AGENDA

CLALLAM COUNTY
LODGING TAX ADVISORY COMMITTEE

223 East 4th Street, Room 160
Port Angeles, Washington
November 14, 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:**
- **September 12, 2024**

V. **BUSINESS**

a. **Review of financial LTAC projections – Mark Lane**
b. **Field Arts & Events Hall Request – Steve Raider-Ginsburg**
c. **Clallam County Parks 2024 request update**
d. **Discussion on allocations for 2025 Hotel/Motel Funds**
e. **Review/vote/make recommendation on 2025 Hotel/Motel Lodging Tax funding requests**
f. **Recognizing Lissy Andros, Donya Alward, Matt Peloquin and Marc Abshire**

VI. **PUBLIC COMMENT**

VII. **ADJOURNMENT**

Clallam County Lodging Tax Advisory Committee

Draft Minutes
September 12, 2024

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

MEETING OF THE LODGING TAX ADVISORY BOARD (LTAC)

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

APPROVAL OF AGENDA

ACTION TAKEN: Jaeger moved to adopt the agenda as presented, Alward seconded, mc

APPROVAL OF MINUTES

- April 11, 2024

ACTION TAKEN: Reynolds moved to approve the minutes as presented, Jaeger seconded, mc

BUSINESS ITEMS

a. Review of financial LTAC projections – Mark Lane

Lane provided a financial update. LTAC Members held discussion.

b. Peninsula Trails Coalition Request – Jeff Bohman

Bohman update that the Peninsula Trails Coalition funding request submitted in March had the incorrect math reflected in the difference of $5,700. The requested amount should have been $55,200 rather than $49,500. Bohman requested that the LTAC Members approve the additional $5,700. LTAC Members held discussion.

ACTION TAKEN: Reynolds moved to approve the additional $5,700, Pratt seconded, motion carried

c. Approval of a notice to call for 2025 Lodging Tax Funding Applications

Commissioner Johnson reported that the Clerk sent a press release out in August and posted to application to the LTAC website. He noted that there is a notice to public in the paper. Deadline for applications will be Friday, October 11, 2024 at 12 p.m.

ACTION TAKEN: Jaeger moved to approve notice, Alward seconded, motion carried

d. Field Hall Events Center Request – Steve Raider-Ginsburg

Raider-Ginsburg, Field Hall Events Center requested that the LTAC set aside funding each year for the Field Hall Events Center. He provided statistics on the first year of having the hall open. LTAC Members held discussion. Item has been tabled for the November meeting.

e. LTAC Membership positions

Commissioner Johnson reminded members that we currently have 5 positions that expire at the end of December. LTAC Members held discussion.

f. Strategic Tourism Plan update – Marsha Massey and Debbie Wardrop

Massey and Wardrop provided an update on the Strategic Tourism Plan. LTAC Members held discussion.

g. Discussion on Clallam County Lodging Tax logo/signage

Commissioner Johnson commented that he believe the Clallam County Lodging Tax Advisory Committee should have a logo and signage. Marsha Massey OPVB will bring back information. LTAC Members held discussion.

NEXT MEETING – November 14, 2024

ADJOURNMENT - Meeting concluded at 3:44 p.m.

DRAFT

Clallam County Lodging Tax Advisory Committee

Business Items

LTAC Financial Report

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 15.1% FOR YEAR (YTD OCTOBER UP 16.9%, NOV-DEC UP 6.3%)	YTD OCTOBER 2024	2023	2022	2021	2020	2019	YTD OCTOBER 2023	% CHANGE VS PRIOR YEAR
REVENUE (SOURCES OF FUNDING)										
291.31331.00.0030 HOTEL/MOTEL TRANSIENT LODGING TAX	927,000	1,000,046	838,174	893,313	833,512	742,715	392,878	499,196	741,151	13.1%
291.31331.00.0040 HOTEL/MOTEL LODGING ADDITIONAL TAX	870,000	999,908	837,488	843,524	818,151	742,114	395,680	492,412	691,673	21.1%
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)	**1,797,000**	**1,999,954**	**1,675,663**	**1,736,837**	**1,651,662**	**1,484,829**	**1,041,318**	**992,548**	**1,432,824**	16.9%
% CHANGE VS PRIOR YEAR	3.5%	15.1%	16.9%	5.2%	11.2%	42.6%	4.9%	8.1%		
% CHANGE VS PRIOR YEAR--EXCLUDING CARES	3.5%	15.1%	16.9%	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	1,205	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	675,833	848,334	652,500	558,333	591,667	514,167	696,667	-3.0%
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	134,400	84,400	-	-	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	55,200	55,200	10,000	20,000	-	-	-	10,000	452.0%
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**	**2,116,700**	**1,897,434**	**1,103,421**	**1,215,578**	**1,125,761**	**1,141,942**	**836,950**	**915,862**	**107.2%**
EXCESS OF REVENUE(SOURCES) OVER EXPENDITURES(USES)	**(684,000)**	**(116,746)**	**(221,771)**	**633,416**	**436,084**	**359,068**	**(100,624)**	**155,598**	**516,962**	**-142.9%**
ENDING FUND BALANCE/RESERVES	**1,695,101**	**2,262,355**	**2,157,330**	**2,379,101**	**1,745,685**	**1,309,601**	**950,533**	**1,051,157**	**2,262,647**	**-4.7%**

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

	January 2024 Actual	February 2024 Actual	March 2024 Actual	April 2024 Actual	May 2024 Actual	June 2024 Actual	July 2024 Actual	August 2024 Actual	September 2024 Actual	October 2024 Actual	November 2024 Projected	December 2024 Projected	2024 Projected
Hotel/Motel Transient Lodging Tax	30,236	35,561	56,464	57,699	70,488	78,122	102,831	132,900	140,229	133,200	109,485	52,832	1,000,046
Hotel/Motel Transient Lodging Additional	30,505	35,201	56,464	57,601	70,398	78,122	102,831	133,345	140,266	133,200	108,840	53,135	999,908
TOTAL HOTEL/MOTEL TAX REVENUE	60,742	70,762	112,927	115,300	140,885	156,245	205,662	266,244	280,495	266,399	218,325	105,967	1,999,954
YOY % CHANGE--MONTH	3.0%	27.0%	13.5%	82.7%	27.7%	16.0%	13.9%	13.5%	5.7%	15.7%	7.5%	5.0%	15.1%
YOY % CHANGE--CUMULATIVE	3.0%	14.7%	14.1%	29.7%	29.2%	25.8%	22.7%	20.4%	17.2%	16.9%	15.8%	15.1%	15.1%

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 15.1% FOR YEAR (YTD OCTOBER UP 16.9%, NOV-DEC UP 6.3%)													
YOY % CHANGE	3.0%	27.0%	13.5%	82.7%	27.7%	16.0%	13.9%	13.5%	5.7%	15.7%	7.5%	5.0%	15.1%
TAX REVENUE	$ 60,742	$ 70,762	$ 112,927	$ 115,300	$ 140,885	$ 156,245	$ 205,662	$ 266,244	$ 280,495	$ 266,399	$ 218,325	$ 105,967	$ 1,999,954

Clallam County Lodging Tax Advisory Committee

Business Items

Field Arts & Events Hall Request

FIELD
ARTS &
EVENTS
HALL

201 W. FRONT ST
P.O. BOX 71
PORT ANGELES
WA 98362

360.477.4679
FIELDHALLEVENTS.ORG

BOARD MEMBERS

Brooke Taylor, PRESIDENT
Judith Morris, VICE PRESIDENT
Jeanne Martin, TREASURER
Christopher Thomsen, SECRETARY
Matt Deines
Mark Fischer
Casi Fors
Pili Meyer
Gail Ralston
Kim Reynolds
Scott Scherer
Bruce Skinner
Nathan West

Steven Raider-Ginsburg
EXECUTIVE & ARTISTIC DIRECTOR

September 24, 2024

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

Dear LTAC Members,

I am writing in follow up on your request for more information following my last presentation to the LTAC committee. During that presentation I requested that LTAC discuss allocating funds restricted for use in **RCW 67.28.1816 Use of Lodging Tax– section 4:**

"4. 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) or the internal revenue code of 1986, as amended."

Field Arts & Events Hall is a new tourism-related facility that is owned and operated by a 501(c)(3) nonprofit, governed by a board of directors and in compliance with the IRS code.

Field Arts & Events Hall is the most ambitious tourist-related endeavor to be undertaken in the North Olympic Peninsula in the 21st century and has many facets of its operation, but most importantly the facility itself as a hub for use by a diversity of renters and partners.

Field Hall is requesting, as seen by other LTAC's throughout the state, a designated percentage of LTAC funds to be allocated to the upkeep and operations of the facility so we can continue to serve and improve on serving the tourism segment of our economy.

Attached you will find a comprehensive packet of information that will provide complete transparency in our nascent operation.

1. FAEH Budget YTD, reconciled through end of August
    a. FAEH has a $3.5M budget
    b. Operating Expense is $1.2M
2. Rental Events
    a. 143 Rental Events since FAEH Opened
    b. 21,971 attendees
    c. supporting a conservative/ minimum 3955 room nights
    d. Supporting over 70 catering contracts to external vendors
3. Performance Events
    a. 18,082 patrons for live ticketed events
    b. supporting a conservative/ minimum 1447 room nights
    c. with an additional 218 artist room nights
4. **5,620 room nights**, based on conservative percentage and only 1 night
5. Free events have brought in 8,255 patrons
6. Gallery attendance since 1/1/2024 is 5476
7. Gallery Sales total is $12,910

FIELD
ARTS &
EVENTS
HALL

8. All rental prices are shared, we have 3 tiers
    a. Partner Pricing, this is a pass through price, bare bones cost to allow the lowest financial threshold, this price is only accessible to local arts partners
    b. Non-Profit Pricing is for any 501(c)(3)
    c. Regular pricing is for everyone else
9. There is a $750 special rate for celebrations of life

I hope this data and full transparency gives you confidence of the *need, usage and value of the investment in Field Hall for the entire economic benefit and support of the tourism industry.*

It is most important to help Field Arts & Events Hall establish with the support and strength of a stable funding stream at a level that will ensure continued success and growth.

With that in mind, I recommend a 25% dedication of funds to Field Hall, with a cap of $500,000 to support the operations of Field Hall, a tourism-related facility owned and operated by the nonprofit organization.

Thank you very much.

Sincerely,

Steven Raider-Ginsburg
Executive Director

FIELD ARTS EVENTS HALL
FY24 Organizational Budget VS Actuals (1/1/24-7/31/24)

	FY24 BUDGET	ACTUALS 1/1/24-8/31/24	VARIANCE (%)
A. EARNED INCOME	1,050,764	711,091	68%
B. CONTRIBUTED INCOME	2,477,508	1,975,279	80%
TOTAL INCOME	3,528,272	2,686,370	76%
EXPENSES			
A. SALARIES & FRINGE BENEFITS	1,504,747	1,077,212	72%
B. OTHER PROFESSIONAL FEES	391,386	248,636	64%
C. TRAVEL & TRANSPORTATION	42,700	16,208	38%
D. PRODUCTION MATERIALS & SUPPLIES	28,590	12,038	42%
E. RENTALS AND COFFEE BAR, COGS	202,369	133,153	66%
F. MARKETING AND PROMOTION	115,515	74,682	65%
H FUNDRAISING & EVENTS	49,900	28,652	57%
I. REMAINING OPERATING EXPENSE	1,193,065	901,784	76%
TOTAL EXPENSE	3,528,272	2,492,365	71%
SURPLUS/(DEFICIT)	-	194,005	

Client Name
Bruce Skinner
Jessi Wasson
Marlo Desser
Eran Kennedy
Kasi O'Leary
Tara Judd
Dan McNay
Kelly Easterday
Karen Charron
Jen Swanson
Tami Rose
Brian Smith
Lisa Thomsen
Kelly Griffith
Chris Fidler
Sherryl Adair
Jennifer Garcia
Allison Mahaney
Amber Dewey
Kelsi DeBoard
David Brownell
Michael Maxwell
Marc Abshire
Nola Grier
Caleb McMahon
Julie Fisher
Christopher Thomsen
Sally Rowland
Paul Darling
Lindsey Dempsey
Deb Swanson
Andra Smith
Marc Abshire
Kari Chance
Alecia Harper
Amber Dewey
Josh Bergesen
Amber Tjemsland
Marc Abshire
Isabella Stoyka
Tyler Benedict
Brad Snow
Louise Moriarty

Lucy Edwards
Caleb McMahon
Michael Maxwell
Craig Smith
Cristina Mesen
Melissa Briggs
Marc Abshire
Caleb McMahon
Tuesday Mattix
Marc Abshire
Lauren Breynaert
Paula Elder
FaLeana Wech
Tim Kirch
Leslie Robertson
Bruce Skinner
Chloe Hix
Bruce Skinner
Caleb McMahon
Bruce Skinner
Vicki Corson
Jonathan Pasternack
Marc Abshire
Christopher Thomsen
Lorie Fazio
Tyler Benedict
Caleb McMahon
Jackie Lebihan
Amber Nixon
Christopher Thomsen
Leigh Herzik
Jess Grello
Ceili
Ceili
Lynnette Braillard
Debbie Wardrop
Marsha Massey
Chris Cummings
Bruce Skinner
Lisa Millar
Michael Maxwell
Melissa Briggs
Kate Robbins
Cheryl Crane

Kate Robbins
Michael Mills
Michael Mills
Michael Mills
Caleb McMahon
Jeanne Martin
Angel Dennis
Melissa Williams
Amber Nixon
Audrey Martin
Bruce Skinner
Caleb McMahon
Kyle Bartholick-LeMaire
Alecia Harper
Stephanie Wilcox
Graham Ralston
Jessi Wasson
Marge Rosen
River Sussman
Mackenzie Wherrett
Mackenzie Wherrett
Kate Robbins
Caleb McMahon
Kate Robbins
Eve Zhurbinskiy
Jonathan Pasternack
Bruce Skinner
Jonathan Pasternack
Paul Magid
Daniel Lieberman
Melissa Briggs
Edwina Cusolito
Elora Bradley
Caleb McMahon
Erica Horton
Chris Butler- Minor
Amber Diimmel
Alecia Harper
James Garlick
Andrea Roper
James Garlick
Melissa Williams
Jennifer Green
Jennifer Green

Mary Irwin
Caleb McMahon
Trisa Katsikapes
Michael Cole
Ruth Brown
Jessica Craig
Kelly Johnson
Alli Madison
Maureen Pfaff
Wayne Roedell
Melissa Briggs
Kim Chapman

Event Title	Guest Count
Hog Wild Fundraiser	300
2023 Inspire WA Cultural Futures Tour	30
Desser Bar Mitzvah	100
Sound Edge	25
PAHS 2003 Class Reunion	100
Peninsula College Student Services	44
Destani and Ian's Celebration	75
Easterday Wedding	200
Volunteer Appreciation Open house	150
100 Year Anniversary of First Fed	800
Wilder Auto Employee Appreciation	30
The Olympic Peninsula Law Enforcement Administrator Association meeting	30
Lisa Thomsen/PEO	50
PBH Wellness Class	15
Class Reunion	75
Cascade West Group	250
Resource Advisory Committee Meeting	15
First Fed Board Meeting	25
NPBA Meeting	30
Wedding & Reception	100
Washington National Maritime Heritage Area Launch Event	40
NOHN All-Staff Meeting	300
CHAMBER MEETING	18
PAEF Fundraising Dinner	128
Port of Port Angeles Meeting	15
Serenity House Fundraiser	75
Hollywood Beach Seaplane Authority (HBSA)	4
OMC Dinner Meeting	45
Phyllis Darling Celebration of Life	75
Edward Jones Meeting	90
Olympic Community of Health Board Meeting	25
Olympic Peninsula Healthy Community Coalition- OPHCC	50
Chamber Meeting	16
NUTCRACKER- Nov. 27th- Dec. 4th	2,000
First Federal Board Holiday Party	14
NPBA Holiday Gala	140
Hartnagel Holiday Party	83
Five Acre School Winter Concert	200
Derek Kilmer	20
Holiday Party for Coast Guard	110
Sequim City Band- Sounds of the Season	500
Geoffrey Castle's Celtic Christmas	500
Steve Moriarty Retirement Party	35

Mutsu City Exchange	35
Port of Port Angeles Meeting	15
North Olympic Healthcare Network	200
Flying High Again- Film Premier	500
Quinceanera	150
Callis & Associates, Inc - company meeting	11
Community Awards/Chamber	240
Port of PA	20
Crescent United Coalition	75
Chamber Board Retreat	18
Myno Carbon	18
Port Angeles Schools / Para Educators	80
Realtors Annual Dinner & Awards	109
THEATER RENTAL VIDEO Shoot/ The Dear Hunter	5
WEDDING EXPO	250
Red Set Go | OMC Recognition Awards	350
First Fed Employee Appreciation	345
F&B |OMC Foundation Dinner	30
Port of Port Angeles Meeting	20
F&B | Bruce Skinner WFEA Luncheon	25
Vicki Corson | Camaraderie	12
PA Symphony Fundraiser Dinner	200
F&B | The State of the City Address	130
Dash Air	40
EDC Gala	250
Sequim City Band- St Patrick's Day Concert	500
Port of PA	20
NOHN Meeting	40
Amber Nixon	40
Celebration for Chris Fidler	75
Medical Education - Mimedx	22
Squatchcon Cosplay Costume Party	250
Taste of Ireland	500
Taste of Ireland | Show 2	500
Visit PA Hospitality Workshop	40
Olympic Tourism WELCOME party	30
OP Tourism Commission	100
Young Life Banquet	250
OMC Foundation	120
GEM Awards	50
North Olympic Healthcare Network	160
Callis & Associates, Inc- Company Meeting	15
Don Quixote Performance	500
PA Foundation Retreat	15

Don Quixote Performance - Day 2	500
Writer's Festival | Shorts	200
PENCOL Writer's Festival | Day 2	250
PENCOL Writer's Festival | Day 3	250
Port of PA Meeting	15
Soroptimist- Sequim	22
Peninsula Behavioral Health Gala	300
Feiro Annual Fundraiser	200
Seasonal Employees Training	100
Big Bird's Birthday Celebration	40
Duck Derby VIP Party	80
Port of PA Meeting	20
JFFA Festival	600
First Fed Board & Shareholders Meeting	25
Wilcox/Whitehead Wedding	110
Gail Ralston's Birthday Party	75
Inspire WA Cultural Futures	40
PENCOL Jazz Concert	500
Obria PNW Annual Event	250
Board of Registration for Professional Engineers and Land Surveyors	15
Board of Registration for Professional Engineers and Land Surveyors	15
Scenes de Ballet Day 1	200
Port of PA Meeting	20
Scenes de Ballet Day 2	200
Canidate Hilary Franz for Congress	20
La Boheme -Opera Port Angeles	500
HOG WILD 2024	300
La Boheme -Opera Port Angeles	500
New Old Time Chautauqua	400
Jay's Bar Mitzvah	76
Callis & Associates | Company Meeting	15
Wedding Reception & Dinner	75
NOHN Meeting	120
Port of PA Meeting	15
70th Birthday Party	30
National Marine Sanctuary Foundation for Olympic Marine Santuary	100
Amber Diimmel/Jake Madison Wedding	200
First Fed Meeting	50
Music On The Strait	500
Rep. Derek Kilmer	75
Music On The Strait	500
Feiro Marine Life Center Retreat	20
NWIFC Meeting	26
NWIFC Meeting	25

Conflict Crushers	20
Port of PA Meeting	15
Kevin's Celebration of Life	300
Michael Coles's 80th Birthday Party	30
Ruth Brown's 90th Birthday!	20
Jessica & Jonny's Wedding	150
Kelly Johnson VIP party	40
Alli & Joe's Wedding	65
Olympic Peninsula Title	55
TAFY Fundraising Gala	224
Callis & Associates, Inc- Company Meeting	12
PAHS Class of '74 | 50th Reunion	184
TOTAL	**21971**
TOTAL ROOM NIGHTS BASED ON 18% FOR 1 NIGHT	**3955**

Est. Guests Over 50 Miles	Est. # of Nights Stayed
60	1-2
6	1
20	1-2
N/A	N/A
20	1-2
N/A	N/A
15	1-2
60	2-3
N/A	N/A
160	1-2
N/A	N/A
N/A	N/A
N/A	N/A
N/A	N/A
15	1
130	1
N/A	N/A
N/A	N/A
N/A	N/A
25	2-3
N/A	N/A
75	N/A
N/A	N/A
26	1
N/A	N/A
15	N/A
N/A	N/A
N/A	N/A
15	1
40	1
N/A	N/A
N/A	N/A
N/A	N/A
940	1-2
N/A	N/A
42	1-2
16	N/A
54	2
N/A	N/A
49	1
175	1
200	1-2
7	N/A

N/A	N/A
N/A	N/A
70	1
200	1-2
55	2-3
N/A	N/A
60	1-2
N/A	N/A
15	N/A
N/A	N/A
N/A	N/A
16	1-2
38	1
5	2-3
100	2-3
140	2-3
138	2-3
N/A	N/A
N/A	N/A
5	N/A
N/A	N/A
70	1-2
42	1
8	N/A
100	1-2
200	1-2
N/A	N/A
N/A	N/A
N/A	N/A
23	1
N/A	N/A
112	1-2
215	2-3
215	2-3
15	N/A
N/A	N/A
43	1
107	2-3
46	N/A
15	N/A
64	N/A
N/A	N/A
200	1-2
N/A	N/A

200	1-2
40	2-3
100	2
100	2
N/A	N/A
22	N/A
90	N/A
70	1-2
30	2
12	2
28	N/A
N/A	N/A
270	2-3
7	N/A
48	2
20	N/A
12	N/A
200	1
100	1
N/A	N/A
N/A	N/A
80	2
N/A	N/A
80	2
7	N/A
200	2
120	1-2
200	2
160	1
30	1-2
N/A	N/A
22	1-2
48	1
N/A	N/A
12	N/A
45	1-2
90	1-2
20	N/A
200	2-3
30	N/A
200	2-3
N/A	N/A
7	N/A
7	N/A

N/A	N/A
N/A	N/A
135	1-2
12	1-2
5	N/A
70	1-2
16	N/A
19	1-2
17	N/A
89	1
N/A	N/A
83	1-2
7835	

Date	Name of Event	Number of Attendees	Month	Totals
7/21-22/2023	Community Celebration	1200		
7/27/2023	Creations of the Klallam People Opening Reception	100	January	0
7/28-29/2023	Outdoor Free Concerts and Bandaloop	3500		
9/16/2023	Traditional Klallam Cedar Weaving Demonstration	63	February	0
9/18/2023	Dr. Alvy Ray Smith: A Biography of the Pixel	151	March	0
10/14/2023	Art Demonstration: Wool Weaving & Button Blankets	37	April	0
11/4/2023	The Art of Flamenco: Demonstration and Dialogue	265	May	0
11/9/2023	Gallery Opening Reception: Impressions	109	June	0
			July	4800
			August	0
			September	214
			October	37
			November	374
			December	0
			Totals	5425

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2024 WILL PARTNER THEATER RENTAL RATES

These rates are designed for programs or performances held in the Donna M. Morris Theater with an audience present, and only include the use of the theater space. These rates are available only to our will partners.

REHEARSAL & LOAD-IN

Half Day (5hrs) $800
*Monday-Thursday only

PERFORMANCE / THEATER EVENT

Half Day (5hrs) $1,400
Full Day (10hrs) $1,650

An hourly extension can be added to both rehearsals and events for $225 per hour.

Rentals are also charged a $25.00 maintenance fee to include batteries, gaff tape, spike tape etc.

THEATER RENTALS INCLUDE

- Pre-planning meeting with Field Hall production team*
- One production supervisor*
- Two wireless handheld microphones
- Use of background music from our house music subscription
- 21,000 lumens laser projector
- Retractable 13'4" x 21'8" screen
- Five preset lighting looks using our repertory light plot
- Access to Field Hall sound, lighting, and video equipment
- Use of green room
- Use of dressing rooms (two 22-person dressing rooms, two lead dressing rooms with full bathroom)
- Music stands (25)
- Music stand lights (25)
- Stage Right orchestra chairs (50)
- Wenger orchestra chairs (20)
- Use of lobby up to 2 hours before performance and 1-hour post-performance (tables available for merchandise/donations/information)
- Janitorial service (prior and post event)**

*Production supervisors are provided to supervise the usage of the space and equipment. Front of house and technical support can be hired at an additional cost.

**NO glitter. Productions leaving behind glitter or excessive mess will be charged an additional $500 cleaning fee.

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INCLUDED IN DRESSING ROOMS

- Garment racks with hangers
- Professional grade steamer
- Iron and ironing board
- Chairs
- Refrigerator
- Theater monitor
- Private restrooms (shower included in both principal dressing rooms)
- Secure lockers and storage shelves
- Full-length and counter mirrors

A water filling station located just outside dressing rooms in adjacent hallway. All dressing rooms are heated and lockable (keys provided).

BUILDING ETTIQUITE

Field Hall asks all of our guests to please operate on a "leave no trace" policy. Please leave all trash in trash cans and recycling in recycling bins. Check to ensure that no personal items are left behind.

No smoking or vaping of any kind is permitted inside any part of Field Arts & Events Hall. Candles with open flame are also prohibited. Please be sensitive with perfume and spray scents as Field Hall is open to the public and accommodates hundreds of patrons, some with allergies.

Field Hall is not responsible for any lost, stolen, or damaged personal property. Store items inside the dressing room at your own risk; we advise utilizing lockers.

Supervision is required for youth under 18 years of age.

LEAVE NO TRACE / EVENT CHECKOUT

As a guest of Field Arts & Events Hall, we ask that you make every effort to clean up after your team and leave no trace. A Field Hall Supervisor will provide a closing sign-off at the conclusion of your event and address any damages. Additional charges may be applied to your invoice if additional repairs or cleaning must be done as a result of your event.

ADD ONS AVAILABLE

Steinway D Piano	$250/day
Marley Dance Floor	$550
Orchestra Shell	$150
Orchestra Pit	$1,800

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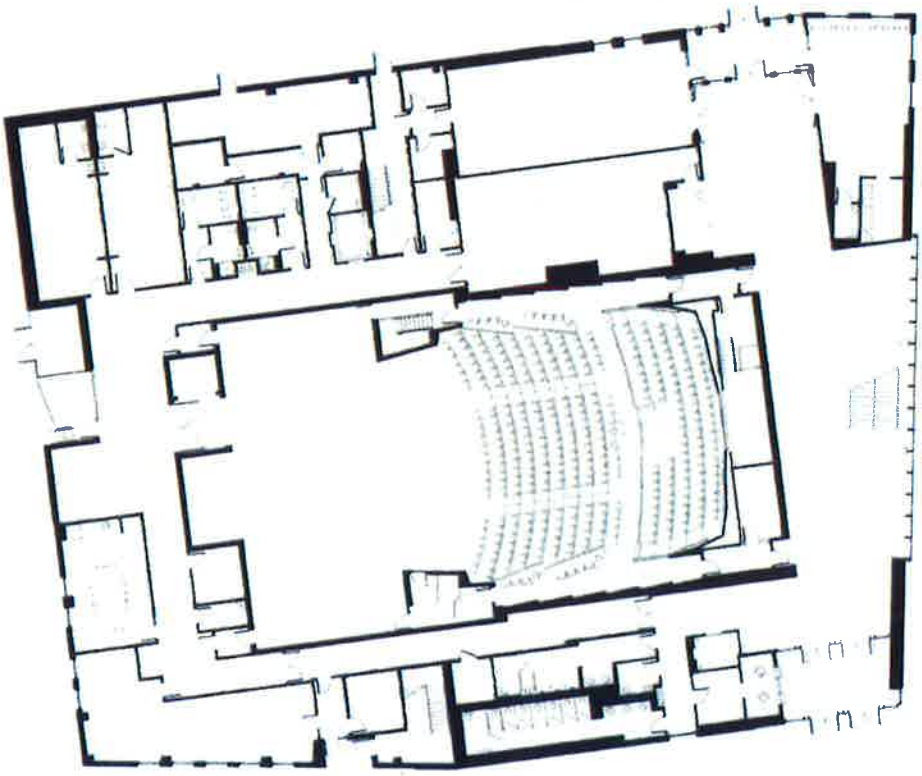
DONNA M. MORRIS THEATER

The 500-seat state of the art Donna M. Morris Theater was designed by industry leaders (Jaffe Holden acousticians, The Shalleck Collaborative theater designers) and can be customized to suit everything from large touring theatrical performances to keynote speakers or intimate solo acts through audio tuning, lighting adjustments and proscenium reduction.

The apron can be manually lowered to accommodate extra seating or an orchestra pit. The stage has resilient flooring perfect for dance performances. The Proscenium walls can be reduced up to 7'. The primary playing area is about 41'x43' including apron.

The theater is equipped with a 13'4" x 21'8" projection screen, perfect for presentations, keynote speakers, and films. The theater has a repertory plot complete with 135 color-changing LED lights and 12 movers for adjustable specials.

The audio system is a full L-Acoustics line array including sub and balcony fills. The theater is also outfitted with a number of premiere acoustical treatments including a full orchestra shell to project sound for acoustical and symphonic arrangements. Motorized battens support the orchestra shell ceiling and projection screen so that they can be moved in and out of place quickly.



The 150-seat balcony section includes six theater boxes, the 350-seat orchestra level includes four theater boxes. The theater is ADA accessible with many seat options for patrons with mobility aids and is outfitted with assisted listening devices.

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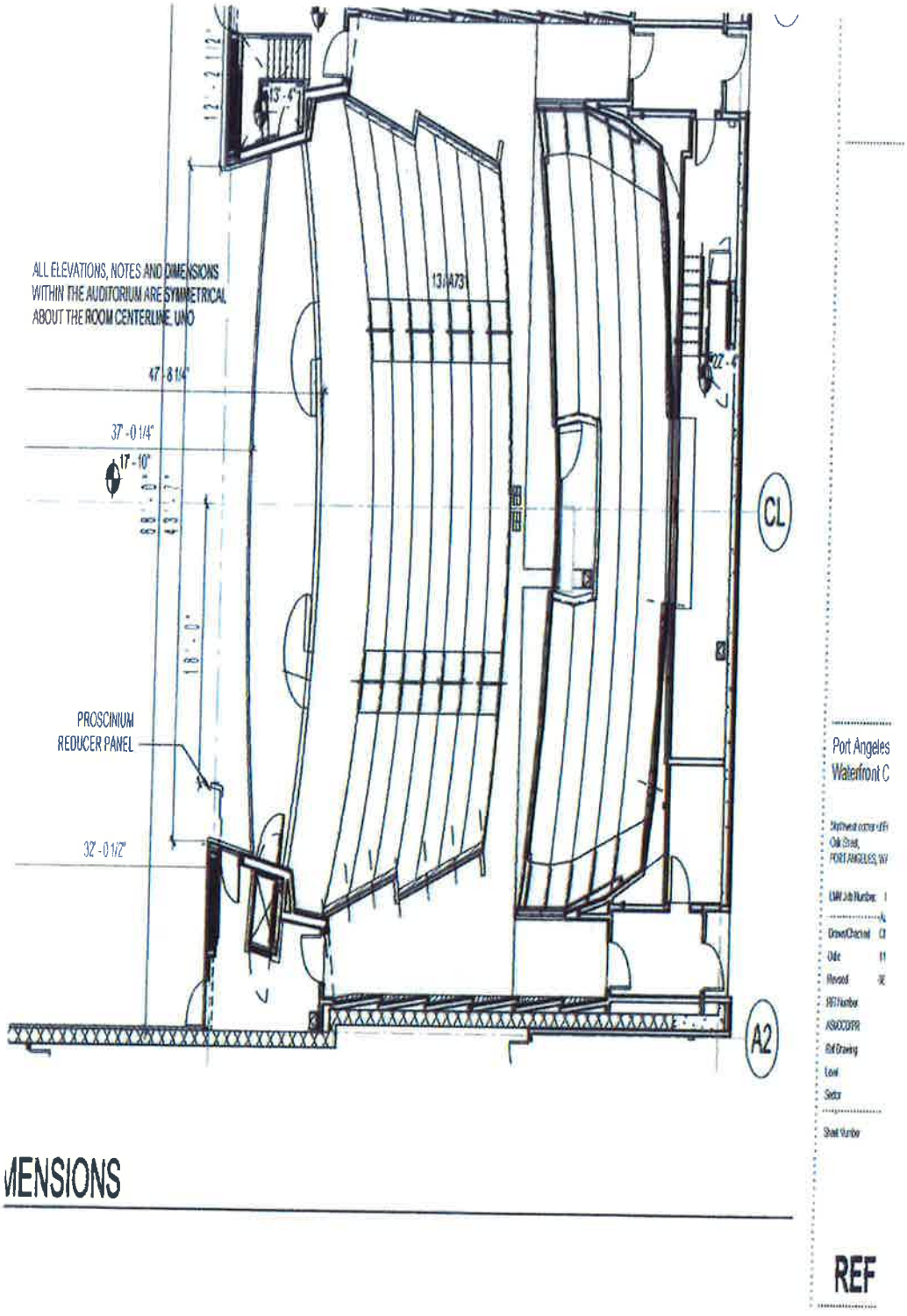

Theatrical back of house includes a loading dock directly behind the stage and multiple storage and staging areas. The back of house also includes a green room with an approximate 50-person capacity, two 22-peron choral dressing rooms and two principal dressing rooms for up to 2 with private bathroom with shower.

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Patron front of house includes bathrooms on both levels including handicap accessible bathrooms, and a patron elevator. The Field Hall box office is not available to rent; rental clients can choose to operate ticketing through our box office for an additional fee (see **FRONT OF HOUSE RENTAL INFORMATION**).

LIGHTING INFORMATION

The Donna M. Morris Theater is an all-LED house. House lights are controlled by the ETC Ion XE 20.

The theater is equipped with three easy access cat walks. Above the stage is a large tension grid constructed of aircraft-grade cable woven on 2" centers and suspended from the theater's overhead roof steel. The lattice provides a safe walking and work surface over the stage to support lighting, scenery, stage draperies, and A/V equipment. There is no fly system, however rigging points are available for motors.

Dimmer packs will be needed if bringing any incandescent light fixtures.

Repertory light plot available upon request. Five preset lighting looks are included as part of your rental package; additional lighting looks will require the use of a light board operator.

LIGHTING INSTRUMENTS

20	Elation KL Par FC (Includes narrow, medium, and wide lens)
100	S4 series 3 Lustr
10	14° lens
30	19° lens
50	26° lens
50	36° lens
10	50° lens
1	Follow spot Robert Juliat OZ 600W LED

SOUND INFORMATION AND INVENTORY

The Field Hall front of house mixing console is the Allen and Heath SQ-7 with 48 channels. Field Hall has two Allen and Heath 16x8 digital stage boxes, as well four onstage inputs and outputs. For playback, Field Hall offers a Rock Bot house music service as well as a Mac mini.

For front of house audio, Field Hall has a L'Acoustic sound system, left and right line arrays, front fills, balcony fills, and three subs in cardioid array over stage powered by LA4X amps.

All speakers are fixed and unconfigurable for events. For groups that want to bring their own console to connect with the L'Acoustic system console, client console must be Dante compatible. 6 QSC K10 speakers for monitors and side fills are also available with rental package.

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MICROPHONES & DI'S

Mics and DI's listed below come with the rental package along with associated cabling. Specialty microphones and pricing list available upon request.

2	50' whirlwind subsnakes
8	Shure SM 58's
8	Shure SM 57's
4	Radial Pro DI's passive
4	Radial Pro DI's active

EQUIPMENT INCLUDED IN YOUR RENTAL

Your rental fee includes the cost of:

- Two wireless handheld microphones
- Use of background music from our house music subscription
- 21,000 lumens laser projector
- Retractable 13'4" x 21'8" screen
- Five preset lighting looks using our repertory light plot

Your event will also be assigned a Field Hall production supervisor. Additional audio equipment, lighting looks, and staff support may be required for your event.

STAFFING

The number of stage crew will be determined by Field Halls technical director based on event need. There will be 2-3 crew members at a minimum on staff for rigging sets/ drapes, hanging and focusing lighting equipment, audio installation, and any other setup.

You may supply your own qualified crew members to assist the Field Hall crew. All staff will need a one-hour meal period for every 5 hours of work, or a half-hour paid meal break with a meal provided.

SUPERVISOR

The Supervisor will oversee the event and the safety of performers and workers onstage and equipment. If bringing outside operators for use of audio and lighting equipment a second supervisor will be assigned to support and ensure that any outside operators using our systems have the skills capable of doing so. If an outside operator does something that endangers the integrity of Field halls equipment, they will be asked to refrain from working with the equipment any longer. The client is responsible for providing skilled operators for use Field halls equipment. All technical staff will be paid a four-hour minimum for each shift.

LIGHT BOARD OPERATOR

A lightboard operator is required when there are more than 5 light looks wanted for the event and for the use of our moving light fixtures. Event Supervisor will hit cues for 5 or fewer light looks.

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SOUND BOARD OPERATOR

A Sound Board operator is required when audio amplification exceeds the two wireless mics and background music that is provided in the basic rental.

STAGE CREW

Stage crew is needed for loading in and out stage risers, rigging sets/ drapes, hanging and focusing lighting equipment, audio installation, and other setup. Also required for the use of the follow spot.

TECHNICAL LABOR (PER HOUR – 4HR MINIMUM)

SOUND TECHNICIAN Required for a change to the house audio system	$36
LIGHTING TECHNICIAN Required for a change to the repertory light plot	$32
VIDEO TECHNICIAN Required for a change to the house video system	$36
GRIP Two grips required for a change to repertory lighting, video, or audio systems. Four grips are required for use of orchestra shell, or for a pit fill.	$30
RIGGING TECHNICIAN Required any time something needs to be hung or flown that is not within repertory plot, including but not limited to drops over 50lb, any type of installed pully system, and chain motors.	$42
HOUSE MANAGER	$25
STAGE MANAGER	$36

A note on outside operators: Supervisors will ensure that any outside operators have the necessary skills to perform their roles. If an outside operator does something which endangers the integrity of Field Hall's equipment, they will be asked to stop working with the equipment. The client is responsible for providing skilled operators for use of Field Hall's equipment or requesting Field Hall staff support.

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MARKETING SUPPORT

Field Arts & Events Hall is delighted to promote activities and events that are happening within our facility. To ensure accuracy of information, we require that organizers provide their own promotional images, press releases, and event descriptions.

Please note: the primary responsibility for marketing and promoting your event lies with your team. Field Hall will support your team's marketing efforts if provided with marketing materials in a timely manner.

Email all requested marketing materials to georgia@fieldhallevents.org. The Field Hall Marketing team will start promoting your event up to 30 days prior to performance date, so long as materials are provided. Please send marketing materials as early as possible; if marketing materials are not provided within a minimum of 21 days prior to your event, Field Hall cannot guarantee our preferred level of marketing support.

For all theater and public events, we ask that clients provide:

- A short blurb describing your program including ticket prices and ticketing information (or where/when tickets will be on sale).
- A 1080x1080 event image that includes the title of your event. Web and social media images should be in JPG or PNG format and ideally optimized for web in RGB color mode and at 72DPI. We request a primary image that is 1080x1080 as well as additional supporting images if available.*

**Field Hall strives to present an elevated brand. All collateral received from event organizers should include high quality photos and graphics.*

Field Hall also recommends that event organizers:

- Make Field Hall a co-host of Facebook event pages and tag @fieldhallevents in Facebook and Instagram posts about the event.
- Provide a press release with all key information about the event, including quotes from artists/organizers.

Field Hall promotion includes:

- Inclusion on our web events calendar with a direct link to your event page.
- Social media promotion on Facebook and Instagram (when appropriate materials are provided – be sure to tag @fieldhallevents and make Field Hall a co-host of Facebook event pages).

Field Hall promotion may also include:

- If your event is open to the public, Field Hall may also include a notice about your event in one of our weekly e-newsletters. Inclusion is at the discretion of the Field Hall marketing team. Organizations will be contacted directly to provide additional information if needed.
- Field Hall may share your press release or information about your event with our contacts. A professional release and press contact must be provided by the event organizers.

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FRONT OF HOUSE RENTAL INFORMATION

To ensure that patrons who attend events hosted by rental clients receive experiences consistent with the Field Hall mission, vision, and values. These plans are offered when the client is renting the theater for an event that is presented for public attendance.

OPTION 1: FRONT OF HOUSE + FIELD HALL USHERS (+$300)

- Field Hall House Manager responsible for access (exterior doors), lobby music, chimes, lobby lighting, ensuring that client understands theater and lobby safety and access plans.
- Theater doors usually open for seating 30 minutes prior to start of show.
- Lobby usually opens to the public two hours prior to start of show, public lobby hours and client access prior to public access need to be specified in event plan, lobby may be open to non-ticket holders unless rental includes exclusive use of the lobby.
- Field Hall provides and supervises 4-6 ushers for up to 300 patrons, or 8-10 ushers for more than 300 patrons.
- Field Hall ushers are visually identifiable.
- Ushers will control access (check tickets) at theater doors unless otherwise specified in event plan.
- Client sets aside theater seats for ushers and art docents (12).
- Client provides 10 comp tickets to Field Hall.
- If Field Hall is not ticketing event, the Client provides weekly updates on ticket sales/projected attendance to Box Office Manager and daily updates for three days prior to event.
- Field Hall will decide if coat check is offered.

OPTION 2: FIELD HALL TICKETING (+$4 PER TICKET)

- Field Hall sells tickets through its ticketing platform
- Ticket price set by client
- Field Hall services fees total $4 per ticket
- Box Office Manager has final approval of seating plan (number of tiers, assigned seating or general admission)
- Requires 2 weeks lead time AFTER plan is approved by the Box Office Manager prior to tickets going on sale
- Client receives weekly updates on ticket sales, and daily updates for three days prior to event
- After event, client receives patron data
- After event, Field Hall will send event survey and provide feedback to client

OPTION 3: RESERVATIONS (+$200)

- Field Hall tracks reservations through its ticketing platform
- Reservation price is $0, reservations are general admission only
- In lieu of service fee per ticket, cost is $200.
- Box Office Manager has final approval of seating plan (orchestra level only or

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balcony used also)
- Requires 2 weeks lead time AFTER plan is approved by the Box Office Manager prior to reservations being available
- Client receives weekly updates on reservations, and daily updates for three days prior to event
- After event, client receives patron data
- After event, Field Hall will send event survey and provide feedback to client

FOR ALL THEATER RENTALS

- At Field Hall discretion: Clients may be required to provide admission wristbands or hand stamps at their own expense under any of the above plans.
- The time by which clients will be clear of the front of house (i.e. loaded out merch and decorations, etc.) will be specified in the event plan.
- Client will hire one security guard from approved list for up to 300 guests, and two security personnel for more than 300 guests. Security personnel will report to the House Manager upon arrival.
- No Glitter, confetti or similar may be used in decorations in the front of house/lobby.

MERCHANDISE SALES

Clients may request tables to be set up in the lobby to sell merchandise. Clients provide their own point of sale and staff.

FIELD HALL GALLERY

Field Hall will open the Art Gallery during the time the lobby is open to the public, unless rental includes exclusive use of the lobby - in that case clients will specify two weeks prior to the event if the Gallery may be open.

THEATER ANNOUNCEMENTS

If not using pre-recorded message, clients will include the following information in pre-curtain speech:

- Food and drink are not allowed in the theater.
- In the unlikely event of an emergency, please exit through the doors at the back of the theater where you entered.

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2024 NON-PROFIT THEATER RENTAL RATES

These rates are designed for non-profit programs or performances held in the Donna M. Morris Theater with an audience present, and only include the use of the theater space.

REHEARSAL & LOAD-IN

Half Day (5hrs)	$750
Full Day (10hrs)	$1,400

PERFORMANCE / THEATER EVENT

Half Day (5hrs)	$1,850
Full Day (10hrs)	$2,500

An hourly extension can be added to both rehearsals and events for $150 per hour.

Rentals are also charged a $25.00 maintenance fee to include batteries, gaff tape, spike tape etc.

THEATER RENTALS INCLUDE

- Pre-planning meeting with Field Hall production team*
- One production supervisor*
- Two wireless handheld microphones
- Use of background music from our house music subscription
- 21,000 lumens laser projector
- Retractable 13'4" x 21'8" screen
- Five preset lighting looks using our repertory light plot
- Access to Field Hall sound, lighting, and video equipment
- Use of green room
- Use of dressing rooms (two 22-person dressing rooms, two lead dressing rooms with full bathroom)
- Music stands (25)
- Music stand lights (25)
- Stage Right orchestra chairs (50)
- Wenger orchestra chairs (20)
- Use of lobby up to 2 hours before performance and 1-hour post-performance (tables available for merchandise/donations/information)
- Janitorial service (prior and post event)**

*Production supervisors are provided to supervise the usage of the space and equipment. Front of house and technical support can be hired at an additional cost.

**NO glitter. Productions leaving behind glitter or excessive mess will be charged an additional $500 cleaning fee.

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INCLUDED IN DRESSING ROOMS

- Garment racks with hangers
- Professional grade steamer
- Iron and ironing board
- Chairs
- Refrigerator
- Theater monitor
- Private restrooms (shower included in both principal dressing rooms)
- Secure lockers and storage shelves
- Full-length and counter mirrors

A water filling station located just outside dressing rooms in adjacent hallway. All dressing rooms are heated and lockable (keys provided).

BUILDING ETTIQUITE

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Supervision is required for youth under 18 years of age.

LEAVE NO TRACE / EVENT CHECKOUT

As a guest of Field Arts & Events Hall, we ask that you make every effort to clean up after your team and leave no trace. A Field Hall Supervisor will provide a closing sign-off at the conclusion of your event and address any damages. Additional charges may be applied to your invoice if additional repairs or cleaning must be done as a result of your event.

