31 - June 16
Lavender Melodrama, July 5-21
The Secret Garden, August 9-18
The Importance of Being Earnest, September 13 - 29
Night of the Living Dead, October 18 - 27
New Works Showcase, November 14 - 24
PA Panto, TBA
The Rented Christmas, December 19-22

With the addition of screenings of National Theatre Live, outside performance groups, and OTA's new movie series, OTA will have an event every weekend of the year.

OTA's Structure

Olympic Theatre Arts is a nonprofit organization with a Board of nine Trustees and four part-time staff. The rest of the organization is run with volunteers.

OTA BOARD OF TRUSTEES			
Board President	Steve Rodeman	Board Member	Tia Stephens
Board Secretary	Cathy Wagner	Board Member	William Stone
Board Treasurer	Mike Carpenter	**OTA STAFF**	
Board Member	Linda Alders	Executive Director	David Herbelin
Board Member	Sandy Altman	Operations Manager	Deanna Eickhoff
Board Member	Shirley Legg	Technical Director	Pete Griffin
Board Member	Sarah Nicholls	Volunteer Coordinator	Melissa Herbelin

OTA operates on a budget of approximately $250,000 per year. A detail of the 2024 Budget is attached in a separate document for your review.

Sequim Tourism Enhancement Grant Attendance Predictions

Please complete and return this form with your Tourism Enhancement Grant Application

Attendance Information			
	Predicted Attendance	Method of Determination	Please Explain - Use additional paper as necessary
Overall Attendance: Enter the total number of people predicted to attend this activity and the method used to determine the attendance.		__ Direct Count __ Indirect Count __ Representative Survey __ Informal Survey __ Structured Estimate __Other __ N/A	
Attendance , 50 + miles: Enter the number of people predicted to travel greater than 50 miles to attend this activity and the method used to determine the attendance.		__ Direct Count __ Indirect Count __ Representative Survey __ Informal Survey __ Structured Estimate __Other __ N/A	
Attendance, Out of State, Out of Country: Enter the predicted number of people from outside the state and country predicted to attend this activity and the method used to determine the attendance.		__ Direct Count __ Indirect Count __ Representative Survey __ Informal Survey __ Structured Estimate __Other __ N/A	
Attendance, Paid for Overnight Lodging: Enter the number of people predicted to attend this activity and pay for overnight lodging and select the method used to determine the attendance.		__ Direct Count __ Indirect Count __ Representative Survey __ Informal Survey __ Structured Estimate __Other __ N/A	
Attendance, Did Not Pay for Overnight Lodging: Enter the number of people predicted to attend this activity without paying for overnight lodging, and select the method used to determine the attendance.		__ Direct Count __ Indirect Count __ Representative Survey __ Informal Survey __ Structured Estimate __Other __ N/A	
Paid Lodging Nights: Total projected numner of paid lodging nights. One Lodging Night = one or more persons occupying one room for one night.		__ Direct Count __ Indirect Count __ Representative Survey __ Informal Survey __ Structured Estimate __Other __ N/A	

Lodging Tax Advisory Committee

Funding Request Review 2nd Call

Peninsula Trails Coalition

Clallam County Public Works Department

223 E. Fourth St., Suite 6
Port Angeles, WA 98362-3000
360-417-2290 Fax: 360-417-2513 E-mail: steve.gray@clallamcountywa.gov

April 3, 2024

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

RE: Peninsula Trails Coalition Lodging Tax Funding Application

Dear Committee Members:

The Clallam County Public Works Department supports the Peninsula Trails Coalition (PTC) lodging tax application. PTC has been a great partner with the County in support of the development and maintenance of the Olympic Discovery Trail (ODT). PTC also supports the ODT in many other ways including, but not limited to the adopt-a-trail volunteer program, volunteer work parties, maintaining a very informative and interactive ODT web page, and providing trail maps and information brochures.

The Public Works Department especially supports PTC's proposed trailhead kiosk refurbishing/updating and reprinting of the west and west central ODT trail maps. Information kiosks and trail maps provide wayfinding, trail etiquette, and other information to trail users. We also like the proposed new ODT "Pad" Map concept that will make information about the trail directly accessible at area lodging and other businesses.

Thank you for your support of the Olympic Discovery Trail and for consideration of funding these requests by PTC that will support their efforts to the benefit of the ODT and trail users.

Sincerely,

Steve Gray
Deputy Director

RECEIVED
CLALLAM CO. COMMISSIONERS
MAR 13 2024

LODGING TAX FUNDING APPLICATION 2024

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**: $49,500

II **Agency/Organization Name**: Peninsula Trails Coalition
Organization is □ Government Entity [X] 501(c)3 □ 501(c)6 □ Other
Federal Tax ID No. EIN# 91-1416511 UBI Number: 602 071 631

III **Project/Activity/Event**: Olympic Discovery Trail Marketing and Visitor Services

IV **Representative Contact Information**:

Name, Title:	Jeff Bohman
Mailing Address:	PO Box 1836, Port Angeles, WA 98362
Phone(s)	(360) 477-8881, (919) 619-5268
Email	jrbohman@icloud.com, grants@olympicdiscoverytrail.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 owner or operated by a Non-Profit Organization
__X__ Operation and/or Capital Expenditure of a Tourism-related Facility owned by a Municipality

CERTIFICATION

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

Jeffrey R. Bohman

Signature

Date: 3/15/2024

Jeffrey R Bohman, President, Peninsula Trails Coalition
Print or Type Name

LODGING TAX APPLICATION – REQUIRED SUPPLEMENTAL QUESTIONS

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

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

We respectfully request funding to advance marketing of the Olympic Discovery Trail (ODT) and enhance visitors' experience, which brings more people to Clallam County for many reasons. This request includes funding for the second year of the Trail Ambassador Program, to implement upgrades to six ODT trailhead kiosks, to print the West Central Region and West Region Olympic Discovery Trail maps, to design and print a new pad map that can be used throughout Clallam County, to "wrap" the Conex container where Peninsula Trails Coalition (PTC) and Peninsula Adventure Sports (PAS) store our various maps, brochures, and trail maintenance tools, and to cover the cost of five port-a-potties throughout the trail system.

The Conex container is a storage facility resulting from a partnership between PTC, PAS, and the Port of Port Angeles. Provision of the wrap is the PTC/PAS compensation to the Port for the use of the container. All parties are enthusiastic about the fact that the size and location of the wrapped Conex will amount to a billboard-sized promotional presentation highlighting the ODT, PAS, the Port of Port Angeles.

The Olympic Discovery Trail is often the primary reason people visit, or even choose to move to, the Olympic Peninsula. The Olympic Discovery Trail is the central outdoor recreation and active transportation backbone on the North Olympic Peninsula. The Olympic Discovery Trail provides for a ~135-mile trail experience. The ODT is gaining national recognition and drawing increasing attention, being highlighted as the stunning and appealing western end of the Great American Rail-Trail.

The Olympic Discovery Trail's use by walkers, runners, ADA wheeled users, bikers and e-bikers continues to grow. People who discover and use the trail love it, and they return to it repeatedly. It is also popular as an outdoor recreational facility for organized walks, runs and bike rides, and provides the infrastructure for event promoters to develop trail-based events.

In 2023 Trail Ambassadors greeted thousands of visitors, and many visitors noted that their interaction with the Ambassador significantly enhanced their trail experience, and they were grateful for the program. A key and distinct aspect of our trail tourism promotion and marketing is assisting with trip planning. Despite the common belief that people have transitioned to digital tools for planning and navigating their recreation activities, the popularity of printed maps remains surprisingly enduring. In addition, the maps have QR code links to visitor resources including the visitor's bureau website, visitor's centers, city websites and Clallam transit links.

We will be adding to our full range of maps and brochures this year by designing and printing a pad map, which can be used throughout Clallam County, which will allow us to significantly economize on the long-term cost of our Anchor Brochure (see this brochure in the attached visual) by providing a simplified, low-cost option to use in high volume locations such as hotel front desks where we have previously not been able to justify the use of the main brochure. This means that we will be able to

significantly expand our informational outreach across the Peninsula.

A positive experience on the ODT includes personal connections with Trail Ambassadors, highly detailed recreation maps, and clean, informative information kiosks enhance the visitor experience. Trail Ambassadors play a pivotal role on the Olympic Discovery Trail by creating a welcoming and safe trail experience, by aiding visitors with route planning and transit, and with locating amenities such as shopping, dining and lodging options. These positive experiences are shared via social media and word of mouth, attracting other visitors. Through this grant request, we are requesting funding to ensure this positive experience.

The final portion of our request is to cover the cost of five port-a-potties, which also inherently contribute to a positive experience. They are a critical tourism-related facility throughout the entire Olympic Discovery Trail system that the Peninsula Trails Coalition has historically used donor-funds to cover. The PTC covers the cost of 4 of the many port-a-potties throughout the trail system, and we will install a 5th one in the Joyce area. This is a public health and safety dimension of the experience, and a distinct need of the ODT, which inherently has remote segments.

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

Trail Ambassadors provide information similar to that given at visitor's center, but with the added value of detailed and informed trail information. Ambassadors are equipped with ODT section maps, regional bicycling maps and with a wealth of information and resources including the Olympic Peninsula Travel Planner, Activity Maps, and Transit Brochures. Our 2023 Trail Survey data indicates that across the ODT, approximately 32% of trail users from out of the area stay in paid accommodations and, in the western half of the County, this number is even higher, at 70%. Therefore, an element of our engagement strategy to increase overnight use is for Ambassadors to suggest multiple day itineraries on the ODT in addition to the wide range of other recreation opportunities available, from other biking zones, to hiking, kayaking and more.

Our maps are a key way in which the Ambassadors showcase these options not only for trips on the ODT, but all the other recreational opportunities throughout the county. In this way the Ambassadors really help groups with multiple ages or interests or abilities find ways to explore and recreate together, and importantly, extend day trips or make plans for multi-day vacations or return visits. The trail stories and social media generated by the Ambassadors support this effort through reaching a wider audience on the PTC/ODT social media platforms.

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 Olympic Discovery Trail already attracts visitors from distances greater than 50 miles, and this funding request will further improve upon the marketing for the Trail. Trail counters at the busy trailheads at the Spruce Railroad Trail, Hollywood Beach and the Dungeness River Nature Center show daily average counts of 400-500 with total annual counts well over 100,000. Our 2023 Trail Surveys show that an impressive

44% of Olympic Discovery Trail users are coming from greater than 50 miles away.

Trail Ambassadors add to the destination appeal of the ODT, as a valuable trail amenity by answering questions, giving directions, offering solutions to problems from mechanical to logistical, providing "insider" tips to recreation spots and serving as a friendly welcoming representation of our Clallam community. And in an additional value-added outcome, these personal contacts and hard copy info stimulate the expansion of our marketing back to the communities and networks from which our out-of-area visitors have come.

Our maps and brochures are well-loved, and visitors' bureaus and chambers of commerce cannot keep enough in stock. While it is undeniable that electronic apps have simplified navigation, a valuable lesson we learned last summer from our Ambassador Program is the enduring popularity of paper maps, especially for visitors from outside of the area. The Peninsula Trails Coalition takes pride in producing and offering a full range of maps to ensure visitors can discover and use the Olympic Discovery Trail with confidence and safety. We make these printed materials widely available, at no cost, to visitor centers, bike shops, and other such locations as we seek to draw interest and visitation to the Peninsula. We look forward to being able to expand this by developing a printed product that lends itself to high-volume locations such as information desks, hotels, the Coho, etc.

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

   Our 2023 Trail Survey data indicates that just under half of ODT users from 50 miles away are from another country (primarily Canada) or another state. Interestingly, visitors from other countries are more likely to be on multi-day trips in western Clallam. Connecting directly with the Trail Ambassador program and the associated social media postings from these positive encounters is an effective way to expand interest from these visitors from other countries and states. Having regional scale maps on hand for the Trail Ambassadors to use to point out the wealth of recreation opportunities sparks significant interest in return visits.

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

   N/A

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

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

As a direct result of your proposed tourism related service, please provide:	2024 Estimate	2023 Actual	Methodology
a. Overall attendance at your event/activity/facility	100,000	95,160	In 2023, The Peninsula Trails Coalition completed the first cycle of our Trail Ambassador Program. Over the summer, 1,430 surveys were collected at 16 different trailheads.
b. Number of people who travel more than 50 miles for your event/activity/facility	50,000	49,483	Same as above
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	23,000	22,762	Same as above
d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.	34,000	40,576	Same as above
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.	31,000	30,015	Same as above
f. Number of paid lodging room nights resulting from your event/activity/facility.	11,000	10,005	Same as above

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

Because it spans so much of Clallam County, the Olympic Discovery Trail does not currently partner with any specific hotel. The Olympic Discovery Trail (ODT) is the central outdoor recreation and active transportation backbone on the North Olympic Peninsula. The Olympic Discovery Trail provides a ~135-mile trail experience.

One of the key elements of our maps is that they provide QR codes that direct users to the Olympic Peninsula Visitors Bureau website and its extensive accommodation information so that visitors can develop a lodging plan that best meets their needs during their visit to the ODT, for many of our visitors this includes both paid camping and hotels or short-term rentals.

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

Exploring the Olympic Discovery Trail by foot or bicycle is the primary reason thousands of visitors come to Clallam County each year. The ODT is featured regularly as a travel destination, and attention on the trail is only increasing as the Olympic Discovery Trail gains national recognition, being highlighted as the stunning and appealing western end of the Great American Rail-Trail.

In 2023, PTC secured an LTAC grant to conduct the pilot Ambassador Project. Six Ambassadors worked throughout the summer, primarily on weekends but some weekdays. Ambassadors greeted trail users at 16 different ODT trailheads but emphasized visitor contacts at busy trailheads at the Port Angeles City Pier, Spruce Railroad Trail and Dungeness River Nature Center. By all measures the pilot project proved very successful, especially in terms of its ability to engage with tourists. Trail Ambassadors played a pivotal role in aiding visitors with route planning, and with locating amenities such as dining and lodging options. Many visitors noted that their interaction with an Ambassador significantly enhanced their trail experience, and they were grateful for the program. One aspect of connecting with tourists on the trail involved offering them suggestions for "next visits" with the aim of encouraging repeat trips to the area.

Our maps have been a critical resource for decades. Funding for these marketing materials is critical because while it is undeniable that electronic apps have simplified navigation, a valuable lesson we learned last summer from our Ambassador Program is the enduring popularity of paper maps, especially for visitors from out of the area. The Peninsula Trails Coalition takes pride in producing and offering a full range of maps to ensure visitors can discover and use the Olympic Discovery Trail with confidence and safety. We make these printed materials widely available, at no cost, to visitor centers, bike shops, and other such locations as we seek to draw interest and visitation to the Peninsula. We look forward to being able to expand this by developing a printed product that lends itself to high-volume locations such as information desks, hotels, the Coho, etc.

A positive experience, including highly detailed recreation maps, and clean, informative information kiosks enhance the visitor experience.

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

Our target tourist audience extends to encompass visitors (families, groups, solo-travelers) from Western Washington, the greater Pacific Northwest, and Canada, of all backgrounds and especially all mobilities who want to enjoy a multi-day, recreation-oriented vacation on the North Olympic Peninsula. The Olympic Discovery Trail is used by walkers, runners, ADA wheeled users, bikers and e-bikers. It is also popular as an outdoor recreational facility for organized walks, runs and bike rides, and provides the infrastructure for event promoters to develop trail-based events.

Year one of the Trail Ambassador Program showed that the ODT attracts visitors from across the globe, including 4% of visitors from Canada, and 1% from Europe. 95% are from the United States, with 84% of visitors from Washington state, and the majority being from Western Washington. Additionally, most trail users are between 56 and 75 years old and primarily use the ODT for biking. For year two of the Trail Ambassador program, we propose expanding surveys to trailheads to include the Olympic Adventure Trail, which has a significantly different user profile than the Olympic Discovery Trail.

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

The Trail Ambassadors have added a new, direct way to showcase the Olympic Discovery Trail by contributing trail stories to the media platforms that PTC uses to promote the Olympic Discovery Trail. As Trail Ambassadors greet visitors at busy trailheads, they connect with them by learning visitor's trail stories and then disseminate to PTC's various media platforms. We're able to feature the diversity of users, as well as the year-round accessibility of the trail for recreation of all types.

Although the Ambassador program runs May through September, The PTC printed maps are available from the ODT website year-round. The Peninsula Trails Coalition takes pride in producing and offering a full range of maps to ensure visitors can discover and use the Olympic Discovery Trail with confidence and safety. We make these printed materials widely available, at no cost, to visitor centers, bike shops, and other such locations as we seek to draw interest and visitation to the Peninsula. We look forward to being able to expand this by developing a printed product that lends itself to high-volume locations such as information desks, hotels, the Coho, etc.

Additionally, the Conex "wrap" also showcases the ODT year-round. The "wrap" of the Conex container encompassing the entire 20'x8'x8' Conex will amount to a billboard-sized promotional presentation highlighting the ODT, PAS, the Port of Port Angeles. Much research was done to determine how best to turn the Conex container into a de facto billboard, and the most feasible (given the local weather) and long-lasting solution is to install a "building wrap" on the container. The timing of this promotional initiative is particularly convenient as regular air service (and increasing private jet arrivals) produce significant traffic to and from the airport. In fact, Fairchild International Airport sees approximately 30,000 separate "aviation activities" per year! And the airport will soon have specific commercial visitor flights with Dash Air Shuttle.

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

Ambassadors have three great ways to promote Clallam County businesses. First, as they chat with visitors and answer questions, they offer direct recommendations about where to shop, eat or stay. Second, the Ambassadors offer maps and brochures to visitors. This array of material includes the OPVB travel planner brochure, Clallam transit information and of course PTC's own series of maps. And in an additional value-added outcome, these personal contacts and hard copy info stimulate the expansion of our marketing back to the communities and networks from which our out-of-area visitors have come.

One of the valuable lessons we learned this summer from the Trail Ambassador program is the enduring popularity of paper maps, especially for visitors from outside of the area. The Peninsula Trails Coalition takes pride in producing and offering a diverse range of maps to ensure visitors can discover and use the Olympic Discovery Trail and Olympic Adventure Route with confidence and safety. The maps go beyond recreation information by including QR codes which direct visitors to a wealth of helpful online resources for tourists, including the Visitors Bureau website olympicpeninsula.org, the city of Port Angeles and City of Forks websites and the Clallam Transit website. These sites have links to lodging, dining and shopping options across the 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).**

We have applied in all jurisdictions in Clallam and Jefferson Counties for 2024 funds. All other funding requests for 2024 have been approved except for OPVB.

A summary of our requests is below, and applications are attached.

Jurisdiction	Amount Requested	Amount Approved	Approved?
OPVB	$7,500.00	$7,500.00	Yes
OPVB	$2,500.00		Not yet
OPVB (PAS submitted)	$5,000.00		Not yet
Clallam	$49,500.00		Proposal due 3/15
Forks	$3,000.00	$3,000.00	Yes
Port Angeles	$11,400.00	$11,400.00	Yes
Sequim	$1,800.00	$1,800.00	Yes
Sequim (PAS submitted)	$2,000.00	$2,000.00	Yes
Jeff Co	$12,000.00	$12,000.00	Yes
Port Townsend	$1,700.00	$1,500.00	Yes
	$96,400.00	**$39,200.00**	

13. **What is the overall budget for your event/activity/facility?** $49,500

Trail Ambassador Program - In 2024, we plan to hire a Lead Ambassador to schedule, coordinate and manage the project, including hiring Field Ambassadors to complete surveys and interact with visitors to the Olympic Discovery Trail. We also plan to hire a Trail Ambassador consultant to update the survey instrument and refine Trail Ambassador deployment. Work is planned for trailheads throughout Clallam and Jefferson counties. For year two of the Program, we propose expanding surveys to trailheads to include the Olympic Adventure Trail, which has a significantly different user profile than the Olympic Discovery Trail.

Trailhead Kiosk Refurbishing/Updating – Structural repair/replacement as needed, and renovation of display materials at six kiosks, with each one estimated to cost $1,500.

Maps – West and West Central ODT Maps - $2,500 for each map to be reprinted, which covers 5,000 copies and minor pre-production edits.

ODT "Pad" Maps - $3,000 for a new map, suited for front desks (i.e.: hotels, the Coho, information counters, etc.). The cost includes design and printing of 100 pads of 100 maps each, 11"x17".

A Conex container "wrap" for a shipping container at Fairchild International Airport - The total project cost is $3,000. We are seeking funding from multiple funding sources including $500 from Clallam LTAC. If we are unsuccessful in being awarded the funding being sought through OPVB and Clallam LTAC, we will seek other funds, or try to reallocate other internal funds.

Port-a-potties throughout the trail system – The total project cost is $5,700. Port-a-potties are a critical tourism-related facility throughout the trail system that the Peninsula Trails Coalition has historically used donor-funds to cover. This is a public health and safety dimension of the experience, and a distinct need of the ODT, which inherently has remote segments. The PTC covers the cost of 4 of the many port-a-potties throughout the trail system, and we will install a 5th one in the Joyce area.

What percent of the budget are you requesting from Clallam County Lodging Tax Fund? We are requesting 100% of each item.

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

LTAC's and the Olympic Peninsula Visitor's Bureau (OPVB) have been the primary funding source for the marketing materials in their areas, as well as the funding sources for year one of the Trail Ambassador Program. They continue to be our primary funding sources.

In all instances, if grant funding isn't received, we seek other grant funding or draw on other operating revenue. We are committed to continuing the Trail Ambassador program, and printing marketing materials regardless.

PENINSULA TRAILS COALITION

Peninsula Trail Coalition/Olympic Discovery Trail
Clallam County LTAC Grant Budget

Expense item	Total need	Clallam LTAC request 2024	OPVB match, if awarded	Income	Notes
Trail Ambassador Program					
3-4 Field Ambassadors (complete surveys and interact with visitors to the Olympic Discovery Trail)	$20,000	$20,000	$0	N/A *	Info from Catharine's drafted Clallam LTAC app, rounded, and OPVB grant app.
Lead Ambassador (to schedule, coordinate and manage the project)	$4,500	$4,500	$0	N/A *	same as above
Trail Ambassador Consultant (to update the survey instrument and refine Trail Ambassador deployment)	$4,500	$4,500	$0	N/A *	same as above
Supplies	$500	$500	$0	N/A *	Info from Catharine's drafted Clallam LTAC app, though she had $180. Using rounder numbers
Trailhead Kiosk Refurbishing/ Updating	$9,000	$9,000	$0	N/A *	Structural repair/replacement as needed & approved, renovation of display materials 6 kiosks @ $1500 each.

West ODT maps	$2,500	$2,500	$0	$200	5K copies (reprint) + minor pre-production edits
West Central ODT maps	$2,500	$2,500	$0	$200	5K copies (reprint) + minor pre-production edits
ODT "Pad" Maps	$3,000	$3,000	$0	N/A *	New map, suited for front desks, Coho, info counters, etc. design/print 100 pads of 100 maps ea. 11"x17"
a Conex container "wrap" for a shipping container at Fairchild International Airport	$3,000	$3,000	$2,500	N/A *	We are requesting the full amount of the conex "wrap" because OPVB has not been awarded yet, and if it is, we will seek permission to reallocate the corresponding amount to other portions of the grant(s). It's an especially important item this is fully funded because it's an explicit element of a three-party agreement under which the Port is providing the storage capability to the two other partners. The container is shared with PAS, whose owner, Lorrie Mittmann, paid for the graphic artist to come up with the design, and will help with the annual maintenance fees.
Port-a-potties	**$5,700**	$5,700	$0	N/A *	Costs are at least $1,080/year for 3 port-a-potty, and $1,200 for other one, and will be at least $1,200 for the one in Joyce. We use Bill's Plumbing.
Total	**$49,500**	**$49,500**	**$2,500**	**$400**	

* These are not income-generating items. Though no direct correlation can be shown, dissemination of information about the ODT generates financial support and organizational income.

WASHINGTON
Secretary of State
Corporations & Charities Division

Filed
Secretary of State
State of Washington
Date Filed: 08/02/2023
Effective Date: 08/02/2023
UBI #: 602 071 631

Annual Report

BUSINESS INFORMATION

Business Name:
PENINSULA TRAILS COALITION

UBI Number:
602 071 631

Business Type:
WA NONPROFIT CORPORATION

Business Status:
ACTIVE

Principal Office Street Address:
10 VICTORIA VIEW ST, SEQUIM, WA, 98382, UNITED STATES

Principal Office Mailing Address:
PO BOX 1836, PORT ANGELES, WA, 98362-0099, UNITED STATES

Expiration Date:
09/30/2024

Jurisdiction:
UNITED STATES, WASHINGTON

Formation/Registration Date:
09/12/2000

Period of Duration:
PERPETUAL

Inactive Date:

Nature of Business:
CHARITABLE

NONPROFIT GROSS REVENUE CERTIFICATION

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

NONPROFIT CORPORATION'S EIN

Nonprofit EIN: **91-1416511**

REGISTERED AGENT RCW 23.95.410

Registered Agent Name **Street Address** **Mailing Address**

This document is a public record. For more information visit www.sos.wa.gov/corps

Work Order #: 2023080200512275 - 1
Received Date: 08/02/2023
Amount Received: $20.00

JOHN DOLANSKY 10 VICTORIA VIEW ST, SEQUIM, WA, 98382-8068, UNITED STATES

PRINCIPAL OFFICE

Phone:
360-477-4081

Email:
TREASURER@OLYMPICDISCOVERYTRAIL.ORG

Street Address:
10 VICTORIA VIEW ST, SEQUIM, WA, 98382, USA

Mailing Address:
PO BOX 1836, PORT ANGELES, WA, 98362-0099, USA

GOVERNORS

Title	Type	Entity Name	First Name	Last Name
GOVERNOR	INDIVIDUAL		GORDON	TAYLOR
GOVERNOR	INDIVIDUAL		JOHN	DOLANSKY
GOVERNOR	INDIVIDUAL		JEFF	BOHMAN
GOVERNOR	INDIVIDUAL		ERIK	ROHRER

NATURE OF BUSINESS

- CHARITABLE

REPORTING CHANGES FOR THE CHARITABLE NONPROFIT CORPORATION

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

CONTROLLING INTEREST

1. Does this entity own (hold title) real property in Washington, such as land or buildings, including leasehold improvements?
- No
2. In the **past 12 months**, has there been a transfer of at least 16-2/3 percent of the ownership, stock, or other financial interest in the entity?
- No
a. If "Yes", in the **past 36 months**, has there been a transfer of controlling interest (50 percent or greater) of the ownership, stock, or other financial interest in the entity?
- No
3. If you answered "Yes" to question 2a, has a controlling interest transfer return been filed with the Department of Revenue?
- No

You **must** submit a Controlling Interest Transfer Return form if you answered "yes" to questions 1 **and** 2a.

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

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

RETURN ADDRESS FOR THIS FILING

Attention:
JOHN DOLANSKY
Email:
CYCLINGCPA@AOL.COM
Address:
10 VICTORIA VIEW ST, SEQUIM, WA, 98382-8068, USA

UPLOAD ADDITIONAL DOCUMENTS

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

EMAIL OPT-IN

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

AUTHORIZED PERSON

☑ I am an authorized person.

Person Type:
INDIVIDUAL

First Name:
JOHN

Last Name:
DOLANSKY

Title:
TREASURER

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

PENINSULA TRAILS COALITION	2023	2023	2024	2024	2025	2025 COMMENTS
INCOME						
CONTRIBUTIONS INCOME						
RESTRICTED CONTRIBUTIONS	46,600		3,000		3,000	
UNRESTRICTED	60,000		60,000		60,000	
BEQUESTS	10,000		10,000		10,000	
SUPPORTING EVENTS	15,000		15,000		15,000	PAMA TO $10K+
YEAR-END APPEAL	3,000		1,000		1,000	
DIRECT MAIL CAMPAIGN	50,000		50,000		50,000	
ODT-EAGLEMOUNT	1,500		1,500		1,500	
GIVE BIG/GIVING TUESDAY	7,500		7,500		7,500	
MAP DONATIONS	6,000		7,000		7,000	
TOTAL CONTRIBUTIONS INCOME		199,600		155,000		155,000
INTEREST/DIVIDEND INCOME		25,000		25,000		25,000
MEMBERSHIP DUES		17,000		17,000		17,000
GRANTS		55,000		55,000		55,000
TRAVELER'S JOURNAL-P A . SEQUIM		4,500		5,500		5,500
BIKE TUNE-UP EVENT		7,000		7,000		7,000 ACTUAL
ANNUAL ODT FUNDRAISER, NET		0		0		0
TOUR DE LAVENDER-NET		37,000		37,000		37,000
TANDEM RALLY-NET		25,000		0		0
SALES/COMMISSIONS		6,500		6,500		6,500
ALPENFIRE ROYALTIES		200		200		200
OLY CELLAR EVENT		1,300		0		1,300
EBAY SALES		0		1,000		1,000
WEB SPONSORSHIPS		3,000		3,000		3,000
TOTAL INCOME		381,100		312,200		313,500
EXPENSE						
ADMINISTRATION						
OFFICE						
OFFICE SUPPLIES	3,000		6,000		6,000	
LICENSES & PERMITS	1,500		1,500		1,500	
P. O. BOX & SITE RENTALS	250		250		250	
WEBSITES	4,500		4,500		4,500	CARLSBORG
CREDIT CARD PROCESSING FEES	5,000		3,000		3,000	
DUES AND SUBSCRIPTIONS	2,000		2,000		2,000	
MISCELLANEOUS	2,400		2,400		2,400	
CPA/AUDIT (AUDIT-$10K, REVIEW-$5K)	200		200		200	
LEGAL FEES	1,000		1,000		1,000	
INVESTMENT MANAGEMENT EXPENSES	3,050		0		0	
AWARDS & RECOGNITION	6,000		6,000		6,000	
DEVELOPMENT	200		200		200	
RAISE GRANT CONSULTING	15,000		15,000		15,000	
VOLUNTEER RECRUITMENT	50,000		0		0	
PUGET SOUND DONOR EVENT COSTS	25,289		25,289		25,289	
SALES TAX	2,500		0		0	GREG NANCE'S CONTACTS
	1,500		1,200		1,200	
TOTAL ADMINISTRATION EXPENSE		123,389		68,539		68,539
LIABILITY INSURANCE		5,127		5,896		6,204 PREMIUM INCREASE
POSTAGE AND DELIVERY		3,000		3,000		3,000
PRINTING AND REPRODUCTION		300		300		300
PROGRAM EXPENSE		1,100		1,100		1,100
GIVE BIG/TUESDAY EXPENSES		2,000		2,000		2,000
BIKE TUNE-UP EVENT		400		400		400
PROMOTION		10,675		3,675		3,675
NEWSPAPER ADS		2,500		2,500		2,500
STRATEGIC PLAN		0		0		4,000
DIRECT MAIL COSTS		21,000		21,000		21,000
TRAIL AMBASSADOR PROGRAM		39,352		0		0
TRAIL ADVOCATE MEETINGS		3,000		0		0
RTC MEETING		500		0		0 SWAG
SUPPLIES						
VOLUNTEER RECEPTION	700		700		700	
MISC. SUPPLIES	100		100		100	
PROMO ITEMS	1,500		0		0	
MAPS AND BROCHURES	20,000		14,000		14,000	PRICE INCREASES
ANNUAL MEETING	125		125		125	
TOTAL SUPPLIES		22,425		14,925		14,925
TRAIL EXPENDITURES						
TRAIL MAINTENANCE MGR	90,400		91,100		91,100	
TRUCK EXPENSES	3,100		2,400		2,400	
FLAGGER TRAINING	900		900		900	
VOLUNTEER VESTS	2,000		0		0	
TRAIL CONSTRUCT. INCL. MAT'L, GAS	3,000		3,000		3,000	
HBV	55,919		0		0	
EQUIPMENT	6,000		5,000		5,000	ACTUAL
SANIKAN RENTALS	4,900		5,000		5,000	
SUPPLIES,	1,000		1,000		1,000	
SIGNAGE	6,000		1,250		1,250	CLALLAM/JEFFCO PROJECTS
WORK PARTY FOOD/BEVERAGES	5,000		5,000		5,000	
ECO-COUNTERS	900		0		900	
TOTAL TRAIL MAINTENANCE		179,119		114,650		115,550
TOTAL EXPENSE		413,887		237,985		243,193
NET INCOME		(32,787)		74,215		70,307

West Central ODT Map



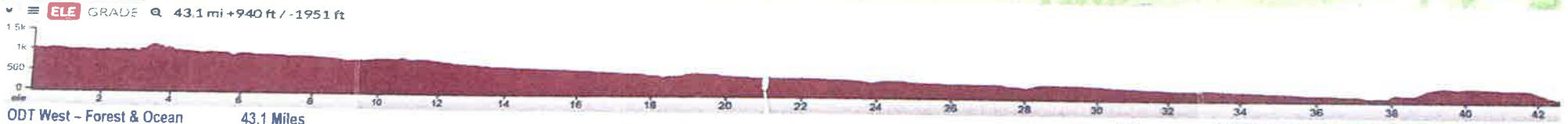
Warning: McPhee Tunnel – Headlight/flashlight recommended @Mile Marker 22.9
Warning: Rough Single Track between Mile Marker 23.1 and 24.8



ODT West Central – Cue Sheet – 32.8 Miles

	↑	Str8	Segment begins at the corner of N. Lincoln St and I Avenue	0.0
0.2	↑	Str8	Follow the trail markers through Valley Creek Park	0.2
0.7	←	Left	Slight left to stay on Olympic Discovery Trail/Port Angeles Waterfront Trail	0.9
0.8	←	Left	Turn left onto Olympic Discovery Trail	1.8
0.3	→	Rt	Slight right onto 4th St.	2.1
0.5	→	Rt	Turn right onto S Milwaukee Dr/Olympic Discovery Trail	2.6
5.4	→	Rt	Turn right onto WA-112 W	8.1
8.7	←	Left	Turn left onto Joyce-Piedmont Rd/Olympic Discovery Trail	16.7
4.3	→	Rt	Turn right onto E Beach Rd	21.0
0.7	←	Left	Turn left to stay on E Beach Rd	21.7
5.1	→	Rt	Slight right onto Olympic Discovery Trail	26.8
4.8	→	Rt	Right at the T stay on Olympic Discovery Trail	31.5
1.2	↑	Str8	Segment ends at the crossing of US101	32.8





ODT West – Forest & Ocean **43.1 Miles**

	↑	Str8	Begin Segment on the South Side of 101	0.0
2.1	←	Left	Turn Left onto FS2918	2.1
0.7	→	Rt	Right turn toward the Sol Duc River	2.9
0.0	↑	Str8	Use the bypass on the Forrest Service gate	2.9
0.1	↑	Str8	Use the bypass on the Forrest Service gate	3.0
0.1	→	Rt	Slight Right onto NF 065	3.1
0.4	→	Rt	Right turn onto the Separated ODT	3.5
6.8	→	Rt	Turn right onto Mary Clark Rd/Olympic Discovery Trail	10.3
4.9	→	Right	Tur right to stay on Mary Clark Rd/Olympic Discovery Trail	15.2
0.3	←	Left	Tur left to stay on Mary Clark Rd/Olympic Discovery Trail	15.5
2.5	←	Left	Tur left onto US-101 S	18.0
3.0	←	Left	Kee left to stay on US-101 S	21.0
8.3	→	Right	Turn right onto La Push Rd	29.3
13.3	↑	Straight	Cor inue onto Ocean Front Dr	42.5
0.5	↑	Straight	Cor inue onto Front St	43.0
0.1	↑	Generic	Seg ment Ends in La Push	43.1

For More Information Go To

Please Help Us to Produce These Great Maps by Donating



Peninsula Trail Coalition/Olympic Discovery Trail

Other jurisdictions applications

With this application, we have applied in all jurisdictions in Clallam and Jefferson Counties for 2024 funds:

OPVB (3 applications, one submitted by Peninsula Adventure Sports on our behalf)
City of Forks
City of Port Angeles
City of Sequim (2 applications, one submitted by Peninsula Adventure Sports on our behalf)
Jefferson County
City of Port Townsend

OLYMPIC PENINSULA VISITOR BUREAU

Olympic Peninsula Visitor Bureau
Tourism Enhancement Fund 2024
Grant Application Cover Sheet

Received by OPVB:

Initials: AC Date: 11-7-23
Grant Amount Awarded: _____

Project/Event Title: Enhancing Visitor Information for Olympic Discovery Trail	
Submitting Organization: Peninsula Trails Organization	Federal Employer ID# (if applicable)
Location of Project: Port Angeles	Date of Event or Project Completion:
Project/Event Director: Jeff Bohman	Title: PTC President
Mailing Address: PO Box 282	
Telephone: (360) 477-8881	Fax:
E-mail Address: jrbohman@icloud.com	
Amount Requested from Tourism Enhancement Fund: $7,500	
Use of Requested 2024 Funds (check one): __x___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: Most cycles, but not all 2020, 2021, 2022, 2023 Do you plan on applying for another OPVB grant in 2024? _x____Yes _____No	

Please send one **(1) original and one (1) copy** of your application. **(One sided only, no staples please.)**

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

___x__1. *Summary of the project/event. (Include location and date, if applicable.)*

___x__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.

__x___3. List of key personnel on project/event committee.

__x___4. Proposed project or event budget showing revenue/expenses.

__x___5. List of other agencies' grant funds are being requested of and the amount.

__x___6. Itemized list of how these grant funds will be used in project/event.
(Include distribution, publication, and target market information, if applicable.)

__x___7. *If full funding is not awarded, how will you modify your proposed tourism promotion?*

__x___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: _____ Date: ___11/7/2023_____

Signature - Project/Event Director

Mail/deliver application materials by 5:00pm local time on the due date to:
OPVB, PO Box 670, Port Angeles, WA 98362. (Physical Address: 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.

OPVB Tourism Enhancement Grant 2024
Peninsula Trails Coalition

1. Summary of the project/event. (Include location and date, if applicable.)

We are asking for $7500 to reprint the Olympic Discovery Trail Anchor Brochure for wide distribution and to support Peninsula Trails Coalition tourism marketing via social media.

The Olympic Discovery Trail (ODT) is the preeminent outdoor recreation and active transportation backbone on the North Olympic Peninsula. The ODT is gaining national recognition and drawing increasing attention, being highlighted as the stunning and appealing western end of the Great American Rail-Trail. The Olympic Discovery Trail frequently serves as the primary draw for visitors to the North Olympic Peninsula.

PTC's Anchor Brochure offers visitors a comprehensive overview of the entire ODT, providing them with essential information on the location of towns and amenities. In the summer of 2023, PTC Trail Ambassadors conducted a Trail User survey, interviewing 1400 visitors from May through September, helping us gain insights into visitor demographics and their specific information and logistics needs. Due to high demand from the visitors' centers, other sites where these brochures are available, as well as the from Trail Ambassadors, we exhausted our inventory of our Anchor brochure much earlier than anticipated and need to resupply.

Social media engagement plays a pivotal role in our efforts to connect with and attract potential visitors. Collaborating with social media marketing professionals has enabled us to maintain an active and consistent presence with our marketing endeavors. We are continuously broadening our reach to a diverse audience through a variety of posts that cover all aspects of the ODT visitor experience- ranging from trail conditions to scenery or action shots, to the Trail Ambassador and various events. Improving our content management and organization would not only allow us to better support our own marketing goals but also enable us to respond more effectively to requests from other marketing initiatives seeking quality images of the ODT and its use by visitors.

2. Description of how project/event will attract overnight destination guests. Must include estimates of the following:

- Number of attendees/participants (overall): 95,160
- Number of tourists who will travel more than 50 miles for the event/activity: 45% of trail users come from more than 50 miles away - 42,822
- Number of overnight tourists staying in paid accommodations 68% of tourists stay in paid accommodations - 29,119
- Number of overnight tourists staying in non-paid accommodations (i.e., staying with friends or family): 10% of overnight tourists stay somewhere for free - 4,282
- Number of attendees/participants from another country or state outside their place of resident or business: 21% of the visitors from more than 50 miles are from outside Washington or another Country - 8, 992
- *Number of paid lodging room nights resulting from your event/activity: 9,706*
- Describe how these estimates have been determined.

We continue to work to refine our estimates of the economic impact generated by the Olympic Discovery Trail. The estimates outlined above are based on trail counter data. We took the passive trailhead counts to estimate the average daily number of visitors. Next, we applied the percentages derived from the Trail User Survey Data collected this summer. Since our survey numbers are based on groups of visitors, we assumed an average group size of three to estimate lodging room nights.

3. List of key personnel on project/event committee.
Brian Anderson and Jeff Bohman

4. Proposed project or event budget showing revenue/expenses.

$7500 Total Request

Current quoted printing costs (.33/item) for 17,000 Anchor Brochures - $5600
Social media marketing and social media content organization and management- $1900

5. List of other agencies' grant funds are being requested of and the amount.
No other grants are being asked for the printing of the Anchor brochure or ODT marketing via social media.

6. Itemized list of how these grant funds will be used in project/event.
(Include distribution, publication, and target market information, if applicable.)

The Anchor brochures are readily accessible to visitors widely through various distribution methods. These include distribution at the Port Angeles and Forks Visitor's Centers, at numerous events, and also through mail requests.

Our target tourist audience extends to encompass a wide range of visitors including families, groups, solo travelers from Western Washington, the greater Pacific Northwest, and Canada. We aim to cater to visitors of all backgrounds and especially all mobilities who seek to enjoy a multi-day, recreation-oriented vacation on the North Olympic Peninsula.

The funds allocated for social media marketing funds will be directed towards supporting Bright Side Solutions, with a particular emphasis on improving and enhancing content organization and management.

7. If full funding is not awarded, how will you modify your proposed tourism promotion?
We will order fewer brochures and/or add funding from our donations.

9. Proof of liability insurance.

See attached.

Issue Date 2/15/2023 Cert #:0000042363

Non Profit Insurance Program

Certificate of Coverage

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONVEYS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF COVERAGE 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 be endorsed. If SUBROGRATION IS WAIVED, subject to the terms and conditions of the policy, certain coverage may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER	COMPANIES AFFORDING COVERAGE
Clear Risk Solutions 451 Diamond Drive Ephrata, WA 98823	GENERAL LIABILITY American Alternative Insurance Corporation, et al. AUTOMOBILE LIABILITY American Alternative Insurance Corporation, et al. PROPERTY American Alternative Insurance Corporation, et al. MISCELLANEOUS PROFESSIONAL LIABILITY Princeton Excess and Surplus Lines Insurance Company
INSURED	
Peninsula Trails Coalition PO Box 1856 Port Angeles, WA 98362	

COVERAGES

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE COVERAGE PERIOD INDICATED, NOT WITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF 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.

TYPE OF INSURANCE	POLICY NUMBER	POLICY EFF DATE	POLICY EXP DATE	DESCRIPTION	LIMITS
GENERAL LIABILITY					
COMMERCIAL GENERAL LIABILITY	N1-A2-RL-0000013-13	6/1/2022	6/1/2023	PER OCCURRENCE	$2,000,000
OCCURRENCE FORM INCLUDES STOP GAP				PER MEMBER AGGREGATE PRODUCT-COMP/OP PERSONAL & ADV. INJURY	$4,000,000 $2,000,000 $2,000,000
(LIABILITY IS SUBJECT TO A $250,000 SIR PAYABLE FROM PROGRAM FUNDS)				ANNUAL POOL AGGREGATE	$50,000,000
AUTOMOBILE LIABILITY					
ANY AUTO (LIABILITY IS SUBJECT TO A $250,000 SIR PAYABLE FROM PROGRAM FUNDS)	N1-A2-RL-0000013-13	6/1/2022	6/1/2023	COMBINED SINGLE LIMIT ANNUAL POOL AGGREGATE	$2,000,000 NONE
PROPERTY					
	N1-A2-RL-0000013-13	6/1/2022	6/1/2023	ALL RISK PER OCC EXCL EQ & FL	$75,000,000
				EARTHQUAKE PER OCC FLOOD PER OCC	Excluded $1,000,000
(PROPERTY IS SUBJECT TO A $250,000 SIR PAYABLE FROM PROGRAM FUNDS)				ANNUAL POOL AGGREGATE	NONE
MISCELLANEOUS PROFESSIONAL LIABILITY					
	N1-A3-RL-0000060-13	6/1/2022	6/1/2023	PER CLAIM	$2,000,000
(LIABILITY IS SUBJECT TO A $250,000 SIR PAYABLE FROM PROGRAM FUNDS)				ANNUAL POOL AGGREGATE	$40,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES / SPECIAL ITEMS

Regarding storage container placed at 1402 Fairchild Airport Road, Port Angeles, WA 98363. Port of Port Angeles is named as Additional Insured regarding this land use only and is subject to policy terms, conditions, and exclusions. Additional Insured and Waiver of Transfer of Rights endorsements are attached.

CANCELLATION

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

CERTIFICATE HOLDER	AUTHORIZED REPRESENTATIVE
Port of Port Angeles PO Box 1350 Port Angeles, WA 98362	

OLYMPIC PENINSULA VISITOR BUREAU

Olympic Peninsula Visitor Bureau
Tourism Enhancement Fund 2024
Grant Application Cover Sheet

Received by OPVB:
Initials: _____ Date: _____
Grant Amount Awarded: _____

Project/Event Title: Marketing for the Olympic Discovery Trail, a Conex container "wrap" for a shipping container at Fairchild International Airport	
Submitting Organization: Peninsula Trails Coalition	Federal Employer ID# (if applicable) 91-1416511
Location of Project: Clallam and Jefferson Counties	Date of Event or Project Completion: December 31, 2024
Project/Event Director: Jeff Bohman	Title: President, Peninsula Trails Coalition
Mailing Address: P.O. Box 1836, Port Angeles, WA 98362	
Telephone: (919) 619-5268, (360) 477-8881	Fax: N/A
E-mail Address: grants@olympicdiscoverytrail.org, jrbohman@icloud.com	
Amount Requested from Tourism Enhancement Fund: $2,500	
Use of Requested 2024 Funds (check one): __X__ 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: We've applied for, and received, numerous OPVB grants over the years, going back to at least 2017, with the latest one being in 2023, when we were awarded $3500 in funding for our Tour de Lavender.	
Do you plan on applying for another OPVB grant in 2024? _ Yes _X No (other than the 2 other proposals being submitted in this round)	

Please send one (1) original and one (1) copy of your application. (One sided only, no staples please.)

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

__X__ 1. Summary of the project/event. (Include location and date, if applicable.)

__X__ 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.

__X__ 3. List of key personnel on project/event committee.

__X__ 4. Proposed project or event budget showing revenue/expenses.

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

__X__ 6. Itemized list of how these grant funds will be used in project/event.
(Include distribution, publication, and target market information, if applicable.)

__X__ 7. If full funding is not awarded, how will you modify your proposed tourism promotion?

__X__ 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: Jeffrey A. Bohman 3/3/2024

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. (Physical Address: 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.

Proposal #2, Marketing for the Olympic Discovery Trail, a Conex container "wrap" for a shipping container at Fairchild International Airport

1. Summary of the project/event. (Include location and date, if applicable.)

We respectfully request funding for a "wrap" of the Conex container where Peninsula Trails Coalition (PTC) and Peninsula Adventure Sports (PAS) store our various maps, brochures, and trail maintenance tools, a wrap that will promote the Olympic Discovery Trail (ODT) and the partnership of the Port of Port Angeles (the Port), PTC, and PAS.

The wrap, encompassing the entire 20'x8'x8' Conex will amount to a billboard-sized promotional presentation highlighting the ODT, PAS, the Port. The wrap is an explicit element of the three-party agreement under which the Port is providing the storage capability to the two other partners. The container is shared with PAS, whose owner, Lorrie Mittmann, paid for the graphic artist to come up with the design, and will help with the annual maintenance fees. The Port moved the container to a very prominent location at the entrance to the airport, for maximum marketing potential.

Much research was done to determine how best to turn the Conex container into a de facto billboard, and the most feasible (given the local weather) and long-lasting solution is to install a "building wrap" on the container. It effectively markets the Port, the ODT, PAS races, and the Olympic Peninsula Visitor Bureau all at the same time. The cost of the wrap is just over $3,000 and will be installed in the spring when the temperature is warm enough.

The timing of this promotional initiative is particularly convenient as regular air service (and increasing private jet arrivals) produce significant traffic to and from the airport. In fact, Fairchild International Airport sees approximately 30,000 separate "aviation activities" per year! And the airport will soon have specific commercial visitor flights with Dash Air Shuttle.

The ODT is the central outdoor recreation and active transportation backbone on the North Olympic Peninsula. The ODT provides for a ~135 mile trail experience. Port Townsend is "Milepost 0" (MP 0), the beginning of the ODT. The ODT's use by walkers, runners, ADA wheeled users, bikers and e-bikers continues to grow. The ODT is gaining national recognition and drawing increasing attention, being highlighted as the stunning and appealing western end of the Great American Rail-Trail. The ODT is often the primary reason people visit, or even choose to move to, the Olympic Peninsula. People who discover and use the trail love it, and they return to it again and again. It is also popular as an outdoor recreational facility for organized walks, runs and bike rides, and provides the infrastructure for event promoters to develop trail-based events. Reaching these airport-arriving visitors to highlight the ODT represents a valuable diversification of our overall marketing coverage.

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.**

Over the summer, 1,430 surveys were collected at 16 different trailheads, across the entire Peninsula. The numbers related here and in questions below are all a result of that work. For the entirety of the ~135 miles of the ODT, there were visitors from across the United States, as well as across the globe, with a total of 95,160 for overall attendance. Additional metrics are shown on the enclosed Metrics.

3. List of key personnel on project/event committee.

The Peninsula Trails Coalition has a very active Board, but they also contract with a Grant Writer to write and administer grants, Michele Canale. Michele will be administering this grant. Lorrie Mittmann, founder of Peninsula Adventure Sports, and a Race Director for the organization, will oversee printing and wrapping of the Conex. Jeff Bohman, President of the PTC Board member, works on all project management.

4. Proposed project or event budget showing revenue/expenses.

Expense item	**Expense**
A Conex container "wrap" for a shipping container at Fairchild International Airport	$2,500
Total	**$2,500**

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

The total project cost is $3,000. We are seeking funding from multiple funding sources including $500 from Clallam LTAC. If we are unsuccessful in being awarded the funding being sought through OPVB and Clallam LTAC, we will seek other funds, or try to reallocate other internal funds.

6. Itemized list of how these grant funds will be used in project/event. (Include distribution, publication, and target market information, if applicable.)

A container wrap of the Conex container "wrap" for a shipping container at Fairchild International Airport where our various maps, brochures , and trail maintenance tools are stored. The wrap, encompassing the entire 20'x8'x8' Conex will amount to a billboard-sized promotional presentation highlighting the ODT, PAS, and the Port. The wrap is an explicit element of the three-party agreement under which the Port is providing the storage capability to

the two other partners. The timing of this promotional initiative is particularly convenient as regular air service (and increasing private jet arrivals) produce significant traffic to and from the airport.

7. If full funding is not awarded, how will you modify your proposed tourism promotion?

LTAC's and the OPVB have been the primary funding source for the marketing materials in their areas. In all instances, if grant funding isn't received, we seek other grant funding or draw on other operating revenue.

9. Proof of liability insurance.

Peninsula Trails Coalition insurance, as well as a rider for OPVB are enclosed.

2024 Tourism- Impact Estimates
Attendance Information

State law governing the distribution of lodging tax funds requires they be used primarily to encourage visitors from out of the area. Annual reporting is required of all granting municipalities and OPVB must report this information to Clallam County. It is acknowledged that, given the nature of certain projects, there may not be an easy method to determine some of the data required. The grant recipient may need to estimate to the best of their ability. **Please use this form for reporting** and simply do your best to provide the most accurate or best estimates possible.

As a direct result of your proposed tourism-related service, please provide:	2023 Actual If available	2024 Estimate	2024 Actual (Post-Event/Activity)	Method Explanation
Overall Attendance at your event/activity/facility	Not available	95,160		In 2023, The Peninsula Trails Coalition completed the first cycle of our Trail Ambassador Program. Over the summer, 1,430 surveys were collected at 16 different trailheads.
Number of people who **travel more than 50 miles** for your event/activity/facility	Not available	49,483		Same as above
Number of people who travel more than 50 miles. **From Out of State/ Out of Country**	Not available	22,762		Same as above
Number of people who travel more than 50 miles and **stay in PAID overnight lodging in Clallam County.**	Not available	35,133		Same as above
Number of people that **did not pay** for overnight lodging.	Not available	4,463		Same as above
The number of **paid lodging nights.**	Not available	11,711		Same as above

*Methods: Direct Count, Indirect Count, Representative Survey, Informal Survey, Structured Estimate, Other, N/A

OPVB Approval_____

Issue Date 2/15/2023 Cert #:0000042363

Non Profit Insurance Program

Certificate of Coverage

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PRODUCER	COMPANIES AFFORDING COVERAGE
Clear Risk Solutions 451 Diamond Drive Ephrata, WA 98823	**GENERAL LIABILITY** **American Alternative Insurance Corporation, et al.** **AUTOMOBILE LIABILITY** **American Alternative Insurance Corporation, et al.** **PROPERTY** **American Alternative Insurance Corporation, et al.** **MISCELLANEOUS PROFESSIONAL LIABILITY** **Princeton Excess and Surplus Lines Insurance Company**
INSURED	
Peninsula Trails Coalition PO Box 1836 Port Angeles, WA 98362	

COVERAGES

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TYPE OF INSURANCE	POLICY NUMBER	POLICY EFF DATE	POLICY EXP DATE	DESCRIPTION	LIMITS
GENERAL LIABILITY					
COMMERCIAL GENERAL LIABILITY	N1-A2-RL-0000013-13	6/1/2022	6/1/2023	PER OCCURRENCE	$2,000,000
OCCURRENCE FORM				PER MEMBER AGGREGATE	$4,000,000
INCLUDES STOP GAP				PRODUCT-COMP/OP	$2,000,000
				PERSONAL & ADV. INJURY	$2,000,000
(LIABILITY IS SUBJECT TO A $250,000 SIR PAYABLE FROM PROGRAM FUNDS)				ANNUAL POOL AGGREGATE	$50,000,000
AUTOMOBILE LIABILITY					
ANY AUTO	N1-A2-RL-0000013-13	6/1/2022	6/1/2023	COMBINED SINGLE LIMIT	$2,000,000
(LIABILITY IS SUBJECT TO A $250,000 SIR PAYABLE FROM PROGRAM FUNDS)				ANNUAL POOL AGGREGATE	NONE
PROPERTY					
	N1-A2-RL-0000013-13	6/1/2022	6/1/2023	ALL RISK PER OCC EXCL EQ & FL	$75,000,000
				EARTHQUAKE PER OCC	Excluded
				FLOOD PER OCC	$1,000,000
(PROPERTY IS SUBJECT TO A $250,000 SIR PAYABLE FROM PROGRAM FUNDS)				ANNUAL POOL AGGREGATE	NONE
MISCELLANEOUS PROFESSIONAL LIABILITY					
	N1-A3-RL-0000060-13	6/1/2022	6/1/2023	PER CLAIM	$2,000,000
(LIABILITY IS SUBJECT TO A $250,000 SIR PAYABLE FROM PROGRAM FUNDS)				ANNUAL POOL AGGREGATE	$40,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES / SPECIAL ITEMS

Regarding storage container placed at 1402 Fairchild Airport Road, Port Angeles, WA 98363. Port of Port Angeles is named as Additional Insured regarding this land use only and is subject to policy terms, conditions, and exclusions. Additional Insured and Waiver of Transfer of Rights endorsements are attached.

CANCELLATION

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

CERTIFICATE HOLDER	AUTHORIZED REPRESENTATIVE
Port of Port Angeles PO Box 1350 Port Angeles, WA 98362	

AMERICAN ALTERNATIVE INSURANCE COMPANY

ADDITIONAL INSURED – DESIGNATED PERSON OR ORGANIZATION (GENERAL LIABILITY)

Named Insured **Non Profit Insurance Program (NPIP)**	
Policy Number N1-A2-RL-0000013-13	Endorsement Effective 6/1/2022

THIS ENDORSEMENT CHANGES THE POLICY. PLEASE READ IT CAREFULLY

This endorsement modifies insurance provided under the following:

GENERAL LIABILITY COVERAGE PART

This endorsement changes the policy effective on the inception date of the policy unless another date is indicated above.

Schedule

Person or Organization (Additional **Insured**): As Per Schedule on file with Clear Risk Solutions, Underwriting Administrator

Port of Port Angeles
PO Box 1350
Port Angeles, WA 98362

Regarding storage container placed at 1402 Fairchild Airport Road, Port Angeles, WA 98363. Port of Port Angeles is named as Additional Insured regarding this land use only and is subject to policy terms, conditions, and exclusions. Additional Insured and Waiver of Transfer of Rights endorsements are attached.

A. With respects to the General Liability Coverage Part only, the definition of **Insured** in the Liability Conditions, Definitions and Exclusions section of this policy is amended to include as an **Insured** the Person or Organization shown in the above Schedule. Such Person or Organization is an **Insured** only with respect to liability for **Bodily Injury**, **Property Damage**, or **Personal and Advertising Injury** caused in whole or in part by your acts or omissions or the acts or omissions of those acting on your behalf:

1. In performance of your ongoing operations; or
2. In connection with your premises owned or rented to you.

B. The Limits of Insurance applicable to the additional **Insured** are those specified in either the:

1. Written contract or written agreement; or
2. Declarations for this policy,

whichever is less. These Limits of Insurance are inclusive and not in addition to the Limits Of Insurance shown in the Declarations.

All other terms and conditions remain unchanged.

Includes copyrighted material of the Insurance Services Office, Inc., with its permission

AMERICAN ALTERNATIVE INSURANCE COMPANY

WAIVER OF TRANSFER OF RIGHTS AND RECOVERY AGAINST OTHERS TO US

Named Insured **Non Profit Insurance Program (NPIP)**	
Policy Number N1-A2-RL-0000013-13	Endorsement Effective 6/1/2022

This endorsement modifies insurance provided under the following:

GENERAL LIABILITY COVERAGE PART

This endorsement changes the policy effective on the inception date of the policy unless another date is indicated above.

Schedule

Name of Person or Organization: As Per Schedule on file with Clear Risk Solutions, Underwriting Administrator

Port of Port Angeles
PO Box 1350
Port Angeles, WA 98362

The Our Right To Recovery Condition in the Liability Conditions, Definitions and Exclusions form is amended by addition of thefollowing:

We waive any right of recovery we may have against the person or organization shown in the Schedule above because of payments we make for injury or damage arising out of your ongoing operations or **Your Work** done under contract with that person or organization. This waiver only applies to the person or organization shown in the Schedule above; however, this waiver does not apply if the injury or damage is due to the sole negligence of such scheduled person or organization.

All other terms and conditions remain unchanged.

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Issue Date 5/23/2023 Cert #:0000039415

Non Profit Insurance Program

Certificate of Coverage

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PRODUCER	COMPANIES AFFORDING COVERAGE
Clear Risk Solutions 451 Diamond Drive Ephrata, WA 98823	**GENERAL LIABILITY** **American Alternative Insurance Corporation, et al.** **AUTOMOBILE LIABILITY** **American Alternative Insurance Corporation, et al.** **PROPERTY** **American Alternative Insurance Corporation, et al.** **MISCELLANEOUS PROFESSIONAL LIABILITY** **Princeton Excess and Surplus Lines Insurance Company**
INSURED	
Peninsula Trails Coalition PO Box 1836 Port Angeles, WA 98362	

COVERAGES

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TYPE OF INSURANCE	POLICY NUMBER	POLICY EFF DATE	POLICY EXP DATE	DESCRIPTION	LIMITS
GENERAL LIABILITY					
COMMERCIAL GENERAL LIABILITY	N1-A2-RL-0000013-14	6/1/2023	6/1/2024	PER OCCURRENCE	$2,000,000
OCCURRENCE FORM INCLUDES STOP GAP				PER MEMBER AGGREGATE PRODUCT-COMP/OP PERSONAL & ADV. INJURY	$4,000,000 $2,000,000 $2,000,000
(LIABILITY IS SUBJECT TO A $350,000 SIR PAYABLE FROM PROGRAM FUNDS)				ANNUAL POOL AGGREGATE	$50,000,000
AUTOMOBILE LIABILITY					
ANY AUTO (LIABILITY IS SUBJECT TO A $350,000 SIR PAYABLE FROM PROGRAM FUNDS)	N1-A2-RL-0000013-14	6/1/2023	6/1/2024	COMBINED SINGLE LIMIT ANNUAL POOL AGGREGATE	$2,000,000 NONE
PROPERTY					
	N1-A2-RL-0000013-14	6/1/2023	6/1/2024	ALL RISK PER OCC EXCL EQ & FL	$75,000,000
				EARTHQUAKE PER OCC FLOOD PER OCC	Excluded $1,000,000
(PROPERTY IS SUBJECT TO A $350,000 SIR PAYABLE FROM PROGRAM FUNDS)				ANNUAL POOL AGGREGATE	NONE
MISCELLANEOUS PROFESSIONAL LIABILITY					
	N1-A3-RL-0000060-14	6/1/2023	6/1/2024	PER CLAIM	$2,000,000
(LIABILITY IS SUBJECT TO A $350,000 SIR PAYABLE FROM PROGRAM FUNDS)				ANNUAL POOL AGGREGATE	$40,000,000
DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES / SPECIAL ITEMS					
Evidence of Coverage regarding Tour de Lavender event.					

CANCELLATION

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

CERTIFICATE HOLDER	AUTHORIZED REPRESENTATIVE
Olympic Peninsula Visitors Bureau PO Box 670 Port Angeles, WA 98362	

OLYMPIC PENINSULA VISITOR BUREAU

Olympic Peninsula Visitor Bureau
Tourism Enhancement Fund 2024
Grant Application Cover Sheet

Received by OPVB:
Initials: _____ Date: _____
Grant Amount Awarded: _____

Project/Event Title: Tour de Lavender	
Submitting Organization: Peninsula Trails Coalition	Federal Employer ID# (if applicable) 91-1416511
Location of Project: Sequim + unincorporated Clallam County	Date of Event or Project Completion: 8/3/24
Project/Event ~~Director~~: assistant Lorrie Mittmann	Title: Event assistant director
Mailing Address: 434 W. 11th St, Port Angeles WA 98362	
Telephone: (360) 775-4620	Fax:
E-mail Address: lorrie.mittmann@gmail.com	
Amount Requested from Tourism Enhancement Fund: $5,000	
Use of Requested 2024 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:	
Do you plan on applying for another OPVB grant in 2024? ✓ Yes ____ No	

Please send one (1) original and one (1) copy of your application. (One sided only, no staples 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?
✓ 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: Lorrie Mittmann 2/15/24

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. (Physical Address: 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.

1. Summary of the project/event. (Include location and date, if applicable.)

Tour de Lavender - August 3, 2024 - Sequim, WA

The Tour de Lavender is an annual cycling event sponsored by the Peninsula Trails Coalition (PTC) in partnership with lavender farms in the Sequim-Dungeness Valley. Through the Tour de Lavender (TdL) we seek to promote awareness and appreciation of the unique beauty of the Olympic Peninsula and the world-class lavender farms in "America's Provence." TdL has become the premier regional cycling event for riders from beginner to expert, and a way to experience a whole new world of cycling adventure on the Olympic Peninsula.

The event was produced by Olympic Peninsula Bicycle Alliance (OPBA) until 2021, and then transferred to the Peninsula Trails Coalition. OPBA built the Tour de Lavender to be a fairly large annual event, but covid-19 canceled the 2020 and in 2021 decreased the attendance. In 2022, Peninsula Trails Coalition built the event back up to almost 800 people, then 900 for 2023. For 2024, we expected up to 1,000 people. **This is our only annual fundraising event.**

Another important aspect to the event that has a huge positive outcome for the lavender farms visited on the bike course, is our new "shopping service." We had the idea that while some riders make purchases at the lavender farms, that they would buy MORE, and different items, if they didn't have to haul them on their bicycles for the remainder of the ride. So we arranged to have purchases labeled and we had volunteers in vehicles make "rounds" to the farms to pick up purchases and bring them to the finish area. We were totally surprised at how popular this was!! One lavender farm even told our volunteer that they sold more during our event day than they did for all of Lavender Festival. We expect this service to be even more popular in its second year, now that it has been established as a regular value-added service for the riders.

ABOUT THE RIDES

Metric Century – 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.

Fun Ride - This very special family-friendly loop is designed for people of all ages and abilities. It is a mostly level, easy course that runs along back roads in the valley and parts of the Olympic Discovery Trail. The entire loop is 35 miles and encompasses nine lavender farms, but cyclists can opt for shorter out-and-back treks to selected farms.

Visit the website at https://tourdelavender.com for more information

2. Description of how the project/event will attract overnight destination guests.

Sequim is considered the "Lavender Capital of America" which in itself attracts a number of overnight guests. Combined with a cycling event, this event is truly unique. In addition, Tour de Lavender is on the same weekend as Ride the Hurricane, so cycling enthusiasts can spend the entire weekend and experience both one-of-a-kind events. We will work with the Port Angeles Chamber of Commerce to co-market in order to maximize the number of guests to stay multiple nights on the Olympic Peninsula.

Must include estimates of the following:

• Number of attendees/participants (overall)
1,000
• Number of tourists who will travel more than 50 miles for the event/activity.
800
• Number of overnight tourists staying in paid accommodations
540
• Number of overnight tourists staying in non-paid accommodations (i.e., staying with friends or family)
460
• Number of attendees/participants from another country or state outside their place of resident or business
150
• Number of paid lodging room nights resulting from your event/activity
650
• Describe how these estimates have been determined.
Educated estimate based on 2023 attendance and participant questions in their registration

3. List of key personnel on project/event committee.

Tour de Lavender Committee:

- John Dolansky, Peninsula Trails Coalition Board of Directors
- Jeff Bohman, Peninsula Trails Coalition Board of Directors
- Bob Coonelly, Peninsula Trails Coalition Board of Directors
- Brian Anderson, Peninsula Trails Coalition Board of Directors
- Frank Finney, Olympic Peninsula Bicycle Alliance
- Lorrie Mittmann, Peninsula Adventure Sports
- Linda Carraux, Peninsula Adventure Sports

4. Proposed project or event budget showing revenue/expenses.

Revenue:		
Entry Fees		$67,125
Grants		$9,050
Sponsorships		$500
Merchandise Sales		$22,891
	Total	*$99,566*

Expense:	
Permitting / Venue Rental Fees	$1,034
Farm payments	$6,300
Supplies / Rental equipment	$1,677
Food	$1,958
Merchandise Purchase	$14,834
Staffing	$62,106
(paid workers, contributions to multiple non-profit organizations assisting in the event, producing organizations)	
Swag	$3,693
Volunteer t-shirts	$1,340
Marketing / photography	$3,050
Website updates	$1,817
Sanicans	$1,475
Storage	$282
Total	*$99,566*

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

Applied (not awarded yet) City of Sequim - $2,000

6. Itemized list of how these grant funds will be used in project/event. (Include distribution, publication, and target market information, if applicable.)

$3,000	In Bright Solutions - Social media management & paid social ads Instagram and Facebook & physical attendance at the event to do live updates & take photos and video
$1,000	Photography: pre-event at farms for promotional purposes and during the event for 2024 promotion

$1,000 Print materials & 3 ads in Cascade Bicycle Club newsletter which reaches over 10,000 regional cyclists

7. If full funding is not awarded, how will you modify your proposed tourism promotion?

We would not have In Bright Solutions attend the event in person.

8. Proof of liability insurance.

New policy will be issued June 1, 2024 and we can submit it at that time

Tour de Lavender

2024 Tourism- Impact Estimates
Attendance Information

State law governing the distribution of lodging tax funds requires they be used primarily to encourage visitors from out of the area. Annual reporting is required of all granting municipalities and OPVB must report this information to Clallam County. It is acknowledged that, given the nature of certain projects, there may not be an easy method to determine some of the data required. The grant recipient may need to estimate to the best of their ability. **Please use this form for reporting** and simply do your best to provide the most accurate or best estimates possible.

