



AGENDA

CLALLAM COUNTY LODGING TAX ADVISORY COMMITTEE

**223 East 4th Street, Room 160
Port Angeles, Washington**

January 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. APPROVAL OF MINUTES FOR THE MEETING ON:**
 - **November 9, 2023**
- IV. PUBLIC COMMENT**
- V. BUSINESS**
 - a. City of Port Angeles, Sequim, Forks, and Jefferson County Lodging Tax Funding 2024 allocations discussion**
 - b. Review of financial LTAC projections – Mark Lane**
 - c. Notice to call for 2024 Hotel/Motel Funding applications (2nd call 2024)**
 - d. Strategic Tourism Plan request for proposal update – Marsha Massey**
 - e. Vacant LTAC membership positions**
 - **Potential User of funds - Vacant**
- VI. PUBLIC COMMENT**
- VII. ADJOURNMENT**

**Clallam County
Lodging Tax Advisory Committee**

**Draft Minutes
November 9, 2023**



CLALLAM COUNTY LODGING TAX ADVISORY COMMITTEE MINUTES OF NOVEMBER 9, 2023

MEETING OF THE LODGING TAX ADVISORY BOARD (LTAC)

Chair Commissioner Johnson called the meeting to order at 2 p.m., Thursday, November 9, 2023. Also, present were Donya Alward, Kim Reynolds, Lorrie Mittmann, Lissy Andros, Craig Jaeger and Pamela Dahl. Matthew Peloquin and Marc Abshire were excused.

REQUESTS FOR MODIFICATIONS/APPROVAL OF AGENDA

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

APPROVAL OF MINUTES

- September 14, 2023

CRJ noted that the minutes are missing motioned and seconded names on business item c.

ACTION TAKEN: Reynolds moved to approve the minutes as modified, Dahl seconded, motion carried, Andros abstained

BUSINESS ITEMS

a. Review of financial LTAC projections

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

b. Discussion on allocations for 2024 Hotel/Motel Funds

Commissioner Johnson provided a summary. LTAC Members held discussion. Members determined to target \$1.3 million.

c. Review/vote/make recommendation on 2024 Hotel/Motel Lodging Tax funding requests

Commissioner Johnson provided a brief explanation on the review process for applications. He requested each applicant give a brief explanation of the requests submitted. LTAC Members reviewed the request amounts and provided feedback. Commissioner Johnson read the final recommended amounts into the record.

Applicant

Recommended amount

Port Angeles Marathon Association	\$29,355
Hurricane Ridge Winter Sports Club	\$45,000
Forks MTB Trail Alliance	None
Neah Bay Chamber of Commerce	\$35,230
Sequim Irrigation Festival	\$12,500
Lincoln Park BMX Association	\$39,806.06
Clallam County Parks – Park advertising	None
Clallam County Parks – Day use parks	\$25,000
Clallam County Parks - Seasonal staff for day use	\$19,000
Olympic Peninsula Visitor Bureau	\$800,000
Ian's Ride	\$5,000
Olympic Peninsula Rowing Association	\$20,000
Sequim Sunrise Rotary	None
Forks Chamber of Commerce	\$35,000
Juan de Fuca Foundation for the Arts	\$9,500
Port Angeles Waterfront Center dba Field Arts & Events Hall	\$300,000
Port Angeles City Ballet	\$7,500

ACTION TAKEN: Dahl moved to approve the Port Angeles Marathon Association funding request, Jaeger seconded, motion carried

CLALLAM COUNTY LODGING TAX ADVISORY BOARD
MINUTES of November 9, 2023
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ACTION TAKEN: Dahl moved to approve the Hurricane Winter Sports Club funding request, Jaeger seconded, motion carried

ACTION TAKEN: Dahl moved to approve the Neah Bay Chamber of Commerce funding request, Jaeger seconded, motion carried

ACTION TAKEN: Dahl moved to approve the Sequim Irrigation Festival funding request, Jaeger seconded, motion carried

ACTION TAKEN: Dahl moved to approve the Lincoln Park BMX Association funding request, Jaeger seconded, motion carried

ACTION TAKEN: Dahl moved to approve the Clallam County Parks – Day use parks funding request, Jaeger seconded, motion carried

ACTION TAKEN: Dahl moved to approve the Clallam County Parks – Seasonal staff for day use funding request, Jaeger seconded, motion carried

ACTION TAKEN: Dahl moved to approve the Olympic Peninsula Visitor Bureau funding request, Jaeger seconded, motion carried

ACTION TAKEN: Dahl moved to approve the Ian's Ride funding request, Jaeger seconded, motion carried

ACTION TAKEN: Dahl moved to approve the Olympic Peninsula Rowing Association funding request, Jaeger seconded, motion carried