ADD ONS AVAILABLE

Steinway D Piano	$250/day
Marley Dance Floor	$550
Orchestra Shell	$150
Orchestra Pit	$1,800

FIELD
ARTS &
EVENTS
HALL

201 W. FRONT ST
P.O. BOX 71
PORT ANGELES
WA 98362

GEORGIA MEYERS
Director of Sales &
Marketing for Conferences
& Events

360.477.4679
FIELDHALLEVENTS.ORG
georgia@fieldhallevents.org

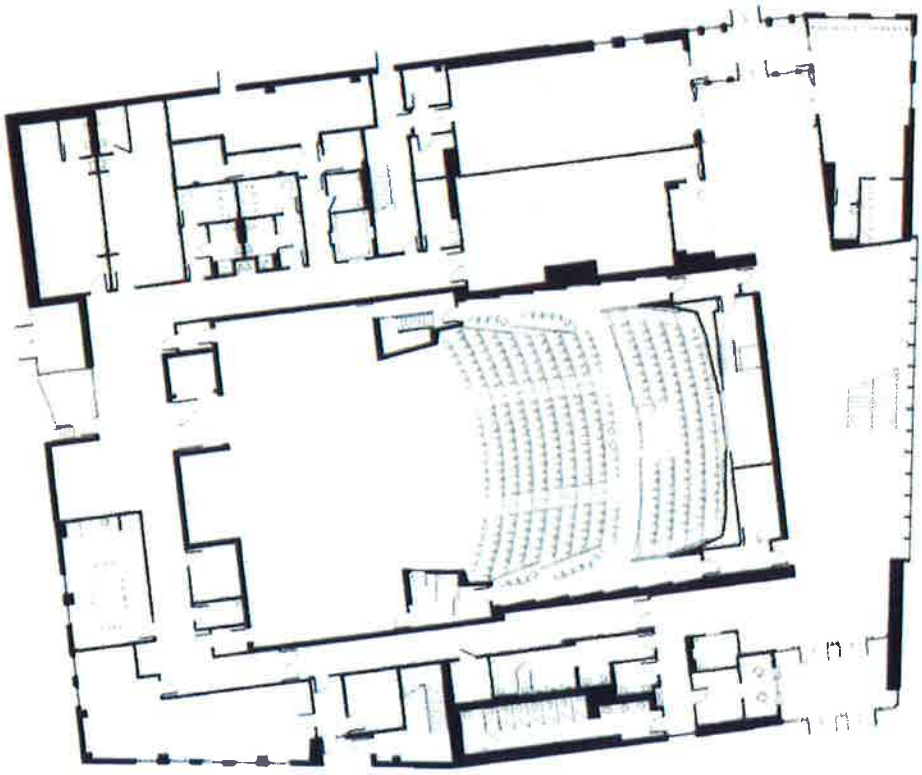
DONNA M. MORRIS THEATER

The 500-seat state of the art Donna M. Morris Theater was designed by industry leaders (Jaffe Holden acousticians, The Shalleck Collaborative theater designers) and can be customized to suit everything from large touring theatrical performances to keynote speakers or intimate solo acts through audio tuning, lighting adjustments and proscenium reduction.

The apron can be manually lowered to accommodate extra seating or an orchestra pit. The stage has resilient flooring perfect for dance performances. The Proscenium walls can be reduced up to 7'. The primary playing area is about 41'x43' including apron.

The theater is equipped with a 13'4" x 21'8" projection screen, perfect for presentations, keynote speakers, and films. The theater has a repertory plot complete with 135 color-changing LED lights and 12 movers for adjustable specials.

The audio system is a full L-Acoustics line array including sub and balcony fills. The theater is also outfitted with a number of premiere acoustical treatments including a full orchestra shell to project sound for acoustical and symphonic arrangements. Motorized battens support the orchestra shell ceiling and projection screen so that they can be moved in and out of place quickly.



The 150-seat balcony section includes six theater boxes, the 350-seat orchestra level includes four theater boxes. The theater is ADA accessible with many seat options for patrons with mobility aids and is outfitted with assisted listening devices.

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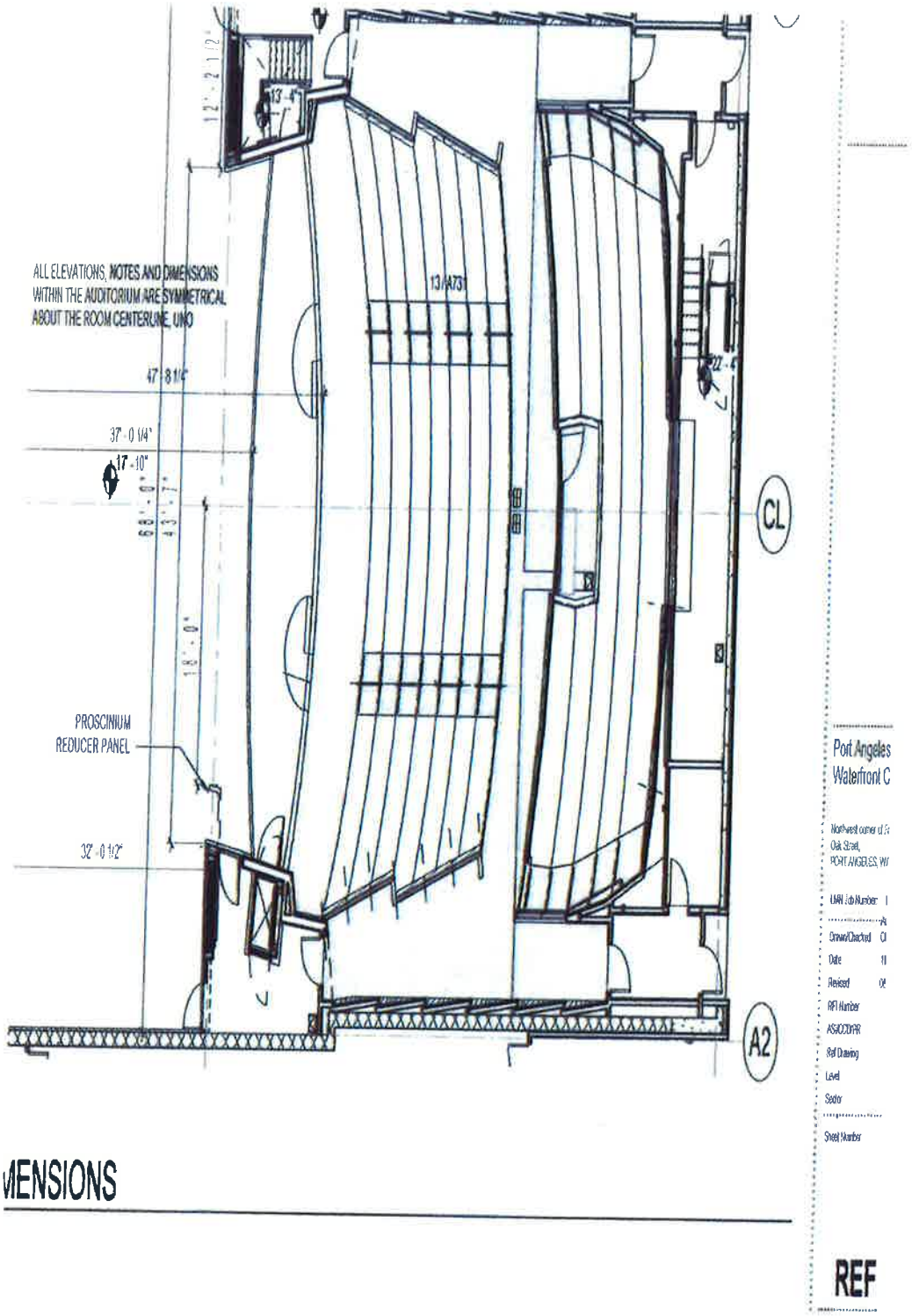

MENSIONS

Theatrical back of house includes a loading dock directly behind the stage and multiple storage and staging areas. The back of house also includes a green room with an approximate 50-person capacity, two 22-peron choral dressing rooms and two principal dressing rooms for up to 2 with private bathroom with shower.

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Patron front of house includes bathrooms on both levels including handicap accessible bathrooms, and a patron elevator. The Field Hall box office is not available to rent; rental clients can choose to operate ticketing through our box office for an additional fee (see **FRONT OF HOUSE RENTAL INFORMATION**).

LIGHTING INFORMATION

The Donna M. Morris Theater is an all-LED house. House lights are controlled by the ETC Ion XE 20.

The theater is equipped with three easy access cat walks. Above the stage is a large tension grid constructed of aircraft-grade cable woven on 2" centers and suspended from the theater's overhead roof steel. The lattice provides a safe walking and work surface over the stage to support lighting, scenery, stage draperies, and A/V equipment. There is no fly system, however rigging points are available for motors.

Dimmer packs will be needed if bringing any incandescent light fixtures.

Repertory light plot available upon request. Five preset lighting looks are included as part of your rental package; additional lighting looks will require the use of a light board operator.

LIGHTING INSTRUMENTS

20	Elation KL Par FC (Includes narrow, medium, and wide lens)
100	S4 series 3 Lustr
10	14° lens
30	19° lens
50	26° lens
50	36° lens
10	50° lens
1	Follow spot Robert Juliat OZ 600W LED

SOUND INFORMATION AND INVENTORY

The Field Hall front of house mixing console is the Allen and Heath SQ-7 with 48 channels. Field Hall has two Allen and Heath 16x8 digital stage boxes, as well four onstage inputs and outputs. For playback, Field Hall offers a Rock Bot house music service as well as a Mac mini.

For front of house audio, Field Hall has a L'Acoustic sound system, left and right line arrays, front fills, balcony fills, and three subs in cardioid array over stage powered by LA4X amps.

All speakers are fixed and unconfigurable for events. For groups that want to bring their own console to connect with the L'Acoustic system console, client console must be Dante compatible. 6 QSC K10 speakers for monitors and side fills are also available with rental package.

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MICROPHONES & DI'S

Mics and DI's listed below come with the rental package along with associated cabling. Specialty microphones and pricing list available upon request.

2	50' whirlwind subsnakes
8	Shure SM 58's
8	Shure SM 57's
4	Radial Pro DI's passive
4	Radial Pro DI's active

EQUIPMENT INCLUDED IN YOUR RENTAL

Your rental fee includes the cost of:

- Two wireless handheld microphones
- Use of background music from our house music subscription
- 21,000 lumens laser projector
- Retractable 13'4" x 21'8" screen
- Five preset lighting looks using our repertory light plot

Your event will also be assigned a Field Hall production supervisor. Additional audio equipment, lighting looks, and staff support may be required for your event.

STAFFING

The number of stage crew will be determined by Field Halls technical director based on event need. There will be 2-3 crew members at a minimum on staff for rigging sets/ drapes, hanging and focusing lighting equipment, audio installation, and any other setup.

You may supply your own qualified crew members to assist the Field Hall crew. All staff will need a one-hour meal period for every 5 hours of work, or a half-hour paid meal break with a meal provided.

SUPERVISOR

The Supervisor will oversee the event and the safety of performers and workers onstage and equipment. If bringing outside operators for use of audio and lighting equipment a second supervisor will be assigned to support and ensure that any outside operators using our systems have the skills capable of doing so. If an outside operator does something that endangers the integrity of Field halls equipment, they will be asked to refrain from working with the equipment any longer. The client is responsible for providing skilled operators for use Field halls equipment. All technical staff will be paid a four-hour minimum for each shift.

LIGHT BOARD OPERATOR

A lightboard operator is required when there are more than 5 light looks wanted for the event and for the use of our moving light fixtures. Event Supervisor will hit cues for 5 or fewer light looks.

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SOUND BOARD OPERATOR

A Sound Board operator is required when audio amplification exceeds the two wireless mics and background music that is provided in the basic rental.

STAGE CREW

Stage crew is needed for loading in and out stage risers, rigging sets/ drapes, hanging and focusing lighting equipment, audio installation, and other setup. Also required for the use of the follow spot.

TECHNICAL LABOR (PER HOUR – 4HR MINIMUM)

SOUND TECHNICIAN Required for a change to the house audio system	$36
LIGHTING TECHNICIAN Required for a change to the repertory light plot	$32
VIDEO TECHNICIAN Required for a change to the house video system	$36
GRIP Two grips required for a change to repertory lighting, video, or audio systems. Four grips are required for use of orchestra shell, or for a pit fill.	$30
RIGGING TECHNICIAN Required any time something needs to be hung or flown that is not within repertory plot, including but not limited to drops over 50lb, any type of installed pully system, and chain motors.	$42
HOUSE MANAGER	$25
STAGE MANAGER	$36

A note on outside operators: Supervisors will ensure that any outside operators have the necessary skills to perform their roles. If an outside operator does something which endangers the integrity of Field Hall's equipment, they will be asked to stop working with the equipment. The client is responsible for providing skilled operators for use of Field Hall's equipment or requesting Field Hall staff support.

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MARKETING SUPPORT

Field Arts & Events Hall is delighted to promote activities and events that are happening within our facility. To ensure accuracy of information, we require that organizers provide their own promotional images, press releases, and event descriptions.

Please note: the primary responsibility for marketing and promoting your event lies with your team. Field Hall will support your team's marketing efforts if provided with marketing materials in a timely manner.

Email all requested marketing materials to georgia@fieldhallevents.org. The Field Hall Marketing team will start promoting your event up to 30 days prior to performance date, so long as materials are provided. Please send marketing materials as early as possible; if marketing materials are not provided within a minimum of 21 days prior to your event, Field Hall cannot guarantee our preferred level of marketing support.

For all theater and public events, we ask that clients provide:

- A short blurb describing your program including ticket prices and ticketing information (or where/when tickets will be on sale).
- A 1080x1080 event image that includes the title of your event. Web and social media images should be in JPG or PNG format and ideally optimized for web in RGB color mode and at 72DPI. We request a primary image that is 1080x1080 as well as additional supporting images if available.*

**Field Hall strives to present an elevated brand. All collateral received from event organizers should include high quality photos and graphics.*

Field Hall also recommends that event organizers:

- Make Field Hall a co-host of Facebook event pages and tag @fieldhallevents in Facebook and Instagram posts about the event.
- Provide a press release with all key information about the event, including quotes from artists/organizers.

Field Hall promotion includes:

- Inclusion on our web events calendar with a direct link to your event page.
- Social media promotion on Facebook and Instagram (when appropriate materials are provided – be sure to tag @fieldhallevents and make Field Hall a co-host of Facebook event pages).

Field Hall promotion may also include:

- If your event is open to the public, Field Hall may also include a notice about your event in one of our weekly e-newsletters. Inclusion is at the discretion of the Field Hall marketing team. Organizations will be contacted directly to provide additional information if needed.
- Field Hall may share your press release or information about your event with our contacts. A professional release and press contact must be provided by the event organizers.

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FRONT OF HOUSE RENTAL INFORMATION

To ensure that patrons who attend events hosted by rental clients receive experiences consistent with the Field Hall mission, vision, and values. These plans are offered when the client is renting the theater for an event that is presented for public attendance.

OPTION 1: FRONT OF HOUSE + FIELD HALL USHERS (+$300)

- Field Hall House Manager responsible for access (exterior doors), lobby music, chimes, lobby lighting, ensuring that client understands theater and lobby safety and access plans.
- Theater doors usually open for seating 30 minutes prior to start of show.
- Lobby usually opens to the public two hours prior to start of show, public lobby hours and client access prior to public access need to be specified in event plan, lobby may be open to non-ticket holders unless rental includes exclusive use of the lobby.
- Field Hall provides and supervises 4-6 ushers for up to 300 patrons, or 8-10 ushers for more than 300 patrons.
- Field Hall ushers are visually identifiable.
- Ushers will control access (check tickets) at theater doors unless otherwise specified in event plan.
- Client sets aside theater seats for ushers and art docents (12).
- Client provides 10 comp tickets to Field Hall.
- If Field Hall is not ticketing event, the Client provides weekly updates on ticket sales/projected attendance to Box Office Manager and daily updates for three days prior to event.
- Field Hall will decide if coat check is offered.

OPTION 2: FIELD HALL TICKETING (+$4 PER TICKET)

- Field Hall sells tickets through its ticketing platform
- Ticket price set by client
- Field Hall services fees total $4 per ticket
- Box Office Manager has final approval of seating plan (number of tiers, assigned seating or general admission)
- Requires 2 weeks lead time AFTER plan is approved by the Box Office Manager prior to tickets going on sale
- Client receives weekly updates on ticket sales, and daily updates for three days prior to event
- After event, client receives patron data
- After event, Field Hall will send event survey and provide feedback to client

OPTION 3: RESERVATIONS (+$200)

- Field Hall tracks reservations through its ticketing platform
- Reservation price is $0, reservations are general admission only
- In lieu of service fee per ticket, cost is $200.
- Box Office Manager has final approval of seating plan (orchestra level only or

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balcony used also)

- Requires 2 weeks lead time AFTER plan is approved by the Box Office Manager prior to reservations being available
- Client receives weekly updates on reservations, and daily updates for three days prior to event
- After event, client receives patron data
- After event, Field Hall will send event survey and provide feedback to client

FOR ALL THEATER RENTALS

- At Field Hall discretion: Clients may be required to provide admission wristbands or hand stamps at their own expense under any of the above plans.
- The time by which clients will be clear of the front of house (i.e. loaded out merch and decorations, etc.) will be specified in the event plan.
- Client will hire one security guard from approved list for up to 300 guests, and two security personnel for more than 300 guests. Security personnel will report to the House Manager upon arrival.
- No Glitter, confetti or similar may be used in decorations in the front of house/lobby.

MERCHANDISE SALES

Clients may request tables to be set up in the lobby to sell merchandise. Clients provide their own point of sale and staff.

FIELD HALL GALLERY

Field Hall will open the Art Gallery during the time the lobby is open to the public, unless rental includes exclusive use of the lobby - in that case clients will specify two weeks prior to the event if the Gallery may be open.

THEATER ANNOUNCEMENTS

If not using pre-recorded message, clients will include the following information in pre-curtain speech:

- Food and drink are not allowed in the theater.
- In the unlikely event of an emergency, please exit through the doors at the back of the theater where you entered.

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2024 THEATER RENTAL RATES

These rates are designed for programs or performances held in the Donna M. Morris Theater with an audience present, and only include the use of the theater space.

Half Day (5hrs)	$1,050
Full Day (10hrs)	$1,925

PERFORMANCE / THEATER EVENT

Half Day (5hrs)	$2,700
Full Day (10hrs)	$3,575

An hourly extension can be added to both rehearsals and events for $150 per hour.

Rentals are also charged a $25.00 maintenance fee to include batteries, gaff tape, spike tape etc.

THEATER RENTALS INCLUDE

- Pre-planning meeting with Field Hall production team*
- One production supervisor*
- Two wireless handheld microphones
- Use of background music from our house music subscription
- 21,000 lumens laser projector
- Retractable 13'4" x 21'8" screen
- Five preset lighting looks using our repertory light plot
- Access to Field Hall sound, lighting, and video equipment
- Use of green room
- Use of dressing rooms (two 22-person dressing rooms, two lead dressing rooms with full bathroom)
- Music stands (25)
- Music stand lights (25)
- Stage Right orchestra chairs (50)
- Wenger orchestra chairs (20)
- Use of lobby up to 2 hours before performance and 1-hour post-performance (tables available for merchandise/donations/information)
- Janitorial service (prior and post event)**

*Production supervisors are provided to supervise the usage of the space and equipment. Front of house and technical support can be hired at an additional cost.

**NO glitter. Productions leaving behind glitter or excessive mess will be charged an additional $500 cleaning fee.

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INCLUDED IN DRESSING ROOMS

- Garment racks with hangers
- Professional grade steamer
- Iron and ironing board
- Chairs
- Refrigerator
- Theater monitor
- Private restrooms (shower included in both principal dressing rooms)
- Secure lockers and storage shelves
- Full-length and counter mirrors

A water filling station located just outside dressing rooms in adjacent hallway. All dressing rooms are heated and lockable (keys provided).

BUILDING ETTIQUITE

Field Hall asks all of our guests to please operate on a "leave no trace" policy. Please leave all trash in trash cans and recycling in recycling bins. Check to ensure that no personal items are left behind.

No smoking or vaping of any kind is permitted inside any part of Field Arts & Events Hall. Candles with open flame are also prohibited. Please be sensitive with perfume and spray scents as Field Hall is open to the public and accommodates hundreds of patrons, some with allergies.

Field Hall is not responsible for any lost, stolen, or damaged personal property. Store items inside the dressing room at your own risk; we advise utilizing lockers.

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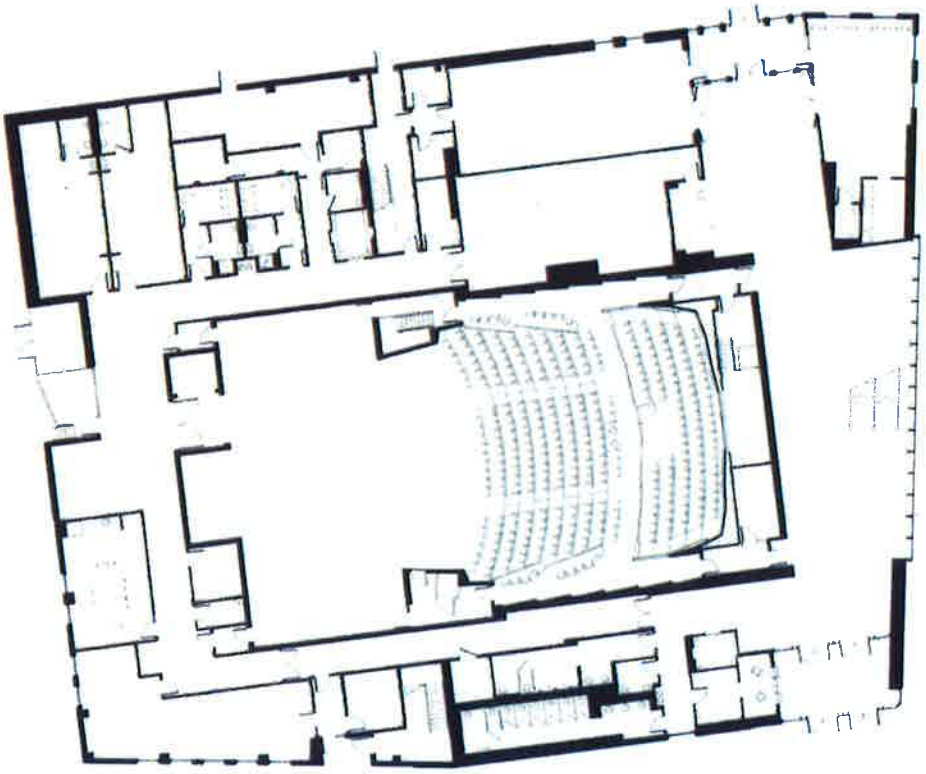

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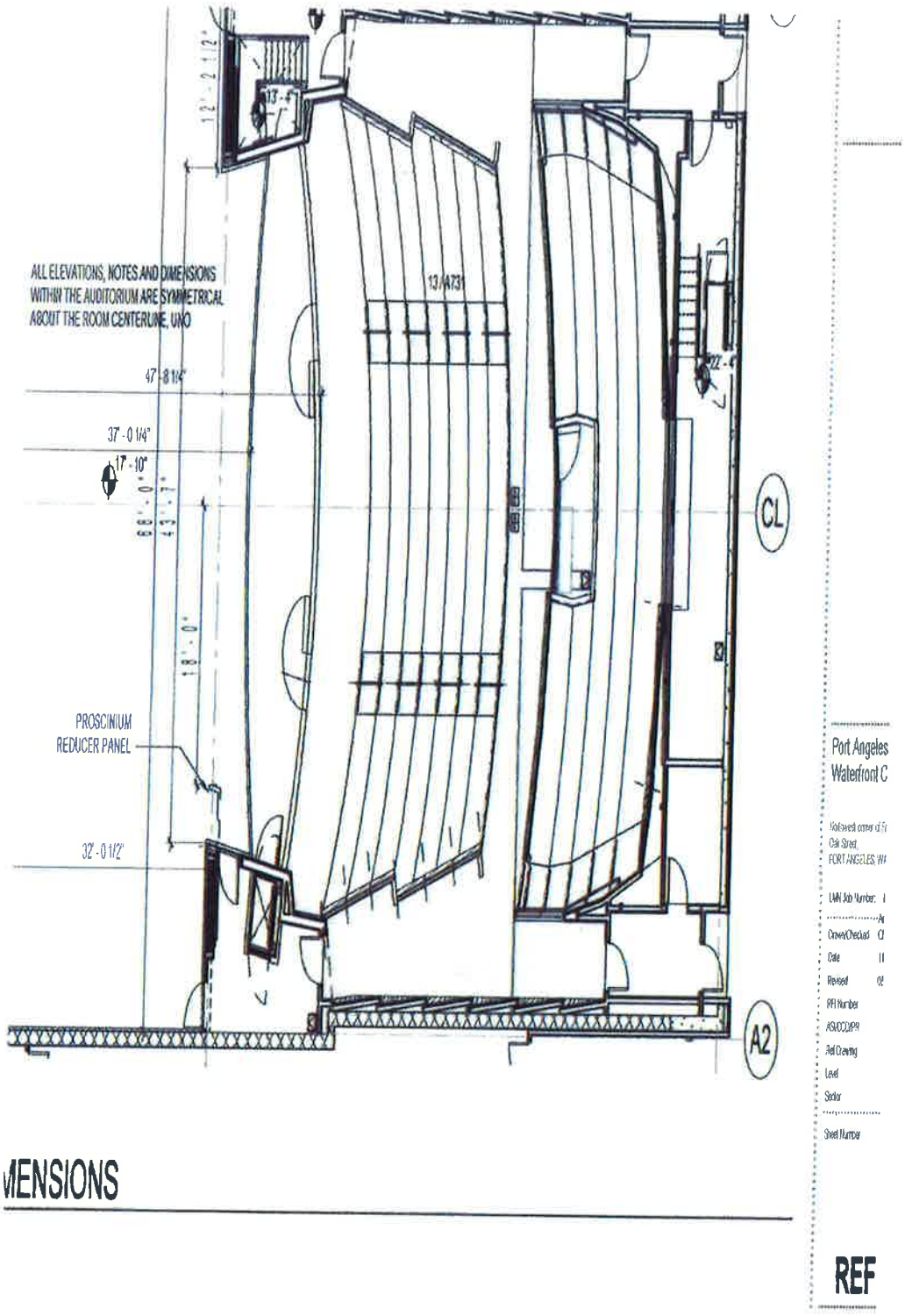

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MARKETING SUPPORT

Field Arts & Events Hall is delighted to promote activities and events that are happening within our facility. To ensure accuracy of information, we require that organizers provide their own promotional images, press releases, and event descriptions.

Please note: the primary responsibility for marketing and promoting your event lies with your team. Field Hall will support your team's marketing efforts if provided with marketing materials in a timely manner.

Email all requested marketing materials to georgia@fieldhallevents.org. The Field Hall Marketing team will start promoting your event up to 30 days prior to performance date, so long as materials are provided. Please send marketing materials as early as possible; if marketing materials are not provided within a minimum of 21 days prior to your event, Field Hall cannot guarantee our preferred level of marketing support.

For all theater and public events, we ask that clients provide:

- A short blurb describing your program including ticket prices and ticketing information (or where/when tickets will be on sale).
- A 1080x1080 event image that includes the title of your event. Web and social media images should be in JPG or PNG format and ideally optimized for web in RGB color mode and at 72DPI. We request a primary image that is 1080x1080 as well as additional supporting images if available.*

**Field Hall strives to present an elevated brand. All collateral received from event organizers should include high quality photos and graphics.*

Field Hall also recommends that event organizers:

- Make Field Hall a co-host of Facebook event pages and tag @fieldhallevents in Facebook and Instagram posts about the event.
- Provide a press release with all key information about the event, including quotes from artists/organizers.

Field Hall promotion includes:

- Inclusion on our web events calendar with a direct link to your event page.
- Social media promotion on Facebook and Instagram (when appropriate materials are provided – be sure to tag @fieldhallevents and make Field Hall a co-host of Facebook event pages).

Field Hall promotion may also include:

- If your event is open to the public, Field Hall may also include a notice about your event in one of our weekly e-newsletters. Inclusion is at the discretion of the Field Hall marketing team. Organizations will be contacted directly to provide additional information if needed.
- Field Hall may share your press release or information about your event with our contacts. A professional release and press contact must be provided by the event organizers.

FIELD
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HALL

201 W. FRONT ST
P.O. BOX 71
PORT ANGELES
WA 98362

GEORGIA MEYERS
Director of Sales &
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& Events

360.477.4679
FIELDHALLEVENTS.ORG
georgia@fieldhallevents.org

FRONT OF HOUSE RENTAL INFORMATION

To ensure that patrons who attend events hosted by rental clients receive experiences consistent with the Field Hall mission, vision, and values. These plans are offered when the client is renting the theater for an event that is presented for public attendance.

OPTION 1: FRONT OF HOUSE + FIELD HALL USHERS (+$300)

- Field Hall House Manager responsible for access (exterior doors), lobby music, chimes, lobby lighting, ensuring that client understands theater and lobby safety and access plans.
- Theater doors usually open for seating 30 minutes prior to start of show.
- Lobby usually opens to the public two hours prior to start of show, public lobby hours and client access prior to public access need to be specified in event plan, lobby may be open to non-ticket holders unless rental includes exclusive use of the lobby.
- Field Hall provides and supervises 4-6 ushers for up to 300 patrons, or 8-10 ushers for more than 300 patrons.
- Field Hall ushers are visually identifiable.
- Ushers will control access (check tickets) at theater doors unless otherwise specified in event plan.
- Client sets aside theater seats for ushers and art docents (12).
- Client provides 10 comp tickets to Field Hall.
- If Field Hall is not ticketing event, the Client provides weekly updates on ticket sales/projected attendance to Box Office Manager and daily updates for three days prior to event.
- Field Hall will decide if coat check is offered.

OPTION 2: FIELD HALL TICKETING (+$4 PER TICKET)

- Field Hall sells tickets through its ticketing platform
- Ticket price set by client
- Field Hall services fees total $4 per ticket
- Box Office Manager has final approval of seating plan (number of tiers, assigned seating or general admission)
- Requires 2 weeks lead time AFTER plan is approved by the Box Office Manager prior to tickets going on sale
- Client receives weekly updates on ticket sales, and daily updates for three days prior to event
- After event, client receives patron data
- After event, Field Hall will send event survey and provide feedback to client

OPTION 3: RESERVATIONS (+$200)

- Field Hall tracks reservations through its ticketing platform
- Reservation price is $0, reservations are general admission only
- In lieu of service fee per ticket, cost is $200.
- Box Office Manager has final approval of seating plan (orchestra level only or

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balcony used also)

- Requires 2 weeks lead time AFTER plan is approved by the Box Office Manager prior to reservations being available
- Client receives weekly updates on reservations, and daily updates for three days prior to event
- After event, client receives patron data
- After event, Field Hall will send event survey and provide feedback to client

FOR ALL THEATER RENTALS

- At Field Hall discretion: Clients may be required to provide admission wristbands or hand stamps at their own expense under any of the above plans.
- The time by which clients will be clear of the front of house (i.e. loaded out merch and decorations, etc.) will be specified in the event plan.
- Client will hire one security guard from approved list for up to 300 guests, and two security personnel for more than 300 guests. Security personnel will report to the House Manager upon arrival.
- No Glitter, confetti or similar may be used in decorations in the front of house/lobby.

MERCHANDISE SALES

Clients may request tables to be set up in the lobby to sell merchandise. Clients provide their own point of sale and staff.

FIELD HALL GALLERY

Field Hall will open the Art Gallery during the time the lobby is open to the public, unless rental includes exclusive use of the lobby - in that case clients will specify two weeks prior to the event if the Gallery may be open.

THEATER ANNOUNCEMENTS

If not using pre-recorded message, clients will include the following information in pre-curtain speech:

- Food and drink are not allowed in the theater.
- In the unlikely event of an emergency, please exit through the doors at the back of the theater where you entered.

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2024 CONFERENCES & EVENTS RENTAL RATES

Rates are valid for the Field Hall Conference Center (Sunset Bar & Lounge) for events scheduled through December31, 2024

NONPROFIT	MAY 1 – OCT 31	NOV 1 – APR 30 *Excluding December
SUNDAY –THURSDAY	$2,200	$1,000
FRIDAY	$2,400	$2,000
SATURDAY	$2,700	$2,400

Seated reception is up to 250 guests at 60" rounds of 8 guests. Seating capacity decreases with the addition of staging, dance floor, buffets, and usage of screens. Standing reception is up to 400 guests.

INCLUDED IN RENTAL FEE

Your standard rental package at Field Arts & Events Hall includes the following:

- Up to 7-hour rental
- Mobile bar with luxury back bar
- 40- 60" round tables
- 40 cocktail tables
- 30 - 18" x 60" classroom style tables
- 300 luxury style chairs
- Up to a 24 x 24 Dance Floor
- 8" black tabletop stanchions and numbers
- Built in sound system for speeches and presentations (music available)
- 2 cordless handheld microphones
- LCD projector /screen*
- Wireless internet
- Coat racks (free standing) **

*Client must provide laptop
**Coat Check is available for an additional fee

ADDITIONAL SERVICES INCLUDED

As a client of Field Arts & Events Hall, you will also receive the following event support:

- Planning meeting to create timeline and floorplan.
- Vendor recommendations
- Vendor confirmations week of event
- Day of venue management
- Set up of client floor plan 3 hours prior to guest arrival.

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OPTIONAL ADD-ONS:

CEREMONY Includes room flip, one dressing room, day-of rehearsal with event coordinator, and additional two hours of rental time. **Guest count below 100 guests $500.00*	$1,000*
OUTDOOR CEREMONY Includes ceremony chairs and all inclusions stated above (pending rental from City of Port Angeles)	$1,200
ADDITIONAL DRESSING ROOMS (if available)	$300 ea
PORTABLE OUTDOOR AUDIO (one speaker and one cordless microphone)	$250
HOURLY EXTENSION	$200
TECHNICAL LABOR	$25/hour – 4 hour min
STAGING RENTAL	Starts at $250
SECURITY May be required by the house	$25/hour

ADDITIONAL ROOMS:

McGraw Room Seated 40 | Standing 60 | U shape seating 25

Includes: 85" TV Monitor.
Client must bring in own laptop with HDMI hookup.
If the laptop does not have HDMI – must bring your Dongle.
$150.00 per hour – 2 Hour Minimum.
½ Day Rate: $400.00 (4 hours) | Full Day Rate: $600.00 (8 hours)

MEETING ROOM 1- Seated 75 | Standing 100
MEETING ROOM 2- Seated 60 | Standing 75

Includes: Drop down screens, LCD projector, and Microphone
Client must bring in their own laptop with HDMI hookup.
If the laptop does not have HDMI – must bring a Dongle.
$250.00 per hour- 2 hour minimum
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- Must be approved by Field Arts & Events Hall before the contract is signed by the client.
- Kitchen staff must be food service certified.
- Full Service is preferred.
- If drop off service – must hire Field Hall staff to serve.

CATERING FEE-

Catered events will incur an additional $5.00 per person catering fee from Field Arts & Events Hall, which will be charged to the client and is due 7 days prior to the event.

A catering fee is standard for off-premises catering venues. This fee includes:

- Full use of catering kitchen equipment (ovens, induction stovetop, warming ovens, speed racks, coolers etc.)
- China
- Glassware
- Silverware
- Chafing dishes with sternos
- Water carafes
- Bread baskets
- Coffee carafes
- Salt & pepper shakers (filled)
- Sugar Caddies (filled)
- Standard linen & linen napkins (85x85 linens for the 60" round tables and 54x114 linens for the 6' rectangle tables) Linens are available in black, white, or ivory.
- A staff dishwasher

Field Hall staff will set up the floor plan and put linens on the tables prior to event setup. Catering partners will need to provide a staff to set up the buffets (if applicable), and tables with silverware, glass ware, china etc. as well as provide service to serve tables, clear tables, replenish waters, coffee etc.

Catering partner staff are expected to service the event until everything is cleared, cleaned, and put away.

The Field Hall staff will take off linens, take down tables, and put away chairs.

If you choose a catering partner that does not have serving staff available to them than staff can be hired through Field Arts & Events Hall. Clients must provide a minimum of two weeks advance notice to secure staff.

Field Hall Catering Staff | $22.00 per hour, 4-hour minimum.

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FULL SERVICE CATERING:

KOKOPELLI GRILL

203 E Front St. Port Angeles
Contact: Chef Michael McQuay
360-457-6040 | michael@kokopelli-grill.com

THE CEDARS AT DUNGENESS

1965 Woodcock Rd. Sequim
Contact: Olivia Kromm
360-582-4909 | okromm@7cedars.com

48 DEGREES NORTH / RED LION HOTEL

221 N Lincoln St. Port Angeles
Contact: Laurie Thomas
360-417-5722 | laurie.thomas@redlion.com

LIMITED CATERING SERVICES

Staffing will need to be hired from Field Hall for Service:

Sea To Summit Charcuterie
Little Devils Lunch Box
Chestnut Cottage
The Goat & The Radish
Wild Goddess Brews & Bites

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BAR PACKAGE OPTIONS

HOSTED BAR

- **Billed on consumption:** Client pays based on consumption of guests.
- **Set dollar amount:** Client will pay all bar fees up to a certain, predetermined amount, then transition to a cash bar.
- **Buy out:** A set price per person will be calculated based on the length of time and bar package selected.

CASH BAR

Event guests pay for their own drinks. The bartender fee begins at $25/hour. One bartender is brought on for every 75 guests.

ADDITIONAL BAR PACKAGE NOTES

- Tip jars are standard on bars with cash sales.
- All guests who consume alcohol must be of legal drinking age and have a valid ID. Field Arts and Events Hall staff will check guests' IDs at their discretion and bartenders will not serve underage or intoxicated guests.
- All bars will close 30 minutes prior to guest departure.

BAR PRICING

Hosted and non-hosted options available.

BEER

Domestic	$6
Imported	$8
Craft	$8

WINE

House (glass)	$8

$15 Corkage Fee

SPIRITS

House Spirits* $8

**Standard mixers: Coke products, soda water, tonic. $1 upcharge for juice mixers*

Call Spirits	$10
Premium Spirits	$12
Specialty Cocktails	start at $10-$14

ALL PRICES ARE TAX INCLUSIVE

We are proud to offer Elysian Brewing Company, Georgetown Brewing Company, Deschutes Brewing Company, Elemental Hard Cider, Two Towns Ciderhouse, Harbinger Winery, Camaraderie Cellars, Rainer Gin, Olympia Vodka ...and more!

Prices do not include 8.9% sales tax or 20% service charge fee for hosted events. Service charge is not a gratuity. Clients serving alcohol must provide insurance.

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PARKING

Downtown Port Angeles has over 150 free, two hour off-street parking spots.

THREE HOUR FREE PARKING

1. 125 SPOTS (6 ACCESSIBLE SPOTS) *FOR USE ONLY AFTER 5PM AND WEEKENDS
2. APPROX. 70 SPOTS (COUNTRY AIRE) **FOR USE ONLY AFTER 7PM NIGHTLY
3. 53 SPOTS 3 ACCESSIBLE SPOTS
4. 19 SPOTS 2 ACCESSIBLE SPOTS
5. 14 SPOTS
6. 35 SPOTS* (2 ACCESSIBLE SPOTS) ***TWO HOUR PARKING ONLY
7. 47 SPOTS 3 ACCESSIBLE SPOTS
8. 20 SPOTS (BY BABY STORE) ****FOR USE ONLY AFTER 5PM AND WEEKENDS
9. UPPER LEVEL: 15 3 HOUR FREE SPOTS. 32 PAID PARKING SPOTS. ENTER FROM FRONT ST.

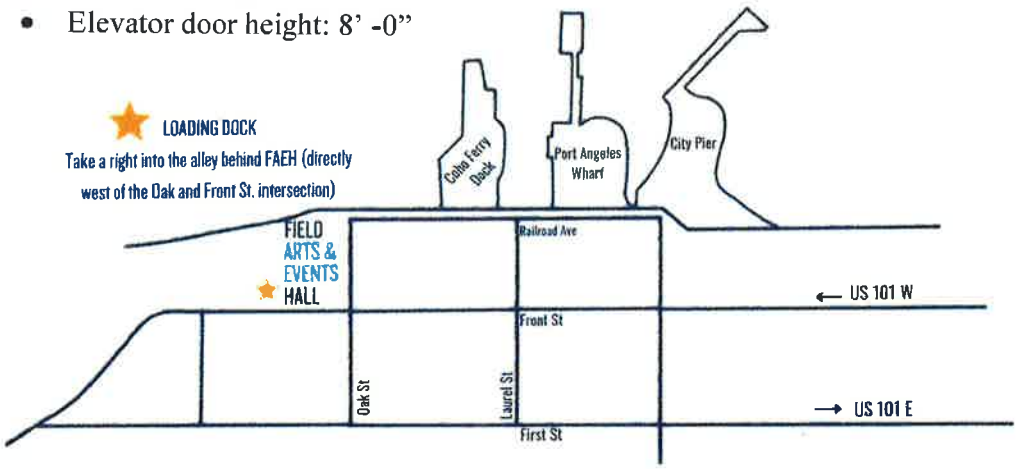
PAID PARKING

9. LOWER LEVEL: 56 SPOTS PAID PARKING. $15/DAY. ENTER FROM RAILROAD AVE.
10. 82 SPOTS (3 ACCESSIBLE) $12/DAY
11. 50 SPOTS $12/DAY
12. 22 SPOTS $10/DAY

VENDOR ACCESS INFORMATION

FREIGHT ELEVATOR

- Elevator depth to rail: 7’ -7”
- Width rail to rail: 5’ -2½”
- Elevator door height: 8’ -0”



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HOTEL RECOMMENDATIONS

Field Arts & Events Hall is walking distance to several local hotels, including:

RED LION PORT ANGELES HARBOR *(2 blocks!)*

221 N. Lincoln St. Port Angeles, WA 98362
360-452-9215 | www.redlion.com

PORT ANGELES INN *(5 blocks, with stairs, 6 blocks no stairs)*

111 E 2nd St. Port Angeles, WA 98362
360-452-9285 | www.portangelesinn.com

QUALITY INN UPTOWN *(5 blocks, with stairs, 6 blocks no stairs)*

101 E 2nd St. Port Angeles, WA 98362
360-457-9434

We also recommend the following hotels just a short drive from Field Hall:

OLYMPIC LODGE*

140 Del Guzzi Dr. Port Angeles, WA 98362
360-452-2993 | www.olympiclodge.com

AIRCREST MOTEL

812 E 1st St. Port Angeles, WA 98362
360-797-1779 | www.aircrest.com

7 CEDARS HOTEL AND CASINO*

279756 US-101 Sequim, WA 98382
360-683-7777 | www.7cedars.com/hotel

HOLIDAY INN AND EXPRESS SUITES

1441 E. Washington St. Sequim, WA 98382
360-681-8756

QUALITY INN AND SUITES SEQUIM

134 River Rd. Sequim, WA 98382
360-683-2800

For additional local hotel, restaurant, and activity recommendations, visit www.visitportangeles.com

***ASK ABOUT SHUTTLE SERVICES**

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RESERVATION PROCESS

We are thrilled that you have chosen to celebrate your event at Field Arts & Events Hall! When you are ready to secure a date, please give us a call to start the reservation process at 360-477-4679.

HOW TO SECURE YOUR DATE

1. **Provide your information:** We will need the following information from you in order to create your contract.
    - Name of event
    - Type of event
    - Main contact (provide phone number, email, and address)
    - Estimated number of guests
2. **Place your deposit:** A deposit equal to 50% of the venue package rate is due to secure your event date. The remaining 50% of your venue package rate is due 30 days prior to your event. Your deposit is non- refundable.
3. **Sign your contract:** Your contract will be sent via email and can signed digitally.

HOW TO MAKE DEPOSIT & PAYMENTS

- **Credit card:** Payment can be made via our online portal: this will be sent to you after your file has been created. Field Arts and Events Hall accepts any major credit card (3% processing charge on VISA, Mastercard, and AMEX)
- **Check:** Make checks payable to Field Arts & Events Hall and mail to:
  Field Arts & Events Hall
  P.O. Box 71
  Port Angeles, WA 98362
  ATTENTION: GEORGIA MEYERS/EVENTS

  Please include the name of the event in the memo line.

ADDITIONAL FEES

- **Catering fees:** Catered events will incur an additional $5.00 per person catering fee and is due 14 days prior to the event.
  The catering fee includes the use of our catering kitchen, all china, glassware, silverware, water carafes, bread baskets, salt & pepper shakers, and standard linen and linen napkins. The catering fee also covers the cost of cleaning products, all kitchen equipment, and a staff dishwasher.
- **Bar fees:** Bar labor and estimated hosted bar totals are due 14 business days prior to event. After the event, if there is a balance due, it will be charged to the credit card on file within 48 hours. If a credit is due a refund will be issued within 3 business days.
- **Liability insurance:** All clients that are having alcohol served at an event must provide a Certificate of Insurance with Field Arts & Events Hall listed. For wedding clients we recommend WedSafe.com

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2024 CONFERENCES & EVENTS RENTAL RATES

Rates are valid for the Field Hall Conference Center (Sunset Bar & Lounge) for events scheduled through December31, 2024

STANDARD	MAY 1 – OCT 31	NOV 1 – APR 30 *Excluding December
SUNDAY –THURSDAY	$2,800	$1,750
FRIDAY	$3,200	$2,800
SATURDAY	$3,600	$3,200

Seated reception is up to 250 guests at 60" rounds of 8 guests. Seating capacity decreases with the addition of staging, dance floor, buffets, and usage of screens. Standing reception is up to 400 guests.