As a direct result of your proposed tourism-related service, please provide:	2023 Actual If available	2024 Estimate	2024 Actual (Post-Event/Activity)	Method Explanation
Overall Attendance at your event/activity/facility	797	1,000		
Number of people who **travel more than 50 miles** for your event/activity/facility	610	800		
Number of people who travel more than 50 miles. **From Out of State/ Out of Country**	163	150		
Number of people who travel more than 50 miles and **stay in PAID overnight lodging in Clallam County.**	498	540		
Number of people that **did not pay** for overnight lodging.	299	460		
The number of **paid lodging nights.**	577	650		

*Methods: Direct Count, Indirect Count, Representative Survey, Informal Survey, Structured Estimate, Other, N/A

City of Forks
2024 Application for Lodging Tax Funds

Due: September 25, 2023 by 5:00 p.m.

Amount of Lodging Tax Requested: $ 3,000.00

Organization/Agency Name: Peninsula Trails Coalition

Federal Tax ID Number (EIN): 91-1416511

Event or Activity Name: Development of West Olympic Peninsula Bicycling Map

Contact Name and Title: Catharine Copass, Grants Lead, PTC

Mailing Address: PO Box 1836 City: Port Angeles State: WA Zip: 98362

Phone: 360 477 9517 Email Address: ccopass@olympicdiscoverytrail.or

Check all service categories that apply to this application:

- [x] 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:

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

CERTIFICATION

I am an authorized agent of the organization/agency applying for funding. I understand that:

- I am proposing a tourism-related service for 2024. If awarded, my organization/agency will enter into a Municipal Services Contract with the City and may be required to **provide liability insurance for the duration of the contract** naming the City as additional insured and in an amount determined by the City; and file for a permit to use City property, if applicable.
- The City of Forks will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and a signed request for reimbursement has been submitted to the City, including copies of invoices and payment documentation.
- If awarded, my organization/agency will be required to submit a report documenting economic impact results in a format determined by the City. This report is due after the event/activity and no later than January 29, 2025, 5:00 p.m.

Signature: Catharine Copass Date: 9/23/2023

Printed or Typed Name: Catharine Copass

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**

   See Attached Sheet for Answers

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	7,500
b. Number of people who will travel more than 50 miles for your event/activity	5,475
c. Of the people who travel more than 50 miles, the number of people who will travel from another country or state	2,190
d. Of the people who travel more than 50 miles, the number of people who will stay overnight in Forks or the Forks area	4,270
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	4,161
f. Number of paid lodging room nights resulting from your proposed event/ activity/facility	2,080

What methodology did you use to calculate the estimates?

See Attached Sheet

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

   See Attached Sheet

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

   See Attached Sheet

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

   See Attached Sheet

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

   See Attached Sheet

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?**

   See Attached Sheet

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

   See Attached Sheet

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

   See Attached Sheet

Application Instructions and General Guidelines

Application Deadline: September 25, 2023, 5:00 p.m. – received at Forks City Hall.
To be eligible for consideration, your complete proposal must be received by the deadline.
City Council will review proposals in a public meeting on November 13, 2023, 5:30 p.m. at Forks City Hall, Council Chambers.

Submit application to:

Caryn DePew, Clerk/Treasurer
City of Forks
500 East Division Street
Forks, WA 98331

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

Attach:

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

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

1. Describe your tourism related activity

The Olympic Discovery Trail (ODT) is the preeminent outdoor recreation and active transportation backbone on the North Olympic Peninsula. It attracts visitors who shop and dine locally, event participants who bring family and friends to shop, dine and stay overnight in campgrounds and other lodgings, and it especially attracts long-distance travelers who use the entire 135 mile route of the trail, often starting in La Push and finishing in Port Townsend. Additionally, the ODT is the western gateway to the Great American Rail-Trail, connecting across the entire US from the rugged beauty of La Push to the bustling corridors of Washington DC.

The mission of the Peninsula Trails Coalition (PTC) is to advocate for the completion of the Olympic Discovery Trail, and to help maintain and promote the ODT. A key and distinct aspect of our trail tourism promotion and marketing is assisting with trip planning, both through detailed web-based route maps, and equally importantly, by offering high quality, fully detailed regional bicycling maps for Eastern Jefferson County and Eastern Clallam County. These two maps showcase the Olympic Discovery Trail and also provide a comprehensive and highly detailed picture of the diverse cycling opportunities, mountain bike trails to gravel bike routes, from bike parks to rugged hill climbs. Although their focus is on bicycling, these maps offer a comprehensive view of all the recreational offerings within the map's coverage area, including city, county, state and federal recreation and tourism amenities (see photos in attachments). In addition, the maps have QR code links to visitor resources including the visitor's bureau website, visitor's centers, city websites and Clallam transit links.

In a PTC pilot project in the summer of 2023, PTC Trail Ambassadors were periodically stationed at ODT trailheads in La Push, Camp Creek and Fairholm. In addition to handing out maps and trip planning advice, Ambassadors collected vital demographic data about trail users. Nearly seventy five percent of trail users in the Forks area were from further than 50 miles away, and of these visitors, more than half were from another state or country. As the Olympic Discovery Trail continues to rise in popularity with tourists, especially among cyclists looking to explore the Forks area, the need for a third regional bicycling map is crystal clear. The western Olympic Peninsula, centered by Forks, but extending from Cape Flattery to the Hoh, is a barely-tapped cycling region, with a wealth of long-distance cycling routes through a very scenic rural landscape, as well as increasing options for mountain biking. This map will not only demystify the western segments of the ODT but will also showcase the other recreational bicycling options in the Forks region, inspiring multi-day adventures and multiple night stays.

We're asking for support from the Forks Lodging Tax Fund to help us craft a new West Olympic Peninsula Bicycling map, ensuring that Forks area visitors can plan exciting and memorable recreation-oriented stays.

2. What methodology did you use to calculate the estimates?

A passive trail counter located at Camp Creek provides the current best estimate of western ODT use. Trail counts indicate an average of 20 trail users per day. This summer, PTC Trail Ambassadors conducted user surveys at the trailheads at La Push, Camp Creek and Fairholm. We asked trail users where they were from, and if they were staying overnight, what type of accommodation they were using detailing

staying somewhere for free, paid camping/RV, hotel motel, short term rental etc. We generalized the results of the survey to the overall trailhead counts. While our data collection methodology doesn't completely align due to its intermittent collection, we did find that 76% of people coming from further than 50 miles stay overnight in the Forks area in paid accommodations including camping/RV, hotels and short term rentals.

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

The Olympic Discovery Trail is a destination recreation amenity, with 40-75% of trail users visiting from further than 50 miles away. The economic impact of the trail is already significant and increases each year as the national awareness of trail as the western terminus of the Great American Rail-Trail grows. We have successfully developed high quality recreation bicycling maps for Eastern Clallam (7th Edition) and Eastern Jefferson (9th Edition) Counties. Demand for these maps is such that they are in their second printing.

4. Describe your target tourist audience

Our target audience is visitors and tourists from greater than 50 miles away who want to plan a multi-day recreation vacation based in Forks.

5. Describe how you will promote the event/activity/facility to attract tourists.

We promote the Olympic Discovery Trail through a range of social media platforms, through the regional visitors' centers and through robust cross-promotion of co-located services, including lodging, restaurants and recreation outfitters especially those offering bike rentals. This new West Olympic Peninsula Bicycling Map will be the first presentation to "the world" that the Forks region is a place to come for a distinctive cycling experience.

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

Similar to the other two maps, the West Olympic Peninsula Bicycling map will have a QR code link to https://forkswa.com/, the City of Forks https://forkswashington.org/ as well as the OPVB website https://olympicpeninsula.org/. This connects map users quickly and directly to lodgings, establishments and businesses located in Forks.

7. What is the overall budget? What percent are you requesting from the City of Forks Lodging Tax Fund.

We are asking for $3,000 to pay the same contractor who has developed the Eastern Clallam County (to become the Central Olympic Peninsula Bicycling Map) and Eastern Jefferson County (to become the East Olympic Peninsula Bicycling Map) Bicycling maps to create a similar map for the West Olympic Peninsula. This will cover 100% of the map creation costs.

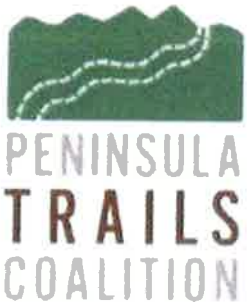
Printing costs for the map will depend on initial printing volume. We will seek funding for map printing from other sources.

8. What will cut from your proposal or do differently if full funding is not available or recommended?

We will have to seek grant funding elsewhere to support the West Olympic Bicycling map development costs.

9. Describe the method you will use to gather necessary data to complete post-reporting requirement

Our estimates of the economic impact of the trail continue to improve, we will continue to use estimates based on passive trail counters in combination with our survey data.



2024 Peninsula Trail Coalition/Olympic Discovery Trail Map Development Budget

Prepared by C Copass, Contractor

Itemized List

West Olympic Peninsula Bicycling Map		
Contracted services for map creation	$	3,000
Total	**$**	**3,000**

Peninsula Trails Coalition- Forks Lodging Tax Application 2024

Example map- proposed West Olympic Bicycling Map will follow this template.



PENINSULA TRAILS COALITION BOARD OF DIRECTORS 2023
Board members can be reached at:

PTC, PO BOX 1836, Port Angeles, WA 98362

Jeff Bohman, President

Joined the Board: 1991
PTC Focus: After a career with the National Park Service and other employers in a series of natural resource and watershed management positions, he spent his last nine years before retiring working for Olympic NP on the Elwha River Restoration project (hydro dam removal, etc.). Retirement is spent on various recreation and travel experiences, often with family, as well as a variety of community service activities.

Gordon Taylor, Vice President, East Clallam County
Joined: 2013
PTC Focus: Trail projects. Liaison to the City of Port Angeles.
Background & Hobbies: Gordon worked in heavy industrial maintenance and military testing for 40 years before retiring from Nippon Paper in Port Angeles. He began bicycling after being advised to pick up lower-impact exercise. This led to riding the West Port Angeles trail before it had a bridge and paving, and then joining that trail's improvement project and the Peninsula Trails Coalition. Gordon is also into metalworking, motorcycles, and auto racing.
One of Gordon's favorite quotes: "Those that say a job cannot be done should not interrupt those that are doing it." —George Bernard Shaw

John Dolansky, Treasurer
Joined: 2010
PTC Focus: Provides the PTC with responsible financial management and reporting to enable it to succeed in achieving its mission and vision.
Background & Hobbies: Sixteen years as a controller, assistant controller, and data processing manager in various firms. Owner of John F. Dolansky CPA since 1988. Former Big Brother in Big Brothers Big Sisters; former Jaycee. John enjoys cycling, traveling, and cooking spicy food.
In John's own words. "Ever since I retired to Sequim and the Olympic Peninsula, my hope has been to help finish the length of the ODT and showcase it to all cyclists around the world."

Brian Anderson, Clallam County
Joined: 2016
PTC Focus: Corresponding Secretary, Constituent Database and ODT website.
Background & Hobbies: Brian spent his career in sales and marketing. Prior to retiring, he was president of Vision Bankcard, a merchant bank card provider with more than 8,500 clients. He enjoys traveling, hiking, and cycling. In Brian's own words. "I want to give others who love the outdoors a means to discover the wonders of the Olympic Peninsula."

Merrily Mount, Vice President Jefferson County
Joined: 2019
PTC Focus: It gives me great pride , pleasure and purpose to represent my community on the Board of Directors of the Peninsula Trails Coalition .
My career spans a forty-five-year period of time where I practiced primary care as a family nurse practitioner in settings around the world and transitioning to retirement in Quilcene, Washington. I enjoyed my career and had many new adventures hiking, walking and bicycling. I find a great sense of well-being sharing with nature. We have the best of the best here on the Olympic Peninsula.

The Larry Scott Memorial Trail/Olympic Discovery Trail will link our trail towns together so we can connect our energy and resources. This trail is an alternate transportation route. This trail will benefit all of us in many ways and will have a positive effect on our health and well-being.
Hippocrates stated, " Walking is man's best medicine ." Take time and enjoy life in motion.

Goal: To have the Olympic Discovery Trail - *"Pathway to the Pacific"* completed for all to use.

Bob Petersen, Jefferson County
Joined: 2015
PTC Focus: A jack-of-all-trades, Bob is up for taking on any trail project that needs to be done.
Background & Hobbies: Bob's work life focused on building teams for complex technical project, first as an environmental engineer, and later in automotive software development. Today, Bob teaches people how to move using the Feldenkrais Method and is on the board of wind energy startup Regenedyne.
In Bob's own words. "Coming from a long line of fisherman, being semiretired and living on Discovery Bay is like coming home in a very deep, satisfying way. I'm looking for a way to build community in my community. Building a trail across the Olympic Peninsula offers a unique opportunity to do that using the skills and interests I have developed over the years."

Jan Whitlow, Vice President, Central Clallam County
Joined: 2016
PTC Focus: Representing the equestrian community to cultivate shared-use standards and practices on the Olympic Discovery Trail.
Background & Hobbies: Jan has enjoyed a varied career as an archaeologist, historian, and technical writer for computer and medical device manufacturers. Horses are her passion. She takes care of a small herd at her home in Port Angeles. Jan is also a member of Backcountry Horsemen of Washington—Peninsula Chapter and helps to maintain the trails in western Clallam County.

Molly Erickson, Vice President, West Clallam County
Joined: 2018
PTC Focus: Trail projects. Liaison to the Forks and La Push communities.
Background & Hobbies: After 44 years, Molly retired from the US Forest Service with 30 years in development and operation of recreation facilities and trails. As the former project lead for the Olympic Discovery Trail on Olympic National Forest, she continues to help link the West End communities with the rest of the trail system. She also is a member of the Red Cross, is a long-term

care resident advocate, and enjoys her three granddaughters and exploring our created world. From Molly: "Help us make a Difference."

Jeff Selby, Jefferson County
Joined: 2008
PTC Focus: Jeff's current interests are the completion of the ODT in Jefferson County and the annualPTC fundraiser. The connection of the current end of the Larry Scott Trail, the first 7 & 1/2 miles of the ODT from Port Townsend, to the southern end of Discovery Bay is a priority on which there has been great progress made in recent years. His efforts there will hopefully result in a safe route for trail users in the next few years in order to bypass a very dangerous section of State Route 20 between Discovery Bay and Port Townsend. "I'm thrilled to be involved in the effort to complete the ODT over this difficult terrain to connect to Clallam County. Born and raised in the Pacific NW, Jeff enjoys both road and mountain biking, skiing, and hiking. "Having grown up in Port Angeles, I've hiked most of the trails on the Olympic Peninsula, skied on its mountains and lakes, and cycled many miles on the northern Olympic Peninsula. I've traveled to all seven continents but can't think of anywhere else I'd rather live and play than the beautiful Pacific Northwest."

Rich James, Clallam County
Joined: 2019
Rich worked for Clallam County for 28 years with 25 of those years being in the Public Works Department.As the County Transportation Program Manager, Rich worked on planning, property acquisition, funding, engineering and contract supervision for the Clallam County effort to construct the Olympic Discovery Trail.

Rich also supervised the County Trail Volunteer effort in support of the trail and the County Chain Gang work in building the Olympic Discovery Trail Adventure Route segment.

Jim Mantell, Jefferson County
Joined: 2020
PTC Focus: Work on trail projects and marketing.

Background & Hobbies: Jim is currently on the board of the Jefferson County ReCyclery. In 2018/2019, he was the President of the Cyclists of Greater Seattle, a recreational cycling club. From 2008 to 2018, he was the co-owner of NetReflector, a Seattle based market research company focused on customer experience. For over 50 years Jim has been an active cyclist, biking on less traveled roads throughout North America, Europe and Asia. In Jim's own words. *"cycling improves the quality of life for both individuals and the community at large"*

Erik Rohrer, Forks
Joined: 2021
PTC Focus: Trail Completion & Maintenance

Erik, an active hiker, biker and sailor, has been an attorney and elected judge in Clallam County for the past thirty years.

Current: Trail Adopter (along with Cari) of a five-mile West-end section of the ODT and a member of the Clallam County Trails Advisory Committee.
Past: Chair/President of several boards, including Peninsula College, Pacific Northwest Trail Association and Forks Chamber of Commerce.

Jeff Chapman, Port Townsend
Joined: 2021
PTC Focus: Cross state trails including the Great American Rail Trail; advocating trail towns' recreational benefits; maintenance and funding of distance trails.

Jeff lives adjacent the Olympic Discovery Trail in Jefferson County with his horses, and has been involved in its development back to when the railroad was operating. He works for Jefferson County government with over 20 years addressing property ownerships, and he often commutes to the courthouse in Port Townsend by bicycle using the ODT.

Being a member of several trail organizations, he has ridden both horses and bicycles frequently on many sections of the ODT in Western Washington and the Palouse to Cascades trail in Eastern Washington. He assists with local, state, and federal recreation policy and development.

Andy Stevenson, Clallam County
Joined: 2008
PTC Focus: Trail construction and maintenance west of the Elwha River.

Background & Hobbies: In addition to his PTC board responsibilities, Andy currently serves as the chairman of the Clallam County Trails Advisory Committee and is a member of the Recreation and Conservation Office WWRP Trails Advisory Committee.

He is a former president and vice president of the PTC. Andy lives on the West End, where he can usually be found cycling the local trails, tracks, and back roads. He also enjoys kayaking and hiking with his dogs. Andy is a Marine Geologist, retired from a 32-year career.

Jeni Little, Jefferson County
Joined: 2014
PTC Focus: Recruitment/retention committee member.
Jeni is an avid runner/cyclist and interested in supporting events that happen on the Olympic Discovery Trail such as the North Olympic Discovery Marathon/Run the Peninsula races & Ian's Ride which highlight accessibility to the ODT. Longtime marathon and ultramarathon runner including Boston, New York & Marine Corps Marathon, Mt. Si 50 miler & 50k.

Background & Hobbies: Jeni is an active community member including service as a longtime board chair/race director of the Port Townsend Marathon Association's 'Rhody Run', Prior service includes being Head Coach for the Port Townsend High School Cross Country team, board member and staff person for the Olympic Peninsula YMCA and she is a member of Threshold Choir in Port Townsend.

"In late August of 2019 Jeff Selby, Bob Peterson and I cycled the entire Olympic Discovery Trail (133 miles) from sunup at Boat Haven in Port Townsend to sundown in La Push... that experience sustained me in subsequent years and serves as the vision for completion of the Olympic Discovery Trail."

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

2024 Lodging Tax Fund Non-Event Application

This application is for non-event related proposals only.

Application and Funding Guidelines

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

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

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

Funding Priorities – Non-events:

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

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

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

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

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

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

Scoring for Non-Event Proposal Criteria

Each criterion will be evaluated on the following spectrum:

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

Applicant Information

Organization/Agency Name: Peninsula Trails Coalition

Amount Requesting: $ 11,400

Federal Tax ID Number: 91-1416511

Facility Name or Operation (if applicable): Olympic Discovery Trail Visitor Experience Enhancement

Contact Name and Title: Jeff Bohman, PTC Board President

Mailing Address: PO Box 1836 City: Port Angeles State: WA Zip:98362

Phone: (360) 477-8881 Email Address: jrbohman@icloud.com

Check all service categories that apply to this application:

☐ Operation of a Tourism Promotion/Destination Marketing Agency

☐ Operation of a Tourism-Related Facility owned or operated by a non-profit organization

☒ Operation and/or Capital Costs of a Tourism-Related Facility owned by a municipality

Check which one of the following applies to your agency:

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

☐ Public Agency

Complete Application Includes (check all that apply):

x Application Questionnaire

x Itemized budget for your non-event related operation or capital facility (income and expenses)

x Description of, and a budget showing, how you intend to use the amount requested from the City of Port Angeles.

X A copy of your agency's current registration with the Washington Secretary of State.

X (Optional) Brochures or other information about your facility or items showing recent tourism promotion efforts – Limited to 8 pages

Applicant Questionnaire

General Questions

1. **Briefly describe your tourism-related operation/facility and what you are requesting lodging tax for.**
   Answer:
   The Olympic Discovery Trail (ODT) is the preeminent outdoor recreation and active transportation backbone on the North Olympic Peninsula. It attracts visitors who shop and dine locally, event participants who bring family and friends to shop, dine and stay overnight in campgrounds and other lodgings, and it especially attracts long-distance travelers who use the entire 135-mile route of the trail, often starting in La Push and finishing in Port Townsend. The ODT is gaining national recognition and drawing increasing attention, being highlighted as the stunning and appealing western end of the Great American Rail-Trail, connecting across the entire US from the rugged beauty of La Push to the bustling corridors of Washington DC.

   The mission of the Peninsula Trails Coalition (PTC) is to advocate for the completion of the Olympic Discovery Trail, and to help maintain and promote the ODT. A key and distinct aspect of our trail tourism promotion and marketing is assisting with trip planning. We accomplish this through detailed web-based route maps. However, equally significant are the high quality, fully detailed regional bicycling maps centered on Port Angeles and covering Eastern Clallam County. Despite the common belief that people have transitioned to digital tools for planning and navigating their recreation activities, the popularity of printed maps remains surprisingly enduring.

   In 2023 PTC Trail Ambassadors stationed at City Pier and other high-traffic trailheads distributed the bulk of our existing map supply to visitors. **We are here seeking support to replenish our inventory for the 2024 season—specifically for two key maps centered on the Port Angeles area: the ODT East Central Map and the East Clallam County Bicycling Map. Additionally, we are requesting funding for a long-overdue upgrade to the ODT Kiosk at City Pier.**

2. **If you have received Lodging Tax Funds in prior years, are you doing anything significant or differently this year?**
   Answer:
   In 2023 PTC initiated a Trail Ambassador Program which is set to continue in 2024. Trail Ambassadors are stationed at City Pier and other busy ODT trailheads (including Morse Creek and 18th St). Ambassadors offer information similar to what tourists can find at the visitor's center, with the added benefit of providing detailed route planning and trail information. They also assist visitors by answering questions about local dining, shopping and lodging options. During the past summer, Trail Ambassadors distributed a significant number of paper maps, unexpectedly depleting our inventory far more quickly than in previous experience—it is clear that use of the ODT, and demand for these printed maps is accelerating yearly.

3. **Are you applying for Lodging Tax funds from another jurisdiction?**
   Yes☒ No☐ If yes, list the other jurisdiction(s) and amount(s) requested.
   Answer:
   The Peninsula Trails Coalition applies for Lodging Tax grants from other jurisdictions, but we are not applying to any of those grants to address this particular need.

4. **Does your Organization/Agency have paid employees? If so, what is the annual payroll for all employees?**
   Answer:
   The Peninsula Trails Coalition does not have any paid employees.

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

Our target tourist audience extends to encompass visitors (families, groups, solo-travelers) from Western Washington, the greater Pacific Northwest, and Canada, of all backgrounds and mobilities who want to enjoy a multi-day, recreation-oriented vacation on the North Olympic Peninsula.

6. **Describe how your operation/facility lends support to a diverse range of tourism activities, which will encourage visitors to enjoy longer stays and return often.**
   Answer:
   These two maps not only highlight the Olympic Discovery Trail, but they also offer an extensive and highly detailed picture of the diverse cycling opportunities available throughout the Port Angeles area, ranging from mountain bike trails to gravel bike routes, from bike parks to challenging hill climbs. While their primary focus is on cycling, these maps offer a comprehensive view of *all* the recreational offerings within their coverage area, encompassing city, county, state and federal recreation and tourism facilities (see photos in attachments).
   Throughout the summer, PTC Trail Ambassadors frequently provided recommendations to visitors who were seeking a diverse array of options. For instance, some visitors aimed to combine biking with exploring tide pools, while others had a variety of needs within same group; perhaps mom wants to run while the rest of the family wants to mountain bike. The East Clallam County Bicycling Map serves as an invaluable tool in these conversations due to its detailed and comprehensive information.

LTAX Goals and Priorities for Lodging Tax Funding Programs

7. **Does your operation/facility promote tourism that highlights Port Angeles assets – its natural beauty, geology, outdoor activities, anthropology, community events, lifelong learning opportunities, history, culture, and the arts? ☐xYes ☐ No If yes, please describe.**
   Answer:
   The East Central and East Clallam County Bicycling maps are an essential tool for promoting outdoor recreation opportunities in Port Angeles and the surrounding area. They not only identify routes and trailheads but also highlight bike shops, gear stores, bike rentals and more. These maps serve as a bridge, connecting users to local amenities such as dining and lodging. Additionally, they offer links to the city and regional tourism websites where community events and opportunities are highlighted.

8. **Does your operation/facility support efforts to improve information on existing City of Port Angeles tourist attractions and facilities?**
   ☐x Yes ☐ No If yes, please describe.
   Answer:
   Both the printed and online maps direct users to local tourism websites and the lodging booking tool using URLs and the QR codes provided on the map. These dynamic links enable visitors to access updated information. A notable example from 2023 was the addition of the Hurricane Ridge Shuttle as a transit option.

9. **Describe how your request will promote existing lodging establishments, restaurants, and businesses located in the City of Port Angeles. Please be specific.**
   Answer:

   In addition to incorporating updates on trail segments, the maps provide QR codes which link to helpful resources for tourists, including the visitportangeles.com website which has "things to do" "eat and drink" and

"places to stay" tabs, the OPVB website olympicpeninsula.org, the City of Port Angeles website and Clallam transit site. It also directs map users to our Olympic Discovery Trail website for additional information.

10. **Describe how your request will create partnerships and synergies with existing City of Port Angeles organizations to develop and promote attractions and events for visitors.**
Answer:
The Olympic Discovery Tail is not only a beloved recreational hotspot but also a prominent travel destination. We engage in collaborative efforts with numerous organizations to draw in new visitors and foster return visits. In the program's second year, we plan to equip our Trail Ambassadors to offer not just the high quality, detailed maps created by the Peninsula Trails Coalition, but also a variety of brochures promoting attractions and events to cater to our visitors' diverse interests.

Budget and RCW related Questions

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

See attached operating budget

12. **How does this proposal demonstrate use of Lodging Tax Funds in accordance with RCW 67.28.1816? Please be specific and cite code directly.**
Answer:
Lodging Tax revenues may be used indirectly to support the operations of tourism-related facilities operated by nonprofit organizations in order to increase the number of people traveling more than 50 miles and staying overnight in paid accommodations. The Olympic Discovery Trail brings in thousands of visitors to Port Angeles each year. Trail User survey data shows that community investments in PTC's consistent and focused efforts to promote the ODT for multi-day destination recreation opportunities continues to reap benefits with 40-70% of visitors from greater than 50 miles, and of these a significant percentage staying in paid accommodations.

Signature and Certification:

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

- I am proposing a tourism-related service for 2023. If awarded, my organization intends to enter into a Municipal Services Contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City; and file for a permit to use City property, if applicable.
- The City of Port Angeles will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and a signed Request for Reimbursement form (or other form acceptable to the City) has been submitted to the City, including copies of invoices and payment documentation.
- My agency will be required to submit a report documenting economic impact results in a format determined by the City.

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

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

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

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

Jeffrey R Bohman		10/16/2023
Print Name of Applicant	Signature	Date

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

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

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

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

PENINSULA TRAILS COALITION	2023	2023	2024	2024	2025	2025	COMMENTS
INCOME:							
CONTRIBUTIONS INCOME							
RESTRICTED CONTRIBUTIONS	46,600		3,000		3,000		
UNRESTRICTED	60,000		60,000		60,000		
BEQUESTS	10,000		10,000		10,000		
SUPPORTING EVENTS	15,000		15,000		15,000		PAMA TO $10K+
YEAR-END APPEAL	3,000		1,000		1,000		
DIRECT MAIL CAMPAIGN	50,000		50,000		50,000		
ODT-EAGLEMOUNT	1,500		1,500		1,500		
GIVE BIG/GIVING TUESDAY	7,500		7,500		7,500		
MAP DONATIONS	6,000		7,000		7,000		
TOTAL CONTRIBUTIONS INCOME		199,600		155,000		155,000	
INTEREST/DIVIDEND INCOME		25,000		25,000		25,000	
MEMBERSHIP DUES		17,000		17,000		17,000	
GRANTS		55,000		55,000		55,000	
TRAVELER'S JOURNAL-P A . SEQUIM		4,500		5,500		5,500	
BIKE TUNE-UP EVENT		7,000		7,000		7,000	ACTUAL
ANNUAL ODT FUNDRAISER, NET		0		0		0	
TOUR DE LAVENDER-NET		37,000		37,000		37,000	
TANDEM RALLY-NET		25,000		0		0	
SALES/COMMISSIONS		6,500		6,500		6,500	
ALPENFIRE ROYALTIES		200		200		200	
OLY CELLAR EVENT		1,300		0		1,300	
EBAY SALES		0		1,000		1,000	
WEB SPONSORSHIPS		3,000		3,000		3,000	
TOTAL INCOME		381,100		312,200		313,500	
EXPENSE:							
ADMINISTRATION							
OFFICE	3,000		6,000		6,000		
OFFICE SUPPLIES	1,500		1,500		1,500		
LICENSES & PERMITS	250		250		250		
P. O. BOX & SITE RENTAL:	4,500		4,500		4,500		CARLSBORG
WEBSITES	5,000		3,000		3,000		
CREDIT CARD PROCESSING FEES	2,000		2,000		2,000		
DUES AND SUBSCRIPTIONS	2,400		2,400		2,400		
MISCELLANEOUS	200		200		200		
CPA/AUDIT (AUDIT-$10K, REVIEW-$5K)	1,000		1,000		1,000		
LEGAL FEES	3,050		0		0		
INVESTMENT MANAGEMENT EXPENSES	6,000		6,000		6,000		
AWARDS & RECOGNITION	200		200		200		
DEVELOPMENT	15,000		15,000		15,000		
RAISE GRANT CONSULTING	50,000		0		0		
VOLUNTEER RECRUITMENT	25,289		25,289		25,289		
PUGET SOUND DONOR EVENT COSTS	2,500		0		0		GREG NANCE'S CONTACTS
SALES TAX	1,500		1,200		1,200		
TOTAL ADMINISTRATION EXPENSE		123,389		68,539		68,539	
LIABILITY INSURANCE		5,127		5,896		6,204	PREMIUM INCREASE
POSTAGE AND DELIVERY		3,000		3,000		3,000	
PRINTING AND REPRODUCTION		300		300		300	
PROGRAM EXPENSE:		1,100		1,100		1,100	
GIVE BIG/TUESDAY EXPENSES		2,000		2,000		2,000	
BIKE TUNE-UP EVENT		400		400		400	
PROMOTION		10,675		3,675		3,675	
NEWSPAPER ADS		2,500		2,500		2,500	
STRATEGIC PLAN		0		0		4,000	
DIRECT MAIL COSTS		21,000		21,000		21,000	
TRAIL AMBASSADOR PROGRAM		39,352		0		0	
TRAIL ADVOCATE MEETINGS		3,000		0		0	
RTC MEETING		500		0		0	SWAG
SUPPLIES							
VOLUNTEER RECEPTION	700		700		700		
MISC. SUPPLIES	100		100		100		
PROMO ITEMS	1,500		0		0		
MAPS AND BROCHURES	20,000		14,000		14,000		PRICE INCREASES
ANNUAL MEETING	125		125		125		
TOTAL SUPPLIES		22,425		14,925		14,925	
TRAIL EXPENDITURES							
TRAIL MAINTENANCE MGR	90,400		91,100		91,100		
TRUCK EXPENSES	3,100		2,400		2,400		
FLAGGER TRAINING	900		900		900		
VOLUNTEER VESTS	2,000		0		0		
TRAIL CONSTRUCT. INCL. MATL, GAS	3,000		3,000		3,000		
HBV	55,919		0		0		
EQUIPMENT	6,000		5,000		5,000		ACTUAL
SANIKAN RENTALS	4,900		5,000		5,000		
SUPPLIES,	1,000		1,000		1,000		
SIGNAGE	6,000		1,250		1,250		CLALLAM/JEFFCO PROJECTS
WORK PARTY FOOD/BEVERAGES	5,000		5,000		5,000		
ECO-COUNTERS	900		0		900		
TOTAL TRAIL MAINTENANCE		179,119		114,650		115,550	
TOTAL EXPENSE		413,887		237,985		243,193	
NET INCOME		(32,787)		74,215		70,307	

PENINSULA
TRAILS
COALITION

Peninsula Trail Coalition/Olympic Discovery Trail

City of Port Angeles Lodging Tax Grant Budget

City of Port Angeles Budget Request- PTC			
ODT East Central Map	Printing costs for 3,000 maps	$	1,200
East Clallam County Bicycling Maps	Printing costs for 10,000 maps	$	9,300
Kiosk Improvements	Upgrade and replace large scale map at City Pier	$	900
	Total Request	**$**	**11,400**

WASHINGTON
Secretary of State
Corporations & Charities Division

Filed
Secretary of State
State of Washington
Date Filed: 08/02/2023
Effective Date: 08/02/2023
UBI #: 602 071 631

Annual Report

BUSINESS INFORMATION

Business Name:
PENINSULA TRAILS COALITION

UBI Number:
602 071 631

Business Type:
WA NONPROFIT CORPORATION

Business Status:
ACTIVE

Principal Office Street Address:
10 VICTORIA VIEW ST, SEQUIM, WA, 98382, UNITED STATES

Principal Office Mailing Address:
PO BOX 1836, PORT ANGELES, WA, 98362-0099, UNITED STATES

Expiration Date:
09/30/2024

Jurisdiction:
UNITED STATES, WASHINGTON

Formation/Registration Date:
09/12/2000

Period of Duration:
PERPETUAL

Inactive Date:

Nature of Business:
CHARITABLE

NONPROFIT GROSS REVENUE CERTIFICATION

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

NONPROFIT CORPORATION'S EIN

Nonprofit EIN: **91-1416511**

REGISTERED AGENT RCW 23.95.410

Registered Agent Name **Street Address** **Mailing Address**

JOHN DOLANSKY 10 VICTORIA VIEW ST, SEQUIM, WA, 98382-8068, UNITED STATES

PRINCIPAL OFFICE

Phone:
360-477-4081

Email:
TREASURER@OLYMPICDISCOVERYTRAIL.ORG

Street Address:
10 VICTORIA VIEW ST, SEQUIM, WA, 98382, USA

Mailing Address:
PO BOX 1836, PORT ANGELES, WA, 98362-0099, USA

GOVERNORS

Title	Type	Entity Name	First Name	Last Name
GOVERNOR	INDIVIDUAL		GORDON	TAYLOR
GOVERNOR	INDIVIDUAL		JOHN	DOLANSKY
GOVERNOR	INDIVIDUAL		JEFF	BOHMAN
GOVERNOR	INDIVIDUAL		ERIK	ROHRER

NATURE OF BUSINESS

- CHARITABLE

REPORTING CHANGES FOR THE CHARITABLE NONPROFIT CORPORATION

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

CONTROLLING INTEREST

1. Does this entity own (hold title) real property in Washington, such as land or buildings, including leasehold improvements?
- No
2. In the **past 12 months**, has there been a transfer of at least 16-2/3 percent of the ownership, stock, or other financial interest in the entity?
- No
a. If "Yes", in the **past 36 months**, has there been a transfer of controlling interest (50 percent or greater) of the ownership, stock, or other financial interest in the entity?
- No
3. If you answered "Yes" to question 2a, has a controlling interest transfer return been filed with the Department of Revenue?
- No

You **must** submit a Controlling Interest Transfer Return form if you answered "yes" to questions 1 **and** 2a.

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

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

RETURN ADDRESS FOR THIS FILING

Attention:
JOHN DOLANSKY
Email:
CYCLINGCPA@AOL.COM
Address:
10 VICTORIA VIEW ST, SEQUIM, WA, 98382-8068, USA

UPLOAD ADDITIONAL DOCUMENTS

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

EMAIL OPT-IN

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

AUTHORIZED PERSON

☑ I am an authorized person.

Person Type:
INDIVIDUAL

First Name:
JOHN

Last Name:
DOLANSKY

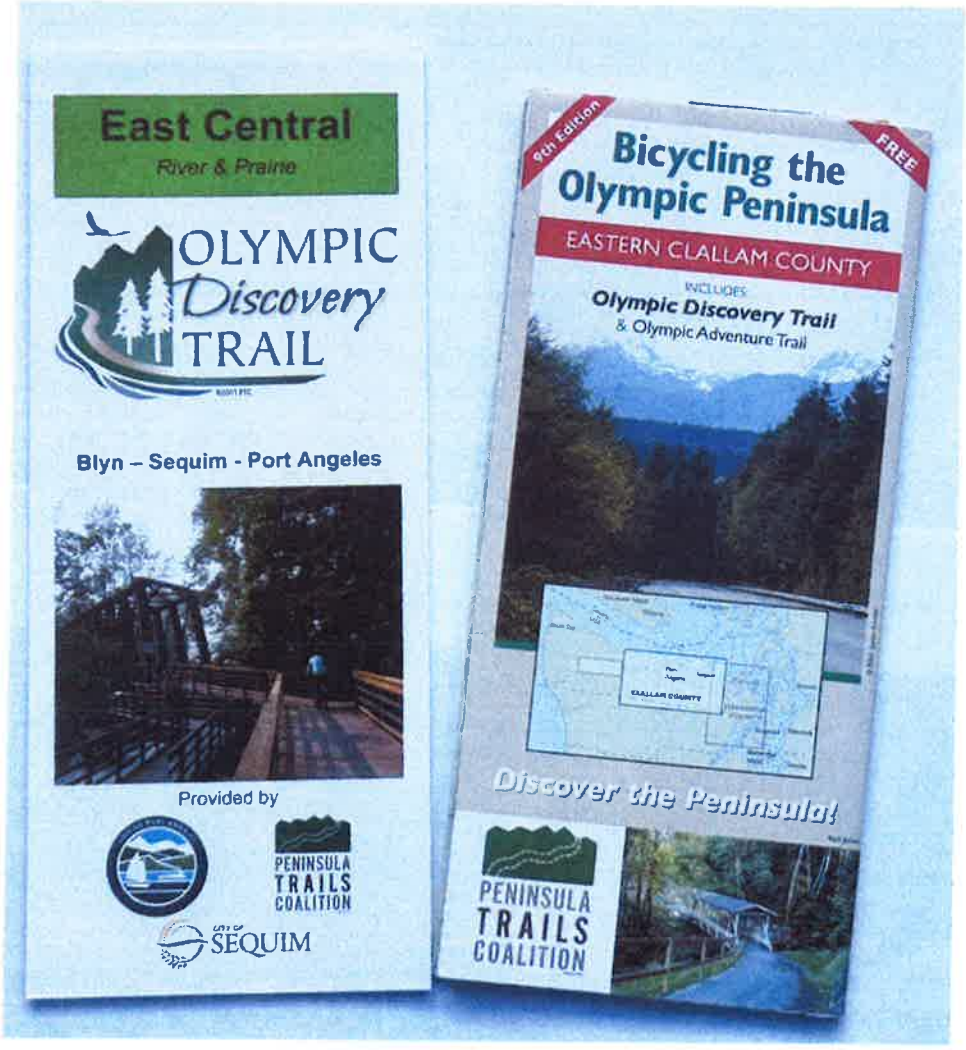
Title:
TREASURER

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

Peninsula Trails Coalition- City of Port Angeles Lodging Tax Application 2024







CITY OF SEQUIM

TOURISM ENHANCEMENT GRANT

Application Coversheet

Received by City of Sequim on _____ *(date)*

Signature _____ (City Official)

(Please Type or Print Legibly)

GRANT YEAR: 2024	
Project Title: (describe tourism-related project/event/activity) Printing of the East Central Region Olympic Discovery Trail Maps	
Submitted By (person, organization): Michele Canale, Grant Writer, Peninsula Trails Coalition Federal Employer ID# (if applicable) 91-1416511	
Project Director: Jeff Bohman	Title: President, Peninsula Trails Coalition
Mailing Address: P.O. Box 1836, Port Angeles, WA 98362	
Telephone: (919) 619-5268	Fax: N/A
Email Address: grants@olympicdiscoverytrail.org, jrbohman@icloud.com	
Location of Project: (site of project/event/activity) The greater Sequim-Dungeness area of the Olympic Discovery Trail	
Funding Amount Requested: $1,800	
Use of Funds: *(check one)* X Tourism-Related Project/Event/Activity ☐ Tourism-Related Facility	

Please submit an electronic copy or the ***original printed copy*** of your Tourism Enhancement Grant Application to Barbara Hanna, Communications and Marketing Director, 152 West Cedar Street, Sequim WA 98382 (bhanna@sequimwa.gov; 360-681-3422).

Refer to the **Tourism Enhancement Grant Guidelines** for application requirements and project criteria. All of the following must be included with this application (check off all applicable items prior to submission):

X 1. Summary of your proposed project/event/activity (include location and date, if applicable)

We respectfully request funding to print a new edition of the East Central Region Olympic Discovery Trail maps.

The Olympic Discovery Trail's use by walkers, runners, ADA wheeled users, bikers and e-bikers continues to grow. People who discover and use the trail love it, and they return to it again and again. It is also popular as an outdoor recreational facility for organized walks, runs and bike rides, including the North Olympic Discovery Marathon which has grown in attendance over its 22-year history.

Our brochures and maps are constantly undergoing revision so that they incorporate the latest trail status, including trail additions, and co-located amenities. While it is undeniable that electronic apps have simplified navigation (though maybe only for certain demographics), a valuable lesson we learned last summer from our Ambassador Program is the enduring popularity of paper maps, especially for visitors from out of the area. The Peninsula Trails Coalition takes pride in producing and offering a full range of maps to ensure visitors can discover and use the Olympic Discovery Trail with confidence and safety. The East Central Region Olympic Discovery Trail maps encompass the greater Sequim-Dungeness area.

X 2. Description of how your project/event/activity will attract overnight destination guests. Include completed Tourism Enhancement Grant Attendance Predictions, which ask:

- Number of expected attendees
- Number of attendees who will travel 50+ miles
- Number of attendees from out of state or out of the country
- Number of attendees who will stay in paid overnight lodging
- Number of attendees who will not pay for overnight lodging
- Number of anticipated paid lodging nights
- Method used to determine these numbers

In 2023, The Peninsula Trails Coalition completed the first cycle of our Trail Ambassador Program. Over the summer, 1,430 surveys were collected at 16 different trailheads. That work, along with 24/7/365 trail traffic counter data showed that, at the Dungeness River Nature Center, we see 1,053 users per day on peak days, May-September, and an annual overall visitation of 161,349 at that location. About 44% of those surveyed traveled over 50 miles, and 46% of those came from out of the state or the United States. 69% of those who came from over 50 miles away paid for overnight lodging. Assuming only one lodging night per overnight visitor, and only ¼ of those overnight lodging nights occurring in the Sequim area, this translates to an estimated 28,000 area lodging nights annually.

X 3. List of key personnel on project committee

The Peninsula Trails Coalition has a very active Board, but they also contract with a Grant Writer to write and administer grants, Michele Canale. Michele will be administering this grant. Brian Anderson, a PTC Board member and corresponding Secretary, is the project designer and oversees revisions with each printing. Jeff Bohman, President of the PTC Board member, on project manager.

X 4. Proposed budget showing revenue and expenses

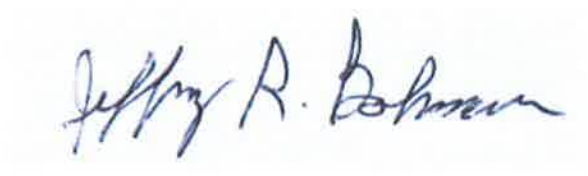
Expense/Revenue Item	Expenses	Revenue
Printing of East Central Maps for the Olympic Discovery Trail	$1,300.00	$0.00
Cost to redesign	$500.00	$0.00
Online Map Sales	$0.00	$300.00
Total	$1,800.00	$300.00

X 5. Itemized list of how Tourism Enhancement Grant funds would be used (include distribution, publication and target market information, if applicable)

Tourism Enhancement Grant funds would be used to print a new edition of the East Central Region Olympic Discovery Trail maps. They're distributed through our online map sales, and they're distributed all over the Country and beyond, 500-1,000 a year. They're also posted locally at trailheads and local places (bikes shops, Chamber of Commerce, and visitor center type places).

Completed applications will be submitted to the Lodging Tax Advisory Committee for review and recommendation to the Sequim City Council which makes the final approval. Notification of acceptance for funding will be sent to you at the above email address.

By signature below, I certify that I have read and understand the terms and requirements of the City of Sequim's Tourism Enhancement Grant (TEG) program and agree to fulfill all obligations in accordance with same should this application be selected for funding.



Signature of Project Director/Grant Applicant
Jeffrey R. Bohman, President
Peninsula Trails Coalition

February 14, 2024
Date

CITY OF SEQUIM

TOURISM ENHANCEMENT GRANT
Application Coversheet

Received by City of Sequim on _____ *(date)*
Signature _____ (City Official)

(Please Type or Print Legibly)

GRANT YEAR: 2024

Project Title: (describe tourism-related project/event/activity) Tour de Lavender

Submitted By (person, organization): Lorrie Mittmann, ON BEHALF OF Peninsula Trails Coalition
Federal Employer ID# (if applicable) ~~Click or tap here to enter text.~~ 91-1416511

Project Director: Jeff Bohman | Title: President, PTC

Mailing Address: Lorrie Mittmann, 434 W. 11th Street, Port Angeles WA 98362

Telephone: (360)775-4620 | Fax: Click or tap here to enter text.

Email Address: lorrie.mittmann@gmail.com

Location of Project: (site of project/event/activity) Sequim and surrounding unincorporated Clallam County

Funding Amount Requested: $2,000

Use of Funds: *(check one)*
☒ Tourism-Related Project/Event/Activity ☐ Tourism-Related Facility

Please submit an electronic copy or the ***original printed copy*** of your Tourism Enhancement Grant Application to Barbara Hanna, Communications and Marketing Director, 152 West Cedar Street, Sequim WA 98382 (bhanna@sequimwa.gov; 360-681-3422).

Refer to the **Tourism Enhancement Grant Guidelines** for application requirements and project criteria. All of the following must be included with this application (check off all applicable items prior to submission):

☑ 1. Summary of your proposed project/event/activity (include location and date, if applicable)

☑ 2. Description of how your project/event/activity will attract overnight destination guests. Include completed Tourism Enhancement Grant Attendance Predictions, which ask:
- Number of expected attendees
- Number of attendees who will travel 50+ miles
- Number of attendees from out of state or out of the country
- Number of attendees who will stay in paid overnight lodging
- Number of attendees who will not pay for overnight lodging
- Number of anticipated paid lodging nights
- Method used to determine these numbers

☑ 3. List of key personnel on project committee

☑ 4. Proposed budget showing revenue and expenses

☑ 5. Itemized list of how Tourism Enhancement Grant funds would be used (include distribution, publication and target market information, if applicable)

Completed applications will be submitted to the Lodging Tax Advisory Committee for review and recommendation to the Sequim City Council which makes the final approval. Notification of acceptance for funding will be sent to you at the above email address.

By signature below, I certify that I have read and understand the terms and requirements of the City of Sequim's Tourism Enhancement Grant (TEG) program and agree to fulfill all obligations in accordance with same should this application be selected for funding.

Lorrie Mittmann
Signature of Project Director/Grant Applicant

2/12/24
Date

Sequim Tourism Enhancement Grant Attendance Predictions

Please complete and return this form with your Tourism Enhancement Grant Application

Attendance Information	Predicted Attendance	Method of Determination	Please Explain - Use additional paper as necessary
Overall Attendance: Enter the total number of people predicted to attend this activity and the method used to determine the attendance.	1,000	__ Direct Count __ Indirect Count __ Representative Survey __ Informal Survey ✓ Structured Estimate __ Other __ N/A	Based on 2023 attendance and participant lodging survey
Attendance , 50 + miles: Enter the number of people predicted to travel greater than 50 miles to attend this activity and the method used to determine the attendance.	800	__ Direct Count __ Indirect Count __ Representative Survey __ Informal Survey ✓ Structured Estimate __ Other __ N/A	
Attendance, Out of State, Out of Country: Enter the predicted number of people from outside the state and country predicted to attend this activity and the method used to determine the attendance.	150	__ Direct Count __ Indirect Count __ Representative Survey __ Informal Survey ✓ Structured Estimate __ Other __ N/A	
Attendance, Paid for Overnight Lodging: Enter the number of people predicted to attend this activity and pay for overnight lodging and select the method used to determine the attendance.	540	__ Direct Count __ Indirect Count __ Representative Survey __ Informal Survey ✓ Structured Estimate __ Other __ N/A	
Attendance, Did Not Pay for Overnight Lodging: Enter the number of people predicted to attend this activity without paying for overnight lodging, and select the method used to determine the attendance.	460	__ Direct Count __ Indirect Count __ Representative Survey __ Informal Survey ✓ Structured Estimate __ Other __ N/A	
Paid Lodging Nights: Total projected numner of paid lodging nights. One Lodging Night = one or more persons occupying one room for one night.	600	__ Direct Count __ Indirect Count __ Representative Survey __ Informal Survey ✓ Structured Estimate __ Other __ N/A	

City of Sequim - 2024 Tourism Enhancement Grant application - Tour de Lavender

1. Summary of your proposed project/event/activity (include location and date, if applicable)

Tour de Lavender
August 3, 2024
Sequim, WA (start and finish at Boys & Girls Club)

The Tour de Lavender is an annual cycling event sponsored by the Peninsula Trails Coalition (PTC) in partnership with lavender farms in the Sequim-Dungeness Valley. Through the Tour de Lavender (TdL) we seek to promote awareness and appreciation of the unique beauty of the Olympic Peninsula and the world-class lavender farms in "America's Provence." TdL has become the premier regional cycling event for riders from beginner to expert, and a way to experience a whole new world of cycling adventure on the Olympic Peninsula.

The event was produced by Olympic Peninsula Bicycle Alliance (OPBA) until 2021, and then transferred to the Peninsula Trails Coalition. OPBA built the Tour de Lavender to be a fairly large annual event, but covid-19 canceled the 2020 and in 2021 decreased the attendance. In 2022, Peninsula Trails Coalition built the event back up to almost 800 people, then 900 for 2023. For 2024, we expected up to 1,000 people.

Another important aspect to the event that has a huge positive outcome for the lavender farms visited on the bike course, is our new "shopping service." We had the idea that while some riders make purchases at the lavender farms, that they would buy MORE, and different items, if they didn't have to haul them on their bicycles for the remainder of the ride. So we arranged to have purchases labeled and we had volunteers in vehicles make "rounds" to the farms to pick up purchases and bring them to the finish area. We were totally surprised at how popular this was!! One lavender farm even old our volunteer that they sold more during our event day than they did for all of Lavender Festival. We expect this service to be even more popular in its second year, now that it has been established as a regular value-added service for the riders.

ABOUT THE RIDES

Metric Century – 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.

Fun Ride - This very special family-friendly loop is designed for people of all ages and abilities. It is a mostly level, easy course that runs along back roads in the valley and

parts of the Olympic Discovery Trail. The entire loop is 35 miles and encompasses nine lavender farms, but cyclists can opt for shorter out-and-back treks to selected farms.

Visit the website at https://tourdelavender.com for more information

2. Description of how your project/event/activity will attract overnight destination guests.

Sequim is considered the "Lavender Capital of America" which in itself attracts a number of overnight guests. Combined with a cycling event, this event is truly unique. In addition, Tour de Lavender is also on the same weekend as Ride the Hurricane, so cycling enthusiasts can spend the entire weekend and experience both one-of-a-kind events. We will work with the Port Angeles Chamber of Commerce to co-market in order to maximize the number of guests to stay multiple nights on the Olympic Peninsula.

Include completed Tourism Enhancement Grant Attendance Predictions, which ask:

- Number of expected attendees: **1,000**
- Number of attendees who will travel 50+ miles: **800**
- Number of attendees from out of state or out of the country: **150**
- Number of attendees who will stay in paid overnight lodging: **540**
- Number of attendees who will not pay for overnight lodging: **460**
- Number of anticipated paid lodging nights: **600**
- Method used to determine these numbers: ***(based on 2023 attendance)***

3. List of key personnel on project committee

- Jeff Bohman, PTC President
- Brian Anderson, PTC Board of Director
- John Dolansky, PTC Treasurer
- Frank Finney, course design and marking
- Lorrie Mittmann, Peninsula Adventure Sports

4. Proposed budget showing revenue and expenses

Revenue:		
Entry Fees		$67,125
Grants		$9,050
Sponsorships		$500
Merchandise Sales		$22,891
	Total	*$99,566*

Expense:	
Permitting / Venue Rental Fees	$1,034
Farm payments	$6,300
Supplies / Rental equipment	$1,677
Food	$1,958
Merchandise Purchase	$14,834
Staffing	$62,106
(paid workers, contributions to multiple non-profit organizations assisting in the event, producing organizations)	
Swag	$3,693
Volunteer t-shirts	$1,340
Marketing / photography	$3,050
Website updates	$1,817
Sanicans	$1,475
Storage	$282
Total	*$99,566*

5. Itemized list of how Tourism Enhancement Grant funds would be used (include distribution, publication and target market information, if applicable)

The grant funds will be used for critical items for Operations:

- $1,600 Sanicans (Bills Plumbing)
- $400 City of Sequim permits

2024 Request for Proposal Packet
Lodging Tax/Tourism Promotion

This packet is for the 2024 TOURISM PROMOTION SERVICE PROPOSALS to be funded by the Jefferson County Lodging Tax. Under Jefferson County guidelines, you must be a NON-PROFIT or GOVERNMENTAL AGENCY to be eligible to be funded by the Jefferson County Lodging Tax.

The Jefferson County Lodging Tax Advisory Committee will only consider complete and signed proposals that include all of the requested information and documents, and that are submitted by the deadline:

MONDAY SEPTEMBER 11, 2023 by 4:30 pm

Digital Delivery only for Proposals to afmcknight@co.jefferson.wa.us

2024 Proposal Guidelines: Tourism Promotion Activities

The Jefferson County Lodging Tax Advisory Committee (LTAC) is accepting proposals from government agencies and non-profit organizations for **tourism promotion** to be provided during calendar year 2024 and paid for from the County's lodging tax fund. The Committee will make recommendations to the Jefferson County Commissioners within one month following the proposal deadline. All decisions for use of the lodging tax will be made by the Jefferson County Commissioners.

- **Proposals from government agencies or non-profit organizations are to be for tourism promotion during calendar year 2024. Please refer to Section 1 of this packet for examples of eligible tourism promotion activities for this funding round.**
- At the time of implementation, tourism related activities within proposals **must comply with federal, state, and county laws and requirements, including county Public Health direction. NOTE:** Jefferson County may not use public funds in any way that can be construed as a gift to an individual or organization.
- Proposals must completely address the questions, and all requested supplemental information must be provided. Incomplete proposals will not be considered by LTAC.
- To be considered, **a fully completed and signed digital application (digital signatures acceptable)** must be received at afmcknight@co.jefferson.wa.us by the deadline listed above.
- The preferred format for a digital application is a single PDF file attached to an email. If necessary, multiple files in either PDF or Microsoft Word may be attached to a single email as a complete digital application.
- All documents filed with the County are public records, potentially eligible for release.

Jefferson County is committed to the non-discriminatory treatment of all Persons in the employment and delivery of services and resources.

2024 Proposal Checklist for Tourism Promotion Activities

Organization Name Peninsula Trails Coalition

Event Name, if different Hall Baetz Viewpoint and Larry Scott Trail Ambassadors

Proposed Contract Amount: $ 30,000

Proposals must completely address the questions, and all requested supplemental information must be provided. Incomplete or late proposals will not be considered by the Jefferson County LTAC.

To be eligible for consideration, your application must be signed, dated, and include the following items **in the listed order.**

Check each item submitted:

___x___ Signed and Dated Proposal Summary Sheet

___x___ Section 1 - Itemized list of proposed services and estimated costs.

___x___ Section 2 - Proposal Questions.

___x___ Section 3 - Proposed 2024 promotion, facility, event or activity budget.

___x___ Section 3 – 2023 budget and year-to-date income and expense statement(s).

___x___ Section 3 - List of names and addresses of the organization's current Board of Directors. Name and contact information for event chairperson, if applicable.

_____ Section 3 - Optional work samples such as season brochures, promotional materials, reviews, news/magazine articles, etc. (maximum of 5 separate pieces)

To be considered, **a fully completed and signed original application with supporting documents** must be received and date stamped at the Jefferson County Administrator's Office, 1820 Jefferson Street, P.O. Box 1220, Port Townsend, WA 98368 by MONDAY SEPTEMBER 11, 2023.

Documents submitted to the County are public records, potentially eligible for release.

2024 Proposal Checklist for Tourism Promotion Activities

Proposal Deadline: MONDAY SEPTEMBER 11, 2023 at 4:30 pm (received, not postmarked)
Address To: Jefferson County Lodging Tax Advisory Committee
Mailing Address: P.O. Box 1220, Port Townsend WA 98368
Delivery Address: Jefferson County, County Administrator's Office, 1820 Jefferson Street, Port Townsend, WA 98368
Email Address: afmcknight@co.jefferson.wa.us

Please type (10 point or larger) or legibly print in ink. To be considered: all questions must be answered; all requested documents provided; this form must be signed and dated.

Organization Name	Peninsula Trails Coalition
Organization Address	PO Box 1836, Port Angeles, WA 98362
Contact Name	Catharine Copass
Contact Address	PO Box 1836, Port Angeles, WA 98362
Day Phone	360 477 9517 Evening or Cell Phone 360 477 9517
E-Mail Address	ccopass@olympicdiscoverytrail.org
Facility/Event (if applicable)	Hall Baetz Viewpoint and Larry Scott Trail
Total Lodging Tax Request:	$: 30,000
Estimated 2024 org. operating budget (Incl. Lodging Tax funds)	$: 267,000

If asking for funds for a specific event, list other cash funding sources and dollar amounts budgeted for this project. Note: This section is only due for specific event and festival funding requests.		Dollar Amount
		$
		$
		$
		$
		$
		$
Total Project Revenue Budget		$

Did your organization receive Lodging Tax Funds from the County in 2023? x yes ____ no

I understand that if my organization's proposal for tourism promotion activities is approved by the County that my organization will enter into a contract with the County to provide the contracted services up to the maximum contract amount. I understand that the proposal herein is a public record potentially eligible for public release.

Sign Name: Catharine Copass Date: 9/11/2023

Print Name and Title: Catharine Copass, Grants Coordinator, Peninsula Trails Coalition

1. Itemized List of Proposed Tourism Promotion Services

Organization (or Event) Name: Peninsula Trails Coalition

In the following space or on a separate sheet of paper, please specify each proposed tourism promotion, facility, event or activity, including quantities and costs (see examples at bottom of page)

Itemized List of Proposed Tourism Promotion Services

A. Hall Baetz Viewpoint	
Electrical Services	$7,000
Site Safety (Fencing, signage, etc.)	$5,000
B. Trail Ambassador Program	
Ambassador Salary- 12 hrs/week	$6,000
Program Management	$5,400
Supplies and Equipment	$600
C.Jefferson County ODT Maps and Brochures	$6,000
Total	$30,000

Examples of how to list your proposed tourism promotion services or event (please be as specific AS POSSIBLE about the services, quantities, the tourism market, distribution method, and cost):

10,000 promotional rack cards for I-5 corridor from Portland to Bellingham, April - June 2018.....$1,835
The rack cards will promote an event/hotel/restaurant promotional package.
Design and printing..... $1,250
Distribution by XYZ Company..... $ 500
5 hours of staff time at $17.00 per hour to write copy, edit and proof the cards.....$ 85

1/3 page black and white event promotional advertisement in XYZ Magazine, July 2018 edition..... $1,500
XYZ Magazine has 250,000 subscribers in western and northwest states. This 1/3-page ad will be part of a full-page advertisement being coordinated by the VCB. XYZ Magazine will match the value of the advertisement with a feature article on Jefferson County and the event in the same edition.

2. Proposal Questions

Please confine your answers to no more than one page for each question.

1. Tell us about your promotion, facility, event or activity and why you think it will increase tourists traveling to and staying in Jefferson County. Include a general description of the promotion, facility, event or activity including its purpose, history, etc.), and describe your organization's track record.

The Hall Baetz Viewpoint, located at the junction of Highway 20 and 101 and overlooking Discovery Bay offers a primary engagement point for tourists visiting East Jefferson County. The Peninsula Trails Coalition is spearheading the development of this tourist facility because the viewpoint will become a key locus for two trails currently under development- 1) the Hood Canal Bridge to Olympic Discovery Trail connector and 2) the Olympic Discovery Trail (and colocated Pacific Northwest National Scenic Trail) section from Four Corners through Eaglemount to Discovery Bay which will move trail users off Highway 20. The Viewpoint honors the memory of Mr. Baetz, who was instrumental in the planning, promotion, and development of the ODT in this area. The Viewpoint will consist of a rustic log shelter building, parking for 8-10 cars, a bathroom facility, water and electrical service. A future planned interpretive component will connect visitors to the Native American history and early settlement of the site. A scenic viewpoint with amenities offers visitors a unique and appealing experience, drawing tourists in to take a photograph and immerse themselves in the surroundings. Increasing the number of attractions, and encouraging visitors to spend more time exploring the region, including departing US 101 to explore north through the Quimper Peninsula to Port Townsend, will multiply economic impacts through extended stays prompting additional spending on accommodations and other services. In summary, a new scenic viewpoint can increase tourism by capitalizing on the visual appeal, diversifying tourism offerings, enhancing the infrastructure associated with the ODT, and can be enjoyed year-round, making it a valuable tourism asset for Jefferson County.

In 2023, PTC secured an LTAC grant to support a pilot Ambassador Project. This initiative unfolded between May and September, with Trail Ambassadors stationed for an array of shifts at the Boathaven and Milo Curry Trailheads. One of the primary objectives was to conduct user surveys, aimed at gaining insights into the demographics of Larry Scott Trail users. Although the survey data is still undergoing finalization, initial findings indicate that 40% of surveyed trail users hailed from zip codes further than 50 miles away. By all measures the pilot project proved very successful, especially in terms of its ability to engage with these tourists. Trail Ambassadors played a pivotal role in aiding visitors with route planning, and with locating amenities such as dining and lodging options. Many visitors noted that their interaction with the Ambassador significantly enhanced their trail experience, and they were grateful for the program. One aspect of connecting with tourists on the trail involved offering them suggestions for "next visits" with the aim of encouraging repeat trips to the area.

While it is undeniable that electronic apps have simplified navigation (though maybe only for certain demographics), a valuable lesson we learned this summer from our Ambassador Program is the enduring popularity of paper maps, especially for visitors from out of the area. The Peninsula Trails Coalition takes pride in producing and offering a diverse range of maps to ensure visitors can discover and use the Larry Scott and Olympic Discovery Trail with confidence and safety. These maps can be categorized into four distinct types. First, the Anchor Brochure serves as an overarching guide, providing an encompassing view of the entire 135 mile trail experience. This tourism brochure, often found in card racks, serves as a highly informative tool to increase awareness of the trail but may not be the most suitable choice for on-trail navigation. For visitors planning their trips, the East Olympic Peninsula Cycling Map provides a wealth of helpful information. The map not only spotlights the Larry Scott Trail, but also showcases the extensive array of other cycling and recreational opportunities, and available amenities, in the region, offering a comprehensive planning aid. The ODT East Region Segment map complements this map by providing trail elevation profile and distances as well as trail facilities. Lastly, given the challenge trail users face when dealing with the unfinished section from Four Corners to Discovery Bay, the Transit Map and ODT brochure explain how to bypass Highway 20 using public transportation. Navigating via public transit emerged as one of the most frequent ways the Ambassadors assisted East Jefferson County visitors, making the Transit Brochure and other maps an essential resource for helping our visitors explore the County safely

2. If this is a continuing promotion, facility or event, how is it different than in the past?

Hall Baetz Viewpoint is a newly proposed tourist facility.

Improvements to the 2024 proposed Ambassador Program reflect the lessons learned during the pilot program. For the upcoming summer we plan for the Jefferson County Ambassadors to be out 48 hours a month with two (2), six hour shifts per week, mostly on the weekends. Direct engagement time will increase the Ambassadors won't be conducting the same lengthy surveys, although we would continue to gather limited data to describe basic visitation patterns and behavior. It is very important, for establishing reliable, data-based information, that we do not rely on just one year's limited snapshot. We learned what kind of questions are asked most frequently and what maps, brochures and other resources to have on hand to address tourists' needs, so our Ambassadors' encounters will be even more effective and efficient.

Our brochures and maps are constantly undergoing revision so that they incorporate the latest trail status, including trail additions, and co-located amenities.

3. Describe how you intend to market/promote your promotion, facility, event or activity to potential tourists who reside outside Jefferson County.

a) If an event, the date of the event: N/A

b) The timeline for the tourism promotion activity you are proposing (e.g. May through July, 2024) Year-round

c) Target Audience- Visitors from 50+ miles away

d) Promotion methods you intend to use to reach the target audience. Social media, trails magazines, trail storeis on social media

e) Describe how you will promote overnight stays at Jefferson County lodging establishments. Working with visitor centers, businesses and lodging close to trail to promote trail, social media stories emphasizing multi-day itineraries.

f) If you intend to collaborate with another agency or non-profit to provide these services, please state the name of the organization and describe the nature of the collaboration:

The Olympic Discovery Trail is gaining national recognition and drawing increasing attention, being highlighted as the stunning and appealing western end of the Great American Rail Trail. The Hall Baetz Viewpoint will be promoted as a Gateway to Discovery Bay and the Eastern Jefferson County communities.

4. How will you measure the effectiveness of your promotion, facility, event or activity? (State law requires the County to report annually to the State Department of Community Development and Economic Trade about the number of lodging stays and economic benefit from tourists generated by use of Lodging Tax proceeds for tourism promotion.)

The Hall Baetz Viewpoint is uniquely situated to provide public access amenities in an important highway and trail interchange where they are currently notably lacking. The Viewpoint offers visitors an attractive and scenic place to stop, use the restroom, take in the views and be offered suggestions for things to do and explore in the County. The Viewpoint is guaranteed to enhance the visitor experience to Jefferson County.

Specific effectiveness will be measured by periodic in-person site presence, and could be measured with a visitor counter at the facility.

Although the longer visitor survey won't be conducted again in the near future, Trail Ambassadors will continue to document their visitor engagement through user counts and tracking zip codes.

Also, describe how you will document and report to the County the economic impact from your event/facility.

The Hall Baetz Viewpoint serves visitors arriving via various modes of transportation. However, from the perspective of the Peninsula Trails Coalition, the economic impact our organization can most easily document and report pertains to the HBV's anticipated role as a key facility of the Olympic Discovery Trail in East Jefferson County. The 2023 Trail User Survey conducted by the Ambassadors is providing extremely useful data for better quantifying the economic impact of the trail so that in the future we can use the passive trail user data collected at trail counters and by future Ambassdor-style interactions to estimate overnight stays in paid accommodations, and other economic benefits. A report on the 2023 data collection effort will be available in October, 2023.

5. What economic impact can we expect in Jefferson County from your proposed promotion, facility, event or activity?

a.) Actual or estimated number of tourists at your event/facility last year (2023): 300,000 (These were the numbers we reported last year, which were based on trail counter data.

b.) Estimated number of tourists who will attend your event/facility this year (2024): 50,000 (estimated from Ambassador contact data)

c.) Projected economic impact in Jefferson County from your event/facility (e.g. number of tourist who will stay overnight in Jefferson County-based lodging establishments; economic impact for Jefferson County restaurants, community facilities, amenities, events, and businesses). 16,500

The Larry Scott Trail and the Olympic Discovery Trail create an outdoor recreation and active transportation backbone for the North Olympic Peninsula attracting day trippers who shop and dine locally, running and biking event participants who bring along family/friends who shop, dine and stay overnight in campgrounds and lodgings, and long distance travelers who use the entire 135-mile route of the trail, visit county and state parks, the Olympic NP, shop, dine, and stay multiple nights. The Olympic Discovery Trail is often the primary reason people visit the area. A recent study of the potential economic impact of the Washington State portion of the cross-country Great American Rail Trail estimated that the 554 miles of trail in the State will generate $24.9 Million in annual spending. That's approximately $45,000 per mile of trail (source: https://www.railstotrails.org/resource-library/resources/webinar-economic-potential-of-the-great-american-rail-trail/. For the Larry Scott Trail, a similar estimate would yield $420,000 annually.

