



AGENDA
CLALLAM COUNTY
LODGING TAX ADVISORY COMMITTEE

223 East 4th Street, Room 160
Port Angeles, Washington
September 12, 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://clallamcountywa.gov/meetings>

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:**
 - **April 11, 2024**
- V. **BUSINESS**
 - a. **Review of financial LTAC projections – Mark Lane**
 - b. **Peninsula Trails Coalition Request – Jeff Bohman**
 - c. **Approval of a notice to call for 2025 Lodging Tax Funding Application**
 - d. **Field Hall Events Center Request – Steve Raider-Ginsburg**
 - e. **LTAC Membership positions**
 - f. **Strategic Tourism Plan update – Marsha Massey and Debbie Wardrop**
 - g. **Discussion on Clallam County Lodging Tax logo/signage**
- VI. **PUBLIC COMMENT**
- VII. **ADJOURNMENT**

Clallam County Lodging Tax Advisory Committee

**Draft Minutes
April 11, 2024**



CLALLAM COUNTY LODGING TAX ADVISORY COMMITTEE MINUTES OF APRIL 11, 2024

MEETING OF THE LODGING TAX ADVISORY BOARD (LTAC)

Chair Commissioner Johnson called the meeting to order at 1 p.m., Thursday, April 11, 2024. Also, present were Kim Reynolds, Donya Alward, Lissy Andros, Pamela Dahl, Matthew Peloquin, Craig Jaeger, and Marc Abshire.

APPROVAL OF AGENDA

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

PUBLIC COMMENT

- Donna Barr, Clallam Bay, commented on the Clallam County Parks application

APPROVAL OF MINUTES

- February 8, 2024

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

BUSINESS ITEMS

a. Review of financial LTAC projections – Mark Lane

Lane provided a financial update.

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.

c. Review/vote/make recommendation on 2024 Hotel/Motel Lodging Tax funding requests (2nd call)

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.

Applicant

Clallam Transit System
Washington Festival and Events
Olympic Theatre Arts
Peninsula Trails Coalition
Clallam Bay / Sekiu Visitors Center
Olympic Peninsula Fungus Festival
StromKing FC
Clallam County Public Works
Port Angeles Youth Basketball
City of Forks
Justin Williamson
Port Angeles Fine Arts
Clallam County Parks
Fiero Marine Life Center
Port Angeles Waterfront Center
Port Angeles Chamber of Commerce
Port Angeles Waterfront District

Recommended amount

\$15,600
\$157,500
\$14,209.65
\$49,500
\$15,000
\$12,500
\$41,600
\$84,400
\$21,000 (Contingent)
\$15,000
None
\$15,000
\$75,000
\$29,495
\$100,000
\$30,000
None

ACTION TAKEN: Andros moved to approve the Clallam Transit System funding request, Dahl seconded, motion carried

CLALLAM COUNTY LODGING TAX ADVISORY BOARD
MINUTES of April 11, 2024
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ACTION TAKEN: Andros moved to approve the Washington Festival and Events funding request, Dahl seconded, motion carried

ACTION TAKEN: Alward moved to approve the Olympic Theatre Arts funding request, Reynolds seconded, motion carried

ACTION TAKEN: Andros moved to approve the Peninsula Trails Coalition funding request, Abshire seconded, motion carried

ACTION TAKEN: Abshire moved to approve the Clallam Bay / Sekiu Visitors Center funding request, Dahl seconded, motion carried, Matthew Peloquin, recused

ACTION TAKEN: Alward moved to approve the Olympic Peninsula Angus Festival funding request, Andros seconded, motion carried

ACTION TAKEN: Alward moved to approve the StormKing FEC funding request, Reynolds seconded, motion carried

ACTION TAKEN: Andros moved to approve the Clallam County Public Works funding request, Dahl seconded, motion carried

ACTION TAKEN: Alward moved to approve \$21,000 the Port Angeles Youth Basketball funding request contingent upon the proper complete of the application, Abshire seconded, motion carried