INCLUDED IN RENTAL FEE

Your standard rental package at Field Arts & Events Hall includes the following:

- Up to 7-hour rental
- Mobile bar with luxury back bar
- 40- 60" round tables
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- 30 - 18" x 60" classroom style tables
- 300 luxury style chairs
- Up to a 24 x 24 Dance Floor
- 8" black tabletop stanchions and numbers
- Built in sound system for speeches and presentations (music available)
- 2 cordless handheld microphones
- LCD projector /screen*
- Wireless internet
- Coat racks (free standing) **

*Client must provide laptop
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- Day of venue management
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OPTIONAL ADD-ONS:

CEREMONY Includes room flip, one dressing room, day-of rehearsal with event coordinator, and additional two hours of rental time. **Guest count below 100 guests $500.00*	$1,000*
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ADDITIONAL DRESSING ROOMS (if available)	$300 ea
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ADDITIONAL ROOMS:

McGraw Room Seated 40 | Standing 60 | U shape seating 25

Includes: 85" TV Monitor.
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$150.00 per hour – 2 Hour Minimum.
½ Day Rate: $400.00 (4 hours) | Full Day Rate: $600.00 (8 hours)

MEETING ROOM 1- Seated 75 | Standing 100
MEETING ROOM 2- Seated 60 | Standing 75

Includes: Drop down screens, LCD projector, and Microphone
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georgia@fieldhallevents.org

BAR PACKAGE OPTIONS

HOSTED BAR

- **Billed on consumption:** Client pays based on consumption of guests.
- **Set dollar amount:** Client will pay all bar fees up to a certain, predetermined amount, then transition to a cash bar.
- **Buy out:** A set price per person will be calculated based on the length of time and bar package selected.

CASH BAR

Event guests pay for their own drinks. The bartender fee begins at $25/hour. One bartender is brought on for every 75 guests.

ADDITIONAL BAR PACKAGE NOTES

- Tip jars are standard on bars with cash sales.
- All guests who consume alcohol must be of legal drinking age and have a valid ID. Field Arts and Events Hall staff will check guests' IDs at their discretion and bartenders will not serve underage or intoxicated guests.
- All bars will close 30 minutes prior to guest departure.

BAR PRICING

Hosted and non-hosted options available.

BEER

Domestic	$6
Imported	$8
Craft	$8

WINE

House (glass)	$8

$15 Corkage Fee

SPIRITS

House Spirits* $8

**Standard mixers: Coke products, soda water, tonic. $1 upcharge for juice mixers*

Call Spirits	$10
Premium Spirits	$12
Specialty Cocktails	start at $10-$14

ALL PRICES ARE TAX INCLUSIVE

We are proud to offer Elysian Brewing Company, Georgetown Brewing Company, Deschutes Brewing Company, Elemental Hard Cider, Two Towns Ciderhouse, Harbinger Winery, Camaraderie Cellars, Rainer Gin, Olympia Vodka ...and more!

Prices do not include 8.9% sales tax or 20% service charge fee for hosted events. Service charge is not a gratuity. Clients serving alcohol must provide insurance.

FIELD ARTS & EVENTS HALL

201 W. FRONT ST
P.O. BOX 71
PORT ANGELES
WA 98362

GEORGIA MEYERS
Director of Sales & Marketing for Conferences & Events

360.477.4679
FIELDHALLEVENTS.ORG
georgia@fieldhallevents.org

PARKING

Downtown Port Angeles has over 150 free, two hour off-street parking spots.

THREE HOUR FREE PARKING

1	125 SPOTS (6 ACCESSIBLE SPOTS) *FOR USE ONLY AFTER 5PM AND WEEKENDS
2	APPROX. 70 SPOTS (COUNTRY AIRE) **FOR USE ONLY AFTER 7PM NIGHTLY
3	53 SPOTS 3 ACCESSIBLE SPOTS
4	19 SPOTS 2 ACCESSIBLE SPOTS
5	14 SPOTS
6	35 SPOTS* (2 ACCESSIBLE SPOTS) ***TWO HOUR PARKING ONLY
7	47 SPOTS 3 ACCESSIBLE SPOTS
8	20 SPOTS (BY BABY STORE) ****FOR USE ONLY AFTER 5PM AND WEEKENDS
9	UPPER LEVEL: 15 3 HOUR FREE SPOTS. 32 PAID PARKING SPOTS. ENTER FROM FRONT ST.

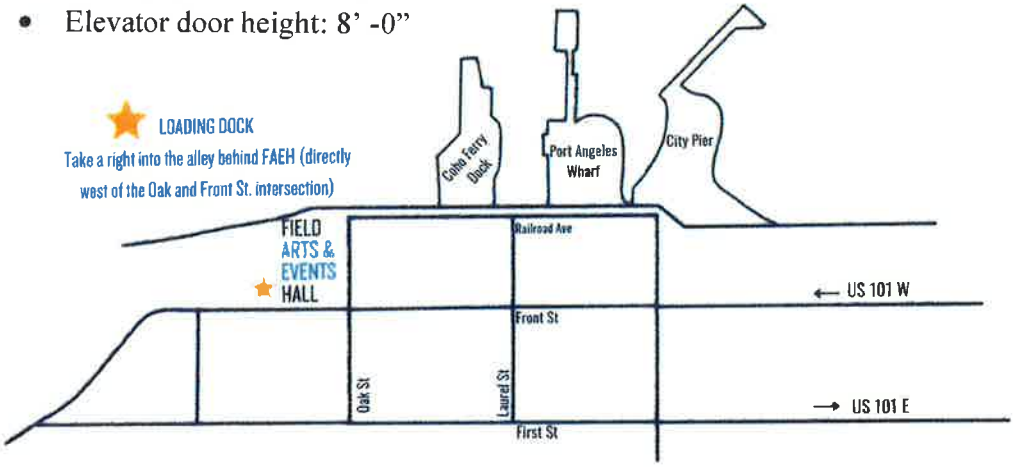
PAID PARKING

9	LOWER LEVEL: 56 SPOTS PAID PARKING. $15/DAY. ENTER FROM RAILROAD AVE.
10	82 SPOTS (3 ACCESSIBLE) $12/DAY
11	50 SPOTS $12/DAY
12	22 SPOTS $10/DAY

VENDOR ACCESS INFORMATION

FREIGHT ELEVATOR

- Elevator depth to rail: 7’ -7”
- Width rail to rail: 5’ -2½”
- Elevator door height: 8’ -0”



FIELD
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HOTEL RECOMMENDATIONS

Field Arts & Events Hall is walking distance to several local hotels, including:

RED LION PORT ANGELES HARBOR *(2 blocks!)*

221 N. Lincoln St. Port Angeles, WA 98362
360-452-9215 | www.redlion.com

PORT ANGELES INN *(5 blocks, with stairs, 6 blocks no stairs)*

111 E 2nd St. Port Angeles, WA 98362
360-452-9285 | www.portangelesinn.com

QUALITY INN UPTOWN *(5 blocks, with stairs, 6 blocks no stairs)*

101 E 2nd St. Port Angeles, WA 98362
360-457-9434

We also recommend the following hotels just a short drive from Field Hall:

OLYMPIC LODGE*

140 Del Guzzi Dr. Port Angeles, WA 98362
360-452-2993 | www.olympiclodge.com

AIRCREST MOTEL

812 E 1st St. Port Angeles, WA 98362
360-797-1779 | www.aircrest.com

7 CEDARS HOTEL AND CASINO*

279756 US-101 Sequim, WA 98382
360-683-7777 | www.7cedars.com/hotel

HOLIDAY INN AND EXPRESS SUITES

1441 E. Washington St. Sequim, WA 98382
360-681-8756

QUALITY INN AND SUITES SEQUIM

134 River Rd. Sequim, WA 98382
360-683-2800

For additional local hotel, restaurant, and activity recommendations, visit www.visitportangeles.com

***ASK ABOUT SHUTTLE SERVICES**

FIELD
ARTS &
EVENTS
HALL

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WA 98362

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RESERVATION PROCESS

We are thrilled that you have chosen to celebrate your event at Field Arts & Events Hall! When you are ready to secure a date, please give us a call to start the reservation process at 360-477-4679.

HOW TO SECURE YOUR DATE

1. **Provide your information:** We will need the following information from you in order to create your contract.
    - Name of event
    - Type of event
    - Main contact (provide phone number, email, and address)
    - Estimated number of guests
2. **Place your deposit:** A deposit equal to 50% of the venue package rate is due to secure your event date. The remaining 50% of your venue package rate is due 30 days prior to your event. Your deposit is non- refundable.
3. **Sign your contract:** Your contract will be sent via email and can signed digitally.

HOW TO MAKE DEPOSIT & PAYMENTS

- **Credit card:** Payment can be made via our online portal: this will be sent to you after your file has been created. Field Arts and Events Hall accepts any major credit card (3% processing charge on VISA, Mastercard, and AMEX)
- **Check:** Make checks payable to Field Arts & Events Hall and mail to:
  Field Arts & Events Hall
  P.O. Box 71
  Port Angeles, WA 98362
  ATTENTION: GEORGIA MEYERS/EVENTS

  Please include the name of the event in the memo line.

ADDITIONAL FEES

- **Catering fees:** Catered events will incur an additional $5.00 per person catering fee and is due 14 days prior to the event.
  The catering fee includes the use of our catering kitchen, all china, glassware, silverware, water carafes, bread baskets, salt & pepper shakers, and standard linen and linen napkins. The catering fee also covers the cost of cleaning products, all kitchen equipment, and a staff dishwasher.
- **Bar fees:** Bar labor and estimated hosted bar totals are due 14 business days prior to event. After the event, if there is a balance due, it will be charged to the credit card on file within 48 hours. If a credit is due a refund will be issued within 3 business days.
- **Liability insurance:** All clients that are having alcohol served at an event must provide a Certificate of Insurance with Field Arts & Events Hall listed. For wedding clients we recommend WedSafe.com

PENINSULA COLLEGE
1502 East Lauridsen Boulevard • Port Angeles, Washington 98362 • 360-452-9277

September 23, 2024

Dear City of Port Angeles Lodging Tax Committee:

I am writing this letter in support of Field Arts & Events Hall expressing my appreciation for their partnership with Peninsula College. My 2024 Creative Writing Festival held four separate events at Field Hall last year. In addition to these events, I have been in talks with Steve Raider-Ginsburg about the possibility of future literary events. Beyond my writing festival, the Music and Theatre Departments at PC have recently arranged events with Field Hall. Field Hall also works with PC programs serving students studying theatre and sound tech.

Field Hall provided outstanding facilities and a responsive technical, strategic, and marketing team for my events. They took care of ticketing, seating, sound, lighting, and other details, which allowed for large scale events to be initiated by my small leadership team at the college. Our partnership allows departments within the college to hold first class events at a reasonable cost, thanks to the discounted rates we can access as a partner organization. We didn't just rent a space, we hired a large team of professionals at a humble price.

Field Arts and Events Hall is a game-changing organization and is opening doors in our community. Thank you for your foresight in supporting their mission, particularly in these, their first (and most challenging) years as they open their doors wide to the people of the peninsula and begin to build a diverse audience, strong partnerships, and pride in our community.

On behalf of Peninsula College, thank you for your time and consideration regarding Field Arts & Events Hall.

Michael Mills
English Department Chair
Raymond Carver Podcast
Peninsula College

This is the geographic data of where people are accessing the Field Hall website. This is the main portal for people to research our rental and performance opportunities.

The % of rate increase that you see is the current 12 month look back over the 12 months before.

Our highest web traffic, by far, is Seattle, 2nd is PA.

	City + SHOW PRIMARY DATE RANGE	↓ Active users	New users	Engaged sessions
	Total	86,948 vs. 36,252 ↑ 139.84%	86,180 vs. 35,962 ↑ 139.64%	75,018 vs. 50,151 ↑ 49.58%
1	Seattle	26,177	23,629	24,192
2	Port Angeles	16,075	14,991	17,792
3	(not set)	11,327	10,464	4,450
4	Sequim	6,098	5,754	5,850
5	San Jose	1,546	1,239	1,179
6	Los Angeles	845	664	532
7	Ashburn	699	686	108
8	New York	661	627	366
9	Vancouver	635	612	218
10	Port Townsend	629	582	518
11	Kirkland	600	480	491
12	Portland	534	437	418
13	Tacoma	523	442	398
14	Bellingham	425	300	348
15	Victoria	379	367	199

Clallam County Lodging Tax Advisory Committee

Business Items

2025 LTAC Funding Requests

Clallam County Lodging Tax Advisory Committee

Attorney Review Form for 2025 LTAC Funding Requests

Prosecutor Review of October 2025 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
Port Angeles Marathon Association	Race Event Operations Expenditures	$38,630	Festival/Events Five race events. 501C(3)	**ELIGIBLE** LTAC funds may be used for the operations of festivals designed to attract tourists. RCW 67.28.1816(b).
Clallam Bay Slippoint Lighthouse Keepers	Marketing and operation start up costs	$30,000	Tourism-related facility – accommodates tourist activities Tourism related marketing. Operations 501(c)(3)	**ELIGIBLE** LTAC funds may be used for tourism marketing. RCW 67.28.1816(a). 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).
Forks Chamber of Commerce	Forever Twilight in Forks Festival	$40,000	Festival/Event. Tourism Marketing. 501(c)(6) Nonprofit	**ELIGIBLE** LTAC funds may be used for tourism marketing. RCW 67.28.1816(a).

				LTAC funds may be used for the operations of festivals designed to attract tourists. RCW 67.28.1816(b).
Lincoln Park BMX Association	Operation, and Capital Expenditure of Tourism Related Facility Operated by Non-Profit and Owned by a Municipality	$49,432.27	Operation of Tourism Related Facility Operated by Non-Profit. Capital Expenditure for Tourism Related Facility Owned by a Municipality. 501C(3) Facility Owned by City of PA	**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 support of operations and capital expenditures for government-owned facilities. RCW 67.28.1816(c).
Port Angeles City Ballet	Port Angeles City Ballet Season	$25,000	Operation of Special Event/Festival Designed to Attract Tourists 501c(3)	**ELIGIBLE** LTAC funds may be used for the operations of festivals designed to attract tourists. RCW 67.28.1816(b).
Clallam County Parks, Fair, and Facilities (Logging Show)	County Fair Pro Logging Show Production	$5,000	Operation and/or Capital Expenditure of Tourism related Facility owned by a Municipality Operation of Special Event/Festival designed to attract tourists Government Entity	**ELIGIBLE** 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 for the operations of events/festivals designed to attract tourists. RCW 67.28.1816(b).
Clallam County Parks, Fair, Facilities (Shower Conversion)	County Parks Coin-Op Shower Conversion	$9,500	Operation/Capital Expenditures for Tourism Related Facility Owned by a Municipality	**ELIGIBLE** LTAC funds may be used for support of operations and capital expenditures for

			Govt. entity	government-owned facilities. RCW 67.28.1816(c).
Clallam County Parks, Fair, and Facilities (Fair)	County Fair Replacement Flags, Banners, and Umbrellas	$13,019.69	Operation and/or Capital Expenditure of Tourism related Facility owned by a Municipality Government Entity	**ELIGIBLE** LTAC funds may be used for support of operations and capital expenditures for government-owned facilities. RCW 67.28.1816(c).
Clallam County Parks, Fair, Facilities (Season Day Use)	2025 Supplemental Support Seasonal Day Use Parks Services	$44,000	Operation/Capital Expenditures for Tourism Related Facility Owned by a Municipality Govt. entity	**ELIGIBLE** LTAC funds may be used for support of operations and capital expenditures for government-owned facilities. RCW 67.28.1816(c).
Olympic Peninsula Rowing Association	Port Angeles Coastal Rowing Series	$25,000	Tourism Promotion Operation of Special Event/Festival Designed to Attract Tourists 501c(3)	**ELIGIBLE** LTAC funds may be used for tourism marketing. RCW 67.28.1816(a). LTAC funds may be used for the operations of festivals designed to attract tourists. RCW 67.28.1816(b).
Neah Bay Chamber of Commerce	Operation of Neah Bay Visitor's Center/Neah Bay Fest	$49,440	Operation of Tourism Related Facility Operation of Special Event designed to attract tourists 501c(6) non-profit	**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).

Hurricane Ridge Winter Sports Education Foundation	Hurricane Ridge Ski/Snowboard/Tubing Area with Shuttle	$90,000	Operation of Tourism related facility owned or operated by a Non Profit 501c(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	Olympic Discovery Trail Root Intrusion Repair	$131,371.60	Operation of and/or capital expenditure of a Tourism related facility.	**Eligible** LTAC funds may be used for support of operations and capital expenditures for government-owned facilities. RCW 67.28.1816(c). "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)
Ghostlight Productions	Lincoln Theater Renovation	$100,000	Capital improvements to Tourism Related Facility owned by a non-profit. 501c(3)	**INELIGIBLE** 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 for support of operations of a tourism related facility owned by non-profit, but may not be used for capital improvements for these facilities.
Peninsula Adventure Sports	Outdoor Adventure Sports Events	$7,500	Operation of Special Event/Festival Designed to Attract Tourists Not a 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).
Peninsula Trails Coalition	Olympic Discovery Trail Marketing and Visitor Services	$50,000	Tourism related promotion/marketing Operation of visitor's center/tourism related facility owned by a municipality. 501c(3) Application supported by Clallam County Public Works	**ELIGIBLE** LTAC funds may be used for tourism marketing. RCW 67.28.1816(a). 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).
Juan de Fuca Foundation for the Arts	Juan de Fuca Festival	$40,000	Operation of Special Event/Festival Designed to Attract Tourists 501(c)(3) Nonprofit	**ELIGIBLE** LTAC funds may be used for the operations of festivals designed to attract tourists. RCW 67.28.1816(b).
Port Angeles Concerts on the Pier	2025 Concerts on the Pier	$11,000	Operation of tourism event/festival 501C(3)	**ELIGIBLE** LTAC funds may be used for the operations of events designed to attract tourists. RCW 67.28.1816(d).
GOPA LLC	Squatchcon Comic & Arts Convention	$10,000	Operation of Special Event/Festival Designed to Attract Tourists	**ELIGIBLE**

			Not a Non-Profit	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).
Sequim Irrigation Festival	Irrigation Festival Travelling Float	$16,400	Tourism Promotion/Marketing 501C(4)	**ELIGIBLE** LTAC funds may be used for tourism marketing. RCW 67.28.1816(a).
Port Angeles Waterfront District	Tourism Promotion, Production and Operation of Programmed events	$50,000	Tourism Promotion/Marketing, Operation of special Event/Festival designed to attract tourists. 501(c)(6)	**ELIGIBLE** 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)
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).

Olympic Peninsula Visitor Bureau	Tourism Marketing	$1,050,000	Tourism Marketing 501C(6)	**ELIGIBLE** LTAC funds may be used for tourism marketing. RCW 67.28.1816(a).
Port Angeles Fine Arts Center	Fine Arts Festival Series	$40,000	Festival Tourism Marketing Operation of Tourism Related facility owned by Non-Profit 501(c)(3) nonprofit	**ELIGIBLE** 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).
North Olympic Baseball and Softball	Washington State Cal Ripken/Babe Ruth Tournament	$91,384	Festival/Event Baseball Tournament 501C(3)	**ELIGIBLE** LTAC funds may be used for the operations of festivals designed to attract tourists. RCW 67.28.1816(b).
Field Arts & Events Hall	Support of Operations of Tourism Related Facility	$400,000	Tourism-related facility owned/operated by non-profit 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).

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.

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).

Lodging Tax Advisory Committee

Funding Request

Port Angeles Marathon Association

RECEIVED
CLALLAM CO. COMMISSIONERS
SEP 25 2024

LODGING TAX FUNDING APPLICATION 2025

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:** $ 38,630

II **Agency/Organization Name:** Port Angeles Marathon Association

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

Federal Tax ID No. 33-1032171 UBI Number 602 262 570

III **Project/Activity/Event:** 2025 - 5 Events in Clallam County Acorss the County - 2/1, 4/26, 6/7. 6/7, 10/18, 12/6

IV **Representative Contact Information:**

Name, Title Victoria Jones, Race Director

Mailing Address PO Box 431, Port Angeles, WA 98362

Phone(s) 585-451-0014

Email victoria@nodm.com

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

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

_✓_ Operation of a Special Event/Festival designed to attract tourists

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

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

CERTIFICATION

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

Victoria Jones Victoria Jones

Signature

Date: September 24, 2024

Victoria Jones

Print or Type Name

LODGING TAX APPLICATION – REQUIRED SUPPLEMENTAL QUESTIONS

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

ASK - $38,630

Operations Expenditures

- 5 Days of Events in Clallam County
- 4 Events - 100% in Unincorporated Clallam County
- All 4 of these in Un-incorporated Clallam County are in the off season - February, April, October & December
- 60% or $18,855 of ask stays in Clallam County reinvigorating local businesses and further increasing the benefit impact on our community.

		PAMA Operations Expenditures					
Event	**Location**	**Timing Contract**	**Busing to Start/Finish**	**Course Operations**	**Permit Fees**	**Sanicans**	**Total**
Elwha Bridge	Unincorporated Clallam County	$3,000.00	$1,750.00	$750.00	$160.00	$540.00	$6,200.00
Railroad Bridge	Unincorporated Clallam County	$3,000.00	$0.00	$1,000.00	$160.00	$540.00	$4,700.00
North Olympic *	50% Unincorporated Clallam County - 15% Sequim - 35% Port Angeles	$4,000.00	$3,000.00	$3,000.00	$3,020.00	$2,175.00	$15,195.00
Spruce Railroad	Unincorporated Clallam County	$3,000.00	$1,750.00	$500.00	$100.00	$600.00	$5,950.00
Jamestown	Unincorporated Clallam County	$3,000.00	$2,000.00	$750.00	$160.00	$675.00	$6,585.00
Total		**$16,000.00**	**$8,500.00**	**$6,000.00**	**$3,600.00**	**$4,530.00**	**$38,630.00**

*Only asking for 50% of Operation costs as approximately 50% takes place in unincorporated Clallam County
**Not all of the event Operations are requesting to be funded by County LTAC

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 Marathon Association hosts five events throughout the year, running from February to December and spread across Clallam County, offering a consistent draw for tourists. These events, including the Elwha Bridge Run (February 1), Railroad Bridge Run (April 26), North Olympic 5K/10K (June 7), North Olympic Discovery

Marathon (June 8), Spruce Railroad Run (October 18), and Jamestown Glow Run (December 8), attract participants and visitors from across the region.

Four of the events are single-day Saturday races with a packet pick-up the day before, encouraging out-of-town participants to arrive early, stay overnight, and contribute to local hospitality businesses. The North Olympic Discovery Marathon is a flagship event spanning three days, featuring two days of races along the Olympic Discovery Trail from Sequim to Port Angeles. Celebrating its 23rd anniversary in 2025, this event is expected to draw over 7,000 attendees, including runners, their families, spectators, volunteers, sponsors, and vendors, all generating economic activity.

In 2025, the Elwha Bridge Run, Railroad Bridge Run, and Jamestown Glow Run will celebrate their sixth year, while the Spruce Railroad Run enters its second year after replacing the Larry Scott Run. All events now take place exclusively in Clallam County, further consolidating the tourism impact in the region. Participants receive unique medals, and discounts are offered to those who bundle multiple races, encouraging repeat visits.

Collectively, these five events are estimated to bring approximately $1.8 million in tourism-related revenue to Clallam County annually. Through consistent, seasonal events, the Port Angeles Marathon Association plays a key role in increasing year-round travel to the area for both business and pleasure.

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

The North Olympic Discovery Marathon is a multi-day event, making it essential for participants to stay overnight, particularly the night before the race. Held on the first weekend of June, this event consistently makes marathon weekend one of the busiest times of the year for hotels and accommodations across the Olympic Peninsula, significantly boosting paid overnight stays in Clallam County.

Additionally, the Run the Peninsula events, while primarily one-day races, have implemented a packet pick-up the evening before each race. This encourages participants to arrive the day before, avoiding concerns about morning traffic—especially the Hood Canal Bridge—and increasing the likelihood that they will book overnight accommodations. Furthermore, the December event, the Jamestown Glow Run in Blyn, is held in the evening, concluding around 8 p.m., which has prompted many participants to stay overnight after the race, allowing them to further enjoy the beauty of the Jamestown holiday lights and explore the Olympic Peninsula.

By structuring events in ways that encourage early arrival and post-race stays, these events effectively increase the demand for paid overnight accommodations in Clallam County throughout the year.

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

   The North Olympic Discovery Marathon (NODM) was designed to be a premier destination event, attracting a national and international running community. Runners from around the world, even those who haven't yet participated, are aware of NODM through the strong and influential running community. They explore the NODM website, read reviews, engage with the event's social media pages, and research the surrounding area, placing it firmly on their radar as a race to consider for future participation.

   The Run the Peninsula Series, now entering its sixth year, has also been steadily expanding its reach. Our goal for 2025 is to continue growing participation, particularly from across the Pacific Northwest and beyond. In 2024, data showed an increasing number of participants traveling from outside the Peninsula, a trend we aim to accelerate as we build the series' reputation as a regional draw for runners.

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

   The Port Angeles Marathon Association actively encourages participants from other countries and states to attend our events, with significant success in drawing visitors from outside the region. As of September 24, 2024, we have hosted 3,577 participants across five events in Clallam County. Our robust mailing list includes over 21,000 past and current participants, allowing us to reach a broad, international audience with targeted marketing efforts.

   Our events are consistently ranked among the best in the nation, with participants frequently praising the organization, customer service, quality of event swag, and the stunning series medals—some of the most coveted in the running community. These unique qualities, combined with the beautiful backdrop of the Olympic Peninsula, make our events appealing to runners looking for a top-tier destination race.

   One of our largest groups of international participants comes from Canada, many of whom take the Black Ball Ferry from Victoria to Port Angeles, spending the weekend enjoying the event and the region. We continue to build on this cross-border relationship through partnerships and special promotions to further entice Canadian runners.

Our long-term goal is to expand our reach beyond the Pacific Northwest and Canada, continuing to leverage the power of social media, reviews, and word-of-mouth within the national and international running communities. As participants share their positive experiences and we continue to promote the Olympic Peninsula as an ideal running destination, we anticipate attracting more runners from across the U.S. and overseas.

By offering world-class races with unparalleled organization and support, along with a scenic location, we aim to make the Port Angeles Marathon Association's events a must-do experience for runners around the globe.

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

- **Elwha River Bridge 5K / 10K – Port Angeles, WA – February 2, 2025** - In 2024 we had a total of 426 participants. We estimate 450 participants for 2025.
- **Railroad Bridge 5K / 10K – Sequim, WA – April 26, 2025** - In 2024 we had a total of 484 participants. We estimate 500 participants in 2025
- **North Olympic Discovery 5K / 10K / Kids Marathon - June 6, 2025-** In 2024 we had a total of 976 participants. We estimate 1100 participants in 2025
- **North Olympic Discovery Marathon – Half / Full / Relay – June 7, 2025** In 2024 we had a total of 1,281 participants. We estimate 1,400 participants in 2025.
- **Spruce Railroad Run - 5K / 10K - Lake Crescent - Port Angeles, WA - October 18, 2025** - As of 9/24 - There are 229 participants registered for the first year of this event. 2025 will be the second year of the event and we anticipate 550 participants.
- **Jamestown S'Klallam Tribe 5K / 10K – Glow Run – Blyn, WA – December 6, 2025** -As of 09/25 - There are 181 Participants, in 2023 we had 578 participants. In 2024 we estimate 600 participants and in 2025 we estimate 625 participants.

6. 2025 Tourism-Impact Estimate
(Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2024)

As a direct result of your proposed tourism-related service, please provide:	2025 Estimate	2024 Actual	Methodology
a. Overall attendance at your event/activity/facility ** On average 1.5 spectators come to watch each participant.	10,000	***9,388***** *Elwha -426* *Railroad - 484* *NODM -2,257* *Spruce - 229** *JT Glow-181**	Registration Count
b. Number of people who travel more than 50 miles for your event/activity/facility ** On average 1.5 spectators come to watch each participant.	5,000	***4905**** *Elwha -178* *Railroad - 191* *NODM - 1,161* *Spruce - 214** *JT Glow-218**	Registration Count
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state. ** On average 1.5 spectators come to watch each participant.	1,100	***1008**** *Elwha - 10* *Railroad - 15* *NODM - 338* *Spruce - 21** *JT Glow-19**	Registration Count
d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area. ** On average 1.5 spectators come to watch each participant.	4,250	***4050**** *Elwha - 32* *Railroad - 40* *NODM - 1,441* *Spruce - 60** *JT Glow-45**	Educated Guess with information from past years
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. ** On average 1.5 spectators come to watch each participant.	2,750	***2693**** Elwha - 21 Railroad - 26 NODM -960 *Spruce -40** *JT Glow-30**	Educated Guess with information from past years
f. Number of paid lodging room nights resulting from your event/activity/facility. ***Divide by 2.5 because on average 2.5 people / room	600	***493***** *Elwha - 21* *Railroad - 26* *NODM - 1,124* *Spruce - 35** *JT Glow-25**	Educated Guess with information from past years

*Please note that the final two events of the year—the Spruce Railroad Run on October 19 and the Jamestown Glow Run on December 7, 2024—have yet to take place. Participation numbers will increase following these events.

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

   Yes, the host hotel for the Elwha Bridge Run, North Olympic Discovery Marathon (NODM), and Spruce Railroad Run is The Red Lion Hotel in Port Angeles. This hotel also serves as the venue for race registration and packet pick-up the day before the North Olympic Discovery Marathon. Additionally, the NODM finish line is located directly in front of The Red Lion, making it a popular choice for participants who appreciate the convenience of being able to walk to their rooms for a post-race shower. The Red Lion actively promotes 2-3 night stays for marathon participants.

   For the Jamestown S'Klallam Tribe Run, the host hotel is the 7 Cedars Hotel, as the event begins and ends on the Jamestown S'Klallam Tribal Campus.

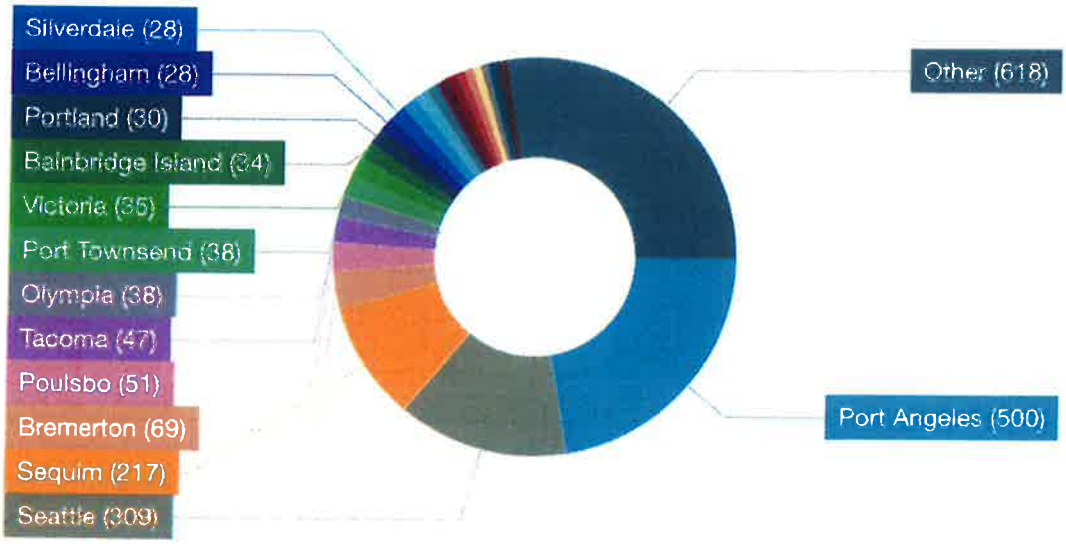
8. Describe the prior success of your event/activity/facility in attracting tourists.

   The primary goal of the Run the Peninsula Series, now in its 7th year, is to serve the local community while also drawing participants from outside Clallam County. The series has consistently attracted a wide range of participants from across the Pacific Northwest, other states, and internationally.

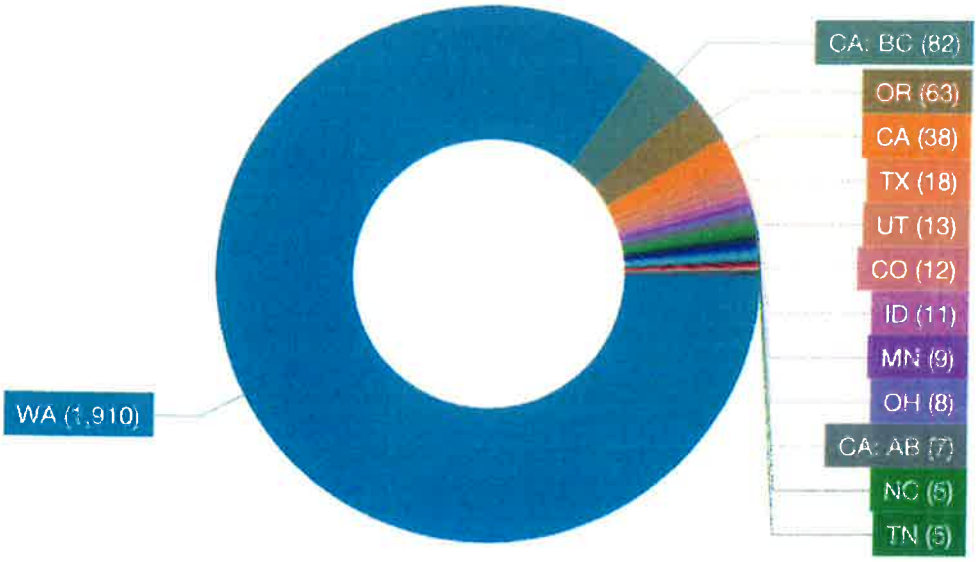
   The 2024 North Olympic Discovery Marathon demonstrated significant success in attracting tourists, as shown by the distribution of participants by city and state. The event drew participants from over 28 states from across the U.S. Notably, we had 82 participants from British Columbia and an additional 10 from other provinces in Canada. These Canadian participants, many of whom traveled via ferry, often stay at least one night due to the ferry schedule, with many opting for 2-3 night stays to enjoy the event and the local area.

   Additionally, the event attracted participants from as far as the United Arab Emirates, Australia, and the Netherlands, reflecting its growing international reach. The steady participation from Canada and other countries highlights the event's ongoing success in attracting tourists and establishing Clallam County as a destination for runners and their families.

City of Registration



State of Registration



9. Describe your target tourist audience (location, demographics, etc.)
   The North Olympic Discovery Marathon (NODM) is a destination event, with its primary target audience being the international running community. Runners from around the world, whether they've participated before or not, have heard of NODM through the strong global network of runners. These athletes explore the NODM website, read reviews, engage with social media, and research the Olympic Peninsula, often adding NODM to their list of potential races to attend.

   As evidenced by the data shared earlier, our audience spans the Pacific Northwest, the entire country, and beyond, reflecting the wide reach and appeal of NODM within the broader running community.

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

    2025 Marketing and Promotion Plan

    Following each event, we engage in strategic planning to evaluate the effectiveness of our marketing efforts and identify the best approaches for the next year. Our 2025 marketing plan is focused on expanding our reach beyond the Olympic Peninsula, with a strong emphasis on attracting participants from the broader Pacific Northwest and beyond.

    Our promotional efforts include a year-round, multi-channel strategy designed to engage potential participants through a variety of platforms. These include:

    - **Social Media:** Active presence on Facebook, Instagram, and Twitter with 3-5 posts per week to maintain constant contact with our audience, showcasing event updates, stories, and local attractions.
    - **Online Media:** We utilize our YouTube channel to post promotional videos that highlight the event experience, local scenery, and testimonials from participants.
    - **Online Running Calendars:** Listings on popular running calendars to capture the attention of serious runners looking for destination events.
    - **Email Marketing:** With a robust database of over 21,000 past and potential participants, we send targeted email campaigns that promote our events, offer registration incentives, and share race information.
    - **Website:** Our official websites, NODM.com and Runthepeninsula.com, serve as central hubs for all event-related information, registrations, and updates.

- **Print Media:** Distribution of rack cards, postcards, and posters throughout regional businesses and event venues to capture the attention of travelers and local residents.
- **Event Expos:** We attend expos such as the Victoria Marathon Expo to reach potential participants face-to-face, showcase our events, and distribute promotional materials.
- **Event Swag:** Our branded gear, including shirts and medals, acts as walking advertisements, promoting our events worldwide.
- **SMS Marketing:** We use SMS (text messaging) as a direct and personal way to communicate with athletes. With a 90% open rate—significantly higher than email—SMS allows us to send important event updates, answer questions, and offer exclusive promotions. SMS campaigns are proven to outperform social media ads in generating conversions and building a direct connection with participants.

By utilizing these diverse promotional tools, we ensure that our events are highly visible and engaging, attracting participants from across the region, the country, and internationally. Through strategic marketing efforts, we aim to position the North Olympic Discovery Marathon and Run the Peninsula Series as must-attend destination events.

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

We actively partner with local businesses, including hotels, restaurants, and stores, to promote them during our events. One key initiative is allowing businesses to include promotional materials, such as coupons and special offers, in the race packets that every marathon participant receives. In past events, businesses have contributed discount vouchers, store promotions, and pull-off coupons on race bibs, offering participants incentives to visit local establishments.

With the addition of the Run the Peninsula Series, we've expanded our reach across different parts of Clallam County, specifically highlighting more unincorporated areas. The Elwha Bridge Run, for example, has encouraged participants to explore the west side of Port Angeles, while the introduction of the Spruce Railroad Run in 2024 expands our coverage even further west, encouraging runners to experience more remote areas of the county and support businesses along the way.

Our commitment to supporting local extends beyond promotions and marketing. We prioritize working with Clallam County businesses for event-related services, ensuring that our expenditure benefits the local economy. For instance, we hire local vendors for videography, branding, transportation, and supplies. Specific examples include:

- **Videography:** Matt Sagen, Heart & Passion Films (Sequim)
- **Branding & Art Design:** Nicole Phillips, Betazed Creative (Port Angeles)
- **Shuttle Buses:** Puget Sound Excursions (Port Angeles)
- **Gear Buses:** Port Angeles School District
- **Finish Line Food:** Locally purchased from Sunny Farms and Dairy Fresh (Sequim)
- **Sani-cans:** Bill's Plumbing (Sequim)
- **Event Shirts Printing:** Joseph Stride, Convergence Design (Port Angeles)
- **Local Supplies:** Swain's and Hartnagel's (Port Angeles)
- **Swag/Giveaways:** Peninsula Management & Consulting (Port Angeles)

By involving and promoting local businesses at every level, from event logistics to participant experiences, we ensure that our events bring direct economic benefits to the lodging establishments, restaurants, and other businesses located in unincorporated areas 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 are applying for the following 2025 LTAC funds. However, as of today, none of these applications have been submitted, so I do not have copies to attach at this time:

- **City of Port Angeles LTAC (Event):** For Elwha Bridge Run, North Olympic Discovery Marathon, and Spruce Railroad Run – Funding for marketing.
- **City of Port Angeles LTAC (Non-Event):** For storage facilities and operations within the City of Port Angeles.
- **Olympic Peninsula Visitors Bureau Tourism Enhancement Fund:** For all events – Funding for marketing.
- **City of Sequim Tourism Enhancement Fund:** For Railroad Bridge Run, North Olympic Discovery Marathon, and Jamestown Glow Run – Funding for marketing.

(All marketing efforts mentioned in question #10 are included in these applications.)

13. What is the overall budget for your event/activity/facility? $ 325,400.00. What percent of the budget are you requesting from Clallam County Lodging Tax Fund? _11.9_%.

We are requesting support from the Clallam County Lodging Tax Fund to help cover the operational costs of our events held specifically in the unincorporated areas of Clallam County. With rising costs over the past few years, we are committed to keeping registration fees affordable for participants, but operational expenses have increased significantly. These costs include essential services and logistics necessary to ensure

the success of the events.

The total operational costs for the six events are estimated at $38,630. We are also planning to apply for the City of Port Angeles LTAC Non-Event Operations grant for $15,000 to cover costs within the city limits. However, our request to the Clallam County Lodging Tax Fund is exclusively for expenses related to the events that take place in unincorporated areas of Clallam County.

Request: $38,630 for Operations Expenditures

- Five days of events across Clallam County
- Four events take place entirely within unincorporated areas: February, April, October, and December (off-season)
- 60% of the request, or $23,178, directly reinvests in Clallam County, supporting local businesses and amplifying the positive economic impact on the community.

By securing this funding, we can continue to deliver high-quality events that draw visitors to the region while minimizing the financial burden on participants.

		PAMA Operations Expenditures					
Event	**Location**	**Timing Contract**	**Busing to Start/Finish**	**Course Operations**	**Permit Fees**	**Sanicans**	**Total**
Elwha Bridge	Unincorporated Clallam County	$3,000.00	$1,750.00	$750.00	$160.00	$540.00	$6,200.00
Railroad Bridge	Unincorporated Clallam County	$3,000.00	$0.00	$1,000.00	$160.00	$540.00	$4,700.00
North Olympic *	50% Unincorporated Clallam County - 15% Sequim - 35% Port Angeles	$4,000.00	$3,000.00	$3,000.00	$3,020.00	$2,175.00	$15,195.00
Spruce Railroad	Unincorporated Clallam County	$3,000.00	$1,750.00	$500.00	$100.00	$600.00	$5,950.00
Jamestown	Unincorporated Clallam County	$3,000.00	$2,000.00	$750.00	$160.00	$675.00	$6,585.00
Total		**$16,000.00**	**$8,500.00**	**$6,000.00**	**$3,600.00**	**$4,530.00**	**$38,630.00**

*Only asking for 50% of Operation costs as approximately 50% takes place in unincorporated Clallam County
**Not all of the event Operations are requesting to be funded by County LTAC

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 come from the following areas.

Entry Fees – 54%
Sponsorship – 16%
Grants – 25% *County LTAC Included in this percentage
Merchandise – 5%

Port Angeles Marathon Association (PAMA)
Budget Overview: 2025 PAMA Budget -
January - December 2025

	Total
Revenue	
4000 Revenue	
4100 Entry Fees	175,000.00
4200 Sponsorship	50,000.00
4300 Grants	80,000.00
4400 Merchandise	8,000.00
4900 Shipping Account	400.00
Total 4000 Revenue	313,400.00
4350 Donation to ODT	12,000.00
Total Revenue	325,400.00
Gross Profit	325,400.00
Expenditures	
5000 Advertising	75,000.00
6000 Supplies	50,000.00
7000 General Operating Expenditures	20,000.00
7400 Payroll	100,000.00
7421 Federal Taxes	8,500.00
8000 Event Operation Expenditures	60,000.00
9000 Charitable Contributions - Olympic Discovery Tra	12,000.00
9100 Depreciation Expense	2,000.00
Total Expenditures	327,500.00
Net Operating Revenue	-2,100.00
4800 Interest Earned	20.00
Cash Credit Card Rewards	2,100.00
Total Other Revenue	2,120.00
Net Other Revenue	2,120.00
Net Revenue	20.00

STATE of WASHINGTON

SECRETARY of STATE

I, SAM REED, Secretary of State of the State of Washington and custodian of its seal,

hereby issue this

CERTIFICATE OF INCORPORATION

to

PORT ANGELES MARATHON ASSOCIATION

A Washington Non-Profit Corporation. Articles of Incorporation were filed for record in this office on the date indicated below

UBI Number: 602 262 510

Date: January 13, 2003

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

Sam Reed, Secretary of State

January 3, 2024
Contribution deductibility:
Yes
Addendum applies:
No
DLN:
26053405001614

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.
Your exemption under IRC Section 501(c)(3) is effective as of the date listed at the top of this letter.
You were exempt under Section 501(c)(4) prior to this date.

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.

Scanned with CamScanner

WASHINGTON
Secretary of State
Corporations & Charities Division

Filed
Secretary of State
State of Washington
Date Filed: 12/17/2023
Effective Date: 12/17/2023
UBI #: 602 262 510

Annual Report

BUSINESS INFORMATION

Business Name:
PORT ANGELES MARATHON ASSOCIATION

UBI Number:
602 262 510

Business Type:
WA NONPROFIT CORPORATION

Business Status:
ACTIVE

Principal Office Street Address:
315 SHADE TREE LN, PORT ANGELES, WA, 98362-9292, UNITED STATES

Principal Office Mailing Address:
315 SHADE TREE LN, PORT ANGELES, WA, 98362-9292, UNITED STATES

Expiration Date:
01/31/2025

Jurisdiction:
UNITED STATES, WASHINGTON

Formation/Registration Date:
01/13/2003

Period of Duration:
PERPETUAL

Inactive Date:

Nature of Business:
ATHLETIC, MARATHON, 1/2 MARATHON, MARATHON RELAY, 10K, 5K AND KIDS RUN

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? **- No**

NONPROFIT CORPORATION'S EIN

Nonprofit EIN: **33-1032171**

REGISTERED AGENT RCW 23.95.410

Registered Agent Name	Street Address	Mailing Address
VICTORIA B JONES	315 SHADE TREE LN, PORT ANGELES, WA, 98362-9292, UNITED STATES	

PRINCIPAL OFFICE

Phone:
5854510014

Email:
NODM@NODM.COM

Street Address:
315 SHADE TREE LN, PORT ANGELES, WA, 98362-9292, USA

Mailing Address:
315 SHADE TREE LN, PORT ANGELES, WA, 98362-9292, USA

GOVERNORS

Title	Type	Entity Name	First Name	Last Name
GOVERNOR	INDIVIDUAL		NICHOLAS	SIMPSON
GOVERNOR	INDIVIDUAL		CARMEN	GEYER
GOVERNOR	INDIVIDUAL		KAITLIN	ALDERSON
GOVERNOR	INDIVIDUAL		JOSHUA	JONES

NATURE OF BUSINESS

- ATHLETIC
- MARATHON, 1/2 MARATHON, MARATHON RELAY, 10K, 5K AND KIDS RUN

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 â€œyesâ€ 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:
VICTORIA JONES
Email:
VICTORIA@NODM.COM
Address:
PO BOX 431, PORT ANGELES, WA, 98362-0068, USA

UPLOAD ADDITIONAL DOCUMENTS

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

AUTHORIZED PERSON

☑ I am an authorized person.