Work is ongoing to fine tune estimates of the economic impact of the ODT using the recently collected Ambassador Trail Survey data. Our preliminary results show that 40% of people we surveyed were from greater than 50 miles from the Larry Scott Trail. Of those visitors, 80% were staying in some type of paid accommodation, while 10% were on day trips, and 10% were staying somewhere for free. We took our trailhead counts per hour, extrapolated them to days, and the percentages above to estimate the number of overnight stays. However, it should be noted that this is an extremely "back of the envelope" estimate and may change as we adjust our methodology.

6 Describe your organization's area of expertise. Do you provide a unique service?

The primary mission of the Peninsula Trails Coalition is to advocate for and support the construction, maintenance and promotion of the Olympic Discovery Trail, positioning it as a nationally-significant, non-motorized multi-use trail for both recreation and transportation that spans the entirety of the North Olympic Peninsula. The Olympic Discovery Trail holds a pivotal role as a tourism attraction, drawing in tens of thousands of visitors annually who embark on their explorations from Port Townsend through scenic Jefferson County to the coast at La Push. The financial support we are seeking will bolster the PTC's ongoing endeavors to develop this essential component of our recreation, transportation, public health, and economic development infrastructure, helping ensure the safety and engagement of tourists while enticing them to visit or extend their adventures in Jefferson County.

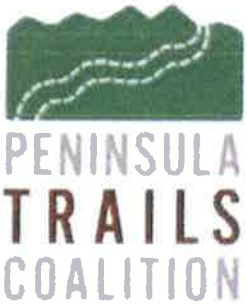
3. Background Information about Your Organization

Attach the following items to your proposal in the order listed:
(Note: To be considered by the Committee, all of the listed information must be included with your proposal.)

Attachments:

- Proposed 2024 promotion, facility, event or activity budget including income and expenses.
- 2023 Budget and Actual income and expense year to date statement(s).
- List of names and addresses of the organization's Board of Directors as of the date the proposal is filed. Also, if the proposal is for the marketing of an event and there is a chairperson for the event (either volunteer or paid), list that individual's name, address and phone number.
- If you desire, you may provide samples of promotion materials such as brochures or promotional materials (maximum of five).

Note: Staff will verify Incorporation status of the non-profit agencies who submit service proposals by checking the Washington Secretary of State's on-line corporation records.



2024 Peninsula Trail Coalition/Olympic Discovery Trail Grant Budget

Prepared by C Copass, Contractor

Hall Baetz Viewpoint and Trailhead		
Electrical Services	$	7,000
Site Safety (Fencing)	$	5,000
Trail Ambassador Program		
Ambassador Salary- 12 hrs/week	$	6,000
Program Management	$	5,400
Supplies and Equipment	$	600
Jefferson County ODT Maps and Brochure	$	6,000
Total	$	30,000

PENINSULA TRAILS COALITION	2023	2023	2024	2024	2025	2025	COMMENTS
INCOME:							
CONTRIBUTIONS INCOME							
RESTRICTED CONTRIBUTIONS	46,600		3,000		3,000		
UNRESTRICTED	60,000		60,000		60,000		
BEQUESTS	10,000		10,000		10,000		
SUPPORTING EVENTS	15,000		15,000		15,000		
YEAR-END APPEAL	3,000		1,000		1,000		PAMA TO $10K+
DIRECT MAIL CAMPAIGN	50,000		50,000		50,000		
ODT-EAGLEMOUNT	1,500		1,500		1,500		
GIVE BIG/GIVING TUESDAY	7,500		7,500		7,500		
MAP DONATIONS	6,000		7,000		7,000		
TOTAL CONTRIBUTIONS INCOME		199,600		155,000		155,000	
INTEREST/DIVIDEND INCOME		25,000		25,000		25,000	
MEMBERSHIP DUES		17,000		17,000		17,000	
GRANTS		55,000		55,000		55,000	
TRAVELER'S JOURNAL-P A , SEQUIM		4,500		5,500		5,500	
BIKE TUNE-UP EVENT		7,000		7,000		7,000	ACTUAL
ANNUAL ODT FUNDRAISER, NET		0		0		0	
TOUR DE LAVENDER-NET		37,000		37,000		37,000	
TANDEM RALLY-NET		25,000		0		0	
SALES/COMMISSIONS		6,500		6,500		6,500	
ALPENFIRE ROYALTIES		200		200		200	
OLY CELLAR EVENT		1,300		0		1,300	
EBAY SALES		0		1,000		1,000	
WEB SPONSORSHIPS		3,000		3,000		3,000	
TOTAL INCOME		381,100		312,200		313,500	
EXPENSE:							
ADMINISTRATION							
OFFICE							
OFFICE SUPPLIES	3,000		6,000		6,000		
LICENSES & PERMITS	1,500		1,500		1,500		
P O BOX & SITE RENTAL	250		250		250		
WEBSITES	4,500		4,500		4,500		CARLSBORG
CREDIT CARD PROCESSING FEES	5,000		3,000		3,000		
DUES AND SUBSCRIPTIONS	2,000		2,000		2,000		
MISCELLANEOUS	2,400		2,400		2,400		
CPA/AUDIT (AUDIT-$10K, REVIEW-$5K)	200		200		200		
LEGAL FEES	1,000		1,000		1,000		
INVESTMENT MANAGEMENT EXPENSES	3,050		0		0		
AWARDS & RECOGNITION	6,000		6,000		6,000		
DEVELOPMENT	200		200		200		
RAISE GRANT CONSULTING	15,000		15,000		15,000		
VOLUNTEER RECRUITMENT	50,000		0		0		
PUGET SOUND DONOR EVENT COSTS	25,289		25,289		25,289		
SALES TAX	2,500		0		0		GREG NANCE'S CONTACTS
	1,500		1,200		1,200		
TOTAL ADMINISTRATION EXPENSE		123,389		68,539		68,539	
LIABILITY INSURANCE		5,127		5,896		6,204	PREMIUM INCREASE
POSTAGE AND DELIVERY		3,000		3,000		3,000	
PRINTING AND REPRODUCTION		300		300		300	
PROGRAM EXPENSE:		1,100		1,100		1,100	
GIVE BIG/TUESDAY EXPENSES		2,000		2,000		2,000	
BIKE TUNE-UP EVENT		400		400		400	
PROMOTION		10,675		3,675		3,675	
NEWSPAPER ADS		2,500		2,500		2,500	
STRATEGIC PLAN		0		0		4,000	
DIRECT MAIL COSTS		21,000		21,000		21,000	
TRAIL AMBASSADOR PROGRAM		39,352		0		0	
TRAIL ADVOCATE MEETINGS		3,000		0		0	
RTC MEETING		500		0		0	SWAG
SUPPLIES							
VOLUNTEER RECEPTION	700		700		700		
MISC. SUPPLIES	100		100		100		
PROMO ITEMS	1,500		0		0		
MAPS AND BROCHURES	20,000		14,000		14,000		PRICE INCREASES
ANNUAL MEETING	125		125		125		
TOTAL SUPPLIES		22,425		14,925		14,925	
TRAIL EXPENDITURES							
TRAIL MAINTENANCE MGR	90,400		91,100		91,100		
TRUCK EXPENSES	3,100		2,400		2,400		
FLAGGER TRAINING	900		900		900		
VOLUNTEER VESTS	2,000		0		0		
TRAIL CONSTRUCT. INCL. MAT'L, GAS	3,000		3,000		3,000		
HBV	55,919		0		0		
EQUIPMENT	6,000		5,000		5,000		ACTUAL
SANIKAN RENTALS	4,900		5,000		5,000		
SUPPLIES,	1,000		1,000		1,000		
SIGNAGE	6,000		1,250		1,250		CLALLAM/JEFFCO PROJECTS
WORK PARTY FOOD/BEVERAGES	5,000		5,000		5,000		
ECO-COUNTERS	900		0		900		
TOTAL TRAIL MAINTENANCE		179,119		114,650		115,550	
TOTAL EXPENSE		413,887		237,965		243,193	
NET INCOME		(32,787)		74,215		70,307	

PENINSULA TRAILS COALITION BOARD OF DIRECTORS 2023

Current Jefferson County Trail Liaison: Commissioner Heidi Eisenhour
Board members reside in both counties and can be reached at:

PTC, PO BOX 1836, Port Angeles, WA 98362

Jeff Bohman, President

Joined the Board: 1991
PTC Focus: After a career with the National Park Service and other employers in a series of natural resource and watershed management positions, he spent his last nine years before retiring working for Olympic NP on the Elwha River Restoration project (hydro dam removal, etc.). Retirement is spent on various recreation and travel experiences, often with family, as well as a variety of community service activities.

Gordon Taylor, Vice President, East Clallam County
Joined: 2013
PTC Focus: Trail projects. Liaison to the City of Port Angeles.
Background & Hobbies: Gordon worked in heavy industrial maintenance and military testing for 40 years before retiring from Nippon Paper in Port Angeles. He began bicycling after being advised to pick up lower-impact exercise. This led to riding the West Port Angeles trail before it had a bridge and paving, and then joining that trail's improvement project and the Peninsula Trails Coalition. Gordon is also into metalworking, motorcycles, and auto racing.
One of Gordon's favorite quotes: "Those that say a job cannot be done should not interrupt those that are doing it." —George Bernard Shaw

John Dolansky, Treasurer
Joined: 2010
PTC Focus: Provides the PTC with responsible financial management and reporting to enable it to succeed in achieving its mission and vision.
Background & Hobbies: Sixteen years as a controller, assistant controller, and data processing manager in various firms. Owner of John F. Dolansky CPA since 1988. Former Big Brother in Big Brothers Big Sisters; former Jaycee. John enjoys cycling, traveling, and cooking spicy food.
In John's own words. "Ever since I retired to Sequim and the Olympic Peninsula, my hope has been to help finish the length of the ODT and showcase it to all cyclists around the world."

Brian Anderson, Clallam County
Joined: 2016
PTC Focus: Corresponding Secretary, Constituent Database and ODT website.
Background & Hobbies: Brian spent his career in sales and marketing. Prior to retiring, he was president of Vision Bankcard, a merchant bank card provider with more than 8,500 clients. He enjoys traveling, hiking, and cycling. In Brian's own words. "I want to give others who love the outdoors a means to discover the wonders of the Olympic Peninsula."

Merrily Mount, Vice President Jefferson County
Joined: 2019
PTC Focus: It gives me great pride , pleasure and purpose to represent my community on the Board of Directors of the Peninsula Trails Coalition .
My career spans a forty-five-year period of time where I practiced primary care as a family nurse practitioner in settings around the world and transitioning to retirement in Quilcene, Washington. I enjoyed my career and had many new adventures hiking, walking and bicycling. I find a great sense of well-being sharing with nature. We have the best of the best here on the Olympic Peninsula.

The Larry Scott Memorial Trail/Olympic Discovery Trail will link our trail towns together so we can connect our energy and resources. This trail is an alternate transportation route. This trail will benefit all of us in many ways and will have a positive effect on our health and well-being.
Hippocrates stated, " Walking is man's best medicine ." Take time and enjoy life in motion.

Goal: To have the Olympic Discovery Trail - *"Pathway to the Pacific"* completed for all to use.

Bob Petersen, Jefferson County
Joined: 2015
PTC Focus: A jack-of-all-trades, Bob is up for taking on any trail project that needs to be done.
Background & Hobbies: Bob's work life focused on building teams for complex technical project, first as an environmental engineer, and later in automotive software development. Today, Bob teaches people how to move using the Feldenkrais Method and is on the board of wind energy startup Regenedyne.
In Bob's own words. "Coming from a long line of fisherman, being semiretired and living on Discovery Bay is like coming home in a very deep, satisfying way. I'm looking for a way to build community in my community. Building a trail across the Olympic Peninsula offers a unique opportunity to do that using the skills and interests I have developed over the years."

Jan Whitlow, Vice President, Central Clallam County
Joined: 2016
PTC Focus: Representing the equestrian community to cultivate shared-use standards and practices on the Olympic Discovery Trail.
Background & Hobbies: Jan has enjoyed a varied career as an archaeologist, historian, and technical writer for computer and medical device manufacturers. Horses are her passion. She takes care of a small herd at her home in Port Angeles. Jan is also a member of Backcountry Horsemen of Washington—Peninsula Chapter and helps to maintain the trails in western Clallam County.

Molly Erickson, Vice President, West Clallam County
Joined: 2018
PTC Focus: Trail projects. Liaison to the Forks and La Push communities.
Background & Hobbies: After 44 years, Molly retired from the US Forest Service with 30 years in development and operation of recreation facilities and trails. As the former project lead for the Olympic Discovery Trail on Olympic National Forest, she continues to help link the West End communities with the rest of the trail system. She also is a member of the Red Cross, is a long-term

care resident advocate, and enjoys her three granddaughters and exploring our created world. From Molly: "Help us make a Difference."

Jeff Selby, Jefferson County
Joined: 2008
PTC Focus: Jeff's current interests are the completion of the ODT in Jefferson County and the annualPTC fundraiser. The connection of the current end of the Larry Scott Trail, the first 7 & 1/2 miles of the ODT from Port Townsend, to the southern end of Discovery Bay is a priority on which there has been great progress made in recent years. His efforts there will hopefully result in a safe route for trail users in the next few years in order to bypass a very dangerous section of State Route 20 between Discovery Bay and Port Townsend. "I'm thrilled to be involved in the effort to complete the ODT over this difficult terrain to connect to Clallam County. Born and raised in the Pacific NW, Jeff enjoys both road and mountain biking, skiing, and hiking. "Having grown up in Port Angeles, I've hiked most of the trails on the Olympic Peninsula, skied on its mountains and lakes, and cycled many miles on the northern Olympic Peninsula. I've traveled to all seven continents but can't think of anywhere else I'd rather live and play than the beautiful Pacific Northwest."

Rich James, Clallam County
Joined: 2019
Rich worked for Clallam County for 28 years with 25 of those years being in the Public Works Department.As the County Transportation Program Manager, Rich worked on planning, property acquisition, funding, engineering and contract supervision for the Clallam County effort to construct the Olympic Discovery Trail.

Rich also supervised the County Trail Volunteer effort in support of the trail and the County Chain Gang work in building the Olympic Discovery Trail Adventure Route segment.

Jim Mantell, Jefferson County
Joined: 2020
PTC Focus: Work on trail projects and marketing.

Background & Hobbies: Jim is currently on the board of the Jefferson County ReCyclery. In 2018/2019, he was the President of the Cyclists of Greater Seattle, a recreational cycling club. From 2008 to 2018, he was the co-owner of NetReflector, a Seattle based market research company focused on customer experience. For over 50 years Jim has been an active cyclist, biking on less traveled roads throughout North America, Europe and Asia. In Jim's own words. *"cycling improves the quality of life for both individuals and the community at large"*

Erik Rohrer, Forks
Joined: 2021
PTC Focus: Trail Completion & Maintenance

Erik, an active hiker, biker and sailor, has been an attorney and elected judge in Clallam County for the past thirty years.

Current: Trail Adopter (along with Cari) of a five-mile West-end section of the ODT and a member of the Clallam County Trails Advisory Committee.
Past: Chair/President of several boards, including Peninsula College, Pacific Northwest Trail Association and Forks Chamber of Commerce.

Jeff Chapman, Port Townsend
Joined: 2021
PTC Focus: Cross state trails including the Great American Rail Trail; advocating trail towns' recreational benefits; maintenance and funding of distance trails.

Jeff lives adjacent the Olympic Discovery Trail in Jefferson County with his horses, and has been involved in its development back to when the railroad was operating. He works for Jefferson County government with over 20 years addressing property ownerships, and he often commutes to the courthouse in Port Townsend by bicycle using the ODT.

Being a member of several trail organizations, he has ridden both horses and bicycles frequently on many sections of the ODT in Western Washington and the Palouse to Cascades trail in Eastern Washington. He assists with local, state, and federal recreation policy and development.

Andy Stevenson, Clallam County
Joined: 2008
PTC Focus: Trail construction and maintenance west of the Elwha River.

Background & Hobbies: In addition to his PTC board responsibilities, Andy currently serves as the chairman of the Clallam County Trails Advisory Committee and is a member of the Recreation and Conservation Office WWRP Trails Advisory Committee.

He is a former president and vice president of the PTC. Andy lives on the West End, where he can usually be found cycling the local trails, tracks, and back roads. He also enjoys kayaking and hiking with his dogs. Andy is a Marine Geologist, retired from a 32-year career.

Jeni Little, Jefferson County
Joined: 2014
PTC Focus: Recruitment/retention committee member.
Jeni is an avid runner/cyclist and interested in supporting events that happen on the Olympic Discovery Trail such as the North Olympic Discovery Marathon/Run the Peninsula races & Ian's Ride which highlight accessibility to the ODT. Longtime marathon and ultramarathon runner including Boston, New York & Marine Corps Marathon, Mt. Si 50 miler & 50k.

Background & Hobbies: Jeni is an active community member including service as a longtime board chair/race director of the Port Townsend Marathon Association's 'Rhody Run', Prior service includes being Head Coach for the Port Townsend High School Cross Country team, board member and staff person for the Olympic Peninsula YMCA and she is a member of Threshold Choir in Port Townsend.

"In late August of 2019 Jeff Selby, Bob Peterson and I cycled the entire Olympic Discovery Trail (133 miles) from sunup at Boat Haven in Port Townsend to sundown in La Push... that experience sustained me in subsequent years and serves as the vision for completion of the Olympic Discovery Trail."

Submission information

Form: Application and Proposal for Port Townsend Lodging Tax Funds
Submitted by Visitor (not verified)
Thu, 02/15/2024 - 3:47pm
172.92.115.17

Event
Printing the East Region of the Olympic Discovery Trail Map

Location
Eastern Jefferson County and City of Port Townsend region

Event Start Date
Fri, 02/23/2024

Event End Date
Tue, 12/31/2024

Requested Amount
$ 1,700.00

Total Project Budget
$ 2,200

If not fully funded, would you still accept partial funding for your project?
Yes

If so, please describe how the project would still be successful.
LTAC's elsewhere have been the primary funding source for the regional maps in their areas. In all publication instances, if grant funding isn't received, we seek other grant funding or draw on other operating revenue.

Organization/Agency Name
Peninsula Trails Coalition

Federal Tax ID Number
911,416,511

Event, Project or Activity Name (if applicable)
Printing of the East Region of the Olympic Discovery Trail Map

Contact Name and Title
Michele Canale, Grant Writer

Mailing Address
P.O. Box 1836

City, State, Zip Code
Port Angeles, WA 98362

Phone
9,196,195,268

Email Address
grants@olympicdiscoverytrail.org, jrbohman@icloud.com

Organization Type
Non-Profit

Signature
Jeffrey R Bohman

Date
Thu, 02/15/2024

Application Overview and Questions

Attachment #1

attachment_1_description_of_the_event_or_project_being_proposed_for_ltac_funding_including_a_detailed_project_budget.pdf [2]

Attachment #2
attachment_2_ptc_-_irs_n-p_determination_ltr.pdf [3]

Attachment #3
attachment_3_odt-east-quad-fold-8.5-x14-version-5-pg-2.pdf [4]

Questions

Predicted
The Olympic Discovery Trail provides for a ~135 mile trail experience. Port Townsend is "Milepost 0" (MP 0), the beginning of the Olympic Discovery Trail. In 2023, The Peninsula Trails Coalition completed the first cycle of our Trail Ambassador Program. Over the summer, 1,430 surveys were collected at 16 different trail heads, including MP 0 at the Port of Port Townsend and at the Milo-Curry Trail head. The numbers related here and in questions below are all a result of that work.For the entirety of the ~135 miles of the Olympic Discovery Trail, there were visitors from across the United States, as well as across the globe.

In addition, Peninsula Trails Coalition collects trail usage data using passive traffic counters at select locations along the Trail. These numbers are based on the passive counter located at the Dungeness Railroad Bridge. The first counter in Jefferson County, at the Boat Haven, will be installed this spring.

The Trail Ambassador work, along with 24/7/365 trail traffic counter data showed that, based on similar trail heads, the Jefferson County and Port Townsend region see an annual overall visitation of 150,000.

What method will be used or has been used in previous years to determine attendance?
Structured Estimate

Predicted
Based on similar trail heads, the Jefferson County and Port Townsend region see an annual overall visitation of 45,000 from a distance of 50 miles or more.

What method will be used or has been used in previous years to determine attendance?
Structured Estimate

Predicted
Based on similar trailheads, the Jefferson County and Port Townsend region see an annual overall visitation of 20,700 from outside the state and country.

What method will be used or has been used in previous years to determine attendance?
Structured Estimate

Predicted
Based on similar trailheads, the Jefferson County and Port Townsend region see an annual overall visitation of 31,050 used the Olympic Discovery Trail in the Jefferson County and Port Townsend region and paid for overnight lodging.

What method will be used or has been used in previous years to determine attendance?
Structured Estimate

Predicted
Based on similar trailheads, the Jefferson County and Port Townsend region see an annual overall visitation of 4,950 used the Olympic Discovery Trail in the Jefferson County and Port Townsend region and did not pay for overnight lodging.

What method will be used or has been used in previous years to determine attendance?
Structured Estimate

Application Scoring

F. Is the event or initiative a new offering to Port Townsend (less than 3 years)? (2 points)
The Olympic Discovery Trail has been a part of the Olympic Peninsula for 36 years and counting, but it's expanding! Within 1-2 years, the trail is going to be extended so that it connects all the way through Anderson Lake State Park to Anderson Lake Road from the Port of Port Townsend. This is being done in partnership with Jefferson County and Washington State Parks. This will create an exceptional day trip for visitors and community members in Port Townsend, that will be reflected in the corresponding edition of the East Region of the Olympic Discovery Trail maps.

Visitors prefer printed maps to digital maps, so it's critical that these maps can be printed and distributed. They're distributed through our online map sales, and they're distributed all over Washington state, the United States, and beyond, amounting to 500-1,000 a year. They're also posted locally at trail heads and local places (bike shops, Chamber of Commerce, and visitor center type places).

G. Will the event or project create local jobs or utilize local vendors? How is this determined/measured? (3 points)
We frequently acquire our tools, equipment, and materials from local vendors for maintenance of the trail that these maps market.

H. Will the event or project increase overnight stays in the offseason (October-May)? (3 points)
The Olympic Discovery Trail can be used year round, even if there's no snow, so this is a popular draw in years like this one where snow pack is low.

Additionally, maps help market the trail, which creates the infrastructure and awareness to do trail-based events year round. This has been happening for 36 years, and with the new expanded infrastructure to Anderson Lake State Park, there will likely be more.

I. Describe any partnerships with organizations or businesses related to this event of project. (2 points)
We partner with Jefferson County, the City of Port Townsend, the Port of Port Townsend, the Jamestown S'Klallam Tribe, the Department of Natural Resources, the Washington Department of Fish and Wildlife, Jefferson Land Trust, North Olympic Salmon Coalition, Washington State Parks, as well as many recreation and lodging businesses in the region.

J. Does the event or project leverage any matching funds or in-kind support? (2 points)
Yes, we are providing $500 in match from the Peninsula Trails Coalition, which has a very active Board, as well as a contractor that administers grants.

L. The event or project must be open to the public to qualify for LTAC funding. Does the event or initiative have a free participation option? (1 point)
There is no charge to use the Olympic Discovery Trail, and is open to the public. The entire vision and mission of the Peninsula Trails Coalition and the Olympic Discovery Trail is to serve the community's and visitor's needs for transportation, recreation, public health and economic development.

M. Can the public attend or participate in the event or project over more than one day? (2 points)
The Olympic Discovery Trail is open to the public year round, unless maintenance is being done. The entire vision and mission of the Peninsula Trails Coalition and the Olympic Discovery Trail is to serve the community's and visitor's needs for transportation, recreation, public health and economic development.

N. Is your organization represented on LTAC by a board or staff member? (1 point)
No.

O. Are you a 501(c)(3) non-profit organization? (2 points)
Yes, we were incorporated as a 501(c)3 in 1988 and received the IRS determination in 1991.

P. Briefly describe a relevant past organizational success related to this project/event. (2 points)
Our past organizational success is demonstrated with the production of earlier editions of this map, the East Region of the Olympic Discovery Trail map, as well as the production of 7 other maps and brochures over the past 15 years to inform and market the Olympic Discovery Trail.

Additionally, Peninsula Trails Coalition was founded in 1988 and since then, has been advancing the mission: "To represent the hiking, biking and equestrian communities of the North Olympic Peninsula", with great success. These accomplishments can be viewed here: https://olympicdiscoverytrail.org/about-us/history/

Q. Did your organization receive LTAC funds for any event/project within the past year? (1 point for no)
No, this is our first time applying.

Application Timeline

General Information

Source URL:https://cityofpt.us/node/22229/submission/47330

Links
[1] https://cityofpt.us/bc-ltab/webform/application-and-proposal-port-townsend-lodging-tax-funds [2] https://cityofpt.us/system/files/webform/attachment_1_description_of_the_event_or_project_being_proposed_for_ltac_funding_including_a_detailed_project_budget.pdf [3] https://cityofpt.us/system/files/webform/attachment_2_ptc_-_irs_n-p_determination_ltr.pdf [4] https://cityofpt.us/system/files/webform/attachment_3_odt-east-quad-fold-8.5-x14-version-5-pg-2.pdf

PENINSULA TRAILS COALITION

Spearheading the Olympic Discovery Trail since 1988

P.O. Box 1836, Port Angeles, WA 98362
info@olympicdiscoverytrail.org
OlympicDiscoveryTrail.org

OLYMPIC Discovery TRAIL

We respectfully request funding to print the new edition of the East Region Olympic Discovery Trail map. There is also an online version, here: https://olympicdiscoverytrail.org/explore/trail-segments/east-end/. A different version of this is attached.

The Olympic Discovery Trail provides for a ~135 mile trail experience. Port Townsend is "Milepost 0" (MP 0), the beginning of the Olympic Discovery Trail. The Olympic Discovery Trail's use by walkers, runners, ADA wheeled users, bikers and e-bikers continues to grow. People who discover and use the trail love it, and they return to it again and again. It is also popular as an outdoor recreational facility for organized walks, runs and bike rides, and provides the infrastructure for event promoters to develop trail-based events.

In 2023, The Peninsula Trails Coalition completed the first cycle of our Trail Ambassador Program. Over the summer, 1,430 surveys were collected at 16 different trailheads, including MP 0 at the Port of Port Townsend and at the Milo-Curry Trailhead. For the entirety of the ~135 miles of the Olympic Discovery Trail, there were visitors from across the United States, as well as across the globe.

While it is undeniable that electronic apps have simplified navigation, a valuable lesson we learned last summer from our Trail Ambassador Program is the enduring popularity of paper maps, especially for visitors from out of the area. Visitors prefer printed maps to digital maps, so it's critical that these maps can be printed and distributed.

The Peninsula Trails Coalition takes pride in producing and offering a full range of maps to ensure visitors can discover and use the Olympic Discovery Trail with confidence and safety. They're distributed through our online map sales, and they're distributed all over Washington state, the United States, and beyond, amounting to 500-1,000 a year. They're also posted locally at trailheads and local places (bike shops, Chamber of Commerce, and visitor center type places).

Our brochures and maps are constantly undergoing revision so that they incorporate the latest trail status, including trail additions, and co-located amenities. The East Region Olympic Discovery Trail map encompasses the Port Townsend and eastern Jefferson County region, with a spotlight on the Larry Scott Trail. Within 1-2 years, the trail is going to be extended so that it connects all the way through Anderson Lake State Park to Anderson Lake Road from the Port of Port Townsend. This is being done in partnership with Jefferson County and Washington State Parks. This will create an exceptional day trip for visitors and community members in Port Townsend, that will be reflected in the corresponding edition of the East Region of the Olympic Discovery Trail map.

The budget for this project is as follows:

Expense item	Quantity	Total Cost	Request of LTAC	In-Kind Match
Printing of the East Region Olympic Discovery Trail maps	3,000	$1,000.00	$1,000.00	
Cost to redesign, including software		$700.00	$700.00	
Peninsula Trails Coalition Grant Writer and Board member time on the project		$500.00		$500.00
Total		**$2,200.00**	**$1,700.00**	**$500.00**

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.

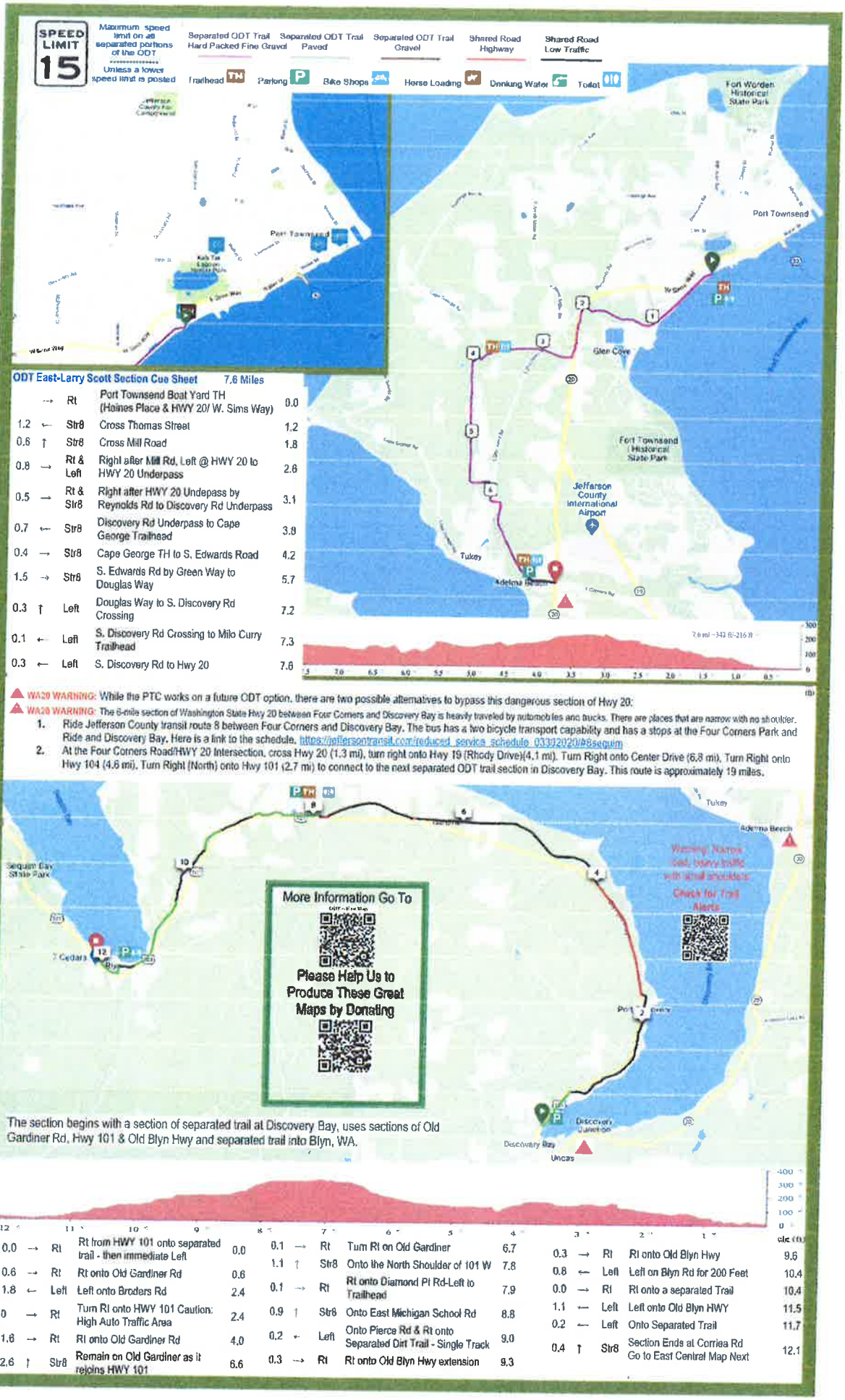
Sincerely yours,

Michael J. Quinn

PENINSULA TRAILS COALITION

District Director

Enclosure(s):
Form 872-C


SPEED LIMIT 15
Maximum speed limit on all separated portions of the ODT
Unless a lower speed limit is posted
Separated ODT Trail Hard Packed Fine Gravel
Separated ODT Trail Paved
Separated ODT Trail Gravel
Shared Road Highway
Shared Road Low Traffic
Trailhead
Parking
Bike Shops
Horse Loading
Drinking Water
Toilet
Fort Worden Historical State Park
Port Townsend
Glen Cove
Fort Townsend Historical State Park
Jefferson County International Airport
Tukey
Adelma Beach
ODT East-Larry Scott Section Cue Sheet 7.6 Miles
→ Rt Port Townsend Boat Yard TH (Haines Place & HWY 20/ W. Sims Way) 0.0
1.2 ← Str8 Cross Thomas Street 1.2
0.6 ↑ Str8 Cross Mill Road 1.8
0.8 → Rt & Left Right after Mill Rd, Left @ HWY 20 to HWY 20 Underpass 2.6
0.5 → Rt & Str8 Right after HWY 20 Undepass by Reynolds Rd to Discovery Rd Underpass 3.1
0.7 ← Str8 Discovery Rd Underpass to Cape George Trailhead 3.8
0.4 → Str8 Cape George TH to S. Edwards Road 4.2
1.5 → Str8 S. Edwards Rd by Green Way to Douglas Way 5.7
0.3 ↑ Left Douglas Way to S. Discovery Rd Crossing 7.2
0.1 ← Left S. Discovery Rd Crossing to Milo Curry Trailhead 7.3
0.3 ← Left S. Discovery Rd to Hwy 20 7.6
WA20 WARNING: While the PTC works on a future ODT option, there are two possible alternatives to bypass this dangerous section of Hwy 20:
WA20 WARNING: The 6-mile section of Washington State Hwy 20 between Four Corners and Discovery Bay is heavily traveled by automobiles and trucks. There are places that are narrow with no shoulder.
1. Ride Jefferson County transit route 8 between Four Corners and Discovery Bay. The bus has a two bicycle transport capability and has a stops at the Four Corners Park and Ride and Discovery Bay. Here is a link to the schedule. https://jeffersontransit.com/reduced_service_schedule_03302020/#8sequim
2. At the Four Corners Road/HWY 20 Intersection, cross Hwy 20 (1.3 mi), turn right onto Hwy 19 (Rhody Drive)(4.1 mi). Turn Right onto Center Drive (6.8 mi), Turn Right onto Hwy 104 (4.6 mi). Turn Right (North) onto Hwy 101 (2.7 mi) to connect to the next separated ODT trail section in Discovery Bay. This route is approximately 19 miles.
Sequim Bay State Park
7 Cedars
Tukey
Adelma Beach
Warning: Narrow road, heavy traffic with small shoulders
Check for Trail Alerts
Port Townsend
Discovery Junction
Discovery Bay
Unclas
More Information Go To
Please Help Us to Produce These Great Maps by Donating
The section begins with a section of separated trail at Discovery Bay, uses sections of Old Gardiner Rd, Hwy 101 & Old Blyn Hwy and separated trail into Blyn, WA.
0.0 → Rt Rt from HWY 101 onto separated trail - then immediate Left 0.0
0.6 → Rt Rt onto Old Gardiner Rd 0.6
1.8 ← Left Left onto Broders Rd 2.4
0 → Rt Turn Rt onto HWY 101 Caution: High Auto Traffic Area 2.4
1.6 → Rt Rt onto Old Gardiner Rd 4.0
2.6 ↑ Str8 Remain on Old Gardiner as it rejoins HWY 101 6.6
0.1 → Rt Turn Rt on Old Gardiner 6.7
1.1 ↑ Str8 Onto the North Shoulder of 101 W 7.8
0.1 → Rt Rt onto Diamond Pt Rd-Left to Trailhead 7.9
0.9 ↑ Str8 Onto East Michigan School Rd 8.8
0.2 ← Left Onto Pierce Rd & Rt onto Separated Dirt Trail - Single Track 9.0
0.3 → Rt Rt onto Old Blyn Hwy extension 9.3
0.3 → Rt Rt onto Old Blyn Hwy 9.6
0.8 ← Left Left on Blyn Rd for 200 Feet 10.4
0.0 → Rt Rt onto a separated Trail 10.4
1.1 ← Left Left onto Old Blyn HWY 11.5
0.2 ← Left Onto Separated Trail 11.7
0.4 ↑ Str8 Section Ends at Correa Rd Go to East Central Map Next 12.1

Lodging Tax Advisory Committee

Funding Request Review 2nd Call

Clallam Bay Sekiu Visitors Center

a

RECEIVED
CLALLAM CO. COMMISSIONERS
MAR 14 2024
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**:
Clallam Bay Sekiu Visitors Center

Organization is ☐ Government Entity ☐
501(c)3 ☒ 501(c)6 ☐ Other
Federal Tax ID No. 30-1366230
UBI Number 605 286 024

III **Project/Activity/Event**: Visitor Marketing & Support

IV **Representative Contact Information**:
Name, Title Matthew Peloquin, Treasurer
Mailing Address PO Box 355 Clallam Bay, WA 98326
Phone(s) 216.392.6560
Email clallambayinfo@gmail.com

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

CERTIFICATION

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

Date: 3/12/24

Signature

Matthew Peloquin

Print or Type Name

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

We support two programs to provide specific information on available business services as well as tourist activities in the area including
1) Participation in OPTC mail marketing programs and
2) support operation of Visitor Center and website

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

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

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

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

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

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

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

N/A

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

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

As a direct result of your proposed tourism-related service, please provide:	2024 Estimate	2023 Actual	Methodology
a. Overall attendance at your event/activity/facility	3,000	3,000	2023 Actual
b. Number of people who travel more than 50 miles for your event/activity/facility	2,760	2,760	
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	750	750	
d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.	2,460	2,460	
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.	1,860	1,860	
f. Number of paid lodging room nights resulting from your event/activity/facility.	5.580	5,580	3 Night Avg

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

N/A

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

See attendance numbers for Visitor Center above

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

Nature loving vacationers seeking spectacular outdoor adventure opportunities for all ages

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

Participation in OPTC mailing programs
Host and update websites www.clallambay.com and www.sekiu.com

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

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

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

NO

13. What is the overall budget for your event/activity/facility? *$15,000*
What percent of the budget are you requesting from Clallam County Lodging Tax Fund? *100%*

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

N/A

	Jan 2024	Feb 2024	Mar 2024	Apr 2024	May 2024	Jun 2024	Jul 2024	Aug 2024	Sep 2024	Oct 2024	Nov 2024	Dec 2024		2024 Total
Revenues														
Lodging Tax Grant	$15,000.00													$15,000.00
Expenses														
VC Rent	$400.00	$400.00	$400.00	$400.00	$400.00	$400.00	$400.00	$400.00	$400.00	$400.00	$400.00	$400.00		$4,800.00
VC Utilities	$200.00	$200.00	$200.00	$200.00	$200.00	$200.00	$200.00	$200.00	$200.00	$200.00	$200.00	$200.00		$2,400.00
VC Manager	$250.00	$250.00	$250.00	$250.00	$250.00	$250.00	$250.00	$250.00	$250.00	$250.00	$250.00	$250.00		$3,000.00
VC Internet /Phone	$150.00	$150.00	$150.00	$150.00	$150.00	$150.00	$150.00	$150.00	$150.00	$150.00	$150.00	$150.00		$1,800.00
Website Hosting	$40.00	$40.00	$40.00	$40.00	$40.00	$40.00	$40.00	$40.00	$40.00	$40.00	$40.00	$40.00		$480.00
OPTC Marketing	$2,500.00													$2,500.00
Total Expenses	$1,040.00	$1,040.00	$1,040.00	$1,040.00	$1,040.00	$1,040.00	$1,040.00	$1,040.00	$1,040.00	$1,040.00	$1,040.00	$1,040.00	0	$14,980.00
Net														$20.00

Department of the Treasury
Internal Revenue Service
Tax Exempt and Government Entities
P.O. Box 2508
Cincinnati, OH 45201

Date:
03/06/2024
Employer ID number:
30-1366230
Person to contact:
Name: Andrew Niemeyer
ID number: 29312
Telephone: 877-829-5500
Accounting period ending:
December 31
Public charity status:
170(b)(1)(A)(vi)
Form 990 / 990-EZ / 990-N required:
Yes
Effective date of exemption:
July 5, 2023
Contribution deductibility:
Yes
Addendum applies:
No
DLN:
26053626011393

CLALLAM BAY VISITORS CENTER
C/O KARIN ASHTON
7639 HIGHWAY 112
SEKIU, WA 98381

Dear Applicant:

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

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

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

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

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

Sincerely,

Stephen A. Martin
Director, Exempt Organizations
Rulings and Agreements

Lodging Tax Advisory Committee

Funding Request Review 2nd Call

Olympic Peninsula Fungus Festival

RECEIVED
CLALLAM CO. COMMISSIONERS
MAR 14 2024
1...2...3...A...

LODGING TAX FUNDING APPLICATION
2024

GUIDELINES

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

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

I **AMOUNT of Lodging Tax Requested:** $ 12,500

II **Agency/Organization Name:** Olympic Peninsula Fungus Festival

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

Federal Tax ID No. 92-2671108 UBI Number 605 084 014

III **Project/Activity/Event:** Festival Celebrating Mycology

IV **Representative Contact Information:**

Name, Title David Rogers Director

Mailing Address PO Box 178 Joyce Wa 98343

Phone(s) 360 644 9395

Email paFungiFest@gmail.com

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

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

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

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

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

CERTIFICATION

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

Signature _____ Date: 3-4-23

David Rogers
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?

   By highlighting fungi on the peninsula and bringing world renowned presenters to speak on a variety of Mycology related topics

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

   The festival will be spread out over multiple days to encourage Attendees to stay in the area to be able to participate in all the fest has to offer

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 bring some of the worlds most renowned presenters and promote the event on platforms across the country such as Mushroom revival & Mycowizards Podcasts

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

   By creating a premier Mycological event in one of the worlds best ecosystems for fungi. People will not want to miss this event

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

   October 16th - 20th at the Clallam county fairgrounds Estimated Attendees 1,250 - 1,750
   Oct 17th at peninsula college for Studium Generale

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

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

As a direct result of your proposed tourism-related service, please provide:	2024 Estimate	2023 Actual	Methodology
a. Overall attendance at your event/activity/facility	1,500		estimates via survey
b. Number of people who travel more than 50 miles for your event/activity/facility	800		and eventbrite data
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	200		" "
d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.	600		" "
e. Of the people staying overnight, the number of people who stay in PAID accommodations e.g. hotel, motel, bed-breakfast, RV park, in the unincorporated Clallam County area.	500		" "
f. Number of paid lodging room nights resulting from your event/activity/facility.	2 nights per guest Average		" "

7. Is there a host hotel for your event? If yes, please identify.
Not yet - Red Lion worked with us in 2022 & 2023 and we hope to revist this and have red lion as our host hotel

8. Describe the prior success of your event/activity/facility in attracting tourists.
In 2023 we were able to bring Attendees from across the U.S. & Canada. We had visitors from AK, OH, ME, FL, TX, CA, & more

9. Describe your target tourist audience (location, demographics, etc.)
We bring a diverse group whos primary interest include environment, Hiking, Food, Science, and nature

10. Describe how you will promote your event/activity/facility to attract tourists.
By networking with Podcasts, Radio stations, and via social media. We also plan to Network with groups like NAMA, Fungi foundation, & Myological Societi

11. Describe how the event/activity/facility will help promote lodging establishments, restaurants, and businesses located in the unincorporated area of Clallam County.
OPFF looks to highlight bosinesses, Restaurants, and lodging options via our platform to encourage followers & Attendees to enjoy all the area has to offer

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

13. What is the overall budget for your event/activity/facility? $ 70,500
What percent of the budget are you requesting from Clallam County Lodging Tax Fund? 15 %

14. Please describe your plans for securing the remainder of the funds necessary to complete your event/activity/facility.
The rest of the funds will be sourced from sponsorship and sales of tickets.

APPLICATION INSTRUCTIONS – GENERAL GUIDELINES

APPLICATION DEADLINE: Applications must be received at the Board of County Commissioner's Office, 223 East 4th Street, Suite 4, Port Angeles WA 98362-3015 (Clallam County Courthouse, main level, Room 150) until **12 p.m., Friday, March 15, 2024**.

The Clallam County Lodging Tax Advisory Committee (LTAC) will review 2024 Lodging Tax funding proposals in a public meeting as determined at the Clallam County Courthouse, Commissioner's Boardroom 160. **Applicants will be notified and attendance by the applicant's representative is required for presentation and questions.** Following review, LTAC will forward its recommendation to the Board of County Commissioners.

APPLICATION, SUPPLEMENTAL QUESTIONS, INFORMATION SUBMITTAL:

Submit the **original application and one copy to**:

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

Submittals made in an incorrect format will not be considered. The sealed applications must be clearly marked on the outside "2024 Lodging Tax Funding Application." All copies need to be single sided and not stapled and no folders. All documents/brochures must be printed on 8.5 x 11 letter size paper to be accepted. Documents delivered to other offices and received late by the Commissioners' Office will not be considered nor will ones received by facsimile or e-mail.

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

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

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

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

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

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

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

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

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

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

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

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

HIGH PRIORITY may be given to tourism activities that:

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

Lodging Tax Advisory Committee Considerations

In developing its recommendations, the Committee considers:

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

Olympic Peninsula Fungi Festival 2024 overview

The Olympic Peninsula Fungi Festival (OPFF) plans to return to the Clallam County fairgrounds Oct 18th – 20th for its 3rd year (second at the fairgrounds and under OPFF name). the event is also working to expand beyond the fairgrounds and host different events and field trips throughout Clallam County. We have Networked with Peninsula College to host Nancy Turner, a professor from University of Victoria, on Thurs Oct 17th for a Studium Generale presentation. OPFF is also working to collaborate with the Elwha Tribe to do a fungal diversity survey connected with the native plant research being done in the former lake Aldwell site. This would include educational field trips led by mycologists to survey and collect samples for DNA sequencing. The data collected would be shared with the tribe and publicly available as well. This is one way we can not only educate through the event but also try to make a positive impact for our environment. General event overview for the portion taking place at the Clallam County fairgrounds will be changing slightly from our 2023 event to try to encourage more overnight visitors. Friday Oct 17th we will be hosting a dinner highlighting mushrooms paired with a presentation. At this point we plan to hold the dinner at the fairgrounds but we are also considering some of the other wonderful venues our area has to offer. We will not be opening our vendor space and educational barns on Friday this year. Friday will be a set up day for all vendors and educators. The main event grounds will be Open Saturday and Sunday this year to give more time to vendors and attendees. A tentative schedule of events this year will be as follows.

Field trips for fungal diversity research will take place during the day Oct 16th, 17th, & 18th in the former lake Aldwell site with permission of the Elwha tribe

Thursday Oct 17th at 12:30 Peninsula College will host Nancy Turner for a presentation on traditional uses of fungi by Indigenous Peoples of Canada (presentation will be available via ZOOM and open to public)

Friday Oct 18th beginning at 5:30 PM OPFF will host a mushroom dinner and keynote presentation at the Clallam County Fairgrounds.

Saturday Oct 19th festival grounds will open at approximately 8:30am there will be ticketed presentation space as well as reduced cost general admission to vending and educational areas. Festival grounds will remain open throughout the day and close up around 5:30pm

Sunday Oct 20th the festival grounds will open at 8:30am with ticketed presentation space as well as reduced cost general admission to vending and educational spaces. Festival grounds will remain open until 3:00pm when gates will close for vendors to breakdown.

OPFF will bring overnight guests by encouraging people to attend from all across the US and Canada. In our 2023 year we had attendees from Florida, Maine, Texas, Ohio, Alaska and more. We also will be spreading the event out over multiple days to try and encourage attendees to stay for multiple nights.

For 2024 our event aims to bring 1,000-1,500 attendees. This number will probably divided between general admission attendees and attendees with presentation passes.

we think we can bring approximately 650+ attendees from more than 50 miles. By networking with nationwide podcasts and organizations such as the North American Mycological Society to spread the word. This small but growing event has gained nationwide recognition and is considered one of the premier mycological events.

By spreading over multiple days and looking at last years ticketing information we estimate approximately 400 total attendees staying overnight in paid accommodations for at least 1 night (some possibly in shared lodging).

We estimate anywhere from 50-100 attendees would stay with friends or family

As mentioned we had attendees from all across the US as well as Canada and estimate around 250 attendees coming this year from out of state or country. We are again bringing speakers down from Canada to try and encourage more attendees from across the border.

The average length of stay for attendees staying in paid lodging would be 2 nights with some staying longer and some possibly just staying one night.

Key personal for 2024

David Rogers - Executive Director

Rose Thompson – Production director / vendor coordinator

Jason Thompson – Culinary director

Courtney Nestler – Social media marketing director

Graham Steinruck – Research director

Lauren Della Selva – Sponsorship director

Bri Gillet – Volunteer director

Nicole Phillips – Logo Artist

Shana Rogers – Executive assistant

TBD – Program director

TBD – Educational coordinator

Estimated Budget attached to application.

OLYMPIC PENINSULA FUNGI FESTIVAL
PROJECTED FESTIVAL BUDGET 2024

INCOME				projected		total
TICKET SALES	$50	x	500	$25,000		$25,000.00
	$10	x	500			$5,000.00
	$100	x	100			$10,000.00
VIP Experience						
RV Camping	$50	x	15	$750		$750.00
GRANTS						
NOVB				$7,500		$7,500.00
LTAC				$12,500		$12,500.00
SPONSORSHIP				$15,000		$15,000.00
FOOD & BEVERAGE						
Vendor Fees				$500		$500.00
Bier Garten				$500		$500.00
VENDORS	$20	X	100	$2,000		$2,000.00
Merchandise				$1,500		$1,500.00
TOTAL INCOME						**$80,250.00**
EXPENSE						
ACCOUNTING						
Ticket Sales - *Eventbrite* % ?				$4,000		$4,000
Tax liability						$7,000
Bookeeping / CPA				$2,000		$2,000
SPONSORSHIP						
Sponsor Benefits				$2,000		$2,000
PRODUCTION						$5,000
Production Director				$5,000		$2,000
VENUE						
Clallam County Fairgrounds				$3,500		$3,500
DRNC						
Signage				$3,000		$3,000
Production Costs - see Production Budget				$10,000		$10,000
PROGRAM						
Speakers				$7,500		$7,500
Dinner Staff						$2,000
festival staff				$3,000		$3,000
MARKETING						
Logo - Graphics				$1,000		$1,000
Posters - Flyers				$1,000		$1,000
Advertising - Print				$1,500		$1,500
Advertising Radio				$4,000		$4,000
socialmedia director				$4,000		$4,000
webiste						$500
FOOD & BEVERAGE						
Friday Keynote Dinner				$2,500		$2,500
Merchandise				$1,000		$1,000
Concert				$1,500		$800
Organization				$1,000		$1,000
insurance				$2,000		$2,000
TOTAL EXPENSES				$59,500		$70,300
NET PROFIT OR LOSS						**$9,950.00**

LTAC funding Budget 2024

Item/catergory	Projected amount
Venue Rental	4,000
Canopy Rental and setup	3,000
Social Media Marketing	2,000
Radio advertisement	1,500
Signage/Banners	2,000
Total spent	**12,500**

2023 flyer

OCTOBER 13TH-15TH / PORT ANGELES, WA

OLYMPIC PENINSULA FUNGI FESTIVAL







FRIDAY

FREE ACCESS

Mushroom Market
Beer Garden
Educational Barn
Food Vendors

TICKETED EVENT

Mushroom Dinner & Psilocybin Panel Discussion with Professionals

LIVE MUSIC @7:30

THE SHIFT

SATURDAY

FREE ACCESS

Mushroom Market
Beer Garden
Educational Barn
Food Vendors

TICKETED EVENTS

A Full Day of Presentations

Fungal Fest Culinary Workshop

LIVE MUSIC @7PM

JOY IN MUDVILLE

SUNDAY

TICKETED WORKSHOPS

FIELD TRIP

DUNGENESS RIVER NATURE CENTER

Panel Discussion, Truffle Dog Demo, Catered Lunch + Identification & Photography Forays w/ Alan Rockefeller

(LIMITED SPACE)

OLYMPIC PENINSULA

THANK YOU TO OUR MAIN SPONSORS

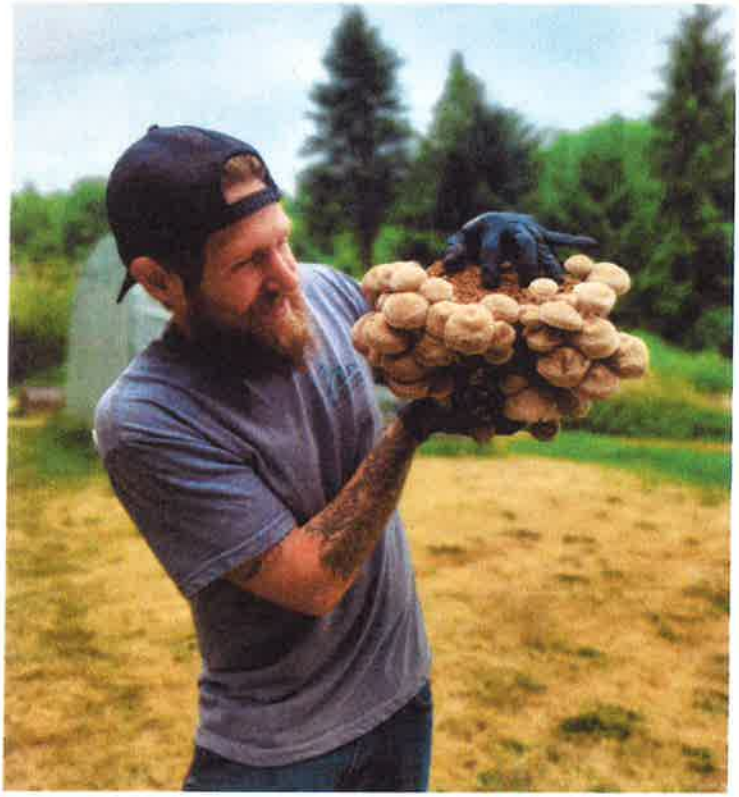
COUNTRY AIRE Natural Foods

ON SITE CAMPING AVAILABLE

CLALLAM COUNTY FAIRGROUNDS
1608 WEST 16TH STREET PA. WA 98363

FOR SCHEDULE & TICKETS VISIT US AT
www.opfungifestival.com

Sections from PDN insert for 2023 event



David Rogers

Produced by Peninsula Daily News & Sequim Gazette

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WELCOME FROM FESTIVAL FOUNDER

Olympic Peninsula Fungi Festival grows into its second year

Three years ago, our family started Maddie's Mushrooms Farm because of our belief in the vast potential of mushrooms to create a healthier world. In our increasingly interconnected and changing planet, mushrooms are a powerful source of hope. It seems the benefits of these fascinating fungi only spread as more information becomes available and more and more people are drawn to their mysterious, magnificent ways.

We started the Olympic Peninsula Fungi Festival to cultivate discovery, connection and community. We believe that mycology is a topic that should be available and accessible to all, and the more of us who embrace this subject, the better.

Our mission is to increase access to experiential learning about an array of mycology topics and bring people together in one of the most renowned ecosystems for fungi on Earth—the Olympic Peninsula.

The natural composition of the lands, soils, waters and weather of this bioregion create exceptional conditions for mushrooms to thrive. Olympic National Park covers nearly one million protected acres and contains at least 1,400 different species of fungi. While it's only 2 percent of the state's territory, it accounts for at least 56 percent of its mushroom diversity! The festival hopes to draw locals and visitors from across the country to celebrate, respect and learn within this unique and spectacular place.

There are many entry points into the field of fungi, each with its own world of wonder. The festival promotes community building within and across groups, weaving a network of endless connections and possibilities.

This year, we've expanded our venue to the Clallam County Fairgrounds in Port Angeles and will also host events in Sequim. The festival will feature lectures, hands-on workshops, guided forays, mushroom cuisine and more from local and internationally acclaimed experts. Live music, a vendors' market and camping will make for a full three days of family fun across Clallam County. There are a variety of ticketing options, including a free option.

No matter where you're at on your journey with mushrooms, we guarantee this festival will inspire something new. ■

David Rogers
Owner, Maddie's Mushrooms
Founder, Olympic Peninsula Fungi Festival

PDN insert

FREQUENTLY ASKED QUESTIONS

WHAT KINDS OF TOPICS WILL THE FESTIVAL COVER?

There are many entry points into the field of fungi, each with its own world of wonder.

The festival will explore the role of mushrooms in ecology and environmental remediation, sustainability, culinary and medicinal uses, and more.

DO I HAVE TO BE AN EXPERT TO ATTEND?

No! The mission of the Olympic Peninsula Fungi Festival is to cultivate discovery, connection, and community. We believe that mycology is a topic that should be available and accessible to all, and the more of us who embrace this subject, the better. No matter where you're at on your journey with mushrooms, we guarantee this festival will inspire something new.

WHERE DO I BUY TICKETS?

Tickets are available through Eventbrite at *opfungifestival.com*. Tickets will also be available at the door, but we strongly suggest purchasing tickets ahead of time online. Workshops have limited spots.

WHAT DOES A GENERAL ADMISSION TICKET INCLUDE?

A general admission ticket includes access to all presentations and workshops on Saturday, plus access to the community educational barn, Mushroom Marketplace, food vendors, beer garden and live music.

It does NOT include Friday night's mushroom dinner and psilocybin panel discussion, nor any of the workshops being hosted on Sunday. These add-ons must be purchased separately.

IS THERE A FREE OPTION FOR ATTENDING THE FESTIVAL?

Yes! Free admission includes access to the community educational barn, Mushroom Marketplace, food vendors and beer garden.

Kids 10 and under get in free, and youth between ages 11–17 have a reduced ticket price.

IS THERE CAMPING?

Tent and RV camping are available for Friday and Saturday nights at the Clallam County Fairgrounds. You can add this on to your ticket at checkout. The cost is $100 for both nights and includes RV hookups.

I DON'T WANT TO CAMP. ARE THERE OTHER LODGING OPTIONS?

Yes! We'll be offering special rates at several local lodging facilities for folks who are traveling. Find more information at **opfungifestival.com/lodging**.

WILL THERE BE LIVE MUSIC?

Yes! We'll officially kick off the festival Friday night with live music from The Shift at the Clallam County Fairgrounds. You won't want to miss the celebration.

On Saturday night, attendees can enjoy a live performance from Joy in Mudville.

Both concerts are included with a general admission ticket, or can be purchased separately for anyone just looking to just join the evening's fun and festivities!

WHAT IS TRANSPORTATION LIKE?

Free day parking will be available at the Clallam County Fairgrounds (on the east side of `M' Street and north of West 16th Street), as well as at the Dungeness River Nature Center (Sunday programming only).

Clallam Transit serves the fairgrounds. More info on Clallam Transit routes can be found at: **clallamtransit.com/tripplanner.** ■





2023 Message Framework

Olympic Peninsula Fungi Festival Messaging Guide

Mission

Why does the festival exist? What purpose does it serve?

The Olympic Peninsula Fungi Festival cultivates discovery, connection, and community. The festival increases access to experiential learning about an array of mycology topics, and brings people together in one of the most renowned ecosystems for fungi on Earth.

Elevator Statement

3-4 sentences that explain the OPFF in the time it takes to ride in an elevator.

The Olympic Peninsula Fungi Festival cultivates discovery, connection, and community. The festival increases access to experiential learning about an array of mycology topics, and brings people together in one of the most renowned ecosystems for fungi on Earth.

The festival will feature talks, hands-on workshops, guided forays, mushroom cuisine, and more from local and internationally acclaimed experts. Live music, a vendors' market, and camping will make for a full three-days of family fun between Port Angeles and Sequim.

No matter where you're at on your journey with mushrooms, we guarantee this festival will inspire something new.

Learn more at https://www.opfungifestival.com/home.

Event overview / expectations

The festival will feature lectures, hands-on workshops, guided forays, mushroom cuisine, and more from local and internationally acclaimed experts.

Panels and Presentations

- Foraging and identification
- Citizen science
- DNA sequencing
- Animal and fungi relationships
- Mushroom cultivation
- Medicinal uses
- Environmental remediation

2023

- Psilocybin therapies *(Friday evening ticket sold separately; includes multi-course mushroom dinner)*

Workshops and Guided Forays

- Mushroom identification foray
- Photography workshop
- Dye workshop
- Cooking classes
- Oyster mushroom grow kit workshop
- Brewing workshop
- Bioluminescence night foray

Live music, a vendors' market, beer garden, and camping at the Clallam County Fairgrounds will make for a full three-days of fun between Port Angeles and Sequim.

The festival offers a variety of ticketing options:

- Free access to the community educational bar and vendors' market will be available all three days.
- 10/13: Ticket for Friday night's psilocybin panel discussion and multi-course mushroom dinner sold separately.
- 10/14: A general admission ticket covers all of Saturday's programming.
    - Youth between 11 and 17 have a reduced ticket price.
    - Kids under 11 are free!
- 10/15: Tickets for Sunday's workshops and forays are sold separately.

Why mycology matters

The vast potential of mushrooms to create a healthier world is astounding. In our increasingly interconnected and rapidly changing world, mushrooms are a powerful source of hope. It seems the benefits of these fascinating fungi only spread as more information becomes available, and more and more people are drawn to their mysterious, magnificent ways.

The Olympic Peninsula Fungi Festival cultivates discovery, connection, and community. We believe that mycology is a topic that should be available and accessible to all, and the more of us who embrace this subject, the better.

There are many entry points into the field of fungi, each with its own world of wonder. The festival promotes community-building within and across groups, weaving a network of endless connections and possibilities.

The festival will explore the following areas:

- **Ecological:** *Beneficial relationships between fungi, forests, and the web of life*
- **Remediation:** *Utilizing mushrooms to break down and clean toxic and polluted areas*

2023

- **Sustainability:** *Growing mushrooms as a low-resource, planet-friendly food source*
- **Culinary:** *Cooking with delicious and flavorful fungi*
- **Medicinal:** *Harnessing mushroom medicine to treat ailments and heal the body*
- **Nutritional:** *Eating mushrooms for their vitamins, minerals, and other health benefits*

Why the Olympic Peninsula? What makes mycology here special?

The Olympic Peninsula is one of the most renowned ecosystems for fungi on Earth. Olympic National Park covers nearly one million protected acres and serves as a natural laboratory to observe mushrooms' complex ecological interactions. The park contains at least 1,400 different species of fungi, and while it's only 2 percent of the state's territory, it accounts for at least 56 percent of its mushroom diversity.

The natural composition of the lands, soils, waters, and weather of the Olympic Peninsula create exceptional conditions for mushrooms to thrive. The forests are home to over twenty species of trees and a variety of soils. The mountains run from sea level to nearly 8,000 feet, bringing 14 feet of annual rainfall to the western rainforests and less than 2 feet to the eastern rain shadow. The Pacific Ocean and Strait of Juan de Fuca moderate air temperatures and attract moisture.

The Olympic Peninsula Fungi Festival draws locals and visitors from across the country to celebrate, respect, and learn within this unique and spectacular place.

Who's involved?

The Olympic Peninsula Fungi Festival is in its second year, and growing quickly! It is produced by a team of local community members who are passionate about expanding access to mycology and bringing people together on the Olympic Peninsula.

Key partners include:

- North Olympic Land Trust
- Dungeness River Nature Center
- Clallam County Fairgrounds
- NatureBridge

Speakers:

- Alan Rockefeller
- Lowell Dietz
- Aaron Hillaird
- Graham Steinruck
- Eva Gordon
- Langdon Cook
- Jennifer Rotermund

2023

- Robert Rogers
- Tanmeet Sethi, MD

Sponsors:

- Olympic Peninsula Visitors Bureau
- Angeles Millwork and Lumber Co.
- Hartnagel Building Supply
- Country Aire Natural Foods
- Airport Garden Center
- Bella Italia
- Windermere Real Estate - Erika Ralston Word

Key messages per audience

- Local residents and families
  - The Olympic Peninsula Fungi Festival offers fun for the whole family.
  - Between dozens of speakers, workshops, live music, a vendors' market, beer garden, and more, there is something for everyone to enjoy.
  - The festival grounds will feature a special kids zone, and kids under 11 are free!
  - We live in one of the most world renowned ecosystems for fungi. Come celebrate and learn about the wonders of mushrooms right here in your own backyard.
  - Build connections with local community members who are studying, producing, and creating amazing things with fungi.
  - No matter where you're at on your journey with mushrooms, we guarantee this festival will inspire something new.

- Visitors from broader Pacific Northwest / out of state
  - The Olympic Peninsula Fungi Festival offers fun for the whole family.
  - Between dozens of speakers, workshops, live music, a vendors' market, beer garden, and more, there is something for everyone to enjoy.
  - The festival will feature lectures, hands-on workshops, guided forays, mushroom cuisine, and more from local and internationally acclaimed experts.
  - Live music, camping, and various lodging options will make for a full three-days of fun.
  - The Olympic Peninsula is one of the most renowned ecosystems for fungi on Earth—making it a fantastic place for experiential learning.
  - No matter where you're at on your journey with mushrooms, we guarantee this festival will inspire something new.

2023

- Potential sponsors
  - The Olympic Peninsula Fungi Festival is in its second year, and growing quickly. We expect to attract roughly 750 attendees across the three-day festival.
  - The festival will take place in both Port Angeles and Sequim, attracting a larger reach of Clallam County residents and visitors.
  - *Develop additional talking points based on alignment between festival mission and mission/values of the business.*

- Potential funders
  - The Olympic Peninsula Fungi Festival cultivates discovery, connection, and community. The festival increases access to experiential learning about an array of mycology topics, and brings people together in one of the most renowned ecosystems for fungi on Earth.
  - Access to education around mycology and related topics is notoriously technical and oftentimes, secretive. This festival reduces barriers so that more people can learn about and be empowered to embrace the myriad benefits of fungi for their lives, communities, and environment.
  - The festival promotes understanding and opportunities for citizen science, contributing to better research, policy, and community benefits.
  - The three-day festival attracts visitors to the Olympic Peninsula, which supports the local, largely tourism-based economy. The programming is designed to cultivate discovery, connection, and community, in turn inspiring repeat visits to the area.
  - The festival uplifts local subject matter experts, producers, and creators, supporting the local economy.
  - *Develop additional talking points based on alignment between the mission of the festival and mission/values of the organization/foundation.*

- Potential speakers
  - *Develop talking points based on alignment between the mission of the festival and the speaker's mission/values*

Quotes from organizers, partners, past attendees

- To gather...

Lodging Tax Advisory Committee

Funding Request Review 2nd Call

StormKing FC

RECEIVED
CLALLAM CO. COMMISSIONERS
MAR 14 2024
1...2...3...A...

LODGING TAX FUNDING APPLICATION
2024

GUIDELINES

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

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

I **AMOUNT of Lodging Tax Requested:** $ $41,600

II **Agency/Organization Name:** StormKing FC

Organization is ☐ Government Entity ☑ 501(c)3 ☐ 501(c)6 ☐ Other
Federal Tax ID No. 82-5060661 UBI Number 604 218 568

III **Project/Activity/Event:** Agnew Soccer Fields - StormKing FC

IV **Representative Contact Information:**
Name, Title Michael Lagrange, President
Mailing Address PO Box 273, Sequim, WA 98382
Phone(s) 425-445-7850
Email president@stormkingsoccer.com

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

_____ Tourism Promotion/Marketing (individual marketing request, contact OPVB)
_____ Operation of a Special Event/Festival designed to attract tourists
__X__ Operation of a Tourism-Related Facility owned or operated by Non-Profit Organization
__X__ Operation and/or Capital Expenditure of a Tourism-Related Facility owned by a Municipality

CERTIFICATION

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

Signature _____ Date: March 8, 2024

Michael Lagrange
Print or Type Name

LODGING TAX APPLICATION – REQUIRED SUPPLEMENTAL QUESTIONS

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

ASK - $41,600

Storm King Soccer on Agnew Soccer Fields - Operations

Referee Fees	**$4500**
Field Maintenance - Mole Control	**$4000**
Field Maintenance - Mowing the Field	**$6000**
Field Maintenance - Lining the Field	**$4000**
Field Maintenance - Sanding Field	**$4000**
Field Maintenance - Field Irrigation	**$10,000**
Supplies for Games - Balls, Goals, Netting	**$4200**
Supplies for Operations - Bathrooms, Garbage, etc.	**$3400**
Training for Coaches	**$1500**
	$41,600

Our Mission: Storm King Football Club exists to provide the highest level of quality soccer training for the players, and to enhance their social/emotional and physical health, in a positive, fun, and safe environment.