ACTION TAKEN: Dahl moved to approve the Forks Chamber of Commerce funding request, Jaeger seconded, motion carried (Andros abstained)

ACTION TAKEN: Dahl moved to approve the Juan de Fuca Foundation for the Arts funding request, Jaeger seconded, motion carried

ACTION TAKEN: Dahl moved to approve the Port Angeles Waterfront Center dba Field Arts & Events Hall funding request, Jaeger seconded, motion carried (Reynolds abstained)

ACTION TAKEN: Dahl moved to approve the Port Angeles City Ballet funding request, Jaeger seconded, motion carried

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d. Review timeline for 2nd call for 2024 Hotel/Motel Funds

Commissioner Johnson provided a summary. LTAC Members held discussion

ACTION TAKEN: Andros moved to approve the application timeline for 2nd call for applications, Alward seconded, motion carried

e. Recognizing Lorrie Mittmann

Commissioner Johnson thanked Mittmann for her service to LTAC.

NEXT MEETING – January 11, 2024

ADJOURNMENT - Meeting concluded at xx p.m.

DRAFT

**Clallam County
Lodging Tax Advisory Committee**

**Funding Report
Mark Lane**

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

	BUDGET 2023 ADJUSTED BUDGET (BASED ON CURRENT COMMITMENTS AND BUDGET REVISIONS APPROVED BY BOCC)	PROJECTIONS PROJECTED YEAR-END 2023 --UP 5.6% FOR YEAR --JAN-OCTOBER ACTUALS UP 5.5%, NOVEMBER-DECEMBER UP 6.6%	ACTUALS--CURRENT YEAR WITH 5 YEAR LOOK BACK						ACTUALS--YTD PRIOR YEAR	
			2023	2022	2021	2020	2019	2018	YTD DECEMBER 2022	% CHANGE VS PRIOR YEAR
<u>REVENUE (SOURCES OF FUNDING)</u>										
291.31331.00.0030 HOTEL/MOTEL TRANSIENT LODGING TAX	849,000	893,313	893,313	833,512	742,715	392,878	499,196	481,653	833,512	7.2%
291.31331.00.0040 HOTEL/MOTEL LODGING ADDITIONAL TAX	838,000	843,524	843,524	818,151	742,114	395,680	492,412	436,419	818,151	3.1%
291.33121.01.9100 AMERICAN RESCUE PLAN (LOST REVENUE, "KEEP THE LIGHTS ON")	-	- **	-	-	-	-	-	-	-	--
291.33321.01.9100 CARES ACT-COVID-19 RELIEF ("KEEP THE LIGHTS ON")	-	-	-	-	-	252,761	-	-	-	--
291.36700.00.0000 CONTRIBUTIONS AND DONATIONS	-	-	-	-	-	-	940	-	-	--
291.39797.90.0240 TRANSFER FROM OPERATING TRANSFERS OUT	-	-	-	-	-	-	-	-	-	--
TOTAL REVENUE (SOURCES)	1,687,000	1,736,837	1,736,837	1,651,662	1,484,829	1,041,318	992,548	918,071	1,651,662	0.0%
% CHANGE VS PRIOR YEAR	2.1%	5.2%	5.2%	11.2%	42.6%	4.9%	8.1%	16.4%		
% CHANGE VS PRIOR YEAR--EXCLUDING CARES	2.1%	5.2%	5.2%	11.2%	88.3%	-20.6%	8.1%	16.4%		
<u>EXPENDITURES (USES OF FUNDING)</u>										
291.55730.41.0020 PROFESSIONAL SERVICES	-	-	-	-	-	-	-	-	-	--
291.55730.41.0116 CLALLAM BAY-SEKIU CHAMBER OF COMMERCE	12,000	12,000	-	12,000	12,000	20,000	10,086	21,363	12,000	-100.0%
291.55730.41.0117 CHAMBERS OF COMMERCE	-	-	1,567	1,567	567	1,567	2,972	1,822	1,567	0.0%
291.55730.41.0121 OLYMPIC PENINSULA VISITOR BUREAU	870,000	870,000	848,334	652,500	558,333	591,667	514,167	527,500	652,500	30.0%
291.55730.41.5110 PARKS/FAIR/FACILITIES	50,000	50,000	35,520	43,753	32,377	25,947	24,025	28,596	43,753	-18.8%
291.55730.41.5120 PUBLIC WORKS	460,000	460,000	-	-	150,000	250,000	220,000	-	-	--
291.55730.41.0118 FEIRO MARINE LIFE CENTER	-	-	-	-	-	-	-	50,000	-	--
291.55730.49.0155 NOR'WESTER ROTARY CLUB/FOUNDATION	-	-	-	-	-	-	5,000	-	-	--
291.55730.49.0160 PA CHAMBER OF COMMERCE	-	-	-	85,000	35,000	-	35,000	-	85,000	-100.0%
291.55730.49.0161 NEAH BAY CHAMBER OF COMMERCE	20,000	20,000	20,000	-	-	-	25,700	-	-	--
291.55730.49.0162 FORKS CHAMBER OF COMMERCE	35,000	35,000	35,000	53,638	40,000	-	-	-	53,638	-34.7%
291.55730.49.0170 PORT ANGELES MARATHON ASSOCIATION	15,000	15,000	15,000	-	12,500	-	-	-	-	--
291.55730.49.0171 PORT ANGELES BASEBALL	-	-	-	60,000	-	-	-	-	60,000	-100.0%
291.55730.49.0172 PENINSULA ADVENTURE SPORTS	-	-	-	-	-	-	-	-	-	--
291.55730.49.0173 DUNGENESS CRAB & SEAFOOD FESTIVAL	-	-	-	15,550	-	-	-	-	15,550	-100.0%
291.55730.49.0174 PENINSULA TRAILS COALITION	10,000	10,000	10,000	20,000	-	-	-	-	20,000	-50.0%
291.55730.49.0175 LINCOLN PARK BMX ASSOCIATION	30,000	30,000	30,000	119,570	100,000	-	-	-	119,570	-74.9%
291.55730.49.0176 PORT ANGELES WATERFRONT CENTER	45,000	45,000	45,000	145,000	-	-	-	-	145,000	-69.0%
291.55730.49.0180 JUAN DE FUCA FESTIVAL	8,000	8,000	8,000	7,000	10,000	-	-	-	7,000	14.3%
291.55730.49.0185 FORKS TIMBER MUSEUM	-	-	-	-	67,142	-	-	-	-	--
291.55730.49.0193 SOURCEONE DISPLAYS	-	5,000	5,000	-	-	-	-	-	-	--
291.55730.49.0194 HURRICANE RIDGE WINTER SPORTS	-	30,000	30,000	-	-	-	-	-	-	--
291.55730.49.0195 OLYMPIC PENINSULA ROWING ASSOCIATION	20,000	20,000	20,000	-	-	-	-	-	-	--
291.55730.49.0230 UNANTICIPATED PROJECTS (PRIOR YEARS INCLUDE "KEEP THE LIGHTS ON" FUNDING PROVIDED)	65,000	-	-	-	107,842	252,761	-	-	-	--
291.55730.51.0050 WASHINGTON STATE PATROL	-	-	-	-	-	-	-	5,290	-	--
TOTAL EXPENDITURES (USES)	1,640,000	1,610,000	1,103,421	1,215,578	1,125,761	1,141,942	836,950	634,571	1,215,578	-9.2%
EXCESS OF REVENUE(SOURCES) OVER EXPENDITURES(USES)	47,000	126,837	633,416	436,084	359,068	(100,624)	155,598	283,501	436,084	45.3%
ENDING FUND BALANCE/RESERVES	1,792,685	1,872,522	2,379,101	1,745,685	1,309,601	950,533	1,051,157	895,559	1,745,685	36.3%