Person Type:
ENTITY

First Name:
VICTORIA

Last Name:
JONES

Entity Name:
PORT ANGELES MARATHON ASSOCIATION

Title:
EXECUTIVE DIRECTOR

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

Port Angeles Marathon Association (PAMA)

Statement of Activity
January 1 - September 24, 2024

	TOTAL
▾ Revenue	
▾ 4000 Revenue	
▸ 4100 Entry Fees	**150,387.79**
▸ 4200 Sponsorship	**53,750.00**
4300 Grants	53,855.00
4400 Merchandise	7,834.79
4500 Massage	120.00
4600 Pasta Dinner	265.00
4900 Shipping Account	622.00
Total 4000 Revenue	**266,834.58**
4350 Donation to ODT	-2,122.60
Donations	500.00
Unapplied Cash Payment Revenue	0.00
Total Revenue	**$265,211.98**
GROSS PROFIT	**$265,211.98**
▾ Expenditures	
▸ 5000 Advertising	**63,920.92**
▸ 6000 Supplies	**39,238.21**
▸ 7000 General Operating Expenditures	**16,132.67**
▸ 7400 Payroll	**90,531.84**
▸ 8000 Event Operation Expenditures	**51,057.34**
▸ 9000 Charitable Contributions	**23,180.00**
Total Expenditures	**$284,060.98**
NET OPERATING REVENUE	**$ -18,849.00**
▸ Other Revenue	**$19.42**
NET OTHER REVENUE	**$19.42**
NET REVENUE	**$ -18,829.58**

Cash basis Tuesday, September 24, 2024 03:34 AM GMT-07:00

Lodging Tax Advisory Committee

Funding Request

Clallam Bay Slippoint Lighthouse Keepers

RECEIVED
CLALLAM CO. COMMISSIONERS
OCT 07 2024

LODGING TAX FUNDING APPLICATION
2025

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: $** $30,000

II **Agency/Organization Name:** Clallam Bay Slippoint Lighthouse Keepers

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

Federal Tax ID No. 99-1264641 UBI Number 601810360

III **Project/Activity/Event:** Start up costs, website creation, web cam, organizational and promotional materials.

IV **Representative Contact Information:**

Name, Title Sarah Grafstrom

Mailing Address P.O. Box 254 Beaver, WA 98305

Phone(s) 360-775-4271

Email slippointlighthousekeepers@gmail.com

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

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

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

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

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

CERTIFICATION

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

Sarah Grafstrom
Signature

Date: 10-7-2024

Sarah Grafstrom
Print or Type Name

Lodging Tax 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?

   Lighthouses, local history and beautiful beaches are all proven attractions for tourism. Our group plans to harness this energy through a website, social media campaigns, marketing materials and fundraising events.

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

   People are naturally attracted to historical landmarks, lighthouses, community parks, and beaches. Hosting fundraising events and awareness campaigns will bring more visitors to our region. Additionally, a museum with a gift shop will appeal to those with a passion for local history.

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?

   We aim to host events at the Slippoint property, such as beachside informational walks, tide-pool exploration, tours of the Keepers house, and fundraisers featuring booths with educational materials, as well as fun activities including music and food venues.

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

   Building a web presence, hosting promotional events, and running informational campaigns will help highlight the unique qualities of our area. This will draw a diverse group of visitors, including lighthouse enthusiasts, history fans, and nature lovers, to explore our town. Some might even be fortunate enough to spot a gray whale feeding along our coastline.

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

   We are just newly formed and have not set any concrete dates yet.

   So far, we've set up an informational booth at the Slippoint grounds during Fun Days, a local event in Clallam Bay, as well as at the Fish & Brew fundraiser for our local Salmon Coalition in Forks. The project has sparked a lot of interest, and we received a few donations and sold mugs featuring the Lighthouse logo, along with the 2025 Clallam Bay Slippoint calendars created by the local library.

6. 2025 Tourism-Impact Estimate

As a direct result of your proposed tourism-related service, please provide:	2025 Estimate	2024 Actual	Methodology
a. Overall attendance at your event/activity/facility	N/A	N/A	Sign in sheets
b. Number of people who travel more than 50 miles for your event/activity/facility	N/A		Sign in sheets
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	Sign in sheets
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	Sign in sheets
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	Sign in sheets
f. Number of paid lodging room nights resulting from your event/activity/facility.	N/A	N/A	Sign in sheets

7. Is there a host hotel for your event?

We will be promoting lodging in Sekui at the various resorts and are hopeful to create some events to help increase off season lodging for them.

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

We are a newly formed nonprofit and this is our first year in creating events.

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

One of our target audiences includes tourists passing through town en route to Lake Ozette and the Makah Indian Reservation. Many also visit to hike to Cape Flattery, the furthest NW point in the U.S. With the added appeal of the Slippoint Keepers House, a museum, a gift shop, and a community park with beach access, we aim to encourage these travelers to make a stop in Clallam Bay. Other target groups include lighthouse and historical building enthusiasts eager to see the Keepers House, as well as nature lovers drawn to our beautiful beach and the tide pools at low tide. In recent years, we've had recurring visits from Gray Whale CRC 2486, and this year there were orca spotted in the harbor. By launching a website, we can share the videos we've captured and a live webcam could potentially catch glimpses of these whales, enticing visitors to explore the beach.

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

Informational website with webcam, Facebook, develop an email list for fundraising, print media materials, clothing/hats/mugs, and participate in Festivals and Events.

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

    Events that highlight the unique aspects of Clallam County, such as outdoor activities, scenic views, or cultural experiences, can position the area as a desirable travel destination. Visitors that enjoy their time at the event may return for future visits, benefiting local businesses in the long term. Word of mouth on social media or with friends and family, providing free marketing for local businesses. Special events create buzz, encouraging people to return and explore more of what the area has to offer.

    By sponsoring and hosting events, Clallam County businesses gain direct and indirect exposure, driving tourism and promoting economic growth in the area.

12. Are you applying for Lodging Tax Funds from another community?

    No.

13. What is the overall budget for your event/activity/facility? $30,000
    What percent of the budget are you requesting from the Clallam County Lodging Fund?
    50%

Office Supplies	500.00
Web Design	2,000.00
Maintenance Fees	1,000.00
Domain Name	200.00
Computer	600.00
Printer	600.00
Media Personnel	5,000.00
Bookkeeper	5,000.00
Grant Writer	5,000.00
CPA	2,000.00
T-shirts and Merchandise	2,500.00
Event Creation	3,000.00
Misc. Expenses	2,600.00
Total Budget	**$30,000.00**

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

In Kind donations-

Our team has truly risen to the occasion, with everyone generously volunteering their time. While we expect to cover business-related costs like bookkeeping in the future, we are fortunate to have experienced retired professionals on our board who will continue to volunteer and train new staff once we can hire outside workers. In the future we anticipate needing a Quickbooks-experienced bookkeeper, a paid director, grant writing assistance, social media coordinator and more. Our goal is to establish a strong foundation, ensuring the museum and historical building and grounds are preserved to be enjoyed for future generations.

Monetary-

We were awarded a $5,000 grant from the Local Rural Leadership Initiative, thanks to the efforts of our Vice President, Sarah Grafstrom, who attended a class to secure the funding. We still retain this amount to contribute to the funds for the efforts outlined in this application. All our start up costs for informational boards for events and our business costs to acquire our nonprofit status have been paid thru our raffle baskets, event tables, and donations thus far. We do anticipate some additional profits/ donations from sale of merchandise via both the website and informational booths at upcoming events such as the Clallam County Fair and of course our local Clallam Bay Fun Days.

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

CLALLAM BAY SLIP POINT LIGHTHOUSE KEEPERS

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

Effective Date: 03/01/2024
UBI Number: 605 450 539

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: 03/01/2024

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

Date:
09/04/2024
Employer ID number:
99-1264641
Person to contact:
Name: Customer Service
ID number: 31954
Telephone: 877-829-5500
Accounting period ending:
December 31
Public charity status:
Yes
Form 990 / 990-EZ / 990-N required:
170(b)(1)(A)(vi)
Effective date of exemption:
March 1, 2024
Contribution deductibility:
Yes
Addendum applies:
No
DLN:
26053642006554

CLALLAM BAY SLIP POINT LIGHTHOUSE KEEPERS
PO BOX 254
BEAVER, WA 98305

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

5.01 Governance

Clallam Bay Slip Point Lighthouse Keepers shall be governed by its board of directors.

5.02 Initial Directors

President- Susan Heiny
P.O. Box 43
Clallam Bay, WA 98326

Vice President- Sarah Grafstrom
P.O. Box 254
Beaver, WA 98305

Treasurer- John Burdick
25293 Hwy 112
Clallam Bay, WA 98326

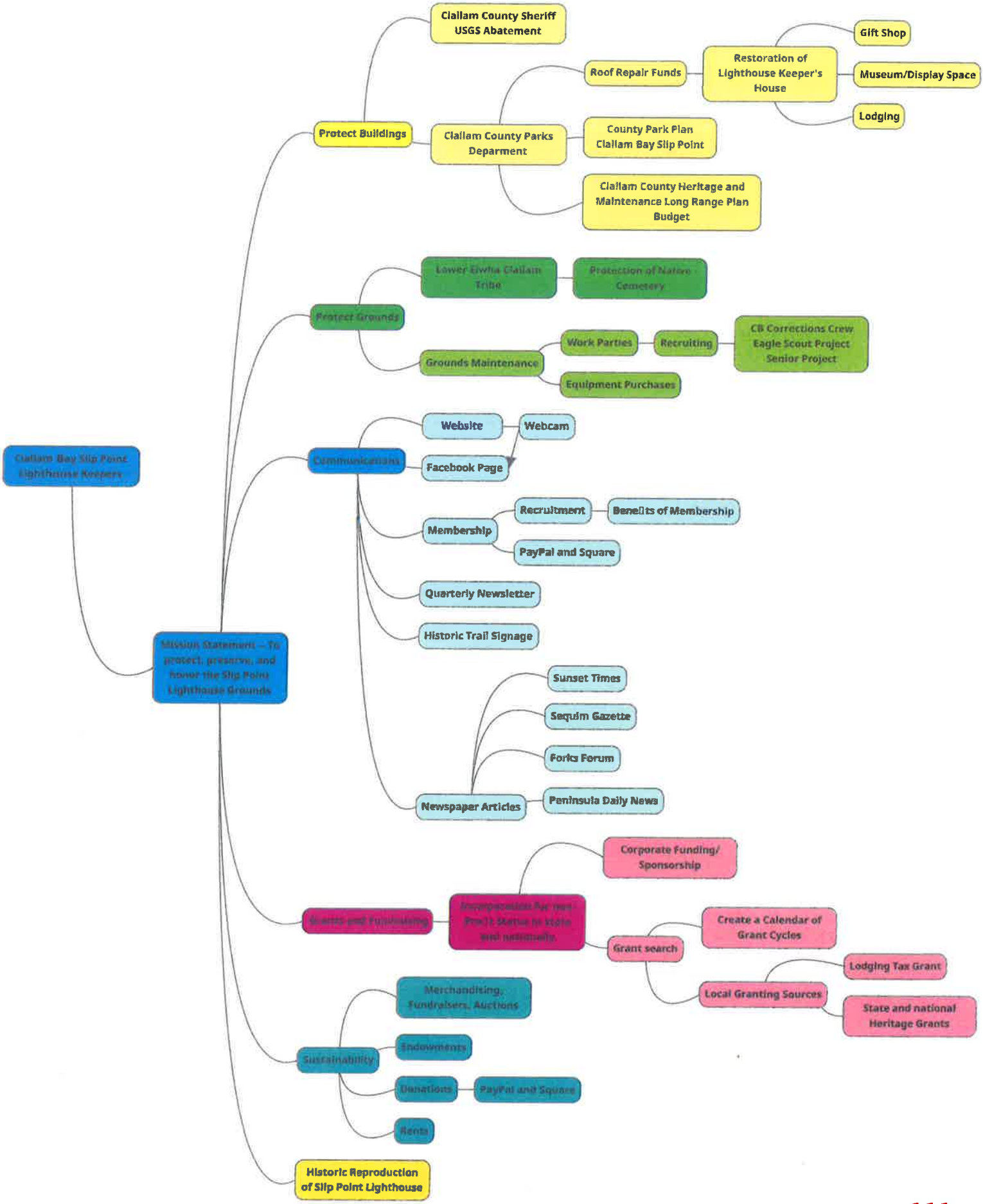
Secretary- Debra Boynton
1183 Bear Creek Rd
Port Angeles, WA 98363

Board- Jane Hielman
P.O. Box 204
Clallam Bay, WA 98326

Board- Sam Waters
P.O. Box 571
Clallam Bay, WA 98326

Board- Eve Datisman
P.O. Box 4065
Port Angeles, WA 98363

Vision Board



Lodging Tax Advisory Committee

Funding Request

Forks Chamber of Commerce

RECEIVED
CLALLAM CO. COMMISSIONERS
OCT 09 2024
1...2...3...A...

LODGING TAX FUNDING APPLICATION 2025

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**: $ 40,000.00

II **Agency/Organization Name**: Forks Chamber of Commerce

Organization is ☐ Government Entity ☐ 501(c)3 ✓ 501(c)6 ☐ Other
Federal Tax ID No. 91-0779896 UBI Number 602 909 174

III **Project/Activity/Event**: Forever Twilight in Forks Festival

IV **Representative Contact Information**:
Name, Title Lissy Andros, executive director
Mailing Address PO Box 1249, Forks, WA 98331
Phone(s) 360-374-2531 or 903-360-4449
Email director@forkswa.com

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

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

CERTIFICATION

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

Signature _____ Date: 10-9-2024

Lissy Andros
Print or Type Name

LODGING TAX APPLICATION – REQUIRED SUPPLEMENTAL QUESTIONS

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

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

   Forever Twilight in Forks Festival, September 11-14, 2025 is a very niche event that draws people from all over the world to the Olympic Peninsula for 2-10 days. In 2024 we had our biggest event to date, and expect next year to be even bigger as we are celebrating the 20th Anniversary of the publication of Twilight and it will be a very well publicized milestone for the Twilight Saga.

   We have tons of **free events** to draw people here, along with ticketed events. We have announced our 2025 special guest and tickets have already gone on sale with great enthusiasm from attendees. We also plan free events so that we can encourage people to travel here who might not be able to purchase tickets.

   Our 2024 final schedule is attached as a sample.

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

   We find that a lot of our attendees stay longer each time they visit with many staying an average of **7 days** during our 4-day festival.

   In 2024 we welcomed around 2300+ people to Forks. We also had the highest Visitor Center stats for September in our history, 2000 over last year which previously held the record.

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.

   Since Forks is so rural, 99% of our attendees are from more than 50 miles. Our schedule is packed with so many activities, most people don't want to come for just the day. Our event is 4+ days with "pre-festival" events on the Wednesday before, and then four days of scheduled events.

   Lodging businesses already have reservations in place for 2025's event.

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

   Through our social media presence (includes our public pages and a private FB group that has almost 20k members) and investing in bringing various influencers to our events, we have a very broad reach. In 2023 we brought an influencer from Brazil and invited her back in 2024 and through her reach we now have Brazilians attending our event.

   Twilight has been published in over 49 languages, so as fans find out that Forks is a real place we continue to broaden our reach.

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

   Forever Twilight in Forks Festival
   September 10, 2025 for pre-festival events
   September 11-14, 2025
   Estimated attendance is 2300

6. **2025 Tourism-Impact Estimate**
   (Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2024)

   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:	2025 Estimate	2024 Actual	Methodology
a. Overall attendance at your event/activity/facility	2360	2360	Representative Survey
b. Number of people who travel more than 50 miles for your event/activity/facility	2289	2289	Representative Survey
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	1648	1648	Representative Survey
d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.	869	869	Representative Survey
e. Of the people staying overnight, the number of people who stay in PAID accommodations e.g. hotel, motel, bed-breakfast, RV park, in the unincorporated Clallam County area.	655	655	Representative Survey
f. Number of paid lodging room nights resulting from your event/activity/facility.	750	750	Representative Survey

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.

   Events similar to ours are very popular in pop culture right now, and with Twilight being so niche, people can't go to other events on that compare to ours. We focus solely on this fandom and cater to the fans in a way that they can't experience elsewhere. We have many repeat customers and new ones which keeps us going strong.

   We have already put tickets on sale for 2025 and they are selling very well, and lodging businesses are already receiving bookings for that time period.

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

   Our target audience for the FTF Festival is Twilight fans from around the world. This includes families (we are a family friendly event), couples, friend trips, singles, and anyone who loves Twilight, great food, and tons of fun. We are finding that more men are attending our event too.

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

    We promote the festival through social media including Instagram (66k followers), Facebook (34k followers) and our private FB Group (18.2k members). We also advertise through interviews for digital reporting, podcasts, news interviews, mailing lists, visitor guides and packets, social media influencers, and we let people know about it year-round at the Visitor Center and FTF Collection.

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

    We advertise restaurants, businesses, and lodging establishments in unincorporated Clallam County through the visitor center, social media, print ads, lodging guides, our website, visitor guides, and personal communications, and through any other means we can find.

12. Are you applying for Lodging Tax funds from another community (yes or no)? If yes, indicate below where applying and for how much. **Do NOT attach a copy of the application.**

    Yes, City of Forks - $50,000.

13. What is the overall budget for your event/activity/facility? $ 339,350
    What percent of the budget are you requesting from Clallam County Lodging Tax Fund? 12%

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

    Our projected ticket revenue is $235,850. We seek sponsorship, hold silent auctions, and other fundraisers to secure the funding needed.

	Proposed 2025 budget
Income	
Forever Twilight in Forks Festival	
Ticket Sales	235,850.00
Sponsorships	6,000.00
Public Support	10,000.00
City Investment	50,000.00
Clallam County LTAC	40,000.00
Misc.	2,500.00
Total Income	**$ 344,350.00**
Expenses	
Forever Twilight in Forks Fesitval	
Admin	7,000.00
Advertising/Social Media	0.00
Collection	0.00
Contingency	
Castmembers (travel, lodging, etc.)	23,000.00
Event - paint and sip	2,550.00
Event Decorating / Rentals	40,000.00
Event Decorating / Rentals (Tents)	18,000.00
Event Food / Beverages / Liquor License	
Friday Breakfast	6,000.00
Bella Italia	15,000.00
Friday Night	10,000.00
Saturday Night	10,000.00
Sunday Brunch	10,000.00
Wine, Beer	500.00
Other (including Tea, Sunday Supper)	3,000.00
Event Music / DJ Saturday Night	3,500.00
Event Parking	300.00
Event Venue Rental & Cleaning (RAC)	5,500.00
Event Venue Rental (others)	6,500.00
Event Venue Bathroom Trailer	3,500.00
Goodie Bags	0.00
ICN Office Space	4,500.00
Insurance	1,000.00
Misc./5k/Shuttle Services	5,000.00
Movie Licensing	500.00
Paypal Fees	10,000.00
Photobooth/Photography	6,500.00

Photos	4,000.00
Prizes/Silent Auction items	1,500.00
Security	2,000.00
Special Guests	140,000.00
Special Guest - special	
Total Forever Twilight in Forks Festival	**$ 339,350.00**
Total Expenses	**$ 339,350.00**

WASHINGTON
Secretary of State
Corporations & Charities Division

Filed
Secretary of State
State of Washington
Date Filed: 03/30/2024
Effective Date: 03/30/2024
UBI #: 602 909 174

Annual Report

BUSINESS INFORMATION

Business Name:
FORKS CHAMBER OF COMMERCE

UBI Number:
602 909 174

Business Type:
WA NONPROFIT CORPORATION

Business Status:
ACTIVE

Principal Office Street Address:
1411 S FORKS AVE, FORKS, WA, 98331, UNITED STATES

Principal Office Mailing Address:
PO BOX 1249, FORKS, WA, 98331-1249, UNITED STATES

Expiration Date:
03/31/2025

Jurisdiction:
UNITED STATES, WASHINGTON

Formation/Registration Date:
03/19/2009

Period of Duration:
PERPETUAL

Inactive Date:

Nature of Business:
CHAMBER OF COMMERCE

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? - **No**

NONPROFIT CORPORATION'S EIN

Nonprofit EIN: **91-0779896**

REGISTERED AGENT RCW 23.95.410

Registered Agent Name	Street Address	Mailing Address

FORKS CHAMBER OF COMMERCE	1411 S FORKS AVE, FORKS, WA, 98331-9383, UNITED STATES	PO BOX 1249, FORKS, WA, 98331-1249, UNITED STATES

PRINCIPAL OFFICE

Phone:
3603742531

Email:
DIRECTOR@FORKSWA.COM

Street Address:
1411 S FORKS AVE, FORKS, WA, 98331, USA

Mailing Address:
PO BOX 1249, FORKS, WA, 98331-1249, USA

GOVERNORS

Title	Type	Entity Name	First Name	Last Name
GOVERNOR	INDIVIDUAL		LISSY	ANDROS
GOVERNOR	INDIVIDUAL		TRENT	THURMAN
GOVERNOR	INDIVIDUAL		CHRISTI	BARON
GOVERNOR	INDIVIDUAL		DIANA	REAUME
GOVERNOR	INDIVIDUAL		MELENE	BOURM

NATURE OF BUSINESS

- CHAMBER OF COMMERCE

CHARITABLE NONPROFIT CORPORATION

Is the Nonprofit Corporation a Charitable Nonprofit as defined by RCW 24.03A.010(6)? - **No**

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 â€œyesâ€ 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:
Email:
Address:

UPLOAD ADDITIONAL DOCUMENTS

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

EMAIL OPT-IN

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

AUTHORIZED PERSON

☑ I am an authorized person.

Person Type:
INDIVIDUAL

First Name:
TARA

Last Name:
FLETCHER

Title:
ACCOUNTANT

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

Forks Twilight Map

Not to be reproduced without permission of Forks Chamber of Commerce.

US 101 to Port Angeles - 57 miles
Turn-off to Clallam Bay, Sekiu and Neah Bay via Hwy. 113 - 11 miles

H

Hwy. 110

J

Hwy 110 to La Push, Rialto, Mora and Ocean Beaches 15 Miles

Andersonville Rd

John's Beachcombing Museum

US 101

RIVER

CALAWAH

Fern Acres

Hancock View Lane

Big Burn Place

Elks Lodge

M

Merchants Rd

CHUCKHOLE WAY

THOMAS ST.

MAYBERRY ST.

COLLINS ST.

ACKERLY ST.

PINE AVE

NELSON RD

NELSON SUBD

Merchant

OLYMPIC SUITES MOTEL

MAPLE FOREST

HEMLOCK CIRCLE

HUCKLEBERRY LN

JOHNSON RD

CONVERSE WAY

DNR/Forest Service

Tillicum Park

FORKS MOBILE PARK

SHERRY'S HIDEAWAY

KING RICHARD'S WAY

SCARLETT PL.

FAIRWAY LN

ELMHURST BLVD

TERRA EDEN

KING JOHN'S WAY

LITTLE JOHN LN

SHERWOOD FOREST

HOLLY AVE

CAMPBELL ST

CEDAR AVE

WOOD ST

BLACKBERRY AVE

LILRAE AVE

SHEARER ST

MAPLE AVE

SWORDFERN

WILSON AVE

ELEVEN

E. Division St.

CARSON APTS.

E. DIVISION ST

B

X

Y

C

Forks Community Hospital

H

K

P

City Hall, Police Station

Cullen House

Peterson Rd

L

Forks High School

Forks Transit Center

F

DANIELSON ADDITION

BROWER ST.

COOK RD

BOGACHIEL WAY

MANSFIELD ADDITION

FERN HILL RD

WATER TANK

D

W

Forks Outfitters

Swan House
775 "K" St

Forks Municipal Airport

A

Visitor Center

Forks Chamber of Commerce

Timber Museum

Mini Rainforest Trail

US 101

CREEK

US 101 to:
Hoh Rain Forest turn-off 12 miles (Upper Hoh Rd)
Olympic National Park beaches 38 miles

Forks Chamber of Commerce
Visitor Information Center
1411 S. Forks Ave. • Forks, WA 98331
800-443-6757 • 360-374-2531
info@forkswa.com
www.forkswa.com
www.forevertwilightinforks.com

Please see map for locations!

2024 Forever Twilight in Forks Festival Condensed Schedule V.3 8-15-2024

Schedule is subject to change.

EVENT & DATE	Free event / ticketed event	EVENT LOCATION	MAP	EVENT TIME	✓
WEDNESDAY, SEPTEMBER 11th		**PRE-FESTIVAL**			
Forever Twilight in Forks Collection	Free	Rainforest Arts Center (RAC) Alcove, 11 N. Forks Ave	B	Noon - 4 pm. Entry is limited. We operate on a time slot reservation. Please see staff member upon arrival to get your time slot. We assign time slots the day of the visit, not in advance.	
"It's LaPush, Baby"		LaPush, WA			
New Moon Paint & Graze	Advance Ticket Required	Rivers Edge Restaurant, 41 Main Street, LaPush, WA	J	1 - 3:30 pm	
Group Photo on First Beach	Free	After purchasing your parking pass at the Lonesome Creek store or the QOR office, pull into Lonesome Creek store parking lot and go past the store and take a left. Park by the QOR clubhouse. Meet us on the beach! Give yourself 10 minutes to walk from car to beach.	J	Picture is taken at 4 pm promptly. You must be in your spot at that time to be in the picture.	
Quileute Healing and Drum Circle	Free (donations encouraged)	Akalat Center, By-Yak-Way and LaPush Road, in LaPush	J	Begins around 5 pm if you are eating dinner, with drumming to follow around 6 pm.	
Friends, Frybread & Bone Games hosted by "The Nomads - Let's Talk Twilight" FB Group	Off the menu	Longhouse Café, 100 Fern Hill Road	W	8 - 10 pm	
THURSDAY, SEPTEMBER 12th		**FESTIVAL - DAY ONE**			
All Ticket Pick-Up	N/A	Forks Visitor Information Center (VIC), 1411 S. Forks Ave	A	9 am - 4 pm. Visitor Center opens at regular time on other days.	
Forks Timber Museum	Nominal entry fee	Forks Timber Museum, 1421 S. Forks Ave	A	10 am - 5 pm	
Lessons at Mimi's School of Dance	Free	Forks Athletic & Aquatic Club, 91 Maple Ave	Y	First class is 10:30 - 11:30 am; Second class is 11:45 - 12:45 pm	
Baked Potato Bar	Off the menu	Forks Congregational Church Parking Lot facing Forks Avenue	P	Starts at 11 am	
Forever Twilight in Forks Collection	Free	Rainforest Arts Center (RAC) Alcove, 11 N. Forks Ave	B	Noon - 4 pm. Entry is limited. We operate on a time slot reservation. Please see staff member upon arrival to get your time slot. We assign time slots the day of the visit, not in advance.	
Scavenger Hunt Kickoff	Free	Rainforest Arts Center (RAC) Plaza, 35 N. Forks Ave	B	1 pm	
Birthday Cake with Bella's Work Besties	Free	Forks Outfitters Patio, 950 S. Forks Ave	D	2:15 pm	
Nighttime Patrons of the Arts: Volterra Coven Reception	Free	Ki'tla Center Roundhouse, 100 LaPush Rd	H	3:15 - 4:30 pm	
FTF Welcome to Forks!	Free entry	Forks High School - Enter on Camas Ave	L		
Our Annual Forks Fandom Family Photo	Free to be in photo	Spartan Stadium Walkway	L	6 pm	
FTF2024 Official Kickoff & Welcome with Erik Odom	Free entry	FHS Commons	L	6:30 pm	
Concessions provided by Forks Hospital Foundation	Off the menu	By the Blocks	L	6:30 - 10 pm	
Meet and Greet with Maggie & Jaron of TheBlondeBrewer		FHS Commons	L	7 - 7:45 pm	
FTF Cast Member Photo Market	Priced per item	By the Blocks	L	7 - 8 pm	
Will Call & Information	N/A	By the Blocks	L	7 - 8:30 pm	
The Twilight Saga: New Moon Rated PG-13 - Hosted by Jenna and Blue from @watchtwilightagain	Free entry	FHS Commons	L	9 pm (running time 2 hrs)	
FRIDAY, SEPTEMBER 13th		**FESTIVAL - DAY TWO**			
Will Call for VIT Ticket & Goodie Bag Pick-Up	N/A	Forks Elks Lodge, 941 Merchants Rd	M	7:45 - 9:30 am	
"Today's the Big Day, Bella" FTF Festival Breakfast with the Olympic Coven	Included in VIT Ticket	**Forks Elks Lodge, 941 Merchants Rd**	M	**8 - 11 am. Your designated breakfast is listed on your VIT Ticket. Early Breakfast 8 – 9:15 am. Serving time: 8 am. Late Breakfast 9:45 – 11 am. Serving time: 9:45 am.**	
Fandom Friday @ Kitla Center		Ki'tla Center, 100 LaPush Rd	H	Begins at 9 am	
Autograph and Photograph Event for Groups A - D	Included in VIT Ticket	Room102	H	**9 am**	
Featuring our Twilight Saga Actor Special Guests			H		
Grand Bazaar	Free entry	Inside and Outside Roundhouse	H	9 am - 3 pm	
Will Call & Information	N/A	Suite 102	H	10 - 11:30 am	
4th Annual FTF Author Signing Event	Free	Inside Roundhouse	H	10:30 am - 2:30 pm	
FTF Cast Member Photo Market	Priced per item	Inside Roundhouse	H	11 am - 1 pm	
Visit Dr. Cullen's Office at Forks Community Hospital Admin Bldg	Free	Forks Community Hospital Admin Bldg, 550 Fifth Ave	F	10 am - 4 pm	
Forever Twilight in Forks Collection	Free	Rainforest Arts Center (RAC) Alcove, 11 N. Forks Ave	B	Noon - 4 pm. Entry is limited. We operate on a time slot reservation. Please see staff member upon arrival to get your time slot. We assign time slots the day of the visit, not in advance.	
Will Call & Information	N/A	Rainforest Arts Center (RAC) Plaza, 35 N. Forks Ave	B	4:30 - 5:30 pm; 8:30 - 9:30 pm	
Bella Italia on the Piazza	Included in VIT Ticket	**Rainforest Arts Center (RAC) Plaza, 35 N. Forks Ave**	B	**5 - 7:45 pm. Your designated dinner is listed on your VIT Ticket. Early Dinner 5 – 6:15 pm. Serving time: 5 – 5:30 pm. Late Dinner 6:30 – 7:45 pm. Serving time: 6:30 – 7 pm.**	
"Paper Cut" Fandom Family Party	Included in VIT Ticket and tickets sold at will call while supplies last	**Rainforest Arts Center (RAC) Plaza and Great Room, 35 N. Forks Ave**	B	**8:30 pm - Midnight**	
SATURDAY, SEPTEMBER 14th		**FESTIVAL - DAY THREE**			
"Edward..." Mini-rainforest Trail Walk	Free	Mini-rainforest Trail, Forks Visitor Information Center (VIC), 1411 S. Forks Ave	A	8 am	
Forks High School Events		Forks High School, 261 Spartan Ave - enter through Heritage Hall	L	8:30 am - 5 pm	
Autograph and Photograph Event for Groups E - H	Included in VIT Ticket	**Spartan Gym**	L	**Groups E - H. Begins at 9 am.**	
Featuring our Twilight Saga Actor Special Guests			L		
"Bella's Back" Olympic Coven Immersive Experience	Free	Various locations	L	Begins at 9 am	
Concession Stand by FHS Senior Parents	Off the menu	Concessions Area by Commons	L	9 am - 2 pm (while supplies last)	
FHS Tours	Free	Tours begin by Room A110	L	9 am - 11 am	
Author Panel featuring Ali Novak, Tracy Wolff, and MB Thurman	Free	FHS Commons	L	10:45 - 11:45 am	
2024 FTF Pin Collectors Meet & Greet	Free entry	FHS Library	L	12 - 1:30 pm. First hour is meet and greet & shopping, followed by Q&A.	
Panel Author Bookselling & Signing Event	Free to attend.	FHS Commons	L	12:15-1:15	
Forever Twilight in Forks Festival 2024 Panel	Included in VIT Ticket	**Spartan Gym**	L	**Doors open at 2 pm. Panel begins at 2:15 pm.**	
Featuring our Twilight Saga Actor Special Guests			L		
Forever Twilight in Forks Costume Contest hosted by the Volterra Coven	Free	FHS Commons	L	Begins at 4 pm	
Forever Twilight in Forks Collection	Free	Rainforest Arts Center (RAC) Alcove, 11 N. Forks Ave	B	Noon - 4 pm. Entry is limited. We operate on a time slot reservation. Please see staff member upon arrival to get your time slot. We assign time slots the day of the visit, not in advance.	
"Revisiting Twilight: Thinking About Fashion, Celebrities, and Media A Decade Later" Discussion lead by Angie Chau	Free	Forks Library, 171 S. Forks Ave	K	5 - 6:30 pm	
Will Call & Information	N/A	Rainforest Arts Center (RAC) Plaza, 35 N. Forks Ave	B	7:30 - 8:30 pm	
Alternate Ending – All Volturi Saturday Night Gala	Included in VIT Ticket and tickets sold at will call while supplies last	**Rainforest Arts Center (RAC) Plaza and Great Room, 35 N. Forks Ave**	B	**8 pm - Midnight**	
SUNDAY, SEPTEMBER 15th		**FESTIVAL - DAY FOUR**			
American Legion Breakfast	$10 at the door	American Legion Hall, 651 E. Division St	X	7 - 10 am	
Meet and Mingle with the Wolf Pack Trio	Advanced Ticket Required	Location to be shared with ticket holders only		9:45 - 10:30 am	
FTF Cast Member Photo Market	Priced per item	Ki'tla Center Roundhouse, 100 LaPush Rd	H	10 - 11 am	
Wolf Pack Sunday Luncheon	Included in VIT Ticket	**Ki'tla Center Roundhouse, 100 LaPush Rd**	H	**Line up for photo at 11:20 am, Photo at 11:30 am. No late arrivals. Luncheon 11:30 am - 1 pm.**	
Forever Twilight in Forks Collection	Free	Rainforest Arts Center (RAC) Alcove	B	Noon - 4 pm. Entry is limited. We operate on a time slot reservation. Please see staff member upon arrival to get your time slot. We assign time slots the day of the visit, not in advance.	
Silent Auction Final Bidding	Free entry	Ki'tla Center Roundhouse, 100 LaPush Rd	H	Opens to public at 1 pm. Tables start closing at 1:15 pm.	
"The Vote" Vampire Central at the Cullen House	Free entry	Cullen House aka Miller Tree Inn, 654 E. Division St	C	2 - 4 pm	
Celebration of Life for John Leavitt		Olympic National Park - Rialto Beach, end of Mora Rd	J	Begins at 5 pm	
Sunday Supper	Tickets sold at will call while supplies last	Ki'tla Center Roundhouse, 100 LaPush Rd	H	7 - 8 pm	
A Thousand Years Festival Afterparty hosted by Twilight Saga actor Erik Odom	Free entry. Food and beverages off the menu.	Ki'tla Center Roundhouse, 100 LaPush Rd. Karaoke by DJ LUMPY. All ages allowed. Food, beer, spirits available. Cash accepted for food, cash & cards accepted for alcohol. Valid ID required.	H	8 - 11 pm	

All tickets are sold on ForksWA.com/online-shop until July 31 or while supplies last.

Party and Sunday Supper Tickets will be sold at will call during event depending on availability. Cash only please.

Free entry indicates there are options to purchase items or food but entry is free. N/A indicates not applicable.

Forever Twilight in Forks
(formerly Stephenie Meyer Day / Bella's Birthday Weekend)
r Count from Forks VIC

Year	Wednesday	Thursday	Friday	Saturday	Sunday	Total
2008		72	92	305	131	600
2009		106	280	443	284	1113
2010		148	209	478	211	1046
2011		94	175	331	135	735
2012		142	196	404	137	879
2013		261	398	366	245	1270
2014		445	217	392	165	1219
2015		359	358	425	249	1391
2016		435	187	259	232	1113
2017	192	436	311	271	167	1377
2018	182	502	228	292	163	1367
2019	140	250	177	227	149	943
2020*	89	169	137	0	0	395
2021	182	321	239	378	281	1401
2022	247	487	419	438	318	1909
2023	212	458	288	348	266	1572
2024	303	676	431	626	324	2360
Total	1547	5361	4342	5983	3457	20690

*Festival was virtual. Due to pandemic we were helping people through the window. Saturday and Sunday the vic was closed due to hazardous air quaility.

KELLAN
LUTZ
SPECIAL GUEST
SEPTEMBER 11-14, 2025
forever
twilight
in Forks
Festival

forever twilight in Forks
Collection and Festival

Celebrate in Forks, WA
Home of the *Twilight Saga*
with our Saga actor guests
and our fandom family at
Forever Twilight in Forks Festival!
Sept 11 - 14, 2025
Tickets on sale now!
ForksWA.com/FTFFestival
Many free events too!

@ForeverTwilightinForks

View costumes and props from the five *Twilight Saga* films, and more!

OPEN FRI & SAT*
IN WINTER & FREE ENTRY
Rainforest Arts Center Alcove
11 N. Forks Avenue

*DON'T TRUST GOOGLE!
Our gallery hours and details on twilightmuseum.com (QR Code above)
Or call Forks VIC:
360-374-2531

Forks welcomes you!

Everything you need to enjoy the area including FREE Olympic National Park & Twilight maps!

VISITOR INFO CENTER
1411 S. FORKS AVENUE
ForksWA.com

Lodging info too!

Lodging Tax Advisory Committee

Funding Request

Lincoln Park BMX

RECEIVED
CLALLAM CO. COMMISSIONERS
OCT 10 2024
1...2...3...A...
10:00am

LODGING TAX FUNDING APPLICATION
2025

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**: $ 49,432.27

II **Agency/Organization Name**: Lincoln Park BMX Association

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

Federal Tax ID No. 82-07447801 UBI Number 604-096-475

III **Project/Activity/Event**: Infield Improvements & Balance Bike Track

IV **Representative Contact Information**:

Name, Title Sean Coleman- President

Mailing Address 403 South Lincoln Street #4 PMB4 Port Angeles, WA 98362

Phone(s) 360-460-1435

Email Lincolnparkbmx@gmail.com

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

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

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

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

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

CERTIFICATION

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

Signature Date: 10.10.2024

Sean Coleman- President

Print or Type Name

LODGING TAX APPLICATION – REQUIRED SUPPLEMENTAL QUESTIONS

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

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

   See attached sheet.

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

   See attached sheet.

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

   See attached sheet.

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

   See attached sheet.

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

   Not a specific event- we run from April into November (3+ months outside the summer season). 2024- we have run 77 events and will finish the season with completing 91 events.

   We do hold a State Qualifier weekend every year and some years State Finals.

   2024
   Members 419
   Total Events 77 as of 10/3/24. 91 scheduled thru 11/9/24.
   Total Participants todate- 7053
   Total Spectactors 14627
   Total Attendance 21680
   50 miles or More 3997 15.60%

6. **2025 Tourism-Impact Estimate**
(Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2024)

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:	2025 Estimate	2024 Actual	Methodology
a. Overall attendance at your event/activity/facility	22000	21680	based off of signed in attendace usabmx est 3 .2 spectactors rider
b. Number of people who travel more than 50 miles for your event/activity/facility	4000	3997	based off of signed in attendace usabmx est 3 .2 spectactors rider
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	50	10	based off of signed in attendace usabmx est 3 .2 spectactors rider
d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.	1000	598	based off of signed in attendace usabmx est 3.2 spectactors rider- estimate 50% stay in counyy
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	5 9 8	based off of signed in attendace usabmx est 3.2 spectactors rider- estimate 50% stay in county
f. Number of paid lodging room nights resulting from your event/activity/facility.	500	492 295 county	based off of signed in attendace usabmx estimates 3.2 spectactors rider- estimate 50% stay in county

7. Is there a host hotel for your event? If yes, please identify.
We've teamed up with Red Lion, Olympic Lodge & 7 Cedars. But advertise all hotel & VRBO options.

8. Describe the prior success of your event/activity/facility in attracting tourists.
See question #2- average yealy attendance 23,100 riders & spectactors. 6,380 from more that 50 miles away.

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

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

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

12. Are you applying for Lodging Tax funds from another community (yes or no)? If yes, indicate below where applying and for how much. **Do NOT attach a copy of the application.**
Yes- City of Port Angeles LTAC. Same amount requested.

13. What is the overall budget for your event/activity/facility? $ 394,864.54
What percent of the budget are you requesting from Clallam County Lodging Tax Fund? 12.5 %

14. Please describe your plans for securing the remainder of the funds necessary to complete your event/activity/facility.
City LTAC Grant. Would modify scope &/or size of project if we recieved less.

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

We are looking at installing turf on the infield and along the sides of the track to help limit erosion and give it a move professional look. We are also installing a balance bike pump track in the infield. Track dedicated to our balance bike riders, but also one that is modular and can be taken to other community events.

The BMX track is popular to riders all over the Northwest, not because of flyers, but because of the facility it has become and what Lincoln Park BMX has done for the sport of BMX in Washington State.

The track will use these funds to continue improving the facility, thereby developing one of the best BMX tracks in Washington state and the Northwest region, as well as gaining popularity along with attention from USABMX. In doing so, this attracts larger races, which brings in more riders to the Port Angeles area. Lincoln Park BMX is one of two tracks on the west side of the state that has both a safety gate and all paved corners. With the addition of lights, Lincoln Park BMX will be one of only four tracks in Washington to have lights, paved corners, and a safety gate!

Lincoln Park BMX has a marketing plan and a giving attitude that it uses to keep local riders, and especially non-local riders, engaged and up to date with changes made to the track and our schedule of events. Our giving attitude has helped others in the community, country and the sport of BMX

- **Social media**: According to HubSpot, 92% of marketers in 2014 claimed that social media marketing was important for their business, with 80% indicating their efforts increased traffic to their websites. According to Social Media Examiners, 97% of marketers are currently participating in social media.
- **YouTube**- Live Streaming Races. Live Streaming is getting people familiar with our track and making people want to come race is.
- **School Flyers & Local Programs**: USABMX prints flyers for the track; the track uses this service every year. The track distributes flyers to local elementary schools to promote Lincoln Park BMX, reiterating USABMX's motto: "No child sits on the bench." The flyers show how BMX is a fun and healthy outdoor activity for kids. We have also helped start the strider program in the schools, this helps kids get started on bikes. The better we build the local program; riders will come race because they know they have competition here to race.
- **Local kids' events**- Carrier Blake Park, the County fair with a strider track to engage the younger kids.
- **Giving-**
    - Race for Life- Leukemia and Lymphoma Society. #2 Track in the USA for 3 years in row. Raising a total of over $41,000.
    - Helped Peninsula Indoor BMX get back and going- Donated equipment, funds to reopen the only indoor track in the Northwest.
    - Started the Washington Track Operators Association where funds from State Finals are shared between all tracks and we work together to support all tracks so we have larger turnouts for each state race weekend. Track Operators typically

volunteer at other races to help each other out.

- We give back to groups in Port Angeles- last two years has been- Senior Parents, 4PA, Volunteer Hospice of Clallam County as well as families in need.

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

Success in BMX = Riders = Spectators!

Lincoln Park BMX Association gained management of the BMX track in Port Angeles in April 2017. The BMX track in Port Angeles has been operating since the 1980s. The track is open every year from April into November. We have seen massive positive growth every year from local and out-of-town racers.

Since new management assumed track operations, Lincoln Park BMX has increased rider participation by 300% over the past years. The motto "Build It and They Will Come" is a totally true statement!

The project will add one more welcoming feature to our facility- adding a place of the young kids to compete will their older siblings' race as well.

Volunteers do everything at Lincoln Park BMX. **There are no paid employees**. Volunteers do it all: paint, mow the grass, work on the track, run races and skills clinics, maintain the facilities and the fleet of 50 track bikes, handle registration and snack shack operations, and more, freeing up City of Port Angeles Parks & Rec staff and resources to focus on other facilities. Lincoln Park BMX's Executive Board is very proud of the track's volunteers. They do a lot for our community!

USABMX estimates 3.2 spectators travel with each racer for the larger races. As the track hosts larger races, and over multiple days, racers and spectators alike come to participate. The track has seen more riders visit and stay longer: one night a few years ago has turned into two or three. The track expects this continue with facilities improvements.

YEAR	OVERALL ATTENDANCE	ATTENDANCE 50+Miles
2018	15,088	4,584 (30.4%)
2019	21,927	6,414 (29.3%)
2020	4,472	822 (18.4%)
2021	21,115	4,886 (23.1%)
2022	30,897	11,567 (37.4%)
2023	28,179	6,829 (24.2%)
2024*	21,680	3,997 (15.6%)

**thru October 3rd.*

Lincoln Park BMX track is #1 in the country for rider participation based on city population. We currently sitting #2 in the State for rider points and #2 in the country for Race for Life Fundraising with over $19,000 in 2024.

State	Region	Track	tate	Avg Riders	Singles
MO	Central	Blue Springs Bmx		202	24
MO	Central	Blue Springs Bmx		202	24
MN	Central	Ruth River Bmx		190	68
IL	Central	Rockford Bmx		187	27
IL	Central	Rockford Bmx		187	27
CT	East	Bethel Supercross Bmx		161	20
BC	West	Abbotsford Bmx Indoor		158	8
IN	Central	Steel Wheels Indoor		143	36
OH	East	Akron Bmx		122	29
WA	West	Lincoln Park Bmx		121	28
PA	East	South Park Bmx		120	20
NY	East	Tri City Bmx		119	25

(three of the tracks above us are also indoor track that run in the winter)

Lincoln Park BMX has risen from the #7 track in Washington in 2017 to #2 currently in 2024, while exceeding state growth in riders. Port Angeles has the smallest population base of any of the other tracks (Spokane, Port Orchard, Richland, SeaTac, Sumner, Moses Lake, Walla Walla, Mt. Vernon, Bellingham). BMX in Washington has grown 10% and 14% across the United States. At the same time, Lincoln Park BMX has seen a 226% growth. Track volunteers attribute the increase to improvements in facilities and new management. Lincoln Park BMX volunteers pride themselves on taking care of the facilities, grounds, and everyone within the BMX community.