Our Vision: Storm King Football Club will strive to create and nurture a valuable soccer learning experience. To achieve this goal, we will make every effort to ensure that well-educated coaches develop the skills, fitness, teamwork, and sportsmanship and to foster and perpetuate these qualities at all levels of their soccer growth. We will endeavor to empower our players with a life-long passion and love for the beautiful game of soccer.

Our Philosophy: Storm King Football Club will create an environment where our players develop a love of the game of soccer and continue to participate in the sport throughout their lifetime. To achieve this goal, we must develop a fun environment where we teach a unified defensive mindset, along with a creative, attacking, and possession-style soccer built on a foundation of strong technical skills. In adopting this style of soccer, we strive to foster an environment free from the "fear of failure", where our players can explore and be creative without the fear of making mistakes. We believe that such an environment, with no limitations, is where our players can grow the most

and realize their potential both as players and young adults. The motivation to play attractive soccer must be greater than the fear of losing.

Storm King FC is an ***all-volunteer*** club comprised of board members, coaches, managers and many parents who are dedicated to creating the highest-level club and soccer culture. The Storm King Agnew fields are located at the corner of Old Olympic Highway and North Barr Rd in Sequim, Washington.

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

   The project aims to increase Clallam County tourism by hosting approximately 50 home games per season, attracting players, coaches, and family members. With an estimated 40 visitors per game, the total expected turnout is around 2000 visitors per season, enhancing local business and leisure travel.

   Storm King Soccer Club is responsible for the maintenance and upkeep of the Agnew soccer fields located on Clallam County property. The club faces budget constraints that limit their ability to adequately care for the fields. Additionally, new construction to the south has led to a mole infestation, further deteriorating the field conditions. This marks the first instance of Storm King seeking funds to improve the county land, aiming to enhance the fields for soccer games and encourage tourism.

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

   The project is designed to increase paid overnight accommodations in Clallam County by hosting teams from distant locations, encouraging them to stay overnight. Positive experiences at games, the area near Agnew Field's beauty, and community interactions have led coaches and visitors to choose Port Angeles and surrounding areas for vacations. This effect naturally promotes local accommodations and enhances the area's appeal as a travel destination.

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

   The project aims to attract visitors from over 50 miles away by playing against clubs from regions like Kitsap County, Maple Valley, and Skagit County, ensuring that all participating clubs travel more than 50 miles to reach the field. This geographic diversity naturally encourages both day trips and overnight stays, leveraging the competitive sports framework to extend the reach and impact on tourism in Clallam County.

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

   The project encourages international and inter-state visits by leveraging the personal connections of players, as family members and relatives often travel from other states or countries to watch their loved ones compete. This aspect highlights the program's broader appeal beyond local and regional audiences.

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

   The project/program is a year-round soccer organization, with the majority of games occurring from September through May, aligning with the tourism off-season. This scheduling strategically enhances visitor engagement during a period typically experiencing lower tourism rates, supporting local businesses and accommodations when they might otherwise have lower occupancy.

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

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

As a direct result of your proposed tourism-related service, please provide:	2024 Estimate	2023 Actual	Methodology
a. Overall attendance at your event/activity/facility	4,000	N/A	Estimated
b. Number of people who travel more than 50 miles for your event/activity/facility	2,000	N/A	Estimated
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	100	N/A	Estimated
d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.	750	N/A	Estimated
e. Of the people staying overnight, the number of people who stay in PAID accommodations e.g. hotel, motel, bed-breakfast, RV park, in the unincorporated Clallam County area.	500	N/A	Estimated
f. Number of paid lodging room nights resulting from your event/activity/facility.	150	N/A	Estimated

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

   No

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

   The Storm King Soccer Club has a track record of attracting approximately 2000 visitors annually and aims to enhance Agnew facilities for future events. They plan to revive the Dungeness Cup, a 3-day event drawing teams from across Western Washington, paused since COVID. This event is targeted for either 2024 or 2025, emphasizing their commitment to boosting tourism through significant soccer events.

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

   The target tourist audience for the project includes families with children throughout Western Washington, with teams for both boys and girls aged 8 to 17 years. This demographic focus supports the club's goal of attracting visitors who are directly involved in youth soccer, thereby fostering a community-oriented environment that encourages family participation in sporting events.

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

    To promote its events, activities, and facilities, Storm King FC will leverage its memberships with the NPSL and WYS, which are large organizations that help promote and schedule games. This strategy will also be used to promote the Dungeness Cup and attract tourists to Clallam County, taking advantage of the organizational reach and networks to increase visibility and participation.

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

    The event will promote local lodging, restaurants, and businesses by attracting teams and visitors who travel 1.5-3 hours one-way, necessitating stops for food and gas. Hosting games from September to May, during the off-season for tourism, helps boost local businesses during slower periods. Furthermore, the positive experiences of visiting teams and families encourage them to return for vacations, thereby promoting Clallam County as a desirable tourist destination.

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

    No

13. What is the overall budget for your event/activity/facility? $ __73,600___ What percent of the budget are you requesting from Clallam County Lodging Tax Fund? __56__%.

ASK - $41,600

Storm King Soccer on Agnew Soccer Fields - Operations

Referee Fees - Training	**$4500**
Field Maintenance - Mole Control	**$4000**
Field Maintenance - Mowing the Field	**$6000**
Field Maintenance - Lining the Field	**$4000**
Field Maintenance - Sanding Field	**$4000**
Field Maintenance - Field Irrigation	**$10,000**
Supplies for Games - Balls, Goals, Netting	**$4200**
Supplies for Operations - Bathrooms, Garbage, etc.	**$3400**
Training for Coaches	**$1500**
	$41,600

- **Referee Fees** - Storm King FC invests in referee certification to ensure high-quality officiating, recognizing that skilled referees attract teams from afar, promising well-regulated games and encouraging return participation. This commitment to quality and understanding of the rules enhances the competitive experience for all involved..
- **Field Maintenance - Mole Control** - Effective mole control is crucial for maintaining a safe and playable field, preventing injuries that could occur due to uneven surfaces or holes. Implementing strategies for mole control ensures the field remains in optimal condition for athletes, reducing the risk of accidents and enhancing the overall playing experience.
- **Field Maintenance - Mowing**—The best way to prepare a field for play is to ensure the grass is evenly and properly mowed to maintain a smooth playing surface, enhancing both the safety and quality of the game. This involves using appropriate mowing equipment, setting the right height for the grass based on the sport and the season, and following a regular maintenance schedule to keep the field in optimal condition.
- **Field Maintenance - Lining the field** - Precise field marking is essential for defining boundaries clearly, ensuring games are played with clear understanding of in and out of bounds. Regular relining, especially before each game, maintains

this clarity and is vital for the smooth conduct of matches.

- **Field Maintenance - Sanding Field -** Applying sand to the field is an effective method for improving drainage and maintaining optimal playing conditions. This practice helps to create a more level playing surface, reducing the risk of puddling and ensuring the field remains playable in various weather conditions.
- **Field Maintenance - Field Irrigation** - Implementing a systematic irrigation plan is essential for maintaining optimal field conditions, ensuring the grass remains healthy and resilient. Regular and efficient watering supports a robust playing surface, enhancing playability and safety for all users.
- **Supplies for Games - Balls, Goals, Netting -** Ensuring the availability of essential game supplies, such as balls, goals, and netting, is critical for the smooth operation of matches. It's important to regularly inspect and replace any equipment, like nets with holes, to maintain the quality and safety of the game environment.
- **Supplies for Operations - Bathrooms, Garbage, etc. -** Storm King FC is responsible for managing the janitorial operations at Agnew Soccer Fields, which encompasses tasks such as cleaning bathrooms and managing garbage collection, among other duties. This ensures the facilities are well-maintained and hospitable for players, families, and visitors.
- **Training for Coaches -** Storm King FC ensures all coaches achieve the D License, covering the costs to guarantee the highest quality coaching. This investment in professional development reflects the club's commitment to excellence and player development.

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

To secure additional funding necessary for their activities and facility improvements, Storm King Soccer Club primarily relies on player fees. However, this approach has only sufficed for basic maintenance, not allowing for irrigation or field sanding upgrades. Volunteer shortages for landscaping have also led to increased costs. To address these challenges and fund enhancements, the club may need to explore additional revenue streams, sponsorships, fundraising events, or community grants.

Stormking FC - 2024 Budget

Revenue	
Membership Dues	$32,000.00
Grants - Clallam County LTAC	$41,600.00
Total Income	**$73,600.00**
Expenses	
Bank Service Charges	$200.00
Credit Card Fees	$400.00
Insurance	$600.00
Contract Services Accounting Fees	$5,000.00
Coach Fees - To Spend on Team	$6,000.00
Referee Fees	$4,500.00
Field Maintenance - Mole Control	$4,000.00
Field Maintenance - Mowing	$6,000.00
Field Maintenance - Lining Field	$4,000.00
Field Maintenance - Sanding Field	$4,000.00
Field Maintenance - Irrigation	$10,000.00
Rent, Parking, Utilities	$9,000.00
Books, Subscriptions, Reference	$1,400.00
Postage, Mailing Service	$300.00
League & Tournament Fees	$7,800.00
Soccer Supplies - Balls, Goals, Netting	$4,200.00
Supplies - Janitorial Supplies	$3,400.00
Telephone, Telecommunications	$800.00
Training- Staff	$1,500.00
Conference, Convention, Meeting	$500.00
Total Expense	$73,600.00
Profit / Loss	$0.00









STORMKING FC









StormKing FC - Agnew Soccer Fields









STORMKING FC











StormKing FC - Agnew Soccer Fields

UNITED STATES OF AMERICA

The State of Washington

Secretary of State

I, **KIM WYMAN**, Secretary of State of the State of Washington and custodian of its seal, hereby issue this

ARTICLES OF INCORPORATION

to

STORM KING FC

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

Effective Date: 02/01/2018
UBI Number: 604 218 568

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

Kim Wyman

Kim Wyman, Secretary of State

Date Issued: 02/01/2018

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

DEPARTMENT OF THE TREASURY

Date: APR 1 3 2020

STORM KING FC
PO BOX 273
SEQUIM, WA 98382-0000

Employer Identification Number:
82-5060661
DLN:
29053091000000
Contact Person:
SANDRA F MAK ID# 06023
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Public Charity Status:
509(a)(2)
Form 990/990-EZ/990-N Required:
Yes
Effective Date of Exemption:
February 1, 2018
Contribution Deductibility:
Yes
Addendum Applies:
No

Dear Applicant:

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

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

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

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

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

Letter 947

STORM KING FC

Sincerely,

Stephen A. Martin

Director, Exempt Organizations
Rulings and Agreements

Letter 947

Lodging Tax Advisory Committee

Funding Request Review 2nd Call

Clallam County Public Works

RECEIVED
CLALLAM CO. COMMISSIONERS
MAR 14 2024
1...2...3...A... 4:05pm

LODGING TAX FUNDING APPLICATION
2024

GUIDELINES

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

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

I **AMOUNT of Lodging Tax Requested**: **$ 84,000**

II **Agency/Organization Name**: Clallam County Public Works

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

Federal Tax ID No. 91-601298 UBI Number 054 004 559

III **Project/Activity/Event**: Olympic Adventure Trail (OAT) – Whiskey Creek Bridge Replacement and Improvement Project

IV **Representative Contact Information**:

Name, Title: Steve Gray, Deputy Director Public Works
Mailing Address: 223 E. 4th Str., Suite 6, Port Angeles, WA, 98362
Phone(s): 360-417-2290
Email: steve.gray@clallamcountywa.gov

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

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

CERTIFICATION

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

Signature _____ Date: 03/14/2024

Steve Gray
Print or Type Name

LODGING TAX APPLICATION – REQUIRED SUPPLEMENTAL QUESTIONS

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

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

   The Olympic Adventure Trail (OAT) – Whiskey Creek Bridge Replacement and Improvement project is located near Milepost 18 along the approximately 25-mile trail OAT route. The mostly single-track, natural tread OAT route traverses state forest land in the Olympic foothill area that begins at the trailhead just west of the SR 112 Elwha River Bridge and connects to the Olympic Discovery Trail (ODT))-Spruce Railroad Trail segment in Olympic National Park. Attachment 1 shows the OAT route, project location and the connection to and proximity of the OAT to the paved, shared use ODT.

   As shown in the photos found in Attachment 2, the OAT-Whiskey Creek crossing consists of (1) a large diameter, single log bridge crossing with a narrow deck and railings built on top of the log; and (2) a separate at-water stock/equestrian crossing just downstream from the log bridge. The log crossing is barely suitable for one way hiker and biker traffic, and not suitable for equestrian use. The log is rotting and beginning to fail. In addition, Whiskey Creek has been actively eroding the east bank under the log.

   To address these challenges, the proposed bridge replacement is for a six-foot-wide durable fiberglass bridge at the existing stock crossing that will support all trail users, including equestrians. It will span the full floodplain width and active channel erosion areas to help ensure a long lifespan and avoid stream impacts. The key advantage of a fiberglass type bridge is that it is comprised of segments that are lightweight enough to be transported along the trail corridor to this remote site and that can be installed without any large equipment or special tools. Trail volunteers will assist with the installation. The photos in Attachment 3 provide an example of what the proposed bridge replacement will look like.

   The OAT and related trail events are promoted as one of the County's recreational attractions to bring new visitors to Clallam County and for previous visitors to return. The popularity of the OAT to attract visitors throughout the year continues to grow both in terms of general recreational usage for those who want to ride, run, or walk on the trail to those seeking the fun or spirit of competition of an OAT event. The importance of the OAT for attracting visitors and the need for this bridge replacement can be seen in the attached letters of support from Peninsula Adventure Sports (Attachment 4), Peninsula Trails Coalition (Attachment 5), and the Clallam County Trails Advisory Committee (Attachment 6).

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

The OAT is a single-track, mostly natural tread trail that creates a highly sought after unique and challenging recreational experience in a natural setting for mountain bikers, hikers, runners, and equestrians. The proposed bridge replacement will ensure a year-round, safe creek crossing for all trail users. A new bridge at this location is especially important to trail users during the rainy season when creek flows are high and fast flowing and to support shoulder season OAT events and use.

The OAT is popular and promoted to attract visitors. Allowing it to fall into disrepair would hurt current and future promotion. Maintaining the OAT and keeping all segments open will continue to attract new visitors and to encourage return visits that will result in overnight accommodation in the County.

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

Lodging tax grant funding has supported ongoing efforts by the Olympic Peninsula Visitor Bureau and others to promote the OAT/ODT and associated trail events that attract new and returning visitors to Clallam County. This project will make needed infrastructure improvements to support future new and return visitors to the attraction of the OAT.

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

See response to Question #3 above.

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

This is an infrastructure improvement project that is needed to support both current and future events on the OAT. The OAT supports events throughout the year. For example, the following annual running events that are scheduled on the OAT for 2024 need a functional bridge crossing of Whiskey Creek: Frosty Moss Relay Run (March 16, 2024), OAT Run (April 13, 2024), and Great OAT Run (September 7, 2024). The Frosty Moss Relay typically has over 300 participants each year. According to the recent (March 13) Peninsula Daily News Article, the March 16 Frosty Moss Relay is expected to have a total of 356 participants. The OAT Run typically has over 400 participants. In addition to the OAT being used for these running events, it is also being used in ultra-long distance bicycle events. Attachment 4 contains more information about annual OAT events.

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

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

As a direct result of your proposed tourism-related service, please provide:	2024 Estimate	2023 Actual	Methodology
a. Overall attendance at your event/activity/facility	31,200 (see note)	See Note	Estimate
b. Number of people who travel more than 50 miles for your event/activity/facility	4,680	See Note	Estimate
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	700	See Note	Estimate
d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.	2,800	See Note	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.	1,400	See Note	Estimate
f. Number of paid lodging room nights resulting from your event/activity/facility.	700	See Note	Estimate

***Note:** Trail user counters are installed along the Olympic Discovery Trail (ODT) but not currently along the Olympic Adventure Trail (OAT). The prior award in 2023 was for the ODT and not the OAT. No actual numbers were put in the 2023 column above for this reason. The overall OAT attendance is estimated at an average of 600 users a week, which is likely conservative. Summer weekends and trail events will bring in more users.*

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

The OAT supports multiple events throughout the year (Attachment 4). Many visitors participating in trail events stay in local hotels and other local lodging establishments.

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

See Attachment 4 regarding current annual OAT events held throughout the year.

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

The OAT offers residents and visitors of all ages recreational opportunities for mountain biking, hiking, running, and horseback riding whether on own, in a group, or participating in an OAT event. The OAT is also a part of popular route used by bike packers travelling across Clallam County and became a listed route in Bikepacking online magazine (see Attachment 4 for web links). It is also featured in blogs such as Two Wheeled Wanderer and the Mountaineers (see Attachment 4 for web links.)

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

The OAT is promoted by the Olympic Peninsula Visitor Bureau, local Chambers of Commerce, trail event organizers, the Peninsula Trails Coalition, and others. Visitors have come to Clallam County to experience the OAT on their own or to participate in trail events because of marketing by these organizations.

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

The OAT and ODT draw thousands of visitors annually to Clallam County for both day and multi-day trips. Visitors also participate in trail running and biking events held annually throughout the year. Many of the promotional web sites, brochures, and other trail information promote area lodging and businesses.

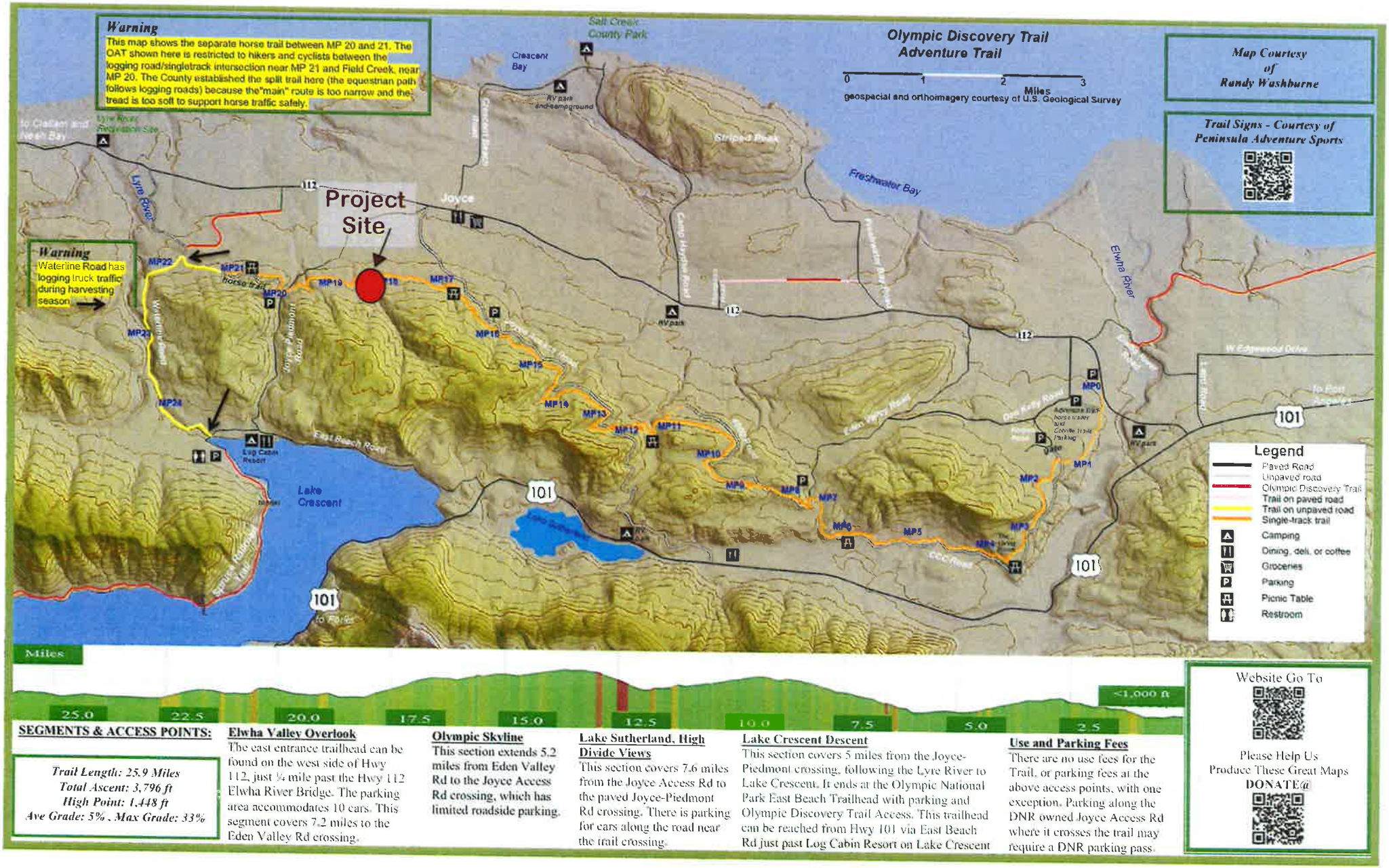
12. Are you applying for Lodging Tax funds from another community (yes or no)? If yes, attach a copy of the other jurisdiction(s) application(s).

No.

13. What is the overall budget for your event/activity/facility? $ 84,000
What percent of the budget are you requesting from Clallam County Lodging Tax Fund? 100% (see response to question 14)

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

Hauling in bridge materials and the installation/construction of the bridge on-site will be done with the assistance of trail volunteers. Any cost overruns will be paid for by the Public Works Department or other funding that can be secured.



SEGMENTS & ACCESS POINTS:

Trail Length: 25.9 Miles
Total Ascent: 3,796 ft
High Point: 1,448 ft
Ave Grade: 5% . Max Grade: 33%

Elwha Valley Overlook
The east entrance trailhead can be found on the west side of Hwy 112, just ¼ mile past the Hwy 112 Elwha River Bridge. The parking area accommodates 10 cars. This segment covers 7.2 miles to the Eden Valley Rd crossing.

Olympic Skyline
This section extends 5.2 miles from Eden Valley Rd to the Joyce Access Rd crossing, which has limited roadside parking.

Lake Sutherland, High Divide Views
This section covers 7.6 miles from the Joyce Access Rd to the paved Joyce-Piedmont Rd crossing. There is parking for cars along the road near the trail crossing.

Lake Crescent Descent
This section covers 5 miles from the Joyce-Piedmont crossing, following the Lyre River to Lake Crescent. It ends at the Olympic National Park East Beach Trailhead with parking and Olympic Discovery Trail Access. This trailhead can be reached from Hwy 101 via East Beach Rd just past Log Cabin Resort on Lake Crescent

Use and Parking Fees
There are no use fees for the Trail, or parking fees at the above access points, with one exception. Parking along the DNR owned Joyce Access Rd where it crosses the trail may require a DNR parking pass.

Olympic Adventure Trail – Current Whiskey Creek Log Crossing – Attachment 2









Attachment 3
Example of Proposed Bridge Replacement Design





PENINSULA ADVENTURESPORTS

March 9, 2024

I am writing in support of an LTAC award for the OAT-Whiskey Creek Bridge Replacement and Improvement Project. When the trail was first built between 2004 and 2011, it wasn't clear how popular it would be. Over time, the Olympic Adventure Trail (OAT) has become cherished in the trail community, widely known in the region (including Vancouver Island), and has hosted numerous endurance events.

I personally produce two very popular trail races on the Olympic Adventure Trail. One is Frosty Moss Relay which has over 300 participants each year. The other is OAT Run which has over 400 participants. One of the highlights of the races is the scenic area of Whiskey Creek, the only major creek crossing on the OAT. Right now as it stands, I do worry about the bridge structure given its age and current condition, with the heavy traffic it sees on race days. My first priority for my runners is safety, so I am looking forward to this bridge being replaced as soon as possible.

In addition to being used for these running events, it is also being used in ultra-long distance bicycle events:
XWA (Cross Washington Mountain Bike race/ride):
https://crosswashington.weebly.com/grand-depart.html
The Olympic 420 Adventure:
https://www.olympic420.com/
And the Olympic Gravel Circumnavigation

The OAT has become extremely popular in the bikepacking community. This is bicycle touring, with the name bikepacking being used typically when referring to overnight bike trips that are off-road. I first noticed the start and rapid increase in bikepacking on the trail when it had a feature article and became a listed route in Bikepacking online magazine:
https://bikepacking.com/routes/olympic-adventure-route/

It is listed also on popular trail information websites such as Trailforks, RideWithGPS, and Strava.

And featured in Blogs such as the Two Wheeled Wanderer:
https://www.twowheeledwanderer.com/posts/olympic-discovery-trail-adventure-route-biking/
The Mountainers:
https://www.mountaineers.org/activities/trip-reports/bikepack-olympic-discovery-trail-olympic-adventure-route
And also Video Blogs such as:
https://youtu.be/U1tmX7N_zzc?feature=shared

As you can see, it is imperative that the Whiskey Creek Bridge be replaced, and the sooner the better! Without it, the route will be bisected and not able to be used for great events and adventures that bring athletes to the area, who support our tourism economy. Please award the full amount requested for this project.

Best Regards,
Lorrie Mittmann
Race Director and Owner
Peninsula Adventure Sports
(360)775-4620

PENINSULA TRAILS COALITION

Spearheading the Vision of the Olympic Discovery Trail since 1988

P.O. Box 1836, Port Angeles, WA 98362
info@olympicdiscoverytrail.org
OlympicDiscoveryTrail.org

OLYMPIC Discovery TRAIL

Mr. Steve Gray, Deputy Director
Clallam County Public Works Dept.
Clallam County Courthouse
223 E. 4th St.
Port Angeles, WA. 98362

4 March 2024

Dear Mr. Gray

The Peninsula Trails Coalition (PTC) is in full support of the County's efforts to replace the Whiskey Creek Bridge on the Olympic Adventure Trail (OAT) and we urge the Lodging Tax Advisory Committee to approve funding for this high priority project along the OAT. The existing bridge has served its full lifespan and the spruce log which supports the bridge deck is rotting and beginning to fail. Your department's plan to replace the current structure with a more durable fiberglass bridge that can be carried to this remote area and assembled on site is just the right response to the problem. This is a commendable approach to the serious safety risk presented by the current aging structure. And we are particularly pleased that the new bridge will span the full floodplain width of Whiskey Creek, reducing environmental and stream impacts of the current structure.

The Lodging Tax Advisory Committee likely is already aware that there are many events held on the Olympic Adventure Trail which bring participants to Clallam County from throughout the Northwest and British Columbia where they utilize our lodging industry, eat at local restaurants and shop in area retail stores. These events include the Frosty Moss, the Olympic Adventure Trail (OAT) Run and the Great Olympic Adventure Trail (GOAT) Run to name of few.

The Peninsula Trails Coalition strongly encourages the Lodging Tax Advisory Committee to fund the full amount of the Public Works Department's replacement of the Whiskey Creek Bridge, allowing the Olympic Adventure Trail to continue to be the site of running and bicycling events and daily health preservation activities. As further indication of our keen interest in having the project funded, the Peninsula Trails Coalition will be glad to assist the County when it comes time to install the new bridge utilizing the resources of our core of dedicated volunteers. We have a substantial volunteer workforce that will be very happy to help work on another project to improve the quality, and safety, of "their" trail!

Please pass along our heartiest support to the Lodging Tax Advisory Committee. Thank You.

Sincerely,

Jeffrey R. Bohman, Board President
Peninsula Trails Coalition

Clallam County Trails Advisory Committee

March 13, 2024

Dear Lodging Tax Advisory Committee:

The Clallam County Trails Advisory Committee strongly supports the application by the Clallam County Public Works Department for the Olympic Adventure Trail (OAT) – Whiskey Creek Bridge Replacement and Improvement Project. This approximately 25-mile trail route through state forest land in the Olympic foothill area starts at the trailhead just west of the SR 112 Elwha River Bridge and connects to the Olympic Discovery Trail)-Spruce Railroad Trail segment in Olympic National Park creating a unique and challenging recreational experience for mountain bikers, hikers, runners, and equestrians.

Annual trail events held on the OAT such as the Frosty Moss, the OAT Run, and the Great OAT Run attract out of County visitors that stay at local lodging and frequent local businesses. The OAT is also a part of the popular route used by bike packers traveling across Clallam County.

The current OAT-Whiskey Creek crossing consists of a large diameter, single log bridge crossing with a narrow deck and railings built on top of the log; and (2) an at-water stock/equestrian crossing just downstream from the log bridge. The log crossing is barely suitable for one way hiker and biker traffic, and not suitable for equestrian use. The log is rotting and beginning to fail. In addition, Whiskey Creek has been actively eroding the east bank under the log.

To address these challenges, the proposed bridge replacement is for a six-foot-wide durable fiberglass bridge at the existing stock crossing that will support all trail users, including equestrians. It will span the full floodplain width and active channel erosion areas to help ensure a long lifespan and avoid stream impacts. The key advantage of a fiberglass type bridge is that it is comprised of segments that are lightweight enough to be transported along the trail corridor to this remote site and that can be installed without any large equipment or special tools. Trail volunteers will assist with the installation.

The proposed bridge replacement will help ensure a year-round, safe creek crossing for all trail users. A new bridge at this location is especially important to trail users during the rainy season when creek flows are high and fast flowing and to support shoulder season OAT events and use.

Please support funding this important trail infrastructure improvement.

Sincerely,

Wendy Clark-Getzin, PE
Clallam County Trails Advisory Committee, Vice-Chair

ATTACHMENT 7

Clallam County Public Works Department

Olympic Adventure Trail – Whiskey Creek Bridge Replacement and Improvement Project

Project Budget

2024 LTAC Funding Request

Clallam County Public Works is requesting $84,000 of 2024 Lodging Tax funding to support the Olympic Adventure Trail – Whiskey Creek Bridge Replacement and Improvement Project based on the project budget below. Trail volunteers will assist the Public Works Department on the hauling of bridge components and other materials to the remote project site and to install/construct the bridge.

Project Budget

Project Component	Estimated Cost	Other
Bridge Structure	$57,000	
Delivery of Bridge Structure	$15,000	
Bridge Decking	$4,000	
Bridge Rail	$2,100	
Gabion Baskets	$650	
Quarry Spalls	$1,000	
Staff (permitting, construction management)	$4,250	
Volunteer Labor		Estimated at 240 – 320 total hours
2024 LODGING TAX GRANT REQUEST	**$84,000**	

Lodging Tax Advisory Committee

Funding Request Review 2nd Call

Port Angeles Youth Basketball

RECEIVED
CLALLAM CO. COMMISSIONERS
MAR 14 2024
1...2...3...A...

LODGING TAX FUNDING APPLICATION
2024

GUIDELINES

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

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

I **AMOUNT of Lodging Tax Requested**: **$ 63,000**

II **Agency/Organization Name**: Port Angeles Youth Basketball

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

Federal Tax ID No. 91-6001266 UBI Number 604 970 874

III **Project/Activity/Event**: Youth Basketball Tournaments

IV **Representative Contact Information**:

Name, Title Howie Ruddell, Board President
Mailing Address 110 Golf Course Road
Phone(s) 360.797.3967 Email portangelesyouthbasketball@gmail.com

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

_____ Tourism Promotion/Marketing (individual marketing request, contact OPVB)
___x___ Operation of a Special Event/Festival designed to attract tourists
_____ Operation of a Tourism-Related Facility owned or operated by Non-Profit Organization
___x___ Operation and/or Capital Expenditure of a Tourism-Related Facility owned by a Municipality

CERTIFICATION

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

Signature _____ Date: ~~10/16/23~~ 3/14/24

Howie Ruddell, Board 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?

   VIA YOUTH SPORTS TOURNAMENTS

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

   THRU NINE TOURNAMENTS SPANNING 18 DAYS, DURING OFFSEASON TIME

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.

   THRU THE TOURNAMENT MACHINE APP AND OTHER SPORT SPECIFIC MARKETING

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

   OUR TOURNAMENTS ARE CERTIFIED AND ARE A QUALIFIER FOR THE STATE TOURNAMENT

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

   SEE ATTACHED SPREADSHEETS WITH DATES AND ESTIMATED ATTENDANCE

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

PLEASE SEE OUR ATTACHED SPREADSHEETS

State law governing the distribution of lodging tax funds requires they be used primarily to encourage visitors from out of the area. As a result of your proposed tourism-related service, please provide:

	2024 Estimate	2023 Actual	Methodology
a. Overall attendance at your event/activity/facility			
b. Number of people who travel more than 50 miles for your event/activity/facility			
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.			
d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.			
e. Of the people staying overnight, the number of people who stay in PAID accommodations e.g. hotel, motel, bed-breakfast, RV park, in the unincorporated Clallam County area.			
f. Number of paid lodging room nights resulting from your event/activity/facility.			

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

SPONSORSHIP WILL BE OFFERED TO AREA HOTELS TO OFFSET EXPENSES

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

SEE ATTACHED

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

YOUNG FAMILIES IN WESTERN WASHINGTON

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

    TO PROMOTE OUR TOURNAMENTS, WE UTILIZE A PLATFORM CALLED TOURNAMENT MACHINE, WHICH IS USED BY THE YOUTH BASKETBALL COMMUNITY. WE ALSO PROMOTE ON SOCIAL MEDIA

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

    Yes, a listing of area businesses, including hotels and restaurants and other businesses is included with team registrations and will also be posted at all venues.

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

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? _____% PLEASE SEE ATTACHED SPREADSHEETS

14. Please describe your plans for securing the remainder of the funds necessary to complete your event/activity/facility. ADDITIONAL FUNDS ARE FROM SPONSORSHIPS, TEAM FEES AND COPA LTAC,

APPLICATION INSTRUCTIONS – GENERAL GUIDELINES

APPLICATION DEADLINE: Applications must be received at the Board of County Commissioner's Office, 223 East 4th Street, Suite 4, Port Angeles WA 98362-3015 (Clallam County Courthouse, main level, Room 150) until **12 p.m., ~~Monday, October 16, 2023~~** FRIDAY MARCH 15, 2024.

The Clallam County Lodging Tax Advisory Committee (LTAC) will review 2024 Lodging Tax funding proposals in a public meeting as determined at the Clallam County Courthouse, Commissioner's Boardroom 160. **Applicants will be notified and attendance by the applicant's representative is required for presentation and questions.** Following review, LTAC will forward its recommendation to the Board of County Commissioners.

APPLICATION, SUPPLEMENTAL QUESTIONS, INFORMATION SUBMITTAL:

Submit the **original application and one copy to**:

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

Submittals made in an incorrect format will not be considered. The sealed applications must be clearly marked on the outside "2024 Lodging Tax Funding Application." All copies need to be single sided and not stapled and no folders. All documents/brochures must be printed on 8.5 x 11 letter size paper to be accepted. Documents delivered to other offices and received late by the Commissioners' Office will not be considered nor will ones received by facsimile or e-mail.

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

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

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

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

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

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

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

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

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

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

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

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

HIGH PRIORITY may be given to tourism activities that:

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

Lodging Tax Advisory Committee Considerations

In developing its recommendations, the Committee considers:

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

2024 PORT ANGELES YOUTH BASKETBALL TOURNAMENT SCHEDULE

TOURNAMENT NAME	ECONOMIC IMPACT	NET OPERATIONAL COST
MLK DAY TOURNAMENT	$378,000	($14,150)
GROUNDHOG DAY RUMBLE TOURNAMENT	$378,000	($12,950)
PRESIDENTS DAY TOURNAMENT	$378,000	($12,950)
SPRING TOURNAMENT	$378,000	($14,150)
MAYDAY TOURNAMENT	$378,000	($14,150)
FALL CLASSIC TOURNAMENT	$378,000	($14,150)
VETERANS DAY TOURNAMENT	$378,000	($14,150)
HOLIDAY HOOPS TOURNAMENT	$378,000	($14,150)
NEW YEARS SPECIAL TOURNAMENT	$378,000	($14,150)
TOTALS	**$3,024,000**	**($124,950)**

Name of Tournament	MLK DAY TOURNAMENT
Dates	JAN 13-14

	No. of Teams	No. of PA Teams	No. of Visiting Teams	No. of Games	Avg. No. of Players	Total Est Visiting Players	Referees
Boys	35	10	25		10	250	
Girls	28	8	20		10	200	
Totals	63	18	45	252	10	450	36

	Quantity	Unit Cost	Total Cost
Marketing	1	$ 1,500.00	$ 1,500.00
Event License/Insurance	1	$ 500.00	$ 500.00
Trophies	10	$ 100.00	$ 1,000.00
Partcipant T-Shirts	450	$ 8.00	$ 3,600.00
Officials	180	$ 35.00	$ 6,300.00
Officials Hotel & Meals	18	$ 125.00	$ 2,250.00
Officials Gas Reimbursement	20	$ 125.00	$ 2,500.00
Score Keepers	252	$ 25.00	$ 6,300.00
Head Official	1	$ 650.00	$ 650.00
Court Monitors	252	$ 25.00	$ 6,300.00
Tourney Machine	1	$ 300.00	$ 300.00
Website Promotion/SEO	1	$ 1,500.00	$ 1,500.00

Expenses Subtotal			$ 32,700.00
Tourney Fees Collected	45	$ 225.00	$ 10,125.00
Operational Net			$ (22,575.00)
Sponsors	6	$ 200.00	$ 1,200.00
Gate Fees	700	$ 10.00	$ 7,000.00
Concession	150	$ 1.50	$ 225.00
Extra Revenue Subtotal			$ 8,425.00
Total Tournament Net Income			$ (14,150.00)

Rooms Per player	2	$ 150	$ 300
Meals Per Player	6	$ 90	$ 540
Revenue Per Player			$ 840
Number of Players			450
Economic Impact for Tournament			**$ 378,000**

Name of Tournament	GROUNDHOG DAY RUMBLE
Dates	Feb 3-4

	No. of Teams	No. of PA Teams	No. of Visiting Teams	No. of Games	Avg. No. of Players	Total Est Visiting Players	Referees
Boys	35	10	25		10	250	
Girls	28	8	20		10	200	
Totals	63	18	45	252	10	450	36

	Quantity	Unit Cost	Total Cost
Marketing	1	$ 1,500.00	$ 1,500.00
Event License/Insurance	1	$ 500.00	$ 500.00
Trophies	10	$ 100.00	$ 1,000.00
Partcipant T-Shirts	450	$ 8.00	$ 3,600.00
Officials	180	$ 35.00	$ 6,300.00
Officials Hotel & Meals	18	$ 125.00	$ 2,250.00
Officials Gas Reimbursement	20	$ 125.00	$ 2,500.00
Score Keepers	252	$ 25.00	$ 6,300.00
Head Official	1	$ 650.00	$ 650.00
Court Monitors	252	$ 25.00	$ 6,300.00
Tourney Machine	1	$ 300.00	$ 300.00
Website Promotion/SEO	1	$ 1,500.00	$ 1,500.00

Rooms Per player	2	$ 150	$ 300
Meals Per Player	6	$ 90	$ 540
Revenue Per Player			$ 840
Number of Players			450
Economic Impact for Tournament			**$ 378,000**

Expenses Subtotal			$ 32,700.00
Tourney Fees Collected	45	$ 225.00	$ 10,125.00
Operational Net			$ (22,575.00)
Sponsors	6	$ 200.00	$ 1,200.00
Gate Fees	700	$ 10.00	$ 7,000.00
Concession	150	$ 1.50	$ 225.00
Extra Revenue Subtotal			$ 8,425.00
Total Tournament Net Income			$ (14,150.00)
Total Tournament Net Income			$ (12,950.00)

Name of Tournament	PRESIDENTS DAY TOURNAMENT
Dates	Feb 17-18

	No. of Teams	No. of PA Teams	No. of Visiting Teams	No. of Games	Avg. No. of Players	Total Est Visiting Players	Referees
Boys	35	10	25		10	250	
Girls	28	8	20		10	200	
Totals	63	18	45	252	10	450	36

	Quantity	Unit Cost	Total Cost
Marketing	1	$ 1,500.00	$ 1,500.00
Event License/Insurance	1	$ 500.00	$ 500.00
Trophies	10	$ 100.00	$ 1,000.00
Partcipant T-Shirts	450	$ 8.00	$ 3,600.00
Officials	180	$ 35.00	$ 6,300.00
Officials Hotel & Meals	18	$ 125.00	$ 2,250.00
Officials Gas Reimbursement	20	$ 125.00	$ 2,500.00
Score Keepers	252	$ 25.00	$ 6,300.00
Head Official	1	$ 650.00	$ 650.00
Court Monitors	252	$ 25.00	$ 6,300.00
Tourney Machine	1	$ 300.00	$ 300.00
Website Promotion/SEO	1	$ 1,500.00	$ 1,500.00

Rooms Per player	2	$ 150	$ 300
Meals Per Player	6	$ 90	$ 540
Revenue Per Player			$ 840
Number of Players			450
Economic Impact for Tournament			**$ 378,000**

Expenses Subtotal			$ 32,700.00
Tourney Fees Collected	45	$ 225.00	$ 10,125.00
Operational Net			$ (22,575.00)
Sponsors	6	$ 200.00	$ 1,200.00
Gate Fees	700	$ 10.00	$ 7,000.00
Concession	150	$ 1.50	$ 225.00
Extra Revenue Subtotal			$ 8,425.00
Total Tournament Net Income			$ (14,150.00)
Total Tournament Net Income			$ (12,950.00)

Name of Tournament	SPRING TOURNAMENT
Dates	APRIL 27-28

****Includes HS AAU as well*

	No. of Teams	No. of PA Teams	No. of Visiting Teams	No. of Games	Avg. No. of Players	Total Est Visiting Players	Referees
Boys	35	10	25		10	250	
Girls	28	8	20		10	200	
Totals	63	18	45	252	10	450	36

	Quantity	Unit Cost	Total Cost
Marketing	1	$ 1,500.00	$ 1,500.00
Event License/Insurance	1	$ 500.00	$ 500.00
Trophies	10	$ 100.00	$ 1,000.00
Partcipant T-Shirts	450	$ 8.00	$ 3,600.00
Officials	180	$ 35.00	$ 6,300.00
Officials Hotel & Meals	18	$ 125.00	$ 2,250.00
Officials Gas Reimbursement	20	$ 125.00	$ 2,500.00
Score Keepers	252	$ 25.00	$ 6,300.00
Head Official	1	$ 650.00	$ 650.00
Court Monitors	252	$ 25.00	$ 6,300.00
Tourney Machine	1	$ 300.00	$ 300.00
Website Promotion/SEO	1	$ 1,500.00	$ 1,500.00

Rooms Per player	2	$ 150	$ 300
Meals Per Player	6	$ 90	$ 540
Revenue Per Player			$ 840
Number of Players			450
Economic Impact for Tournament			**$ 378,000**

Expenses Subtotal			$ 32,700.00
Tourney Fees Collected	45	$ 225.00	$ 10,125.00
Operational Net			$ (22,575.00)
Sponsors	6	$ 200.00	$ 1,200.00
Gate Fees	700	$ 10.00	$ 7,000.00
Concession	150	$ 1.50	$ 225.00
Extra Revenue Subtotal			$ 8,425.00
Total Tournament Net Income			**$ (14,150.00)**

Name of Tournament	MAYDAY TOURNAMENT
Dates	MAY 18-19

****Includes HS AAU as well*

	No. of Teams	No. of PA Teams	No. of Visiting Teams	No. of Games	Avg. No. of Players	Total Est Visiting Players	Referees
Boys	35	10	25		10	250	
Girls	28	8	20		10	200	
Totals	63	18	45	252	10	450	36

	Quantity	Unit Cost	Total Cost
Marketing	1	$ 1,500.00	$ 1,500.00
Event License/Insurance	1	$ 500.00	$ 500.00
Trophies	10	$ 100.00	$ 1,000.00
Partcipant T-Shirts	450	$ 8.00	$ 3,600.00
Officials	180	$ 35.00	$ 6,300.00
Officials Hotel & Meals	18	$ 125.00	$ 2,250.00
Officials Gas Reimbursement	20	$ 125.00	$ 2,500.00
Score Keepers	252	$ 25.00	$ 6,300.00
Head Official	1	$ 650.00	$ 650.00
Court Monitors	252	$ 25.00	$ 6,300.00
Tourney Machine	1	$ 300.00	$ 300.00
Website Promotion/SEO	1	$ 1,500.00	$ 1,500.00

Rooms Per player	2	$ 150	$ 300
Meals Per Player	6	$ 90	$ 540
Revenue Per Player			$ 840
Number of Players			450
Economic Impact for Tournament			**$ 378,000**

Expenses Subtotal			$ 32,700.00
Tourney Fees Collected	45	$ 225.00	$ 10,125.00
Operational Net			$ (22,575.00)
Sponsors	6	$ 200.00	$ 1,200.00
Gate Fees	700	$ 10.00	$ 7,000.00
Concession	150	$ 1.50	$ 225.00
Extra Revenue Subtotal			$ 8,425.00
Total Tournament Net Income			$ (14,150.00)

Name of Tournament	FALL CLASSIC TOURNAMENT
Dates	OCT 26-27

	No. of Teams	No. of PA Teams	No. of Visiting Teams	No. of Games	Avg. No. of Players	Total Est Visiting Players	Referees
Boys	35	10	25		10	250	
Girls	28	8	20		10	200	
Totals	63	18	45	252	10	450	36

	Quantity	Unit Cost	Total Cost
Marketing	1	$ 1,500.00	$ 1,500.00
Event License/Insurance	1	$ 500.00	$ 500.00
Trophies	10	$ 100.00	$ 1,000.00
Partcipant T-Shirts	450	$ 8.00	$ 3,600.00
Officials	180	$ 35.00	$ 6,300.00
Officials Hotel & Meals	18	$ 125.00	$ 2,250.00
Officials Gas Reimbursement	20	$ 125.00	$ 2,500.00
Score Keepers	252	$ 25.00	$ 6,300.00
Head Official	1	$ 650.00	$ 650.00
Court Monitors	252	$ 25.00	$ 6,300.00
Tourney Machine	1	$ 300.00	$ 300.00
Website Promotion/SEO	1	$ 1,500.00	$ 1,500.00

Rooms Per player	2	$ 150	$ 300
Meals Per Player	6	$ 90	$ 540
Revenue Per Player			$ 840
Number of Players			450
Economic Impact for Tournament			**$ 378,000**

Expenses Subtotal			$ 32,700.00
Tourney Fees Collected	45	$ 225.00	$ 10,125.00
Operational Net			$ (22,575.00)
Sponsors	6	$ 200.00	$ 1,200.00
Gate Fees	700	$ 10.00	$ 7,000.00
Concession	150	$ 1.50	$ 225.00
Extra Revenue Subtotal			$ 8,425.00
Total Tournament Net Income			**$ (14,150.00)**

Name of Tournament	VETERANS DAY TOURNAMENT
Dates	NOV 9-10

	No. of Teams	No. of PA Teams	No. of Visiting Teams	No. of Games	Avg. No. of Players	Total Est Visiting Players	Referees
Boys	35	10	25		10	250	
Girls	28	8	20		10	200	
Totals	63	18	45	252	10	450	36

	Quantity	Unit Cost	Total Cost
Marketing	1	$ 1,500.00	$ 1,500.00
Event License/Insurance	1	$ 500.00	$ 500.00
Trophies	10	$ 100.00	$ 1,000.00
Partcipant T-Shirts	450	$ 8.00	$ 3,600.00
Officials	180	$ 35.00	$ 6,300.00
Officials Hotel & Meals	18	$ 125.00	$ 2,250.00
Officials Gas Reimbursement	20	$ 125.00	$ 2,500.00
Score Keepers	252	$ 25.00	$ 6,300.00
Head Official	1	$ 650.00	$ 650.00
Court Monitors	252	$ 25.00	$ 6,300.00
Tourney Machine	1	$ 300.00	$ 300.00
Website Promotion/SEO	1	$ 1,500.00	$ 1,500.00

Rooms Per player	2	$ 150	$ 300
Meals Per Player	6	$ 90	$ 540
Revenue Per Player			$ 840
Number of Players			450
Economic Impact for Tournament			**$ 378,000**

Expenses Subtotal			$ 32,700.00
Tourney Fees Collected	45	$ 225.00	$ 10,125.00
Operational Net			$ (22,575.00)
Sponsors	6	$ 200.00	$ 1,200.00
Gate Fees	700	$ 10.00	$ 7,000.00
Concession	150	$ 1.50	$ 225.00
Extra Revenue Subtotal			$ 8,425.00
Total Tournament Net Income			$ (14,150.00)

Name of Tournament	HOLIDAY HOOPS TOURNAMENT
Dates	DEC 6-7

	No. of Teams	No. of PA Teams	No. of Visiting Teams	No. of Games	Avg. No. of Players	Total Est Visiting Players	Referees
Boys	35	10	25		10	250	
Girls	28	8	20		10	200	
Totals	63	18	45	252	10	450	36

	Quantity	Unit Cost	Total Cost
Marketing	1	$ 1,500.00	$ 1,500.00
Event License/Insurance	1	$ 500.00	$ 500.00
Trophies	10	$ 100.00	$ 1,000.00
Partcipant T-Shirts	450	$ 8.00	$ 3,600.00
Officials	180	$ 35.00	$ 6,300.00
Officials Hotel & Meals	18	$ 125.00	$ 2,250.00
Officials Gas Reimbursement	20	$ 125.00	$ 2,500.00
Score Keepers	252	$ 25.00	$ 6,300.00
Head Official	1	$ 650.00	$ 650.00
Court Monitors	252	$ 25.00	$ 6,300.00
Tourney Machine	1	$ 300.00	$ 300.00
Website Promotion/SEO	1	$ 1,500.00	$ 1,500.00

Rooms Per player	2	$ 150	$ 300
Meals Per Player	6	$ 90	$ 540
Revenue Per Player			$ 840
Number of Players			450
Economic Impact for Tournament			**$ 378,000**

Expenses Subtotal			$ 32,700.00
Tourney Fees Collected	45	$ 225.00	$ 10,125.00
Operational Net			$ (22,575.00)
Sponsors	6	$ 200.00	$ 1,200.00
Gate Fees	700	$ 10.00	$ 7,000.00
Concession	150	$ 1.50	$ 225.00
Extra Revenue Subtotal			$ 8,425.00
Total Tournament Net Income			**$ (14,150.00)**

Name of Tournament	NEW YEARS SPECIAL TOURNAMENT
Dates	DEC 28-29

	No. of Teams	No. of PA Teams	No. of Visiting Teams	No. of Games	Avg. No. of Players	Total Est Visiting Players	Referees
Boys	35	10	25		10	250	
Girls	28	8	20		10	200	
Totals	63	18	45	252	10	450	36

	Quantity	Unit Cost	Total Cost
Marketing	1	$ 1,500.00	$ 1,500.00
Event License/Insurance	1	$ 500.00	$ 500.00
Trophies	10	$ 100.00	$ 1,000.00
Partcipant T-Shirts	450	$ 8.00	$ 3,600.00
Officials	180	$ 35.00	$ 6,300.00
Officials Hotel & Meals	18	$ 125.00	$ 2,250.00
Officials Gas Reimbursement	20	$ 125.00	$ 2,500.00
Score Keepers	252	$ 25.00	$ 6,300.00
Head Official	1	$ 650.00	$ 650.00
Court Monitors	252	$ 25.00	$ 6,300.00
Tourney Machine	1	$ 300.00	$ 300.00
Website Promotion/SEO	1	$ 1,500.00	$ 1,500.00

Rooms Per player	2	$ 150	$ 300
Meals Per Player	6	$ 90	$ 540
Revenue Per Player			$ 840
Number of Players			450
Economic Impact for Tournament			**$ 378,000**

Expenses Subtotal			$ 32,700.00
Tourney Fees Collected	45	$ 225.00	$ 10,125.00
Operational Net			$ (22,575.00)
Sponsors	6	$ 200.00	$ 1,200.00
Gate Fees	700	$ 10.00	$ 7,000.00
Concession	150	$ 1.50	$ 225.00
Extra Revenue Subtotal			$ 8,425.00
Total Tournament Net Income			$ (14,150.00)

PORT ANGELES YOUTH BASKETBALL 2024

Our Vision:
Port Angeles Youth Basketball is a premier sports program in the Northwest

Our Mission:
We will guide our coaches and players to grow and develop in character and skill. We will invest in and build quality, lasting relationships. We will strengthen habits and build skills to have a positive impact on all walks of life. Our program will embody a positive culture in which parents and players want to be involved. We will create and foster a trusting environment which develops championship character. Our players will pursue greatness not just on the court, but also in their classes, communities, and families.

Guiding Principles:
A. Our players, parents, coaches and volunteers (People) are our most valued asset. Their development is essential to our growth and future success. We will provide them development, training and educational opportunities to encourage long-term success.
B. The highest moral and ethical standards will guide all we do. The conduct and reputation of our program is inseparable from the behaviors and actions of our People. Each is responsible for adhering to practices that are of the highest standards of ethics and integrity.
C. We will be the best when measured against relevant sports standards of performance.
D. We will be stewards and community leaders through service in, involvement with, and support of other organizations, groups, and events which improve the lives of our People and our community.

BACKGOUND: For decades the City of Port Angeles has been requesting $60,000 to host and run a handful of basketball tournaments in the winter months. Clearly, this has not happened the last three years due to the pandemic. Funding for these tournaments came out of the operation portion of the Lodging Tax fund to help fund the operational expenses for these tournaments. Last year, the City of Port Angeles transitioned away from administrating and helping host theses tournaments. This was turned over to a new, Washington State non-profit.

In the third quarter of 2022, Port Angeles Youth Basketball (PAYB) was formed. PAYB brought together and supports both the girls and boys Port Angeles AAU youth basketball teams. Previously, different entities served youth basketball, but never in a unified, consolidated manner

These tournaments historically provide over 1 million dollars back into the community during the offseason months. This provides a huge boost to our local hotels, the downtown businesses, and restaurants in the Port Angeles Community. Youth Basketball has been the Holy Grail for tourism in the winter months. PAYB intends to increase both the number of tournaments as well as the attendance at each one.

In the past, the City of Port Angeles defined success by the amount of tourism dollars it brings into the community. For example, from 2012 to 2018, the City has received $248,000 in Lodging Tax funds. The total participants of paid lodging room nights from these events have totaled 49,656 nights bringing an economic impact of $6,206,948 dollars into the community. This was an average of $1,034,491 per tournament season. We are confident that PAYB can increase this number of tournaments going forward, as well as the number of participants. The reason we say that is because the City did not have the resources to put on large tournaments for each event. They only focused on a few tournaments that brought in a large number of teams. With PAYB running these tournaments, knowing the youth basketball industry better, will have a better opportunity to in bring more teams to every tournament. It is very possible that PAYB will bring in 60 to 70 teams per tournament, which is beyond what the city was able to accomplish.

Each tournament brings in 40-70 teams. Each team averages 10 players. Each player (and their family) typically stay 2 nights. They also consume an average of 6 meals (dinner, breakfast, lunch, dinner, breakfast, lunch) for their stay. Each player represents $900 in lodging and food alone. Expanded out, that equates to a base economic impact $360,000 per tournament. This is using the lower number, versus the higher. Please see the following specific breakdowns by tournament.

PAYB is planning for NINE tournaments for 2024
We are requesting for $7,000 per tournament, or $63,000

Port Angeles Youth Basketball 2023-2024

Est. September 29, 2022

BOARD OF DIRECTORS

President	Howie Ruddell
Board Member & Vice President	Sam Brenkman
Board Member	Bruce Skinner
Board Member	Jerry Allen
Board Member & Director of Clinics	Joe Marvel
Board Member & Director of Fundraising	Dan Gedelman
Board Member & Director Of Boys/Mens Programs	Kasey Ulin
Board Member & Director of Girls/Womens Programs	Ali Crumb
Board Member & Director of Coaching Development	Mike Knowles
Board Member & Treasurer	Jessica Williams
Board Member & Secretary	Keisha Larson

Executive Director — Dru Clark

Email: portangelesyouthbasketball@gmail.com

BUSINESS LICENSE

STATE OF WASHINGTON

Issue Date: Sep 30, 2022

Nonprofit Corporation

Unified Business ID #: 604970874
Business ID #: 001
Location: 0001

PORT ANGELES YOUTH BASKETBALL (PAYB)
110 S GOLF COURSE RD
PORT ANGELES WA 98362-4933

TAX REGISTRATION - ACTIVE

REGISTERED TRADE NAMES:
PORT ANGELES BOYS BASKETBALL
PORT ANGELES BOYS BASKETBALL ASSOCIATION
PORT ANGELES GIRLS BASKETBALL
PORT ANGELES GIRLS BASKETBALL ASSOCIATION

This document lists the registrations, endorsements, and licenses authorized for the business named above. By accepting this document, the licensee certifies the information on the application was complete, true, and accurate to the best of his or her knowledge, and that business will be conducted in compliance with all applicable Washington state, county, and city regulations.

John Ryser
Director, Department of Revenue

STATE OF WASHINGTON

UBI: 604970874 001 0001

PORT ANGELES YOUTH BASKETBALL (PAYB)
110 S GOLF COURSE RD
PORT ANGELES WA 98362-4933

TAX REGISTRATION - ACTIVE

John Ryser 251

UNITED STATES OF AMERICA

The State of Washington

Secretary of State

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

ARTICLES OF INCORPORATION

to

PORT ANGELES YOUTH BASKETBALL (PAYB)

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

Effective Date: 09/23/2022
UBI Number: 604 970 874

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

Steve R. Hobbs, Secretary of State

Date Issued: 09/23/2022

WASHINGTON
Secretary of State
Corporations & Charities Division

Contact Information
Tel: 360.725.0377
www.sos.wa.gov/corps

Physical/Overnight address: 801 Capitol Way S Olympia, WA 98501-1226
Mailing Address: PO Box 40234 Olympia, WA 98504-0234

This Box For Office Use Only

FILED
Secretary of State
State of Washington
Date Filed: 09/23/2022
Effective Date: 09/23/2022
UBI No: 604 970 874

Select one filing fee option

☐ Filing Fee $80 - Default

☑ Filing Fee $40 - Certification required (section 3)

To Expedite Filing, Add $50

ARTICLES OF INCORPORATION

Washington Nonprofit Corporation

RCW 24.03A

All fields REQUIRED unless otherwise specified

(1) Do you already have a UBI No.? (Check one) ☐ Yes ☑ No If Yes, provide UBI No.: _____

If No, a new UBI No. will be issued to you upon successful completion of the filing.

(2) BUSINESS NAME: PORT ANGELES YOUTH BASKETBALL (PAYB)

For name requirements review the following RCW(s): RCW 23.95.305

Does the business have a name reserved? (Check one) ☐ Yes ☑ No If Yes, provide the Reservation Number

Reservation No.: _____

(3) GROSS REVENUE CERTIFICATION:

Per RCW 24.03A.960 does the Nonprofit certify that its total gross revenue in the most recent fiscal year was less than $500,000? (Check one) ☑ YES ☐ NO (If Yes, the filing fee is reduced to $40)

(4) CHARITABLE NONPROFIT CORPORATION:

Is the Nonprofit Corporation a Charitable Nonprofit as defined by RCW 24.03A.010(5)? (Check one) ☑ YES ☐ NO

(5) MEMBERS: RCW 24.03A.010(45)

Does the Nonprofit Corporation have members? (Check one) ☑ YES ☐ NO

(6) MEMBER NAME(S): (*optional*) attach additional pages if necessary. If names are provided section (5) will be considered as "yes"

Name: HOWIE RUDDELL

Name: JOE MARVEL

Name: BRUCE SKINNER

Name: KASEY ULIN

(7) PURPOSE OF CORPORATION: Purpose for which the nonprofit corporation is organized

A-The general nature and purpose of this corporation shall be to promote youth basketball activities for Port Angeles and to foster a championship culture that will lead to the highest level of success for local youth basketball players. B-This shall include, but not be limited to, the promotion of local hosted tournaments, skills clinics, practices and games.

(8) ANY OTHER PROVISIONS: IRS tax exempt language, attach additional pages if necessary

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Amount Received: $~~80.00~~

(9) REGISTERED AGENT:

COMMERCIAL REGISTERED AGENT: RCW 23.95.420

A Commercial Registered Agent is a business or individual that is registered with the Office of the Secretary of State to receive legal documents on behalf of a business. The Commercial Registered Agent's address has been registered with our office.

Is the Registered Agent a Commercial Registered Agent? (Check one) ☐ Yes ☑ No

If Yes, provide the name of the Commercial Registered Agent: _____

The Commercial Registered Agent must sign the consent to serve below.

If No, continue below

NON-COMMERCIAL REGISTERED AGENT

A Non-Commercial Registered Agent is an individual, business, or an office or position that is not registered as a Commercial Registered Agent.

- If an individual is serving as the Registered Agent, only provide the individual's first and last name below.
- If a business is serving as the Registered Agent, only provide the name of the business below.
- If an office or position within the business is serving as the Registered Agent, only provide the position title such as President, Secretary, Treasurer, or Member below.

Registered Agent: HOWIE RUDDELL

Phone: 360-797-3967	Email: howie@ruddellauto.com
Registered Agent Street Address *(required)* **(Must be a physical address; No PO Box or PMB)**	**Registered Agent Mailing Address** *(optional)* ☑Check if mailing address is the same as street address
Country: United States State: Washington	Country: United States State: Washington
Address : 110 SOUTH GOLF COURSE ROAD	Address : 110 SOUTH GOLF COURSE ROAD
Zip: 98362 City: PORT ANGELES	Zip: 98362 City: PORT ANGELES

CONSENT TO SERVE AS REGISTERED AGENT - REQUIRED FOR ALL TYPES

I hereby consent to serve as Registered Agent in the State of Washington for the named business. I understand it will be my responsibility to accept service of process, notices, and demands on behalf of the business; to forward mail to the business; and to immediately notify the Office of the Secretary of State if I resign or change the Registered Office Address.

Howie Ruddell	GOVERNOR Howie Ruddell	09/22/2022
Signature of Registered Agent	**Printed Name/Title**	**Date**

(10) PERIOD OF DURATION: Check **ONE** of the following

☑ This Corporation shall have a perpetual duration (default) ☐ This Corporation shall have a duration of _____ years.

☐ This Corporation shall expire on _____

(11) EFFECTIVE DATE: Check **ONE** of the following:

☑ Date of filing ☐ Specify a date _____ (cannot be more than 90 days following received date)

(12) INITIAL BOARD OF DIRECTORS: Name and address of each initial director is required, attach additional pages if necessary.

Name: HOWIE RUDDELL Address: 110 SOUTH GOLF COURSE ROAD

City: PORT ANGELES State: WA Zip: 98362

Name: BRUCE SKINNER Address: 1015 GEORGIANA STREET

City: PORT ANGELES State: WA Zip: 98362

(13) DISTRIBUTION OF ASSETS:

In the event of voluntary dissolution, the net assets will be distributed as follows:

See attached form.

(14) RETURN ADDRESS FOR THIS FILING: *(optional)*

If provided, the confirmation regarding this specific filing will be sent to the address below, in addition to the Registered Agent's address.

Attention: HOWIE RUDDELL Email: howie@ruddellauto.com

Address: 110 SOUTH GOLF COURSE ROAD

City: PORT ANGELES State: WA Zip: 98362

(15) INCORPORATOR INFORMATION:

Name, address, and signature required. Attach additional sheets if necessary.

I hereby certify, under penalty of law, that the above information is accurate and complies with the filing requirements of state law.

Name: HOWIE RUDDELL

Address: 110 SOUTH GOLF COURSE ROAD

City: PORT ANGELES State: WA Zip: 98362 Country: USA

Howie Ruddell HOWIE RUDDELL/GOVERNOR 09/22/2022

Signature of Incorporator **Printed Name/Title** **Date**

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Amount Received: $90.00

ARTICLES OF INCORPORATION

OF

PORT ANGELES YOUTH BASKETBALL

The undersigned, for the purpose of organizing a non-profit recreational club, pursuant to Chapter 24.03 RCW, do hereby adopt the following Articles of incorporation:

ARTICLE I NAME

The name of this corporation shall be PORT ANGELES YOUTH BASKETBALL (PAYB), dba Port Angeles Boys Basketball (PABB) and dba Port Angeles Girl Basketball (PAGB).

ARTICLE II DURATION

The duration of this club shall be perpetual.

ARTICLE III PURPOSES

A. The general nature and purpose of this corporation shall be to promote youth basketball activities for Port Angeles and to foster a championship culture that will lead to the highest level of success for local youth basketball players.

B. This shall include, but not be limited to, the promotion of local hosted tournaments, skills clinics, practices and games.

C. This corporation should endeavor to improve the Port Angeles community it serves.

ARTICLE IV SPECIAL PROVISIONS

This corporation shall be non-profit, and no compensation shall be paid by the corporation to any of its officers or to members of its board of directors.

ARTICLE V REGISTERED OFFICE AND AGENT

The initial registered office of the corporation shall be located at 110 South Golf Course Road, Port Angeles, Washington 98362. The initial registered agent at such office shall be Howie Ruddell.

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ARTICLE VI BOARD OF DIRECTORS

The management of the corporation shall be vested in a Board of Directors which shall be a self-perpetuating body. The number, qualifications, terms of office, manner of election, time and place of meetings, powers and duties of the directors shall be prescribed in the Bylaws of the corporation. The initial directors of the corporation shall number five, subject to amendment of the number by the by-laws. The names of the persons who are to serve as the initial directors are asfollows:

Howie Ruddell
110 South Golf Course Road
Port Angeles, WA 98362

Joe Marvel
3711 Crabapple Place
Port Angeles, WA 98362

Bruce Skinner
1015 Georgiana Street
Port Angeles, WA 98362

Kasey Ulin
1620 Reyes Street
Port Angeles, WA 98362

Ali Crumb
1001 South Chase
Port Angeles, WA 98362

ARTICLE VII INCORPORATORS

The name of each incorporator of the corporation is as follows:

Howie Ruddell
110 South Golf Course Road
Port Angeles, WA 98362

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ARTICLE VIII DISSOLUTION

Upon the dissolution of this corporation, assets remaining 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 a public purpose. Any such assets not so disposed of shall be disposed by a Court of Competent Jurisdiction of the county in which the principal office of the organization is then located, exclusively for such purposes or to such organization or organizations, as said Court shall determine, which are organized and operated exclusively for such purposes.

ARTICLE IX LIABILITY OF DIRECTORS AND INDEMNIFICATION

A. **Liability**. A director of the corporation shall not be personally liable to the corporation or its members (if any) for monetary damages for conduct as a director, except for liability of the director (i) for acts or omissions which involve intentional misconduct by the director or a knowing violation of law by the director, or (ii) for any transaction from which the director will personally receive a benefit in money, property or services to which the director is not legally entitled. if the Washington Nonprofit Corporation Act is amended to authorize corporate action further eliminating or limiting the personal liability of directors, then the liability of a director of the corporation shall be eliminated or limited to the fullest extent permitted by the Washington Nonprofit Corporation Act, as so amended. A repeal or modification of the foregoing paragraph by the directors or members (if any) of the corporation shall not adversely affect any right or protection of a director of the corporation existing at the time of such repeal or modification.

B. **Indemnification**.

(1) The corporation has the power to indemnify and to purchase and maintain insurance for its directors, officers, employees and other persons and agents and (without limiting the generality of the foregoing) shall indemnify its directors, against all liability, damage, expenses arising from or in connection with service for, employment by, or other affiliation with this corporation or other firms or entities to the maximum extent and under all circumstances permitted by law.