ACTION TAKEN: Andros moved to approve the City of Forks funding request, Alward seconded, motion carried

ACTION TAKEN: Jaeger moved to approve the Port Angeles Fine Arts funding request, Reynolds seconded, motion carried

ACTION TAKEN: Dahl moved to approve the Clallam County Parks funding request, Andros seconded, motion carried

ACTION TAKEN: Alward moved to approve the Field Marine Life Center funding request, Andros seconded, motion carried

ACTION TAKEN: Jaeger moved to approve the Port Angeles Waterfront Center funding request, Dahl seconded, motion carried, Kim Reynolds recused

ACTION TAKEN: Andros moved to approve the Port Angeles Chamber of Commerce funding request, Jaeger seconded, motion carried, Marc Abshire recused

PUBLIC COMMENT

- Justin Williams, Port Angeles, commented on the application he submitted for the Port Angeles waterfront boardwalk

NEXT MEETING – September 12, 2024

ADJOURNMENT - Meeting concluded at 5:03 p.m.

Clallam County Lodging Tax Advisory Committee

Business Items

Financial Update- Mark Lane

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

	BUDGET 2024 ADJUSTED BUDGET (BASED ON CURRENT COMMITMENTS AND BUDGET REVISIONS APPROVED BY BOCC)	PROJECTIONS PROJECTED YEAR-END 2024 --LTAC REVENUE UP 14.7% FOR YEAR (YTD AUGUST UP 20.4%, SEPT-DEC UP 7.9%)	ACTUALS--CURRENT YEAR WITH 5 YEAR LOOK BACK						ACTUALS--YTD PRIOR YEAR	
			YTD AUGUST 2024	2023	2022	2021	2020	2019	YTD AUGUST 2023	% CHANGE VS PRIOR YEAR
<u>REVENUE (SOURCES OF FUNDING)</u>										
291.31331.00.0030 HOTEL/MOTEL TRANSIENT LODGING TAX	927,000	1,001,847	564,300	893,313	833,512	742,715	392,878	499,196	487,862	15.7%
291.31331.00.0040 HOTEL/MOTEL LODGING ADDITIONAL TAX	870,000	989,633	564,467	843,524	818,151	742,114	395,680	492,412	449,459	25.6%
291.33121.01.9100 AMERICAN RESCUE PLAN (LOST REVENUE, "KEEP THE LIGHTS ON")	-	-	-	-	-	-	-	-	-	--
291.33321.01.9100 CARES ACT-COVID-19 RELIEF ("KEEP THE LIGHTS ON")	-	-	-	-	-	-	252,761	-	-	--
291.36700.00.0000 CONTRIBUTIONS AND DONATIONS	-	-	-	-	-	-	-	940	-	--
291.39797.90.0240 TRANSFER FROM OPERATING TRANSFERS OUT	-	-	-	-	-	-	-	-	-	--
TOTAL REVENUE (SOURCES)	1,797,000	1,991,480	1,128,768	1,736,837	1,651,662	1,484,829	1,041,318	992,548	937,322	20.4%
% CHANGE VS PRIOR YEAR	3.5%	14.7%	20.4%	5.2%	11.2%	42.6%	4.9%	8.1%		
% CHANGE VS PRIOR YEAR--EXCLUDING CARES	3.5%	14.7%	20.4%	5.2%	11.2%	88.3%	-20.6%	8.1%		
<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	20,000	10,086	-	--
291.55730.41.0117 CHAMBERS OF COMMERCE	2,000	2,000	1,205	1,567	1,567	567	1,567	2,972	1,195	0.8%
291.55730.41.0121 OLYMPIC PENINSULA VISITOR BUREAU	800,000	800,000	542,500	848,334	652,500	558,333	591,667	514,167	545,000	-0.5%
291.55730.41.5110 PARKS/FAIR/FACILITIES	119,000	119,000	75,000	35,520	43,753	32,377	25,947	24,025	-	--