Attached is the Hotel/Rider Count[i] and economic impact 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.

Lincoln Park BMX's tourist audience is mainly from the Northwest region (Washington, Oregon, Idaho, and British Columbia). Riders range in age from two to 70+, male and female, novice to pro. USABMX has more than 70,000 members, who can ride at any of its 370 sanctioned tracks across the USA and Canada. BMX as a sport is unique in that the whole family can participate; families travel and race together. Gold Cup finals brought riders from 13 states to the facility.

BMX racers are families and they travel, they travel and great facilities bring riders. The facilities speak for themselves. We also schedule our large events for a whole weekend bringing riders for multiple days, encouraging them to stay for 2-4 days on event weekends. This track is known as one of the best in the Northwest and riders travel to race on it.

Nice facility for all groups, helps make the trips here more enjoyable and makes people come back.

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

Same as #3 (see above)

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

Since we took over in 2017- look at our yearly attendance and the amount of attendance from 50 miles away. Build an efficient and great facility and people come to race. See question #2- yearly attendance table.

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

Lincoln Park BMX's tourist audience is mainly from the Northwest region (Washington, Oregon, Idaho, and British Columbia). Riders range in age from two to 70+, male and female, novice to pro. USABMX has more than 70,000 members, who can ride at any of its 370 sanctioned tracks across the USA and Canada. BMX as a sport is unique in that the whole family can participate; families travel and race together. Gold Cup finals brought riders from 13 states to the facility.

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

Same as #1 (see above)

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

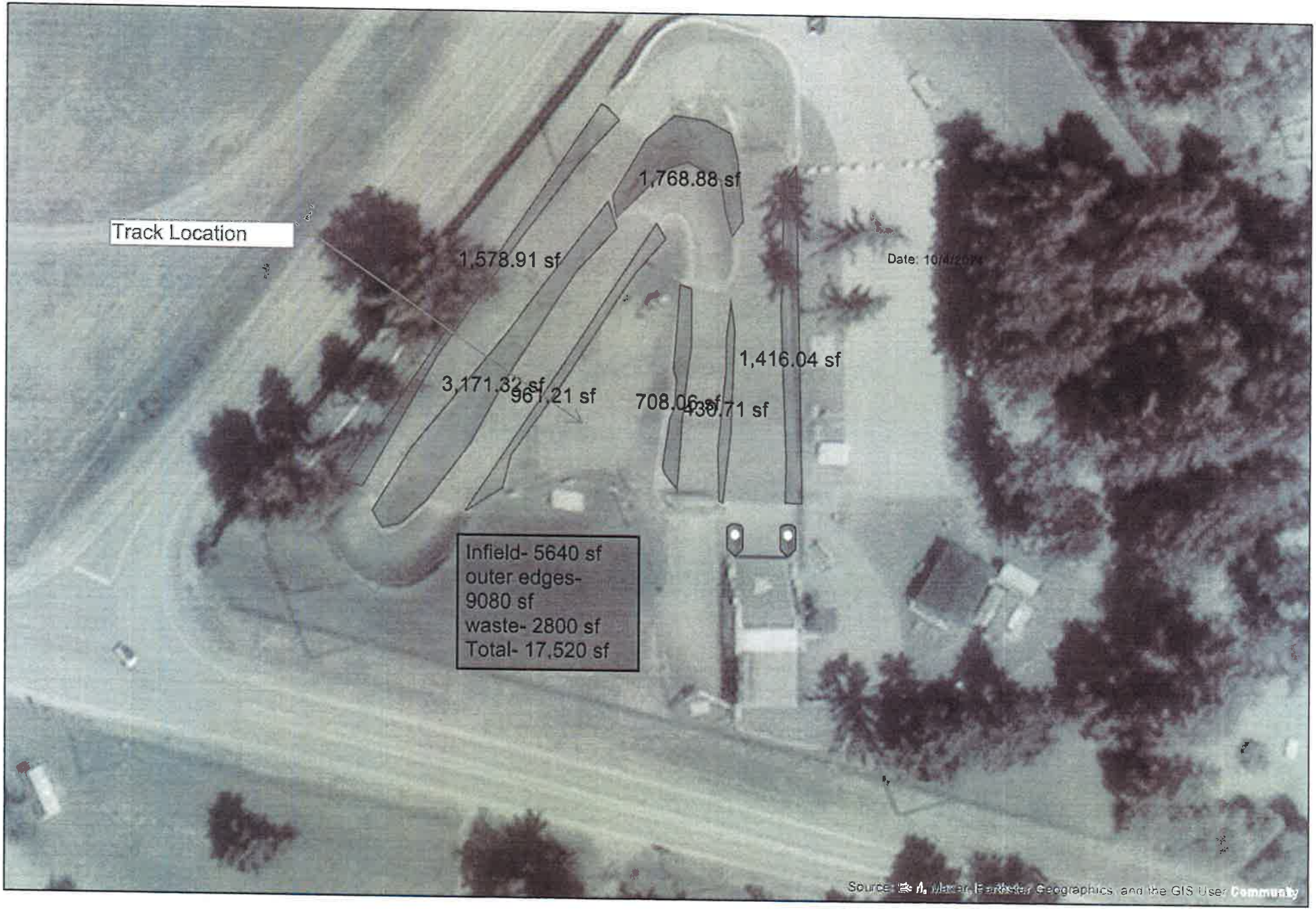
There are many ways in which Lincoln Park BMX promotes lodging, restaurants, and local business in the City of Port Angeles, some of which include:

- **Partnerships:** The track teams up with local hotels and directs out-of-town riders to book through them, we also use the Fair grounds for camping when its available.
- **Link sharing:** Links to various establishments are featured on the track's website and in emails sent by USABMX. Track website: www.lpbmx.com
- **Facebook:** Facebook posts include links to local businesses.
- **Event packets:** Event packets are handed out at registration and include listings of lodging, restaurants, and stores in Port Angeles.
- **Prizes:** The track partners with local sponsors and awards gift certificates to their establishments as prizes.
- **Summer Series:** This weekly race series heavily advertises the sponsoring business on awards and apparel. The business is frequently mentioned to the crowd during races.

- **Banners:** Banners are hung around the track to promote all of our local sponsors.
- **Trophies:** feature sponsors' logos.
- **Sponsor Program:** The track created a rider sponsor program in which local businesses sponsor riders. That sponsor's name follows the rider everywhere they race. Seeing and hearing local businesses called out at other tracks is a great out-of-town perk. In 2024 we had 50+ riders sponsored by local businesses.

[1] Hotel/Rider Economic Impact

2024 thru October 3, 2024	
Members	419
Balance bike Members	57
Events held to date	77
Average attendance per event	91
Volunteer hours	2800



Multi Use Map

This map is not intended for use as a legal description. Locations of features are approximate only. Topographic Map features are +/-5 feet of actual locations. This map/drawing is produced by the city of Port Angeles for its own use and purposes. Any other use of this map/drawing shall not be the responsibility of the City.

Water main
WWater main
SWater main
Electrical distribution OH
Electrical distribution UG

0 0.01 mi

Vertical Datum = NAVD 88
Horizontal Datum = NAD 83/91
Printed: 10/4/2024

N
Area Map

CITY OF PORT ANGELES
PUBLIC WORKS & UTILITIES DEPARTMENT

Lincoln Park BMX Association
2025 Project

WASHINGTON
Secretary of State
Corporations & Charities Division

Filed
Secretary of State
State of Washington
Date Filed: 11/01/2023
Effective Date: 11/01/2023
UBI #: 604 096 475

Annual Report

BUSINESS INFORMATION

Business Name:
LINCOLN PARK BMX ASSOCIATION

UBI Number:
604 096 475

Business Type:
WA NONPROFIT CORPORATION

Business Status:
ACTIVE

Principal Office Street Address:
1521 W LAURIDSEN BLVD, PORT ANGELES, WA, 98363-8465, UNITED STATES

Principal Office Mailing Address:
403 S LINCOLN ST # 4PMB4, PORT ANGELES, WA, 98362-3025, UNITED STATES

Expiration Date:
02/28/2025

Jurisdiction:
UNITED STATES, WASHINGTON

Formation/Registration Date:
02/26/2017

Period of Duration:
PERPETUAL

Inactive Date:

Nature of Business:
ATHLETIC

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: **82-0747801**

REGISTERED AGENT RCW 23.95.410

Registered Agent Name	Street Address	Mailing Address

2025 LINCOLN PARK BMX BUDGET

Income			
	Concessions	$	22,900.00
	Appareal	$	19,000.00
	Sales- Bikes, Parts, etc	$	5,500.00
	Practice & Race Fees	$	96,800.00
	Clinics	$	6,500.00
	Sponsor Support	$	42,500.00
	USABMX Fees Collected- Membership	$	14,500.00
	COPA LTAC Grant-	**$**	**49,432.27**
	County LTAC Grant	**$**	**49,432.27**
	Misc (50/50 raffles, fundraisers)	$	6,500.00
	Savings for Long Term Equipment Replacement	$	24,500.00
	Savings on hand	$	4,300.00
	Pumptrack savings	$	48,200.00
	New Rider League	$	4,800.00
Total Income		**$**	**394,864.54**
Expenses			
	Awards	$	26,500.00
	Concessions	$	20,500.00
	Advertising/ Marketing	$	7,500.00
	USABMX Sanction Fees & Membership fees	$	26,000.00
	Appareal	$	15,000.00
	WA State Track Support	$	7,500.00
	Scholarship Program/Donations/Charitable Contributions	$	19,300.00
	Track Bike Program	$	11,250.00
	Misc (office, track minor supplies)	$	12,550.00
	Operations- Santicans, Insurance, League	$	15,600.00
	Credit Card Fees, B&O Tax Payments	$	7,000.00
	Professional fees	$	2,450.00
	Track Maintence- Mowing, Glue, equipment, paving	$	27,500.00
	Travel	$	4,500.00
	Rider Costs- Coaching, Cinics	$	8,500.00
	Rider Costs- Memberships/ races	$	12,225.00
	Long term Equipment Replacement- Savings	$	24,500.00
	Long term Pumptrack	$	20,000.00
Capital Improvements			
	2024 Pumptrack Improvements (paving, tables)	$	26,200.00
	Lincoln Park Infield work & Balance Bike Track	**$**	**59,482.00**
TOTAL Expense		**$**	**354,057.00**
Net Income		**$**	**40,807.54**
	County Perentage of Budget-		12.5%

INFIELD IMPROVEMENTS AND BALANCE BIKE TRACK

Turf- Blake Tile & Stone	**17,000 sf**	**$**	**3.15**	**$**	**56,602.00**
Crushed Rock	**90 tons**	**$**	**32.00**	**$**	**2,880.00**
Rental Equipment (skidsteer/Forklift)		**1 $**	**3,500.00**	**$**	**-**
Modular Pumptrack, USA (Velocity Loop)		**1 $**	**35,882.55**	**$**	**-**
			Total-	**$**	**59,482.00**

2024 Lincoln Park BMX

Total Economic Impact 2024 $453,335.80

Total Economic Impact 2018- 2024 $4,305,859.92

Sporting Events/Tournaments WA State BMX 2024:	A. Avg. People Per Event*	%	B. # People Who Travel 50 Mi. or more	% for D.	C. Travel From Another State or Country	D. # Travel 50 Miles Stay Overnight	%	E. # Travel 50 Miles or Stay in Hotels	Days	F. # of Paid Lodging Room Nights From Event
Earned Double, Race For Life, State Qualifier (6/28/24 THRU 6/30/24)	3,133	63% (attendance records)	1,966	50%	0	983	50%	492	1.0	492
Yearly Total- Large Events:	3,133	/	1,966	/	0	983	/	492	/	492

Economic Impact to Community (2024):	**CPI	Total Vistors who stayed overnight		Total Economic Impact
	$249.00	983		$244,767

Economic Impact to Community (204):	**CPI	Total People who traveled for just the day		Total Economic Impact
	$69.20	983		$68,024

*3.2 spectors per rider (USABMX Figure)

**Dean Runyan 2019 Washington State Travel Impacts & Vistor Volume

2024 Use for all other days at track (October 3rd)	18547	
Over 50 miles away for just the day	2031	(15.6% of all riders & spectators)
Money spent locally ($69.20 x 3013)	$ 140,545.20	
LOCAL EVENTS SPENDING 2024-	**$ 140,545.20**	
LOCAL EVENTS SPENDING 2018-2024	**$ 799,009.76**	

	Total	Transp.	Food	Other	Party Size
Beach	$128.7	$26.5	$54.4	$47.8	2.9
Cultural	$199.4	$27.4	$69.4	$102.7	2.8
Fine Dining	$208.1	$21.3	$99.6	$87.3	2.3
Outdoor Activity	$151.4	$31.8	$52.3	$67.3	2.6
Rural Sightseeing	$136.8	$22.7	$58.7	$55.4	2.8
Shopping	$229.6	$22.5	$87.5	$119.6	2.7

Sources: TNS Travels America and Dean Runyan Associates

$151.4 divided by the 2.6 = $58.23

- ***Average Spending***. Overnight visitors to Washington State spent on average $121 per person-day and $363 per person-trip. Overnight visitors that stayed in hotels, motels, short term vacation rentals and other non-camping paid accommodations spent $227 per person-day and $557 per person-trip. These overnight guests accounted for one-half of all visitor spending in the state.

Due to inflation/CPI for 2023 over 2023- adjusted 9%

Blake Tile & Stone
10 N Blake Ave
Sequim WA 98382
360.681.2877

QUOTE

2410-530258 R2

SOLD TO	JOB ADDRESS
Cash Sales	Lincoln Park BMX Port Angeles WA 98362

ACCOUNT	JOB
CASH	0
CREATED ON	10/04/2024
EXPIRES ON	10/24/2024
BRANCH	1000
CUSTOMER PO#	
STATION	B02
CASHIER	JORDAN
SALESPERSON	
ORDER ENTRY	JORDAN
MODIFIED BY	JORDAN

Thank you for your business!

Item	Description	D	Quantity	U/M	Price	Per	Amount
SOMASONRY	Veridian 91oz-Veridian 91oz Turf Full Roll 1500sf roll		10	EACH	4095.0000	EACH	40,950.00
GREEN SAND 2050	Green Sand 2050 Turf Sand 50#		67	EACH	14.0130	EACH	938.87
TWAESP001010	Spike 10"		1,500	EACH	0.9500	EACH	1,425.00
COMMENT	Infill sand figured for the infield of 10,000sf. Spikes figured at 2 boxes per full roll of turf. Project will take 18,000 sf						

Thanks for shopping with us! Quote is good for 15 days.	0503 8.90%	Subtotal Sales Tax **Total**	43,313.87 3,854.93 47,168.80

Buyer:

Signature

MODULAR
PUMPTRACK USA

ESTIMATE

Modular Pumptrack USA
915 Highland Pointe Dr
Suite 250
Roseville, California 95678
United States

9259229594
www.modularpumptrackusa.com

BILL TO
Lincoln Park BMX
Sean Coleman

3604601435
lincolnparkbmx@gmail.com

Estimate Number: 1192
Estimate Date: October 7, 2024
Valid Until: November 6, 2024
Estimate Total (USD): **$35,882.55**

Items	Quantity	Price	Amount
Velocity Loop 2 Linear Low Density Polyethylene (LLDPE) 21ft W x 67ft L 38 modules Signature Blue	1	$32,950.00	$32,950.00

Subtotal:	$32,950.00
98362 8.9%:	$2,932.55
Total:	$35,882.55
Estimate Total (USD):	**$35,882.55**

Notes / Terms

This estimate is valid for 30 days from the date of issue and is subject to change. Any changes to the estimate will be communicated to you promptly. Thank you for considering Modular Pumptrack USA for your recreational needs.

Powered by wave

FREE SHIPPING IN THE CONTINENTAL UNITED STATES!

Why Kids Absolutely Love Pump Tracks (And Why Your Park Needs One)

FREE SHIPPING IN THE CONTINENTAL UNITED STATES!

Velocity Loop 2

Track Price **$ 32,950.00 USD**
Purchase Deposit **$ 500.00 USD**

QTY: 1 **Add to Cart**

Buy now

Track Description & Info

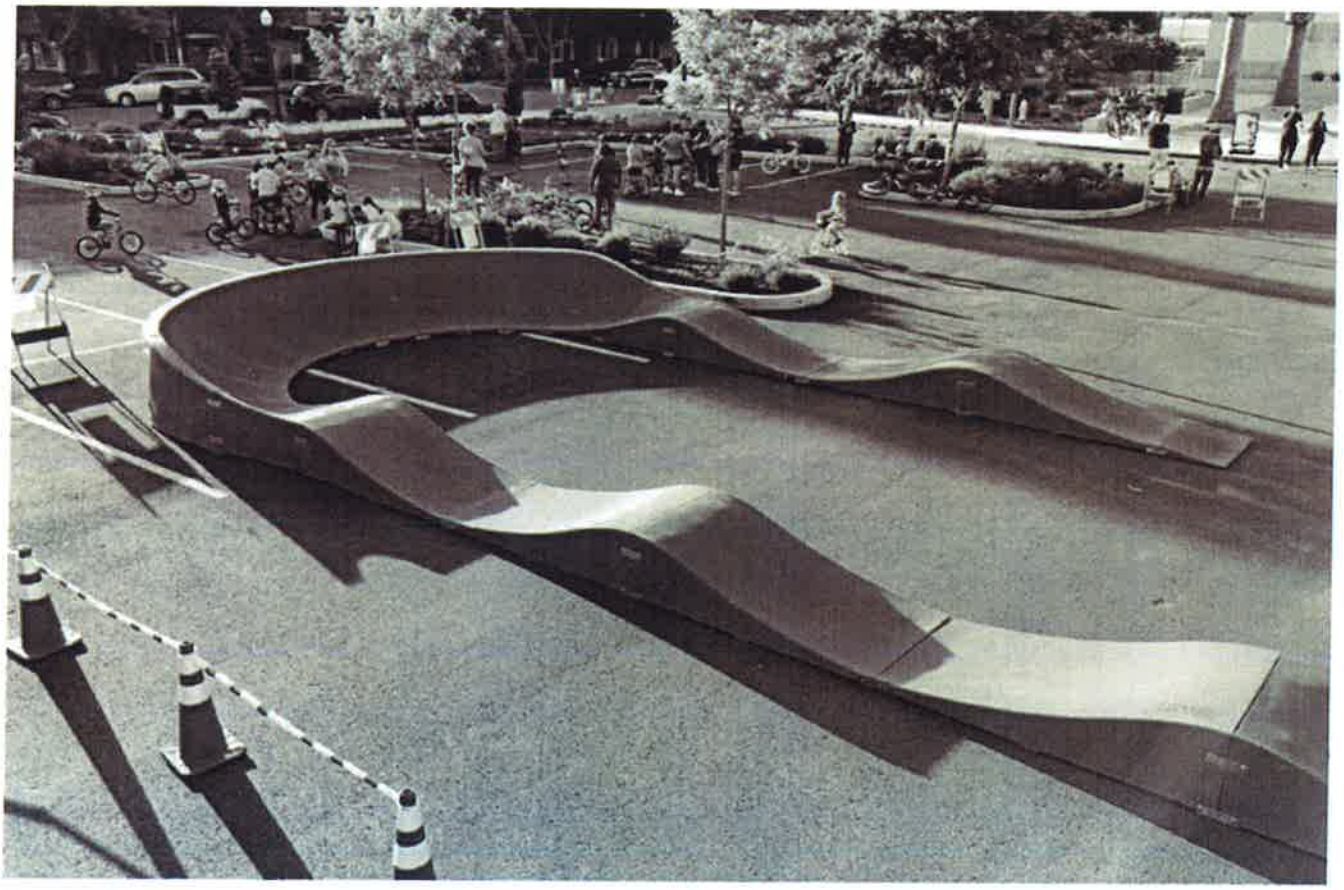
The Velocity Loop 2 is a classic Core Track that delivers a ton of fun in a traditional track shape. Designed as a basic loop with eight rollers and two turns, this track is a favorite of ours to take to events and demonstrations.

Ideal For:

Schools and playgrounds

FREE SHIPPING IN THE CONTINENTAL UNITED STATES!

Why Modular Pump Tracks are a Game-Changer for Your Community Event Calendar



Introduction

Community events play a vital role in bringing people together, fostering social connections, and enhancing the vibrancy of any locality. In recent years, one activity that has been making waves is the introduction of modular pump tracks. These dynamic and versatile structures are not just for extreme sports enthusiasts—they offer something for everyone. In this article, we'll explore why modular pump tracks are an excellent addition to your community event calendar, providing numerous benefits that cater to all age groups and interests.

What is a Modular Pump Track?

A modular pump track is a circuit of rollers, banked turns, and features designed to be ridden by cyclists, skateboarders, scooter riders, and even roller bladers. Unlike traditional pump tracks, modular pump tracks are composed of prefabricated modules that can be assembled, disassembled, and reconfigured with ease. This flexibility makes them an ideal choice for community events.

Here's why Modular Pump Tracks Are A Great Recreational Option

1. Versatility for All Ages and Skill Level

One of the most significant advantages of modular pump tracks is their versatility. These tracks can be enjoyed by children, teenagers, and adults alike. Whether someone is a beginner or a seasoned rider, modular pump tracks offer a thrilling and safe environment to practice and improve their skills. This inclusivity makes them a perfect fit for community events where diverse age groups are present.

2. Attracting Enthusiasts and Visitors

Adding a modular pump track to your event calendar can significantly boost attendance. Enthusiasts from surrounding areas are likely to travel to participate in events featuring a pump track. This influx of visitors can benefit local businesses, increase community engagement, and position your community as a hub for recreational activities.

3. Promoting Health and Wellness

Incorporating physical activities into community events promotes health and wellness among residents. Riding a pump track is an excellent way to get a full-body workout, improving cardiovascular health, balance, and coordination. By providing a fun and engaging way to exercise, modular pump tracks can help combat sedentary lifestyles and encourage a more active community.

4. Flexibility and Customization

Modular pump tracks are highly customizable. They can be tailored to fit various spaces and reconfigured to keep the experience fresh and exciting. This adaptability means you can set up a pump track in a park, a vacant lot, or even indoors. The ability to change the layout for different events keeps the attraction novel and engaging, encouraging repeat participation.

5. Cost-Effective and Easy to Install

Compared to permanent structures, modular pump tracks are a cost-effective solution. They require less investment in terms of construction and maintenance. Additionally, their ease of installation and removal means they can be set up temporarily for specific events without long-term commitment. This financial and logistical flexibility is a significant advantage for community planners.

6. Encouraging Community Interaction and Engagement

Events centered around modular pump tracks foster community interaction. They create opportunities for people to meet, share experiences, and bond over a common interest.

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PORT ANGELES
WASHINGTON, U.S.

Parks & Recreation Department
321 East Fifth Street
Port Angeles, WA 98362

October 5, 2024

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

Re: Lincoln Park BMX Association- Letter of Recommendation

I am writing this letter of Recommendation on behalf of the Lincoln Park BMX Association. I have been working with this amazing non-profit organization since 2017 after the City Parks & Recreation Department, along with the Parks & Recreation Beautification Commission, wanted to change the look and feel of the existing BMX track at Lincoln Park. The RFP process was the best decision we could have made for the future of BMX racing, not only for Port Angeles, but also for racers throughout Washington State. Not only have they rebuilt the BMX Track at Lincoln Park into one of the best outdoor tracks in the State, they partnered with the City to build a world class "Pump Track" at Erickson Playfield which is the largest track in the Western United States and the first only one in the nation that will has an ADA component to it.

Since 2017 the Lincoln Park BMX has seen the use of the track increase by over 300% and has added a new starting gate, outdoor lighting, created a loaner bike program, added merchandise and a concessions facility. All of these improvements have made this one of the top USA BMX sanctioned tracks in the country. These improvements have drawn interest from riders around the Pacific Northwest region, including Canada. This has also allowed Lincoln Park BMX to host larger regional events such as state qualifiers and recently the Northwest Championship Gold Cup Series that brought in over 4,000 people to Port Angeles over three days in September.

All this recognition from USABMX and regional riders stems from the investment into the track. To maintain this level of growth and continue to expand, it has become clear that further improvements need to be made to the parking lot to make it safer and more functionable for multiple agencies to use during events. Also, the City of Port Angeles amends the letter to make it clear that the improvements will be made to the city owned property, they will become fixtures, and therefore the city will own them.

We would encourage the committee's approval of this application. Lincoln Park BMX is an important partner in our local network and plays an integral role in attracting tourists to the area. Thank you for your consideration of this funding request and your commitment to strengthening the tourism industry of Port Angeles and Clallam County.

Corey Delikat
Parks & Recreation Director
City of Port Angeles
360-417-4551
cdelikat@cityofpa.us

Lodging Tax Advisory Committee

Funding Request

Port Angeles City Ballet

RECEIVED
CLALLAM CO. COMMISSIONERS
OCT 10 2024
10:20a
1...2...3...A...

CLALLAM COUNTY
LODGING TAX FUNDING APPLICATION
2025

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**: $25,000

II **Agency/Organization Name**: Port Angeles City Ballet

Organization is ☐ Government Entity ✓ 501(c)3 ☐ 501(c)6 ☐ Other
Federal Tax ID No. 93-1618286 UBI Number 605 278 847

III **Project/Activity/Event**: Port Angeles City Ballet Season

IV **Representative Contact Information**:

Name, Title Kathryn Robbins, Executive Director
Mailing Address PO Box 1031, Port Angeles WA 98362
Phone(s) 360-809-9394
Email K.robbins@pacityballet.org

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

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

CERTIFICATION

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

[signature] Date: Oct 8/24

Signature

Kathryn M. Robbins

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?

   Our season will significantly increase the number of people traveling to Clallam County for both business and pleasure by positioning our productions as a key cultural destination in the region. By offering a full season of captivating performances, we create an appealing reason for tourists to visit the area, particularly during off-peak seasons of October to May. This focus on the off-season helps to mitigate the seasonal fluctuations in tourism, providing a consistent influx of visitors when many local businesses typically experience a downturn.

   Our marketing strategy, which includes targeted advertising beyond Clallam County and collaborations with local businesses, will help raise awareness of the event and encourage visitors to plan trips around our performances.

   Additionally, the event fosters community engagement through workshops, meet-and-greets with performers, and opportunities for interaction between tourists and residents, which enhances the overall appeal of Clallam County as a travel destination. This combination of cultural offerings and local engagement will draw audiences from nearby regions, cities, and even internationally, contributing to increased tourism and bolstering the local economy.

   Ultimately, by highlighting the rich cultural landscape and natural beauty of Clallam County, our company will position the area as an attractive destination for visitors seeking unique experiences, particularly during the off-season, thereby increasing both leisure and business travel to the region.

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

   Our productions are designed not only to entertain but to inspire visitors to extend their stay and explore the many attractions of Port Angeles. By offering multiple performances throughout the year, we create opportunities for tourists to plan extended visits, where they can enjoy both our world-class ballet and the surrounding area's natural beauty and amenities. We collaborate closely with local businesses to promote lodging, dining, and retail experiences, offering special packages and discounts for our audiences to enhance their visit.

   With Port Angeles as the gateway to Olympic National Park, many of our attendees combine their cultural experience with outdoor recreation, from hiking and wildlife viewing to visiting local wineries and galleries. Our performances are strategically scheduled to encourage weekend stays, with ample time for guests to explore the vibrant downtown, sample local cuisine, and enjoy the waterfront. By offering a season-long series of events, we also provide

visitors with compelling reasons to return throughout the year, fostering repeat tourism and contributing to the city's economic vitality.

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.

1. Diverse Programming: By offering a full season of captivating performances, including The Nutcracker and other classical ballets, we appeal to a broad audience, including families, arts enthusiasts, and tourists seeking unique cultural experiences. This variety ensures that there are multiple reasons for visitors to come, catering to different interests and demographics.

2. Special Promotions: We will implement targeted marketing campaigns that promote special packages combining event tickets with lodging deals at local hotels and inns. By highlighting these offers in our advertising efforts, we create an incentive for visitors to make the trip and stay overnight to enjoy the full experience.

3. Strategic Marketing: Our marketing strategy includes advertising in regional publications, social media outreach, and collaboration with travel agencies to reach potential visitors in neighboring areas. By showcasing the high-quality productions and the allure of Clallam County, we aim to pique the interest of those looking for cultural getaways.

4. Community Engagement Activities: We will organize meet-and-greets with performers, and post-performance discussions, encouraging attendees to engage more deeply with the art form. These activities not only enhance the experience but also motivate visitors to plan overnight stays to take part in them.

5. Local Attractions:We will actively promote nearby attractions, such as Olympic National Park, local wineries, art galleries, and dining experiences, enticing visitors to extend their stay. By positioning Clallam County as a multifaceted destination, we create opportunities for longer visits that go beyond just attending a performance.

By focusing on these strategies, our season will effectively encourage visitors from a distance greater than 50 miles to travel to Clallam County for enriching cultural experiences, whether for the day or as part of an overnight getaway.

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

1. Highlighting Unique Cultural Offerings: We will emphasize the distinctiveness of our productions, such as "The Nutcracker", which features collaborations with internationally recognized guest artists, utilizing the unique perspective of the Olympic Peninsula. . By marketing these unique cultural experiences, we can attract tourists from other countries and states who are seeking high-quality arts performances.

2. Strategic Marketing and Outreach: Our marketing campaigns will target audiences beyond local borders, including arts and culture websites and social media platforms.

3. Travel and Cultural Partnerships: Collaborating with tourism boards such as The Olympic Peninsula Visitors Bureau will enable us to promote our productions to a broader audience. By working with organizations that specialize in cultural experiences, we can effectively reach potential visitors who are interested in attending performances while exploring new destinations.

4. Online Presence and Accessibility: We will enhance our online presence through a user-friendly website that provides detailed information about our season, travel logistics, and accommodations. Offering resources such as travel guides, local attractions, and itinerary suggestions will make it easier for international visitors to plan their trips.

5. Special Events and Promotions: We will create special events around our performances, such as themed nights, gala receptions, or cultural workshops, designed to attract tourists from outside the region. These events can serve as a unique draw, encouraging visitors to plan their trips around them

6. Engaging Content Creation: By producing engaging content, such as videos showcasing rehearsals, interviews with guest artists, and behind-the-scenes footage, we can pique the interest of international audiences. Sharing this content on social media and through digital marketing channels will help create buzz and encourage travel to our productions.

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

The Nutcracker | Field Arts & Events Hall | Dec 6 - 7PM, Dec 7 - 2PM & 7PM, Dec 8- 2PM

With guest artists from: Oregon Ballet Theatre & Carolina Ballet

Attendees: 2150

Winter Symphony Ball w/PASO | PAPC Auditorium | Jan 26 - 2PM

With guests from: English National Ballet, Netherlands Dance Theater, The Julliard School, Oregon Ballet Theatre, Pacific Northwest Ballet

Attendees: 1100

Swan Lake | Fied Arts & Events Hall | Apr 19 - 7PM, Apr 20 - 2PM
Attendees: 500

With Special guest artists: Oregon Ballet Theatre

6. **2025 Tourism-Impact Estimate**
(Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2024)

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:	2025 Estimate	2024 Actual	Methodology
a. Overall attendance at your event/activity/facility	3,760	2,650	Structured Estimate
b. Number of people who travel more than 50 miles for your event/activity/facility	150	40	Structured Estimate
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	75	40	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.	50	40	Structured Estimate
e. Of the people staying overnight, the number of people who stay in PAID accommodations e.g. hotel, motel, bed-breakfast, RV park, in the unincorporated Clallam County area.	50	20	Structured Estimate
f. Number of paid lodging room nights resulting from your event/activity/facility.	50	40	Structured Estimate

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

Red Lion Hotel

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

Our event has a demonstrated history of successfully attracting tourists to Clallam County, evidenced by strong attendance figures and positive economic impact. Approximately 10% of attendees at our previous performances traveled from outside the county, leading to increased occupancy rates in local hotels and supporting local businesses. Feedback from both visitors and locals has been overwhelmingly positive, emphasizing the cultural significance and high-quality experience we offer. Media coverage and strategic marketing efforts have raised our visibility, while collaborations with local organizations have enhanced our reach. Overall,

our event has established a solid foundation for future growth in attracting tourists, and we remain committed to promoting the unique cultural offerings of Port Angeles and the Olympic Peninsula.

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

Our desired audience is diverse and inclusive, with a strong appeal to both local residents and visitors from outside Clallam County. While we welcome individuals and families from the local area, our productions are designed to attract cultural tourists from across Washington, neighboring states, and even international visitors, particularly from Victoria, BC, via the Coho ferry. By offering a full season of captivating story ballets with world-class guest artists, we aim to draw audiences traveling more than 50 miles for a unique cultural experience that blends the beauty of classical ballet with the scenic charm of the Olympic Peninsula. This focus on both local and non-local attendees ensures that our event serves as both a community treasure and a significant driver of tourism.

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

3.5% of the budget will be focused on advertising outside of Clallam County. We will focus on targeted advertising outside Clallam County to attract tourists and audiences from broader regions. A key component of our strategy includes leveraging video displays at the Coho ferry terminals, capturing the attention of visitors arriving from Vancouver Island and other areas, and promoting our full season of productions. Additionally, we will implement a robust social media campaign, using targeted ads to reach potential attendees in key markets such as Seattle, Tacoma, and Victoria, BC. By utilizing engaging video content and highly specific demographic targeting, we aim to reach arts enthusiasts, families, and cultural tourists, driving attendance and increasing visibility for Port Angeles as a cultural destination.

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

Our productions are designed to serve as a regional beacon, benefiting not only the City of Port Angeles but also Clallam County and the broader Olympic Peninsula. Our events encourage tourists to explore various attractions throughout Clallam County, including Olympic National Park, local wineries, art galleries, and other cultural events, thus promoting extended stays and increased spending across the region. Additionally, our collaborations with local businesses and organizations help foster a vibrant arts community, enriching the cultural landscape for both residents and visitors alike. As our productions continue to grow in popularity, they play a vital role in showcasing the unique offerings of the Olympic Peninsula, enhancing the area's reputation as a premier destination for arts and culture. This ripple effect

not only supports economic development but also strengthens community ties and fosters a shared appreciation for the rich heritage of the region.

12. Are you applying for Lodging Tax funds from another community (yes or no)? If yes, indicate below where applying and for how much. **Do NOT attach a copy of the application.**

    No

13. What is the overall budget for your event/activity/facility? $ 142325.00 What percent of the budget are you requesting from Clallam County Lodging Tax Fund? 3.5%

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

    To secure the remaining funds necessary for the season, our strategy will involve a multi-faceted approach. We plan to engage in targeted fundraising efforts within the local community, leveraging our relationships with patrons of the arts and conducting special donor events.

    We will also explore corporate sponsorships and in-kind support from businesses that align with our mission.. These combined efforts, alongside ticket sales and earned income from the event, will help ensure we secure the necessary funds to make the ballet a success.

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, October 11, 2024**.

The Clallam County Lodging Tax Advisory Committee (LTAC) will review 2025 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.
- Submit original application and one copy.
- The sealed applications must be clearly marked on the outside "2025 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.
- Please refrain from submitting colorful pictures/PowerPoint presentations.

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. Please refrain from submitting colorful pictures/PowerPoint Presentations.

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.

Season Budget For Intended Use

Budgeted Cost by Type	Total Estimated Budget	Requested LTAX
Marketing – Local	$5,000.00	0
Marketing – Beyond 50 miles	$5,000.00	$
Marketing – Website	NA	$
Event SWAG	NA	$
Business Operation (Office and Personnel)	29,300	0
Event Operation (Non-ROW and Utility)	NA	$
ROW and Utility Requirements	NA	$
Other (Describe):Facility rental, costumes, backdrops, Production Costs	$103,025.00	$25,000
Total Event Cost	$142,325.00	$25,000

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 CITY BALLET

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

Effective Date: 06/26/2023
UBI Number: 605 278 847

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: 06/26/2023

PACB 2025 Proposesd annual budget	
INCOME:	
Private Donors	$54,600.00
Production ticket sales	$145,000.00
	$199,600.00
EXPENSES:	
Student Scholarships	($25,000.00)
Rent (facilities for productions)	($25,000.00)
Travel/Accomidations (Guests)	($14,550.00)
Marketing	($10,500.00)
Payroll	($50,200.00)
Commisions	($34,875.00)
MEDIA	($13,600.00)
Other: costumes, props, backdrops	($25,200.00)
	($198,925.00)

Lodging Tax Advisory Committee

Funding Request

Clallam County PFF – Logging Show

RECEIVED
CLALLAM CO. COMMISSIONERS
OCT 10 2024
1...2...3...A...
10:30am

LODGING TAX FUNDING APPLICATION
2025

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**: **$** *5,000.00*

II **Agency/Organization Name**: *Clallam County Parks, Fair, & Facilities*
Organization is **X** Government Entity
Federal Tax ID No. ***91-6001298*** UBI Number ***054-004559***

III **Project/Activity/Event**: County Fair- Pro Logging Show Production

IV **Representative Contact Information**:
Name, Title *Don Crawford*
Mailing Address *223 East Fourth Street Suite, 7 P.A., WA 98362-3000*
Phone(s) *360.797.8283*
Email *Donald.crawford@clallamcountywa.gov*

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

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

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.

R M [illegible]
Signature

Date: 10 · 10 · 2024

R Donald 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?
   The Clallam County Fair is the county's most significant annual social event, with an average yearly attendance of roughly 28,000.

   The 2025 30th Annual Pro Logging Show is the third largest fair event draw behind the rodeo and demolition derby.

2. How will the project/program help increase paid overnight accommodation in Clallam County?
   The Clallam County Fair is responsible for approximately 600 nights of paid overnight accommodation in the fairgrounds camping area alone.

   The 30th Annual Clallam County Fair Pro Logging Show attracts participants and attendees from 4 western states, British Columbia and Alaska.

3. How will the project/program encourage visitors to come from a distance greater than 50 miles, either for the day or an overnight visit? If so, please describe how.
   Clallam County is over 100 miles from east to west. From within our very county borders, fair attendees may travel over 50 miles. The county fair also produces the only rodeo and often the only carnival on the peninsula's northern end. These are significant attractions.

4. How will the project/program encourage visitors to come from another country or state?
   Fair Entertainment, the Rodeo, the Pro Logging Show, and the Draft Horse Pull attract participants and attendees from as far as Alaska, B.C. Canada, Idaho, Eastern WA., and Oregon. The Rodeo offers a top purse in the Northwest Professional Rodeo Association (NPRA), which draws participants and attendance from over 300-500 miles.

   The 30th Annual Clallam County Fair Pro Logging Show has increased its purse by 50% to attract greater participation.

5. If the project/program is an event, please provide the name, date(s) and estimated attendance.
   The Clallam County Fair is held during the Third Week of August annually, and attendance has ranged from over 28,000 to over 30,000 in the past three years.

   The 30th Annual Clallam County Fair Pro Logging Show is held mid-morning on Saturday of the fair and has typically attracted an attendance of between 1,000 and 1,400 in the past two years.

6. **2025 Tourism-Impact Estimate**
(Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2024)

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:	2025 Estimate	2024 Actual	Methodology
a. Overall attendance at your event/activity/facility *Pro Logging Show*	*29,000+ ~1,600*	*28,000 + ~1,300*	*Gate Count Informal venue Count*
b. Number of people who travel more than 50 miles for your event/activity/facility *Pro Logging Show*	*8,000 ~400*	*~300*	*Guess Informal estimate*
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state. *Pro Logging Show*	*2,000 ~50*	*~25*	*Guess Informal estimate*
d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area. *Pro Logging Show*	*100 ~25*	*~15*	*Guess Informal 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. *Pro Logging Show*	*50 ~25*	*~15*	*Guess Informal estimate*
f. Number of paid lodging room nights resulting from your event/activity/facility. *Pro Logging Show*	*600 ~50*	*550 ~15*	*Reservations Informal estimate*

7. Is there a host hotel for your event? If yes, please identify.
The Fair only has host accommodations within the fairground campground. Offsite lodging is up to the individual.

8. Describe the prior success of your event/activity/facility in attracting tourists.
The Clallam County Fair is 130 years old. It was not held during the Spanish Flu Epidemic, WWI, WWII, or the recent pandemic. In the past 45+ years, its annual draw has increased from approximately 15,000 to often over 30,000.

The 2025 30th Annual Pro Logging Show has seen a remarkable resurgence of interest and support. This renewed focus has reignited the event's significance, attracting audiences of over a thousand in just two years. With substantial financial support from industry and allied stakeholders, the event has sparked more meaningful discussions about the importance of a sustainable timber industry for the county's economy and environment. This resurgence is a testament to our collective commitment to the event's mission and the sustainable development of Clallam County.

9. Describe your target tourist audience (location, demographics, etc.)
Most of the fair attendance is from within Clallam County. However, there is an increasing draw from Jefferson and Kitsap Counties. Additionally, as we continue to draw event and entertainment participants from Canada and recognize them through their national anthem, etc., attendance will continue to increase.

The 30th Annual Clallam County Fair Pro Logging Show has specific objectives:

A. Showcasing skilled Pacific Northwest, British Columbia, and Alaska athletes who compete in disciplines based on historic logging practices. The show also celebrates the local history and forestry legacy of Clallam County.

B. Educate the audience about the importance of Clallam County's million acres of Olympic Peninsula forestland through interpretive narration. This highlights county-owned timberland as a vital revenue source for the county general fund, roads, fire and hospital districts, port, library, and school districts. The timberland's role in providing a significant portion of the revenue for these districts cannot be overstated, contributing to the local economy and the community's well-being. It's also important to emphasize that the timberland provides family-wage jobs, contributes to the community's well-being, and serves timber markets worldwide. We all have a crucial role in preserving this vital resource, underscoring the community's shared responsibility and the need for collective action.

C. Science-based Forest management enables the local industry to grow healthy forests, generate essential revenue, support recreational opportunities, maintain ecological values for wildlife, ensure clean water for fish and humans, and reduce the risk of devastating fires on the Olympic Peninsula.

10. Describe how you will promote your event/activity/facility to attract tourists.
We market through social media, black Ball, regional tourism periodicals, entertainment and event partner websites, and 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.
Local and regional private sector sponsorships are vital to fair production. We actively advertise our partners through signage or branding of every building, fence, trash can, flag, kiosk, and T-shirt.

Likewise, the Pro Logging Show partners with industry organizations and advocates to aid in show production. We also actively advertise our partners through signage or branding on every building, fence, trash can, flag, kiosk, and T-shirt.

12. Are you applying for Lodging Tax funds from another community (yes or no)? If yes, indicate below where applying and for how much. **Do NOT attach a copy of the application.**
NO

13. What is the overall budget for your event/activity/facility? *The current proposed Fairgrounds revenue budget is $ 562,950.00*
The 30th Annual Clallam County Pro Logging Show production and purse budget is ~$33,000. We are attempting to fund the show without direct support from the county fair.

14. What percent of the budget are you requesting from the Clallam County Lodging Tax Fund? *2.3%*
The 30th Annual Clallam County Pro Logging Show LTAC Request is 15% of our budget.

15. Please describe your plans for securing the remainder of the funds necessary to complete your event/activity/facility.
The Clallam County Fair is funded through the County General Fund, Gate Receipts, vendor, entertainment, event partner revenue shares, and sponsorships.

The 30th Annual Clallam County Pro Logging Show is attempting to fund the show without direct support from the county fair. We have applied for Industry-related Grants and always seek sponsorships- in-kind and financial support.

APPLICATION INSTRUCTIONS – GENERAL GUIDELINES

APPLICATION DEADLINE: Applications must be received at the Board of County Commissioner's Office, 223 East 4th Street, Suite 4, Port Angeles WA 98362-3015 (Clallam County Courthouse, main level, Room 150) until **12 p.m., Friday, October 11, 2024**.

The Clallam County Lodging Tax Advisory Committee (LTAC) will review 2025 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.
- Submit original application and one copy.
- The sealed applications must be clearly marked on the outside "2025 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.
- Please refrain from submitting colorful pictures/PowerPoint presentations.

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. Please refrain from submitting colorful pictures/PowerPoint Presentations.

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.

Day Use Seasonal Labor Park LTAC 2024 Budget

Budget				
Quantity	Unit	Description	unit price	Extended
1	MISC	Seasonal Day Use Park Aid (labor) to service Day Use Parks during peak season	$19,000.00	$19,000.00
1	MISC	Day use area maintenance, supplies, and Sani-Kan Rentals to maintain public/tourist park facilities	$25,000.00	$25,000.00
			Total	$44,000.00

Lodging Tax Advisory Committee

Funding Request

Clallam County PFF – Shower Conversion

RECEIVED
CLALLAM CO. COMMISSIONERS
OCT 10 2024
10:30 AM
1...2...3...A...

LODGING TAX FUNDING APPLICATION
2025

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**: **$** *9,500.00*

II **Agency/Organization Name**: *Clallam County Parks, Fair, & Facilities*
Organization is **X** Government Entity
Federal Tax ID No. ***91-6001298*** UBI Number ***054-004559***

III **Project/Activity/Event**: County Parks, Fair,& Facilities Coin-Op Shower Conversion

IV **Representative Contact Information**:
Name, Title *Don Crawford*
Mailing Address *223 East Fourth Street Suite, 7 P.A., WA 98362-3000*
Phone(s) *360.797.8283*
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.