(2) Each person who was or is made a party or is threatened to be made a party to or is involved (including, without limitation, as a witness) in any actual or threatened action, suit or proceeding, whether civil, criminal, administrative or investigative, by reason of the fact that he or she is or was a director or officer of the corporation or, being or having been such a director or officer, he or she is or was serving at the request of the corporation as a director, officer, employee or agent of another corporation or of a partnership, joint venture, trust or other enterprise, including service with respect to employee benefit plans, whether the basis of such proceeding is alleged action in an official capacity as a director, officer, employee or agent, or in any other capacity while serving as a director, officer, employee or agent or in any other capacity, shall be indemnified and held harmless by the corporation to the full extent permitted by applicable law as then in effect, against all expense, liability and loss (including, without limitation, attorneys• fees, judgments, fines, ERISA excise taxes or penalties and amounts to be paid in settlement) actually or reasonably incurred or suffered by such person in connection herewith. Such indemnification shall continue as to a person who has ceased to be a director, officer, employee or agent and shall inure to the benefit of his or her heirs. executors and administrators. no indemnification shall be provided under this Article 9 to any such person if the corporation is prohibited by the nonexclusive provisions of the Washington Nonprofit Corporation Act or other applicable law as then in effect from paying such indemnification, or if in the opinion of counsel payment of such indemnification would subject the corporation to imposition of excise taxes under the code, or would cause the corporation to lose its tax exempt status (if any) from federal income taxation. The right to indemnification conferred in this Section shall be a contract right and shall include the right to be paid by the

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corporation the expenses incurred in defending any such proceeding in advance of its final disposition; provided, however, that the payment of such expenses in advance of the final disposition of a proceeding shall be made to or on behalf of a director or officer only upon delivery to the corporation of an undertaking, by or on behalf of such director or officer, to repay all amounts so advanced if it shall ultimately be determined that such director or officer is not entitled to be indemnified under this Article or otherwise, which undertaking may be unsecured and may be accepted without reference to financial ability to make repayment.

(3) The right to indemnification and the payment of expenses incurred in defending a proceeding in advance of its final disposition conferred in this Article shall not be exclusive of any other right which any person may have or hereafter acquire under any statute, provision of the Articles of Incorporation, Bylaws, agreement, vote of members (if any) or disinterested directors or otherwise.

(4) The corporation may maintain insurance, at its expense to protect itself and any director, officer, employee or agent of the corporation or another corporation, partnership, joint venture, trust or other enterprise against any expense, liability or loss, whether or not the corporation would have the power to indemnify such person against such expense, liability or loss under the Washington Nonprofit Corporation Act. The corporation may enter into contracts with any director or officer of the corporation in furtherance of the provisions of this Article and may create a trust fund, grant as security interest or use other means (including, without limitation, a letter of credit) to ensure the payment of such amounts as may be necessary to effect indemnification as provided in this Article.

CONSENT TO SERVE AS REGISTERED AGENT FOR

PORT ANGELES YOUTH BASKETBALL

I, HOWIE RUDDELL, hereby consent to serve as Registered Agent, in the state of Washington, for Port Angeles Youth Basketball. I understand that as agent for the corporation, it will be my responsibility to receive service of process in the name of the corporation; to forward all mail to the corporation; and to immediately notify the office of the Secretary of State in the event of my resignation or of any changes in address of the registered office of the corporation for which I am agent.

Dated this 1st day of September, 2022.

HOWIE RUDDELL

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Received Date: 09/23/2022
Amount Received: $90.00

2024 Lodging Tax Fund Non-Event Application

This application is for non-event related proposals only.

Application and Funding Guidelines

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

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

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

Funding Priorities – Non-events:

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

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

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

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

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

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

Scoring for Non-Event Proposal Criteria

Each criterion will be evaluated on the following spectrum:

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

Applicant Information

Organization/Agency Name: Port Youth Basketball

Federal Tax ID Number: 91-6001266 UBI Number 604 970 874

Contact Name and Title: Howie Ruddell

Mailing Address: 110 Golf Cour City: Port Angeles State: WA Zip:98362

Phone:360.797.3967 Email Address: portangelesyouthbasketball@gmail.com

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Check all service categories that apply to this application:

☐ Operation of a Tourism Promotion/Destination Marketing Agency

☒ Operation of a Tourism-Related Facility owned or operated by a non-profit organization

☒ Operation and/or Capital Costs of a Tourism-Related Facility owned by a municipality

Check which one of the following applies to your agency:

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

☐ Public Agency

Complete Application Includes (check all that apply):

x Application Questionnaire

x Itemized budget for your non-event related operation or capital facility (income and expenses)

x Description of, and a budget showing, how you intend to use the amount requested from the City of Port Angeles.

x A copy of your agency's current registration with the Washington Secretary of State.

☐ (Optional) Brochures or other information about your facility or items showing recent tourism promotion efforts – Limited to 8 pages

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

Scoring for Non-Event Proposal Criteria

Each criterion will be evaluated on the following spectrum:

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

Applicant Information

Organization/Agency Name: Port Youth Basketball

Federal Tax ID Number: 91-6001266 UBI Number 604 970 874

Contact Name and Title: Howie Ruddell

Mailing Address: 110 Golf Cour City: Port Angeles State: WA Zip:98362

Phone:360.797.3967 Email Address: portangelesyouthbasketball@gmail.com

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Check all service categories that apply to this application:

☐ Operation of a Tourism Promotion/Destination Marketing Agency

☒ Operation of a Tourism-Related Facility owned or operated by a non-profit organization

☒ Operation and/or Capital Costs of a Tourism-Related Facility owned by a municipality

Check which one of the following applies to your agency:

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☐ Public Agency

Complete Application Includes (check all that apply):

x Application Questionnaire

x Itemized budget for your non-event related operation or capital facility (income and expenses)

x Description of, and a budget showing, how you intend to use the amount requested from the City of Port Angeles.

x A copy of your agency's current registration with the Washington Secretary of State.

☐ (Optional) Brochures or other information about your facility or items showing recent tourism promotion efforts – Limited to 8 pages

Applicant Questionnaire

General Questions

1. Briefly describe your tourism-related operation/facility and what you are requesting lodging tax for.
   Answer:
   We are requesting financial assistance with 9 youth basketball tournaments for 2024. These occur in January, February, April, May, October, November, and December, which is the offseason for our local restaurants and hotels.

2. If you have received Lodging Tax Funds in prior years, are you doing anything significant or differently this year?
   Answer:
   We have increased our number of tournaments to 9, spanning a total of 18 days. Also, we are increasing sponsorship and modifying our expenses to get closer to breakeven on these events

3. Are you applying for Lodging Tax funds from another jurisdiction?
   Yes☐ No☒ If yes, list the other jurisdiction(s) and amount(s) requested.
   Answer:

4. Does your Organization/Agency have paid employees? If so, what is the annual payroll for all employees?
   Answer:
   We have hired a part time employee that will work 20 hours a week, September through May. Payroll is expected to be $16,000 and will come from player fees and other fundraising, not from LTAC.

5. Describe you target tourist audience (location, demographics, interests etc.)
   Answer:
   The target audience would be youth teams and families from Western Washington, along the I-5 corridor, Kitsap, Canada, and throughout the rest of Clallam County.

6. Describe how your operation/facility lends support to a diverse range of tourism activities, which will encourage visitors to enjoy longer stays and return often.
   Answer:
   Our nine tournaments are two days each and span a total of 18 days. While here families are exposed to our area and many choose to come back during the sunny months. While here, we know from experience that each family stays and eats here and this also buoys our local hotels and restaurants in the offseason.

LTAX Goals and Priorities for Lodging Tax Funding Programs

7. Does your operation/facility promote tourism that highlights Port Angeles assets – its natural beauty, geology, outdoor activities, anthropology, community events, lifelong learning opportunities, history, culture, and the arts? ☐Yes ☐ No If yes, please describe.
   Answer:
   We will remind our tournament attendees of the other events available for our area with handouts and marketing materials we will create.

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

9. Describe how your request will promote existing lodging establishments, restaurants, and businesses located in the City of Port Angeles. Please be specific.
   Answer:
   The promotion is innate in that the teams attending these tournaments from out of the area use our hotels and eat in our area restaurants. We will continue to promote local lodging and restaurants and other businesses, and will provide sponsorship opportunities for those that want greater exposure.

10. Describe how your request will create partnerships and synergies with existing City of Port Angeles organizations to develop and promote attractions and events for visitors.
    Answer:
    Hosting tournaments is about partnerships throughout the community. However, during tournaments it can be very difficult for teams to get out and see other attractions outside of restaurants and hotels purchases. We intend to promote various businesses through reasonable and cost-effective sponsorships that will encourage visiting teams and their guests to frequent area businesses.

Budget and RCW related Questions

11. What is the overall budget for your operation/facility? What percent of the budget are you requesting from Port Angeles Lodging Tax Fund? What percentage of your budget is related to tourism and marketing activities? (may reference attached budget).
    Answer:
    Please see attached budget. We have significantly reduced our expenses from last year, but still have a shortfall for each tournament. As you will see in the attached spreadsheets, we have an overall shortfall of $54,000. The total tournament budget is just over $270,000 and most of that is covered by gate fees, entry fees, sponsors and concessions.

12. How does this proposal demonstrate use of Lodging Tax Funds in accordance with RCW 67.28.1816? Please be specific and cite code directly.
    Answer: RCW 67.28.1816 state: "(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: (b) The marketing and operations of special events and festivals designed to attract tourists."

    These 9 tournaments (two days each) represent 18 days of visitation from teams throughout the Northwest, and does so in the non-peak and off-season times. As such, while these tournaments involve local players, they mores over attract out of area players and families and tourists over a total of 18 days in the tourism offseason.

Signature and Certification:

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

- I am proposing a tourism-related service for 2023. If awarded, my organization intends to enter into a Municipal Services Contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City; and file for a permit to use City property, if applicable.
- The City of Port Angeles will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and a signed Request for Reimbursement form (or other form acceptable to the City) has been submitted to the City, including copies of invoices and payment documentation.

9. Describe how your request will promote existing lodging establishments, restaurants, and businesses located in the City of Port Angeles. Please be specific.
   Answer:
   The promotion is innate in that the teams attending these tournaments from out of the area use our hotels and eat in our area restaurants. We will continue to promote local lodging and restaurants and other businesses, and will provide sponsorship opportunities for those that want greater exposure.

10. Describe how your request will create partnerships and synergies with existing City of Port Angeles organizations to develop and promote attractions and events for visitors.
    Answer:
    Hosting tournaments is about partnerships throughout the community. However, during tournaments it can be very difficult for teams to get out and see other attractions outside of restaurants and hotels purchases. We intend to promote various businesses through reasonable and cost-effective sponsorships that will encourage visiting teams and their guests to frequent area businesses.

Budget and RCW related Questions

11. What is the overall budget for your operation/facility? What percent of the budget are you requesting from Port Angeles Lodging Tax Fund? What percentage of your budget is related to tourism and marketing activities? (may reference attached budget).
    Answer:
    Please see attached budget. We have significantly reduced our expenses from last year, but still have a shortfall for each tournament. As you will see in the attached spreadsheets, we have an overall shortfall of $54,000. The total tournament budget is just over $270,000 and most of that is covered by gate fees, entry fees, sponsors and concessions.

12. How does this proposal demonstrate use of Lodging Tax Funds in accordance with RCW 67.28.1816? Please be specific and cite code directly.
    Answer: RCW 67.28.1816 state: "(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: (b) The marketing and operations of special events and festivals designed to attract tourists."

    These 9 tournaments (two days each) represent 18 days of visitation from teams throughout the Northwest, and does so in the non-peak and off-season times. As such, while these tournaments involve local players, they mores over attract out of area players and families and tourists over a total of 18 days in the tourism offseason.

Signature and Certification:

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

- I am proposing a tourism-related service for 2023. If awarded, my organization intends to enter into a Municipal Services Contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City; and file for a permit to use City property, if applicable.
- The City of Port Angeles will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and a signed Request for Reimbursement form (or other form acceptable to the City) has been submitted to the City, including copies of invoices and payment documentation.

- My agency will be required to submit a report documenting economic impact results in a format determined by the City.

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

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

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

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

Howie Ruddell, Board President		October 16, 2023
Print Name of Applicant	Signature	Date

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

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

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

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

Lodging Tax Advisory Committee

Funding Request Review 2nd Call

City of Forks

RECEIVED
CLALLAM CO. COMMISSIONERS
MAR 15 2024
1...2...3...A...
@9:04am

LODGING TAX FUNDING APPLICATION
2024

GUIDELINES

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

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

I **AMOUNT of Lodging Tax Requested**: $ 15,000

II **Agency/Organization Name**: City of Forks

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

Federal Tax ID No. _____ UBI Number _____

III **Project/Activity/Event**: Event & High Weekend Travel & Market Geolocation Data

IV **Representative Contact Information**:

Name, Rod Fleck Title City Attorney/Planner

Mailing Address 500 East Division Street, Forks, WA 98331

Phone(s) 360-374-5412, ext. 245

Email rodf@forkswashington.org

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

XX 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: 14 Mar 2024

William R. Fleck

Print or Type Name

(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 proposal focuses on marketing analysis and research that can then be utilized to increase event participation, visitor stays, and potential identify new or emerging regional markets worth expanding low cost advertising and promotion in to attract additional visitors.

   Request is for specific funding to acquire the services of a license from a firm consolidating geolocation data to develop event specific, and high-volume weekend or weekday specific information to determine:
   a. Visitors' location of origin;
   b. Visitors' prior travel location before coming to Forks, La Push, or the Hoh Rain Forest;
   c. Visitors' subsequent travel location after coming to Forks, La Push, or the Hoh Rain Forest.

   City would develop a two page summary report comparing the geolocation data to collected zip code data, along with undertaking a simple economic impact analysis utilizing the geolocation data for specific events such as Rainfest Quilt Show, Washington Coastal Clean Up, Fred Orr Baseball/Softball Tournament, West End Thunder Drag Races, Forks High School Graduation, Beaver Farmer Markets, Forks Old Fashioned 4th of July, Quileute Days, Hot August Nights, Forever Twilight in Forks, Heritage Days.

   The city would develop a two page summary for purported 'high traffic' weekends at the Hoh Rainforest, in addition to Hoh Rainforest analysis for four of the above events, utilizing the same geolocation data license.

   Further, as part of the summary report, the city would develop information as to the top ten origin locations for visitors deemed to be participating in the above events based upon geolocation data parameters.

   In addition, the city would develop similar "top ten lists" for 'visitors prior to' and 'following after locations' for each of the above events.

   The city would make the collection of reports available to event organizers, Forks Chamber of Commerce, Olympic Peninsula Visitors Bureau, County LTAC, City of Forks Council & Mayor, and Clallam County Board of Commissioners. The city would develop an "in the can" presentation summarizing the information learned from the development of the reports and the data collected. The city would offer that presentation to interested groups such as those above.

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

   We are blessed to have two incredible marketing oriented organizations, Forks Chamber of Commerce and the Olympic Peninsula Visitors Bureau working on behalf of Forks and the Westend. Regional, location, and event marketing efforts occur that bring tens of thousands of visitors to Forks and the Westend.

   With the obvious number of tourists apparent to those of living here, there are reoccurring questions that arise that could benefit from third-party objective data:

- "Well for these events, or on these busy days, where are the people coming from *(with regard to their home of origin)?"*
- "Where did they come from before they got here?"
- "Where did they go after they got done with things here?"

Aggregated geolocation data is a source that can provide a higher level of detail and data allowing these questions to be answered. Utilizing the information obtained through a licensed access to proprietary marketing data, these questions can be better answered than usual antidotal responses. Further, accessing this type of data is much quicker than undertaking lengthy one-on-one on-the-scene surveys with visitors.

Two examples the data that is obtainable from one provider of such data, Placer.Ai, is attached to this proposal.

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 is visitor travel and movement data that would be of assistance to marketing efforts and the developed reports could assist event organizers, as well as the two established marketing organizations, to expand marketing activities in specific areas or regions identified in the reports. In addition, if there are already "high travel weekends," there could be programming efforts to encourage additional participation in existing events thereby increasing stays.

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

Utilizing the developed reports, an aggregation of origins locations could be quickly developed to allow those involved in event development and the tourism promotion effort to reaffirm and/or discover potential market areas that might be worth utilizing low costs social media targeting for events and activities. This would then allow those planning vacations to consider even more "visiting Forks" or "visiting the Olympic Peninsula."

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

Not applicable.

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

The following table utilizes the annual report of visitor center guest book sign ins shared by the Forks Chamber of Commerce. The reports created from this proposal would allow individual events to be looked at during a two year period. In effect, giving us data per event for the 2023 through possibly 2025 depending upon the timing of the license access and its subsequent expiration 365 days later.

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

As a direct result of your proposed tourism-related service, please provide:	2024 Estimate	2023 Actual	Methodology
a. Overall attendance at your event/activity/facility	66,882	65506	*Formula/rep. survey derived
b. Number of people who travel more than 50 miles for your event/activity/facility	64,875	63,540	Formula/rep. survey derived
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	46,683	45,723	Formula/rep. survey derived
d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.	24,274	23,775	Formula/rep. survey derived
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.	21,847	21,398	Formula/rep. survey derived
f. Number of paid lodging room nights resulting from your event/activity/facility.	22,503	22,040	Formula/rep. survey derived

Actual number obtained from the Forks Visitor Center Guest Book Stats available at: https://forkswa.com/2024/02/01/forks-visitor-center-guest-book-stats/

**Formula/rep. survey* derived refers to the utilization of the base number for 'line a' in 2023 above which was obtained from cited source. Then I utilized the LTAC 2024 application of the Chamber of Commerce and their numbers associated with Forever Twilight in Forks. I took their representative survey number and then their break out for questions a-f and applied those same percentages to the base number of 65506 or its derivatives. Growth of 2.1% applied to the 2023 numbers.

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

   Not applicable.

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

   Not applicable. I will note that help with the organizing of RainCon – a geek weekend event held in Forks and will be held this year on 9-10 November. In addition, I am involved in various aspects of the Forever Twilight weekend. In the past, I have helped coordinate activities associated with Forks Hickory Shirt and Heritage Days.

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

   The City has had numerous discussions with Placer.Ai, a firm specializing in geolocation data and its use in marketing analysis. In discussing their fees, a one year license for the area of Forks, La Push, and the Hoh Rainforest area would cost $15,000. Their

license fee tiers are based upon geographic location and population. This area is approximately 7,500 people. Discussions were had to obtain access to this type of data for the entire county through one entity undertaking the accessing and report generating, however, the annual license fee increases to match the area and its associated population.

If a grant were to be awarded, the City would make a request for proposals for this type of service. Then from the responses, and if possible insight from those interested in participating in response reviews, choose a firm that is both the most qualified respondent and whose fees are reasonable in light of the personal services being sought.

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

The objective of this proposal, as noted from the outset, is to undertake market analysis of visitor participation in events and their home origins, as well as their travel patterns. This proposal focuses on marketing analysis and research that can then be utilized to increase event participation, visitor stays, and potential identify new or emerging regional markets worth expanding low cost advertising and promotion in to attract additional visitors.

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

A fascinating aspect of this type of analysis is that the data can show us patterns across event participants associated with the collected data as to what lodging establishments, restaurants, business locations the visitors came to an event in Forks and went to after an event in Forks. One doesn't just "happen to be in Forks." It's a journey that requires the visitor to Forks to traverse through large parts of Clallam County, as well as other Washington counties to "arrive in Forks." The noted "top ten lists" of locations visited prior to and following after the event location would provide greater insight into how visitors participating in events in Forks, La Push, and at the Hoh Rain Forest journey to and from those locations.

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).

If time permits, an application may be submitted for a State of Washington Tourism's '*Rural Tourism Research and Data Grant.*' That application is due 31 March.

13. What is the overall budget for your event/activity/facility? $23,000

What percent of the budget are you requesting from Clallam County Lodging Tax Fund***? 65-66%***

a) License to gelocation data for one year $15,000

b) City Staff Time as in-kind contribution $8,000
   i. Rod Fleck, Attorney/Planner
   ii. Nerissa Davis, HR Director/Assistant to Mr. Fleck
   iii. College work study student (s) who would under

The City received information from Placer.Ai regarding their entry point level for a one year license to utilize the data for the area described in this proposal. That was $15,000 for one year access with one licensed user and a limited location. Discussions about a broader license with a county wide coverage would increase the price to over $35,000 for that same time period. However, as noted above, a solicitation for quotes could occur to ensure that the licensed data offered by both the most responsive and cost effective responding party.

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

Funding for the work student students, Mrs. Davis, and Mr. Fleck was allocated in the City's annual budget.

APPLICATION INSTRUCTIONS – GENERAL GUIDELINES

APPLICATION DEADLINE: Applications must be received at the Board of County Commissioner's Office, 223 East 4th Street, Suite 4, Port Angeles WA 98362-3015 (Clallam County Courthouse, main level, Room 150) until **12 p.m., Friday, March 15, 2024**.

The Clallam County Lodging Tax Advisory Committee (LTAC) will review 2024 Lodging Tax funding proposals in a public meeting as determined at the Clallam County Courthouse, Commissioner's Boardroom 160. **Applicants will be notified and attendance by the applicant's representative is required for presentation and questions.** Following review, LTAC will forward its recommendation to the Board of County Commissioners.

APPLICATION, SUPPLEMENTAL QUESTIONS, INFORMATION SUBMITTAL:

Submit the **original application and one copy to**:

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

Submittals made in an incorrect format will not be considered. The sealed applications must be clearly marked on the outside "2024 Lodging Tax Funding Application." All copies need to be single sided and not stapled and no folders. All documents/brochures must be printed on 8.5 x 11 letter size paper to be accepted. Documents delivered to other offices and received late by the Commissioners' Office will not be considered nor will ones received by facsimile or e-mail.

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

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

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

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

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

GUIDELINES
Clallam County lodging tax paid by visitors is a consumer tax on lodging charges for periods of less than 30 consecutive days for hotels, motels, rooming houses, private campgrounds, RV parks, and similar facilities within the unincorporated areas of Clallam County. CCC 5.13.20 Special fund.

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

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

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

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

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

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

HIGH PRIORITY may be given to tourism activities that:

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

Lodging Tax Advisory Committee Considerations

In developing its recommendations, the Committee considers:

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

Placer.ai

Twilight Festival

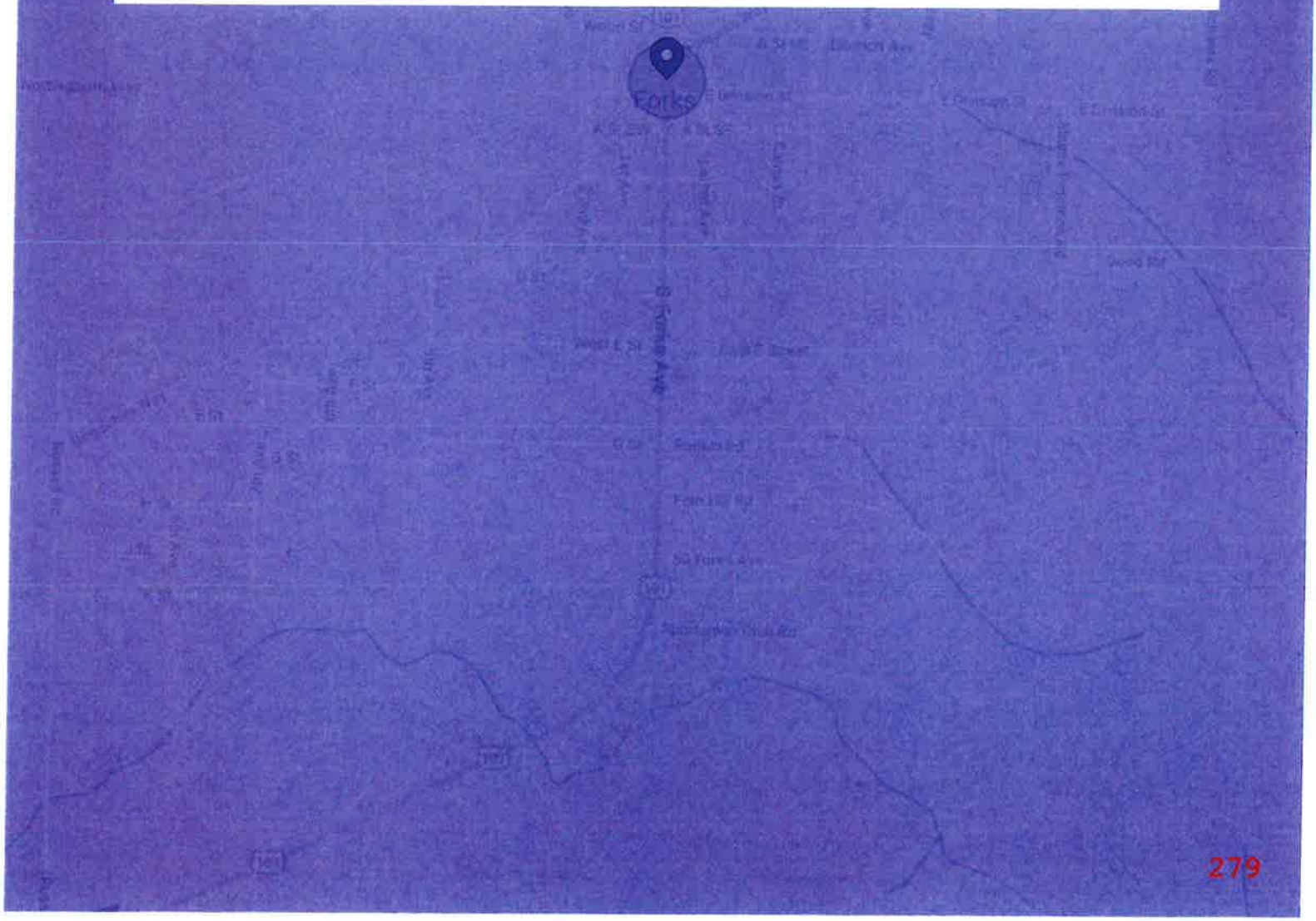
Sep 14 - Sep 17, 2023

Property:

35 North Forks Avenue, Forks, Washington 98331, United States (Nearby Activity 250 ft)
35 North Forks Avenue, Forks, WA 98331

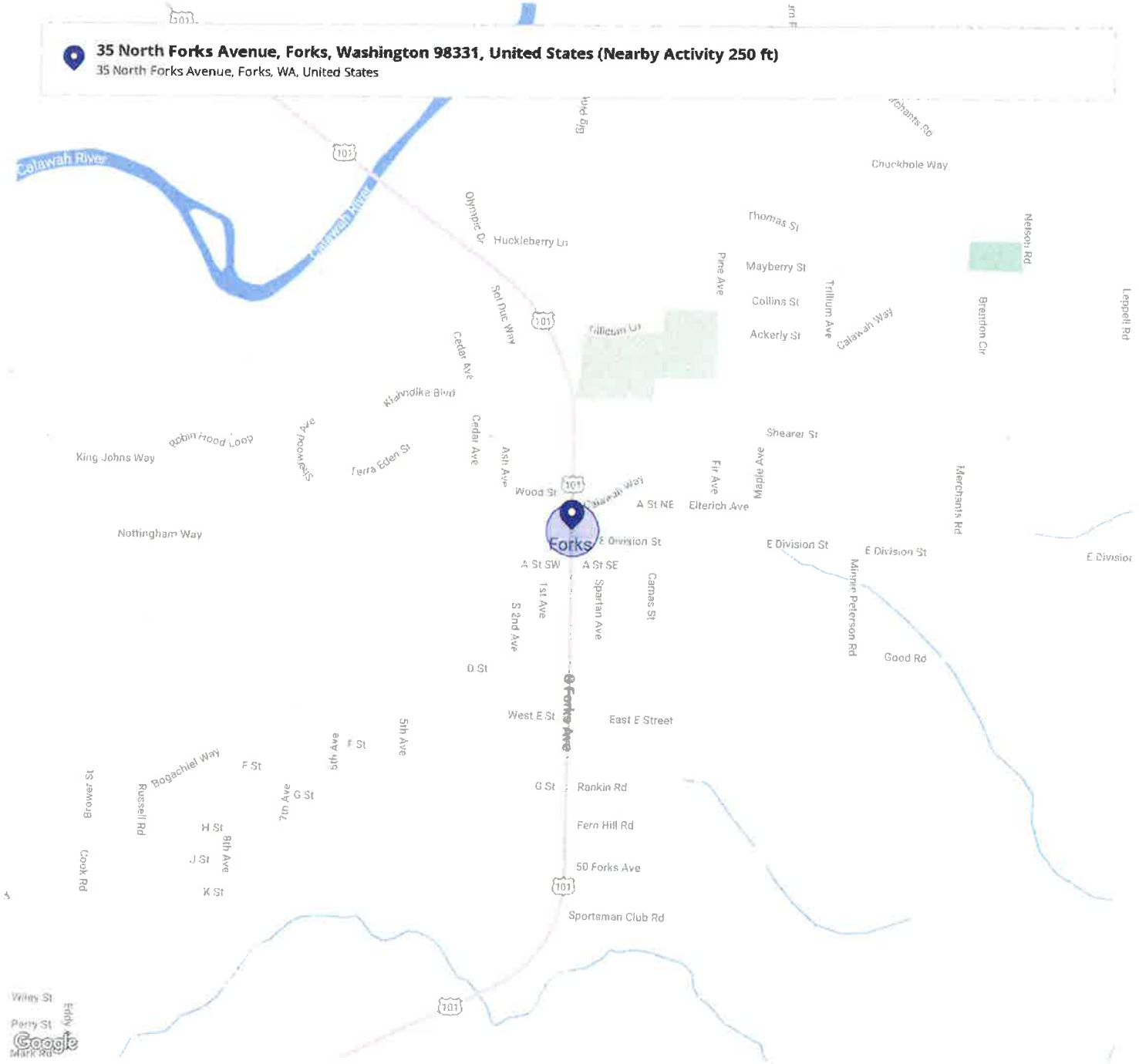
Applied Filters:

Length of Stay: more than / 60 min



Twilight Festival

Sep 14 - Sep 17, 2023



Twilight Festival

Sep 14 - Sep 17, 2023

Metrics

35 North Forks Avenue, Forks, ...
35 North Forks Avenue, Forks, WA 98331

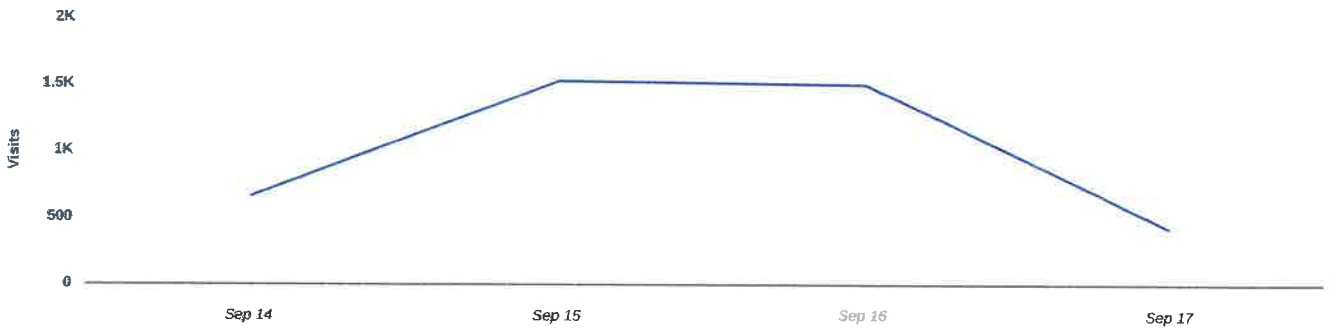
Visits	4.1K	Panel Visits	127
Visitors	3K	Visits YoY	+303.2%
Visit Frequency	1.39		

Sep 14th, 2023 - Sep 17th, 2023
Data provided by Placer Labs Inc. (www.placer.ai)

Placer.ai

Visits Trend

35 North Forks Avenue, Forks...
North Forks Avenue, Forks, WA



Daily | Visits | Sep 14th, 2023 - Sep 17th, 2023
Data provided by Placer Labs Inc. (www.placer.ai)

Placer.ai

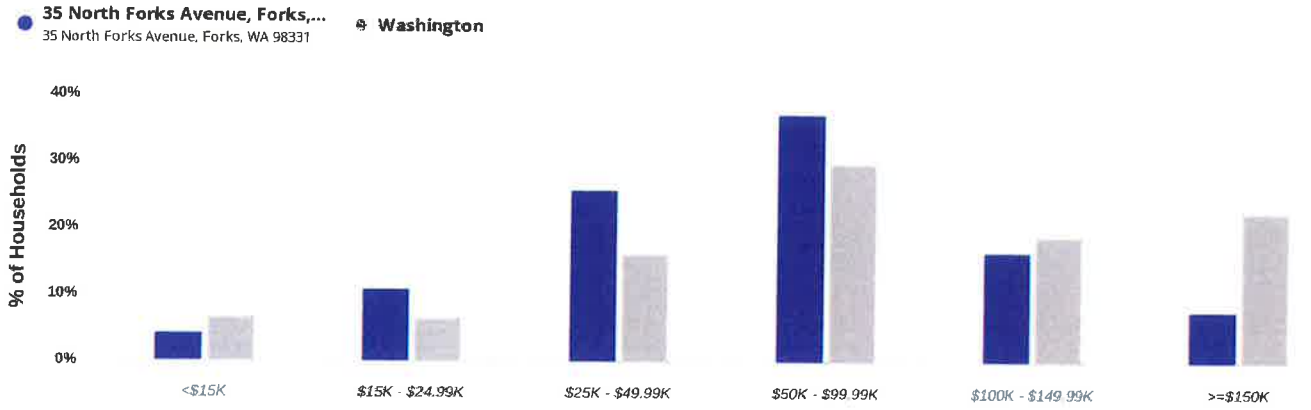
Audience Overview

Summary

Property	Median Household Income	Bachelor's Degree or Higher	Median Age	Most Common Ethnicity	Persons per Household
35 North Forks Aven... North Forks Avenue, Fo...	$60.9K	35.6%	42.2	White (82.8%)	2.28
Washington	$83.5K	36.7%	40.4	White (69.5%)	2.51

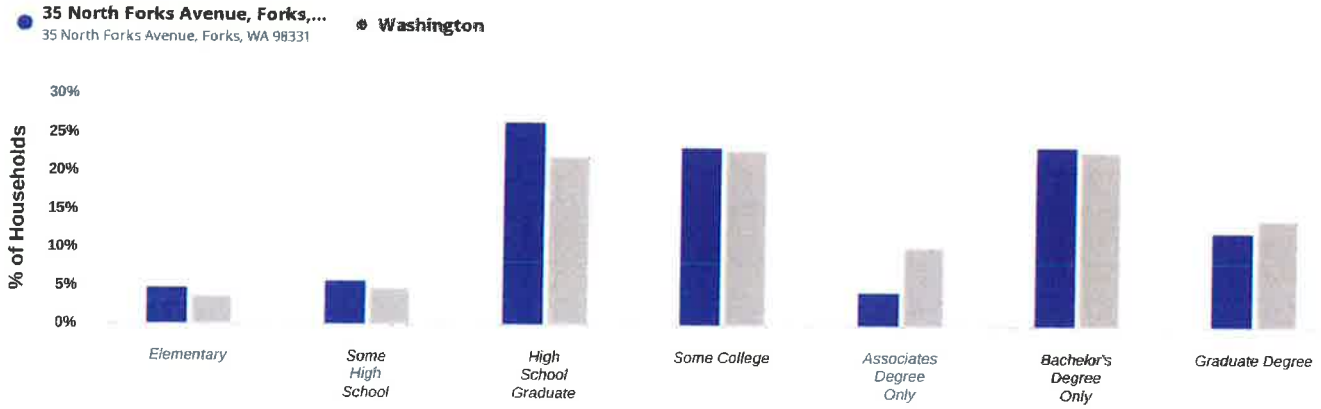
Sep 14th, 2023 - Sep 17th, 2023 | Data Source: STI: Popstats
Data provided by Placer Labs Inc. (www.placer.ai)

Household Income



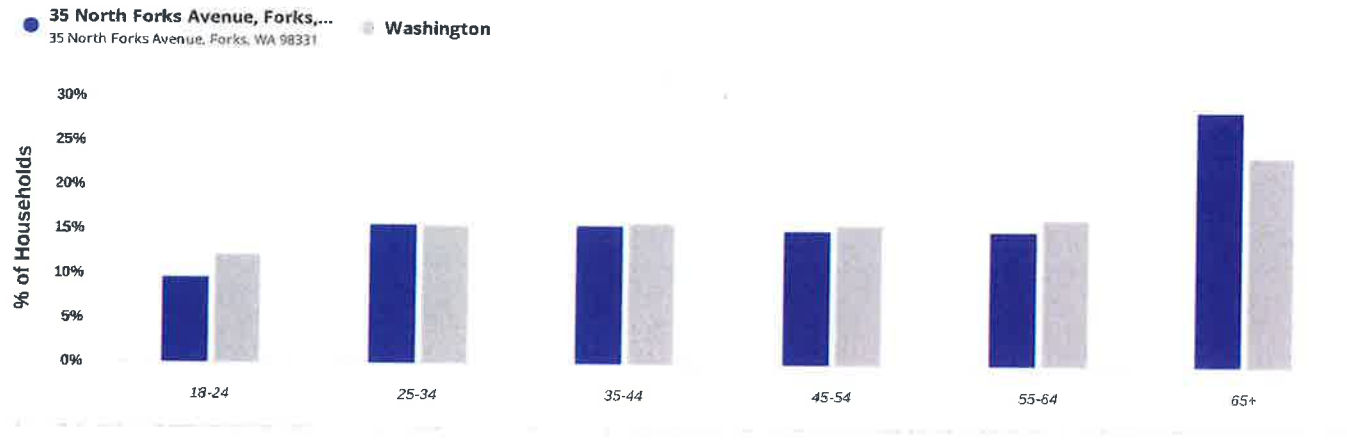
Sep 14th, 2023 - Sep 17th, 2023 | Data Source: STI: Popstats
Data provided by Placer Labs Inc. (www.placer.ai)

Education



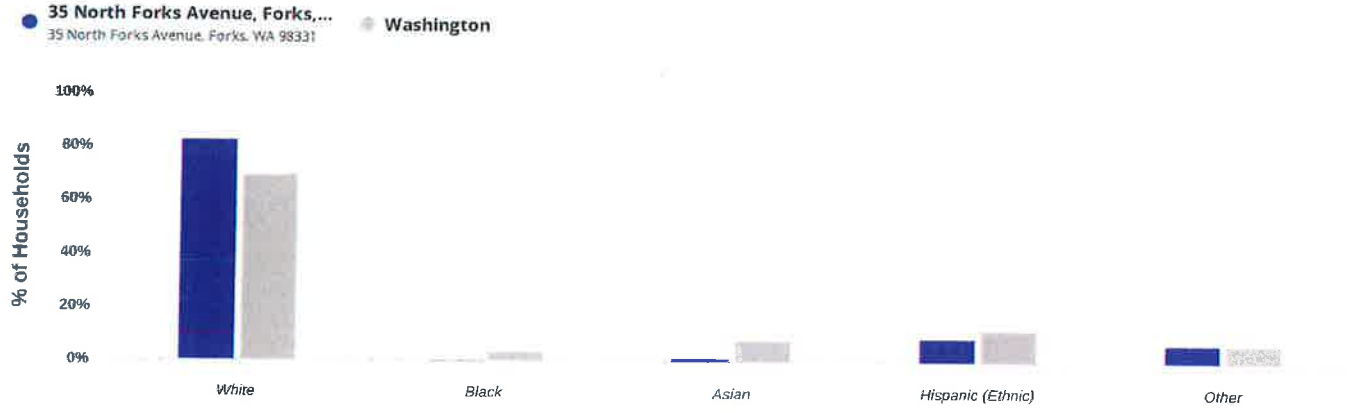
Sep 14th, 2023 - Sep 17th, 2023 | Data Source: STI: Popstats
Data provided by Placer Labs Inc. (www.placer.ai)

Age



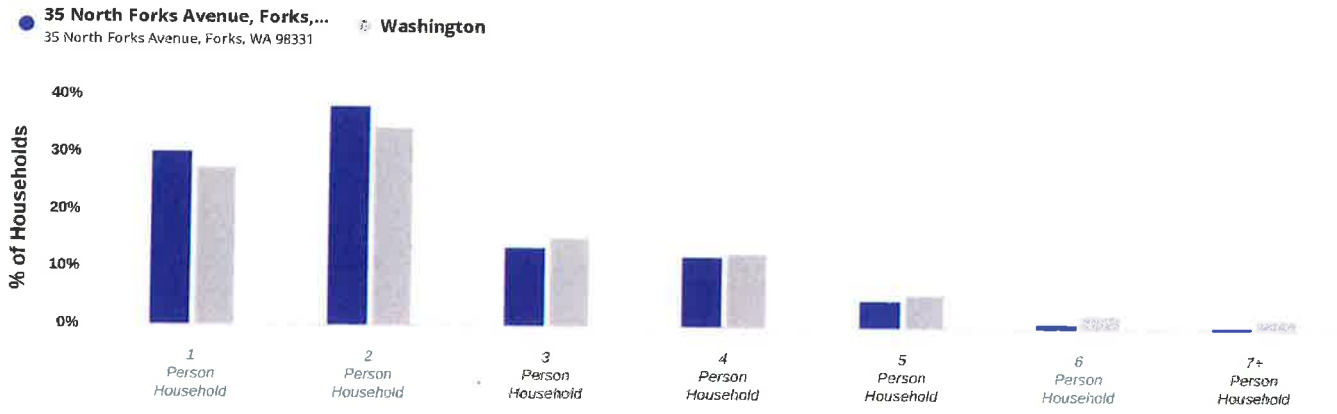
Sep 14th, 2023 - Sep 17th, 2023 | Data Source: STI: Popstats
Data provided by Placer Labs Inc. (www.placer.ai)

Ethnicity



Sep 14th, 2023 - Sep 17th, 2023 | Data Source: STI: Popstats
Data provided by Placer Labs Inc. (www.placer.ai)

Household Size



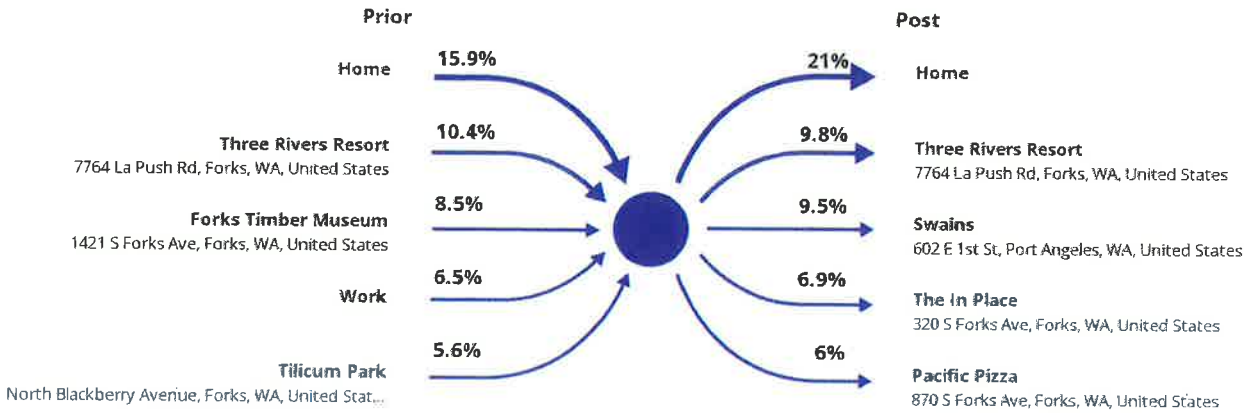
Sep 14th, 2023 - Sep 17th, 2023 | Data Source: STI: Popstats
Data provided by Placer Labs Inc. (www.placer.ai)

Twilight Festival

Sep 14 - Sep 17, 2023

Visitor Journey

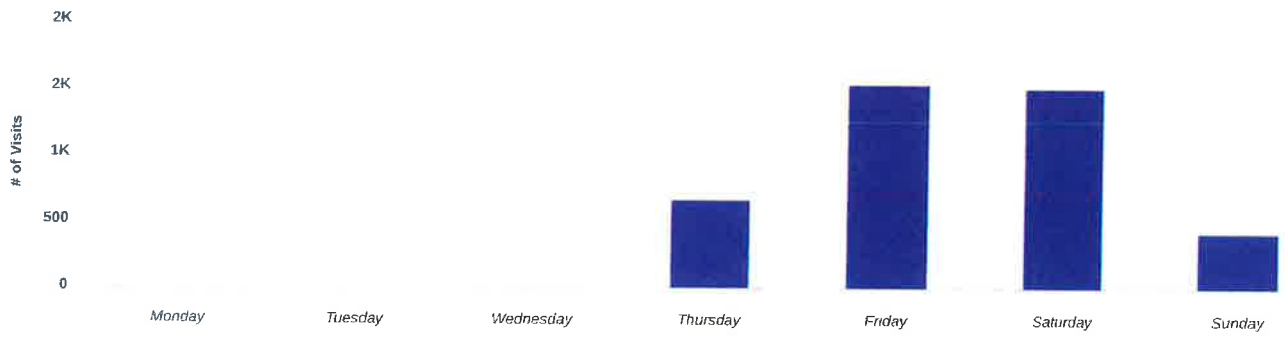
35 North Forks Avenue, Forks, Washington 98331, United States (Nearby Activity 250 ft)
35 North Forks Avenue, Forks, WA 98331



Show by: Location | Sep 14th, 2023 - Sep 17th, 2023
Data provided by Placer Labs Inc. (www.placer.ai)

Daily Visits

35 North Forks Avenue, Forks...
35 North Forks Avenue, Forks, WA 98331



Visits | Sep 14th, 2023 - Sep 17th, 2023
Data provided by Placer Labs Inc. (www.placer.ai)

Twilight Festival

Sep 14 - Sep 17, 2023

Favorite Places

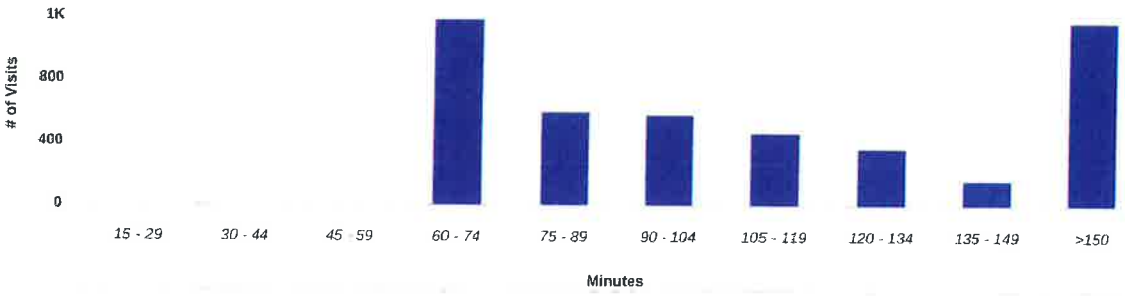
35 North Forks Avenue, Forks, Washington 98331, United States (Nearby Activity 250 ft) / North Forks Avenue, Forks, WA

Rank	Name	Distance	Visitors
1	**Tilicum Park** / North Blackberry Avenue, Forks, WA 98331	0.3 mi	1.5K (49.4%)
2	**Forks Outfitters Thriftway and Ace Hardware** / 950 S Forks Ave, Forks, WA 98331	0.6 mi	1.4K (46.5%)
3	**Kitla Center** / 60 La Push Road, Forks, Washington 98331	1.5 mi	876 (29.7%)
4	**Pacific Pizza** / 870 S Forks Ave, Forks, WA 98331	0.6 mi	834 (28.2%)
5	**Forks Timber Museum** / 1421 S Forks Ave, Forks, WA 98331-9383	1.1 mi	776 (26.3%)
6	**Miller Tree Inn** / 654 E Division St, Forks, WA 98331	0.4 mi	691 (23.4%)
7	**Three Rivers Resort** / 7764 La Push Rd, Forks, WA 98331	7.4 mi	620 (21%)
8	**Fern Acres** / 1154 Big Burn Pl, Forks, WA 98331	1 mi	595 (20.1%)
9	**BBG Blakeslee Bar & Grill** / 1222 S Forks Ave, Forks, WA 98331	0.9 mi	545 (18.5%)
10	**The In Place** / 320 S Forks Ave, Forks, WA 98331	0.2 mi	511 (17.3%)

Category: All Categories | Min. Visits: 1 | Sep 14th, 2023 - Sep 17th, 2023
Data provided by Placer Labs Inc. (www.placer.ai)

Length of Stay

35 North Forks Avenue, Forks, ...
35 North Forks Avenue, Forks, WA 98331



Average Stay 131 min

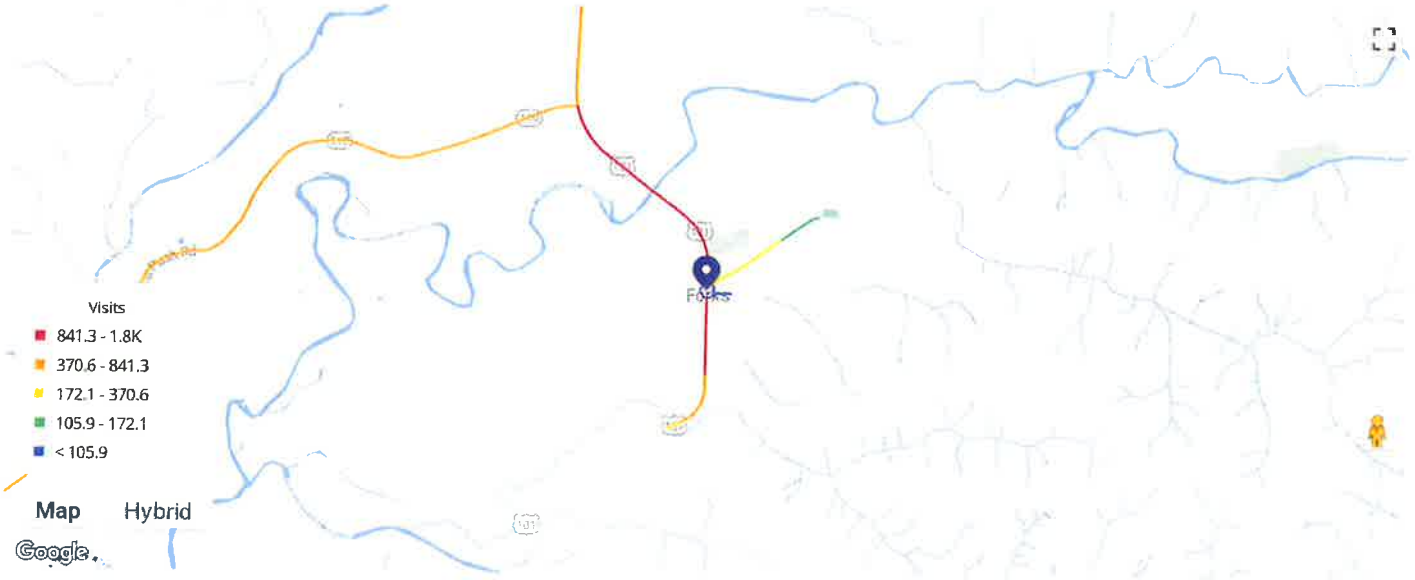
Median Stay 98 min

Visits | Sep 14th, 2023 - Sep 17th, 2023
Data provided by Placer Labs Inc. (www.placer.ai)

Twilight Festival

Sep 14 - Sep 17, 2023

Visitor Journey - Routes



To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations.

Journey Direction: To Property | Sep 14th, 2023 - Sep 17th, 2023
Data provided by Placer Labs Inc. (www.placer.ai)

Placer.ai

Tourism Season

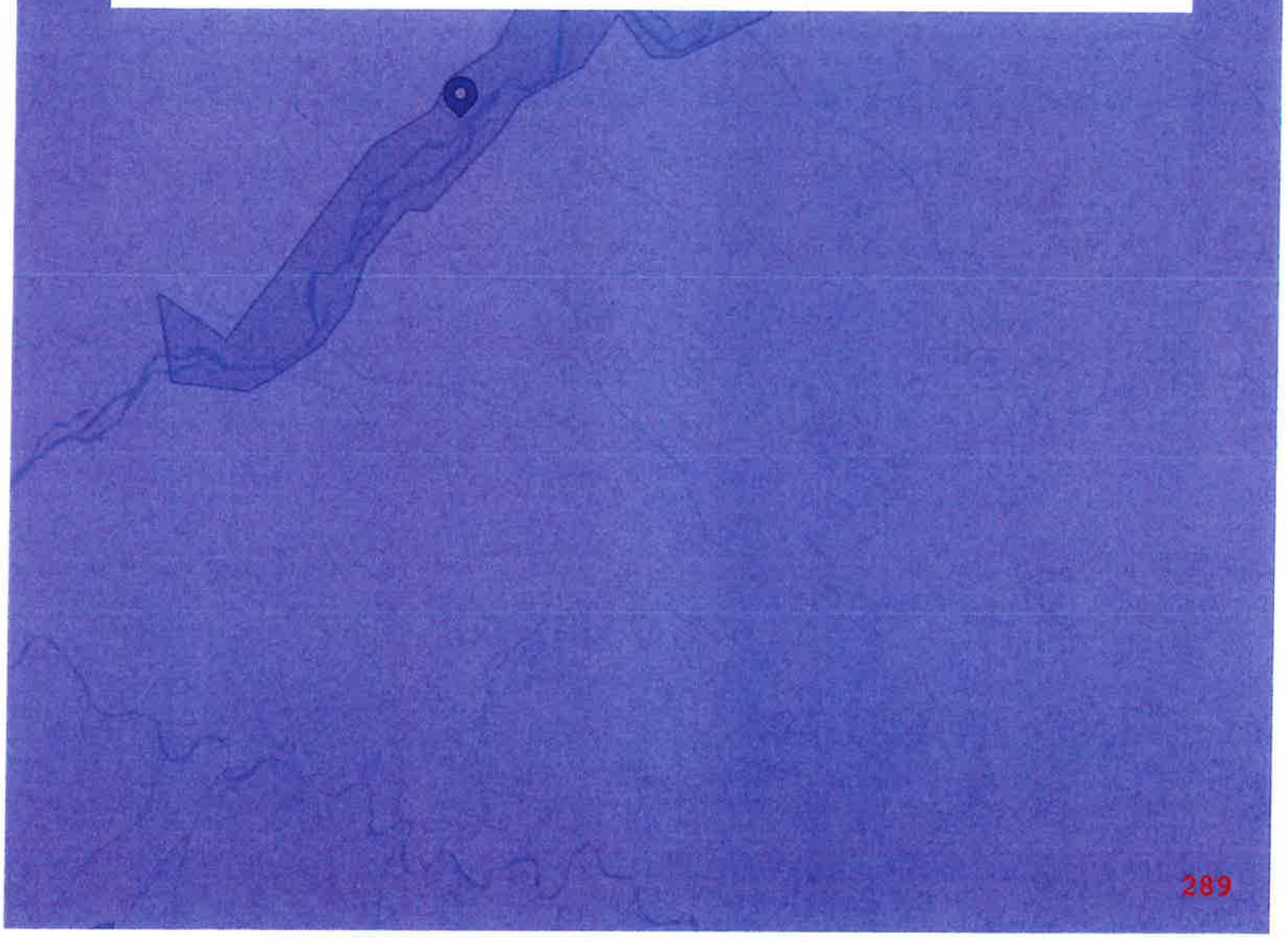
May 1 - Oct 31, 2023

Property:

Hoh Rainforest - Olympic National Park
5629-4911 Upper Hoh Rd, Forks, WA 98331

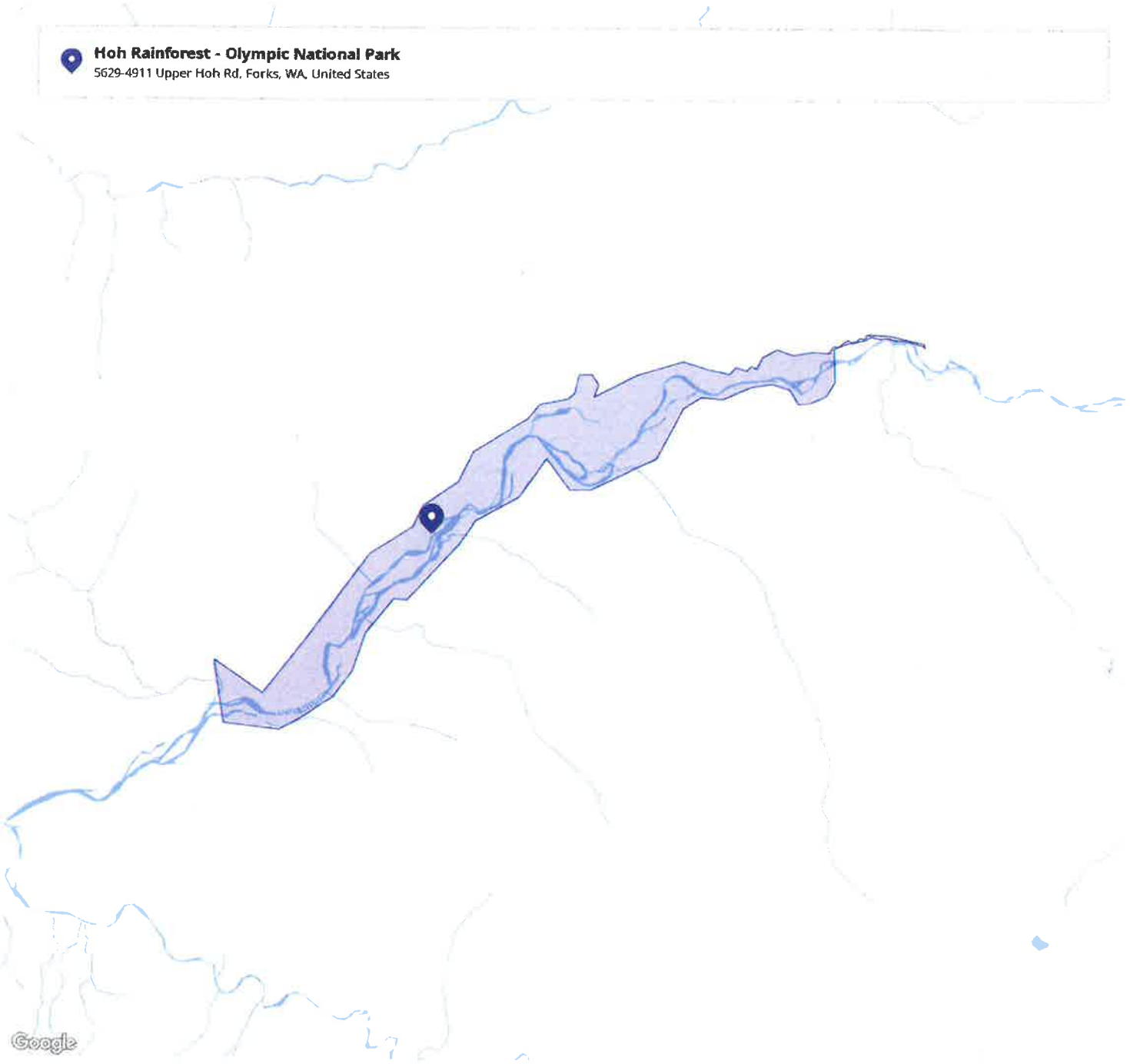
Applied Filters:

Home Distance: >50.00 mi



Tourism Season

May 1 - Oct 31, 2023



Tourism Season

May 1 - Oct 31, 2023

Metrics

Hoh Rainforest - Olympic Natio...
5629-4911 Upper Hoh Rd, Forks, WA 98331

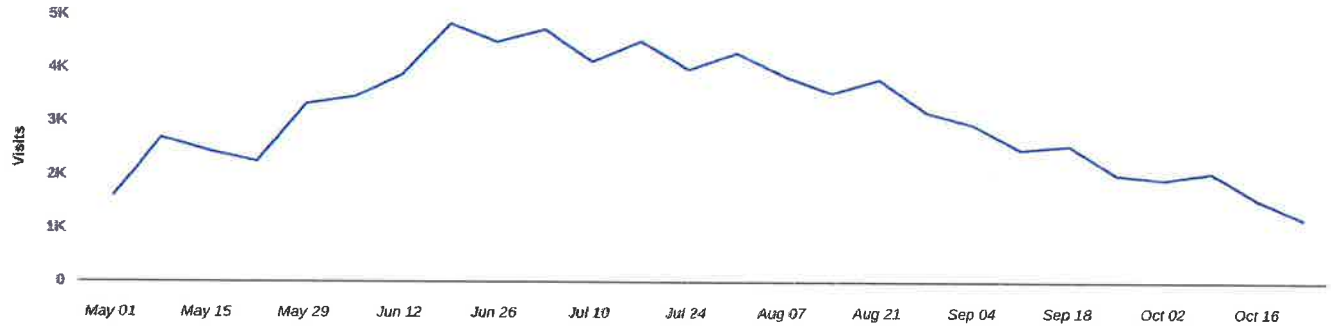
Visits	82.1K	Panel Visits	2.5K
Visitors	72.5K	Visits YoY	+4%
Visit Frequency	1.13		

May 1st, 2023 - Oct 31st, 2023
Data provided by Placer Labs Inc. (www.placer.ai)

Placer.ai

Visits Trend

Hoh Rainforest - Olympic Nati...
Upper Hoh Rd, Forks, WA



Weekly | Visits | May 1st, 2023 - Oct 31st, 2023
Data provided by Placer Labs Inc. (www.placer.ai)

Placer.ai

Tourism Season

May 1 - Oct 31, 2023

Audience Overview

Summary

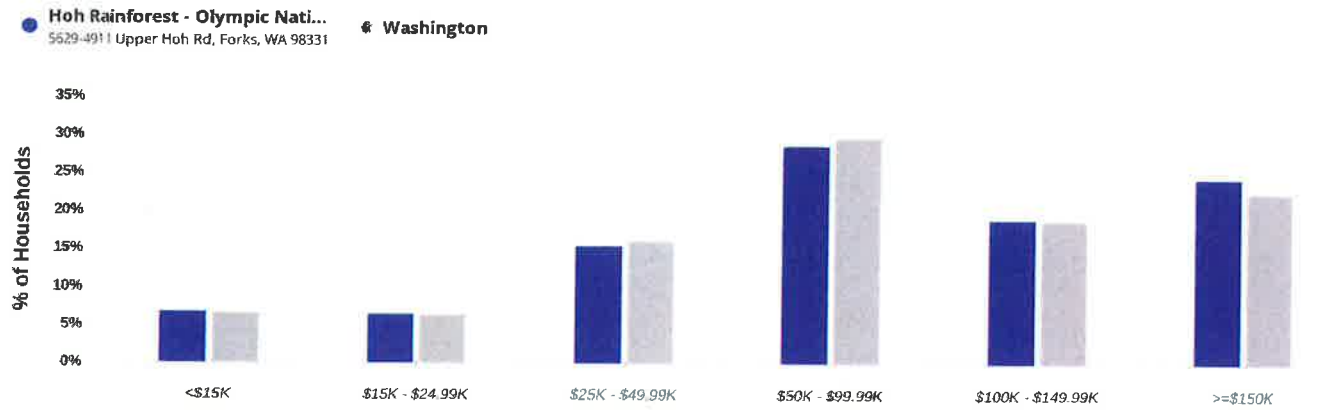
Property	Median Household Income	Bachelor's Degree or Higher	Median Age	Most Common Ethnicity	Persons per Household
Hoh Rainforest - Oly... Upper Hoh Rd, Forks, WA	$86.5K	45.7%	37.5	White (67.6%)	2.52
Washington	$83.5K	36.7%	40.4	White (69.5%)	2.51

May 1st, 2023 - Oct 31st, 2023 | Data Source: STI: Popstats
Data provided by Placer Labs Inc. (www.placer.ai)

Tourism Season

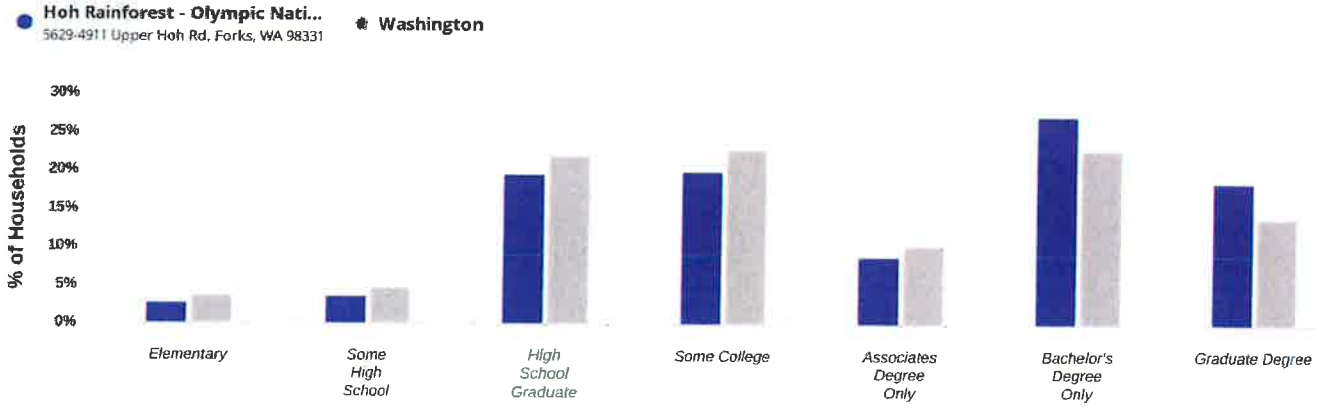
May 1 - Oct 31, 2023

Household Income



May 1st, 2023 - Oct 31st, 2023 | Data Source: STI: Popstats
Data provided by Placer Labs Inc. (www.placer.ai)

Education

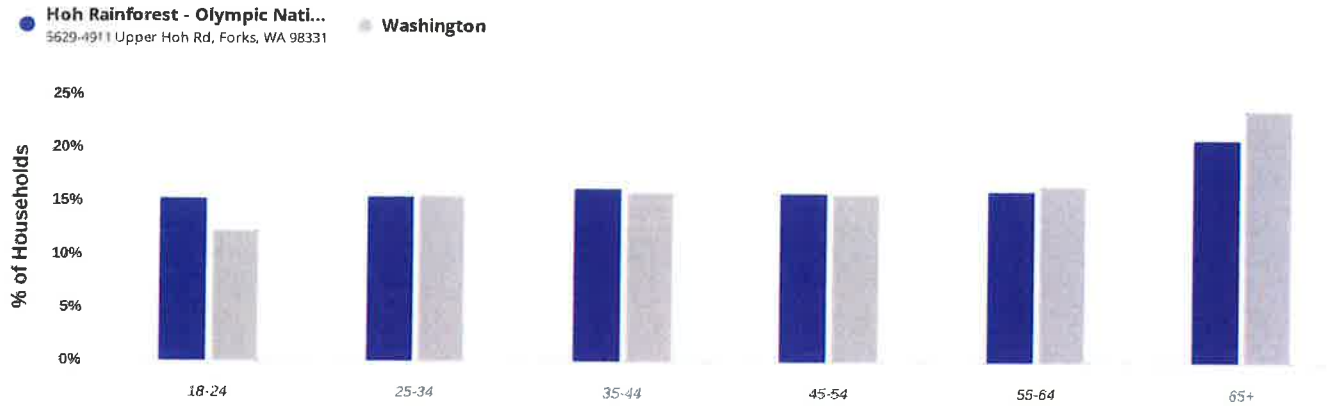


May 1st, 2023 - Oct 31st, 2023 | Data Source: STI: Popstats
Data provided by Placer Labs Inc. (www.placer.ai)

Tourism Season

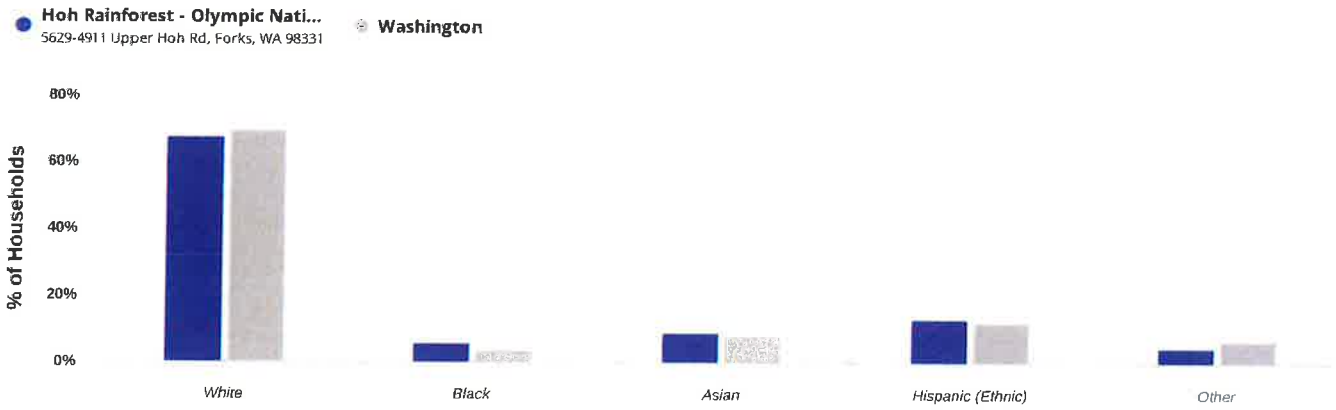
May 1 - Oct 31, 2023

Age



May 1st, 2023 - Oct 31st, 2023 | Data Source: STI: Popstats
Data provided by Placer Labs Inc. (www.placer.ai)

Ethnicity

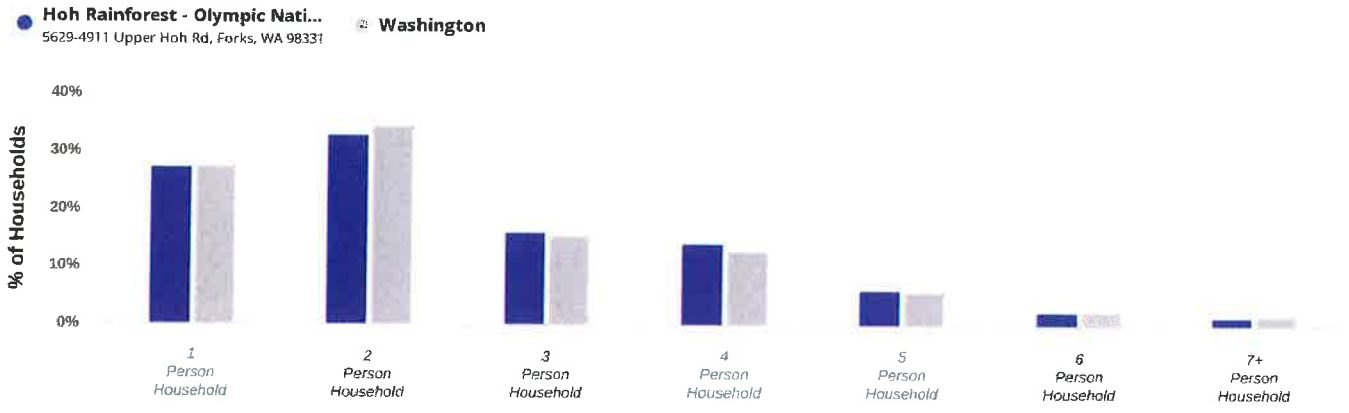


May 1st, 2023 - Oct 31st, 2023 | Data Source: STI: Popstats
Data provided by Placer Labs Inc. (www.placer.ai)

Tourism Season

May 1 - Oct 31, 2023

Household Size



May 1st, 2023 - Oct 31st, 2023 | Data Source: STI: Popstats
Data provided by Placer Labs Inc. (www.placer.ai)

Tourism Season

May 1 - Oct 31, 2023

Market Landscape



Home locations are obfuscated for privacy and randomly placed within a census block. They do not represent actual home addresses.