291.55730.41.5120 PUBLIC WORKS	504,400	504,400	-	-	-	150,000	250,000	220,000	-	--
291.55730.41.0118 FEIRO MARINE LIFE CENTER	29,495	29,495	29,495	-	-	-	-	-	-	--
291.55730.49.0155 NOR'WESTER ROTARY CLUB/FOUNDATION	-	-	-	-	-	-	-	5,000	-	--
291.55730.49.0160 PA CHAMBER OF COMMERCE	30,000	30,000	30,000	-	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%
291.55730.41.0163 CITY OF FORKS	15,000	15,000	15,000	-	-	-	-	-	-	--
291.55730.49.0164 OLYMPIC THEATER ARTS	14,210	14,210	14,210	-	-	-	-	-	-	--
291.55730.49.0166 OLYMPIC PENINSULA FUNGUS FESTIVAL	12,500	12,500	12,500	-	-	-	-	-	-	--
291.55730.49.0167 PORT ANGELES FINE ARTS	15,000	15,000	15,000	-	-	-	-	-	-	--
291.55730.41.0168 CLALLAM TRANSIT SYSTEM	15,600	15,600	15,600	-	-	-	-	-	-	--
291.55730.41.0169 CLALLAM BAY/SEKIU VISITORS' CENTER	15,000	15,000	15,000	-	-	-	-	-	-	--
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	49,500	49,500	49,500	10,000	20,000	-	-	-	10,000	395.0%
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	400,000	400,000	400,000	45,000	145,000	-	-	-	45,000	788.9%
291.55730.41.0177 PORT ANGELES YOUTH BASKETBALL	21,000	21,000	21,000	-	-	-	-	-	-	--
291.55730.41.0178 WASHINGTON FESTIVAL AND EVENTS	157,500	157,500	157,500	-	-	-	-	-	-	--
291.55730.41.0179 STORMKING FC	41,600	41,600	41,600	-	-	-	-	-	-	--
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	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)	303	303	-	-	-	107,842	252,761	-	-	--
291.55730.51.0050 WASHINGTON STATE PATROL	-	-	-	-	-	-	-	-	-	--
TOTAL EXPENDITURES (USES)	2,481,000	2,481,000	1,674,000	1,103,421	1,215,578	1,125,761	1,141,942	836,950	764,195	119.1%
EXCESS OF REVENUE(SOURCES) OVER EXPENDITURES(USES)	(684,000)	(489,520)	(545,233)	633,416	436,084	359,068	(100,624)	155,598	173,127	-414.9%
ENDING FUND BALANCE/RESERVES	1,695,101	1,889,581	1,833,868	2,379,101	1,745,685	1,309,601	950,533	1,051,157	1,918,811	-4.4%

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

	January 2024	February 2024	March 2024	April 2024	May 2024	June 2024	July 2024	August 2024	September 2024	October 2024	November 2024	December 2024	2024
	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Actual	Projected	Projected	Projected	Projected	Projected
Hotel/Motel Transient Lodging Tax	30,236	35,561	56,464	57,699	70,488	78,122	102,831	132,900	145,670	129,560	109,485	52,832	1,001,847
Hotel/Motel Transient Lodging Additional	30,505	35,201	56,464	57,601	70,398	78,122	102,831	133,345	139,481	123,710	108,840	53,135	989,633
TOTAL HOTEL/MOTEL TAX REVENUE	60,742	70,762	112,927	115,300	140,885	156,245	205,662	266,244	285,151	253,270	218,325	105,967	1,991,480
YOY % CHANGE--MONTH	3.0%	27.0%	13.5%	82.7%	27.7%	16.0%	13.9%	13.5%	7.5%	10.0%	7.5%	5.0%	14.7%
YOY % CHANGE--CUMULATIVE	3.0%	14.7%	14.1%	29.7%	29.2%	25.8%	22.7%	20.4%	17.6%	16.4%	15.3%	14.7%	14.7%