R M Crawford
Signature

Date: 10-10-2024

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?
   The Clallam County Parks and Fairgrounds have 23 coin-operated showers, which generate approximately $6,700 annually, or around $129.00 per week on average. This system inconveniences campers and results in a lost opportunity cost of $300.00 per week when considering staff time and effort. It requires two individuals to collect, count, and reconcile the coins weekly, following accepted cash handling procedures.

   Switching to timer-operated showers will continue to promote water conservation without the unnecessary inconvenience and expense of the coin-operated alternative.

2. How will the project/program help increase paid overnight accommodation in Clallam County?
   The expenses associated with providing shower facilities have been included in the recent adjustments to the county master fee schedule, adding convenience for campers.

3. How will the project/program encourage visitors to come from a distance greater than 50 miles, either for the day or an overnight visit? If so, please describe how.
   In the March 2024 Parks Survey, 121 out of 539 respondents, or approximately 22%, traveled from outside Clallam County to visit county parks.

4. How will the project/program encourage visitors to come from another country or state?
   In short, it won't independently encourage visitors, but it will enhance their experience once they are here.

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

6. **2025 Tourism-Impact Estimate**
(Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2024)

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:	2025 Estimate	2024 Actual	Methodology
a. Overall attendance at your event/activity/facility	*Same*	*(YTD) combination of parks and Fairgrounds- 21,513 nights*	*Reservations, revenue reconciliation, and Parks Capital Fund Tracking*
b. Number of people who travel more than 50 miles for your event/activity/facility	*Same*	*(YTD) combination of parks and Fairgrounds- 4,733 nights*	*Reservations, revenue reconciliation, and Parks Capital Fund Tracking*
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	*Same*	*(YTD) combination of parks and Fairgrounds- 1,042 nights*	*guess*
d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.	*Same*	*(YTD) combination of parks and Fairgrounds- 21,513 nights*	*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.	*Same*	*(YTD) combination of parks and Fairgrounds- 21,513 nights*	*estimate*
f. Number of paid lodging room nights resulting from your event/activity/facility.	*Same*	*(YTD) combination of parks and Fairgrounds- 21,513 nights*	*Reservations, revenue reconciliation, and Parks Capital Fund Tracking*

7. Is there a host hotel for your event? If yes, please identify.
N/A We have two campgrounds, a camp and fairground camping

8. Describe the prior success of your event/activity/facility in attracting tourists.
Clallam County Recreation Areas are well known and over time have increased in popularity.

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

	Population	*Median Income*	*Avg. Age*
Jefferson County-	*31,825*	*$30,174*	*59.0*
Kitsap Peninsula-	*268,945*	*$38,761*	*39.2*
Vancouver Island, B.C.-	*864,864*	*$44,200 USD*	*45.4*
Seattle – Tacoma metropolitan Area-	*4.01 mil.*	*$76,438*	*36.2*

10. Describe how you will promote your event/activity/facility to attract tourists.
We market through social media, black Ball, regional tourism periodicals, entertainment and event partner websites, and 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.
Through collaborative marketing efforts, the actual duration of stays can be lengthened to 2-3 nights.

12. Are you applying for Lodging Tax funds from another community (yes or no)? If yes, indicate below where applying and for how much. **Do NOT attach a copy of the application.**
NO

13. What is the overall budget for your event/activity/facility? *The current proposed Parks & Facilities Budget is $ 3,095,378*

14. What percent of the budget are you requesting from the Clallam County Lodging Tax Fund? *.03%*

15. Please describe your plans for securing the remainder of the funds necessary to complete your event/activity/facility.
The Clallam County Parks & Facilities is funded through the County General Fund, camping revenue, and miscellaneous fees and grants.

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, October 11, 2024**.

The Clallam County Lodging Tax Advisory Committee (LTAC) will review 2025 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.
- Submit original application and one copy.
- The sealed applications must be clearly marked on the outside "2025 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.
- Please refrain from submitting colorful pictures/PowerPoint presentations.

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. Please refrain from submitting colorful pictures/PowerPoint Presentations.

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.

2025 Clallam County Parks, Fair, Facilities-
LTAC Pro Logging Show Detail

County Fair
30th Annual Pro Logging Show

Item #	Item Description	Details	Unit Price (incl. 6% Cont.)	Quantity	Supplier	Phone	Email	Link	Extended Price (incl. Tax 8.9%)
Announcer	Logging Show Program Announcer	Dr. Chrissy Ramsey, DVM	$600.00	1					$600.00
	Competitor Prizes- Lumber Jack & Jill	Competition Throwing Axes	$500.00	2	Precision Axes		https://www.precisionaxes.com/competition-chopping-axe		$1,089.00
Feather Flag Design & Printing	Feather Flag Design & Printing	18.5' X-Large Feather Flag w/ Spike Base	$335.00	7	Blue Wave Printing		https://bluewaveprinting.com/		$2,553.71
Printing	Signage, Interprative, Brochure	MISC.	$695	1					$757.29
								Total	$5,000.00

Lodging Tax Advisory Committee

Funding Request

Clallam County PFF – Fair

RECEIVED
CLALLAM CO. COMMISSIONERS
OCT 10 2024
1...2...3...A...
10:30am

LODGING TAX FUNDING APPLICATION 2025

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**: **$** *13,019.69*

II **Agency/Organization Name**: *Clallam County Parks, Fair, & Facilities*
Organization is **X** Government Entity
Federal Tax ID No. ***91-6001298*** UBI Number ***054-004559***

III **Project/Activity/Event**: County Fair- Replacement Flags, Banners, & Umbrellas

IV **Representative Contact Information**:
Name, Title *Don Crawford*
Mailing Address *223 East Fourth Street Suite, 7 P.A., WA 98362-3000*
Phone(s) *360.797.8283*
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.

R Donald Crawford
Signature

Date: 10-10-2024

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?
   The Clallam County Fair is the county's largest annual social event, with an average annual attendance of roughly 28,000.

2. How will the project/program help increase paid overnight accommodation in Clallam County?
   The Clallam County Fair is responsible for approximately 600 nights of paid overnight accommodation in the fairgrounds camping area alone.

3. How will the project/program encourage visitors to come from a distance greater than 50 miles, either for the day or an overnight visit? If so, please describe how.
   Clallam County is over 100 miles from east to west. From within our very county borders, fair attendees may travel over 50 miles. The county fair also produces the only rodeo and often the only carnival on the peninsula's northern end. These are significant attractions.

4. How will the project/program encourage visitors to come from another country or state?
   Fair Entertainment, Rodeo, Pro Logging Show, and Draft Horse Pull attract participants and attendees from as far as Alaska, B.C. Canada, Idaho, Eastern WA., and Oregon. The Rodeo itself Offers a top purse in the Northwest Professional Rodeo Association (NPRA), which draws participants and attendance from over 300-500 miles.

5. If the project/program is an event, please provide the name, date(s) and estimated attendance.
   The Clallam County Fair is held during the Third Week of August annually, and attendance has ranged from over 28,000 to over 30,000 in the past three years.

6. **2025 Tourism-Impact Estimate**
(Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2024)

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:	2025 Estimate	2024 Actual	Methodology
a. Overall attendance at your event/activity/facility	*29,000+*	*28,000 +*	*Gate Count*
b. Number of people who travel more than 50 miles for your event/activity/facility	*8,000*		*Guess*
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	*2,000*		*Guess*
d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.	*100*		*Guess*
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.	*50*		*Guess*
f. Number of paid lodging room nights resulting from your event/activity/facility.	*600*	*550*	*Reservations*

7. Is there a host hotel for your event? If yes, please identify.
The Fair only has host accommodations within the fairground campground. Offsite lodging is up to the individual.

8. Describe the prior success of your event/activity/facility in attracting tourists.
The Clallam County Fair is 130 years old. It was not held during the Spanish Flu Epidemic, WWI, WWII, or the recent pandemic. In the past 45+ years, its annual draw has increased from approximately 15,000 to often over 30,000.

9. Describe your target tourist audience (location, demographics, etc.)
Most of the fair attendance is from within Clallam County. However, there is an increasing draw from Jefferson and Kitsap Counties. Additionally, as we continue to draw event and entertainment participants from Canada and recognize them through their national anthem, etc., attendance will continue to increase.

10. Describe how you will promote your event/activity/facility to attract tourists.
We market through social media, black Ball, regional tourism periodicals, entertainment and event partner websites, and 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.
Local and regional private sector sponsorships are vital to fair production. We actively advertise our partners through signage or branding of every building, fence, trash can, flag, kiosk, and T-shirt.

12. Are you applying for Lodging Tax funds from another community (yes or no)? If yes, indicate below where applying and for how much. **Do NOT attach a copy of the application.**
NO

13. What is the overall budget for your event/activity/facility? *The current proposed Fairgrounds revenue budget is $ 562,950.00*

14. What percent of the budget are you requesting from the Clallam County Lodging Tax Fund? *2.3%*

15. Please describe your plans for securing the remainder of the funds necessary to complete your event/activity/facility.
The Clallam County Fair is funded through the County General Fund, Gate Receipts, vendor, entertainment, event partner revenue shares, and sponsorships.

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, October 11, 2024**.

The Clallam County Lodging Tax Advisory Committee (LTAC) will review 2025 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.
- Submit original application and one copy.
- The sealed applications must be clearly marked on the outside "2025 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.
- Please refrain from submitting colorful pictures/PowerPoint presentations.

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. Please refrain from submitting colorful pictures/PowerPoint Presentations.

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.

2025 Clallam County Parks, Fair, Facilities-
LTAC Funding Proposal

County Fair
Replacement Flags, Banners, Umbrellas

Item #	Item Description	Details	Unit Price (incl. 6% Cont.)	Quantity	Supplier	Phone	Email	Link	Extended Price (incl. Tax 8.9%)
UPC: 844560010570	2x3 American Flag with Pole	Indoor/Outdoor Flag with 48" black wood staff and spear tip	$6.35	110	United States Flag	(877) 732-2458	support@onlinestores.com	UnitedStatesFlag.com	$760.59
Desc: Blank Feather Flag	Feather Flag	13.5' Feather Flag with Pole cross Base & Water Weight	$146.28	26	Vispronet	(717) 241-0888	info@vispronet.com	Vispronet.com	$4,141.77
Feather Flag Design & Printing	Feather Flag Design & Printing	double sided signage	$31.80	26	Serene Moments Creations	(360) 808-7152	serenemomentscreations@gmail.com		$900.39
H-8158BLU	9' Umbrella	108" x 108" x 102", 14 lbs Polyester Outdoor Umbrella	$207	12	Uline	1-800-295-5510	customer.service@uline.com	Uline.com	$2,701.16
Desc: Pole Banner	36" X 24" Pole Banners	13 oz Vinyl w/ 3" pole pockets	$67	24	Banners.com	13203915300	service@banners.com	www.banners.com	$1,745.36
Desc: Banner	36" X16' Banners	13 oz Vinyl w/ grommets	$318	8	Serene Moments Creations	13203915300	serenemomentscreations@gmail.com		$2,770.42
								Total	$13,019.69

Lodging Tax Advisory Committee

Funding Request

Clallam County PFF – Season Day Use

RECEIVED
CLALLAM CO. COMMISSIONERS
OCT 10 2024
1...2...3...A...
10:30am

LODGING TAX FUNDING APPLICATION
2025

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**: **$** *44,000*

II **Agency/Organization Name**: *Clallam County Parks, Fair, & Facilities*

Organization is **X** Government Entity

Federal Tax ID No. ***91-6001298*** UBI Number ***054-004559***

III **Project/Activity/Event**: *2025 Supplemental Support- Seasonal Day Use Parks Services*

IV **Representative Contact Information**:

Name, Title *Don Crawford*
Mailing Address *223 East Fourth Street Suite, 7 P.A., WA 98362-3000*
Phone(s) *360.797.8283*
Email *Donald.crawford@clallamcountywa.gov*

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

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.

R Mark Cull
Signature

Date: 10.10.2024

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?
   Supplemental funding requested for
   A. *Additional seasonal parks staff during peak tourist season to service county day-use parks for cleaning and improvements.*
   B. *Additional cleaning and sanitation supplies and materials for day-use parks*
   C. *Additional Sani-Can rentals in high-use parks.*

2. How will the project/program help increase paid overnight accommodation in Clallam County?
   Additional staffing, materials, supplies, and Sani-Can rentals support park operations to provide clean, safe, friendly events/grounds.

3. How will the project/program encourage visitors to come from a distance greater than 50 miles, either for the day or an overnight visit? If so, please describe how.
   Clallam County is over 100 miles from east to west. From within our very county borders, park visitors may travel over 50 miles. Recent survey results have indicated that local and regional visitors recognize the consistency of cleanliness and well-kept appearance of our parks.

4. How will the project/program encourage visitors to come from another country or state?
   Park cleanliness and well-kept appearance are secondary marketing strategies, but consistent feedback indicates it is a prime reason for return visits.

5. If the project/program is an event, please provide the name, date(s) and estimated attendance.
   Clallam County Park supports and partners with events such as the Sequim Irrigation Festival, the North Olympic Discovery Marathon, the Big Hurt, the Dungeness Crab Festival, the Winter Warm Up Disc Golf Tournament, the Frosty Moss Run, and the Beach Clean-Up.

6. **2025 Tourism-Impact Estimate**
(Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2024)

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:	2025 Estimate	2024 Actual	Methodology
a. Overall attendance at your event/activity/facility	*Same*	*(YTD) combination of campgrounds and Fairgrounds- 21,513 nights*	*Reservations, revenue reconciliation, and Parks Capital Fund Tracking*
b. Number of people who travel more than 50 miles for your event/activity/facility	*Same*	*~6,653 nights Campgrounds*	*Extended Estimate*
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	*Same*	*~1000 nights Campgrounds*	*Extended Estimate*
d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.	*Same*	*~1000 nights Campgrounds*	*Extended 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.	*Same*	*~1000 nights Campgrounds*	*Extended Estimate*
f. Number of paid lodging room nights resulting from your event/activity/facility.	*Same*	*(YTD) combination of parks and Fairgrounds- 21,513 nights*	*Reservations, revenue reconciliation, and Parks Capital Fund Tracking*

7. Is there a host hotel for your event? If yes, please identify.
We have two campgrounds, a camp and fairground camping

8. Describe the prior success of your event/activity/facility in attracting tourists.
Salt Creek Recreation Area is widely known as a fantastic place to camp and recreate. Our feedback continues to tell us that the camp is well-maintained and clean. The balance of county parks and recreation areas is similarly well-maintained and clean.

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

	Population	Median Income	Avg. Age
Jefferson County-	*31,825*	*$30,174*	*59.0*
Kitsap Peninsula-	*268,945*	*$38,761*	*39.2*
Vancouver Island, B.C.-	*864,864*	*$44,200 USD*	*45.4*
Seattle – Tacoma metropolitan Area-	*4.01 mil.*	*$76,438*	*36.2*

10. Describe how you will promote your event/activity/facility to attract tourists.
We market through social media, black Ball, regional tourism periodicals, event partner websites, and 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.
Through collaborative marketing efforts, the actual duration of stays can be lengthened to 2-3 nights.

12. Are you applying for Lodging Tax funds from another community (yes or no)? If yes, indicate below where applying and for how much. **Do NOT attach a copy of the application.**
NO

13. What is the overall budget for your event/activity/facility? *The current proposed Parks & Facilities Budget is $ 3,095,378*

14. What percent of the budget are you requesting from the Clallam County Lodging Tax Fund? *1.4%*

15. Please describe your plans for securing the remainder of the funds necessary to complete your event/activity/facility.
The Clallam County Parks & Facilities is funded through the County General Fund, camping revenue, miscellaneous fees, and grants.

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, October 11, 2024**.

The Clallam County Lodging Tax Advisory Committee (LTAC) will review 2025 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.
- Submit original application and one copy.
- The sealed applications must be clearly marked on the outside "2025 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.
- Please refrain from submitting colorful pictures/PowerPoint presentations.

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. Please refrain from submitting colorful pictures/PowerPoint Presentations.

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.

Lodging Tax Advisory Committee

Funding Request

Olympic Peninsula Rowing Association

RECEIVED
CLALLAM CO. COMMISSIONERS
OCT 10 2024
1...2...3...A...
11:29am

LODGING TAX FUNDING APPLICATION
2025

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**: $ 25,000

II **Agency/Organization Name**: Olympic Peninsula Rowing Association

Organization is ☐ Government Entity ☒ 501(c)3 ☐ 501(c)6 ☐ Other
Federal Tax ID No. 30-0727726 UBI Number 603-196-177

III **Project/Activity/Event**: Port Angeles Coastal Rowing Series

IV **Representative Contact Information**:
Name, Title Sean Halberg, President
Mailing Address PO Box 814, Port Angeles, WA 98363
Phone(s) (360) 461-4379
Email seanhalberg@hotmail.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
- _____ 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: October 10, 2024

Sean Halberg
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?

   These events will bring youth and adult rowers and their families to Clallam County to compete in this series of regattas. For many, it will introduce or reintroduce them to the spectacular playground for outdoor enthusiasts that we have here. The Olympic Mountains are beautiful backdrops to the views from Victoria and Puget Sound, but many rarely make the trip.

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

   Most of the participants will be from the Puget Sound and Vancouver Island regions, and need overnight accommodation to be here early enough to compete.

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 bulk of competitive rowers in the Northwest live in the Puget Sound area, which is more than 50 miles away but within a convenient enough range to participate in a regatta like this. Thanks to 2024 marketing efforts, in 2025 there will be more Beach Sprint races in the Puget Sound area, so there will be more familiarity with this relatively new race format.

4. How will the project/program encourage visitors to come from another country or state? The 2018 World Championship in Coastal Rowing was in Victoria, BC. As a result, Vancouver Island has a critical mass of Coastal Rowing enthusiasts and infrastructure and Port Angeles is extremely accessible to them. In our August 2023 event, 31% of the competitors were from another country or state. The 2025 program includes a marketing trip to the Portland area, which has been fruitful historically.

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

   Lake Sutherland Spring Regatta, April 13, estimated attendance: 50
   Port Angeles Coastal Regatta, July 26-27, estimated attendance: 50
   Clallam Cornucopia, October 19, estimated attendance: 50

6. **2025 Tourism-Impact Estimate**
(Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2024)

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:	2025 Estimate	2024 * Actual	Methodology
a. Overall attendance at your event/activity/facility	150	47	Direct Count
b. Number of people who travel more than 50 miles for your event/activity/facility	90	30	Direct Count
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	15	7	Direct Count
d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.	60	28	Informal Survey
e. Of the people staying overnight, the number of people who stay in PAID accommodations e.g. hotel, motel, bed-breakfast, RV park, in the unincorporated Clallam County area.	60	28	Informal Survey
f. Number of paid lodging room nights resulting from your event/activity/facility.	40	21	Informal Survey

*2024 Actual does NOT include attendance at our October 20 event.

7. Is there a host hotel for your event? If yes, please identify.
Red Lion Hotel for Beach Sprint and Clallam Cornocopia,
Lake Crescent Lodge for Lake Sutherland Spring Regatta

8. Describe the prior success of your event/activity/facility in attracting tourists.
Our previous Beach Sprint regattas in 2023 and 2024 each attracted about 30 tourists from 50 miles away, and all of them that provided feedback are eager to come back again. We have attracted tourists from Lake Oswego, OR and Victoria, BC. This year several from Lake Oswego spent extra days here visiting Olympic National Park sites.

9. Describe your target tourist audience (location, demographics, etc.)
We are primarily targeting rowers from the Puget Sound and Vancouver Island areas, but a sizable portion of our 2023 and 2024 competitors were from Portland. We had visiting rowers from age 15 to 70, fairly evenly spread through the ages. There is increasing interest throughout the country, with inquiries from San Diego, Oakland, Long Beach CA, Tucson, and Grand Rapids, MI. The Clallam Cornocopia, as part of the Sound Rowers series (soundrowers.org), is open to all watercraft, including kayaks, paddleboards, outrigger canoes, etc. This is a much broader audience than our previous 2 years.

10. Describe how you will promote your event/activity/facility to attract tourists.
Almost all competitive rowers belong to a club that provides access to water, equipment, coaching, and safety. The clubs are all well networked, so very effective marketing can occur simply by notifying other clubs of the event and listing the regatta on RegattaCentral.com, an online registration system for the sport of rowing. For 2025 there will be more clinics and other events before our event, so more rowers will be familiar with the Beach Sprint format. The Clallam Cornucopia is part of a popular series of races with most racers participating in several of the series events.

11. Describe how the event/activity/facility will help promote lodging establishments, restaurants, and businesses located in the unincorporated area of Clallam County.
There will be "swag bags" given to the competitors that promote lodging establishments, restaurants, and businesses. Also, Regatta Central has areas of the event website devoted to providing links for local lodging and restaurants.

12. Are you applying for Lodging Tax funds from another community (yes or no)? If yes, indicate below where applying and for how much. **Do NOT attach a copy of the application.**
Yes. Port Angeles Lodging Tax Fund. Applying for $7,000.

13. What is the overall budget for your event/activity/facility? $ 35,750
What percent of the budget are you requesting from Clallam County Lodging Tax Fund? 70 %

14. Please describe your plans for securing the remainder of the funds necessary to complete your event/activity/facility.
If everything goes precisely to budget, of the remaining $10,750, $7,000 will come from the City of Port Angeles LTAC funds and $3,750 will come from competitor entry fees.

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, October 11, 2024**.

The Clallam County Lodging Tax Advisory Committee (LTAC) will review 2025 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.
- Submit original application and one copy.
- The sealed applications must be clearly marked on the outside "2025 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.
- Please refrain from submitting colorful pictures/PowerPoint presentations.

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. Please refrain from submitting colorful pictures/PowerPoint Presentations.

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.

Expenses

Description	Cateogry	Qty	Unit Price	Extended Price
Boats				
Purchase of 4 coastal doubles over 5 years (4/5 of 1)	Event Operation (Non-ROW and Utility)	0.8	$ 10,000.00	$ 8,000
Purchase of 4 coastal singles over 5 years (4/5 of 1)	Event Operation (Non-ROW and Utility)	0.8	$ 8,000.00	$ 6,400
Purchase of 8 sets of oars over 3 years (8/5 of 1)	Event Operation (Non-ROW and Utility)	2.7	$ 700.00	$ 1,867
Race Buoys	Event Operation (Non-ROW and Utility)	6	$ 260.00	$ 1,560
Safety Equipment	Event Operation (Non-ROW and Utility)	1	$ 1,000.00	$ 1,000
Graphic Design & Printing of Posters	Marketing - Beyond 50 miles	1	$ 1,000.00	$ 1,000
Clinics & Marketing Trips				
Portland (Lake Oswego Community Rowing)				
Gas (mileage)	Marketing - Beyond 50 miles	480	$ 0.655	$ 314
Permit	Marketing - Beyond 50 miles	1	$ 50.00	$ 50
Insurance	Marketing - Beyond 50 miles	1	$ 50.00	$ 50
Seattle (Lake Union Crew)				
Gas (mileage)	Marketing - Beyond 50 miles	301	$ 0.655	$ 197
Permit	Marketing - Beyond 50 miles	1	$ 50.00	$ 50
Insurance	Marketing - Beyond 50 miles	1	$ 50.00	$ 50
Victoria (Western Canadian Beach Sprints)				
Gas (mileage)	Marketing - Beyond 50 miles	18	$ 0.655	$ 12
Ferry	Marketing - Beyond 50 miles	2	$ 76.50	$ 153
Tacoma (Owen Beach)				
Gas (mileage)	Marketing - Beyond 50 miles	214	$ 0.655	$ 140
Permit	Marketing - Beyond 50 miles	1	$ 50.00	$ 50
Insurance	Marketing - Beyond 50 miles	1	$ 50.00	$ 50
Races				
Lake Sutherland Regatta 4/13/2025				
USRowing sanction/event insurance	Event Operation (Non-ROW and Utility)	1	$ 750.00	$ 750
Referees & VIPs (announcer, etc.)				
Hotel Rooms	Business Operation (Office and Personnel)	8	$ 250.00	$ 2,000
Dinner	Business Operation (Office and Personnel)	8	$ 40.00	$ 320
Breakfast	Business Operation (Office and Personnel)	8	$ 25.00	$ 200
Travel	Business Operation (Office and Personnel)	8	$ 150.00	$ 1,200
Volunteer lunches	Business Operation (Office and Personnel)	1	$ 200.00	$ 200
Fisher Cove camping reservation	Business Operation (Office and Personnel)	1	$ 100.00	$ 100
Overnight Security	Business Operation (Office and Personnel)	1	$ 216.00	$ 216
Radios, etc. (NW Rowing Council Regatta Box)	Event Operation (Non-ROW and Utility)	1	$ 100.00	$ 100
Event day gas	Event Operation (Non-ROW and Utility)	1	$ 300.00	$ 300
RegattaCentral.com fees	Marketing - Website	1	$ 150.00	$ 150
Medals	Event Operation (Non-ROW and Utility)	1	$ 200.00	$ 200
Donations to local volunteering organizations	Business Operation (Office and Personnel)	1	$ 500.00	$ 500
Event SWAG	Event SWAG	1	$ 500.00	$ 500
Beach Sprint 7/27/2025				
USRowing sanction/event insurance	Event Operation (Non-ROW and Utility)	1	$ 750.00	$ 750
Referees & VIPs (announcer, etc.)				
Hotel Rooms	Business Operation (Office and Personnel)	5	$ 250.00	$ 1,250
Dinner	Business Operation (Office and Personnel)	5	$ 40.00	$ 200
Breakfast	Business Operation (Office and Personnel)	5	$ 25.00	$ 125
Travel	Business Operation (Office and Personnel)	5	$ 150.00	$ 750
Volunteer lunches	Business Operation (Office and Personnel)	1	$ 200.00	$ 200
Overnight Security	Business Operation (Office and Personnel)	1	$ 216.00	$ 216
Radios, etc. (NW Rowing Council Regatta Box)	Event Operation (Non-ROW and Utility)	1	$ 100.00	$ 100
Event day gas	Event Operation (Non-ROW and Utility)	1	$ 150.00	$ 150
Regatta Central fees	Marketing - Website	1	$ 150.00	$ 150
Medals	Event Operation (Non-ROW and Utility)	1	$ 200.00	$ 200
Event SWAG	Event SWAG	1	$ 580.00	$ 580
Clallam Cornocopia 10/19/2025				
Event Insurance	Event Operation (Non-ROW and Utility)	1	$ 500.00	$ 500
Volunteer lunches	Business Operation (Office and Personnel)	1	$ 200.00	$ 200
Donations to Volunteering Clubs	Business Operation (Office and Personnel)	1	$ 1,500.00	$ 1,500
Overnight Security	Business Operation (Office and Personnel)	1	$ 100.00	$ 100
Radios, etc. (NW Rowing Council Regatta Box)	Event Operation (Non-ROW and Utility)	1	$ 100.00	$ 100
Event day gas	Event Operation (Non-ROW and Utility)	1	$ 150.00	$ 150
Regatta Central fees	Marketing - Website	1	$ 150.00	$ 150
Medals	Event Operation (Non-ROW and Utility)	1	$ 200.00	$ 200
Event SWAG	Event SWAG	1	$ 500.00	$ 500
Budgeted Cost by Type				
Marketing - Local				$ -
Marketing - Beyond 50 miles				$ 2,117
Marketing - Website				$ 450
Event SWAG				$ 1,580
Business Operation (Office and Personnel)				$ 9,277
Event Operation (Non-ROW and Utility)				$ 22,327
ROW and Utility Requirements				$ -
Total Expenses				**$ 35,750**

Income

City of Port Angeles LTAC Funds	City of PA LTAC Funds	1	$7,000	$7,000
Clallam County LTAC Funds	Clallam County LTAC Funds	1	$25,000	$25,000
Entry Fees		150	$25	$3,750
Total Fixed Income				**$35,750**

Budgeted Cost by Type	Total Estimated Budget	Requested LTAX Portion
1. Marketing – Local	$ 0	$ 0
2. Marketing – Beyond 50 miles	$ 2,117	$ 1,000
3. Marketing – Website	$ 450	$ 0
4. Event SWAG	$ 1,580	$ 0
5. Business Operation (Office and Personnel)	$ 9,277	$ 4,000
6. Event Operation (Non-ROW and Utility)	$ 22,327	$ 20,000
7. ROW and Utility Requirements	$ 0	$ 0
8. Other (Describe):	$ 0	$ 0
Total Event Cost	$ 33,750	$ 25,000

Olympic Peninsula Rowing Association
Profit & Loss
January through December 2023

	Jan - Dec 23
Ordinary Income/Expense	
Income	
Fundraising	$ 7,082.77
Donations	$ 568.11
Interest Income	$ 9.85
Program Fees	$ 6,760.00
Total Income	$ 14,420.73
Gross Profit	$ 14,420.73
Expense	
Advertising	$ 1,427.12
Bank Service Charges	$ 253.54
Boathouse Expenses	$ 3,380.09
Contract Labor	$ 1,175.00
Equipment	$ 700.97
Grant Payouts	$ 10,000.00
Insurance & USRowing	$ 2,966.90
Interest Expense	$ 2,238.67
Licenses & Permits	$ 352.25
Postage and Delivery	$ 193.01
Professional Fees	$ 10,320.00
Program Expenses	$ 892.96
Repairs & Maintenance	$ 65.81
Utilities	$ 1,295.90
Total Expense	$ 35,262.22
Net Ordinary Income	$ (20,841.49)
Other Income/Expense	
Other Income	
Port Angeles Coastal Regatta	$ 30,326.84
Uniform Reimbursement	$ 1,542.00
Regatta Fees	$ 290.00
Total Other Income	$ 32,158.84
Other Expense	
Athletic Equipment	$ 405.03
Uniforms & Spirit Wear	$ 1,669.85
Regatta Expenses	$ 7,688.69
Total Other Expense	$ 9,763.57
Net Other Income	$ 22,395.27
Net Income	$ 1,553.78

INTERNAL REVENUE SERVICE
P.O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: MAY 05 2014

OLYMPIC PENINSULA ROWING
ASSOCIATION
C/O JOHN V HALBERG
PO BOX 814
PORT ANGELES, WA 98362

Employer Identification Number:
30-0727726
DLN:
17053305332002
Contact Person:
MARIA S TRITCH
ID# 31549
Contact Telephone Number:
(877) 829-5500

Accounting Period Ending:
December 31
Public Charity Status:
170(b)(1)(A)(vi)
Form 990 Required:
Yes
Effective Date of Exemption:
March 19, 2012
Contribution Deductibility:
Yes
Addendum Applies:
No

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

Please see enclosed Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, for some helpful information about your responsibilities as an exempt organization.

Sincerely,

Director, Exempt Organizations

Enclosure: Publication 4221-PC

ORGANIZATION SUMMARY

ORGANIZATION INFORMATION

Organization Name:
OLYMPIC PENINSULA ROWING ASSOCIATION
Registration Number:
1139510
Also known as Names:

Name

OPRA

Purpose/Mission of the Organization:
DEVELOP A DIVERSE COMMUNITY OF TECHNICALLY SKILLED ROWERS IN A SETTING THA T IS SAFE, SUPPORTED, AND FUN.
FEIN Number:
300727726
Federal Tax Exempt Status:
Yes
Federal Status Type:
501(c)(3)
UBI Number:
603 196 177
Is this Charitable Organization associated with any Corporation or LLC?
Yes
State of Incorporation/Formation:
Jurisdiction:
WASHINGTON
Jurisdiction:
WASHINGTON
Status:
Active
Renewal Date:
11/30/2025

CONTACT INFORMATION

Organization Email:
ROWWITHOPRA@OUTLOOK.COM
Is Foreign Contact:
No
Country Code:
1
Mailing Address:
PO BOX 814, PORT ANGELES, WA, 98362-0141, UNITED STATES
Street Address:
1500 EDIZ HOOK ROAD, CLALLAM COUNTY, PORT ANGELES, WA, 98362, UNITED STATES
Do you use any other addresses for Solicitation:
No

A List of Addresses Used

Organization Website:
PAROWING.ORG
Phone Number:

213

3604614379
Ext:

SURETY BOND

Has the Organization submitted proof of a surety bond in the amount of $25,000 to the Secretary of State?
No

Proof Of Surety Bonds
Bond Expiration Date:

FINANCIAL INFORMATION

Has Organization completed a full accounting year?- **Yes**
Accounting Year Beginning Date:
01/01/2023
Accounting Year Ending Date:
12/31/2023
Beginning Gross Assets :
$136,075.00

REVENUE

Gross Contributions from Solicitations :
$26,000.00
Gross Revenue from All Other sources :
$20,580.00
Total Dollar Value of Gross Receipts :
$46,580.00

EXPENSES

Gross Expenditures from Program Services :
$23,903.00
Total Gross from All Expenditures :
$45,026.00

ASSETS

Ending Gross Assets :
$137,628.00

SOLICITATION COMMENTS

Comments:

PERCENT TO PROGRAM SERVICES

Percent to Program Services :
53%

FINANCIAL HISTORY

Fiscal Begin Date	Fiscal End Date	Begin Assets	Revenue	Program Services	Expenses	End Assets	% To Program Services
01/01/2023	12/31/2023	$136,075.00	$46,580.00	$23,903.00	$45,026.00	$137,628.00	53%
01/01/2022	12/31/2022	$55,519.00	$28,357.00	$10,621.00	$10,621.00	$136,075.00	100%
01/01/2021	12/31/2021	$32,866.00	$42,125.00	$10,772.00	$18,716.00	$55,519.00	58%
01/01/2020	12/31/2020	$11,221.00	$95,362.00	$59,479.00	$70,328.00	$32,866.00	85%
01/01/2019	12/31/2019	$2,428.00	$81,558.00	$5,045.00	$69,764.00	$11,221.00	7%
01/01/2018	12/31/2018	$4,001.00	$74,655.00	$20,830.00	$46,056.00	$2,428.00	45%
01/01/2017	12/31/2017	$5,341.00	$60,708.00	$53,035.00	$69,229.00	$4,001.00	77%
01/01/2016	12/31/2016	$4,773.00	$71,036.00	$75,204.00	$79,484.00	$5,341.00	94%
01/01/2015	12/31/2015	$11,219.00	$57,301.00	$53,747.00	$63,747.00	$4,773.00	84%

DID THE ORGANIZATION SOLICIT OR COLLECT CONTRIBUTIONS IN WA DURING THE ACCOUNTING YEAR REPORTED?

Solicit or collect contributions:
Yes
Contributions in WA:
Internet,Personal Contact,Entertainment/Special Events

IS THE ORGANIZATION REGISTERED TO FUNDRAISE OUTSIDE OF WA?

Is the organization registered to fundraise outside of WA:
No
Fundraise outside of WA:

EMPLOYEES RECEIVING THE GREATEST COMPENSATION

Does the Organization pay any of its officers or employees?- **No**

First Name **Last Name**

PERSONS ACCEPTING RESPONSIBILITY

Current Officers or Persons Accepting Responsibility for the Organization

First Name	Last Name	Title	Phone #	Address
CRAIG	FULTON	SECRETARY	4254174162	PO BOX 814, PORT ANGELES, WA, 98362-0141, UNITED STATES
SEAN	HALBERG	PRESIDENT	3604614379	PO BOX 814, PORT ANGELES, WA, 98362-0141, UNITED STATES

FINANCIAL PREPARER

Full Name:
GREG VOYLES
Business Name:

215

RINEHART & VOYLES CONSULTING
Title:
PARTNER
Mailing Address:
603 E 8TH ST SUITE C, PORT ANGELES, WA, 98362-0141, UNITED STATES

LEGAL INFORMATION

Do you have any Legal Actions? - **No**

Court (Jurisdiction)	Case #	Title of Legal Action	Date of Legal Action

Legal Actions

COMMERCIAL FUNDRAISER

Is Commercial Fundraiser:
No

CHARITY CLIENTS

FEIN Number	UBI Number	Charity Name	Charity Address

No Charities Selected

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.

Print or type. See Specific Instructions on page 3.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.
Olympic Peninsula Rowing Association

2 Business name/disregarded entity name, if different from above

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) ► **Non Profit Corporation 501 C-3**

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.
P O Box 814

Requester's name and address (optional)

6 City, state, and ZIP code
Port Angeles, WA 98362

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
3 0 - 0 7 2 7 7 2 6

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 ► [signature] Date ► 10-7-2022

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)

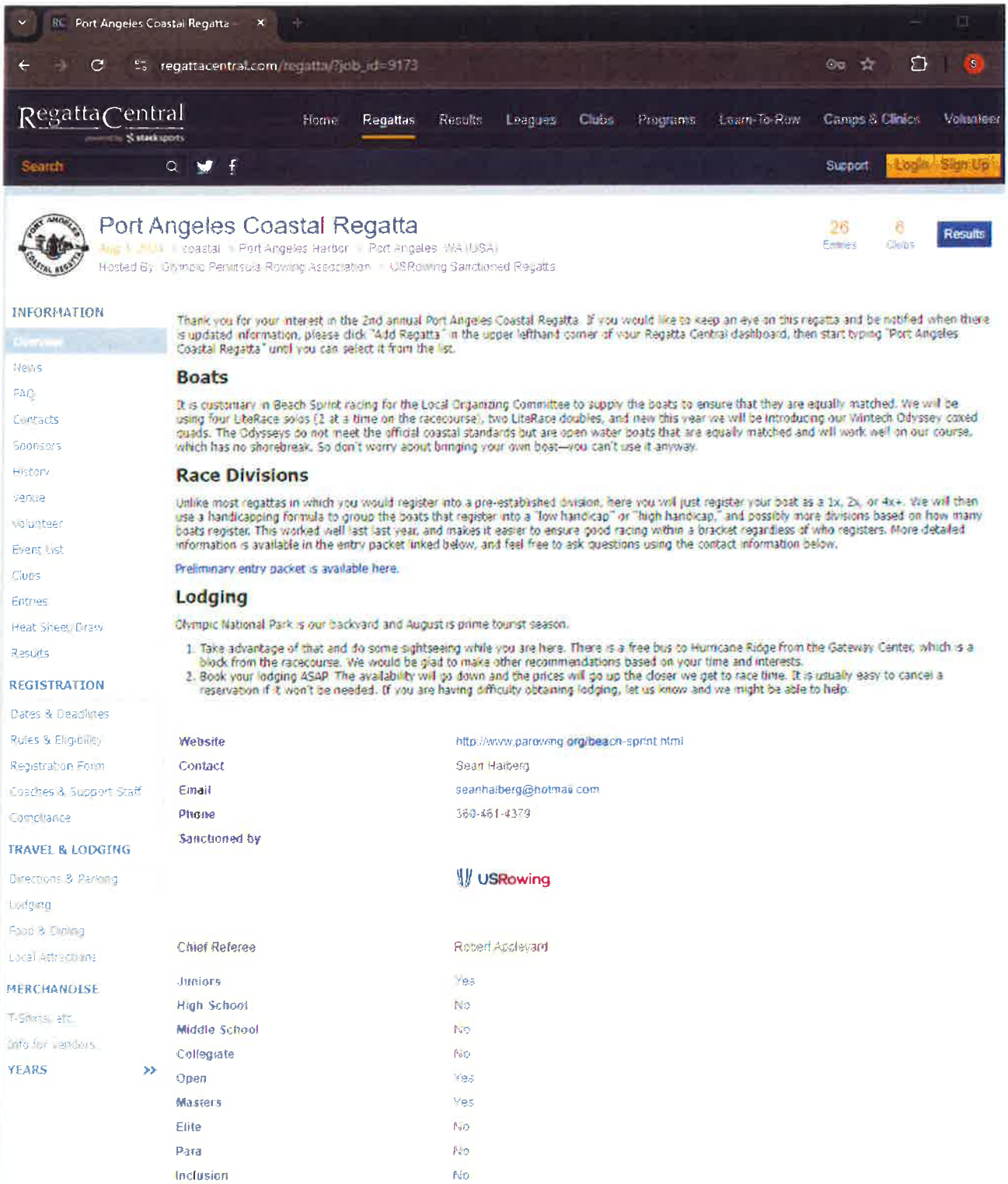
Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

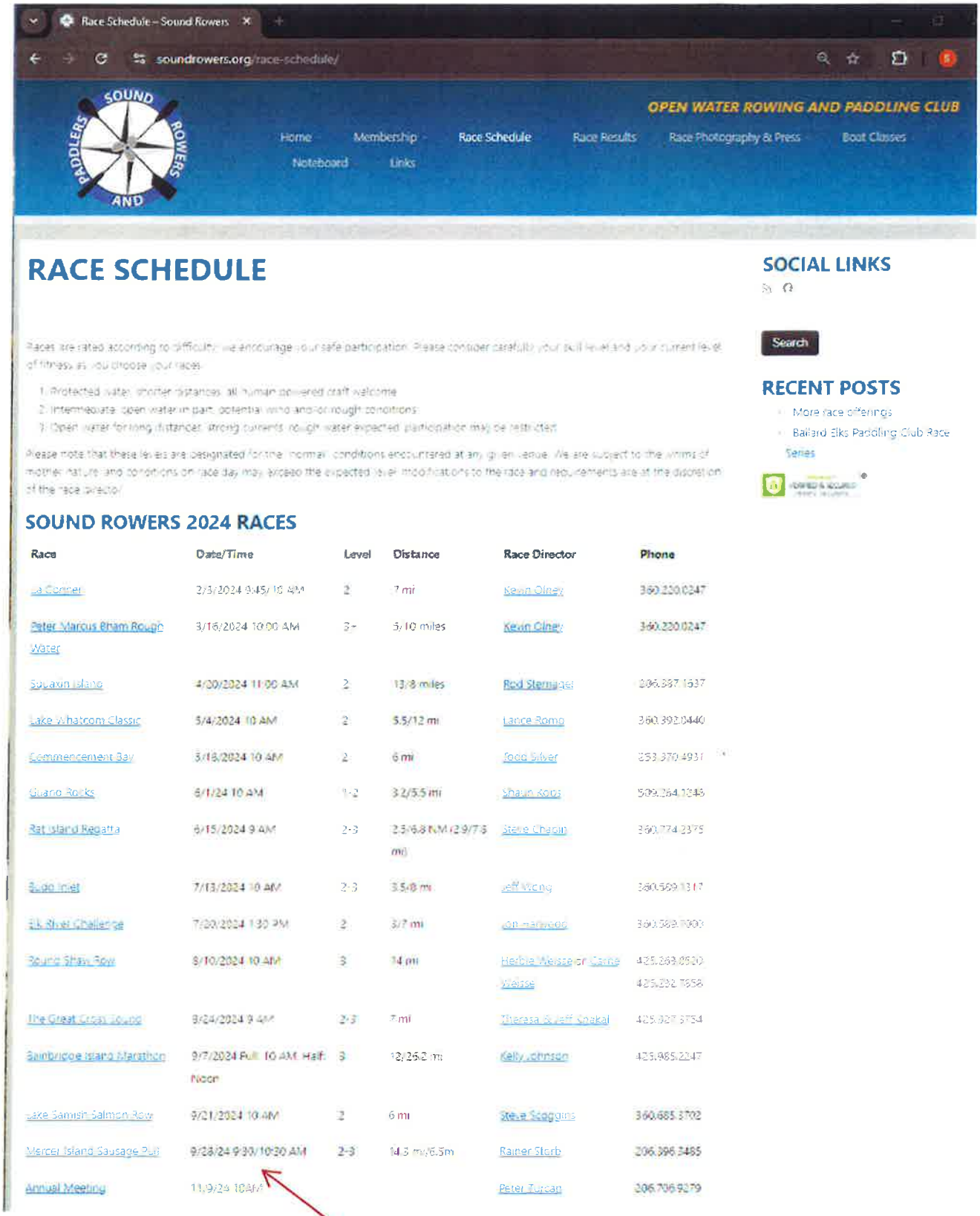
If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, *later.*

217

Home About Programs Donations Coastal Rowing PA SuperFun Tour Weather 0 items

Event website: https://www.regattacentral.com/regatta/results.jsp?job_id=9173


Port Angeles Coastal Regatta
regattacentral.com/regatta/?job_id=9173
RegattaCentral
Home
Regattas
Results
Leagues
Clubs
Programs
Learn-To-Row
Camps & Clinics
Volunteer
Search
Support
Login
Sign Up
Port Angeles Coastal Regatta
Coastal
Port Angeles Harbor
Port Angeles, WA (USA)
Hosted By: Olympic Peninsula Rowing Association
USRowing Sanctioned Regatta
26
Entries
6
Clubs
Results
INFORMATION
Overview
News
FAQ
Contacts
Sponsors
History
Venue
Volunteer
Event List
Clubs
Entries
Heat Sheet/Draw
Results
REGISTRATION
Dates & Deadlines
Rules & Eligibility
Registration Form
Coaches & Support Staff
Compliance
TRAVEL & LODGING
Directions & Parking
Lodging
Food & Dining
Local Attractions
MERCHANDISE
T-Shirts, etc.
Info for Vendors
YEARS
Thank you for your interest in the 2nd annual Port Angeles Coastal Regatta. If you would like to keep an eye on this regatta and be notified when there is updated information, please click "Add Regatta" in the upper lefthand corner of your Regatta Central dashboard, then start typing "Port Angeles Coastal Regatta" until you can select it from the list.
Boats
It is customary in Beach Sprint racing for the Local Organizing Committee to supply the boats to ensure that they are equally matched. We will be using four LiteRace solos (2 at a time on the racecourse), two LiteRace doubles, and new this year we will be introducing our Wintech Odyssey coxed quads. The Odysseys do not meet the official coastal standards but are open water boats that are equally matched and will work well on our course, which has no shorebreak. So don't worry about bringing your own boat—you can't use it anyway.
Race Divisions
Unlike most regattas in which you would register into a pre-established division, here you will just register your boat as a 1x, 2x, or 4x+. We will then use a handicapping formula to group the boats that register into a "low handicap" or "high handicap," and possibly more divisions based on how many boats register. This worked well last last year, and makes it easier to ensure good racing within a bracket regardless of who registers. More detailed information is available in the entry packet linked below, and feel free to ask questions using the contact information below.
Preliminary entry packet is available here.
Lodging
Olympic National Park is our backyard and August is prime tourist season.
1. Take advantage of that and do some sightseeing while you are here. There is a free bus to Hurricane Ridge from the Gateway Center, which is a block from the racecourse. We would be glad to make other recommendations based on your time and interests.
2. Book your lodging ASAP. The availability will go down and the prices will go up the closer we get to race time. It is usually easy to cancel a reservation if it won't be needed. If you are having difficulty obtaining lodging, let us know and we might be able to help.
Website
http://www.parowing.org/beacon-sprint.html
Contact
Sean Hallberg
Email
seanhallberg@hotmail.com
Phone
360-461-4379
Sanctioned by
USRowing
Chief Referee
Robert Appleyard
Juniors
Yes
High School
No
Middle School
No
Collegiate
No
Open
Yes
Masters
Yes
Elite
No
Para
No
Inclusion
No



For 2025, we will be added here.