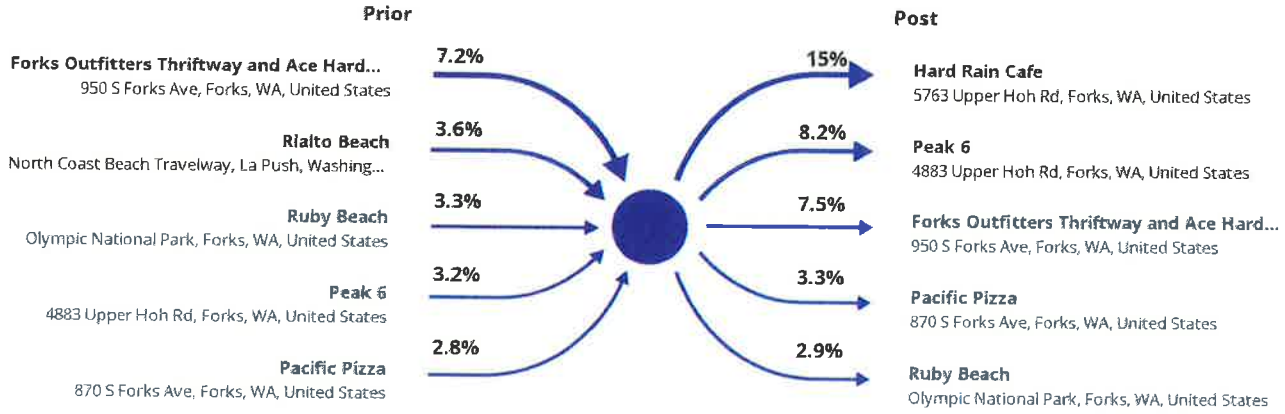
May 1st, 2023 - Oct 31st, 2023
Data provided by Placer Labs Inc. (www.placer.ai)

Tourism Season

May 1 - Oct 31, 2023

Visitor Journey

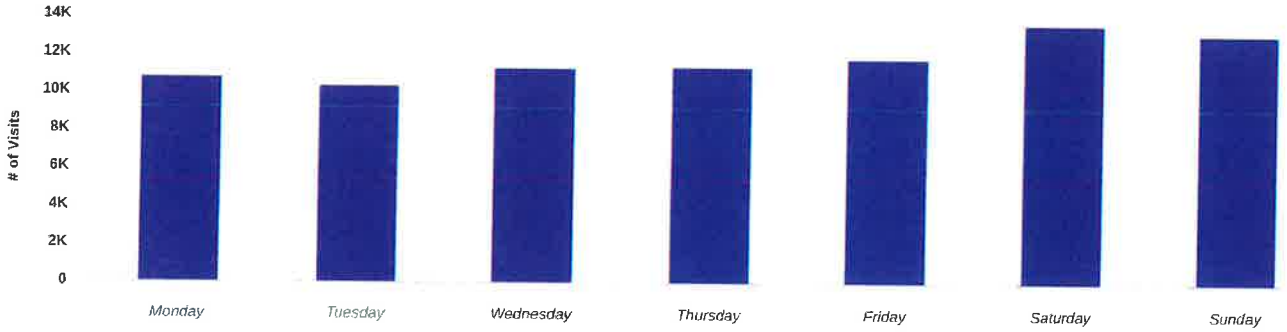
Hoh Rainforest - Olympic National Park
5629-4911 Upper Hoh Rd, Forks, WA 98331



Show by: Location | May 1st, 2023 - Oct 31st, 2023
Data provided by Placer Labs Inc. (www.placer.ai)

Daily Visits

Hoh Rainforest - Olympic Nati...
5629-4911 Upper Hoh Rd, Forks, WA 983...

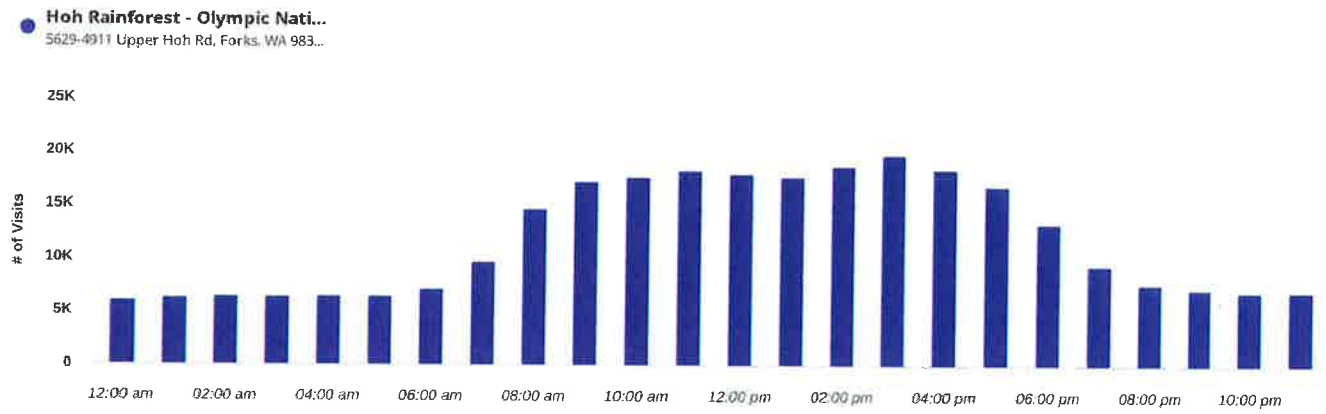


Visits | May 1st, 2023 - Oct 31st, 2023
Data provided by Placer Labs Inc. (www.placer.ai)

Tourism Season

May 1 - Oct 31, 2023

Hourly Visits



Visits | May 1st, 2023 - Oct 31st, 2023
Data provided by Placer Labs Inc. (www.placer.ai)

Favorite Places

Hoh Rainforest - Olympic National Park / Upper Hoh Rd, Forks, WA

Rank	Name	Distance	Visitors
1	**Lake Crescent Lodge** / 416 Lake Crescent Rd, Port Angeles, WA 98363-8672	16.1 mi	9.2K (12.7%)
2	**Kalaloch Lodge** / 157151 US-101, Forks, WA 98331	25.6 mi	5K (7%)
3	**Multnomah Falls Lodge** / 53000 E Historic Columbia River Hwy, Portland, OR 97019	179.4 mi	4.4K (6.1%)
4	**Dew Drop Inn** / 100 Fern Hill Rd, Forks, WA 98331	20.9 mi	2.7K (3.7%)
5	**Lake Quinault Lodge** / 345 South Shore Road, Quinault, WA 98575	26.8 mi	2.4K (3.3%)
6	**Red Lion Hotels** / 221 N Lincoln St, Port Angeles, WA 98362	30.8 mi	2.3K (3.1%)
7	**Forks Motel** / 351 S Forks Ave, Forks, WA 98331	21 mi	2.2K (3%)
8	**Pacific Inn** / 352 S Forks Ave, Forks, WA 98331-9017	21.1 mi	2.1K (3%)
9	**Olympic Lodge by Ayres** / 140 S Del Guzzi Dr, Port Angeles, WA 98362	31.3 mi	2K (2.8%)
10	**Old Faithful Lodge** / 1 Old Faithful, West Yellowstone, MT 82190	669.6 mi	1.9K (2.6%)

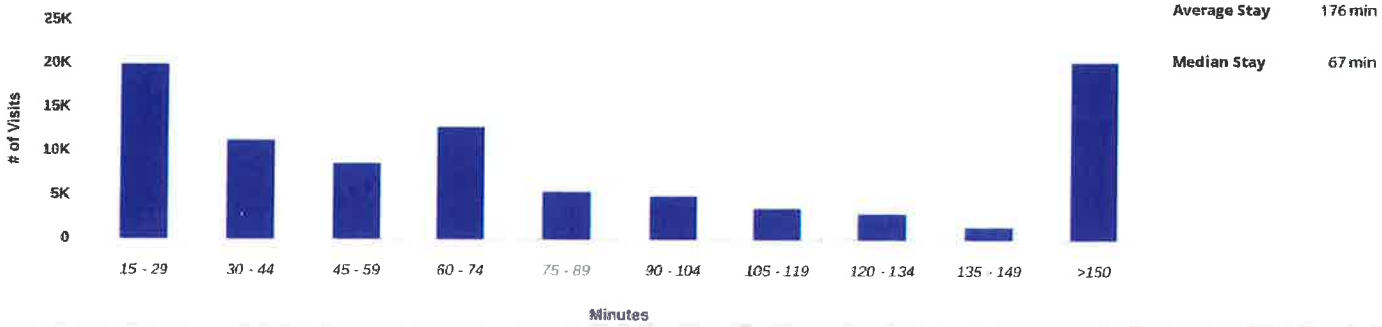
Category: Hotels & Casinos | Min. Visits: 1 | May 1st, 2023 - Oct 31st, 2023
Data provided by Placer Labs Inc. (www.placer.ai)

Tourism Season

May 1 - Oct 31, 2023

Length of Stay

Hoh Rainforest - Olympic Natio...
9629-4911 Upper Hoh Rd, Forks, WA 98331



Visits | May 1st, 2023 - Oct 31st, 2023
Data provided by Placer Labs Inc. (www.placer.ai)

Visitor Journey - Routes



To protect individual privacy, the beginning points shown for each route are approximations and do not represent actual home locations.

Journey Direction: To Property | May 1st, 2023 - Oct 31st, 2023
Data provided by Placer Labs Inc. (www.placer.ai)

Lodging Tax Advisory Committee

Funding Request Review 2nd Call

Justin Williamson

RECEIVED
CLALLAM CO. COMMISSIONERS
MAR 15 2024
1...2...3...A...
@10:35a.m.
RW

LODGING TAX FUNDING APPLICATION 2024

GUIDELINES

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

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

I **AMOUNT of Lodging Tax Requested**: $ 1,190,500

II **Agency/Organization Name**: _____

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

Federal Tax ID No. _____ UBI Number _____

III **Project/Activity/Event**: Floating Boardwalk

IV **Representative Contact Information**:

Name, Title Justin Williamson

Mailing Address 615 Whidby Ave

Phone(s) 564-203-6240

Email justmail_0116@yahoo.com

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

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

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

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

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

CERTIFICATION

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

_____ Date: 03/14/2024

Signature

Justin Williamson

Print or Type Name

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

   The artistic engineering, architecture and design of the docks boardwalk will entice travelers from all around. Port Angeles waterfront access allows for an uncommon build unlike most of the terrain in other cities. The beauty of the peninsula's natural surroundings already attracts tourists to the area. With this added attraction, unavailable almost everywhere else, tourists can experience true waterfront access, as well as vacation on the water.

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

   Part of the project will include the building of "floating" short-term rentals, the architectural designs of which will attract tourists in order to experience overnight stays waterside. These individual floating STR's, alongside other businesses also placed on the docks, will provide a unique experience that attracts tourists from afar.

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.

   Sleeping in houseboat-type accommodations or dock-based STR's is available in very few cities. Washington state has an abundance of waterfront land, yet, not all of it is fit for habitation. Making better use of this asset in Port Angeles may eventually rival Seattle's waterfront pubs, docks, ferry landings, and shops. People who travel here for the peaceful ambience of the mountain trails and natural forests can now experience the serenity of lapping water. These are the atmospheres that provide "healing" recreation and rest.

   After enduring the stress of the pandemic, people tend to move to and/or travel to more mentally therapeutic destinations, rather than bustling cities for their vacations.

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

In addition to the answer for number three, the shops included and STR's may present a "Port Angeles" theme, or perhaps an Art Deco, Art Nouveau, or Gothic theme. Perhaps it should be historically-based, (similar to Port Townsend in appearance); perhaps we take community suggestions. Or, maybe we head off in a new direction. Mental health stability and healing relaxation are now more necessary than ever and seem to be a draw, nowadays.

The project should allow a variety of shops and activities for tourists to walk through and purchase various items and/or meals. The shops may also contain different experiences within for tourists to attend, despite the adverse weather.

Because the Olympic Peninsula has the unique benefit of being surrounded by the Strait and beautiful views of the Olympic Range, visitors from other states or countries without this type of scenery available will come to visit for the experience of walking, dining, and sleeping on the water. With the expansion of commercially available property, new and different types of restaurants and shops can become established in the area, attracting new tourists.

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

Although the project itself is not an event, it has the potential for holding multiple events throughout the year. These events attract tourists who book overnight facilities as well as patronize other businesses in the surrounding area.

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

Because the project will incorporate short-term rental units, a host hotel would only be necessary if rentals were to fill up. But the hotels in the surrounding area would benefit from potential tourists who prefer that type of stay, as well as the overflow of tourists after the initial rentals were filled. Red Lion, being closest to the new infrastructure, would benefit most from overflow tourism.

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

I'm not aware of how many other floating small city boardwalk blocks there are in other cities or countries that might provide financial information. There are boardwalks that would be a similar type attraction as the docks do quite well in attracting tourists to the area. I have been to the boardwalk in Ocean City, Maryland. There are several in California as well, such as Venice Beach and the Santa Monica pier.

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

The target tourist demographic is everyone. I hope that the docks would allow enough new small businesses, activities, and events to come into the area that they would offer a variety of interest to many different types of individuals much like a city boardwalk on the beach in a bigger city. Being attached and close to the old Rainier dock, the dock could possibly be rehabilitated to accommodate for the cruise ships that float by weekly heading to other ports. We could be a destination for their stops.

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

This could be promoted through advertisements on Facebook, Twitter, Linkedin, TikTok and other social networks that allow advertising on their platforms catering to the tourist communities. Invitations could go out to Youtubers with large- and medium-sized followings to come and promote the docks, offering them free accommodations at the facilities in exchange for promotional content on their channel and to their audience and subscribers.

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

Because people will be coming to experience the boardwalk floating dock itself and the businesses that it has to offer, it will generate its own tax revenues for the city. A few members of the council have mentioned having a short-term rental-only zone for the city and this would allow that zone to exist, while leaving housing open for residents. With housing open for residents, they would be able to build businesses to generate more tax revenue for the city.

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

No.

13. What is the overall budget for your event/activity/facility? $ 1,190,500
What percent of the budget are you requesting from Clallam County Lodging Tax Fund? 100%

$30,000 to promote and advertise across the country for investment in the dock.

$100,000 to $300,000 conservation fee
$15,000 wave & soil samples
$25,000 Hydraulic Project Approval (HPA)
The State Environmental Policy Act (SEPA)
$20,000 Engineering and Design
$550,000 Start 1000-foot dock construction at 30' wide.
(approx: $550 per 1')
$201,500 for 31 pier columns driven into soil.
(1000' / 75' = 15.33 piers x 2 at approx: $6500 per pier)
$100,000 Managerial salary for coordinating the project, which potentially brings over 200 more businesses for tourism along with short-term rentals, long-term rentals and housing to the area.

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

A portion of the capital required could be raised through the selling of reduced rental space fees for money up front. Businesses could be guaranteed the startup space and open their businesses on the docks once construction is complete. This would also allow time for people to reserve available spaces upfront and build a floating business prior to construction of the docks in anticipation of a grand opening.

More outside investment could be raised through the pre-sale of spaces that will become available once dock construction is completed. In the diagram provided, approximately 133 business spaces could potentially be available. There are also 36 short-term rental spaces and 50 long-term rental spaces. All spaces on the dock could be business, short-term rentals and long-term rentals. 219 spaces could be pre-rented with a reduced cost for rent upfront.

Option 1.
133 x $15,000 = $1,995,000 for 1.5 years
50 x $10,000 = $500,000
36 x $10,000 = $360,000
$2,855,000

Option 2.
94 x $15,000 = $1,410,000 for 1.5 years
89 x $10,000 = $89,000
36 x $10,000 = $360,000
$1,859,000

The main dock would be approximately 4300' long, with 4000' available for businesses, side docks would run 100'-150' w/ 18 run-offs totaling 1800' available for short-term or long-term rentals.

Rental charge at $30 a foot per month for business.
Rental charge of $20 a foot per month for long-term rentals
Rental charge of $20 a foot per month for short-term rentals

Option 1.
~5500ft x $30 a foot per month = $165,000 x 12 = $1,980,000
~1800ft x $20 a foot per month = $36,000 x 12 = $432,000
$2,412,000 per year.

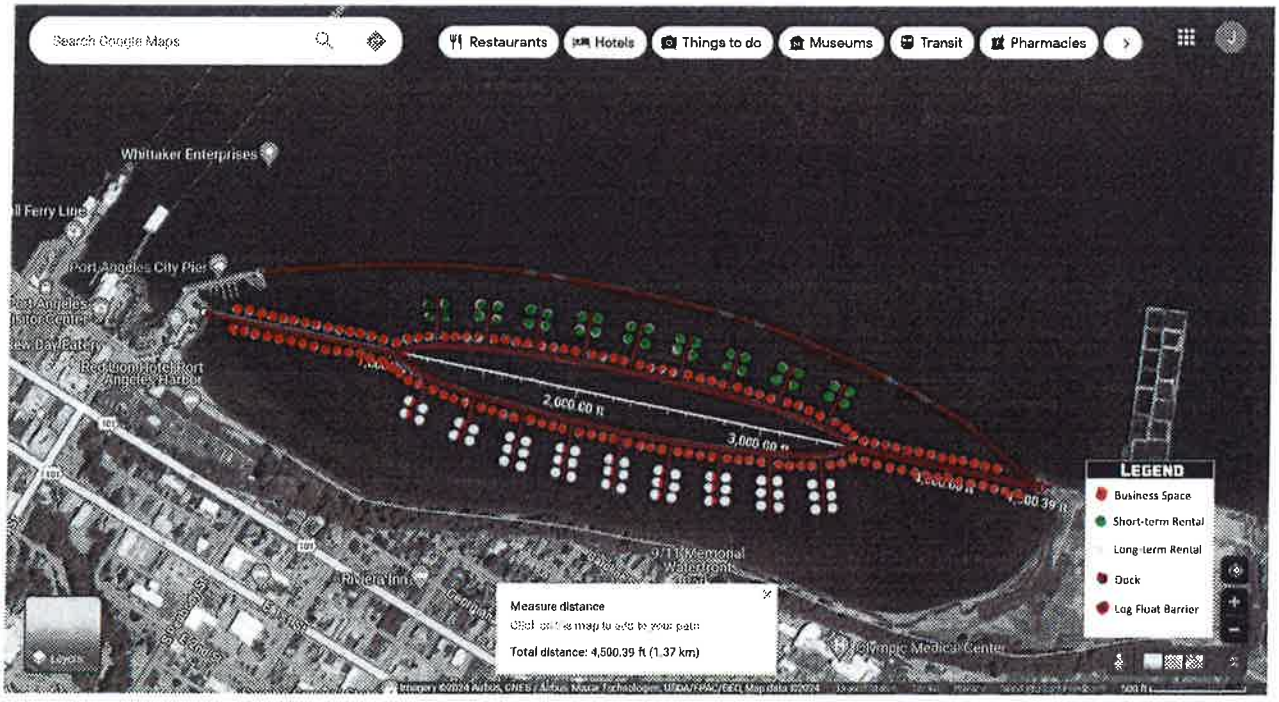
Option 2.
~3500ft x $30 a foot per month = $105,000 x 12 = $1,260,000
~3800ft x $20 a foot per month = $76,000 x 12 = $912,000
$2,172,000 per year.

89 additional short-term rentals in the area.
Average of $300 night for 275 nights of the year:
$82,125 per unit x 89 units = $7,309,125 x 10% LTAX = $730,912.50 in additional taxes a year for the city.

The additional businesses will generate additional LTAX revenue to help further fund the project completion in the future.

Additional investment could come in the form of corporations being allowed to advertise on the dock. (Possibly naming the dock for an allocated period of time.) The cruise ships that pass by may be interested in stoping as a destination spot giving funding.

Environmental impact: The idea of adding a multitude of new houses and businesses to the waterfront doesn't sound like it would be environmentally friendly. The goal would be to bring in more small businesses with the expansion of available "space" created by the expansion of a floating dock. In return, we may be able to lessen the number of commercial vessels coming into the bay, eliminating their bilge dumping and environmental disruption.




Search Google Maps
Restaurants
Hotels
Things to do
Museums
Transit
Pharmacies
Whittaker Enterprises
Port Angeles City Pier
Red Lion Hotel Port Angeles Harbor
2,661.09 ft
3,000.00 ft
4,500.39 ft
Riviera Inn
Olympic Medical Center
Measure distance
Total distance: 4,500.39 ft (1.37 km)
LEGEND
Business Space
Short-term Rental
Long-term Rental
Dock
Log Float Barrier

Lodging Tax Advisory Committee

Funding Request Review 2nd Call

Port Angeles Fine Arts Center

RECEIVED
CLALLAM CO. COMMISSIONERS
MAR 15 2024
1...2...3...A...
@10:53am
RM

LODGING TAX FUNDING APPLICATION 2024

GUIDELINES

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

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

I **AMOUNT of Lodging Tax Requested: $** 15,000

II **Agency/Organization Name:** Port Angeles Fine Arts Center

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

Federal Tax ID No. 94-3029546 UBI Number 601026071

III **Project/Activity/Event:** Port Angeles Fine Art Center Festival Series

IV **Representative Contact Information:**

Name, Title Christine Loewe Executive Director

Mailing Address 1203 E Lauridsen Blvd. Port Angeles WA. 98362

Phone(s) (831) 227-1954

Email Christine@pafac.org

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

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

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

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

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

CERTIFICATION

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

Signature Date: 3/13/24

Christine Loewe

Print or Type Name

LODGING TAX APPLICATION – REQUIRED SUPPLEMENTAL QUESTIONS

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

The Port Angeles Fine Arts Center is seeking supportive funds to operate a series of three seasonal arts festivals based in Webster's Woods Sculpture Park. These festivals and their related activities include Summertide Solstice Art Festival on June 15th, Celebration of Shadows Fall Festival on October 19th, and Wintertide Festival of Lights happening on Dec 7th as part of a month of holiday festivities and light art in the park.

While each of these events has a different theme tied to the time of year, all events are designed to attract a wide range of both local and out of town visitors, generating an overall attendance of 8000 + individuals. Using the data we have available, we know that through our programs and park visits in the last year we have generated visits from 22 states and 30 cities in Washington and approximately 35% of our overall everyday traffic to the gallery and park is from out of the area.

In the three past years, we have strategically focused on maintaining a consistent schedule of activities throughout the year and partnering with fellow community entities to support the complement of seasonal events in order to help build our community as a year-round destination for arts, culture, and outdoor play. Community partnerships have included the Port Angeles Chamber, Hurricane Ridge Association, JFFA, and local businesses. We additionally cross promote these festivals with support from Olympic Peninsula Visitors Bureau. This allows us to create year-long regional marketing packages at a more affordable rate with our marketing partners and also helps improve our ability to be top of mind for repeat visits to the peninsula. Approximately 40% of our visitors are repeat customers.

Finally, as our engagement number for all of our program activities and events have increased every year for the past three years we are confident in our ability to help grow the number of people traveling to Clallam County through our activities. We've seen incredible growth in our festival numbers in particular with attendance at our Summer and Fall Festivals jumping from 400+ visitors to over 700 at each event between 2022 and 2023.

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

We are taking several actions to encourage engagement with out of town guests that will increase paid overnight accommodations in Clallam County. As stated above we are engaging in regional marketing efforts to encourage visitors from farther afield to attend our events. This includes videos on the Coho and Washington State ferries, regionally focused social media ads, geofencing campaigns within select out of the area locations, and standard print advertising through regional magazines including Preview and Parentmap. From visitor journey data provided by Placer.ai we know that 6671 of our visitors also visited hotels within Clallam County including the Red Lion, Olympic Lodge, Lake Crescent Lodge, and 7 Cedars. Finally, our data tells us that we are drawing out of town visitors and that these visitors are staying in overnight accommodation. Based on the data we collect from our gallery sign-in tablet we are able to identify that 34% of visitors surveyed have paid for overnight accommodations. Most importantly, our engagement numbers continue to grow and we expect to see this same pattern of growth in our festivals for 2024.

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

As all three of our festivals begin midday on a Saturday and run into the early evening hours this encourages an overnight stay if coming from farther afield in Washington, Oregon, or Canada but it also presents the option for those from nearby counties to make it a long day trip with likely stops within the county for food, gas, and other complementary activities.

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

As we are fortunate to be within walking distance of Olympic National Park Visitors Center which draws 2 million+ individuals from out of state and around the world, we regularly partner with ONP staff on programs and gallery exhibits that provide us with opportunities to extend our outreach to their community of visitors. As an example, last summer we hosted Terminus, a partnership exhibit with ONP and through this partnership, ONP was able to promote this exhibit in the Bugler, on social media and through their website. Additionally, due to our physical proximity we receive the natural benefit of out of area visitors who overflow to us from the ONP visitor center looking for additional activities to fill in the gaps during their visit. To generate awareness and engagement with this audience we focus some of our festival marketing efforts on geofencing ads that target the ONP Visitor Center area.

As an organization that is focused on the visual arts and immersive experiences, we present a unique draw for international travelers who may face language barriers as they engage in activities. Art serves as a universal language that has broad appeal for all cultures. International travelers that attend our festivals have the opportunity to explore the sculpture park, view art in the gallery, engage in hands-on art activities, and listen to music as part of their overall festival experience, all of which are rich experiences regardless of the language spoken.

Aside from building upon these opportunities to connect with ONP park visitors, we specifically invest in festival marketing efforts to draw in visitors from Victoria through brochures, flyers in downtown Victoria, and video marketing at the ferry terminals.

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

Summertide Solstice Art Festival- Saturday, June 15th - The Summertide Solstice Art Festival is a free, family friendly event to celebrate the longest day of the year and welcome new artwork to Webster's Woods Sculpture Park. This event includes live music in the meadow, hands-on nature art stations, live poetry readings, self-guided park tours and poetry walks, and food and drink vendors on site. Summertide represents our annual opportunity to add new outdoor sculpture and poetry to the park. This year we plan to bring back guided park tours of the new artworks. **Last year 704 guests attended and we expect about 750 to attend this year.**

Celebration of Shadows Fall Festival- Saturday, October 19th - This will be our 3rd year hosting this free festival. This autumnal festival includes pumpkin carving workshops, food and drink vendors, a glow in the dark scavenger hunt, an evening pumpkin walk with pumpkins displayed throughout our trails, a carving contest, and a shadow theater performance in the meadow to align with the fall equinox theme. We have successfully partnered with

local businesses to offset the cost of pumpkins and prizes through in-kind donations. **Last year's event drew 730 attendees- our largest festival attendance yet and we expect 800 this year.**

Wintertide Light Experience Nov 29th- Jan 1st and Wintertide Festival of Lights Dec 7th- This winter will bring our 4th year of the festival and our 6th year of Wintertide as a whole, a family-friendly winter celebration of light based in Webster's Woods Sculpture Park and at the Esther Webster Gallery. This annual event is designed to bring light to our community during the darkest time of year, provide a breath of fresh air and creativity during the hectic holiday season, and to serve as a complement to the other winter activities in Port Angeles. Our Wintertide series of events will take place mid-November 2024 through January 1st, 2025 with the Wintertide Festival of Lights on Saturday, December 7th. **We anticipate that the overall attendance throughout the 2024 Wintertide series of activities will be over 6,500 people.**

Wintertide festivities include a three to four week long Makers Market featuring locally made gifts from approximately 30 artists in the Esther Webster Gallery, free nightly viewing of immersive lighted artwork by commissioned artists throughout the sculpture park, and a schedule of community lantern making workshops available in the lead-up to the community lantern walk that kicks off the festival night.

6. 2024 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:	2024 Estimate	2023 Actual	Methodology
a. Overall attendance at your event/activity/facility	8100	7712	Direct Count
b. Number of people who travel more than 50 miles for your event/activity/facility	1247	1189	Structured estimate
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	2206	2103	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.	3000	2800	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.	1341	1329	Structured Estimate

f. Number of paid lodging room nights resulting from your event/activity/facility.	1532	1519	Structured Estimated

Breakdown of the Actual Numbers per festival for 2023:

Category of guests	Summertide	Fall Festival	Wintertide
Attendees	704	730	6,278
Visitors who will travel more than 50 miles	180	174	835
Visitors from another state or country	170	194	1,739
Overnight visitors staying in paid accommodations	227	272	2,159
Overnight visitors staying in non-paid accommodations	477	458	4,119
Paid lodging room nights resulting from this event	113	166	1,240

*Methods of Estimation: Structured Estimates and Direct Counts

(Direct count) Attendees- We are able to come up with this number through our gallery sign-in log, our automated pedestrian counter at park entrance, ticket sales, workshop registrations, gallery host log, and welcome table counts.

Visitors who will travel more than 50 miles- We are not able to track where park visitors are coming from via our park counter, but we do maintain a gallery sign-in log and based on this log we apply the percentage of visitors from more than 50 miles away to the total number of event visitors.

Visitors from another state or country- We are not able to track where park visitors are coming from via our park counter, but we do maintain a gallery sign-in log and based on this log we apply the percentage of visitors from out of the state or country to the total number of event visitors.

Visitors staying in paid accommodations in the county- We use our gallery numbers as a representative sample of total visitors. We apply the percentage of visitors from the gallery sign-in log with paid lodging nights to the total number of event visitors. Finally we halved our overall number of lodging visitors assuming that only 50% of our visitors are staying in locations outside of city limits. This is a best guess.

Paid lodging room nights resulting from this event- We calculate paid lodging nights per visitor from the gallery sign-in log and apply that to the number of people who selected that they stayed in paid lodging. This accounts for lodging in all of Clallam County.

Please Note: *As we have been researching better methods for analyzing and tracking our customer engagement, we recently connected with Placer.AI, a company that uses AI and datasets pulled from cell phone and GPS tracking to provide a full picture of your customer journey. There were several key data points that came out of our consultation with them including those mentioned in previous questions above. Those include that in the last year we have generated visits from 22 states and 30 cities in Washington and approximately 35% of our overall traffic to the gallery and park is from out of the area. We also identified that 6671 of our visitors also visited hotels within Clallam County including the Red Lion, Olympic Lodge, Lake*

Crescent Lodge, and 7 Cedars. We are excited to take a deeper dive on our foot traffic and are seeking funds to support this service in 2024. In the meantime we have been able to come up with the numbers provided using the best data methods we can afford as described above.

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

For our inaugural year of Wintertide Festival, Red Lion served as our host hotel. At the moment, we have no host hotels lined up for 2024. That said, both the Red Lion and 7 Cedars have provided event consultation and both served as sponsors last year for our Wintertide Festival. As we have hired a part-time Events Coordinator for 2024 who is helping our small team oversee sponsorship and business engagement we look forward to having greater capacity to engage our Clallam County hotels in partnerships that will benefit all parties.

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

PAFAC offers a wide range of rotating activities throughout the year that are providing new reasons for visitors to return to our space throughout the year. We are proud of the success we have had in the last three years engaging our community of visitors. Our programming in 2023 included monthly special events and workshops, 5 gallery exhibitions, 2 outdoor exhibitions, a new rotation of 18 poems in the park, 11 youth, family and adult workshops, two weeks of summer art camp serving 60 families, arts education programming on our campus and within school classrooms for over 1000 local students, a month-long holiday maker's market and winter lighted sculpture experience, and finally, our three outdoor art festivals. As a result of our efforts we directly engaged 6,636 people in structured programming, and supported more than 200 artists from around the region in exhibiting and selling their work through our gallery, gift store, Wintertide Maker's Market, and Art Park. We additionally welcomed nearly 32,000 visits to the Sculpture Park.

Interest in our programs continues to grow and this is reflected in our engagement numbers. As mentioned elsewhere between 2022 and 2023 we nearly doubled the number of attendees at our Summertide and Fall Festivals and last year, we attracted individuals from 22 states and 30 Washington cities to our park and gallery.

Ultimately, through our programming in Webster's Woods we bring the innovative magic and creativity of art to our rugged Northwest landscape with a family-friendly flair in all that we do. By featuring free open-air exhibitions of sculpture art, free events, and arts and nature integrated programming we play an important role in bringing vibrancy, connection, and accessible art to the Olympic Peninsula. We are proud that our programming celebrates how art lifts up communities, sparks creative ingenuity, and creates new connections through shared tradition and we are confident in our ability to continue attracting locals and tourists alike.

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

All of the activities we offer within Webster's Woods or through our PAFAC programs are designed to attract a wide range of both local and out of town visitors. Visitors include families looking for a fun, creative, and educational experience to share together, as well as outdoor enthusiasts wishing to spend their vacation days in a striking and creative natural environment, and seasoned art lovers looking for an off the beaten path experience.

We are proud that each of the festivals (Summertide, Fall Festival, and Wintertide) and special events we host in Webster's Woods or the PAFAC campus are specifically designed to give both local residents a fun, festive, and unique artistic experience and to simultaneously attract tourists to experience our unique surroundings.

Given that our mission is to inspire the artist in every person, we offer a range of programs designed to appeal to all, from the seasoned artist to those who don't traditionally see art as relevant to their lives and we have built in various price points and pathways for interaction with the intention that we are creating a space for everyone. For

example, for our Summertide and Fall Festival there is no admission fee as a primary goal for each of these events is to create overlap between locals and tourists and to deepen our connection with our local community by offering free arts enrichment.

Additionally, we've designed activities that provide both direct and passive arts engagement. This includes a free gallery, free art making stations at our festivals and special events, free performances, free nature journal check out kits and scavenger hunt activities for use in our sculpture park, and an art based geocache kit for visitors to find in the park and make art.

Ultimately, through our programming, we are excited to offer activities that appeal to a wide audience, including families, artists, and nature lovers and we have the demonstrated ability to draw these individuals to our festivals, special events, the park, and gallery.

Industry data consistently shows that tourists are looking for unique experiences –and that's exactly what each of our festivals deliver using the backdrop of Webster's Woods Sculpture Park. We find that art lovers and outdoor enthusiasts are particularly eager to experience the transforming effects of lights, fire tables, and seasonally based festive decor, in the unique context of a rugged second growth Olympic forest.

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

We use supportive marketing funds from other grant sources to extend our outreach to the Greater Seattle area, I-5 corridor, and Victoria B.C. through the ferries, digital and social media channels, and geofencing. We aim to bring awareness of the PAFAC while promoting Clallam County as a vital year round arts and culture tourist destination for our region- particularly with our Wintertide Festival in the tourism shoulder season. Our marketing partners include: Sound Publishing, ParentMap, Preview Magazine, Blackball Ferry, WSDOT Ferries, and this year we hope to improve our target marketing by securing the funds needed to secure a partnership with Placer. AI.

Ultimately, our staff team is adept in digital and print marketing, has established relationships with regional marketing representatives, and is knowledgeable about leveraging marketing dollars to expand our reach beyond the funds we are requesting using additional tools including google ads for nonprofits, email marketing, and press releases to regional papers. We feel confident in our ability to deliver on our programmatic and marketing goals to attract more tourists.

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

As we are successful in generating special events and activities that give tourists a reason to linger this naturally lends itself to increased support for overnight stays throughout the county and increased requests of recommendations about other establishments to visit.

Aside from engaging the public on festival days, our gallery is open Thursday through Sunday and our park is open everyday. Staff are onsite seven days a week engaging with visitors. We regularly serve as a referral for area businesses, restaurants, and other activities beyond the national park and we maintain brochures, flyers, and advertisements for upcoming events from fellow arts organizations. Additionally, through our online communications we regularly cross promote with other organizations. As we seek sponsorship for our festivals we focus on relationships that are mutually beneficial. Through our collaborations we have developed several ways to promote local businesses to those who visit our gallery, view our website, or read our e-news. For example, our PAFAC business members are provided with an annual business spotlight on our website, social media channels,

and in our e-news that goes out to 3000+ visitors. All of our sponsors are recognized on our website with links to their business and links via social media and additionally acknowledged at our events.

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 were awarded $10,000 to support our Wintertide Festivities and we were also awarded funds for capital improvements to Webster's Woods Sculpture Park to complete an ABA/ADA accessible loop through the park through the City of Port Angeles LTAX. A copy of our LTAX event request is attached to this application.

13.What is the overall budget for your event/activity/facility? $ 520.611 What percent of the budget are you requesting from Clallam County Lodging Tax Fund? 3%

The Port Angeles Fine Arts Center's projected overall operating expenses for 2024 are $520,611 with 7% of our budget set aside for direct marketing costs and 20% of our budget devoted to sustaining our festivals and related activities. Through our festivals we expect to generate $76,000 in income and incur $91,405 in expenses. We are requesting $15,000 in County Lodging Tax Funds to help us meet our festival costs.

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

In 2024, we are drawing on community support, grants, program revenue and endowment funds to maintain a balanced operating budget. With the funds requested from Clallam County Lodging Tax and the expected revenue we will meet our costs for hosting our festivals. We are confident in our ability to generate the expected festival revenue as our 2024 budget represents a conservative average of the last three years of revenue gained from these events. Additionally, this year we have added a part-time events coordinator to our team and with this additional staff capacity we expect to have the ability to improve our sponsorship outreach, increase our time for additional grant writing, and generate more events that will help us close the gap on our revenue vs expenses for our festivals in future years. Finally, PAFAC was a trusted fiscal administrator for 8 local, county, state and federal grants in 2023 and we continue an upward trend in all income categories including memberships and donations, admissions, sponsorships, and art and gift store sales.

2024 Festivals Budget

We would like to apply the $15,000 in requested funds to support staffing, artist fees for the sculpture and poetry sign installations at Summertide and Wintertide, and to cover a portion of the cost for the the $6,000 subscription for Placer AI, the online data platform that will provide us with comprehensive data about our visitors. We intend to use this data to develop better conclusions about the needs, interests and economic impact of our visitors as we report on the success of tourism related projects and events.

	Summertide	Fall Festival	Wintertide	Total Festivals	Requested LTAX
	2024 Budget	2024 Budget	2024 Budget	2024 Budget	
Income					
Contributed Income					
4000 - OPVB	$ 4,000.00	$ 4,000.00	$ 7,000.00	$ 15,000.00	
4000 · Government			$ 10,000.00	$ 10,000.00	
4015 · Donations - Individual	$ 1,000.00	$ 1,000.00	$ 500.00	$ 2,500.00	
Total Contributed Income	$5,000.00	$5,000.00	$17,500.00	$27,500.00	
Earned Income					
4520 - Gift Store Sales			$ 25,000.00	$ 25,000.00	
4510 Admissions			$ 12,000.00	$ 12,000.00	
4515 Event Sponsorships	$ 1,500.00	$ 2,000.00	$ 5,000.00	$ 8,500.00	
4530 · Workshop Registration		$ 600.00	$ 2,400.00	$ 3,000.00	
Total Earned Income	$1,500.00	$2,600.00	$44,400.00	$48,500.00	
Total Income	$6,500.00	$7,600.00	$61,900.00	$76,000.00	
Expense					
Personnel Expenses					
5000 · Salaries					
5005 · Payroll Taxes					
5010 - Benefits					
5015 - Contract Labor					
5030 - Processing Fees					
Total Personnel Expenses	$ 6,000.00	$ 5,000.00	$ 6,000.00	$18,000.00	6,000
Program Expenses					
6000 - Artists Commissions	$ 5,000.00		$ 30,000.00	$ 35,000.00	6000
6001 · Teaching Artists	$ 250.00	$ 250.00	$ 500.00	$ 1,000.00	
6002 · Performing Artists	$ 1,300.00	$ 1,200.00	$ 5,000.00	$ 7,500.00	
6005 - Equipment	$ 500.00	$ 500.00	$ 1,200.00	$ 1,200.00	
6015 · Marketing & Advertising	$ 4,500.00	$ 4,500.00	$ 8,000.00	$ 17,000.00	
6030 · Exhibit Supplies	$ 1,500.00		$ 1,500.00	$ 3,000.00	
6035 · Program Supplies	$ 1,000.00	$ 500.00	$ 3,500.00	$ 5,000.00	
6040 - Venue Expenses	$ 100.00	$ 100.00	$ 300.00	$ 500.00	
6045 - Food and Bev	$ 50.00	$ 50.00	$ 150.00	$ 250.00	
Online Subscriptions	$ 1,000.00	$ 1,000.00	$ 1,000.00	$ 3,000.00	3,000
Total Program Expenses	$21,200.00	$14,100.00	$57,150.00	$91,450.00	

PORT ANGELES FINE ARTS CENTER
2024 Budget Draft
Actual as of Dec 2023
Board approved 1/31/24

	2022 Actual	2023 Budget	2023 Actual	2024 Budget
Ordinary Income/Expense				
Income				
Contributed Income				
4000 · Government	155,729.85	$219,000.00	$215,235.13	$225,000.00
4005 · Foundations	29,034.18	$25,000.00	$35,051.75	$35,000.00
4015 · Donations - Individual	36,907.78	$26,000.00	$27,312.27	$26,000.00
4020 · Donations - Board	919.00	$5,000.00	$825.00	$5,000.00
4998 · Mim Foley Memorial Fund	included in individual	$1,000.00	$1,927.18	$1,000.00
Total Contributed Income	$222,590.81	$276,000.00	$280,351.33	$292,000.00
Earned Income				
4500 · Art Sales	285.00	$3,000.00	$4,064.00	$4,000.00
4505 · Artist Registration Fees	931.10	$1,000.00	$1,201.87	$1,000.00
4510 · Admissions	14,486.46	$13,000.00	$17,614.54	$18,000.00
4515 · Event Sponsorships	5,036.00	$8,500.00	$6,620.00	$12,000.00
4520 · Art & Gift Store Sales	30,155.53	$30,000.00	$31,740.43	$32,000.00
4525 · Membership Fees	17,805.00	$15,000.00	$16,800.00	$16,000.00
4530 · Workshop Registration	19,720.22	$18,000.00	$16,683.46	$16,000.00
4535 · Facility Rental	775.00	$1,000.00	$617.50	$1,000.00
4600 · Bank Interest	$82.01	$75.00	$794.15	$350.00
other (in 23, shipping&handling reimbursed)	$528.36		$196.49	
Total Earned Income	$89,804.68	$89,575.00	$96,332.44	$102,350.00
Other Income				
Foundation Distribution (trust accounts transf	$51,145.86	$50,798.00	$50,798.00	$51,641.67
Endowment Transfer	$12,401.00	$10,599.20	$10,599.20	$12,000.00
Additional Foundation Distribution (Q3 2023 trustee meeting)				$60,000.00
Total Other Income	$63,546.86	$61,397.20	$61,397.20	$123,641.67
Total Income	$375,942.35	$426,972.20	$438,080.97	$517,991.67
Expense				
Personnel Expenses				
5000 · Salaries	179,288.18	$208,438.00	$219,840.30	$255,100.00
5005 · Payroll Taxes	15,649.59	$22,928.00	$18,732.86	$28,061.00
5010 · Benefits	7,754.30	$11,600.00	$4,431.08	$11,600.00
5015 · Contract Labor	9,505.05	$7,800.00	$5,218.35	$7,550.00
5030 · Processing Fees	1,206.00	$2,800.00	$2,635.00	$1,080.00
Total Personnel Expenses	$213,403.12	$253,566.00	$250,857.59	$303,391.00
Program Expenses				
6000 · Artist Commission & Expenses	43,212.61	$25,000.00	$35,602.58	$28,000.00
6001 · Teaching Artists		$3,000.00	$4,244.30	$3,500.00
6002 · Performing Artists		$10,000.00	$11,050.00	$10,000.00
6005 · Equipment	2,043.22	$1,200.00	$2,018.41	$1,200.00
6015 · Marketing & Advertising	12,922.03	$12,000.00	$16,107.11	$14,000.00
6030 · Exhibit Supplies	2,512.09	$4,000.00	$2,166.01	$5,000.00
6035 · Program Supplies	14,840.88	$10,000.00	$16,468.54	$12,500.00
6040 · Venue Expenses	789.30	$1,200.00	$1,532.41	$500.00
6045 · Food and Beverage	2,176.31	$2,000.00	$2,097.33	$2,000.00
7998 · Mim Foley Memorial	32.50	$300.00	$1,290.00	$1,300.00
Total Program Expenses	$78,528.84	$69,700.00	$92,576.69	$78,000.00
Operating Expenses				
7000 · Accounting & Legal	991.00	$3,200.00	$3,715.00	$1,200.00
7005 · Awards & Recognition	97.95	$200.00	$134.81	$200.00
7007 · Background Checks	44.00	$80.00	$0.00	$100.00
7010 · Bank Fees	209.63	$150.00	$72.34	$120.00
7020 · Online Subscription	3,964.82	$5,000.00	$6,624.18	$6,000.00
7025 · Merchant Processing Fees	1,661.33	$1,200.00	$1,798.32	$1,600.00
7030 · Dues & Subscriptions	2,979.24	$3,000.00	$207.00	$500.00
7035 · Furniture & Equipment	1,501.75	$1,000.00	$5,449.73	$4,000.00
7040 · Insurance	2,614.84	$2,500.00	$2,120.00	$3,000.00
7043 · Interest	2,656.29	$2,595.00	$2,226.56	$2,600.00
7045 · Licenses & Fees	655.00	$1,200.00	$201.44	$500.00
7050 · Meetings & Meals	0.00	$300.00	$39.61	$300.00

7055 · Miscellaneous	0.00	$500.00	$0.00	$500.00
7060 · Office Supplies	1,043.13	$1,600.00	$2,205.93	$2,100.00
7065 · Postage	1,280.89	$1,300.00	$1,314.39	$1,400.00
7071 · Park Maintenance and Improvemen	65,658.13	$68,000.00	$76,638.77	$100,000.00
7080 · Rent & Utilities	5,950.18	$6,600.00	$6,058.81	$6,000.00
7085 · Repairs & Maintenance	2,553.62	$0.00	$1,820.92	
7090 · Staff/Volunteer Development	725.00	$1,000.00	$797.07	$1,500.00
7095 · Telephone & Internet	4,955.10	$5,000.00	$4,956.87	$5,000.00
7100 · Travel & Mileage	408.53	$500.00	$1,402.58	$1,600.00
7105 · Website	0.00	$300.00	$225.00	$1,000.00
7200 · Prior Period Adjustment			-$292.60	
other	17.36		-$16.00	
Total Operating Expenses	$99,967.79	$105,225.00	$117,700.73	$139,220.00
Total Expense	$391,899.75	$427,491.00	$461,135.01	$520,611.00
Net Income	-$15,957.40	-$518.80	-$23,054.04	-$2,619.33
Other Expense 9999 Depreciation	$3,790.41	$3,790.41		$3,790.00
Net Income after depreciation	-$19,747.81	-$4,309.21	-$23,054.04	-$6,409.33

IRS Department of the Treasury
Internal Revenue Service
P.O. Box 2508
Cincinnati OH 45201

In reply refer to: 0248560116
July 28, 2009 LTR 4168C E0
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BODC: TE

FRIENDS OF THE FINE ARTS CENTER
PO BOX 1695
PORT ANGELES WA 98362-0085

001334

Employer Identification Number: 94-3029546
Person to Contact: Ms. Harper
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your request of July 17, 2009, regarding your tax-exempt status.

Our records indicate that a determination letter was issued in August 1987, that recognized you as exempt from Federal income tax, and discloses that you are currently exempt under section 501(c)(3) of the Internal Revenue Code.

Our records also indicate you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section 509(a)(2).

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.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely yours,

Michele M. Sullivan

Michele M. Sullivan, Oper. Mgr.
Accounts Management Operations I

BUSINESS LICENSE

STATE OF WASHINGTON

Nonprofit Corporation

Unified Business ID #: 601026071
Business ID #: 001
Location: 0001

PORT ANGELES FINE ARTS CENTER FOUNDATION
FRIENDS OF THE FINE ART CENTER
1203 E LAURIDSEN BLVD
PORT ANGELES, WA 98362

UNEMPLOYMENT INSURANCE - ACTIVE

INDUSTRIAL INSURANCE - ACTIVE

TAX REGISTRATION - ACTIVE

LICENSING RESTRICTIONS:

Not licensed to hire minors without a Minor Work Permit.

This document lists the registrations, endorsements and licenses authorized for the business named above. By accepting this document, the licensee certifies the information on the application was complete, true, and accurate to the best of his or her knowledge, and that business will be conducted in compliance with all applicable Washington state, county, and city regulations.

Vicki Smith

Director, Department of Revenue

STATE OF WASHINGTON

UBI: 601026071 001 0001

PORT ANGELES FINE ARTS CENTER FOUNDATION
FRIENDS OF THE FINE ART CENTER
1203 E LAURIDSEN BLVD
PORT ANGELES, WA 98362

UNEMPLOYMENT INSURANCE - ACTIVE
INDUSTRIAL INSURANCE - ACTIVE
TAX REGISTRATION - ACTIVE

Vicki Smith

Director, Department of Revenue



SUMMERTIDE

SOLSTICE ART FESTIVAL 2023

New Art | Poetry in the Park | Live Music | Art Activities

SATURDAY, JUNE 17TH | **1 - 5PM** | **FREE!**

Join the Port Angeles Fine Arts Center for our annual Summertide outdoor festival. Enjoy live music in the meadow, food & drink vendors, poetry readings, and nature art stations for all ages as we celebrate the addition of new sculptures and poems in Webster's Woods.

LEARN MORE @ PAFAC.ORG

THANK YOU TO OUR SPONSORS

This event is brought to you in partnership with the following sponsors.

Olympic Peninsula Visitor Bureau – Olympicpeninsula.org

Coastal Fitness & Yoga

Country Aire Natural Foods

KONP News Radio 1430 101.7 101.3

Port Angeles Fine Arts Center



Celebration of Shadows
Fall Festival

SATURDAY, OCTOBER 21, 2023 | 5-8PM

Join us for free and family friendly evening festival with a pumpkin walk through Webster's Woods, a reading of spooky tales with the Olympic Peninsula Authors, food & drinks, an evening visit to the "Home" exhibition, and a mesmerizing puppetry performance intertwining traditional music and myth!

5:30 PM

Spooky Readings

Live readings of spooky tales in the courtyard

6:00 PM

Pumpkin Walk

Pumpkins lining the path will be lit and visitors can vote for their favorite!

7:00 PM

West of Roan

Bring your chairs and blankets for magical storytelling through a unique shadow theater performance

$5/Entry!

To enter the pumpkin carving contest, drop off your pumpkin **Saturday Oct. 21 from 4:00-5:00PM.**

Thank you to our Sponsors!

D.A. DAVIDSON | COUNTRY AIRE | Kitsap Bank | KONP NEWS RADIO

PORT ANGELES FINE ARTS CENTER

www.pafac.org





Wintertide Festival of Lights

4:30-8PM | RAIN OR SHINE

SATURDAY
DEC. 9, 2023

Lighted Art | Lantern Walk | Live Performances | Makers Market






Join the Port Angeles Fine Arts Center for the event of the season!
Find treasures at the Maker's Market, enjoy live music,
fire dancing, food & drinks, lighted art, and a community inspired
lantern walk through Webster's Woods Sculpture Park.

LEARN MORE AND PURCHASE TICKETS @ PAFAC.ORG

Thank you to our Premier Sponsor, D.A. Davidson and fellow sponsors for making this event possible!

D A DAVIDSON

NATIONAL ENDOWMENT for the ARTS arts.gov

CEDARS

OLYMPIC PENINSULA VISITOR BUREAU
OlympicPeninsula.org

RED LION HOTELS

Kitsap Bank

COUNTRY AIRE Natural Foods

SOUND COMMUNITY BANK Simply better here.

KONP NEWS RADIO 1450 101.7 101.3

PORT ANGELES FINE ARTS CENTER
1203 E. Lauridsen Blvd.
Port Angeles, WA
98362

2024 Lodging Tax Fund Event Application

This application is for Event related proposals only.

Application and Funding Guidelines

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

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

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

Applicant Information

Event Name: Wintertide Celebration of Light

Date/s of Event: Nov 28- Dec 28, 2024 Event Age: 4 years Amount Requesting: $10,000

Amount Requesting: 10,000

Grant Application Contact

Business or Individual Operating Event: Port Angeles Fine Arts Center

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

Primary Contact: Christine Loewe

Phone #. 360 457-3532

Contact Email: christine@pafac.org

Type of Business

☐LLC ☐Sole Proprietor ☐Partnership

☐C-Corp ☐S-Corp X 501C (3)

☐Other:

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

☐ Yes X 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):

X Application Questionnaire

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

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

X 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*

X Documentation of State Tax ID Number

Applicant Questionnaire

Basic Event Information

1. **Describe your event in a brief 2-3 sentence narrative.**
Answer:

Now entering our 4th year of the festival as part of our month long Wintertide festivities, PAFAC is proud to offer a family-friendly winter celebration of light based in Webster's Woods Sculpture Park and at the Esther Webster Gallery. This annual event is designed to bring light to our community during the darkest time of year, provide a breath of fresh air and creativity during the hectic holiday season, and to serve as a complement to the other winter activities in Port Angeles. Our Wintertide series of events will take place starting November 29 through December 28, 2024 with our Wintertide Festival on Saturday, Dec 7th.

Included in our 2024 festival will be the lantern walk, interactive art stations for all ages, live music, fire and glow performances, food and drink vendors, and temporary lighted works of art in partnership with regional artists and creatives to light up the grounds. The backdrop for this jubilant celebration will be the commissioned lighted outdoor artwork installed throughout Webster's Woods Sculpture Park and our ongoing Makers Market happening in the Esther Webster Gallery.

2. **Is this a new event? If not, what is the age of the event? If this event has been awarded lodging tax event grant funding in the past, are there changes to the event next year?**
Answer:

This is not a new event. In 2019 PAFAC launched the Maker's Market and light art experience in the woods with 4 installations. In 2021, to expand this experience we introduced the Wintertide Celebration of Light Festival as an inaugural event. 2024 will be the 4th year of the Wintertide Festival. We have been awarded lodging funds for each year of the festival and light experience. We anticipate continued growth in this event and are looking towards our 4th year as the year to scale up in terms of installations, performances, and vendors. Between 2021 and 2022 we recognized 86% growth and have not yet held our 3rd year festival, but we expect to see an increase in attendance over last year based on an overall increase in attendance numbers throughout all of our events and activities in 2023.

3. **Is there a host hotel for your event? If yes for returning events, list the host hotel and an estimate of how many rooms were booked last year. How did you obtain this data?**
Answer:

Year one we partnered with Red Lion as the host hotel, year two we did not have a host hotel and this year the Red Lion has stepped up as an event sponsor, but we do not have a room rate with them for this event. For 2024 we would like to build a host hotel package combined with the coho ferry whom we currently work with for all of our festival advertising.

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

This event happens in Webster's Woods Sculpture Park and the Esther Webster Gallery which are both city

property. ADA parking is offered on the property with an accessible space outside the entrance to the gallery. (See attached visual) Additionally, we have an accessible trail from the parking lot to the meadow for access to the outdoor festival and finally we have parking attendants managing the driveway to allow for ADA drop-off at the gallery entrance.

5. **What is the amount you are requesting from the City for such public right-of-way permits or assistance and what will it be used for? Please be as accurate as possible. You can email publicworksinbox@cityofpa.us for an estimate. The LTAC will create a ROW reimbursement budget based upon this amount as a maximum.**
Answer: $_____0_____

General Budget Questions

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

Budgeted Cost by Type	Total Estimated Budget	Requested LTAX Portion
1. Marketing – Local	$ 1000	Not Funded By LTAX
2. Marketing – Beyond 50 miles	$ 4000	$
3. Marketing – Website	$	$
4. Event SWAG	$	$
5. Business Operation (Office and Personnel)	$ 7000	$ 2,000
6. Event Operation (Non-ROW and Utility)	$ 31,800	$ 8,000
7. ROW and Utility Requirements	$ 700	$
8. Other (Describe):	$	$
Total Event Cost	$ 44, 500	$ 10,000

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

We intend to spend $4,000 on Wintertide marketing outside of Clallam County. As Wintertide is one of three festivals we offer throughout the year in addition to marketing that specifically targets our Wintertide audience we also cross promote between festivals. Below are the specifics of our 2023 festival advertising:

$250	**Preview Magazine:** Annual Listing for art galleries exhibitions and events | British Columbia, Washington, Oregon
$500	**Social Media Ads:** $150 Summertide, $150 Fall Festival, $200 Wintertide Festival, Makers Market, and Light Art Experience | Facebook, Instagram
$500	**Youtube:** Fall Festival and Wintertide- Using video promotions to advertise through this additional channel.
$660	**KONP Radio:** All 3 events: KONP has agreed to an in-kind match of funds to double our investment | Clallam County

$1,000	**KION:** Geofencing and ad retargeting- methods of targeted advertising based on location and/or particular events and web traffic.
$1,000	**Peninsula Daily News Regional:** special sections for festivals and the Olympic Peninsula Guide | Kitsap County Focus
$1,800	**Cascadia Films:** $600 for photography and filming for Summertide Festival. $600 to create a 20 second promotional ad that can be used on our website and social media for Fall Festival | $600 for photography of the Wintertide Festival.
$2000	**WSDOT Ferries:** Wintertide (30 second) promotional videos for ferry screens on 4-6 ferries to and around the Olympic Peninsula
$2,096	**Immediate Images, Coho Ferry:** $500 Summertide ad, $700 Fall Festival (20 second) and $896 for Wintertide (30 second) promotional videos on ferry and terminal screens. Targeting audience in Victoria, B.C.
$2,200	**Parent Map Package**: Advertising our three festivals using their sponsored resource E-newsletters and sponsored social media ads| Greater Seattle area

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

Yes, our annual overall goal for sponsorships is $8,500 to support our three festivals. Wintertide specific sponsors for 2023 include our Premier Sponsor of DA Davidson, Country Aire, Seven Cedars, Red Lion, Kitsap Bank, and KONP. Additionally, we receive grant funds from Olympic Peninsula Visitors Bureau to support our marketing efforts. For 2024 we will look towards a similar pool of sponsors but have not yet begun this outreach.

LTAC Funding Priorities Questions

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

This unique event and venue are designed to attract a wide range of both local and out of town visitors.

Visitors include families looking for a fun, creative, and educational experience to share together, as well as holiday shoppers browsing the artisan Makers' Market for one-of-a-kind locally-crafted gifts. Wintertide also appeals to art lovers eager to experience the transforming effects of lighted artwork in the unique context of a rugged second growth Olympic forest, as well as outdoor enthusiasts wishing to spend their winter holiday in a striking and creative natural environment.

In addition to festival attendees, participating artists and artisans will include 15-20 artists installing art in Webster's Woods, and up to 35 local vendors in the indoor Makers' Market. Out of the area artists, along

with their families, friends, and guests, may spend several days on the Olympic Peninsula as they prepare for and enjoy the Wintertide festivities. Ultimately, we are excited to bring an event that appeals to a wide audience, including families, artists, and nature lovers.

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

As stated elsewhere, Wintertide festivities serve to complement other winter fun activities in Port Angeles, building a true package of options that encourage an extended stay in Port Angeles. As we offer multiple festivals a year at PAFAC, we promote these events together as a reason to come back again after experiencing our Wintertide festivities. We additionally invite other arts and culture organizations to share their marketing materials at all of our events, again to encourage visitors to come back to Port Angeles to experience the unique culture and flavor of our community.

11. **Does the event provide any opportunities that improve the tourist/resident relationship?**
X Yes ☐ No **If yes, please describe.**
Answer:

Yes, this event is specifically designed to give residents a fun, festive, and unique artistic experience during the winter months and to simultaneously attract tourists to experience our unique surroundings. Through the emphasis on engaging our community in lantern workshops in the lead up to the festival lantern walk we are creating an opportunity for our community to come together in partnership with visitors from out of the area. We have additionally built-in various price points with the intention that we are creating a space for everyone. For example, every person who attends a workshop receives a ticket to the event as part of their workshop. We annually partner with The Juan De Fuca Foundation for the Arts (JFFA) to co-host a free Art at the Farmer's Market lantern making project in November where we give away 50 free tickets. We additionally offer 3 afterschool workshops and all students who attend these get a ticket to the festival.

12. **The City encourages events that provide intangible benefits for the community, including arts and culture, local economic development, and regional/statewide/national/international exposure. Describe how this event fulfills this priority?**
Answer:

Wintertide contributes to the growing emphasis on arts and culture tourism in Port Angeles and surrounding areas, offering a unique family-friendly winter experience to build on the growing popularity of the Winter Ice Village and other unique local holiday attractions. By providing complementary winter festivities that are advertised throughout the region we are helping to build our off-season economy. Through our festivities we are supporting the livelihood of local and regional artists, inviting vendors to continue providing services in the winter months, and providing referrals to area businesses and restaurants.

With successful outreach to regional light art festivals, we are now drawing light artists from around the region. Our 2023 artists include locals as well as individuals from the Seattle area and as far as Eugene, Oregon. Ultimately, Wintertide is becoming Port Angeles' response to popular light art events such as Redmond Lights, Fremont Luminata or Burien's Arts-a-Glow. Although we continue to learn and seek inspiration from these light festivals, we are committed to developing Wintertide as a unique event with a strong local flavor. The striking natural environment and long winter nights of the Olympic Peninsula provide an exceptional backdrop for light art festivities. Collaborating with local partners and increasing our connections in the community will help to expand on this sense of place, providing visitors and locals alike with a unique meaningful experience.

Additionally, as Webster's Woods is a city owned park and recreation area, PAFAC's role in generating effective and engaging nature inspired events in this park and stewarding continuous park improvements helps build the overall character of our community. Finally, such events will help us make the case for this park as a vital and accessible outdoor recreation space as we seek future state grant funding in partnership with the City of Port Angeles.

13. **Is the event held in coordination or with the cooperation of other events or tourism activities in the City of Port Angeles?**
X Yes ☐ No If yes, please describe.
Answer:

Yes, annually we maintain communications with the Chamber, the Community Playhouse, and Hurricane Ridge Association and have established efforts to co-promote Port Angeles as a winter destination through the promotion of each of our activities. As in previous years, we will have a page on our website devoted to other winter fun activities in Port Angeles and for our contest package with the Seattle Based Magazine ParentMap we will give away a package that includes free tickets to our event and free tickets to the Winter Ice Village.

Our overall goal with this event is to support the complement of events happening during the holiday season and to help build our community as a winter destination for arts, culture, and play. As we look ahead to next year, a primary emphasis will be on maintaining and growing capacity through these partnerships.

14. **How does this event support or involve City of Port Angeles businesses or organizations?**
Answer:
Ultimately, it is our goal to center this as an opportunity to engage our community in winter celebrations and provide meaningful outlets for activity while also creating an event that is attractive to tourists. With that goal in mind, as stated above we have already established local partnerships for cross promotion, resource sharing, and community engagement.

Through shared marketing efforts with the Port Angeles Chamber, we will actively market concurrent local events and attractions, including the Winter Ice Village, related community events, and snow play at Hurricane Ridge to connect tourists with the unique and vibrant holiday experience that can be found in the Port Angeles Area.

Cross Promotion and Shared Resources- For 2024 we will once again establish a cross promotion plan with Winter Ice Village. Additionally, in partnership with JFFA we will continue hosting a lantern making workshop at the Farmer's Market. Finally, through our Wintertide Makers Market Sponsorship we've invited local businesses who also sell the artwork of our vendors in their shops to serve as our market sponsors with the agreement that we will promote their business as an additional location where visitors can find more of the artist's work.

Local Support- We are intentional about purchasing locally whenever possible, so a substantial portion of the event costs are spent at local businesses. Finally, our annual Makers Market is specific to artists from Clallam or Jefferson County to support our local artist and gig economy and our festival vendors are all local as well.

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

X Yes ☐ No If yes, please explain how.
Answer:

Yes, adding to the complement of activities available during the holiday season provides additional family friendly opportunities for local residents and helps to attract tourists from around the region to spend their holiday on the peninsula, thereby benefiting both our city and county.

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

We will continue to widen the scope of the 2024 event with additional partnerships and additional opportunities for engagement as well as focus on building up our selection of lighted art installations and holiday lights.

Festival Weekend: In the lead up to the festival weekend we will offer a greater number of hands-on lantern workshops for all ages to encourage more local participation in Lantern Walk. If we are able to draw in additional grants beyond LTAX we are also interested in expanding the footprint of the event into the Art Center Parking lot. This will require a partnership with the College for shared parking and the addition of bus shuttles.

More Visible Art and Lighting: For 2024 we would like to double the amount of light art installations offered. Commissioning artists to provide more involved light installations requires a larger pool of funds and therefore is contingent upon our ability to pull in additional grants and sponsorship to support this effort. Additionally, for 2023 we have shifted to a theme-based approach in order to create more cohesion among the light art installations we receive. We will continue using a theme based approach in 2024.