**Clallam County
Lodging Tax Advisory Committee**

**Notice to call for
2nd round of LTAC Funding Applications**

- Notice**
- Press Release**
- Timeline**



Clallam County Lodging Tax Advisory Committee
REQUEST FOR 2024 LODGING TAX FUNDING APPLICATIONS (2nd call)

The Lodging Tax Advisory Committee announces an opportunity for business grants for large-scale events, projects, or infrastructure improvements from monies received from a consumer tax on lodging. 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).

Applications will be received at 223 East 4th Street, Room 150, Port Angeles, Washington until 12 p.m., Friday, March 15, 2024.

The sealed applications must be clearly marked on the outside of the envelope, "**2024 Lodging Tax Funding Applications**" Address applications to: Clallam County Lodging Tax Advisory Committee – Commissioners Office, 223 East 4th Street, Suite 4, Port Angeles, Washington 98362 or hand-deliver to 223 East 4th Street, Room 150, Port Angeles, Washington. Drop applications in drop box no later than 12 p.m., Friday, March 15, 2024. Applications delivered to other offices and received late by the Commissioners' Office will not be considered nor will ones received by facsimile or e-mail. Submittals made in an incorrect format will not be considered.

A current applications may be obtained Monday through Friday, 8 a.m. to 4:30 p.m., from:

Loni Gores, Clerk of the Board
Clallam County Board of Commissioners
223 East Fourth Street, Suite 4
Port Angeles, WA 98362
loni.gores@clallamcountywa.gov or 360.417.2256 or
<https://www.clallamcountywa.gov/757/Lodging-Tax-Advisory-Committee-LTAC>

Clallam County hereby notifies all that it will affirmatively ensure that in any contract entered into pursuant to this advertisement, disadvantaged business enterprises as defined in Title VI of the Civil Rights Act of 1964 at 49 CFR Part 23 will be afforded full opportunity to submit proposals in response to this invitation and will not be discriminated against on the grounds of race, color, national origin, or sex in consideration for an award.