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 14.7% FOR YEAR (YTD AUGUST UP 20.4%, SEPT-DEC UP 7.9%)													
YOY % CHANGE	3.0%	27.0%	13.5%	82.7%	27.7%	16.0%	13.9%	13.5%	7.5%	10.0%	7.5%	5.0%	14.7%
TAX REVENUE	\$ 60,742	\$ 70,762	\$ 112,927	\$ 115,300	\$ 140,885	\$ 156,245	\$ 205,662	\$ 266,244	\$ 285,151	\$ 253,270	\$ 218,325	\$ 105,967	\$ 1,991,480

Clallam County Lodging Tax Advisory Committee

Business Items

Peninsula Trails Coalition Request

Gores, Loni

From: Jeff Bohman <jrbohman@icloud.com>
Sent: Wednesday, August 7, 2024 6:07 PM
To: Gores, Loni
Cc: Michele Canale; Gray, Steve; French, Mike
Subject: PTC LTAC '24 grant amendment request

Hi Loni—

As we discussed this afternoon, this is our formal request for an amendment to address incorrect math that was reflected in our current LTAC grant. After conferring with Comm. French and Steve Gray, we agreed that it was appropriate to submit this request. As you & I reviewed in the grant budget, our total grant request amount inadvertently did not include \$5,700 that was to have been included for our sanican rental activities. The purpose and amount were part of what was approved, but the total shown didn't reflect that one expense. Another way of expressing this is that the grant total should have been shown as being \$55,200, rather than \$49,500. It was reassuring to hear you suggest that this could be a fairly simple process, and we understand that it will need to go to both the committee and the commissioners for approval. Please let me know if there's anything else you need from us to support this amendment request. Thanks very much! Jeff B.

Yours,
Jeff Bohman, Board President
Peninsula Trails Coalition

"Spearheading the Vision of the Olympic Discovery Trail Since 1988"



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

Expense item	Total need	Clallam LTAC request 2024	OPVB match, if awarded Correct Amount	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	\$5,700	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	>\$55,200	\$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.



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 ☒ 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: jbohman@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
- ☒ 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: 3/15/2024

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 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.

Clallam County Lodging Tax Advisory Committee

Business Items

Notice to call for applications 2025



Clallam County Lodging Tax Advisory Committee REQUEST FOR 2025 LODGING TAX FUNDING APPLICATIONS

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, October 11, 2024.

The sealed applications must be clearly marked on the outside of the envelope, "**2025 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, October 11, 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 12th day of September 2024

ATTEST:

Lodging Tax Advisory Committee

Loni Gores, MMC, Clerk of the Board

Randy Johnson, LTAC Chair

Publish: September 17, 21 & 27 (PDN) &
September 18 (SQ Gazette) & September 19 (Forks Forum)

Bill: Board of Commissioners – Lodging Tax Advisory Committee

Clallam County Lodging Tax Advisory Committee

Business Items

LTAC Member Positions

Lodging Tax Advisory Committee Loni Gores x2256 Meetings: Scheduled at the 1st of the year Term: 3 year term; 2 consecutive term limit	Collector of the tax	(on 2nd term)	Dahl, Pamela	12/31/2025
	Collector of the tax	(on 1st term)	Peloquin, Matthew T.	12/31/2024
	Potential user of fund	(on 1st term)	Reynolds, Kim	12/31/2025
	Potential user of fund	L. Mittman no reappt (on 2nd term)	Vacant	12/31/2023
	Collector of the tax	(on 1st term)	Jaeger, Craig	12/31/2024
	Potential user of fund	(on 2nd term)	Abshire, Marc	12/31/2024
	Collector of the tax	(on 2nd term)	Alward, Donya	12/31/2024
	Potential user of fund	(on 2nd term)	Pruitt-Andros, Alyssa (Lissy)	12/31/2024
	Commissioner		Johnson, Randy	Standing