JLARC Reporting Question

17. **Based on State mandated reporting, please complete items A thru F below. If this is a new event or the event did not occur in 2023, put n/a in the 2023 column. The 2024 column is the anticipated number of people. A requirement of the award reimbursement is the tracking of these lodging statistics.**

State Mandated Lodging Reporting Questions	Estimates 2023	2024	1-5 Word Methodology used to report
a. Overall attendance at your proposed event/activity/facility.	8,331	9,241	Direct count
b. Number of people who will travel more than 50 miles for your event/activity.	3,265	3,658	Structured estimate
c. Of the people who travel more than 50 miles, the number of people who will travel from another country or state.	1,549	1,861	Structured estimate
d. Of the people who travel more than 50 miles, the number of people who will stay overnight in Port Angeles or the Port Angeles area.	2,332	2,592	Structured Estimate
e. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-	2,332	2,592	Structured Estimate

	breakfast/short term rental) in Port Angeles or Port Angeles area.			
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)*	583	648	Structured Estimate

*Methods of Estimation: Structured Estimates and Direct Counts

(Direct count) Attendees- We are able to come up with this number through our gallery sign-in log, our automated pedestrian counter at park entrance, ticket sales, workshop registrations, gallery host log, and welcome table counts.

Visitors who will travel more than 50 miles- We are not able to track where park visitors are coming from via our park counter, but we do maintain a gallery sign-in log and based on this log we apply the percentage of visitors from more than 50 miles away to the total number of event visitors during Wintertide Festivities.

Visitors from another state or country- We are not able to track where park visitors are coming from via our park counter, but we do maintain a gallery sign-in log and based on this log we apply the percentage of visitors from out of the state or country to the total number of event visitors.

Visitors staying in paid accommodations- We use our gallery numbers as a representative sample of total visitors. We apply the percentage of visitors from the gallery sign-in log with paid lodging nights to the total number of event visitors.

Paid lodging room nights resulting from this event- We calculate paid lodging nights per visitor from the gallery sign-in log and apply that to the number of people who selected that they stayed in paid lodging. We then divide the number of visitors by 4 to come up with the room number assuming that visitors are staying together in lodging.

Signature and Certification

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

- I am proposing a tourism-related service for 2024. If awarded, my organization intends to enter into a Municipal Services Contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City; and file for a permit to use City property, if applicable.
- The City of Port Angeles will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and a signed Request for Reimbursement form (or other form acceptable to the City) has been submitted to the City, including copies of invoices and payment documentation.
- My agency will be required to submit a report documenting economic impact results in a format determined by the City. Access the form here:

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

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

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

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

Christine Loewe	Christine Loewe	10/15/23
Print Name of Applicant	Signature	Date

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

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

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

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

2024 Wintertide Budget

	A	B	C
1	**INCOME**		Requested LTAX Portion
2	Makers Market	20,000	
3	City Lodging	10,000	
4			
5	Event Sponsorship	4,500	
6	Wintertide Festival of Light Ticket Sales	13,000	
7	Visitor Bureau Marketing	3,000	
8	7 Lantern Workshops	2000	
9	**TOTAL**	**52,500**	
10			
11	**EXPENSES**		
12			
13	Sculpture Commissions	13,000	6000
14	Marketing	5,000	
15	Lantern Making Workshops/ Design supplies	1,500	
16	Teaching Artists/ Workshop Staff	1,000	
17	Festival Performances	5,000	2,000
18	Makers Market Commissions	12,000	
19			
20	Event Supplies- Extension cords, tents, additional lighting, port-o-johns, and sound equipment	3,000	2,000
21	Market Manager 8 week contract	2500	
22	Utilities	700	
23	Staff Time	5,000	
24			
25	**TOTAL**	**48,700**	**10,000**
26			



ADA PARKING INFORMATION AND PLAN

ADA reserved parking is located outside of the gallery entrance. Additionally at our event we have parking attendants manage the driveway to allow for ADA drop-off at the gallery entrance. Finally, we now have an ABA accessible trail to the meadow providing safer access to festival activities. We can request that the city place a reserved parking sign in their parking lot at the space closest to this new trail.

Form **W-9**

(Rev. October 2018)

Department of the Treasury

Internal Revenue Service

Request for Taxpayer Identification Number and Certification

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

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

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

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

Print or type. See Specific Instructions on page 3.

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

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

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

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

☐ Other (see instructions) ▶

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

Exempt payee code (if any)

Exemption from FATCA reporting code (if any)

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

5 Address (number, street, and apt. or suite no.) See instructions.

Requester's name and address (optional)

6 City, state, and ZIP code

7 List account number(s) here (optional)

Part I Taxpayer Identification Number (TIN)

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

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

Social security number

or

Employer identification number

Part II Certification

Under penalties of perjury, I certify that:

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

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

Sign Here	Signature of U.S. person ▶	Date ▶ 10/16/2024

General Instructions

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

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

Purpose of Form

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

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

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

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

IRS Department of the Treasury
Internal Revenue Service
P.O. Box 2508
Cincinnati OH 45201

In reply refer to: 0248560116
July 28, 2009 LTR 4168C E0
94-3029546 000000 00
00012601
BODC: TE

FRIENDS OF THE FINE ARTS CENTER
PO BOX 1695
PORT ANGELES WA 98362-0085

001334

Employer Identification Number: 94-3029546
Person to Contact: Ms. Harper
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your request of July 17, 2009, regarding your tax-exempt status.

Our records indicate that a determination letter was issued in August 1987, that recognized you as exempt from Federal income tax, and discloses that you are currently exempt under section 501(c)(3) of the Internal Revenue Code.

Our records also indicate you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section 509(a)(2).

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.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely yours,

Michele N. Sullivan

Michele N. Sullivan, Oper. Mgr.
Accounts Management Operations I

Lodging Tax Advisory Committee

Funding Request Review 2nd Call

Clallam County Parks, Fair, & Facilities

RECEIVED
CLALLAM CO. COMMISSIONERS
MAR 15 2024
1...2...3...A...
@11:15am

LODGING TAX FUNDING APPLICATION 2024

GUIDELINES

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

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

I **AMOUNT of Lodging Tax Requested**: **$** 75,000.00

II **Agency/Organization Name**: Clallam County Parks, Fair, & Facilities
Organization is X Government Entity ☐ 501(c)3 ☐ 501(c)6 ☐ Other
Federal Tax ID No. 91-6001298 UBI Number 054004559

III **Project/Activity/Event**: Design, Fabricate and install an enlarged ramp to reestablish Beach Access at Clallam Bay County Park

IV **Representative Contact Information**:
Name, Title Don Crawford, Director
Mailing Address 223 East Fourth Street, Suite 7 Port Angeles, WA 98362-3000
Phone(s) 360.417.2291
Email Donald.crawford@clallamcountywa.gov

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

CERTIFICATION

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

RMC Call
Signature

Date: 3·15·2024

Don Crawford
Print or Type Name

LODGING TAX APPLICATION – REQUIRED SUPPLEMENTAL QUESTIONS

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

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

   Clallam Bay Spit Community Beach County Park is a must-visit destination for recreational and tourist activities in Clallam Bay. With easy access to a magnificent one-mile stretch of sand/gravel saltwater beach and the Clallam River, this park is perfect for picnics, birdwatching, and marine animal spotting. The park offers a full-service restroom and a picnic area, making it an ideal break spot on the Highway 112 National Scenic Byway.

   The 33-acre park's unique location, where the Clallam River's nutrient-rich waters meet the Strait of Juan de Fuca, creates a dynamic landscape that attracts shore and marine birds. Visitors can watch feeding osprey and eagles along the mile-long beach and spot marine animals. With easy parking, public access to the river and beach, and plenty of trees, Clallam Bay Spit and Community Beach County Park is a crowd-free spot with much to love.

   Unfortunately, a winter storm rendered the beach access bridge inoperable several years ago. We are excited to propose a project to design and fabricate a 65-foot ramp extension to reconnect the existing bridge to the beach. Once completed, visitors can fully enjoy all that Clallam Bay Spit Community Beach County Park offers.

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

   The economy of Clallam Bay and the nearby Sekiu heavily depends on tourism. However, due to the unavailability of convenient beach access, visitors tend to shorten their stay and travel to other beach access points. This results in lost overnight accommodations, and businesses located adjacent to the park, such as the Sunsets West Co-op, rely heavily on lengthy park visits, which an operable beach access bridge can provide.

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.

   Most Clallam Bay Spit Community Beach County Park visitors travel more than 50 miles and find the beach inaccessible, frustrating them and residents alike. Beach access is the draw to Clallam Bay.

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

   Visitors to Clallam Bay stop for gas, restrooms, and beach access. Beach access encourages them to stick around, spend money, stay overnight, and spread the word about the region's charm.

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

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

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

As a direct result of your proposed tourism-related service, please provide:	2024 Estimate	2023 Actual	Methodology
a. Overall attendance at your event/activity/facility	1,557,534		Extrapolation from a recent survey
b. Number of people who travel more than 50 miles for your event/activity/facility	1,261,602		Extrapolation from a recent survey
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	14,694		Extrapolation from a recent survey
d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.			
e. Of the people staying overnight, the number of people who stay in PAID accommodations e.g. hotel, motel, bed-breakfast, RV park, in the unincorporated Clallam County area.			
f. Number of paid lodging room nights resulting from your event/activity/facility.			

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

8. Describe the prior success of your event/activity/facility in attracting tourists.
In a recent survey of 636 individuals, roughly 20% of respondents said that they had visited Clallam Bay Spit Community Beach County Park in the past year. 88.05% of respondents indicated that walking/hiking was their primary activity. 22.16% of those respondents are from outside of Clallam County. Of the 495 in-county respondents, 401, or 81%, live greater than 50 miles away from the park. Of the 141 respondents who live outside the county, roughly 42% travel over 100 miles from Clallam Bay. 7 % of non-county respondents live over 200 miles from Clallam Bay. One respondent lives in Germany.

9. Describe your target tourist audience (location, demographics, etc.)
The survey described above indicates that the largest percentage of respondents come from the eastern side of Clallam County and that the next largest percentage are located in the counties surrounding Puget Sound in Western Washington.

10. Describe how you will promote your event/activity/facility to attract tourists.
Because the largest percentage of county park users identify walking/hiking as their number one activity, The shoreline beach access of Clallam Bay Spit Community Beach County Park is the primary draw. Without beach access, the only significant activity identified is the use of the restrooms at 70.91%.

11. Describe how the event/activity/facility will help promote lodging establishments, restaurants, and businesses located in the unincorporated area of Clallam County.
Expansive 1-mile beach access is the primary draw to Clallam Bay. Reestablishing beach access is crucial to extending visitor stays.

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

13. What is the overall budget for your event/activity/facility? $ 75,000

14. What percent of the budget are you requesting from the Clallam County Lodging Tax Fund? 100%

15. Please describe your plans for securing the remaining funds necessary to complete your event/activity/facility.
N/A

APPLICATION INSTRUCTIONS – GENERAL GUIDELINES

APPLICATION DEADLINE: Applications must be received at the Board of County Commissioner's Office, 223 East 4th Street, Suite 4, Port Angeles WA 98362-3015 (Clallam County Courthouse, main level, Room 150) until **12 p.m., Friday, March 15, 2024**.

The Clallam County Lodging Tax Advisory Committee (LTAC) will review 2024 Lodging Tax funding proposals in a public meeting as determined at the Clallam County Courthouse, Commissioner's Boardroom 160. **Applicants will be notified and attendance by the applicant's representative is required for presentation and questions.** Following review, LTAC will forward its recommendation to the Board of County Commissioners.

APPLICATION, SUPPLEMENTAL QUESTIONS, INFORMATION SUBMITTAL:

Submit the **original application and one copy to**:

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

Submittals made in an incorrect format will not be considered. The sealed applications must be clearly marked on the outside "2024 Lodging Tax Funding Application." All copies need to be single sided and not stapled and no folders. All documents/brochures must be printed on 8.5 x 11 letter size paper to be accepted. Documents delivered to other offices and received late by the Commissioners' Office will not be considered nor will ones received by facsimile or e-mail.

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

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

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

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

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

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

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

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

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

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

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

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

HIGH PRIORITY may be given to tourism activities that:

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

Lodging Tax Advisory Committee Considerations

In developing its recommendations, the Committee considers:

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

Project:

Reestablishment of Beach Access at Clallam Bay Spit Community Beach County Park

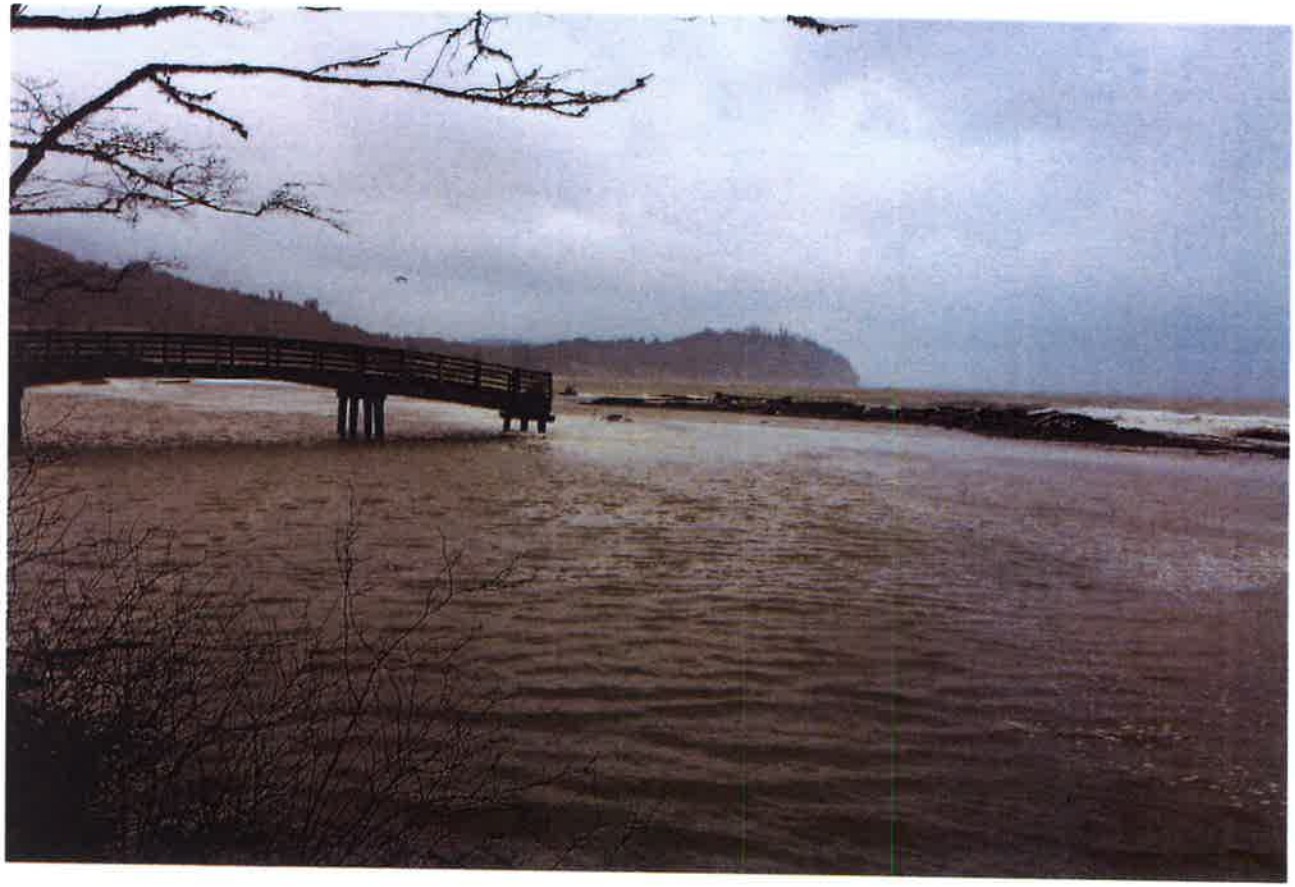
Background and Pictures.

The Clallam Bay Spit beach is highly dynamic. In the past 25 years, beach access requirements have shifted from a few feet to 60' and, at present, are moderating to approximately 40'. Providing the proposed 65' bridge ramp will accommodate present needs while county staff can develop a more durable long-term solution. The proposed and the existing ramps will be integrated into the solution.

The picture to the right (approximately 2016) shows beach access utilizing a 30' ramp to span the distance between the bridge's end and the beach.



Winter storm 2023. The picture highlights the dynamic of the beach.



Present condition of beach access bridge. The existing ramp is 30' short of spanning the void to provide beach access.



The Long-term Goal

A future proposal suggests designing and building a sizeable observation deck at the end of the current bridge. This platform will serve as the starting point for two ramps, one measuring 30 feet and the other 65 feet, that will lead to the beach. The ramps will have flotation devices to adapt to varying tidal conditions. This plan will require significant resources for the design, permit acquisition, construction, and building processes, and it may take several years to complete.

BUDGET- Reestablish Beach Access at Clallam Bay Spit Community Beach County Park, Clallam Bay, WA

Project Scope

Design, Fabricate, Deliver and Install One (1) each 4'-6" (clear inside guardrails) x 65'-0" Aluminum Bridge, to include:

Item	Description	Price
1	Truss design. 100psf live load, L/360 deflection.	
2	Fibergrate Ecograte ADA compliant,62% open, molded, skid resistant, fiberglass deck.	
3	One (1) each 4" toe rail – both sides.	
4	Horizontal mid rails – less than 4" openings – both sides. Internal handrail – both sides.	
5	Fixed hinge – one end.	
6	UHMW skids – one end.	
7	One (1) each top transition plate, 1'-0" x 4'-6" x 0.250" – metalized surface.	
8	One (1) each bottom transition plate, 3'-0" x 4'-6" x 0.375" – metalized surface.	
9	Drawings for review / approval.	
10	Stamped Washington engineering calculations for review / approval	
11	Estimated freight – FOB job site truck, Clallam Bay, Washington	
12	Installation	
13	Contingency 7%	$5,000
	Total Budget	$75,000

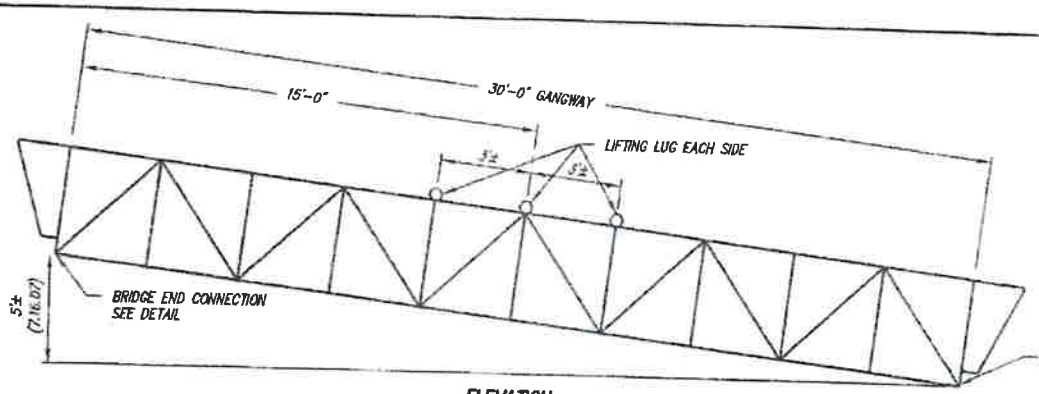
Note: once approved, project must be bid out and formally contracted which will extend the duration of the project possibly until spring 2025.

Project:

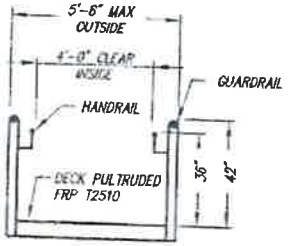
Reestablishment of Beach Access at Clallam Bay Spit
Community Beach County Park

Note:

The following plans specify a shorter ramp than proposed in the application. However, the general design of the proposed ramp is the same.



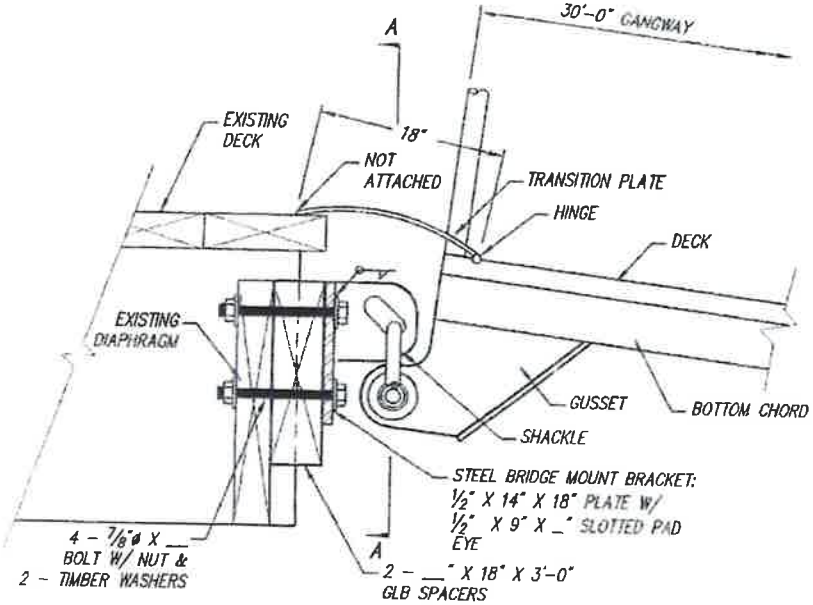
ELEVATION



SECTION

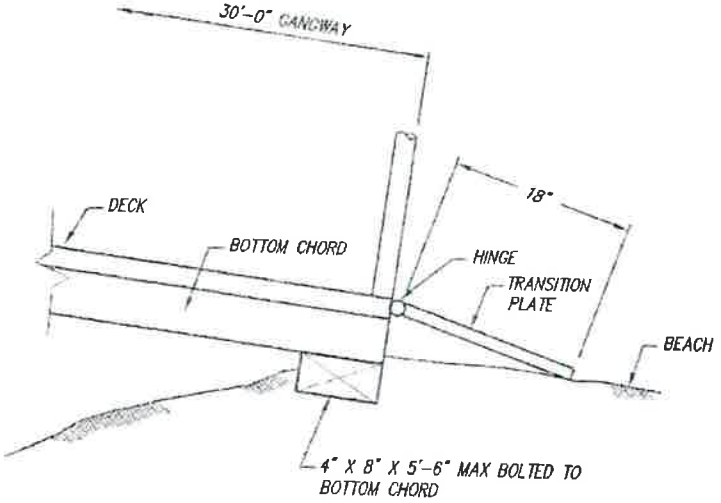
REMOVABLE GANGWAY

1"=1'



BRIDGE END CONNECTION DETAIL

1"=1'-0"



BEACH END BRACKET DETAIL

1"=1'-0"

NOTES:

GANGWAY & ATTACHMENTS SHALL BE ALUMINUM. MOUNTING & OUTRIGGER BRACKETS SHALL BE HOT DIP GALVANIZED STEEL. ALL WOOD SHALL BE PRESERVATIVE TREATED WITH CHEMONITE (ACZA) PER AWPA STANDARDS. SEE PURCHASE SPECIFICATIONS FOR ADDITIONAL DETAIL.

Underground Utilities Location Services
Call TOLL FREE
1-800-424-5555
THREE WORKING DAYS BEFORE DIGGING

HAROLD T. ANDERSEN
STATE OF WASHINGTON
23347
REGISTERED
PROFESSIONAL ENGINEER
EXPIRES JAN 15, 2009

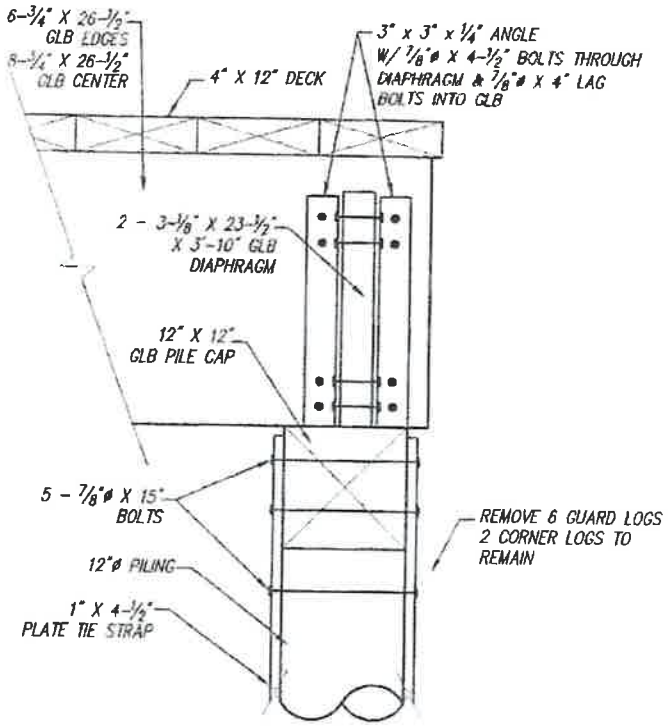
WASHINGTON STATE PARKS & RECREATION
CLALLAM BAY BRIDGE

DATE: 9/28/07 | JOB No. 07-38 | SCALE: AS SHOWN | SHEET: 01 of 05

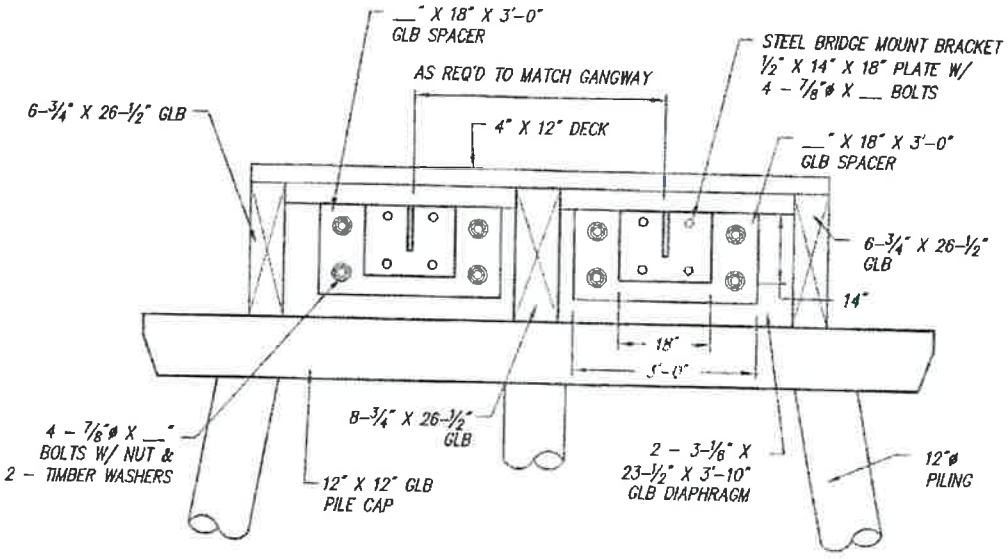
QUADRA ENGINEERING, INC.
P.O. BOX 2356
240 W. CEDAR STREET
SEQUIM, WA 98382
TEL: (360) 683-7016
FAX: (360) 683-7017
quadra@olypen.com

prepared for: NW REGION PARKS DEVELOPMENT SERVICES
220 N WALNUT STREET
BURLINGTON WA 98233
PHONE: (360) 755-5252
FAX: (360) 428-1094 FAX

DRAWN: VAL W | DESIGNED: HTA | CHECKED: HTA



EXISTING BRIDGE END DETAIL
(GUARDRAILS NOT SHOWN)
1"=1'–0"



SECTION A–A
(GUARDRAILS NOT SHOWN)
1/2"=1'–0"

Underground Utilities Location Services
Call: TOLL FREE
1–800–424–5555
THREE WORKING DAYS BEFORE DIGGING

HAROLD T. ANDERSEN
STATE OF WASHINGTON
23347
REGISTERED PROFESSIONAL ENGINEER
EXPIRES JAN 15, 2009

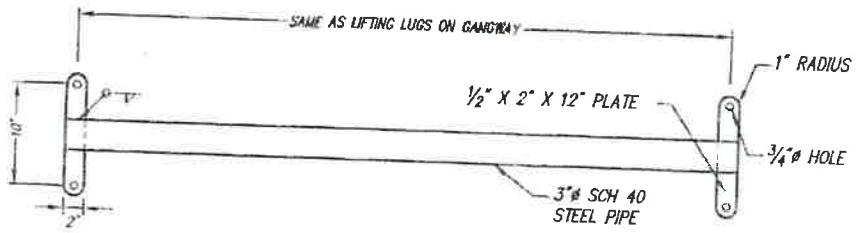
WASHINGTON STATE PARKS & RECREATION
CLALLAM BAY BRIDGE

DATE: 9/26/07 | JOB No: 07–39 | SCALE: AS SHOWN | SHEET: 02 of 05

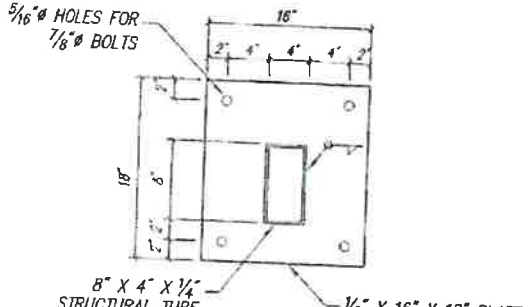
QUADRA ENGINEERING, INC.
P.O. BOX 2356
240 W. CEDAR STREET
SEQUIM, WA 98382
TEL: (360) 683–7019
FAX: (360) 683–7087

prepared for: NW REGION PARKS DEVELOPMENT SERVICES
220 N WALNUT STREET
BURLINGTON WA 98233
PHONE: (360) 755–5282
FAX: (360) 428–1094 FAX

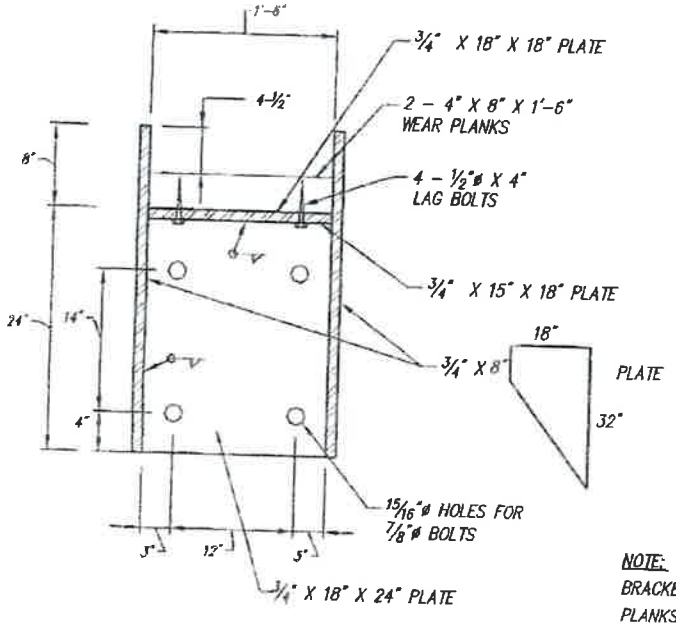
DRAWN: MLW | DESIGNED: HTA | CHECKED: HTA

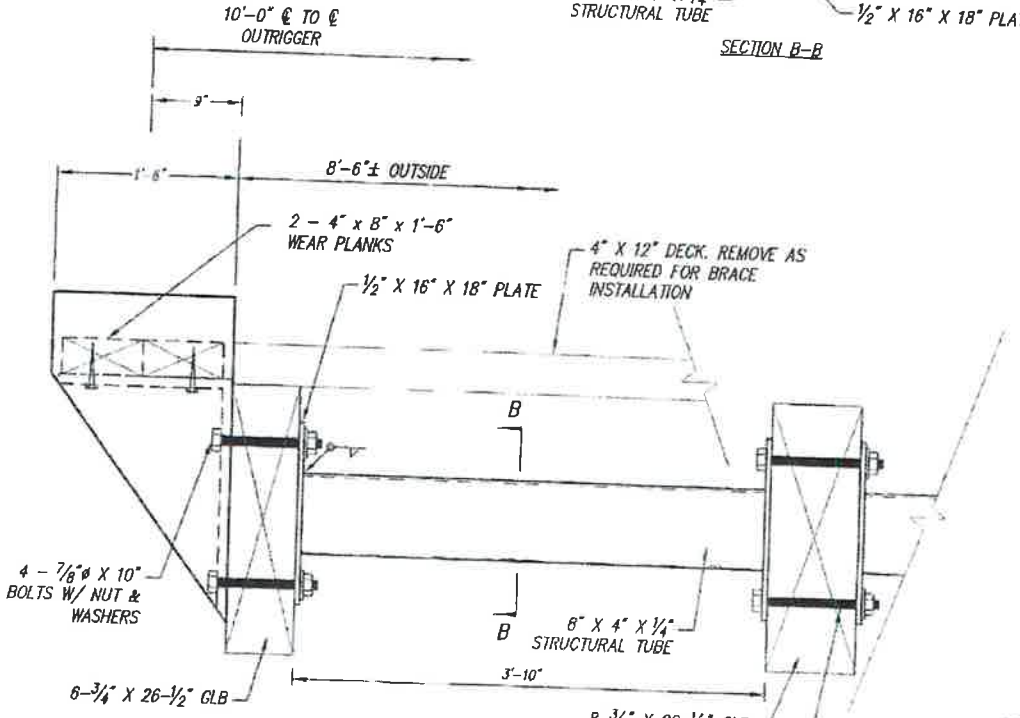


LIFTING BAR



SECTION B-B





NOTE:
BRACKET SHALL BE PLACED SO THAT WEAR PLANKS ARE FLUSH WITH BRIDGE DECK

OUTRIGGER SUPPORT BRACKET & BRACE

4 EACH REQUIRED

1"=1'-0"

HAROLD I. ANDERSEN — STATE OF WASHINGTON — 23347 — REGISTERED PROFESSIONAL ENGINEER

EXPIRES JAN 15, 2008

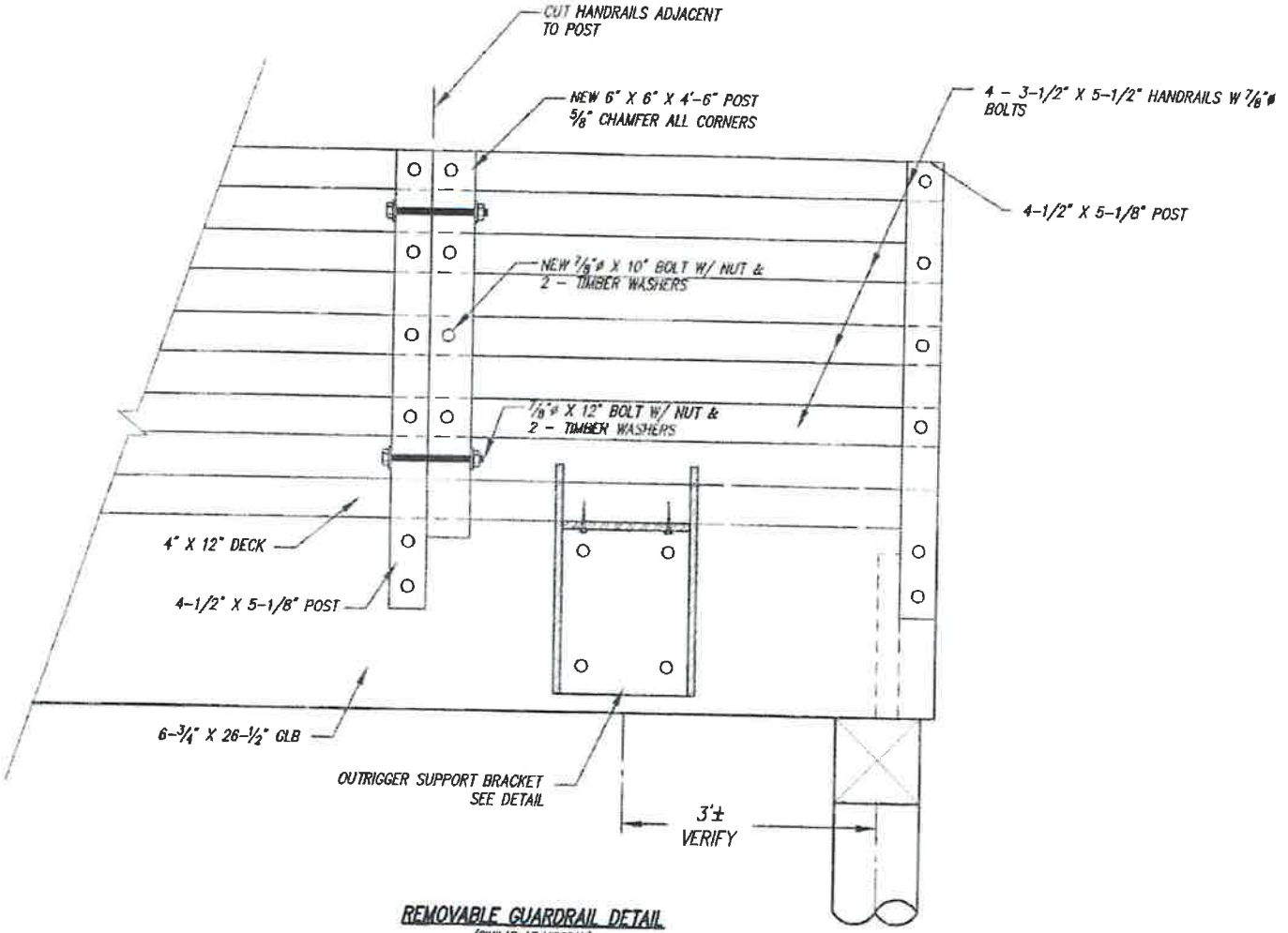
WASHINGTON STATE PARKS & RECREATION
CLALLAM BAY BRIDGE

DATE: 10/01/07 | JOB No. 07-39 | SCALE AS SHOWN | SHEET 03 of 05

QUADRA ENGINEERING, INC.
P.O. BOX 2356
240 W. CEDAR STREET
SEQUIM, WA 98382
TEL: (360) 683-7019
FAX: (360) 683-7087

prepared for:
NW REGION PARKS DEVELOPMENT SERVICES
220 N WALNUT STREET
BURLINGTON WA 98233
PHONE: (360) 755-5202
FAX: (360) 428-1094 FAX

DRAWN: M.I.W | DESIGNED: H.I.A | CHECKED: H.I.A



REMOVABLE GUARDRAIL DETAIL
(SIMILAR AT MIDSPAN)
3/4"=1'-0"

HAROLD T. ANDERSEN
STATE OF WASHINGTON
23547
REGISTERED
PROFESSIONAL ENGINEER
EXPIRES JAN 15, 2009

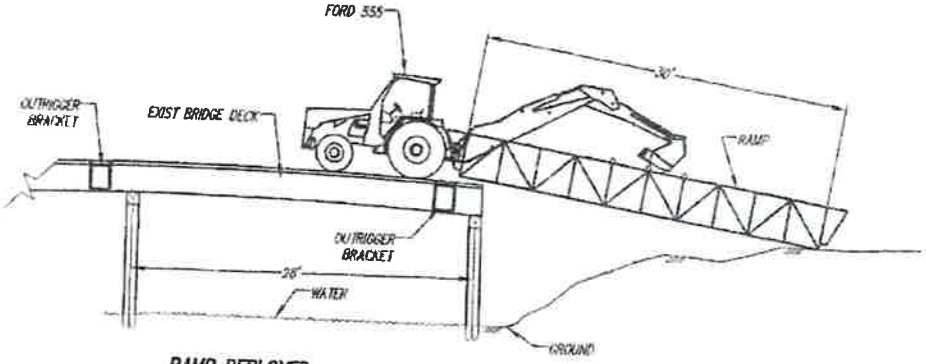
WASHINGTON STATE PARKS & RECREATION
CLALLAM BAY BRIDGE

DATE 3/26/07 | JOB No 07-39 | SCALE: AS SHOWN | SHEET 04 of 05

QUADRA ENGINEERING, INC.
P.O. BOX 2356
240 W. CEDAR STREET
SEQUIM, WA 98382
TEL: (360) 683-7019
FAX: (360) 683-7087

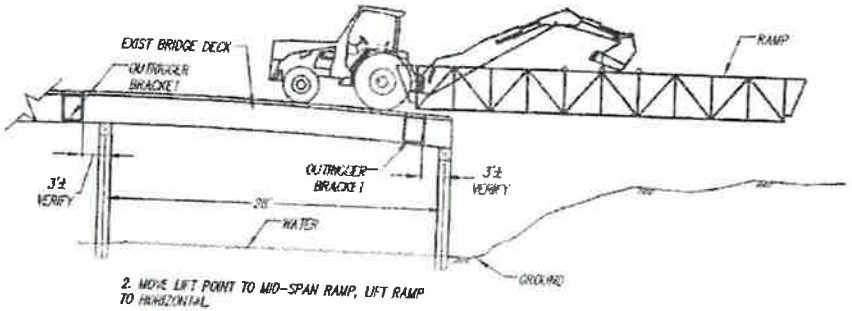
prepared for:
NW REGION PARKS DEVELOPMENT SERVICES
220 N WALNUT STREET
BURLINGTON WA 98233
PHONE: (360) 755-5262
FAX: (360) 422-1094 FAX

DRAWN: MLW | DESIGNED: HTA | CHECKED: HTA

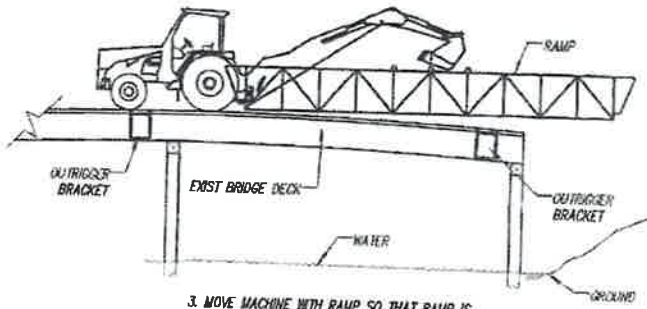


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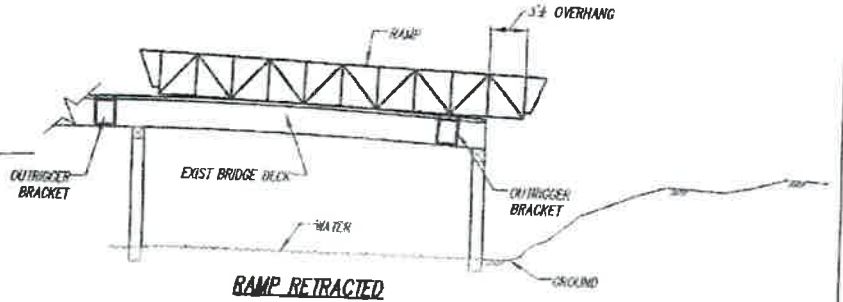
1. DISCONNECT HINGE, LIFT RAMP AT BRIDGE END, CONNECT RAMP TO HITCH ON MACHINE.



2. MOVE LIFT POINT TO MID-SPAN RAMP, LIFT RAMP TO HORIZONTAL.



3. MOVE MACHINE WITH RAMP SO THAT RAMP IS BETWEEN SUPPORT PILINGS. LOWER ONTO BRIDGE DECK.



RAMP RETRACTED

RAMP REMOVAL SEQUENCE

(GUARDRAILS NOT SHOWN)
NOT TO SCALE

Underground Utilities Location Services
Call TOLL FREE
1-800-424-5555
THREE WORKING DAYS BEFORE DIGGING

HAROLD T. ANDERSEN
STATE OF WASHINGTON
23347
REGISTERED
PROFESSIONAL ENGINEER
EXPIRES JAN 15, 2009

WASHINGTON STATE PARKS & RECREATION
CLALLAM BAY BRIDGE

DATE: 9/26/07 | JOB No. 07-39 | SCALE: AS NOTED | SHEET: 05 of 05

QUADRA ENGINEERING, INC.
P.O. BOX 2356
240 W. CEDAR STREET
SEQUIM, WA 98382
TEL: (360) 683-7019
FAX: (360) 683-7067
quadra@olypen.com

prepared for:
KW MODERN FARMS DEVELOPMENT SERVICES
220 N WALNUT STREET
BURLINGTON WA 98233
PHONE: (360) 755-5262
FAX: (360) 428-1094 FAX

DRAWN: MLW | DESIGNED: HTA | CHECKED: HTA

Lodging Tax Advisory Committee

Funding Request Review 2nd Call

Feiro Marine Life Center

RECEIVED
CLALLAM CO. COMMISSIONERS
MAR 15 2024
1 2 3 A
@11:35am

LODGING TAX FUNDING APPLICATION 2024

GUIDELINES

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

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

I **AMOUNT of Lodging Tax Requested**: $ 29,495

II **Agency/Organization Name**: Feiro Marine Life Center

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

Federal Tax ID No. 26-1957956 UBI Number 602798181

III **Project/Activity/Event**: Operations Support

IV **Representative Contact Information**:

Name, Title Melissa Williams, Executive Director

Mailing Address PO Box 625, Port Angeles, WA 98362

Phone(s) 360-775-5182

Email melissaw@feiromarinelifecenter.org

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

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

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

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

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

CERTIFICATION

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

Signature

Date: March 14, 2024

Melissa A Williams
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 page

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

see attached page

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 page

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

see attached page

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

not applicable

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

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

As a direct result of your proposed tourism-related service, please provide:	2024 Estimate	2023 Actual	Methodology
a. Overall attendance at your event/activity/facility	17,000	17,246	admission sales
b. Number of people who travel more than 50 miles for your event/activity/facility	10,000	10,347	sign-in logs
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	5,000	5,174	sign-in logs
d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.	8,500	8,500	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.	8,000	8,000	estimate
f. Number of paid lodging room nights resulting from your event/activity/facility.	4,000	4,000	estimate

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

not applicable

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

see attached page

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

see attached page

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

see attached page

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 page

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 page

13. What is the overall budget for your event/activity/facility? $ 119,195 (aquarium exhibits only)
What percent of the budget are you requesting from Clallam County Lodging Tax Fund? 25% %

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

Earned revenue from admissions and retail sales

Operations Support

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

   On an annual basis, Feiro's exhibits reach visitors from all 50 states and dozens of foreign countries each year. A major factor in their decision to come is taking part in a coastal experience, including wanting to learn more about this special place and the animals that inhabit it. Because visitors cannot always align to the lowest of tides, or do not always have the mobility to access uneven terrain far from a parking space, a trip to Feiro ensures that they can see and learn about our coastal environment.

   We enjoy very positive word of mouth from locals and out of town guests. Our staff and volunteers go out of their way to provide an excellent experience, despite the fact that our existing building is more than 40 years old. As it gets more costly to run and repair our exhibits, we are seeking outside support for staffing to ensure we can remain open to the public 5-6 days a week on a seasonal basis. We continue to raise capital funds for a new facility, but those funds are restricted for future use and not able to be used to fund operating expenses.

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

   Overnight visitors to Clallam County often choose a few different places to stay while they are here so they can travel all over the county. The more amenities like Feiro that are available during their visit, the longer their trip will be and the more nights of accommodation they will book.

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.

   Over the last decade, Feiro has embraced its role as both an accessible learning experience for local residents AND a place for tourists to learn more about our coast. We have made interior and exterior building improvements as funding allows that offer more of an expected "aquarium experience." We also maintain the most open days and times of the aquariums operating in Poulsbo, Port Townsend and Port Angeles. Visitors from those areas will often make a day trip, as we can support a visit outside of Friday/Saturday/Sunday weekends.

   We are active on social media platforms, and maintain a website and business profile for search traffic. Additionally we provide printed rack cards to regional visitor centers, and utilize word of mouth.

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

Feiro Marine Life Center partners with other entities such as NOAA Olympic Coast National Marine Sanctuary and Olympic National Park, along with other Community Marine Science Centers of the Salish Sea. We refer guests to each other, in addition to hosting joint online programs that reach around the world with content about the Olympic Peninsula. For example, the Speaker Series we co-host with NOAA Olympic Coast National Marine Sanctuary reaches more than a thousand participants worldwide each season through a series of 3-4 webinars on local topics of interest.

For people from out of the area, the fact that it is 'always low tide' at Feiro means that visitors to our area can almost always see local intertidal creatures.

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

We are considered as destinations by those visiting from out of the area to learn about and explore the Olympic Peninsula coast.

Visitor Comments left at Feiro Marine Life Center in our guestbook

"My kiddos loved this!" Spokane, WA

"Great teacher, thanks, Terri" Portland, OR

"Nice octopus!! Knowledgeable staff. Very interesting" Richfield, UT

"Sweet!" Fairbanks, AK

"Thank you!" Shelbyville, IN

"Great Experience" Kansas City, MO

"Wonderful and very helpful. I love it" Malmo, Sweden

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

Feiro targets tourists who are already arrived on the Peninsula and

staying in hotels, campgrounds and such, as well as people planning their visit who want to learn more about local tidepools. We also attempt to assist with people planning their trips by promoting our hours and experiences in tourism-related online forums.

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

Feiro continues to work with visitor centers, hotels and destination partners to share content and experiences that invite a visit to our exhibits.

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

Feiro Marine Life Center promotes visits to Clallam County Parks and other coastal lands. Depending on the visitors' interests and needs, we can and do also promote specific businesses and regional amenities across Clallam County. Commonly requested resources include seafood restaurants, points of interest like museums, indoor activities for youth, campsites, shops, and convenience stores.

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

We are not applying to another jurisdiction in 2024. In 2023, Feiro received $15,500 from the City of Port Angeles for Capital Improvements, including replacing an end-of-life aquarium tank, seawater system repairs and maintenance, and design and printing of new exhibit signs.

Feiro Marine Life Center
2024 Aquarium Budget

Personnel	89,583
Animal Care	5,750
Permits	117
Guest Supplies	1,000
Office Supplies	900
Security	500
Repairs & Maintenance	3,000
Printing and Promotion	1,500
Occupancy (percent of phone, utilities, insurance, etc.)	16,805
Total	119,155

Support requested from CC LTAC
Guest Services Staff *$ 29,495.00*
1300 hours for permanent part-time staff member
300 hours for seasonal part-time staff member
plus 8% fringe

Feiro Marine Life Center

	2024 Operating Budget
Operating Revenue	
Earned Revenue	
Tuition/Fees	95,000
Contracts	7,000
Other (Retail, Interest)	25,000
Total Earned Revenue	127,000
Contributed Revenue	
Total Individual	170,000
Foundations	70,000
Corporation	20,000
In Kind Donations	39,000
Total Contributed Revenue Received	299,000
Less Funds Restricted for Future Use	(35,000)
Total Revenue	391,000
Funds Released from Restriction	28,000
Total Revenue for Use	419,000
Operating Expense	
Personnel	272,000
Non Personnel	
Program Expenses	83,000
Admin&Facility	24,000
Fundraising	31,000
Retail Cost of Goods Purchased	13,000
Total Non Personnel	151,000
Total Expenses	423,000
Operating Gain/(Loss)	(4,000)

WASHINGTON
Secretary of State
Corporations & Charities Division

Corporations and Charities Division
Physical/Overnight address:
801 Capitol Way S
Olympia, WA 98501-1226
Mailing address:
PO Box 40234
Olympia, WA 98504-0234
Tel: 360.725.0377
sos.wa.gov/corps

11/10/2023

FEIRO MARINE LIFE CENTER
PO BOX 625
PORT ANGELES WA 98362-0112

Registration Number: 1131033
Organization Name: FEIRO MARINE LIFE CENTER

Greetings FEIRO MARINE LIFE CENTER,

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

CHARITABLE ORGANIZATION RENEWAL

Please note: Per WAC 434-120-035 online filing is mandatory and it is a requirement to report any organization changes within 30 days per WAC 434-120-045 To file online, conduct searches, subscribe to corporations and/or charities and receive filing status updates, please create a user account at www.sos.wa.gov/ccfs If you already have an account created, simply sign in to access these features.

Important information:

- All solicitations must include the required disclosure information as described in the Charitable Solicitations Act, RCW 19.09.100 Sample disclosures can be found at our website.
- If the Charity or Commercial Fundraiser is contracting with a different organization, before fundraising begins a fundraising service contract registration must be submitted. This is a contract between a Charity and Commercial Fundraiser. The contract filing is available online at www.sos.wa.gov/ccfs
- Determine if the organization may need to register in multiple ways with the Charities Program. Additional registration requirements may be needed if the organization meets certain defined under RCW 19.09.020(2) or RCW 11.110.020
- If registered as a Charitable Organization visit the Combined Fund Drive (CFD) www.cfd.wa.gov to complete the registration process if the Charitable Organization wishes to take part in the CFD.

We appreciate your assistance in maintaining current registration information for your organization with the Charities Program. If you have questions please contact the Charities Program by email at charities@sos.wa.gov by phone at 360-725-0377 or visit our website for a chat option with a representative.

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

Lodging Tax Advisory Committee

Funding Request Review 2nd Call

Port Angeles Waterfront Center

RECEIVED
CLALLAM CO. COMMISSIONERS
MAR 15 2024
1...2...3...A...
@11:43am

LODGING TAX FUNDING APPLICATION
2024

GUIDELINES

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

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

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

II **Agency/Organization Name**: Port Angeles Waterfront Center

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

Federal Tax ID No. 81-3062077 UBI Number 604-011-408

III **Project/Activity/Event**: GOS for Field Hall Arts & Events

IV **Representative Contact Information**:

Name, Title Steve Raider-Ginsburg

Mailing Address 201 W Front St, Port Angeles, WA 98362

Phone(s) 860-869-0534

Email steve@fieldhallevents.org

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

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

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

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

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

CERTIFICATION

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

Date: 3/15/24

Signature SRG

Steve Raider-Ginsburg

Print or Type Name

LODGING TAX APPLICATION – REQUIRED SUPPLEMENTAL QUESTIONS

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

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) is a transformative venture on the North Olympic Peninsula, driving economic development and revitalizing Port Angeles' waterfront. As the flagship of downtown revitalization projects, it is set to catalyze over $128 million in business development and infrastructure enhancements, fostering job creation, economic activity, and tax revenue.

In its inaugural season, Field Hall has become a vibrant epicenter, hosting over 250 unique meetings, events, and programs annually, with an estimated footfall of more than 50,000. It provides world-class performing arts, conferences, and events, attracting a far-reaching out-of-town market. Offerings range from soulful melodies to intellectually stimulating conversations and captivating performances, attracting visitors from diverse regions and backgrounds. Eclectic offerings range from the soulful melodies of Ranky Tanky to intellectually stimulating Community Conversations featuring thought leaders such as co-founder of Pixar, Dr. Alvy Ray Smith, captivating performances by the Vienna Boys, and exhibitions showcasing Native artwork, have already attracted visitors from diverse regions and backgrounds, cementing Field Hall's role as a magnetic cultural hub.

Field Hall's cutting-edge conference and events space can accommodate a substantial number of gatherings, with a significant portion expected to draw out-of-town visitors. This influx of tourists and business travelers benefits the local hospitality sector, as visitors seek accommodations, dining options, and services within the county.

Field Hall's impact on economic development, infrastructure enhancement, job creation, and cultural programming positions it as a catalyst for increasing the number of people traveling to Clallam County for business and leisure, transforming the region into a thriving hub of activity.

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

Field Hall Arts & Events Hall is a key driver in increasing paid overnight accommodations in Clallam County. With the ability and efforts to host multi-day events such as weddings, conferences, and trade shows, along with a diverse lineup of national and international artists and tourist-friendly scheduling Field Hall significantly contributes to the growth of overnight stays in the region.

We prioritize promoting Clallam County's attractions, events, and activities to visitors from outside the area. By collaborating with local businesses, restaurants, and attractions for cross-promotion, we enhance awareness and interest in our region, leading to increased tourism.

Field Hall also focuses on attracting visitors during non-peak periods by offering year-round events and cultural activities. This strategy helps to balance the distribution of tourism-related revenue throughout the year, ensuring a more consistent flow of visitors and overnight stays.

In addition to directly attracting visitors, Field Hall plays a crucial role in the overall growth of the local tourism industry. Our state-of-the-art conference and events space is designed to attract a wide range of clients and patrons seeking unique and memorable experiences. By targeting organizations and individuals

looking for exceptional venues for conferences, events, and entertainment, we actively contribute to increasing visitation to Clallam County.

We believe that Clallam County's distinctive offerings make it a truly worthwhile destination, and Field Hall's commitment to providing top-notch facilities and experiences further solidifies the region's appeal. Through our efforts, we are confident in our ability to significantly boost paid overnight accommodations and drive economic growth in Clallam County.

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

Field Hall is strategically attracting visitors from over 50 miles away through a multifaceted approach. This includes:

- Regional and national promotion efforts, such as advertising, participating in tourism expos, and engaging with travel bloggers.
- Positioning itself as an ideal venue for destination weddings and events, collaborating with planners and agencies. Just recently, Field Hall Director of Sales for Conferences and Events attended the Seattle and Minneapolis Bridal shows.
- Partnering with regional and state tourism agencies to establish itself as a vibrant conference and events hub.
- Offering package deals with local accommodations and transportation providers to encourage overnight stays and maximize engagement with cultural offerings.
- Exploring transportation options to simplify travel logistics for visitors from distant locations.

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

Field Arts & Events Hall aims to become an international destination, attracting visitors from other countries and states by promoting itself as a must-visit conference and events space. Key strategies include:

- Active promotion in neighboring states and Canadian provinces through targeted advertising, participation in travel expos, and collaboration with specialized travel agencies.
- Establishing cultural exchange programs by collaborating with international arts organizations to host foreign artists, performers, and cultural groups, diversifying programming and attracting international visitors.

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

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

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

As a direct result of your proposed tourism-related service, please provide:	2024 Estimate	2023 Actual	Methodology
a. Overall attendance at your event/activity/facility	80,000	22,000	Tickets, visual count, estimates
b. Number of people who travel more than 50 miles for your event/activity/facility	15,000	2,100	Survey, ticket information (zip code)
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	10,000	1,200	Survey, ticket information (zip code)
d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.	13,000	1,000	Survey, ticket information (zip code)
e. Of the people staying overnight, the number of people who stay in PAID accommodations e.g. hotel, motel, bed-breakfast, RV park, in the unincorporated Clallam County area.	3,600	1,800	Survey, ticket information (zip code)
f. Number of paid lodging room nights resulting from your event/activity/facility.	3,600	650	Survey, ticket information (zip code)

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

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

On July 2023, Field Hall presented *From Washington to the World*, the grand opening celebration. The weekend centered around welcoming audiences to Field Hall and sharing our vision for year-round programming. This campus-wide takeover and unique symbolic ribbon cutting featured four days of arts, music, performance and cultural experiences to celebrate the opening of the new building. We received over 10,000 people through our doors that participated in a series of musical concerts, outdoor performances, opening receptions and also featured local food vendors and performances.

During the past 10 months, the events and conference space was booked for events such as a Bar Mitzvah, weddings, reunions, and more. These bookings contributed to the Field Hall's early success in hosting a wide range of activities and drawing overnight guests for multiple nights from outside of Clallam County. Future bookings include two destination wedding, three business conference and a series of local meetings to name a few.

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

Our target tourist audience for Field Arts & Events Hall comprises a diverse range of individuals and groups, with a particular emphasis on out-of-town visitors. Here's a breakdown of our target tourist audience:

- Regional and Out-of-State Visitors: Our target extends to residents of neighboring regions, including those from other counties in Washington State. Field Hall seeks to draw regional and out-of-state visitors who are looking for unique cultural experiences and entertainment.
- Business Travelers: Field Hall's conference and events space is tailored to host business meetings, conferences, and conventions, making it an attractive destination for business travelers visiting from out of town.
- Social Markets: Weddings, reunions and other social gatherings will be attracted to this state of the art conference and events center. Bookings for weddings have increased 3-fold in the past 4 months.
- International Travelers: Field Hall aspires to be a destination for international travelers. Our global and diverse programming, including exhibitions, performances, and cultural events, can appeal to tourists from various countries, especially Canadians..
- Arts and Culture Enthusiasts: Individuals who have a keen interest in the arts, culture, and creative expression are a core part of our audience. This group may include art lovers, theater enthusiasts, and those seeking intellectual and artistic stimulation.
- Local Residents and their out-of-town Friends and Relatives: The local community forms an essential part of our audience. This local audience becomes the champions and magnets for visiting friends and family who will travel to visit during headline events, such as Macy Gray or Vienna Boys Choir or weddings and other events that local residents will host.

Field Hall Arts & Events is positioned to attract a wide-ranging audience, with a notable emphasis on out-of-town visitors. Our programming and inclusive approach aim to make Field Hall a welcoming and enriching destination for all who seek cultural vibrancy and artistic inspiration.

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

Being earmarked as a destination performing arts and conference space on the Olympic Peninsula, we are catering to an out-of-town market that will attract guests and patrons to enjoy our town for more than a few hours but at least a few days. We strive to help educate our potential clients on everything our town and surrounding area has to offer to help supplement their event with us. They will stay in our hotels, dine at our restaurants, explore our hiking trails, book adventure trips with the kayaking companies, mountain biking companies, refresh themselves at our wineries, and so much more. We will be developing marketing collateral that will showcase all the exciting places to visit and explore.

Field Hall has developed a comprehensive marketing strategy to effectively promote our cultural events and facilities, with the aim of attracting tourists. Here's how we plan to showcase Field Hall to entice visitors:

- Our website serves as a digital gateway to Field Hall's cultural experiences. Visitors can explore upcoming events, access ticketing information, and learn about the cultural significance of Field Hall.

We are currently designing the Event Center's "microsite," which will be embedded in the current website.

- Collaborations with local hotels, inns, and lodging establishments will result in enticing package deals that seamlessly combine accommodations with Field Hall experiences. Field Hall is solely a meeting and events venue with no lodging accommodations. Our philosophical approach, and one that we believe will ensure the success of Field Arts & Events Hall, is to attract visitors from outside the area by offering them "insider access" to the recreational and tourist opportunities offered throughout the region.
- Maintaining active profiles on popular social media platforms like Facebook, Instagram, X (formerly Twitter). Our content will include event announcements, behind-the-scenes glimpses, and user-generated content to keep our audience engaged and informed.
- Building a robust email subscriber list will allow us to send targeted updates, special offers, and informative newsletters to potential tourists, keeping them informed about upcoming events.
- Investing in high-quality video and photography content that offers a preview of the experiences Field Hall offers. This includes event teasers and virtual tours, conference center testimonials and reviews.
- Employing a robust Search Engine Optimization (SEO) strategy to ensure that when travelers search for cultural experiences in our region,
- Activating participation in community events, fairs, and festivals will help establish a local presence and generate word-of-mouth promotion among residents and visitors.
- Our advanced Customer Relationship Management (CRM) and ticketing systems will enable personalized communication and tailored offers for repeat conference and event goers, enhancing their experience.

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

Field Arts & Events Hall is poised to be a powerful catalyst for promoting lodging establishments, restaurants, and businesses in the unincorporated area of Clallam County by selling the area and our offerings on the road at meeting and planning conferences, on our collateral and on our digital platforms. Also, by offering an array of culturally enriching experiences, Field Hall will draw a diverse crowd of visitors and residents alike. As people flock to the center for performances, exhibitions, workshops, and conferences, they will naturally explore the local community. This increased foot traffic is a boon for nearby businesses, with attendees choosing to dine at local restaurants, explore shops, and patronize services before or after events. We have heard on a regular basis that our patrons are now visiting downtown on a regular basis.

Collaborative partnerships with local eateries will offer attendees unique dining experiences, while package deals combining event tickets with local lodging accommodations will encourage longer stays. Additionally, Field Hall's role as an information hub for tourists will encourage broader exploration of the region, benefiting local commerce. By fostering this symbiotic relationship between culture and commerce, Field Hall will enhance the economic vitality of Clallam County's unincorporated areas, creating a vibrant and thriving community.

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

13. What is the overall budget for your event/activity/facility? $ 3,350,769 What percent

of the budget are you requesting from Clallam County Lodging Tax Fund?
3%

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

Field Hall has a well-established track record spanning six years in securing both private and public funding. Our resilient community, though small, has demonstrated remarkable generosity. While we are committed to continuing our efforts to secure new and increased funding from various sources, including the City of Port Angeles, MJ Murdock Charitable Trust, First Fed, Jamestown Tribe, 7 Cedars Casino, the Archibald Foundation, McGraw Family Foundation, significant assistance through the Lodging Tax Fund is essential in helping us meet our goals.

APPLICATION INSTRUCTIONS – GENERAL GUIDELINES

APPLICATION DEADLINE: Applications must be received at the Board of County Commissioner's Office, 223 East 4th Street, Suite 4, Port Angeles WA 98362-3015 (Clallam County Courthouse, main level, Room 150) until **12 p.m., Friday, March 15, 2024**.

The Clallam County Lodging Tax Advisory Committee (LTAC) will review 2024 Lodging Tax funding proposals in a public meeting as determined at the Clallam County Courthouse, Commissioner's Boardroom 160. **Applicants will be notified and attendance by the applicant's representative is required for presentation and questions.** Following review, LTAC will forward its recommendation to the Board of County Commissioners.

APPLICATION, SUPPLEMENTAL QUESTIONS, INFORMATION SUBMITTAL:

Submit the **original application and one copy to**:

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

Submittals made in an incorrect format will not be considered. The sealed applications must be clearly marked on the outside "2024 Lodging Tax Funding Application." All copies need to be single sided and not stapled and no folders. All documents/brochures must be printed on 8.5 x 11 letter size paper to be accepted. Documents delivered to other offices and received late by the Commissioners' Office will not be considered nor will ones received by facsimile or e-mail.