PASSED THIS 11th day of January 2024

ATTEST:

Lodging Tax Advisory Committee

Loni Gores, MMC, Clerk of the Board

Randy Johnson, LTAC Chair

Publish: January 16 and 19 (PDN), January 17 (SQ Gazette) and January 18 (Forks Forum)

Bill: Board of Commissioners – Lodging Tax Advisory Committee



RANDY JOHNSON, District 2
Chair, Lodging Tax Advisory Committee

Board of Clallam County Commissioners

223 East 4th Street, Suite 4
Port Angeles, WA 98362-3015
360.417.2256 Fax: 360.417.2493
E-mail: commissioners@clallamcountywa.gov

January 11, 2024

PRESS RELEASE **For Immediate Release**

CLALLAM COUNTY LODGING TAX FUNDING APPLICATION 2024 (2nd call)

The Lodging Tax Advisory Committee announces an opportunity for business grants for large-scale events, projects, or infrastructure improvements from monies received from a consumer tax on lodging. 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).

How to Apply or Additional Information

To obtain an application contact the Clallam County Board of Commissioners' Office at:

Clerk of the Board Loni Gores: loni.gores@clallamcountywa.gov

or

Online at: <https://www.clallamcountywa.gov/757/Lodging-Tax-Advisory-Committee-LTAC>

Applications/requests must be received at 223 East 4th Street, Room 150, Port Angeles, Washington by 12 p.m., Friday, March 15, 2024. Late applications will not be accepted.

Loni Gores, MMC, Clerk
Lodging Tax Advisory Committee



**CLALLAM COUNTY
LODGING TAX ADVISORY COMMITTEE
223 EAST 4TH STREET, STE. 4, PORT ANGELES, WA**

**Lodging Tax Advisory Committee
Application Timeline 2024 (2nd call)**

1. Lodging Tax Advisory Committee Members meet to review and vote on a notice to call/press release for applications: **Thursday, January 11, 2024**
2. Notice and application get posted to (**on Thursday, January 11, 2024**):
 - County website home page under Latest County News
 - County website Lodging Tax Advisory Committee webpage
 - Published in the Peninsula Daily News, Forks Forum and Sequim Gazette
 - Sent to the press/media (papers, radio stations)
 - Sent to the LTAC Members and LTAC Meeting Notification email lists
3. Notice posted in papers:
 - Forks Forum: **Thursday, January 18, 2024**
 - Sequim Gazette: **Wednesday, January 17, 2024**
 - Peninsula Daily News: **Tuesday, January 16 and Friday, January 19, 2024**
4. Applications due to the Board of Commissioners Office: **Friday, March 15, 2024 at 12 p.m.**
5. Applications forwarded to Prosecuting Attorney's Office for review: **Friday, March 15, 2024**
6. Prosecuting Attorney Office legal review due back to Clerk: **Thursday, April 4, 2024**
7. Agenda packet and applications forwarded to LTAC Members for review: **Friday, April 5, 2024**
8. Lodging Tax Advisory Committee Meeting to review applications: **Thursday, April 11, 2024**
9. BOCC holds work session meeting to discuss recommendations: **Monday, April 22, 2024**
10. BOCC holds regular meeting to approve recommendations: **Tuesday, April 30, 2024**
11. Approved recommendations forwarded to the Finance Department for processing: **Tuesday, April 30, 2024**



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:** \$ _____
- 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:** _____
- IV **Representative Contact Information:**
Name, Title _____
Mailing Address _____
Phone(s) _____
Email _____

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

CERTIFICATION

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

Signature

Date: _____

Print or Type Name

LODGING TAX APPLICATION – REQUIRED SUPPLEMENTAL QUESTIONS

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

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

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

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

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

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

6. 2024 Tourism-Impact Estimate

(Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2023)

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

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

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

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

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

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

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

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

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

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

APPLICATION INSTRUCTIONS – GENERAL GUIDELINES

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

**Clallam County
Lodging Tax Advisory Committee**

Strategic Tourism Plan Update



CLALLAM COUNTY LTAC MEETING – January 11, 2024
Tourism Master Plan Update

1. **Visioning Workshop** (in-person) with Leadership Team / Key Industry Leaders – Held November 2nd
2. **Writing/Editing of the Master Plan** – Consultants culling through data, writing the plan/content development and Marsha Massey/Debbie Wardrop editing
3. **Next steps:**
 - Design/graphics/photos will be incorporated
 - Final edits
 - Anticipate plan will be presented by end of January. 2024
 - Roll-out to stakeholders throughout Q1
4. **Presentation of Tourism Master Plan at OP Tourism Summit, Spring 2024**