Lodging Tax Advisory Committee

Funding Request

Neah Bay Chamber of Commerce

RECEIVED
CLALLAM CO COMMISSIONER
OCT 10 2024
1...2...3...A... 11:40 am

LODGING TAX FUNDING APPLICATION 2025

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**: $ 49,440

II **Agency/Organization Name**: Neah Bay Chamber of Commerce

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

Federal Tax ID No. 30-0423489 UBI Number 602 721 068

III **Project/Activity/Event**: Operation of Neah Bay Visitor Center

IV **Representative Contact Information**:

Name, Title Melissa Peterson

Mailing Address PO Box 263 Neah Bay, WA 98357

Phone(s) 360 640 2967

Email raven60melissa@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

__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.

Melissa Peterson
Signature

Date: Oct 9, 2024

Melissa Peterson
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 attachments for 1-14

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.

Neah Bay Chamber of Commerce 2025 Lodging Tax Application Questions One thru Fourteen

1. The Neah Bay Chamber of Commerce helps increase the number of visitors to Neah Bay, the furthest northwest corner of Clallam County, by providing a website, brochure and a Visitor Center.
   The far-reaching website provides potential visitors from around the world with up-dated information regarding their visit to this remote part of Clallam County. This year we received funding from OPTC for website development as our website was technically obsolete. The website includes a downloadable brochure which features local businesses, places to visit, eat and stay. It will also include links to various organizations such as OTPC for travel information for the Olympic Peninsula.

   The brochure assists Visitors' Centers in Port Angeles, Forks, Clallam Bay, and Sequim with up-date information pertaining to businesses and opportunities in Neah Bay.

   The Neah Bay Visitor Center promotes local and across the Peninsula businesses by providing Olympic Peninsula's brochures, the OPTC planner and many other Peninsula resources. We advertise special events that are out-side our Neah Bay.

   Neah Bay Fest the Chamber sponsored event in the off season is scheduled for Fall 2025. This event brings people from the Olympic Peninsula to Neah Bay. We now know that it attracts visitors from other counties within the State.

2. The Neah Bay Chamber of Commerce brochure, website and Visitors Center provides information about places to stay, exciting places to visit and good food to eat on the farthest northwest corner of the Olympic Peninsula. By providing these valuable resources to potential visitors, they can feel confident in their decision to visit and stay in the area. All visitors who make the journey out to Neah Bay stay at or pass through other Peninsula communities to arrive at their destination.

   Neah Bay Fest brings people from the Olympic Peninsula to Neah Bay and surrounding area either as a day trip or an overnight stay.

3. As you know, Neah Bay is a remote some seventy-five miles from the biggest city on the Olympic Peninsula so all visitors travel over fifty miles. Neah Bay offers visitors a unique opportunity to visit a prestigious museum which they can learn about Makah tribal culture. Cape Flattery is a bucket list lure for many visitors. Neah Bay encompasses the Pacific Ocean the and the Salish sea which is the only opportunity on the US coast. Neah Bay is a premier fishing location as well. Again, through our brochure, website, and Visitor Center we provide up-dated information to intrigue potential guests to the beautiful part of Clallam County on the Makah reservation.

   Neah Bay Fest provides people on the Olympic Peninsula an excuse to come and visit Neah Bay. The free all-day event brings in specialist to lecture on themed topics and enjoy music, kids' activities and more for free. They can plan to stay in Neah Bay and surrounding area to explore the bountiful offerings of a small tribal community.

4. By providing up-dated information on the Neah Bay Chamber of Commerce website which is on the world wide web, we have the opportunity to encourage folks to the Olympic Peninsula. In combination with all the world-wide websites about Washington and Olympic Peninsula we all give the out of state or country traveler all they need to know to have a secure fabulous journey to our region.

5. Neah Bay Fest will be held in October or November to encourage visitors to make the long trip to northwest tip of the state during the slow season. The date and theme have not been determined as we just voted to include it in 2025. Our target group to attend is communities on the Olympic Peninsula and people from other bigger cities in Washington. The event will be advertised on our website, face book and posters.

6. A. The attendance at our facility January 1, to September 30, 2024 is 6,942 visitors. The Visitor Center has a sign-in sheet that each visitor fills out. We share this information with Olympic Peninsula Tourism Commission.

   Approximately 500 people attended Neah Bay Fest. Several visitors traveled from bigger cities to attend the event.

   b. An estimated 6,890 visitors traveled 50 miles or more based on the sign in sheet at the Visitors Center.

   c. 496 people were from other countries.

   D. An estimated 5,564 people stayed in Clallam County Incorporated areas. On the Makah reservation also part of Clallam County an estimated 1,378 visitors stayed in the community.

   e. Estimated 4,400 people stayed at Clallam County businesses.

   F. It is un determined how many people our brochure, website or facility influenced where people stayed. However, the Visitor Center assisted visitors to find places to stay on an on-going basis. Neah Bay Fest brought in approximately 30 people whom stayed in local lodgings.

7. We do not have a host hotel for Neah Bay Fest.

8. The Neah Bay Chamber of Commerce Visitor Center opened in April 2022 after the Makah reservation re-opened from the pandemic. Since the slow opening, Visitors to the facility continue to increase. From 4,200 visitors in 2022 to our goal of 8,000 visitors in 2023. We anticipate that our goal of 8,000 will be reached by December 30, 2024. (Our website and brochures all aid in attracting visitors to the Olympic Peninsula on the Makah Reservation in Neah Bay a part of Clallam County.

   Neah Bay Fest was successful in that we provided an all-day event in the small town of Neah Bay during the slow season. It gave local folks an opportunity to participate in educational lectures

and bring travelers from the Olympic Peninsula to our remote village. This year we had several people from the big cities like Seattle and Olympia.

9. Our Visitor Center outreach does not have a target group. However, we do let people know that Neah Bay has places to stay, places to view, hike, surf, rich Native culture, a first-class museum, wildlife, fishing opportunities, and restaurants. We advertise our annual event Makah Days which attract thousands of visitors.

   The target group for Neah Bay Fest, is local and Olympic Peninsula residents. We were able to get free marketing from other businesses who advertised to a far-reaching audience.

10. The Chamber of Commerce will continue updating the brochures, website and will keep the Visitor Center open for people to get the information needed for a safe and positive experience when visiting our remote area.

11. The Visitor Center promotes local businesses, but the facility has many brochures that highlight other places to visit, stay and eat on the Olympic Peninsula. The Visitor Center manager shares relevant information when requested.

12. No, we are not applying from another county.

13. The Neah Bay Chamber of Commerce operations budget is $98,880 and we are requesting the lodging tax funds to support 50% of the budget or $49,440

14. We have the rollover secured funds in our account to complete our financial obligations. The Visitor Center cannot operate without hotel/motel funding.

Neah Bay Chamber of Commerce Visitors Center 2025 proposed budget

Income:	**Amount**
Estimated Rollover 2023 to 2024	$20,090
2025 Projected Income	$18,093
2025 Projected Operating Costs total	$60,697
Over all or full budget Total	**$98,880**
Expenses	**Twelve-month totals**
Employee Salary	$28,847
Quarterly Taxes	$9,390
Neah Bay Fest	$4,000
Brochures	$3,500
Website Hosting	$300
Website up-dates	$300
Internet	$600
Domain Name	$50
Office Supplies	$400
Cleaning supplies	$150
Square fee's	$1,000
Postage	$50
Post office box fee	$110
Signage/decals	$500
PUD	$750
Book keeping	$2,000
Small business development	$1,000
Bom accounting services	$300
Advertisement	$150
Donation to youth surf camp	$500
Visitor Center merchandise purchases	$2,000
Meeting supplies	$300
Miscellaneous	$500
Scholarship	$2,000
Travel	$1,500
Tax Prep	$500

IRS

Confirmation

Your Form 990-N(e-Postcard) has been submitted to the IRS

- **Organization Name:** NEAH BAY CHAMBER OF COMMERCE
- **EIN:** 300423489
- **Tax Year:** 2023
- **Tax Year Start Date:** 01-01-2023
- **Tax Year End Date:** 12-31-2023
- **Submission ID:** 10065520240997664741
- **Filing Status Date:** 04-08-2024
- **Filing Status:** Accepted

MANAGE FORM 990-N SUBMISSIONS

Save The Date

NEAH BAY FEST

Ocean is Life!

October 5, 2024
10am to 5pm
Neah Bay Community Gym

Lodging Tax Advisory Committee

Funding Request

Hurricane Ridge Winter Sports

RECEIVED
CLALLAM CO. COMMISSIONERS
OCT 10 2024
1...2...3...A... 12:30pm

October 5, 2024

Please accept this application from the Hurricane Ridge Winter Sports Education Foundation (HRWSEF) for the 2025 Clallam County Lodging Tax Funding.

The HRWSEF respectfully requests consideration for funding in the amount of **$90,000** to support operation of our winter tourism producing non-profit organization in unincorporated Clallam County. We are a volunteer led organization with a working board of directors that continues to operate without an executive director.

HRWSEF will not be receiving funds for operations from the City of PA LTAC in 2025 although we hope to fund the winter shuttle with a City of PA LTAC grant.

We plan to use the County funds to offset our payroll expenses, fuel costs and liability insurance costs. We have budgeted $100,000 for payroll, $10,000 for fuel and $20,000 for liability insurance in 2025.

Our 2023/24 season was hampered by a low snowpack during the peak winter season although we were able to operate the Winter Shuttle 19 days this winter and opened the ski/snowboard/tubing area for 9 days in March.

We expect continued financial challenges for the winter season after the destruction of the Hurricane Ridge day lodge and loss of the equipment rental facilities that add to our ticket sales and especially to our ski and snowboard lesson revenue.

Another challenge for the 2024/2025 season, the Olympic National Park is changing our permitting designation to a Commercial Use Authorization that will require us to pay 3% of our gross revenue to ONP for permitting. We expect this to cost us $4-5,000 per year.

Despite these challenges we are encouraged by the early winter forecast and look forward to attracting many out of town tourists to Clallam County this winter!

The HRWSEF appreciated the Clallam County Lodging Tax funding for 2024 and we look forward to continuing to promote tourism during the important winter season in unincorporated Clallam County.

Thanks to the committee and staff for your time in reviewing this application. We appreciate all efforts to improve the quality of life in Clallam County. Please let me know if you have any follow up questions.

Sincerely,

Jerry

Jerome R. Oakes, Board of Directors, HRWSEF
jromdwa@gmail.com
360-477-6077

RECEIVED
CLALLAM CO. COMMISSIONERS
OCT 10 2024
1...2...3...A... 12:30pm

CLALLAM COUNTY LODGING TAX FUNDING APPLICATION 2025

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**: **$ 90,000**

II **Agency/Organization Name**: **Hurricane Ridge Winter Sports Education Foundation**

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

Federal Tax ID No. **91-1615194** UBI Number _____ III

Project/Activity/Event: Operation: Hurricane Ridge Ski/Snowboard/Tubing Area with Shuttle

IV **Representative Contact Information**:

Name Title: Jerome Oakes, MD, HRWSEF Board of Directors
Mailing Address: PO Box 3049, WA 98362
Phone (s): 848-678-7669, 360-477-6077 (Oakes Cell)

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: 10/9/2024
Signature

_____Jerome Oakes, MD_____

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 Hurricane Ridge Winter Sports Education Foundation (HRWSEF) is a 501c3 non-profit volunteer led organization that promotes winter recreation and education at Hurricane Ridge for over 65 years. HRWSEF maintains and operates the ski, snowboard, and tubing area in unincorporated Clallam County under a commercial use permit with Olympic National Park (ONP).

   The HRWSEF operates weekends and holidays December through March attracting tourists to unincorporated Clallam County during the all important winter season

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

   Small ski, snowboard and tubing areas continue to increase in popularity as larger areas become more and more expensive and crowded. Our gem of an alpine winter recreation area has seen increasing numbers of visitors from outside the area in recent years especially our ski/snowboard school and winter shuttle.

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.**

   HRWSEF funds (through a grant) and administers the operation of the **Winter Shuttle to Hurricane Ridge** (HR) on Sat and Sun during the winter season.

   In partnership with Olympic Hiking Company and Puget Sound Excursions the shuttle provides consistent, reliable and safe transportation to the HR during the winter on the weekends. The shuttle allows out of town tourists to easily book transportation to HR that bypasses the entrance station line and eliminates the need to have a vehicle with tire chains capable of travel to HR.

   We have good data that the shuttle attracts out of town visitors with 72% of the 240 riders in 2024 coming from outside Clallam County. Despite the low snowpack in 2024 that hampered the ski area operations, the shuttle operated 18 days with a total of 240 riders (an average of only 1 less rider per shuttle ride on Saturdays). See attachment.

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

HRWSEF partners with **Indy Pass** for national and international advertising. Indy Pass, a rapidly expanding multi-resort season pass, provides pass purchasers with two complimentary lift tickets to participating resorts. When the company was founded in 2019 there were only 34 participating resorts nationwide including Hurricane Ridge. Currently there are more than 200+ resorts on 3 continents!

In addition to the Indy Pass marketing the HRWSEF secured another grant from **OPVB in 2024** to wrap our ski school van with local advertising.

HRWSEF also partnered with Olympic Hiking Co. and now Puget Sound Excursions to operate a Saturday and Sunday **Winter Shuttle to Hurricane Ridge** for the 2024/2025 Winter season.

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

Our ski/snowboard/tubing area operates in unincorporated Clallam County on weekends and holidays from December through March when the County most needs to attract off season overnight tourists. For the 2023/2024 winter season we operated only 9 days due to historically low snowpack during the peak season. **Despite the challenges we operated the shuttle 19 days from Jan to March and the ski/snowboard/tubing area operated 9 days in March attracting 240 shuttle riders and 974 skier/boarder/tubing visitors.**

6. 2025 Tourism-Impact Estimate

(Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2024)

Based on the 2024 actual shuttle rider numbers 72% of riders were out of Clallam County. Of the total riders 33% completed the survey and 46% of those reported staying overnight in a hotel or other paid lodging.

In the 2023-2024 season our three week lesson program consisted of 49% of the students traveling more than 50 plus miles and for the private lessons 67% traveled more than 50 miles. Our ski/snowboard school is seeing increasing out of town visitors as larger ski areas become more crowded and expensive.

There were a total of 974 skier/snowboard/tubing visits for the 2023-2024 season with approximately 40% of those travelling more than 50 miles.

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:	2025 Estimate	2024 Actual	Methodology
a. Overall attendance at your event/activity/facility	5000	1214	survey/estimates/shuttle records
b. Number of people who travel more than 50 miles for your event/activity/facility	1910	360	40% of visits per surveys
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	190	36	10% of out of area visitors estimated
d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.	650	220	Shuttle survey and on hill survey
e. Of the people staying overnight, the number of people who stay in PAID accommodations e.g. hotel, motel, bed breakfast, RV park, in the unincorporated Clallam County area.	400	120	46% of shuttle riders stayed in hotel 2024
f. Number of paid lodging room nights resulting from your event/activity/facility.	400	120	

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.

HRWSEF has consistently operated during the winter season for over 65 years at Hurricane ridge. As larger alpine areas become increasingly crowded HRWSEF has seen visitation from outside the area increase dramatically. We consistently attract around 4000 visitors annually with our max visitation being 5500. Now we can add shuttle ridership to our numbers and a large majority of riders are from outside the area and pay for lodging.

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

- Winter sports enthusiasts and families from Vancouver Island, the Kitsap Peninsula, the I-5 corridor and beyond
- We cater services to children and families providing a ski and snowboard school along with the only tubing for ages greater than 8 years at Hurricane Ridge
- **We provide free lift tickets for all 4th and 5th graders and 30 free lessons through our Education Foundation as well as need based scholarships**

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

- Broad social media presence on Instagram/Facebook
- Our redesigned website is often mistaken for the ONP website during the winter
- Indy Pass participation that includes national and international advertising. **In 2021/2022 Hurricane Ridge specifically had 12,191 views on the Indy pass website.**
- Distribution of brochure funded by OPVB grant and distributed to Coho Ferry, WSF Edmonds/Kingson and Seattle/Bainbridge, as well as across Olympic/Kitsap Peninsulas
- New for 2025, vinyl wrap for our ski/snowboard school van with local advertising thanks to a $3900 OPVB grant

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

HRWSEF receives support and provides reciprocal promotion for many local tourism and non-tourism related businesses and establishments on our heavily visited website, social media platforms, prominent ski/snowboard van advertising and our very popular Winterfest fundraiser. We continue to look for additional ways to promote unincorporated Clallam County through our advertising outreach especially on our website, social media and via Indy Pass.

Winter tourism in unincorporated Clallam County is burgeoning with the return of the Winter Ice Village, activities at the Fine Art Center and the opening of the Field Hall and Events Center. Weekend daytime activities at ONP and Hurricane Ridge are greatly enhanced by the tubing, skiing and snowboarding activities offered by HRWSEF. With a reliable shuttle service Clallam County really is a winter recreation destination.

12. Are you applying for Lodging Tax funds from another community (yes or no)? If yes, indicate below where applying and for how much. **Do NOT attach a copy of the application.**

Yes, HRWSEF plans to apply to the City of Port Angeles LTAC Grant to fund the HR Winter Shuttle. The total grant funds go to the costs of shuttle operation and HRWSEF does not benefit from the City LTAC funds directly. We received a bid for 2025 shuttle operation of $155/hour with 32 planned 8 hour days for a total of $39,680. We plan to request that amount for the shuttle. New in 2025 if funds allow

we will include December weekend shuttles.

13. What is the overall budget for your event/activity/facility? $ __220,900___ What percent of the budget are you requesting from Clallam County Lodging Tax Fund? __40____%

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

Additional revenue for our organization comes from lift tickets, ski/snowboard lessons, gear swap proceeds and van advertising. We also rely heavily on fundraising locally with November's Winterfest as our biggest fundraiser. See you at the Gear Swap on November 2nd and Winterfest on November 23rd!

Hurricane Ridge Winter Sports Education Foundation
Profit & Loss
January 1 through September 6, 2024

	Jan 1 - Sep 6, 24	
Ordinary Income/Expense		
Income		
Fundraising Events		
Van Wrap Income		6,900.00
Misc. Fundraisers		1,327.73
Beer Fest		3,250.00
Miscellaneous Cash Donations		1,172.50
Pub Crawl		680.00
TGR Movie		6,637.00
Winterfest		
Live Auction Sponsorship	1,600.00	
Winterfest - Other	2,522.00	
Total Winterfest		4,122.00
Total Fundraising Events		24,089.23
Grants		
ArtWA Recover Grant		1,000.00
Total Grants		1,000.00
Indy Pass Holders Pay Outs		688.34
LIFT TICKETS		
All Lifts Ticket		6,135.35
4th & 5th Ride Free		0.00
BUNNY TICKETS		545.56
INTERMEDIATE FULL DAY		8,910.15
INTERMEDIATE HALF DAY		475.11
POMA HALF DAY		521.90
Tube punch card 10 Rides		1,556.02
Upgrade		46.02
Total LIFT TICKETS		18,190.11
Miscellaneous Income		69.91
Prepurchased Lift Tickets		0.00
Private Mountain Rental		6,000.00
SEASON PASS		
FAMILY SEASON PASS		-642.47
SKI PATROL FAMILY PASS		92.07
Total SEASON PASS		-550.40
SKI SCHOOL		
Group Lessons		
SB/SKI LESSONS - 3 Week	533.76	
TODDLER LESSONS	294.37	
Total Group Lessons		828.13
PRIVATE LESSONS		
1 Person private lesson	272.82	
2 People Private Lesson	312.77	
3 People Private Lesson	-431.40	
Total PRIVATE LESSONS		154.19
Total SKI SCHOOL		982.32

Hurricane Ridge Winter Sports Education Foundation
Profit & Loss
January 1 through September 6, 2024

	Jan 1 - Sep 6, 24	
SKI TEAM		
TENT RENTAL	2,250.00	
TENT RENTAL - FENCING	488.68	
TENT RENTAL - SIDES	400.00	
Total SKI TEAM		3,138.68
Total Income		53,608.19
Gross Profit		53,608.19
Expense		
Freight		413.84
*Reconciliation Discrepancies		-0.02
Automobile Expense		2,108.02
Bank Service Charges		
Merchant Service Fees	989.16	
Bank Service Charges - Other	23.04	
Total Bank Service Charges		1,012.20
Business Expenses		
Business Registration Fees	20.00	
Total Business Expenses		20.00
Computer software up-grade		139.39
Customer Transportation		23,062.50
Dues and Subscriptions		165.00
Equipment Repairs/Maintenance		8,399.20
Fuel		4,205.40
Fund Raising Expenses		
Misc. Fundraising Expenses	1,951.75	
TGR Movie Flying High	234.88	
Winterfest	3,286.37	
Total Fund Raising Expenses		5,473.00
Insurance		
Excess Umbrella Insurance	2,318.00	
Broker Fee	0.00	
Automobile Insurance	2,637.00	
Liability Insurance	13,295.00	
Property Insurance	3,567.37	
Total Insurance		21,817.37
Licenses and Permits		157.25
Miscellaneous		0.00
Mountain Operations		
Ski Patrol	500.00	
Mountain Operations - Other	1,674.00	
Total Mountain Operations		2,174.00
Office Supplies & Postage		40.80
Operations		
Postage, Mailing Service	27.20	
Total Operations		27.20
Payroll Expenses		50,159.70
Professional Fees		
Accounting	298.00	
Total Professional Fees		298.00
Promotional Expense		184.40

Hurricane Ridge Winter Sports Education Foundation
Profit & Loss
January 1 through September 6, 2024

	Jan 1 - Sep 6, 24	
Sales Tax Expense		
B & O	492.40	
Total Sales Tax Expense		492.40
Ski School Expense		
Ski School Misc. Expense	402.00	
Ski School Clinics	161.00	
Total Ski School Expense		563.00
SKI TEAM EXPENSES		
PUB CRAWL	2,216.00	
SKI SWAP	587.75	
Total SKI TEAM EXPENSES		2,803.75
Supplies		
MOC Supplies	398.38	
Industrial Supplies	34.28	
Total Supplies		432.66
Telephone		685.14
Travel		
Lodging	288.74	
Total Travel		288.74
Travel and Meetings		
Conference, Convention, Meeting	731.47	
Total Travel and Meetings		731.47
Web Hosting		175.00
Website Design		900.00
Total Expense		126,929.41
Net Ordinary Income		-73,321.22
Other Income/Expense		
Other Income		
Interest Income		357.27
Total Other Income		357.27
Other Expense		
Ask My Accountant		91.38
Total Other Expense		91.38
Net Other Income		265.89
Net Income		**-73,055.33**

HRWSEF BUDGET

Income	2015-2016	2016-17 Budget	2016-17 Actual	2017-2018 Budget	2017-18 Actual	2018-19 Budget	2018-19 Actual	2019-20 Budget	2020-21Actual	'21-'22 Budget	2024-25 Budget
Service Revenue											
Winterfest	10,000	10,000	10,000	10,000	10,000	15,000	15,000	15,000	1,000	0	40,000
EF Support→ Grants	35,336	20,000	42,643	40,000	31,893	35,000	53,746.10	35,000	32,190	40,000	0
Dues											
Social	100	250	100	100	50	100	289.8	150	150	200	0
Individual ($5-lifetime	0	1,000	0	1,000							
Lift Tickets									118,606.05	120,000	65,500
Bunny	6,300	6,136	5,081	5,500	3651	4,000	2,945.37	4,000			5,000
Ropes-All day	16,929	16,484	19,080	18,000	16,972	20,000	11,253.61	20,000			20,000
Ropes - Half Day	4,730	4,656	3,985	4,300	2,117	4,500	2,979.50	4,500			2,000
Poma-All Day	13,607	14,450	21,475	18,000	30,067	20,000	21,678.31	35,000			30,000
Poma - Half Day	1,495	1,600	1,355	1,400	1,792	1,500	1,524.40	3,000			1,500
Tubing	11,621	12,000	9,912	10,000	8,547	11,000	4,846.72	10,000	27,934.58	30,000	7,000
Season Passes									42,608.60	35,000	33,900
BM Family Pass	1,800		2,100	2,000	1,571	2,000	1,749.80	2,300			18,000
BM Individual Pass	450		300	450		300	795.76	1,000			400
Family SP	3,825	4,500	8,917	8,000	9,806	10,000	5,758.73	11,000			8,000
Individual SP	3,600	4,050	3,943	4,000	4,636	4,000	3,891.92	5,500			4,000
Mervin Employee P	875	875	1,050	1,000	677	1,000	1,382.59	1,500			1,500
Mervyn FP	1,328	1,500	1,050	1,000	2,318	2,400	552.98	2,400			2,000
Ski School	6,484	6,500	5,035	6,000					10,117.54	10,000	10,000
Drop-ins			820		1,718	10,000	612.18	2,000			
Ski Lessons			870		4,136		1,883.27	5,000			
Snowbd Lessons			1,233								
Toddler Lessons			130		210		601.25	750			
Private Lessons			1,981		3,817		4,494.84	5,000			
Ski Team	13,624	14,000	7,431	7,000							10,000
Program Fees			324		500	1,000	213.16	400		0	0
Ski Swap			1,857		4,602	4,500	3,381.32	5,000			5,000
Tent Rental			5,250		7,273	6,000	6,654.94	7,000			
Van Wrap											6,500
Grants							17,000.00	6,000			50,000
ESP Beer Garden							$5,700 (casino)	$10,000			
TOTAL INCOME		118,201	91,128 w/o EF Funding 143,771	137,750	122,587	162,300	152,465.12	191,500	207,450.90	225,210	220,900
Expenses											
Advertising					890	1,000		1,000			1,000
Accounting	500	500	550	650	575	720	400	720	500	750	1,000
Marketing		4,000	350	2,000		2,000	?	2,000	?	4,000	2,000
Fuel	5,672	6,000	9,057	8,000	6,381	6,500	5,472.04	7,000	7,641.98	7,500	10,000
Insurance						20,000					
Liability	18,502	20,000	19,738	20,000	15,218		18,853.99	20,000	21,750.58	22,500	13,295 20,000
D. and O.	1,200	1,300	?	1,250	586		?	586	?	600	1,200
Automobile		0	1,202	1,500	2,726		39	100			2,600 2,600
Office Supplies	284	300	330	400		500					500
Dues/Subscriptions	1,525	1,500	200	1,000		1,000	1,325.00	1,500	200	200	165 500
Taxes							285.65	500	922	1,000	
Property		200	?	200		200					
Payroll											
Sales			122								
Bank Service Charge		0	1,919	2,000	2,206	2,000	1,623.22	2,000	5,162.91	5,000	2,500 2,800
Computer Support		0	63	200							500
Repairs/ Maintenance	12,080	20,000	15,805	25,000	4,156	35,000	5,821.33	30,000	11,073.14	35,000	20,000
Supplies (Tickets)		0	3,531	500		500			6,244.63	6,500	0
Web Hosting		0	1,083	1,100	70	100			1,352.96	1,600	1,000
Payroll	59,755	57,000	74,991	70,000	71,505	74,000	52,572.80	85,000	114,649.32	120,000	50,000 100,000
Ski School	Included in payroll	6,000	??	5,500			758.47	2,000	?	8,000	(payroll)
Ski Team	13,624	14,000	3,572	3,000	6,104	6,000	11,823.46	12,000	3,886.98	3,000	2,500
License and Permits	834	0	325	500	1,789	1,500			175.50	200	2,000
Utilities (Gas & Electric)	495	500	373	500	353	-400	374.65	700	875.69	1,000	719 850
Bad Debt		0	34	50							
Misc.											1,000
Customer transportation											30,000
Travel & meetings											1,000
TOTAL EXPENSES		132,300	133,967	143,350	117,410	156,820	101,564	135,106	174,737.07	216,250	200,450
NET INCOME					5,177	5,480	50,900.70	56,394	-32,713.07	8,960	20,450

2024 Hurricane Ridge Winter Shuttle Ridership

Operated by Olympic Hiking Company for the Hurricane Ridge Winter Sports Education Foundation

January	Pax #	February	Pax #	March	Pax #
1/6/2024	4	2/3/2024	17	3/2/2024	15
1/7/2024	3	2/4/2024	4	3/3/2024	11
1/13/2024	12	2/10/2024	22	~~3/9/2024~~	0
1/14/2024	12	~~2/11/2024~~	0	~~3/10/2024~~	0
1/20/2024	18	2/17/2024	24	3/16/2024	20
~~1/21/2024~~	0	2/18/2024	3	3/17/2024	7
1/27/2024	16	2/24/2024	12	3/23/2024	18
1/28/2024	8	~~2/25/2024~~	0	3/30/2024	14
Total:	**73**	**Total:**	**82**	**Total:**	**85**
Saturdays:	**50**	**Saturdays:**	**75**	**Saturdays:**	**67**

← Shuttle ran Saturdays only the last two weeks of March.

2024 By the Numbers	
Total Passengers:	**240**
Total Shuttles:	**19**
Avg per shuttle:	**13**
Avg Saturday:	**16**
Avg Sunday:	**7**
Reported Visiting from Outside Clallam County (minimum):	**152 (63%)**

Notes from 2024:

- Warmer temps and decreased snowfall.
- HR Ski area did not open until March (low snow)
- OHC Snowshoe group tours on Sat only
- OHC Planning Sat AND Sun snowshoe group tours in 2025 due to high demand.
- Struck dates above denote cancellations for low snowpack or lack of bookings.

73 Total Passengers in January
12 OHC Staff
61 Total Guests

Guest Counts

12	Clallam County	20%
45	Out of County	74%
4	No Response	

Lodging

Yes Hotel	12	50%
No Hotel	12	50%

Total Respondents: 24
Percentage of January Guests Responding: 39%

82 Total Passengers in February
8 OHC Staff
74 Total Guests

Guest Counts

15	Clallam County	20%
53	Out of County	72%
6	No Response	

Lodging

Yes Hotel	12	57%
No Hotel	9	43%

Total Respondents: 21
Percentage of February Guests Responding: 28%

85 Total Passengers (March)
9 Less: OHC Staff
76 Total Guests

Guest Counts

17	Clallam County	22%
54	Out of County	71%
5	No Response	

Lodging

Yes Hotel	12	35%
No Hotel	22	65%

Total Respondents 34
Percentage of Total Passengers Responding: 45%

Total guests reporting Yes/No to lodging query: 79
Percentage of total guests reporting: 33%
% Yes - stayed overnight in hotel: 46%
% No - reported no hotel stay: 54%

BUSINESS INFORMATION

Business Name:
HURRICANE RIDGE WINTER SPORTS EDUCATION FOUNDATION

UBI Number:
601 494 559

Business Type:
WA NONPROFIT CORPORATION

Business Status:
ACTIVE

Principal Office Street Address:
424 E 1ST ST # 3049, PORT ANGELES, WA, 98362-3355, UNITED STATES

Principal Office Mailing Address:
424 E 1ST ST # 3049, PORT ANGELES, WA, 98362-3355, UNITED STATES

Expiration Date:
09/30/2025

Jurisdiction:
UNITED STATES, WASHINGTON

Formation/ Registration Date:
09/17/1993

Period of Duration:
PERPETUAL

Inactive Date:

Nature of Business:
CHARITABLE, MAINTENANCE AND OPERATIONS OF WINTER ACTIVITIES AT OLYMPIC NATIONAL PARK - HURRICANE RIDGE

Charitable Corporation:
☑

Nonprofit EIN:
91-1615194

Most Recent Gross Revenue is less than $500,000:
☑

Has Members:
☐

Public Benefit Designation:
☐

Host Home:
☐

REGISTERED AGENT INFORMATION

Registered Agent Name:
HURRICANE RIDGE WINTER SPORTS EDUCATION FOUNDATION

Street Address:
424 E 1ST ST # 3049, PORT ANGELES, WA, 98362-3355, UNITED STATES

Mailing Address:
424 E 1ST ST # 3049, PORT ANGELES, WA, 98362-3355, UNITED STATES

Lodging Tax Advisory Committee

Funding Request

Clallam County Public Works

RECEIVED
CLALLAM CO. COMMISSIONERS
OCT 10 2024
1...2...3...A...
12:48 pm

LODGING TAX FUNDING APPLICATION
2025

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**: **$ 131,371.60**

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 Discovery Trail Root Intrusion Repair

IV **Representative Contact Information**:

Name, Title: William Habel, Regional Trails & Active Transportation Coordinator
Mailing Address: 223 E 4th St, Port Angeles WA 98362
Phone(s): 360-417-2309
Email: William.habel@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: October 10, 2024

William Habel

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 Discovery Trail (ODT) is an internationally renowned recreation destination that attracts hundreds of thousands of users each year. A cohesive and well maintained ODT will help encourage those who visit our county to return, as much of the trail typically cannot be experienced in a single trip. A good experience for those who visit will also encourage positive word of mouth and trail reviews, further encouraging visitation. Poorly maintained trails that cause unpleasant rides typically will have the opposite effect. The location of this project is especially important, as it is directly adjacent to Sequim Bay State Park. A good experience for those visiting the park will encourage repeat trips.

   Therefore, our proposal is to repair a segment of trail in a heavily trafficked tourist location. The Olympic Discovery Trail from the border of Sequim Bay State Park to Barker Road. This section of the Olympic Discovery Trail has suffered from severe root intrusion, with some root protrusions extending more than 6 inches above trail grade. In an August through September 2024 survey by the Peninsula Trails Coalition, roots were mentioned more than 40 times, indicating that this is a priority issue. Of the 1600 feet of total trail, Clallam County Public Works has determined that approximately 1000 feet needs repair or replacement. Our proposal is to remove those sections of asphalt and repave. The project will also include trenching on both sides of the entire 1600 foot corridor and installing a root barrier material. This method will halt further destruction of the paved surface by trees, while also reducing the need for tree removal. This section of trail has a limited vegetated buffer from Highway 101, so maintaining as much of the natural barrier as possible is a high priority. As part of the application, the County is also requesting funding to purchase a backhoe for the recently purchased trail maintenance tractor. With this tractor, the county will be able to avoid utilizing contractors for spot repairing root intrusion, while also being able to perform a multitude of trail maintenance projects more efficiently and effectively.

   This project is supported by the Peninsula Trails Coalition & the Trails Advisory Committee.

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

   The ODT provides opportunities for varied trail experiences along the route that can support both day and multi-day trips that are attractive to visitors, and provide opportunities for current and new trail events that attract thousands of visitors annually. Many of these visitors stay at lodging establishments throughout our County. Completing the ODT will expand visitor recreational opportunities and

increase need for lodging in western Clallam County. This project will improve a heavily trafficked section of trail near a very popular tourist destination. A higher quality experience for those visitors to our county will promote further usage of the ODT and encourage repeat visitation.

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.

   Sequim Bay State Park is already a main visitors attraction, reporting 159,184 visitors through its gates in 2023, of which 15,789 stayed overnight at least one night. This is an increase of 2.6 % over 2022. Many of those visitors bring their cycles or are happy to walk the trail and enjoy nature.

   Lodging tax grant funding has supported ongoing efforts by the Olympic Peninsula Visitor Bureau and others to promote the ODT and associated trail events that attract new and returning visitors to the County. More miles of well-maintained trail to bike, walk, run, or ride horses equates to more users and equates to continued and new trail events that ultimately equates to more revenue to local business and lodging accommodations

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

   The ODT is marketed state-wide and nationally. The ODT was recently named as the westward route of the Great American Rail Trail (GART) which extends the entire width of North America from the Atlantic Ocean to the Pacific Ocean. This designation and the nationwide marketing of the sponsoring Rails to Trails Organization will make the ODT a destination trail vacation location. Ensuring the trail is well maintained and accessible to all users will continue its growth and popularity.

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

6. **2025 Tourism-Impact Estimate**
   (Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2024)

   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:	2025 Estimate	2024 Actual	Methodology
a. Overall attendance at your event/activity/facility	195,000	194,569	[1] Trail Counter
b. Number of people who travel more than 50 miles for your event/activity/facility	85,781	85,610	[2] Structured Estimate
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	59,189	59,071	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.	46,167	46,075	Structured Estimate
e. Of the people staying overnight, the number of people who stay in PAID accommodations e.g. hotel, motel, bed-breakfast, RV park, in the unincorporated Clallam County area.	41,089	41,007	Structured Estimate
f. Number of paid lodging room nights resulting from your event/activity/facility.	13,696	13,669	Estimated party of 3

[1] Typically the Hollywood Beach trail counter in Port Angeles is utilized for trail usage counts. Hollywood beach is one of the most popular destinations on the Olympic Discovery Trail. Due to ongoing errors with the Hollywood Beach counter, for this round of Lodging Tax Funding we are utilizing the Spruce Railroad Counter.

[2] Structured estimates based on 2024 Peninsula Trails Coalition survey. 44% of respondents were from areas 50+ miles away, 46% of those were from out of state or out of country. 69% of visitors from 50+ miles away paid for overnight lodging.

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

   Although this project is not an event, the ODT supports typically 10 or more trail events throughout the year. 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.

   In 2024, the ODT trail counter at the Spruce Railroad Trail segment of the ODT recorded a total of 194,569 users (combined total in both directions) for a monthly average of 16,214 user crossings. This is approximately the same as 2023, but a significant increase over 2022.

   The 10-plus annual trail events that typically occur on the ODT throughout the year in Clallam County attract thousands of visitors. Evidence of the ODT trail events as a tourist attraction can also be seen from who is registering. For example, in 2024 for the Elwha Bridge Run over 40% of the participants in the race travelled from a different county to participate.

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

   The ODT offers tourists and visitors of all ages a recreational facility for bicycling, hiking, running, horseback riding and other non-motorized uses. The ODT is ADA accessible, ensuring no visitor to our county is left unable to enjoy this incredible amenity.

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

    The ODT is promoted by the Visitors Bureau, local Chambers of Commerce, trail event organizers, Peninsula Trails Coalition, and others. Visitors from all across Washington State and the Pacific Northwest, other states, Canada and other international destinations have come to Clallam County specifically to ride this trail or participate in trail events as a result of marketing by these organizations. As this segment of the

ODT is directly adjacent to Sequim Bay State Park, a large portion of trail users will be families on vacation to our region.

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

    The Olympic Discovery Trail connects all major communities of Clallam County from the county line to the coast. The section of trail to be repaired is directly connected to Sequim Bay State Park, directly across the street from the Sequim Bay Lodge, ~4 miles from Downtown Sequim and ~2 miles from the 7 Cedars Casino & Hotel.

12. Are you applying for Lodging Tax funds from another community (yes or no)? If yes, indicate below where applying and for how much. **Do NOT attach a copy of the application.**

    No

13. What is the overall budget for your event/activity/facility? **$131,371.60**
    What percent of the budget are you requesting from Clallam County Lodging Tax Fund? **100%**

    While this project will be 100 percent funded by Lodging Tax, it will serve as another important step in the County becoming more self-sufficient when it comes to trail maintenance activities. The counties purchase of the tractor, flail mower and sweeper were excellent starts to reduce the amount of contracting we need to do, while helping our paid & volunteer maintenance crews work more efficiently and effectively. Our crews spend thousands of hours per year on the trail, less time focusing on labor heavy jobs means more areas of the trail are able to be covered!

14. Please describe your plans for securing the remainder of the funds necessary to complete your event/activity/facility.
    Any cost overruns will be paid for by the Public Works Department Road Fund, or other funding that can be secured.

2025 Clallam County Public Works Lodging Tax Application Attachments

Project Budget-

ENGINEER'S ESTIMATE 10/8/2024

PROJECT NAME: ODT ROOT INTRUSION REPAIR

Sequim Bay St Park to Barker Rd

ITEM NO.	APRX QTY	UNIT	DESCRIPTION	UNIT PRICE	TOTAL
1	1	LS	MOBILIZATION		$ 11,000.00
2	0.15	AC	CLEARING AND GRUBBING	5,000.00	750
3	139	TN	REMOVAL OF STRUCTURES AND OBSTRUCTIONS	45.00	$ 6,255.00
4	75	CY	Unsuitable Foundation Excavation Including Haul	60.00	$ 4,500.00
5	3,200	LF	TRENCH & INSTALL ROOT BARRIER	13	$ 41,600.00
6	139	TN	COMMERCIAL HMA	300.00	$ 41,700.00
7	104	TN	CRUSHED SURFACING TOP COURSE	100.00	$ 10,400.00
8	1,111	SY	SOIL RESIDUAL HERBICIDE	0.60	$ 666.60
9	1	LS	MINOR CHANGES	2,500.00	$ 2,500.00
10	1	LS	JD 270B Backhoe	12000	$ 12,000.00
			TOTAL =		**$ 131,371.60**

Notes:

- *Clearing & Grubbing* based on an estimated 2 foot swath on either side of the pavement.
- *Removal of structures & obstructions* based on 139 tons of asphalt removal
- *Unsuitable Foundation Excavation Including Haul* assumes 2 in dig below removed along entire 1000 foot replacement section, to improve grade, and lay down gravel top course for foundation & root exclusion
- *Trench & Install Root Barrier* assumes 10$ per linear foot for excavation and installation+ $3 liner foot for material
- *Crushed surfacing top course assumes* 2 in on 12 foot swath for 1000 foot section.
- Backhoe cost estimate based on 2023 quote with adjustment for inflation.

Material costs were based on several recent local projects, including the Airport Rd resurfacing project, the City of Sequim's recent root intrusion repair project, and others. As this is a smaller project, higher material costs are anticipated than large road projects.

2025 Clallam County Public Works Lodging Tax Application Attachments

Project Location & Photos

⬇ Project Area Start

★ Project Area End

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

October 9, 2024

Dear Mr. Gray,

I am writing to express the Peninsula Trails Coalition's strong support for your department's Lodging Tax grant application aimed at repaving and repairing the section of the Olympic Discovery Trail from Sequim Bay State Park to Barker Rd. The ODT serves as a vital recreational and transportation resource for our community, promoting healthy lifestyles, environmental stewardship, and tourism.

Sections of the Olympic Discovery Trail have become compromised by root intrusion. The stretch from Sequim Bay State Park to Barker Road has become especially bad. These areas of root intrusion not only result in an uncomfortable cycling experience but can grow dangerous if left unrepaired. This repaving and root barrier installation will help reduce the number of trees that need to be removed in the future and will act as an experimental model for dealing with root intrusion in other areas of the trail. As part of the application, the county is also requesting a backhoe attachment for the newly acquired trail maintenance tractor. The backhoe will help in areas where root intrusion is starting, but entire section repaving is not required. It can also be used for a multitude of other trail maintenance issues, like drainage, debris clearing, and more. Equipment like this ensures work gets done more quickly and efficiently, enabling our volunteer crews to work more effectively than ever.

The Peninsula Trails Coalition strongly encourages the Lodging Tax Advisory Committee to fund the full amount of the Public Works Department's proposal for repaving of the Sequim Bay State Park to Barker Road section of the Olympic Discovery Trail.

Thank you for your consideration.

Sincerely,

Jeff Bohman
President
Peninsula Trails Coalition

Lodging Tax Advisory Committee

Funding Request

Ghostlight Productions

RECEIVED
CLALLAM CO. COMMISSIONERS
OCT 10 2024
1...2...3...A...
@1:44pm

LODGING TAX FUNDING APPLICATION 2025

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**: **$** 100,000.00

II **Agency/Organization Name**: Ghostlight Productions

Organization is ☐ Government Entity ☒ 501(c)3 ☐ 501(c)6 ☐ Other
Federal Tax ID No. 82-4241988 UBI Number: 604 182 989

III **Project/Activity/Event**: Lincoln Theater Renovation

IV **Representative Contact Information**:
Name, Title: Merrin Packer – Consultant
Mailing Address: PO Box 1657, Port Angeles, WA 98362
Phone(s): 360-809-2674
Email: merrin.packer@ghostlightwa.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.

Merrin Packer
Signature

Date: 10/06/2024

Merrin Packer
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 Lincoln Theater, located in downtown Port Angeles, is first motion picture theater on the Olympic Peninsula, originally opened in 1916. Hosting everything from silent films to stage productions, its historical significance was recently renewed as it is featured in the Twilight series, further cementing its place in popular culture.

   The theater's association with Twilight brings a significant advantage in attracting not just regional, but international visitors, many of whom travel to the area specifically to visit locations featured in the films and books. The global popularity of the Twilight Saga has created a dedicated fan base, and reopening the Lincoln Theater would give these visitors a new reason to extend their stay in Port Angeles, contributing to the local tourism economy in unincorporated Clallam County.

   Restoring the Lincoln Theater will allow it to function once more as a premier cultural venue, hosting musical theater, film screenings, and other performing arts events. Its historic charm combined with modern renovations will make it a year-round attraction, appealing to a wide range of tourists and business professionals, including theater enthusiasts, history buffs, and Twilight fans. These factors, coupled with its ability to host large-scale events, will undoubtedly attract more than just regional visitors, drawing tourists from across the country and internationally.

   Additionally, the downtown location of the theater, near hotels, restaurants, and shops, will encourage extended stays and increase foot traffic for local businesses. The project's emphasis on creating an all-season attraction will help draw visitors during off-peak travel periods, ensuring a steady flow of tourists throughout the year.