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

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

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

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

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

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

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

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

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

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

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

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

HIGH PRIORITY may be given to tourism activities that:

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

Lodging Tax Advisory Committee Considerations

In developing its recommendations, the Committee considers:

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

FIELD ARTS EVENTS HALL
FY24 Organizational Budget

A. INCOME		FY24		LTAC ALLOCATION
EARNED INCOME				
1. TICKET REVENUE	$	536,400	$	-
2. RENTALS				
a. CONFERENCE RENTAL	$	286,000	$	-
b. THEATER RENTAL	$	36,000	$	-
c. OTHER RENTAL SERVICE	$	99,000	$	-
3. GALLERY INCOME (ARTWORK SALES)	$	30,000	$	-
4. FEE FOR SERVICE/WORKSHOP	$	7,200	$	-
5. COFFEE BAR	$	117,000	$	-
6. CONCESSIONS				
a. BAR	$	379,400	$	-
b. MERCHANDISE	$	15,000	$	-
7. PROGRAM ADVERTISING	$	6,750	$	-
8. MISCELLANEOUS INCOME	$	-	$	-
TOTAL EARNED INCOME	**$**	**1,512,750**	**$**	**-**
B. CONTRIBUTED INCOME				
1. FOUNDATION GRANTS	$	67,950	$	-
2. CLALLAM COUNTY LTAC REQUEST	$	569,700	$	100,000
3. CORPORATE GRANTS	$	6,750	$	-
4. MAJOR GIFTS	$	600,000	$	-
5. INDIVIDUALS	$	225,250	$	-
6. BENEFIT/SPECIAL EVENTS	$	250,000	$	-
7. PARTNERS/SPONSORS	$	28,500	$	-
8. ENDOWMENT EARNINGS	$	128,000	$	-
9. INKIND GIFTS	$	-	$	-
TOTAL UNEARNED INCOME	**$**	**1,850,329**	**$**	**100,000**
TOTAL INCOME	**$**	**3,363,079**	**$**	**100,000**
%				

EXPENSES		FY24		LTAC ALLOCATION
A. SALARIES & FRINGE BENEFITS				
1. ARTISTIC & PROGRAMMING	$	261,932	$	-
2. RENTALS & FOOD & BEVERAGE	$	361,500	$	-
3. DEVELOPMENT & MARKETING	$	198,960	$	-
4. PRODUCTION & FACILITY	$	202,710	$	-
5. ADMINISTRATIVE & OPERATIONS	$	231,580	$	-

FIELD ARTS EVENTS HALL
FY24 Organizational Budget

EXPENSES		FY24		LTAC ALLOCATION
TOTAL SALARIES	$	1,256,682	$	-
6. 403B EMPLOYER CONTRIBUTION	$	27,250	$	-
7. HEALTH INSURANCE	$	99,908	$	-
8. PAYROLL TAXES & OTHER FRINGE	$	99,529	$	-
TOTAL SALARIES & BENEFITS	$	1,483,368	$	-
B. OTHER PROFESSIONAL FEES				
1. PROGRAMMING FEES				
a. ARTIST/COMPANY FEES	$	355,000	$	-
b TEACHING ARTISTS	$	18,600	$	-
c. GALLERY ARTIST (SALE OF ARTWORK)	$	18,000	$	-
2. GALLERY CURATOR	$	9,000	$	-
3. ROYALITIES/RIGHTS/ETC.	$	22,752	$	-
B. OTHER PROFESSIONAL FEES (CONT)				
4. CONSULTANTS				
a. TECHNOLOGY/IT	$	-	$	-
b. FINANCE/HUMAN RESOURCES	$	6,000	$	-
c. DEVELOPMENT/CAPITAL CAMPAIGN	$	107,500	$	-
5. SECURITY SERVICES	$	10,500	$	-
6. PHOTOGRAPHER/VIDEOGRAPHER/DOCUMEI	$	12,250	$	10,000
7. PROFESSIONAL DEVELOPMENT	$	10,500	$	-
8. MEDIA LAB PROGRAM	$	-	$	-
9. OTHER	$	-	$	-
TOTAL O.P.S.	$	570,102	$	10,000
C. TRAVEL & TRANSPORTATION				
1. AIRFARE, TRAIN & CAR RENTAL	$	28,000	$	-
2. HOTEL & PER DIEM	$	81,350	$	-
3. LOCAL TRAVEL	$	6,000	$	-
TOTAL TRAVEL & TRANSPORTATION	$	115,350	$	-

FIELD ARTS EVENTS HALL
FY24 Organizational Budget

EXPENSES		FY24		LTAC ALLOCATION
D. PRODUCTION MATERIALS & SUPPLIES				
1. PRODUCTION SUPPLIES	$	3,600	$	-
2. EQUIPMENT MAINTENANCE	$	2,000	$	-
3. EQUIPMENT RENTAL	$	9,000	$	-
4. HOSPITALITY (INCLUDING SUPPLIES)	$	16,610	$	-
5. OTHER PRODUCTION MATERIALS	$	2,000	$	-
TOTAL PRODUCTION MATERIALS	$	33,210	$	-
E. RENTAL AND COFFEE BAR, COGS				
1. FOOD & BEVERAGE	$	46,772	$	-
2 WATERFRONT COFFEE BAR, COGS	$	57,700	$	-
3. RENTALS, COGS	$	20,500	$	-
4. MEETING, CONFERENCES, TRADE SHOWS	$	23,000	$	-
TOTAL CONFERENCE & EVENTS	$	147,972	$	-
F. MARKETING AND PROMOTION				
1. ADVERTISING (PRINT & DIGITAL & SOCIAL M	$	64,500	$	50,000
2. PRODUCTION & DESIGN	$	14,160	$	5,000
3. POSTAGE	$	5,900	$	-
4. DISTRIBUTION & FLYERING	$	4,500	$	-
5. SOCIAL MEDIA	$	12,508	$	10,000
6. MERCHANDISE & DISPLAY	$	5,700	$	-
TOTAL MARKETING & PROMOTION	$	107,268	$	65,000
G. FUNDRAISING & EVENTS				
1. ANNUAL APPEAL	$	7,500	$	-
2. EVENTS & BENEFIT	$	30,000	$	-
TOTAL FUNDRAISING & EVENTS	$	37,500	$	-
H. REMAINING OPERATING EXPENSES				
1. SPACE & UTILITIES				
a. INTEREST PAYMENTS (LOC)	$	660,000	$	-
b. UTILITIES (ELECTRICITY, WATER, SWR, REFU	$	69,902	$	-
c. BUILDING & PROPERTY MAINTENANCE	$	54,000	$	-
d. PROPERTY TAXES	$	4,502	$	-
2. TELEPHONE & INTERNET	$	27,624	$	-
3. SOFTWARE FEES & LICENSES	$	39,380	$	25,000
4. OFFICE SUPPLIES	$	14,000	$	-

FIELD ARTS EVENTS HALL
FY24 Organizational Budget

EXPENSES		FY24		LTAC ALLOCATION
5. CLEANING & JANITORIAL SUPPLIES	$	14,700	$	-
H. REMAINING OPERATING EXPENSES (CONT)				
6. OFFICE EQUIPMENT MAINTENANCE	$	5,000	$	-
7. POSTAGE	$	1,180	$	-
8. INSURANCE	$	197,827	$	-
9. ACCOUNT/LEGAL	$	10,000	$	-
10. MEMBERSHIP DUES & FEES & SUBSCRIPTIOI	$	15,000	$	-
11. MEETINGS & CONFERENCES	$	7,500	$	-
12. POS CHARGES	$	3,780	$	-
13. BANK FEES	$	1,200	$	-
TOTAL REMAINING OPERATING EXP	$	855,999	$	25,000
TOTAL EXPENSES	$	3,350,769	$	-
SURPLUS/(DEFICIT)	$	12,310	$	-

Videography and Photography: Videography and photography will be used to capture and showcase the essence of our theater productions, events, and the overall experience of attending our performances, with the goal of encouraging increased overnight stays and attendance. Professional videographers and photographers will be engaged to create high-quality visual content that not only highlights the artistic merit of our productions but also showcases the unique atmosphere and ambiance of our theater and surrounding area. We will create compelling promotional videos and visual campaigns that emphasize the immersive and transformative nature of our theater experience, encouraging potential audiences to plan overnight trips to fully engage with our offerings. The visual content will be strategically distributed across our website, social media channels, and marketing materials, targeting audiences who are likely to consider traveling and staying overnight to attend our events. By showcasing the beauty and vibrancy of our theater and the surrounding community, we aim to create a strong desire among potential visitors to plan extended stays and explore all that our area has to offer.

Advertising and Social Media: Our marketing efforts will focus on promoting our theater productions, events, and brand, with a specific emphasis on increasing overnight stays and attendance from outside our local area. We will develop comprehensive marketing campaigns that showcase our unique offerings and highlight the value of planning overnight trips. This will involve creating visually appealing and informative marketing materials, such as posters, flyers, brochures, and email newsletters, that not only promote our upcoming productions but also suggest local accommodations, dining options, and other attractions to encourage overnight stays. We will also leverage digital marketing techniques, such as search engine optimization (SEO), pay-per-click (PPC) advertising, and targeted social media marketing, to reach potential audiences who are interested in theater and willing to travel for exceptional experiences. By partnering with local hotels, restaurants, and tourism boards, we aim to create attractive package deals and cross-promotional offers that incentivize overnight stays and longer visits to our area.

Software: We are currently looking to update our ticketing software to a more robust system. The ticket software is used to streamline and automate the ticketing process for our theater productions and events, with the ultimate goal of increasing attendance and overnight stays in our area. It will allow customers to easily purchase tickets online, select their preferred seats, and receive electronic tickets. The software will also provide valuable analytics and reporting features, enabling us to track ticket sales, monitor attendance trends, and make data-driven decisions to optimize our pricing and marketing strategies. By offering a convenient and user-friendly ticketing experience, we aim to attract more visitors from outside our local area, encouraging them to plan overnight stays to attend our productions and events. Additionally, the ticket software will integrate with our customer relationship management (CRM) system, allowing us to capture customer data and engage with our audience more effectively, fostering long-term loyalty and repeat visits. Other software is key to our request is Canva, Adobe Creative Suites, Video editing software, etc.

WASHINGTON
Secretary of State
Corporations & Charities Division

Corporations and Charities Division
Physical/Overnight address:
801 Capitol Way S
Olympia, WA 98501-1226
Mailing address:
PO Box 40234
Olympia, WA 98504-0234
Tel: 360.725.0377
sos.wa.gov/corps

10/10/2023

PORT ANGELES WATERFRONT CENTER
PO BOX 71
PORT ANGELES WA 98362-0011

Registration Number: 1140091
Organization Name: PORT ANGELES WATERFRONT CENTER

Greetings PORT ANGELES WATERFRONT CENTER,

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

CHARITABLE ORGANIZATION RENEWAL

Please note: Per WAC 434-120-035 online filing is mandatory and it is a requirement to report any organization changes within 30 days per WAC 434-120-045 To file online, conduct searches, subscribe to corporations and/or charities and receive filing status updates, please create a user account at www.sos.wa.gov/ccfs If you already have an account created, simply sign in to access these features.

Important information:

- All solicitations must include the required disclosure information as described in the Charitable Solicitations Act, RCW 19.09.100 Sample disclosures can be found at our website.
- If the Charity or Commercial Fundraiser is contracting with a different organization, before fundraising begins a fundraising service contract registration must be submitted. This is a contract between a Charity and Commercial Fundraiser. The contract filing is available online at www.sos.wa.gov/ccfs
- Determine if the organization may need to register in multiple ways with the Charities Program. Additional registration requirements may be needed if the organization meets certain defined under RCW 19.09.020(2) or RCW 11.110.020
- If registered as a Charitable Organization visit the Combined Fund Drive (CFD) www.cfd.wa.gov to complete the registration process if the Charitable Organization wishes to take part in the CFD.

We appreciate your assistance in maintaining current registration information for your organization with the Charities Program. If you have questions please contact the Charities Program by email at charities@sos.wa.gov by phone at 360-725-0377 or visit our website for a chat option with a representative.

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

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

DEPARTMENT OF THE TREASURY

Date: SEP 22 2016

PORT ANGELES WATERFRONT CENTER
PO BOX 71
PORT ANGELES, WA 98362

Employer Identification Number:
81-3062077
DLN:
17053229314026
Contact Person:
ANGELA M BENDER ID# 31162
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Public Charity Status:
170(b)(1)(A)(vi)
Form 990/990-EZ/990-N Required:
Yes
Effective Date of Exemption:
June 20, 2016
Contribution Deductibility:
Yes
Addendum Applies:
No

Dear Applicant:

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

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

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

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

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

Letter 947

Lodging Tax Advisory Committee

Funding Request Review 2nd Call

Port Angeles Chamber of Commerce

RECEIVED
CLALLAM CO. COMMISSIONERS
MAR 15 2024
1...2...3...A...

LODGING TAX FUNDING APPLICATION 2024

1153

GUIDELINES

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

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

I **AMOUNT of Lodging Tax Requested**: $ 30,000.00

II **Agency/Organization Name**: Port Angeles Chamber of Commerce

Organization is ☐ Government Entity ☐ 501(c)3 ☒ 501(c)6 ☐ Other
Federal Tax ID No. 91-0369550 UBI Number 504-005-934

III **Project/Activity/Event**: Winter Ice Village

IV **Representative Contact Information**:
Name, Title Marc Abshire
Mailing Address 121 E Railroad Ave, Port Angeles, WA 98362
Phone(s) (360) 452-2364
Email director@portangeles.org

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

CERTIFICATION

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

Marc Abshire
Signature

Date: March 15, 2024

Marc Abshire
Print or Type Name

387

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 Winter Ice Village will run its seventh season this year, operating largely on sponsorships and ticket sales, and with initial help from lodging tax funds, but little use or need for those funds over the past few years. However, the cost of renting some of the equipment we don't own, especially the most expensive aspect of the ice rink – the chiller – has grown exponentially, giving us a serious challenge to cover costs with sponsorships while keeping the price of participation as low as possible. As the seasons have progressed, we have seen the number of participants from outside of Clallam County grow from roughly 10% to 22% this past season. We expect that percentage to grow even more as the interest in ice skating and ice sports has grown in our region, but the availability of outdoor, holiday skating rinks remains limited.

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

   The increase in the number of people traveling to Clallam County to participate at the Winter Ice Village should also positively affect the number of those folks staying overnight in our 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.

   As it has become more difficult to fund and operate outdoor ice skating facilities, the decrease of those facilities in Washington State and on Vancouver Island will increase the attractiveness of coming to Clallam County in the winter to skate.

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

   Similar to #3 above, outdoor ice rinks in the Victoria, Canada and Greater Seattle areas have been closing and declining, even though the interest in ice skating has grown (indoor rinks are doing well), leaving fewer choices other than our Winter Ice Village.

5. If the project/program is an event, please provide the name, date(s) and estimated attendance.
   We will operate from November 22, 2024 through January 6, 2025, and we expect more than 15,000 skating participants over that period.

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

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

As a direct result of your proposed tourism-related service, please provide:	2024 Estimate	2023 Actual	Methodology
a. Overall attendance at your event/activity/facility	15,000	n/a	Estimate based on recent seasons
b. Number of people who travel more than 50 miles for your event/activity/facility	3,750	n/a	Estimate based on recent seasons
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	500	n/a	Estimate based on recent seasons
d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.	1,000	n/a	Estimate based on recent seasons
e. Of the people staying overnight, the number of people who stay in PAID accommodations e.g. hotel, motel, bed-breakfast, RV park, in the unincorporated Clallam County area.	800	n/a	Estimate based on recent seasons
f. Number of paid lodging room nights resulting from your event/activity/facility.	1,600	n/a	Estimate based on recent seasons

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

No.

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

We have been able to grow participation from outside of Clallam County from 10% to 22% this past season.

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

Outdoor recreation and ice skating enthusiasts, both locally and in the region.

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

We have found a lot of success in using social media for marketing, but also print and radio marketing as well. Our plan for this next season is to market more the Victoria, Canada area, as the availability of outdoor ice rinks have been diminishing there (they are planning to replace their outdoor ice rink with a synthetic ice rink – and we think that will make our "real" ice rink more attractive in that market).

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

We specifically do not serve food or drinks at the Winter Ice Village (just snacks and hot chocolate) so people will visit local restaurants, and we expect that people who come skating will also do some of their holiday shopping locally.

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

No.

13. What is the overall budget for your event/activity/facility? $ 200,000
What percent of the budget are you requesting from Clallam County Lodging Tax Fund? 15%

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

We will rely on sponsorships and ticket sales to meet our budgeted goals.

ITEMIZED BUDGET – Winter Ice Village Application
for Clallam County 2024 Lodging Tax Funds

1. Port Angeles Chamber of Commerce
Winter Ice Village Financial Budget 2024-25

Income		
	Ticket Sales	140,000
	Grants	30,000
	Sponsorships	40,000
Total Income		210,000
Expenses		6-wks
	Ice-America	138,000
	Power	6,000
	Security	15,000
	Equipment / Construction	5,000
	Marketing	7,000
	Supplies	6,000
	Operations	30,000
	Insurance Rider	1,500
	Lights	1,000
Total Expenses		209,500
NET PROFIT		500

2. Clallam County Lodging Tax funds requested ($30,000) will help us meet our budget for this next season.

3. Nonprofit corporate registration information is attached.
Projected annual budget is $800,000.

BUSINESS INFORMATION

Business Name:
THE CHAMBER OF COMMERCE OF PORT ANGELES, WASHINGTON

UBI Number:
054 005 934

Business Type:
WA NONPROFIT CORPORATION

Business Status:
ACTIVE

Principal Office Street Address:
121 E RAILROAD AVE, PORT ANGELES, WA, 98362-2912, UNITED STATES

Principal Office Mailing Address:
121 E RAILROAD AVE, PORT ANGELES, WA, 98362-2912, UNITED STATES

Expiration Date:
02/28/2025

Jurisdiction:
UNITED STATES, WASHINGTON

Formation/ Registration Date:
02/05/1968

Period of Duration:
PERPETUAL

Inactive Date:

Nature of Business:
CHAMBER OF COMMERCE

Charitable Corporation:
☐

Nonprofit EIN:
91-0369550

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

Has Members:
☐

Public Benefit Designation:
☐

Host Home:
☐

REGISTERED AGENT INFORMATION

Registered Agent Name:
MARC ABSHIRE

Street Address:
121 E RAILROAD AVE, PORT ANGELES, WA, 98362-0000, UNITED STATES

Lodging Tax Advisory Committee

Funding Request Review 2nd Call

Port Angeles Waterfront District

Gores, Loni

From: director@portangeles.org
Sent: Thursday, April 4, 2024 1:00 PM
To: Gores, Loni
Subject: RE: RUSH RESPONSE NEEDED - FW: LTAC Funding Request - PA Waterfront District - RESPONSE NEEDED

Answers in RED below.
THANKS
- Marc

From: Gores, Loni <loni.gores@clallamcountywa.gov>
Sent: Thursday, April 4, 2024 12:38 PM
To: Abshire, Marc <director@portangeles.org>
Cc: Gores, Loni <loni.gores@clallamcountywa.gov>
Subject: RUSH RESPONSE NEEDED - FW: LTAC Funding Request - PA Waterfront District - RESPONSE NEEDED
Importance: High

Marc,

The Attorney is still unclear as to what the PA Waterfront District (elevate PA0 is asking for in the application request and needs additional clarification. If possible, I need a response today on the items below. If not, I'll need to move forward with posting the agenda packet as is with **tentatively eligible** on the PA Waterfront District application.

- It appears the PA Waterfront District (Elevate PA) is asking for funding for several events that will be held in the area, but those events are put on by other organizations and not PA Waterfront District (elevate PA). Is that a correct understanding? If so, is PA Waterfront District (Elevate PA) planning to disburse those funds to the other organizations?
  The funding request is not exclusively for producing events that will attract tourists, but it does include making it possible for the Waterfront District to produce pop-up and special events this year, as prescribed in the 5-Year Strategic Action Plan – some of which are already in the planning stages. In addition, some events that occur in the District that have historically or recently been produced by other organizations will become the responsibility of the Waterfront District, now that the Waterfront District has been established. None of these funds are meant to be "pass-through" or paying other organizations to produce events in the District.

- Will the funds be used for potential capital expenditures? Who owns those facilities?
  The Central Business District (Waterfront District) is a public facility owned by the City of Port Angeles municipality. No specific capital investments by the nonprofit Port Angeles Waterfront District organization are planned, but these funds will help us achieve goals in our 5-Year Strategic Action Plan that improve aspects of the Waterfront District in order for it to become more of a tourism attraction and destination. The funds will be used primarily to conduct operations, produce events, and encourage visitors to stay longer, including overnight in paid lodging.

- Will the funds be used for marketing?
  None of the requested funds will be used for marketing.

Thanks, Loni

RECEIVED
CLALLAM CO. COMMISSIONERS
MAR 15 2024
1...2...3...A...

LODGING TAX FUNDING APPLICATION
2024

GUIDELINES

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

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

I **AMOUNT of Lodging Tax Requested**: $ 50,000.00

II **Agency/Organization Name**: Port Angeles Waterfront District

Organization is ☐ Government Entity ☐ 501(c)3 ☒ 501(c)6 ☐ Other
Federal Tax ID No. 99-1905862 UBI Number 605-450-782

III **Project/Activity/Event**: ELEVATE PA 2026

IV **Representative Contact Information**:
Name, Title Marc Abshire
Mailing Address 121 E Railroad Ave, Port Angeles, WA 98362
Phone(s) (360) 452-2364
Email director@portangeles.org

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

CERTIFICATION

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

Signature Date: March 15, 2024

Marc Abshire
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 ELEVATE PA 2026 core vision and purpose is to change the downtown, central business district of Port Angeles from a pass-through, overlooked, relatively uninviting part of Clallam County into an attractive destination and "basecamp" for visitors traveling for tourism or business purposes.

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

   As the ELEVATE PA 2026 project completes the actions outlined in its strategic action plan, the result will be a more inviting Waterfront District where visitors will want to stay and enjoy for longer periods of time, including overnights – both in the district and in the unincorporated areas of Clallam County.

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

   Visitors come to Clallam County for a variety of reasons already, but the lack of an attractive, central, waterfront district is not one of them. The asset exists, but it has not been well-managed with a vision for the future. ELEVATE PA 2026 will change that to the point that the waterfront district can be considered part of the suite of reasons people travel from far away to come here.

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

   Similar to #3 above, this will create a new attraction for Clallam County to give people another reason to visit us.

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

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

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

As a direct result of your proposed tourism-related service, please provide:	2024 Estimate	2023 Actual	Methodology
a. Overall attendance at your event/activity/facility	1,000,000	n/a	Estimate only
b. Number of people who travel more than 50 miles for your event/activity/facility	600,000	n/a	Estimate only
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	300,000	n/a	Estimate only
d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.	100,000	n/a	Estimate only
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.	80,000	n/a	Estimate only
f. Number of paid lodging room nights resulting from your event/activity/facility.	150,00	n/a	Estimate only

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

No.

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

This is a new program, so no prior success record to specify, However, this area in Clallam County, which many tourists pass through (unless they stay in one of the hotels in the district), has been unattractive, which ELEVATE PA 2026 intends to fix.

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

ELEVATE PA 2026 specifically targets all tourists who visit the North Olympic Peninsula, but who either don't know about the Waterfront District, aren't drawn to the district, or who haven't been inclined to stay in the district very long.

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

Our strategic action plan outlines several actions that will increase the attraction of tourists, most of them in the "Authentic Promotion" goal area, including signage and wayfinding, rebranding, and several communication channels to achieve the vision of the district as an attractive destination.

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

ELEVATE PA 2026 is managed by the Port Angeles Waterfront District, whose membership includes hotels, restaurants, retail shops, and other businesses located in the district, but is also supported by participating businesses throughout the county. As the central business district of Port Angeles, but also of the entire county, it provides a core economic engine for the region, and by promoting the district as a destination, businesses and establishments throughout the county will benefit because of the "basecamp" nature of the district, with tourists enjoying the variety of assets throughout the county as they travel to and from the centrally-located district.

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

No.

13. What is the overall budget for your event/activity/facility? $ 200,000
What percent of the budget are you requesting from Clallam County Lodging Tax Fund? 25%

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

We hope to also access the Parking and Business Improvement Area funds collected from the district by the City of Port Angeles, and will likely seek Lodging Tax Funds from the City of Port Angeles for 2025.

ITEMIZED BUDGET – Port Angeles Waterfront District Application
for Clallam County 2024 Lodging Tax Funds

1. The Port Angeles Waterfront District is a newly formed nonprofit organization with a well-developed and established strategic action plan to manage the ELEVATE PA 2026 program, and some of those actions already completed, but currently without funds or a budget.

Having said that, we do have a rough budget we are building for 2024:

$ 30,000: Promotional programs (special events, winter lighting, etc)
$ 10,000: Cleanliness programs (seagull control, common area cleaning, etc)
$ 20,000: Beautification programs (flowers, flower basket watering, etc)
$ 20,000: Architectural & planning studies (alleyways, welcoming view, etc)
$ 80,000: Staffing
$ 10,000: Marketing & Communications
$ 30,000: Operations

2. Clallam County Lodging Tax funds requested ($50,000) will help us fund some of these activities.

3. Nonprofit corporate registration information is attached. Projected annual budget is $200,000.

BUSINESS INFORMATION

Business Name:
PORT ANGELES WATERFRONT DISTRICT

UBI Number:
605 450 782

Business Type:
WA NONPROFIT CORPORATION

Business Status:
ACTIVE

Principal Office Street Address:

Principal Office Mailing Address:

Expiration Date:
03/31/2025

Jurisdiction:
UNITED STATES, WASHINGTON

Formation/ Registration Date:
03/01/2024

Period of Duration:
PERPETUAL

Inactive Date:

Nature of Business:

Charitable Corporation:
☐

Nonprofit EIN:

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

Has Members:
☑

Public Benefit Designation:
☐

Host Home:
☐

REGISTERED AGENT INFORMATION

Registered Agent Name:
MARC ABSHIRE

Street Address:
121 E RAILROAD AVE, PORT ANGELES, WA, 98362-2912, UNITED STATES

Mailing Address:
121 E RAILROAD AVE, PORT ANGELES, WA, 98362-2912, UNITED STATES

April 3, 2024

To Whom It May Concern

Re: Port Angeles Waterfront District Lodging Tax Application dated March 15, 2024

I'm writing in response to a request for more information and clarification on the use LTAC funds resulting from this application.

As noted in the application, the Port Angeles Waterfront District is a nonprofit organization that is operating a tourism-related facility (the Port Angeles Central Business District, aka Waterfront District) owned by a municipality (the City of Port Angeles). Our operations include, but are not limited to, implementing the ELEVATE PA 5-Year Strategic Action Plan (attached), whose main purpose is to draw more visitors into the Waterfront District and stay – using this area as both a destination and a basecamp. Although we have already completed many actions outlined in the plan, we are in need of funding support to take the next steps toward completing the goals of ELEVATE. We do not anticipate this to become an annual or recurring need or request.

Our nonprofit organization will be operating special events and festivals this year designed to attract tourists (RCW 67.28.1816(b)) with the support of these funds, per the ELEVATE PA 5-Year Strategic Action Plan.

The Port Angeles Central Business District is already a tourism attraction, with many events and festivals occurring in this space, but as ELEVATE PA has recognized, much needs to be done to make this space more welcoming, more attractive to tourists, and more inspiring as a place for tourists to stay overnight. These funds will help the Port Angeles Waterfront District achieve these goals, per both RCW 67.28.1816(c) (supporting the operations...of tourism-related facilities owned by a municipality...) and RCW 67.28.1816(d) (supporting the operations of tourism-related facilities owned by nonprofit organizations).

Thank you very much for your consideration.

Sincerely,

Marc Abshire
Executive Director

ELEVATE
PORT ANGELES
2026

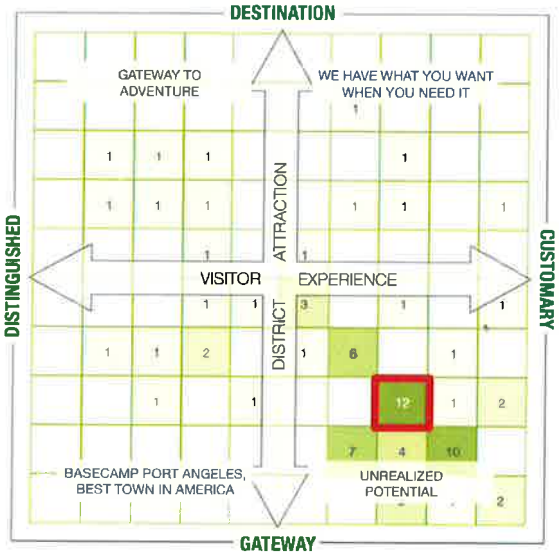
5-Year Strategic Action Plan
2021 - 2026

Vision Statement

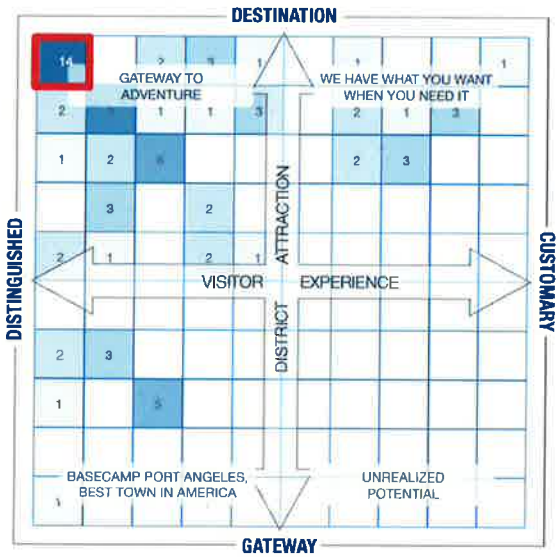
We envision an attractive, safe, and comfortable downtown business district that is considered a unique and desirable destination by local residents and visitors alike: the heart of our community, inspired by its gorgeous setting, friendly people, and fun activities; a basecamp, offering numerous cultural and entertaining programs; and a gateway, providing meaningful connections to the incomparable variety of adventures that surround us.

Charted results from the community workshops, showing the difference between an expected future (if we do nothing) and a preferred future (what this plan hopes to eventually achieve):

ELEVATE PORT ANGELES
EXPECTED FUTURE – 2026



ELEVATE PORT ANGELES
PREFERRED FUTURE – 2026



Statement of Purpose

There has never been a better time to harness momentum and together embrace a new vision for our downtown.

This is about our entire community, by and for all of us, and a chance to turn our pride into actions and results.

For the love of Port Angeles: ElevatePA!

ELEVATE
PORT ANGELES
2026

Core Values & Guiding Principles

- A healthy and vibrant downtown business district is critical to overall community wellbeing.
- We are committed to a shared vision and the execution of this plan.
- Success is achieved through strong and valued partnerships.
- Programs, processes, and activities should be created with sustainability as a key consideration.
- The downtown district will become a desirable and attractive destination as well as a gateway basecamp for regional experiences.
- The downtown district is naturally unique.
- A "guest" is anyone visiting the district, including city, county, and peninsula residents, as well as anyone from anyplace else around the world.
- A guest's sense of safety, security, and comfort is absolute.

Key Indicators and Performance Metrics

INDICATORS (per year, except as identified)	BENCHMARK	GOAL
Number of signature events[1]	8	10
Number of popup events	0	6
Average Daily Traffic counts[2]		
• Front Street at Golf Course Road	19,000 (2019)	21,000
• Front & Lincoln	13,000 (2019)	17,000
• First & Lincoln	9,800 both ways (2019)	13,000
Blackball passenger count, vehicles and foots	425,000	
Number of Moorages at City Pier[3]	-	-
Annual Waterfront Trail Pedestrian and Cycling Traffic	-	-
3-yr, rolling, annual avg number of construction permits in the district[3]	8 (2020)	
3-yr, rolling, annual avg amount of private investments in the district[3]	$1,294,759 (2020)	
3-yr, rolling, annual avg amount of public investments in the district[3]	$60,400 (2020)	
Average hotel length of stay[4]	2.1	2.5
Number of storefront vacancies	17	<5
Number of long-term residential units in the district	65	150
• within two blocks of Lincoln, First and Valley	-	-
Number of followers on Facebook and other social media	2,544	15,000

[1] Current downtown district signature events: Winter Ice Village, North Olympic Discovery Marathon, Port Angeles Maritime Festival, Community 4th of July Celebration, Ride the Hurricane, The Big Hurt, Dungeness Crab & Seafood Festival, and Concerts on the Pier

[2] Washington State Department of Transportation

[3] City of Port Angeles

[4] Star Report

ELEVATE
PORT ANGELES
2024

Terms

District – currently defined as the Port Angeles Central Business District in addition to Commercial Arterial areas west of Oak Street and the Red Lion Property.

Guest or Visitor – any person that is either a local resident, a business traveler, or a tourist who enters the district to partake in any activity.

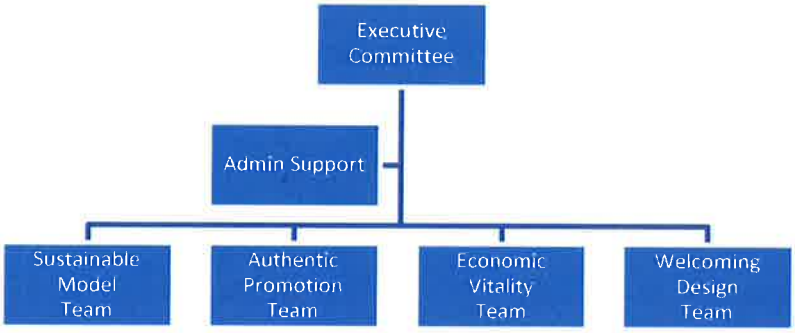
Happenings – An umbrella term that includes events, festivals, shows, celebrations, ceremonies, and any activity that is occurs in the district that generates interest, excitement, and compels guests to attend and stay.

Pop Up Event – organized events or attractions that are impromptu in nature and don't rely on a great deal of advance planning or preparations by the larger community. These are often produced by individual businesses or organizations.

Signature Events - major events that are recur annually, draw significant numbers of people into the district (often from outside the area), are planned roughly one year in advance, and may include multiple attractions or activities and occur over multiple days.

ELEVATE
PORT ANGELES
2026

Strategy Leadership – Steering Committee Team Structure



Steering Committee – comprised of 20 representatives from:

(1) Retail
(1) Food/Beverage
(1) Residential/Real Estate
(1) Hotelier
(1) Port Angeles Farmers Market
(1) Blackball Ferry Line
(1) Lower Elwha Tribe
(1) Peninsula College
(1) Signature Event
(2) Property owners
(2) At-Large Community Members
(1) Field Arts and Event Hall, Executive Director
(1) Juan de Fuca Foundation, Executive Director
(1) Port Angeles City Manager
(1) Port of Port Angeles, Executive Director
(1) Clallam Transit, General Manager
(1) CRAFT3
(1) Port Angeles Chamber of Commerce

Executive Committee – from the members of the Steering Committee

(1) Chairperson
(1) Vice-Chairperson
(4) Strategy Implementation Team Chairpersons

Steering Committee Role

Provide leadership and progress assessment for the ElevatePA Strategic Plan.

Strategy Implementation Teams Role

Plans and implements their strategic action components of the plan, through the Steering Committee.

Administrative Support Role

Staffing, admin, and fiscal support for the Steering Committee and Strategy Implementation Teams.

ELEVATE
PORT ANGELES
2026

Strategic Action Plan Structure

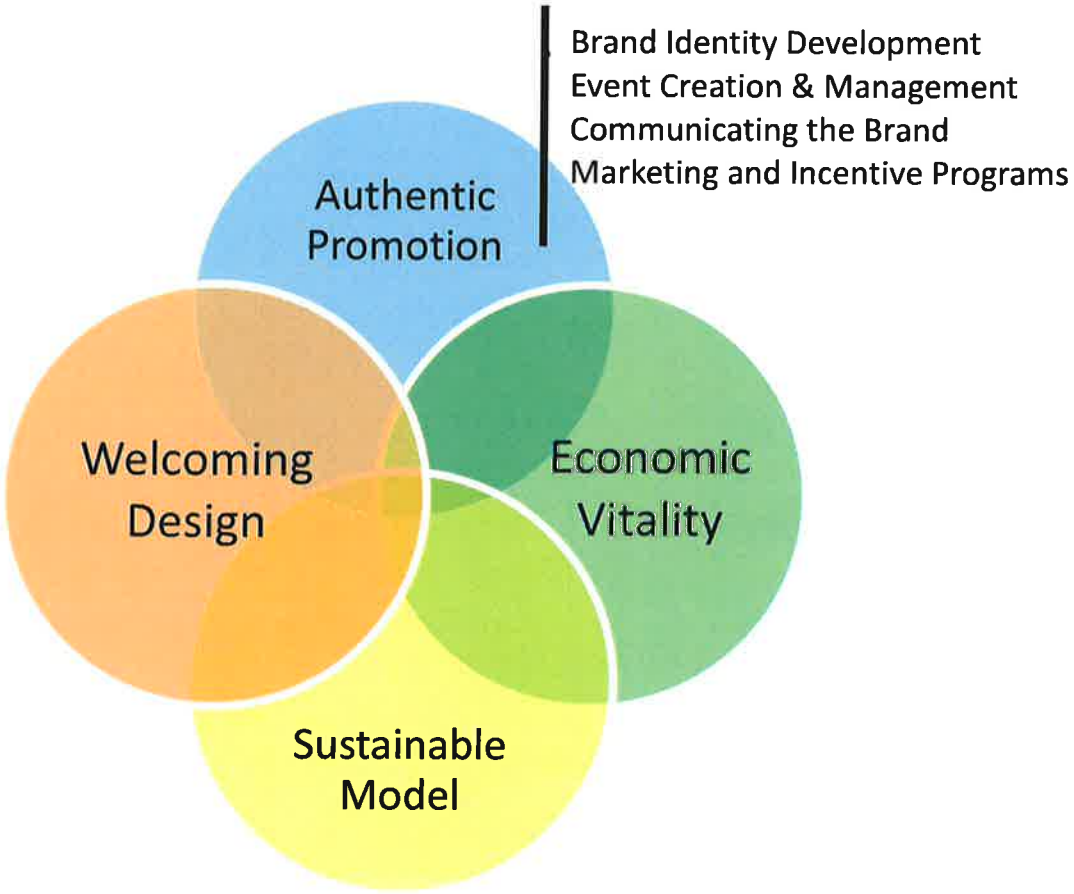
This 5-year plan is organized under four main pillars with targeted actions into the general categories of Promotion, Design, Economic, and Sustainability.
Each goal consists of four strategies and each strategy has four actions.



ELEVATE
PORT ANGELES
2024

GOAL #1: Authentic Promotion

Under the Authentic Promotion goal, the four strategies focus on Brand Development, Event Creation and Management, Communicating the Brand, and Marketing and Incentive programs.



ELEVATE
PORT ANGELES
2026

Goal #1: AUTHENTIC PROMOTION – In 2022, the Port Angeles downtown business district will have established a distinct, authentic title. By 2026, the title will have evolved to a "brand" that is delivered through at least ten (10) signature events, packaged guest experiences, and a safe and secure environment that attracts guests for over two hours.

Strategy 1A – Beginning in 2022 the business district will have a distinguished brand identity that is exclusive to the region and delivered to every guest.

Action Plan 1A-1: By June 2022, the Authentic Promotion Team will develop and establish a "district brand" including identity, image, positioning, personality, experience, and communications. This project will include a title for the leadership/organization.

Action Plan 1A-2: Following the completion of Action Plan 1A-1, a Web presence and social media page will be established with clear objectives to promote and communicate the "district brand".

Action Plan 1A-3: Upon the establishment of the communication platforms, a priority focus will be on developing, producing, and supporting happenings that reinforce the brand promise.

Action Plan 1A-4: Starting in 2023, the Authentic Promotion Team, coordinating with the City's contracted marketing agency, will create a marketing plan to acquire effective promotional marketing and advertising in Port Angeles and regional marketing programs and channels.

Strategy 1B – Scheduled signature events, in addition to impromptu happenings throughout the year, create a sense of energy and excitement, resulting in more frequent visits and extended stays.

Action Plan 1B-1: By the end of Q1 2022, the Authentic Promotion Team, in coordination with event producers, will prepare a calendar of events, with focus on Signature Events, that support the goals and objectives of the Strategic Action Plan, as well as the process for keeping the calendar updated and accessible going forward.

Action Plan 1B-2: By the end of Q3 2022, the Authentic Promotion Team will design a system that enables and inspires "popup" events to occur in the district.

Action Plan 1B-3: By the end of 2022, the Port Angeles Chamber of Commerce will complete an agreement with the City of Port Angeles for the year-round programing and management of the City parking lot at 121 W Front Street (location for the annual Winter Ice Village).

Action Plan 1B-4: Upon the completion of Action Plans 1B-1, 1B-2 and 1B-3, the Authentic Promotion Team will conduct a performance analysis of all events in the district and design an execution plan for new events that support the goals and objectives of the Strategic Action Plan.

Strategy 1C – Beginning in 2022, when the brand identity is created, it will then be utilized to introduce and deliver a guest experience to all five human senses: touch, sound, sight, smell, and taste.

Action Plan 1C-1: Starting in 2022, The Authentic Promotion Team will commit to assessing and attempting to incorporate the five human senses into all promotions, communications, and activities.

Action Plan 1C-2: In 2023, the Authentic Promotion Team will work with the Welcoming Design Team identify, analyze and determine key entrance locations and other high traffic locations in the area for communicating the district brand and activities.

Action Plan 1C-3: Beginning in 2023, the Authentic Promotion Team will develop and endorse an optimized, common business hours recommendation for business owners, based upon seasonality and aligning with events and other happenings which attract high numbers of guests.

Action Plan 1C-4: In 2023, design and develop a targeted guest satisfaction measurement program to determine the effectiveness of strategic efforts.

Strategy 1D – Beginning in 2023, when the brand experience is fully developed and being delivered, packages and other incentives targeting visitor market segments will be launched to increase visitor traffic, primarily targeting the off-season months.

Action Plan 1D-1: In 2023, the Authentic Promotion Team will create three (3) distinguished incentive promotions in conjunction with regional events to expand the guest experience and include a visit to the district.

Action Plan 1D-2: In 2023, design and develop a small package of products, clothing, flags, hats, mugs, etc. that can be used and sold in conjunction with events and promotion in the district starting in 2024.

Action Plan 1D-3: In 2023, design and launch (3) seasonal guest experience packages with Blackball Ferry Line which includes a round trip to Victoria, targets people off-loading into the district from Victoria, and incentivizes people waiting in line to take the ferry to Canada.

Action Plan 1D-4: In 2024, the Authentic Promotion Team will create and deploy three (3) seasonal guest packages (fall, winter, spring) that include multiple activities to extend stays and deliver unique experiences to diverse visitor demographics.

ELEVATE
PORT ANGELES
2026

GOAL# 2: Welcoming Design

Under the Welcoming Design goal, the four strategies focus on the Guest Experience, Entrances & Exits, Safety & Security, and Linking to Regional Attractions and Activities.

Visitor Experience
Entrances and Exits
Safety and Security
Linking to the Region



ELEVATE
PORT ANGELES
2026

Goal #2: WELCOMING DESIGN – In 2021, the ElevatePA Steering Committee, in partnership with the City of Port Angeles, will create an initial list of actions that will immediately improve a guest's sense of comfort in the area. By 2023, the entrances, streetscape and signage will reflect the "brand" as a distinguished area. By 2026, the district will have a well-defined identity as an attractive, comfortable, positive overall guest experience that is reflective of our local lifestyle.

Strategies 2A – The guest experience is predominately measured by the impressions, environment, and comfort of pedestrians, district residents, and overnight guests.

Action Plan 2A-1: In 2022, the Welcoming Design Team will identify three (3) sites to be developed as sitting or gathering locations for pedestrians. After site identification a design, budget and implementation plan will be completed.

Action Plan 2A-2: By the end 2022, the Welcoming Design Team, in cooperation with the City of Port Angeles Parks Department, to complete the establishment and upgrade of at least three (3) conveniently located public restrooms, including determination of a restroom maintenance program that allows for opening and operations of at least 16 hours per day availability.

Action Plan 2A-3: In 2022, the Welcoming Design Team will work with the City of Port Angeles in completing a comprehensive wayfinding signage, streetscape design, budget, and implementation plan.

Action Plan 2A-4: Before 2024, the Welcoming Design Team in coordination with the City of Port Angeles will complete a traffic calming and alleyway place-making design and implementation plan.

Strategy 2B – A distinguished district will have definable visual entrances and exits and recognized connections to complimentary regional assets and experiences.

Action Plan 2B-1: In 2022, the Welcoming Design Team will design and identify locations for district welcome signage and attractive messaging reader boards, with installation and programing occurring in 2023.

Action Plan 2B-2: In 2022, the Front Street entrance will be enhanced to provide an expansive view of the district and harbor by unblocking the view on the north side of the street from Peabody to Lincoln.

Action Plan 2B-3: In 2023, work with the Blackball Ferry Line, Port Angeles Wharf, and the City of Port Angeles to design and install signage and enhancements to designate the international entry and an invitation to enjoy the district.

Action Plan 2B-4: By 2024, the district will have designed, programed and signed five (5) distinctively named "trails" that originate from the district adding value to the overall district experience.

Strategy 2C – A guest's confidence in personal safety, security and comfort is the top priority to achieving the vision and goals of this plan and positive guest experiences.

Action Plan 2C-1: In 2022, the Welcoming Design Team will coordinate with the City of Port Angeles to develop a district flower-planting, flower basket-hanging, and flower maintenance program, along with a regularly scheduled public space and equipment cleaning and maintenance program, including budget, execution plan, and performance assessment framework.

Action Plan 2C-2: In 2022, the Welcoming Design Team will design and execute a plan to educate and inform district property and business owners on strategies and actions to protect private property.

Action Plan 2C-3: In 2023, district stakeholders in partnership with the City of Port Angeles, will have a staffed Police Station including a visual presence of law enforcement and ambassadors. In addition, the Welcoming Design Team will coordinate a study on the efficacy of funding a private security firm to support the efforts of business and property owners in protecting guests, property, and image of safety.

Action Plan 2C-4: In 2023, the Welcoming Design Team in cooperation with the City of Port Angeles will analyze and assess the status of public and private lighting and cameras, including gaps and voids, to encourage safety and security, and will make recommendations that support the district's vision for the future.

Strategy 2D – Establish linkages to regional attractions and experiences that magnify the brand and expand the overall offering and guest experience.

Action Plan 2D-1: In 2022, the Welcoming Design Team will facilitate discussion and planning between the Olympic National Park, Clallam Transit, Black Ball Transport, the City of Port Angeles, and other stakeholders to develop a year-round Hurricane Ridge Shuttle program, with the departure and return point located in the district.

Action Plan 2D-2: In 2022, the Welcoming Design Team will develop recommendations for business naming, building façade designs, business signage placement and design, and product and services offerings in the district that capture and celebrate our unique local attractions and natural surroundings.

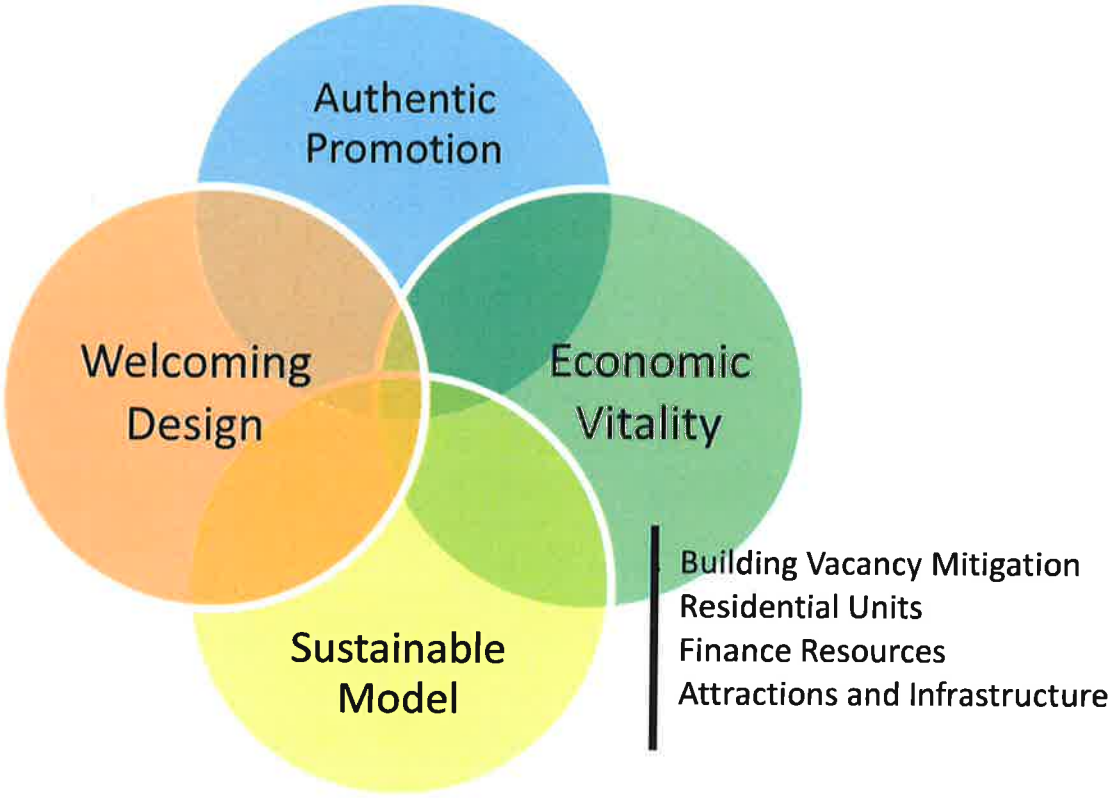
Action Plan 2D-3: In 2023, the Welcoming Design Team will coordinate with Olympic National Park officials to find ways to incorporate the Olympic National Park inside the district in more visible and tangible ways, as well as encourage park visitors to become district guests.

Action Plan 2D-4: In 2023, the Welcoming Design Team will develop programs that highlight the basecamp nature of the district to attractions and activities that can originate from the district, such as whale watching, charter fishing, trips to Hurricane Ridge, trips to Victoria, harbor tours, a district rooftop trail, and seaplane flights and tours.

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GOAL# 3: Economic Vitality

Under the Economic Vitality goal, the four strategies focus on Building Vacancy Mitigation, development of Residential Units, establishing Financial Resourcing programs, and increasing Attractions and improving Infrastructure in the district.



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Goal #3: ECONOMIC VITALITY – By the end of 2026, there will have been over $300M in private and public investment within and surrounding the district. There will be over 150 long-term residential units within the district and 50 new long-term residential units within three blocks of the district. The average number of vacant street level storefronts in the district will decrease to less than five (5) per year.

Strategy 3A – Create a vibrant business climate in the district consisting of an optimal business/service mix based on analysis, entrepreneurship mechanisms, and coordination with government officials on actions that will support reaching vacancy goals.

Action Plan 3A-1: Before June 2022, the Economic Vitality Team will complete a district service/product/attraction gap analysis, rental and property sales evaluation, and prioritization of the top five (5) business opportunities (gaps) including a general prospectus.

Action Plan 3A-2: Beginning in 2021, the Economic Vitality Team will begin to engage property owners through communications, surveys and gatherings to establish the primary challenges and opportunities in the rental market and outcomes of Action Plan 3A-1.

Action Plan 3A-3: Beginning in 2022, work with the Port Angeles Chamber of Commerce to produce twice annual entrepreneurship and business startup workshops that target district vacant properties.

Action Plan 3A-4: Beginning in 2022, the Economic Vitality Team, in partnership with the Port Angeles Farmers Market, will create an action plan to create a pipeline that strengthens the number and quality of small businesses in the district by moving prospects into district storefronts.

Strategies 3B – Focus effort, support, and coordination for the development of 200 residential units in and near the district to reinforce a 24-hour living neighborhood.

Action Plan 3B-1: Beginning in 2021, the Economic Vitality Team will establish a supportive relationship with the Anian Shores project to advocate, maintain current status, and assist when requested.

Action Plan 3B-2: In 2022, the Economic Vitality Team in coordination with the City of Port Angeles, will conduct a district residential analysis for current units and identify challenges and opportunities for new residential development.

Action Plan 3B-3: In 2022, the Economic Vitality Team will coordinate with the City of Port Angeles to make zoning adjustment recommendations that will incentivize new housing development opportunities within three blocks of the district.

Action Plan 3B-4: Before 2023, develop a partnership with the Peninsula Housing Authority to engage their district tenants and launch "The Lee Brigade," to achieve specific actions and strategies of this plan.

Strategy 3C – Beginning in 2022, package, coordinate and assist in the advertisement and strategic deployment of current and new finance resources and incentives.

Action Plan 3C-1: In 2022, the Economic Vitality Team will initiate a targeted marketing and deployment strategy for the City of Port Angeles Façade and Sign Improvement Program.

Action Plan 3C-2: In 2022, in partner with the Port Angeles Chamber of Commerce to complete a finance resources analysis and launch a program linking ten (10) new and existing businesses with the funding sources by the end of 2023.

Action Plan 3C-3: Starting in 2022, the Economic Vitality Team will work with the City of Port Angeles, Clallam County, and other stakeholders to identify and submit annually a minimum of two (2) grant applications in support of the Strategy Action Plan.

Action Plan 3C-4: In 2022, the Economic Vitality Team in partnership with the City of Port Angeles will research, analyze and develop an enforcement and incentive program to address long term vacant and derelict properties.

Strategy 3D – Starting in 2021, provide resilient support for existing and new cornerstone attractions and infrastructure which will fortify the vision and success of the district and overall community.

Action Plan 3D-1: Beginning in 2021, the Economic Vitality Team will be an active supporter to achieve the vision and goals of the Hollywood Beach Seaplane Authority, Field Arts and Events Hall, Lincoln Theatre, Lower Elwha Cultural Center, Marine Discovery Center.

Action Plan 3D-2: Beginning in 2022, the Economic Vitality Team will create a trusted relationship with the Blackball Ferry Line to establish a set of short- and long-term priorities with timelines for completion.

Action Plan 3D-3: Beginning in 2022, the Economic Vitality Team, in coordination with the Port Angeles Chamber of Commerce, will convene twice annually the major project stakeholders in the district to enable communication and identify priority actions to support their efforts.

Action Plan 3D-4: In 2022, complete with the City of Port Angeles a plan to design, fund and construct the Phase III Waterfront Development.

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GOAL #4: Sustainable Model

Under the Sustainable Organization goal area, the four strategies focus on Commitment and Representation, Stakeholder Communications, Volunteer ***Programs,*** and Budgeting & Assessment.



Commitment & Representation
Stakeholder Communications
Volunteer Programs
Budgeting & Assessment

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Goal #4: SUSTAINABLE ORGANIZATION – In 2021, there will be a leadership structure and communication mechanism established for primary stakeholders filling a Steering Committee and coordination entity role. Starting in 2022, ElevatePA and the key stakeholders will establish and manage a volunteer program. Beginning in 2023, ElevatePA will transition to a new, sustainable model that will develop an updated 5-year strategic action plan by the end of 2025.

Strategy 4A – ElevatePA requires an optimal, inclusive representation of stakeholders who are committed to provide leadership for at least five (5) years and are determined to realize the vision of this plan.

Action Plan 4A-1: In 2021, establish a broad-based commitment of support for the ElevatePA Strategic Action Plan among Steering Committee members, identify leadership from that group to form an Executive Committee, and submit a draft resolution to the Port Angeles City Council for their consideration of a codified City commitment and prioritization of resources to the district.

Action Plan 4A-2: By the end of 2022, the Sustainable Model Team, in cooperation with the City of Port Angeles, will research, analyze and develop a recommendation for City code designation that will enable the achievement long term strength and sustainability.

Action Plan 4A-3: Starting in 2022, the ElevatePA Executive Committee will empower the Strategy Implementation Teams to pursue their section of the plan including resource requests and regular progress reports to the Executive Committee.

Action Plan 4A-4: Beginning in 2022, the ElevatePA Executive Committee will plan and hold an annual celebration including progress made and highlighting super efforts.

Strategy 4B – Consistent, meaningful, and facilitated communication between all stakeholders will improve the execution and sustainability of the ElevatePA vision, values and purpose.

Action Plan 4B-1: In Q1 of 2022, the Sustainable Model Team will design, establish and launch a regular stakeholder communication system to inform, exchange information, answer questions

Action Plan 4B-2: Before 2023, the Sustainable Model Team will partner with the City of Port Angeles to evaluate, select and launch an online service request forum for maintenance and repair specifically for the district area.

Action Plan 4B-3: Before 2023, the Sustainable Model Team will work with the Port Angeles Police Department of design, evaluate and launch a safety and security communication platform enabling direct communication with dispatch and among businesses.

Action Plan 4B-4: Before 2023, the ElevatePA Steering Committee will identify launch a district advocate resource that is the primary contact for questions and resources about the district and Strategic Action Plan.

Strategy 4C – Availability and commitment of volunteer human capital is imperative to the execution of the action plans and overall sense of community ownership of the district.

Action Plan 4C-1: In 2022, the Port Angeles Chamber of Commerce will prepare a base list of volunteers and event resources with contact information.

Action Plan 4C-2: Beginning in 2022, the Sustainable Model Team will coordinate with the Port Angeles Chamber of Commerce to establish a volunteer training program, including certification.

Action Plan 4C-3: Beginning in 2022, the Sustainable Model Team with the Port Angeles Chamber of Commerce will hold an annual event to recognize and celebrate the volunteers that have participated in the ElevatePA and Chamber of Commerce events.

Action Plan 4C-4: In 2023, the Sustainable Model Team will design and launch an ElevatePA leadership workshop to support and strengthen the organization.

Strategy 4D – This ElevatePA strategic action plan is an initial effort to realize long term vibrancy of the district and benefits to our community and includes a transition to a sustainable organizational model.

Action Plan 4D-1: Upon the establishment of the ElevatePA Steering Committee, an annual budget including source and use of funds will be adopted.

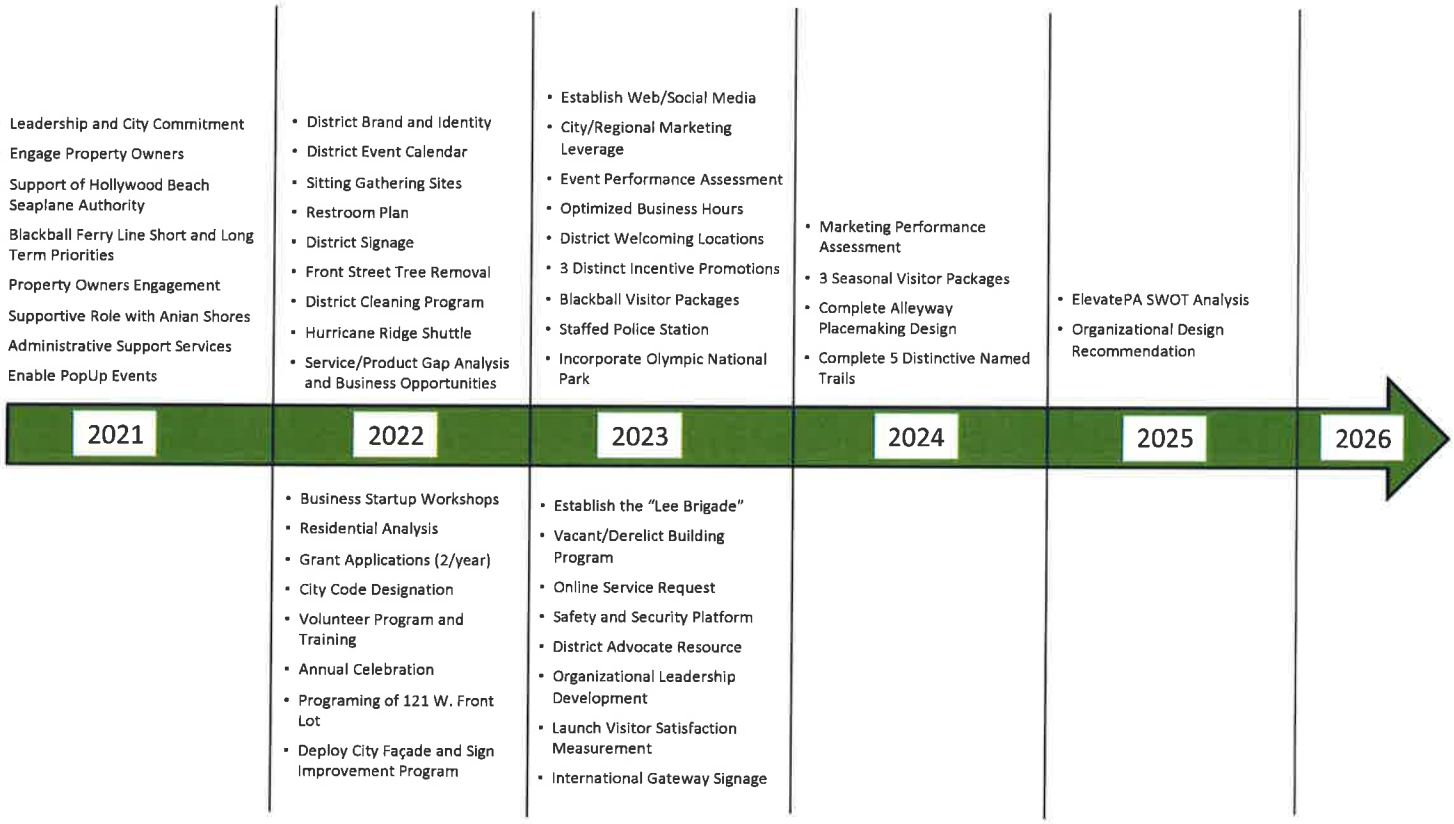
Action Plan 4D-2: The Port Angeles Chamber of Commerce will provide strategy administration services and support to the ElevatePA Steering Committee and Strategy Teams through 2023.

Action Plan 4D-3: Beginning in December 2022, the ElevatePA Steering Committee will conduct progress assessments and measurements based upon a Strategy Roadmap Table that is based on this strategic action plan.

Action Plan 4D-4: In 2025, the ElevatePA Leadership Team will conduct a SWOT analysis of the progress and current state of ElevatePA and design a recommendation for the future and sustainability.

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ELEVATE PA Strategic Action Plan Priorities by Year



ELEVATE
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2024

Thank you to the ElevatePA Steering Committee

Christopher Thomsen, Past President, Port Angeles Chamber of Commerce
Tim Tucker, President, Port Angeles Chamber of Commerce
Marc Abshire, Executive Director, Port Angeles Chamber of Commerce
Hayley Sharpe, MOSS Boutique
April Bellerud, Odyssey Book Store
Neil Conklin, Bella Italia
Paul Beck, Professional Realty Services
Leslie Robertson, Events Manager, Port Angeles Chamber of Commerce
Sanda Hart, Moxie
Ashley Liberty, Avail Fit
Haley Ray, Northwest Coffee Co.
Allyson Brekke, City of Port Angeles
John Brewer, Port Angeles Business Association
Frances Charles, Lower Elwha Tribe
Donya Alward, Red Lion Hotel
Ryan Malane, Black Ball Ferry
Sam Grello, Port Angeles Wharf
Chris Fidler, Field Arts and Events Hall
Eric Dupar, Anian Shores
John Nutter, Port of Port Angeles
Kayla Oakes, Juan de Fuca Foundation for the Arts
Michael McQuay, Kokopelli Grill and Coyote BBQ

Information and Data Inputs to the Strategic Action Plan

Over 700 individual inputs

- 3 - Community Case Studies, Longmont, CO., Astoria, OR., Oak Harbor, WA.
- Buxton and Experian Data Platforms
- 15 – Community Stakeholders Interviews
- 8 – Steering Committee Meetings
- Vision Workshop – 110 attendees
- Asset and Strategy Workshop – 80 attendees
- Community Sentiment Survey – 406
- Vision Survey – 108
- 8 – Online Presentations Reviewing and Seeking Input on the Draft Strategic Action Plan

Lodging Tax Advisory Committee

Attorney Response

Funding Requests

400

Prosecutor Review of March 2024 Lodging Tax Funding Applications

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

> RCW 67.28.1816 Lodging tax—Tourism promotion.
>
> (1) Lodging tax revenues under this chapter may be used, directly by any municipality or indirectly through a convention and visitors bureau or destination marketing organization for:
> (a) Tourism marketing;
> (b) The marketing and operations of special events and festivals designed to attract tourists;
> (c) Supporting the operations and capital expenditures[i] of tourism-related facilities[ii] owned or operated by a municipality or a public facilities district created under chapters 35.57 and 36.100 RCW; or
> (d) Supporting the operations of tourism-related facilities owned or operated by nonprofit organizations described under 26 U.S.C. Sec. 501(c)(3) and 26 U.S.C. Sec. 501(c)(6) of the internal revenue code of 1986, as amended.

APPLICANT	PURPOSE	AMOUNT	NOTES	ELIGIBILTY DETERMINATION
Clallam Transit System	Bus Wrap Marketing	$15,600	Tourism Marketing	**ELIGIBLE** LTAC funds may be used for tourism marketing. RCW 67.28.1816(a).
Washington Festival and Events Education Foundation	Dungeness Crab Festival	$157,500	Festival 501(c)(3)	**ELIGIBLE** LTAC funds may be used for the operations of events designed to attract tourists. RCW 67.28.1816(d).
Olympic Theater Arts	OTA Ticketing and Operations	$14,209.65	Tourism-related facility – accommodates tourist activities Operations 501(c)(3)	**ELIGIBLE** LTAC funds may be used to support the operation of a tourism-related facility that is owned or operated by a nonprofit. RCW 67.28.1816(d).

Peninsula Trails Coalition	Trail Ambassador Program	$49,500	Tourism marketing, Operation and/or Capital Expenditure of Tourism related Facility owned by a Municipality 501(c)3 Should this marketing request be directed to OPVB?	**ELIGIBLE** This application proposes multiple uses of LTAC funds. LTAC funds may be used for tourism marketing. RCW 67.28.1816(a). It further appears that funds would be used for maintenance, upkeep and improvement of Tourism related facilities owned by a Municipality.
Clallam Bay Sekiu Visitors Center	Visitor Marketing and support	$15,000	Tourism related promotion/marketing Operation of visitor's center	**ELIGIBLE** LTAC funds may be used for tourism marketing. RCW 67.28.1816(a). LTAC funds may be used for the operations of events designed to attract tourists. RCW 67.28.1816(d).
Olympic Peninsula Fungus Festival	Operation of Special Event/festival	$12,500	Event/Festival Not Non-Profit	**ELIGIBLE** Under RCW 67.28.1816(1), LTAC revenues may be used directly by any municipality or indirectly through a convention and visitors bureau or destination marketing organization for: LTAC funds may be used for the operations of festivals designed to attract tourists. RCW 67.28.1816(b). LTAC funds may be used for tourism marketing. RCW 67.28.1816(a).

Stormking FC	Operations for Tourism related facility	$41,070	Operation of Tourism related facility 501(c)(3)	**ELIGIBLE** LTAC funds may be used to support the operation of a tourism-related facility that is owned or operated by a nonprofit. RCW 67.28.1816(d).
Clallam County Public Works/Road Department	Olympic Adventure Trail Bridge replacement	$84,000	Tourism-related facility – accommodates tourist activity Capital expense Government entity	**ELIGIBLE** LTAC funds may be used for capital expenditures for government-owned facilities that accommodate tourist activities. RCW 67.28.1816(c)
Port Angeles Youth Basketball	Youth Basketball Tournaments	$63,000	Event/Festival designed to attract tourists. 501c(3)	**ELIGIBLE** LTAC funds may be used for the operations of events/festivals designed to attract tourists. RCW 67.28.1816(b).
City of Forks	Tourism Marketing	$15,000	Tourism Marketing, Operation of tourism event/festival Capital outlays Municipality	**ELIGIBLE** LTAC funds may be used for tourism marketing. RCW 67.28.1816(a). LTAC funds may be used for the operations of events designed to attract tourists. RCW 67.28.1816(d).

Justin Williamson	Floating Boardwalk	$1,190,500	Does not appear to be either a governmental entity or non-profit. Appears to be a request for funding for capital expenditures.	**INELIGIBLE** LTAC funds cannot be used for capital expenditures by a nonprofit or for profit. RCW 67.28.1816(c) and (d).
Port Angeles Fine Arts Center	Fine Arts Festival Series	$15,000	Festival 501(c)(3) nonprofit	**ELIGIBLE** LTAC funds may be used for the operations of festivals designed to attract tourists. RCW 67.28.1816(b).
Clallam County Parks, Fair, & Facility Department	Beach Access at Clallam Bay County Park	$75,000	Tourism-related facility Government entity Primarily capital expenses "tourism-related facility," RCW 67.28.120(7)	**ELIGIBLE** LTAC funds may be used to support the operation of a tourism-related facility that is owned or operated by a nonprofit. RCW 67.28.1816(d).
Feiro Marine Life Center	Operations Support	$20,495	Operation of tourism related facility 501(c)(3) Nonprofit	**ELIGIBLE** LTAC funds may be used to support the operation of a tourism-related facility that is owned or operated by a nonprofit. RCW 67.28.1816(d).

Port Angeles Waterfront Center/ Field Arts & Events	GOS for Field Hall Arts and Events	$100,000	Tourism-related facility – performing arts, accommodates tourist activities 501(c)(3) Nonprofit	**ELIGIBLE** LTAC funds may be used to support the operation of a tourism-related facility that is owned or operated by a nonprofit. RCW 67.28.1816(d).
Port Angeles Chamber of Commerce	Winter Ice Village	$30,000	Festival/Event. Tourism-related facility – accommodates tourist activities 501(c)(6) Nonprofit	**ELIGIBLE** LTAC funds may be used to support the operation of a tourism-related facility that is owned or operated by a nonprofit. RCW 67.28.1816(d). LTAC funds may be used for the operations of festivals designed to attract tourists. RCW 67.28.1816(b).

Port Angeles Waterfront District	Elevate PA 2026	$50,000	Proposes to use funds for operation of Tourism Related Facilities owned both by non profits and municipalities. 501(c)(6)	**INELIGIBLE** LTAC funds may be used for tourism marketing. RCW 67.28.1816(a). LTAC funds may be used for the marketing and operations of special events and festivals designed to attract tourists. RCW 67.28.1816(1)(b) LTAC funds may be used for support of operations and capital expenditures for government-owned facilities. RCW 67.28.1816(c). LTAC funds may be used to support the operation of a tourism-related facility that is owned or operated by a nonprofit. RCW 67.28.1816(d). "Tourism-related facility" means real or tangible personal property with a usable life of three or more years, or constructed with volunteer labor. RCW 67.28.080(7) **A Government owned or non-profit owned tourist-related facility has not been identified beyond the general identification of the entire downtown of the city of Port Angeles which clearly is not owned by the applicant. The funds requested are not intended for marketing. No specific events or festivals have been identified.**

Please contact DPA Dee Boughton with any questions.

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

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

Expenditures that qualify as capital are defined as:

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

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

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

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