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

   The renovation of the Lincoln Theater will significantly increase paid overnight accommodations in Clallam County by drawing tourists to events that extend into the evening and hosting performances year-round. As the premier venue for musical theater and performing arts on the Olympic Peninsula, the newly restored theater will become the most technically advanced theater on the Peninsula – enabling Ghostlight to produce shows like nonother available. With a fly loft, trapped down, and LED wall – Ghostlight can partner its professional quality productions, with a professional quality theater that will attract visitors from across the region, as well as national and international tourists drawn by the theater's historical significance and connection to the Twilight series.

   Moreover, the theater's versatility, and Ghostlight's focus on community partnerships and engagements, will create a plethora of use for the theater – partnering with events, festivals, community happenings, and social happenings, to increase the Lincoln's relevancy and connection to the community.

As the theater becomes operational again, its combination of historic charm, cultural events, and proximity to accommodations will make it a compelling reason for visitors to spend more time 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 Lincoln Theater renovation project will attract visitors from over 50 miles away by offering a combination of unique cultural experiences, historic significance, and high-quality performances that are unavailable elsewhere on the Peninsula. As the first professional community theater in the region, Ghostlight Productions will draw theatergoers, arts enthusiasts, and tourists who are willing to travel significant distances to experience premium musical theater in a restored, historically significant venue.

Twilight Tourism: The theater's connection to the global phenomenon of the Twilight Saga, as the setting for a key scene in the series, will entice both national and international fans to visit Port Angeles. According to La Bella Italia (another downtown Port Angeles business mentioned in the 'Twilight' saga), they encounter fans who eat at their restaurant and travel to the area just because of Twilight almost daily.

Exclusive Programming: Ghostlight Productions' programming, including exclusive musical theater performances, festivals, and theater camps, will draw visitors to Clallam County. Productions that cater to evening performances, matinees, and through its Youth Program featuring Broadway Jr. performances, cater to both tourists looking for family-friendly activities, older generations, and dedicated theatergoers.

Year-Round Events: By offering performances during both peak and non-peak seasons, Ghostlight can entice visitors to explore Port Angeles outside traditional tourist times. This will bring tourists to the area overnight, contributing to the local economy and enhancing the visitor experience.

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

The Twilight Saga has had a lasting impact on tourism in the Olympic Peninsula, particularly in Forks, Washington. Before the release of the books and movies, Forks saw around 10,000 visitors annually. However, after the first film in 2008, this number spiked dramatically, reaching 73,000 visitors by 2010. Today, the town continues to attract tens of thousands of Twilight fans each year, with estimates ranging around 38,000 to 40,000 annual visitors still making the trip to experience the film locations, especially during the Forever Twilight in Forks Festival, which draws fans from all over the world.

This international fanbase shows that Twilight tourism is a significant draw for the region, bringing visitors from out of state **and** overseas to explore the area's connection to the beloved series. Events like the annual festival, along with themed tours and local businesses catering to Twilight fans, ensure that this tourism trend remains strong.

Given the success of Twilight tourism in Forks, the renovation of the Lincoln Theater in nearby Port Angeles—which is also featured in the series—could further capitalize on this fan interest,

attracting more visitors who want to experience Twilight-related sites. This would likely encourage extended stays as fans visit multiple locations tied to the series across the Peninsula.

That, coupled with Ghostlight's desire to capitalize on the Twilight craze by offering a Twilight film festival during Twilight Forever in the Twilight mentioned Theater, will generate a plethora of national and international travelers.

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

This project is not an event.

6. **2025 Tourism-Impact Estimate**
(Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2024)

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:	2025 Estimate	2024 Actual	Methodology
a. Overall attendance at your event/activity/facility	11,521	9,765 (Estimate)	Patron Data, and year-over-year growth percentages
b. Number of people who travel more than 50 miles for your event/activity/facility	297	253 (Estimate)	Historical patron data and year-over-year growth percentages
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	102	91 (Estimate)	Historical Patron Data and year-over-year growth percentages
d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.	102 (Estimate)	91 (Estimate)	Ticket purchasing tracking – associated with late night shows
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.	98 (Estimate)	85 (Estimate)	Patrons who supply additional information in ticket purchasing software
f. Number of paid lodging room nights resulting from your event/activity/facility.	98 (Estimate)	85 (Estimate)	Patrons who supply additional information in ticketing purchasing software

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

Ghostlight Productions does not currently utilize a 'host hotel', however, there are plans to partner with one for a 'Twilight Fundraising Competition' that will be repeated every 4-years.

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

With nearly 10,000 patrons annually, Ghostlight Productions attracts a number of visitors that is significant compared to the populations of Port Angeles (around 20,000 residents) and Sequim (approximately 7,500 residents). This indicates that Ghostlight's audience goes beyond local attendees, as its patron base nearly equals the population of Sequim itself. The high turnout demonstrates that a substantial portion of the audience includes tourists from outside these cities, drawn by Ghostlight's quality productions. These visitors contribute to local tourism by staying overnight, dining at local restaurants, and supporting nearby businesses, reinforcing the organization's success in bringing non-residents to the region.

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

Ghostlight Productions attracts between 10,000-12,000 patrons annually, including visitors from Victoria, B.C., Jefferson, and Kitsap Counties, and across Washington. Audiences include a diverse mix of ages, primarily individuals and families interested in musical theater, arts education, and cultural experiences. Ghostlight's productions, particularly through its Youth Program featuring Broadway Jr. performances (Frozen, The Little Mermaid, Anatasia, etc.), cater to tourists looking for family-friendly activities. As Ghostlight completes its renovation projects and opens a permanent location, annual attendance is expected to rise significantly, with more visitors staying in Port Angeles to enjoy the rich arts and entertainment offerings in conjunction with the scenic beauty of the Olympic Peninsula. Ghostlight Productions also caters to a worldwide audience by offering annual showings of Twilight movies, coordinated with the Twilight Festival.

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

Ghostlight Productions will host annual "Twilight Screenings" that span all 5 Twilight saga movies at the Lincoln Theater in connection with the Forever Twilight Festival. This promotion will be made via social media utilizing posters on ferries, newspapers, radio stations, and pamphlets at airports.

Ghostlight will also contribute 75% of it's marketing budget to online marketing and Chamber of Commerce informationals – creating a greater reach for advertisement and attracting a wider audience.

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

Several neighboring businesses near the Lincoln Theater have reported year-over-year revenue growth during periods when Ghostlight Productions was hosting performances at the theater. Local restaurants, cafés, and retail shops benefitted from increased foot traffic as theatergoers would frequent nearby establishments before and after shows. One restaurant owner noted that on show nights, their tables were consistently filled with both locals and visitors who came specifically to experience the cultural events at the Lincoln Theater. Similarly, local shops

noticed an uptick in customers, many of whom expressed that they were visiting the area for Ghostlight's productions.

The boost in business wasn't limited to weekends or peak seasons—year-round programming by Ghostlight, including family-friendly matinees and evening performances - drew consistent crowds. Many businesses emphasized that when the theater was operational, there was a marked improvement in their revenues compared to periods when the Lincoln Theater was closed for renovation. This underscores the significant economic impact that Ghostlight Productions has on the local business community, with theater patrons directly supporting nearby restaurants, shops, and service providers.

Additionally, Ghostlight Productions has a community board and posts flyers and posters for BnBs outside City Limits, sites/activities to see in Clallam County, a 'best-of Clallam County' board, and adds from local merchants.

12. Are you applying for Lodging Tax funds from another community (yes or no)? If yes, indicate below where applying and for how much. **Do NOT attach a copy of the application.**

Yes, we are applying for the full amount of the PA LTAC grant which is $35,000.

13. What is the overall budget for your event/activity/facility? $ 6.1 million. What percent of the budget are you requesting from Clallam County Lodging Tax Fund? 1.64%

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

Ghostlight Productions has currently raised $565,000, with plans to raise an additional $115,000 by March 2025 to secure a match for the Building for the Arts grant. Once this match is achieved, the grant will contribute an additional $200,000 (grant is already secured, just waiting on the matc), bringing the total to $880,000. Ghostlight is on track to raise another $20,000 through targeted fundraising campaigns. With $900,000 raised, Ghostlight will be eligible to apply for the MJ Murdoch Charitable Trust grant for up to $2.4 million in 2025. Even if Ghostlight receives only a partial grant (estimated at $930,000), those funds will be received end of 2025. Ghostlight will then apply for the Community Building Grant from the Department of Commerce, seeking an additional $500,000 for 2026.

In parallel, Ghostlight will pursue local grants, private donations, and creative fundraising campaigns to meet its funding goals. One such initiative includes an online Twilight-themed contest, "Battle for the Balcony: Team Edward vs. Team Jacob," where fans can compete for naming rights of the newly renovated theater balcony for the next four years. This competitive will take place in 2025, and is expected to garner $50,000. In 2025, Ghostlight will also offer naming rights for the center stage to a large community donor (goal is at least $1M), further incentivizing contributions.

In addition to direct fundraising, Ghostlight has secured strategic business partnerships with local organizations like the Sequim School District, Port Angeles School District, and Peninsula College's Career and Technical Education program, as well as Habitat for Humanity.

These partnerships will provide in-kind donations of labor, materials, and services, significantly reducing overall project costs (estimated to $5.5M). These in-kind contributions will occur in 2026. Matching funds from strategic business partnerships for smaller grants will continue to support Ghostlight's overall fundraising strategy, ensuring the project is fully funded between 2027-2028 with a goal to open the newly renovated Lincoln Theater fall of 2028 or beginning of 2029.

Budget Breakdown for Clallam County LTAC Grant

	Ask: $100,000	
Itemization	**Anticipated Costs**	**Narrative**
Excavation of Pit Area	$16,000	Excavation work to dig out the pit area is necessary to establish the base for the orchestra pit, providing a foundation for the performance space. Local labor increases the cost.
Excavation for Fly Loft Foundations	$13,000	Excavation for the fly loft foundation ensures structural stability. The complexity of digging for theater structures impacts this cost.
Formwork for Pit	$9,000	Formwork is required to shape the concrete pit structure. This involves constructing temporary molds for the concrete.
Formwork for Fly Loft	$10,000	Formwork for the fly loft is necessary for accurate concrete shaping. The cost is higher due to the fly loft's height and structural demands.
Concrete Materials (Pit and Fly Loft)	$18,500	High-strength concrete is needed to support heavy performance loads. This includes the cost of materials for both the pit and fly loft.
Concrete Pouring and Finishing (Pit)	$14,500	Skilled labor is required to pour and finish the pit concrete, ensuring it is level and capable of supporting structural loads.
Concrete Pouring and Finishing (Fly Loft)	$13,500	Concrete pouring for the fly loft requires precision and skilled labor to support stage rigging. This cost covers both labor and finishing materials.
Steel Reinforcements for Pit	$6,000	Steel reinforcement (rebar) is required to ensure the pit's foundation is structurally sound and can bear significant weight.
Steel Reinforcements for Fly Loft	$7,000	Steel reinforcement for the fly loft ensures it can handle heavy stage rigging. The cost reflects both material and labor.
Safety Equipment and Site Supervision	$3,800	Site supervision and safety equipment are mandatory to comply with local building codes and ensure worker safety.
Permits and Inspections	$5,000	Permits and inspections are required to ensure the project complies with city and county regulations. This cost includes fees for permits and on-site inspections.
Total:	**$116,300**	

With Ghostlight covering all additional expenses over $100,000 - this project could be completed by June of 2025.

This project is absolutely critical to complete since all other aspects of the interior renovation cannot be started until the cement work is complete.

Lincoln Theater Renovation - Project Itemeized Budget

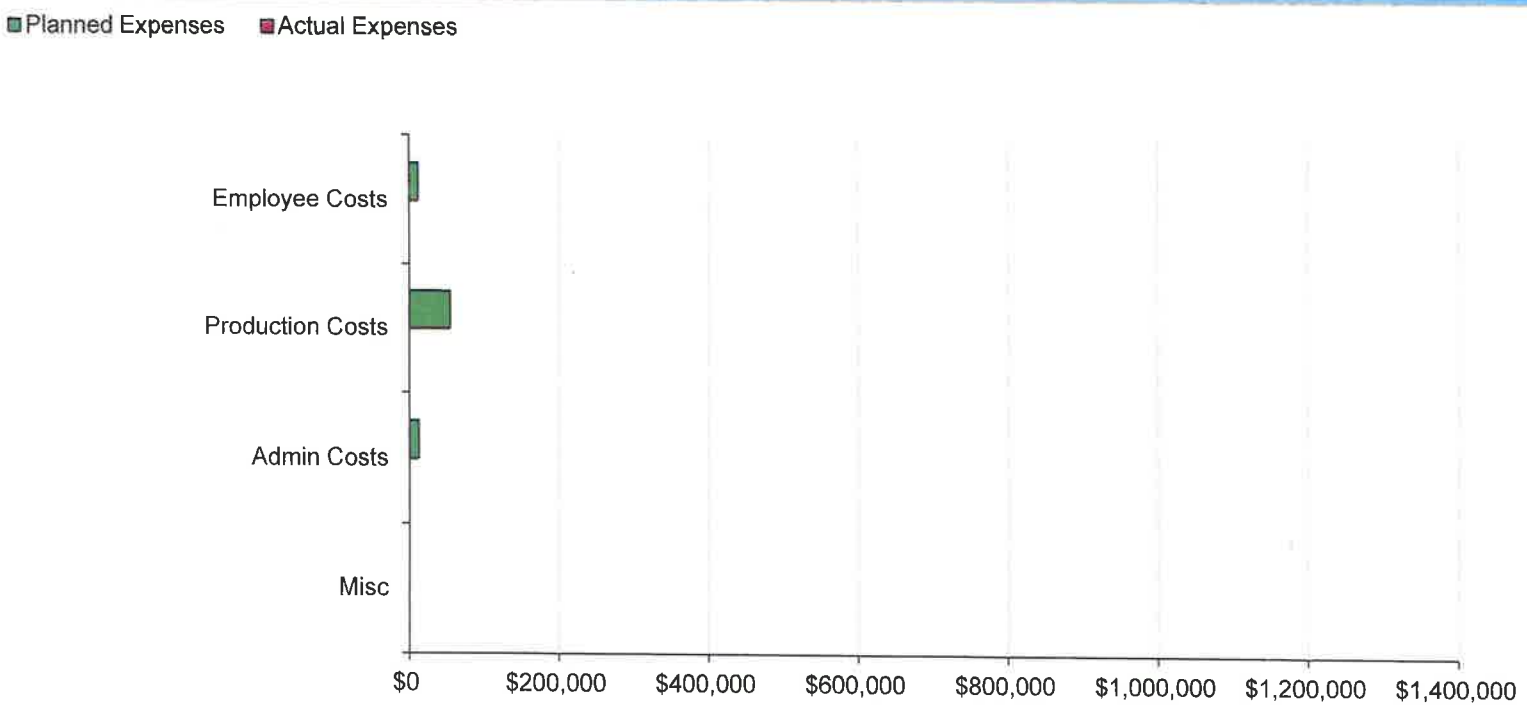
Items to Be Completed	Material/Supplies	Labor	Total Estimated Cost	
Removal of walls, projection booth, etc		$9,500.00	$9,500.00	
HVAC design		$15,000.00	$15,000.00	
Electrical Design		$20,000.00	$20,000.00	
Interior Design		$10,000.00	$10,000.00	
Structural Design		$15,000.00	$15,000.00	
Façade	$165,000.00	$110,000.00	$275,000.00	
Ceiling Removal	$4,000.00	$27,000.00	$31,000.00	
Ceiling Insulation	$62,000.00	$50,000.00	$112,000.00	
Orchestra Pit/Trap Area Dig Out and Concrete	$105,000.00	$85,000.00	$190,000.00	
Seismic Refit	$750,000.00	$250,000.00	$1,000,000.00	
HVAC Install	$500,000.00	$60,000.00	$560,000.00	
Fly Loft Construction	$160,000.00	$50,000.00	$210,000.00	Part of seismic refit
Fly Loft Equipment Outfit	$200,000.00	$50,000.00	$250,000.00	Roughly $6000/Line set
Balcony	$50,000.00	$45,000.00	$95,000.00	
Projection / Tech Booth	$25,000.00	$30,000.00	$55,000.00	
Balcony Stairs	$10,000.00	$15,000.00	$25,000.00	
Food / Drink Prep Area	$70,000.00	$65,000.00	$135,000.00	Includes commercial Dishwasher and walk in cooler
Foyer Build Out	$70,000.00	$65,000.00	$135,000.00	
Stage Build Out	$85,000.00	$20,000.00	$105,000.00	Steel grid with wood for trap accessibility
Apron Lift	$65,000.00	$20,000.00	$85,000.00	Hydraulic but manual is also an option
Proscenium Arch	$25,000.00	$18,000.00	$43,000.00	
Dressing Rooms	$50,000.00	$22,000.00	$72,000.00	
Sound	$150,000.00	$35,000.00	$185,000.00	Includes FOH for Film and Theatre plus clearcom communication
Lighting	$300,000.00	$50,000.00	$350,000.00	Includes power, data, and all LED instruments
Projector and Screen	$200,000.00	$45,000.00	$245,000.00	
Bar Build Out	$38,000.00	$50,000.00	$88,000.00	
Backstage Restrooms	$80,000.00	$40,000.00	$120,000.00	
Utility Area	$18,000.00	$32,000.00	$50,000.00	
Interior Paint and Décor	$22,000.00	$48,000.00	$70,000.00	
New Seats	$130,000.00	$60,000.00	$190,000.00	Roughly $360/seat not counting volume discounts
Electrical Mods	$200,000.00	$40,000.00	$240,000.00	
Bathrooms in basement	$200,000.00	$60,000.00	$260,000.00	
Curtains	$100,000.00	$15,000.00	$115,000.00	Main, Legs, Torms, Scrim and Cyc
Carpet	$60,000.00	$20,000.00	$80,000.00	
ADA Accessible Restrooms on main level	$82,000.00	$45,000.00	$127,000.00	
Admin Cost	$100,000.00	na	$100,000.00	
Permits	$65,000.00	na	$65,000.00	
Accounting	$18,000.00	na	$18,000.00	
Legal	$5,500.00	na	$5,500.00	
Constructions Insurance	$35,000.00	na	$35,000.00	
Insurance for volunteers	$22,000.00	na	$22,000.00	
Optional but increases usability				
LED Video wall	$200,000.00	$10,000.00	$210,000.00	2.3mm - 16'x30'
TOTAL ESTIMATED COST			$6,023,000.00	

GLP 2024 Budget

Ghostlight PRODUCTIONS

Detailed Expense Estimates

Expense Category	Planned Expenses	Actual Expenses	Expense Variances	Variance Percentage
Employee Costs	$12,400.00	$0.00	$12,400.00	100%
Production Costs	$55,100.00	$0.00	$55,100.00	100%
Admin Costs	$12,850.00	$0.00	$12,850.00	100%
Misc	$0.00	$0.00	$0.00	#DIV/0!
TOTALS	$80,350.00	$0.00	$80,350.00	100%



GLP 2024 Budge

Detailed Expense Estimate

Shaded cells are calculations

Ghostlight PRODUCTIONS

PLANNED EXPENSES	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEPT	OCT	NOV	DEC	YEAR
Staff Costs	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	YEAR
Wages- 1099 Employee/Grant Writ	$0.00	$400.00	$400.00	$2,400.00	$400.00	$400.00	$3,400.00	$400.00	$400.00	$3,400.00	$400.00	$400.00	$12,400.00
Benefits	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
Subtotal	$0.00	$400.00	$400.00	$2,400.00	$400.00	$400.00	$3,400.00	$400.00	$400.00	$3,400.00	$400.00	$400.00	$12,400.00
Production Costs													
Royalties	$3,500.00	$0.00	$0.00	$6,500.00	$0.00	$0.00	$4,500.00	$0.00	$0.00	$0.00	$0.00	$0.00	$14,500.00
Production Resources	$0.00	$0.00	$0.00	$2,000.00	$0.00	$0.00	$1,500.00	$0.00	$0.00	$0.00	$0.00	$0.00	$3,500.00
Set / Props	$600.00	$600.00	$0.00	$1,500.00	$1,000.00	$0.00	$1,500.00	$1,500.00	$0.00	$0.00	$0.00	$0.00	$6,700.00
Technical	$500.00	$0.00	$0.00	$3,000.00	$0.00	$0.00	$1,500.00	$0.00	$0.00	$0.00	$0.00	$0.00	$5,000.00
Costumes	$1,500.00	$1,000.00	$1,000.00	$1,000.00	$1,000.00	$0.00	$0.00	$2,000.00	$1,500.00	$0.00	$0.00	$0.00	$9,000.00
Marketing	$1,500.00	$1,000.00	$1,000.00	$1,500.00	$1,500.00	$1,000.00	$1,500.00	$1,000.00	$0.00	$0.00	$1,500.00	$0.00	$11,500.00
Rent/Lease	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$2,200.00	$0.00	$0.00	$0.00	$1,200.00	$0.00	$3,400.00
Meals	$0.00	$0.00	$500.00	$0.00	$0.00	$0.00	$500.00	$0.00	$0.00	$500.00	$0.00	$0.00	$1,500.00
Subtotal	$7,600.00	$2,600.00	$2,500.00	$15,500.00	$3,500.00	$1,000.00	$13,200.00	$4,500.00	$1,500.00	$500.00	$2,700.00	$0.00	$55,100.00
Admin Costs													
Lincoln Rent	$1,000.00	$1,000.00	$1,000.00	$1,000.00	$1,000.00	$1,000.00	$1,000.00	$1,000.00	$1,000.00	$1,000.00	$1,000.00	$1,000.00	$12,000.00
Website	$250.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$250.00
Annual Meeting	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$500.00	$0.00	$0.00	$500.00
Memberships	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
Bookeeper / Taxes	$0.00	$0.00	$0.00	$100.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$100.00
GLPHQ Mortgage	$3,062.50	$3,062.50	$3,062.50	$3,062.50	$3,062.50	$3,062.50	$3,062.50	$3,062.50	$3,062.50	$3,062.50	$3,062.50	$3,062.50	$36,750.00
Utilities	$1,000.00	$1,000.00	$1,000.00	$1,000.00	$1,000.00	$1,000.00	$1,000.00	$1,000.00	$1,000.00	$1,000.00	$1,000.00	$1,000.00	
Subtotal	$5,312.50	$5,062.50	$5,062.50	$5,162.50	$5,062.50	$5,062.50	$5,062.50	$5,062.50	$5,062.50	$5,562.50	$5,062.50	$5,062.50	$12,850.00
Misc													
GLA	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
Subtotal	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00	$0.00
TOTALS													
Monthly Planned Expenses	$12,912.50	$8,062.50	$7,962.50	$23,062.50	$8,962.50	$6,462.50	$21,662.50	$9,962.50	$6,962.50	$9,462.50	$8,162.50	$5,462.50	$80,350.00
TOTAL Planned Expenses	$12,912.50	$20,975.00	$28,937.50	$52,000.00	$60,962.50	$67,425.00	$89,087.50	$99,050.00	$106,012.50	$115,475.00	$123,637.50	$129,100.00	

HOW TO USE THIS TEMPLATE

Input data in the white cells on the PLANNED EXPENSES and ACTUAL EXPENSES worksheets, and the EXPENSE VARIANCES and EXPENSE ANALYSIS will be calculated for you. If you add a row on one sheet, the other sheets need to match.

Profit and Loss

Ghostlight Productions

Date Range: Jan 01, 2023 to Dec 31, 2023

Ghostlight Productions
PO Box 1657
Port Angeles, WA 98362

ACCOUNTS	Jan 01, 2023 to Dec 31, 2023
Income	$85,141.41
Cost of Goods Sold	$0.00
Gross Profit	**$85,141.41**
As a percentage of Total Income	100.00%
Operating Expenses	$122,293.33
Net Profit	**-$37,151.92**
As a percentage of Total Income	-43.64%

Lincoln Theater & Headquarters Renovations

We are renovating over 10,000 square feet into a arts focused, multi-use, state-of-the-art building dedicated to arts education, expression, community building, innovation, and technical training.

Key Details

$6.1M Lincoln Renovation
8-10 Mainstage Productions Annually
400-600 patron capacity

$2.4M Headquarters Renovation
3 Ghostlight Academy Terms Annually
Dinner Theater & Mainstage Productions

What Sets Us Apart?

- Licensed instructors
- State-of-the-art Technology
- Focus on Innovation/Experimentation
- Goal to be a professional theater - compensating performers, crews, & technicians
- Musical Theater focus

Theatrical Elements

- Fly Loft
- LED Wall
- Trapped Door
- Orchestra Pit
- Surround Sound

Headquarters

- Rehearsal Space (dance/fight)
- Dinner Theater
- Costume/Prop Storage
- Lighting Grid/Sound Bar

Planned Partnerships

- JFFA
- OTA
- Port Angeles Playhouse
- Peninsula College

Partnership Details

- Tech intern options for our current productions
- Potential for naming rights: studio theater, marquee
- Offering a board spot
- Marketing at our building/venue on the marquee and/or poster displays
- Grant co-authoring/partnership
- Practicums happening on our campus for tech classes (construction, welding) allowing for real world experience on a major project.
- Supporting vocational tech courses
- Traditional choral classes
- Light/sound design for work experience

Ghostlight Productions

www.ghostlightwa.org

Support the Renovation of the Historic Lincoln Theatre

As a prominent historic building, centrally located in Port Angeles since 1916, The Lincoln Theatre has generated many fond memories for Port Angeles and Olympic Peninsula residents alike. The Lincoln has seen much change during its lifetime. Its most recent use was as a three-screen movie theater.

Today, The Lincoln Theatre Project plans to bring the old building back to life and guide The Lincoln as it transitions into a versatile, intimate venue for live theatrical productions, second-run film, concerts, and conferences.

The Lincoln is now a member of the League of Historic American Theatres. As a member, The Lincoln has access to many resources specific to the rescue, restoration, rehabilitation and adaptive reuse of an historic theatre.

Ghostlight Productions is The Lincoln's marvelous principal resident theatre company and has partnered with the project as a fiscal sponsor. Currently a traveling theatre company, they are looking forward to making The Lincoln their permanent home. Ghostlight Productions is a registered 501(c)(3) non-profit organization founded with the mission to "entertain, educate, and enhance the quality of life in our community through excellence in the performing arts". Your donation to this project qualifies as a tax deduction should you care to take it.

270

FILED
JULY 3, 2017
SECRETARY OF STATE
STATE OF WASHINGTON

604 142 989

State of Washington

Secretary of State

CORPORATIONS DIVISION
James M. Dolliver Building
801 Capitol Way South
PO Box 40234
Olympia WA 98504-0234
360.725.0377

NonProfit Corporation

Office Information

Application ID	4269505
Tracking ID	3536975
Validation ID	3495058-001
Date Submitted for Filing:	7/3/2017

Contact Information

Contact Name	Mark Lorentzen
Contact Address	432 W 13th Street Port Angeles WA 98362
Contact Email	gl_productions@hotmail.com
Contact Phone	775-232-3031

Articles of Incorporation

Preferred Name	GHOSTLIGHT PRODUCTIONS
Alternate Name 1	Ghostlight-Productions
Alternate Name 2	Ghostlight Productions
Purpose	Any Lawful Purpose
Duration	Perpetual
Incorporation Date	Effective Upon Filing by the Secretary of State
Expiration Date	7/31/2018

Distribution of Assets	Upon dissolution, any properties acquired up to the date of incorporation will be assumed the sole property of Mark Lorentzen, who was the sole proprietor. Net assets after the fact will be split.

Registered Agent Information

Agent is Individual	
Agent Name	Mark Lorentzen
Agent Street Address	432 W 13th St Port Angeles WA 98362
Agent Mailing Address	Same as Street Address
Agent Email Address	
Submitter/Agent Relationship	Submitter is Registered Agent

Initial Directors Information

Director #1	
Director Name	Mark Lorentzen
Title	Director
Director Address	432 W 13th St Port Angeles WA 98362
Director #2	
Director Name	Danielle Lorentzen
Title	Director
Director Address	432 W 13th St Port Angeles WA 98362

Director #3

Director Name	Jeremy Pederson
Title	Director
Director Address	214 E Lopez Ave Port Angeles WA 98362

Director #4

Director Name	Quinton Cornell
Title	Director
Director Address	90 S Rhoderfer Rd Sequim WA 98382

Incorporators Information

Incorporator #1

Incorporator Name	Mark Lorentzen
Incorporator Address	432 W 13th Street Port Angeles WA 98362

Signature Information

Signed By	Mark Allen Lorentzen

Lodging Tax Advisory Committee

Funding Request

Peninsula Adventure Sports

RECEIVED
CLALLAM CO. COMMISSIONERS
OCT 10 2024
1...2...3...A... @ 150pm

LODGING TAX FUNDING APPLICATION 2025

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**: $ 7,500.00

II **Agency/Organization Name**: Peninsula Adventure Sports

Organization is ☐ Government Entity ☐ 501(c)3 ☐ 501(c)6 ☑ Other
Federal Tax ID No. 46-5606072 UBI Number 603352302

III **Project/Activity/Event**: Endurance Racing in Clallam County (multiple events, see narrative)

IV **Representative Contact Information**:

Name, Title Lorrie Mittmann
Mailing Address 434 W 11th Street, Port Angeles, WA 98362
Phone(s) (360)775-4620
Email lorrie.mittmann@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.

Laura Mittmann
Signature

Date: 10/10/24

Lorrie Mittmann
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?**

About Peninsula Adventure Sports

Peninsula Adventure Sports is a small business in Port Angeles, Washington led by Lorrie Mittmann, assisted by a team of outdoor enthusiasts who believe in the mission of the company: to produce high-quality outdoor sports events that showcase the natural beauty and ecological diversity of the Olympic Peninsula.
(Who We Are: https://peninsulaadventuresports.com/about-us/)

We create healthy and fun events at reasonable prices that also benefit the community by creating partnerships, enhancing tourism, and boosting the local economy. The races provide support to nonprofit and service groups that steward the local recreational assets used for the races, get youth involved in outdoor recreation, or who help out at races.
(Giving Back: https://peninsulaadventuresports.com/about-us/giving-back/)

Our races are a community effort. Peninsula Adventure Sports partners with local small businesses, tribes, government agencies, tourism bureaus, local non-profit and service organizations, and youth groups. An average of 50 or more volunteers are needed for each event (Big Hurt has over 100 volunteers!), and we don't have trouble filling those spots. Our volunteers, racers, and sponsors return year after year. All of this community support means that these people feel that investing time and money into these events benefits our quality of life, health and economy here on the Peninsula.

We have been putting on races since 2013 and have a proven track record. All of our events use County-owned tourism / recreational facilities.

This application includes a request for funds for a combination of 5 events all within Clallam County and all outside of the main summer tourism dates.

- **Frosty Moss Relay** (**March 15, 2025)** is an 80- or 30-mile relay run across the county on the Olympic Discovery Trail (ODT) and Olympic Adventure Trail (OAT). Much of the ODT and all of the OAT are county recreational facilities. https://youtu.be/ZGFCA0qvE-Y?feature=shared (YouTube Race video)

- **OAT Run** (**April 12, 2025)** is a 50K, 12K and Half Marathon trail race / run on the Olympic Adventure Trail (a county trail) west of Port Angeles, with an after-party including food, beer garden, bonfire, and door prizes.

- **GOAT Run** (**September 6, 2025)** is a 50K, Marathon, and Half Marathon trail race / run on the Olympic Adventure Trail (a county trail) west of Port Angeles,

with an after-party including food and beer garden at Log Cabin Resort on Lake Crescent.
https://youtu.be/VBGfA3vUOOI?feature=shared (YouTube Race video)

- **Big Hurt/ Little Hurt (September 27-28, 2025)** Big Hurt a multi-sport race that includes 4 legs: mountain bike, kayak, road bike, and run. This can be done solo or as a relay team. The race is based out of Pebble Beach Park in downtown Port Angeles and showcases the stunning landscape immediately surrounding the park and city, including the Foothills Trail system, scenic rural county roads such as Black Diamond Road, Freshwater Bay Road, Eden Valley Road, Dan Kelly Road, and Elwha River Road, as well as Freshwater Bay County Park, the Port Angeles Harbor, and the stunning Waterfront Trail.
https://youtu.be/hI42V-TxJQQ?feature=shared
(YouTube Community video followed by Race video)

  Little Hurt is a youth version of Big Hurt that includes biking, rowing on rowing machines, and running. This race takes place on the Peninsula College campus, made possible by a partnership with the athletics department.

- **Salt Creek 24** is a 24-hour running event that takes place at Salt Creek County Park, in which participants can race solo or as part of a relay team. They can optionally race as a fundraiser for their charity of choice. In 2023, racers raise over $7,000 for local and regional charities. The 2024 race hasn't happened yet but we hope to surpass that amount.

Detailed information about each event can be found on my website at PeninsulaAdventureSports.com

Outdoor recreation: Outdoor recreation is a huge economic driver in Washington state and nationwide. According to a 2020 study completed by Earth Economics for Washington State's Blue Ribbon Task Force on Outdoor Recreation, in 2019 outdoor recreation generates $26.5 billion in statewide economic impact. (Source: "Economic Analysis of Outdoor Recreation in Washington State, 2020 Update.") The task force observed that sports tourism in particular, generally in the form of special athletic events, provides significant economic benefit to communities and to the state as a whole.

Nationally, in a report released on November 23, 2023, the Bureau of Economic Analysis (BEA), an agency of the U.S. Department of Commerce, showcased the incredible year the outdoor recreation economy had in 2022.

The new government data shows outdoor recreation:
- Generated $1.1 trillion in economic output, surpassing industries such as mining, utilities, farming and ranching, and chemical products manufacturing.
- Comprised 2.2% of U.S. Gross Domestic Product, and
- Supported 5 million jobs — 3.2% of all employees in the country.

It is clear that playing and competing in the outdoors is a priority for a significant number of people. It is also clear that the Olympic Peninsula is a place where they want to recreate: More than 3 million visitors come each year to experience our unique combination of forests, mountains, and waters.

Why do people travel for races? They say it gives them motivation to train prior to the race as they look forward to the trip. In addition, they feel it is a great way to experience a new place and make connections with other participants from all around the world. They get to enjoy the sense of accomplishment while on their trip, and feel they "earned their celebration" as they complete the remainder of the fun and relaxation of their trip.

Within that broader outdoor recreation category, is running-specific travel. This is a significant aspect in the running world. A google search reveals countless articles on "best destination races", running vacations ("run-cation" "race-cation"), travel companies that specialize in booking running / racing vacations, guided running vacations, and even how to pack for a destination race. This coverage is found in smaller running blogs as well as large publications such as New York Times, Trail Runner magazine, Outside magazine, Travel and Leisure, and even the Alaska Airlines magazine.
https://www.travelandleisure.com/trip-ideas/running-races-around-the-world
https://blog.alaskaair.com/travel-tips/fall-racecation/

They bring their Friends and Family
Many athletes bring their non-running/biking friends with them when they come. We have started asking this information on their registration questions, and have been surprised that almost as many non-racers come to the Olympic Peninsula as racers for our events. They make a family or friend trip out of it, and those groups do tend to stay longer according to the registration information that we ask to each racer.

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

All races: Popular for a while (with a dip during covid which has now recovered) is destination racing, as mentioned above. That is, combining races with vacations. Because the Olympic Peninsula is a well-known tourism destination, athletes feel like they can sign up for races, and bring the family knowing there is plenty for the family to do while they are busy running or cycling all day, and also stay more days and take advantage of the distance traveled to get to a very fun race. This year for Big Hurt I had a group of 5 women from 5 different states have a friends "reunion" by racing together and they brought all of their husbands and children!

Alternatively, for those who hadn't previously known about what Port Angeles has to offer, I have heard from athletes after they have finished a race, that they are so impressed with the area that they plan to come back and bring their family next time.

Some of the races also offer special opportunity to promote overnight stays as part of the race logistics (check in times, start times, end times, etc.)

Big Hurt / Little Hurt is a two-day event, with an early start time on Saturday for Big Hurt. While not all Big Hurt participants bring children that will compete in Little Hurt, we did see an increase this year of Big Hurt racers that signed their kids up for Little Hurt the following day, so therefore staying multiple nights for race weekend.

Additionally, we "require" for Big Hurt – as much as we can require – packet pick up and kayak drop off on Friday night (a few exceptions are made upon request). Over

90% of athletes check in on Friday night, necessitating that out-of-area racers spend the night. We also promote other events happening the same weekend. For example, in 2023 the FallFest (Extreme Sports Park) gave free entry tickets to all Big Hurt participants and we also shared the new Beer in the Woods event that took place the evening after the race. We promoted both events. In 2024, we worked with Field Arts & Events Hall – we held our race check in there on Friday night (bringing business to their café and Sunset Lounge – and we promoted concerts that took place Friday night, Saturday night, and Sunday. Field Hall provided some free concert tickets to give away as well.

Frost Moss Relay encourages overnight stays by having an extremely early start time (6am) that is 45 miles west of Port Angels at the Sol Duc area. Additionally, the race ends fairly late (as late as 9:30pm for some teams) and the after-party goes on until at least 9:30pm. We also "require" – as much as we can require – Friday night packet pick up, necessitating at least one overnight stay.

Salt Creek 24 is a two-day event (the race lasts 24 hours) with an early start time on Saturday, so by design involves racers spending 1 or more nights in the area. Some of the racers are solo and spend the whole time on the course, but we also allow relay teams of up to 12 people – we have found that the team gets camping or lodging and then swap out who is on the course and who is doing other things. We expect to completely sell out the Salt Creek campground (county facility, that pays into lodging tax) in 2025, in late October or early November (2025 date pending) in their off season.

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 #2, and also we specifically target out-of-area athletes in our social media advertising and other marketing. When visiting other areas, we also drop posters and flyers to bicycle and running shops. We also have dedicated out-of-area racers that help every year to put up posters in their locations as well.

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

   See #2 and #3, adding that we have promotional videos of different races that run on the Coho ferry and in the terminals continually 12 months of the year. We change out the videos every few months to promote the next race on the calendar. We saw a huge increase of Canadian racers in Big Hurt this year. I don't know if it was from the Coho advertising or word-of-mouth, but we went from having max of one Canadian racer per year to 13 this year.

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

There are five events total that will be covered by my proposal, listed below. I will list the estimated attendance under each one individually, then the combined estimated attendance for all races in Question #6

Frosty Moss Relay: March 15, 2025

- Overall Attendance: 440
- From over 50 miles: 350
- Out of State/Country: 45

OAT Run (Olympic Adventure Trail Run): April 12, 2025

- Overall Attendance: 535
- From over 50 miles: 425
- Out of State/Country: 105

GOAT Run (Great Olympic Adventure Trail Run): September 6, 2025

- Overall Attendance: 750
- From over 50 miles: 600
- Out of State/Country: 150

Big Hurt / Little Hurt: September 27-28, 2025

- Overall Attendance: 700
- From over 50 miles: 350
- Out of State/Country: 75

Salt Creek 24: 2025 dates not finalized (since we haven't get completed the 2024 race at the time of this application) – but it will be one of the following: October 25-26, November 1-2, or November 8-9, 2025

- Overall Attendance: 200
- From over 50 miles: 150
- Out of State/Country: 20

6. **2025 Tourism-Impact Estimate**
(Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2024)

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:	2025 Estimate	2024 Actual	Methodology
a. Overall attendance at your event/activity/facility	2625	2602	See below
b. Number of people who travel more than 50 miles for your event/activity/facility	1875	1833	
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	395	387	
d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.	1375	1354	
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.	1200	1174	
f. Number of paid lodging room nights resulting from your event/activity/facility.	700	691	

*****NOTE: My estimates are based on actual participant registrations from 2024 plus the answers to the tourism questions that I ask as part of the registration process. I do NOT know how many stayed within city limits vs unincorporated Clallam County, so I am presenting my total lodging estimates and can say that the number in unincorporated Clallam County is likely proportional to the percent of lodging inside the city vs outside, but I do not know that ratio (and Marsha also didn't know – I tried to find out)**

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

For OAT Run and GOAT Run, our host hotel is Olympic Lodge
For Frosty Moss Relay, our host hotel is 7 Cedars
We do not have a specific host hotel for Big Hurt, Little Hurt, or Salt Creek 24
While we do have sponsoring hotels for some of the races, we have found that our racers stay in a wide variety of hotels, short term rentals, and campgrounds regardless of if there is a host hotel or not. We link each race website to the Olympic Peninsula Visitor Bureau lodging booking.

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

The estimated numbers listed in #6 are based on my actual attendance for 2024 to all of my races & and answers to questions asked as part of the registration process. I have been organizing races since 2013, and over time have built a diverse suite of races of multiple type, and have attracted a very dedicated following of racers, many returning year after year from all around the PNW region.

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

All Events: These events are intended to both bring people from outside of Clallam County – athletes as well as their non-athlete friends and families who will travel with them – and also to provide healthy activities and an improved quality of life for local residents. Bringing athletes from out of the area benefits the local economy and diversifies the type of tourist that visits Port Angeles beyond those visiting Olympic National Park.

Event: OAT Run

- 80% participants (and their guests) from more than 50 miles away
- Age demographics: Under 18 (1.39%), age 18-29 (17.82%), age 30-39 (34.78%), age 40-49 (27.03%), age 50-64 (16.42%), over 65 (2.56%)
- Gender demographics: 60% female
- In 2024, we had racers from 2 countries and 12 states.

Event: GOAT Run

- 80% participants (and their guests) from more than 50 miles away
- Age demographics: Under 18 (0.74 %), age 18-29 (17.69%), age 30-39 (37.59%), age 40-49 (26.54%), age 50-64 (15.23%), over 65 (2.21%)
- Gender demographics: 53% female
- In 2024, we had racers from 2 countries and 12 states.

Event: Big Hurt / Little Hurt

- Big Hurt 67% participants (and their guests) from more than 50 miles away
- Little Hurt 15% participants (and their guests) from more than 50 miles away
- Age demographics: Under 18 (3.89 %), age 18-29 (8.75%), age 30-39 (29.64%), age 40-49 (32.65%), age 50-64 (21.77%), over 65 (3.3%)
- Gender demographics: 70% male
- In 2024, we had racers from 2 countries and 7 states.

Event: Frosty Moss Relay

- 80% participants (and their guests) from more than 50 miles away
- Age demographics: Under 18 (1.14 %), age 18-29 (12.84%), age 30-39 (35%), age 40-49 (32.27%), age 50-64 (17.73%), over 65 (1.02%)
- Gender demographics: 55% female
- In 2024, we had racers from 2 countries and 12 states.

Event: Salt Creek 24

- 75% participants (and their guests) from more than 50 miles away
- Age demographics: Under 18 (3.45 %), age 18-29 (7.76%), age 30-39 (20.69%), age 40-49 (37.07%), age 50-64 (28.45%), over 65 (2.59%)
- Gender demographics: 68% female
- In 2024, we will have racers from 2 countries and 7 states.

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

I promote the endurance races in a wide variety of ways. One of the ways that athletes find out about races is online race calendars. I list each race on up to 12 different races calendars (exact calendars depend on what type of race it is). Additionally, I advertise via video on the Coho Ferry, online in the Cascade Bicycle Club newsletter, online on social media, podcasting, and with print materials (posters and race cards) distributed around the PNW. Sometimes print and digital ads in Adventures NW magazine. A lot of our attendance comes from word of mouth as well – athletes talking to each other at another race, returning racers bringing other athletes with them, etc.

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

Each of our websites lists individual hotels and camping that have offered a discount to racers, as well as a link to the Olympic Peninsula Visitor Bureau lodging booking page. On social media, we promote our local business sponsors as well as other activities going on in the area as appropriate / relevant.

12. **Are you applying for Lodging Tax funds from another community (yes or no)? If yes, indicate below where applying and for how much.** **Do NOT attach a copy of the application.**

Yes. I will be applying for 2025, but I do not know if I will receive them.
I will apply to the City of Port Angeles for 3 events ($7,000)
I will apply to the City of Sequim for Frosty Moss Relay ($2,000)
I will apply to OPVB for marketing funds across all events ($15,000)

13. What is the overall budget for your event/activity/facility? $ 149,700 What percent of the budget are you requesting from Clallam County Lodging Tax Fund? 5 %

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

The remainder will be funded by registration fees charged to each racer and sponsorships.

Clallam County Lodging Tax Grant 2024

PENINSULA ADVENTURE SPORTS - ITEMIZED BUDGET

** Individual budgets for each event
** Operations - includes permits, sanicans, shuttles, insurance, rental equipment (tents/fencing/tables/etc.) and traffic control
** I have a separate marketing budget and my OPVB marketing grant is applied to that budget

OAT Run		
Revenue		
Entry fees	$30,000	
Sponsorships	$1,500	
Grants	$0	
	$31,500	***Total Revenue***
Expenses		
Supplies	$1,300	
Swag	$4,000	
Food	$6,000	
Venue	$600	
Personnel/Volunteer groups/Medical	$12,300	
Operations	$7,300	
	$31,500	***Total Expense***
Big Hurt & Little Hurt		
Revenue		
Big Hurt Entry fees	$20,300	
Big Hurt Sponsorships	$3,500	
Little Hurt Entry fee	$1,100	
Little Hurt Sponsorships	$2,000	
Grants	$3,000	
	$33,900	***Total Revenue***

Big Hurt & Little Hurt (continued)		
Expenses		
Big Hurt Supplies	$1,400	
Big Hurt Swag	$4,700	
Big Hurt Food	$500	
Big Hurt Personnel/Volunteer groups/Medical	$16,200	
Big Hurt Operations	$8,000	
Little Hurt Supplies	$500	
Little Hurt Swag	$1,000	
Little Hurt Personnel/Volunteer groups/Medical	$1,200	
Little Hurt Operations	$400	
	$33,900	***Total Expense***
Salt Creek 24		
Revenue		
Entry fees	$15,500	
Sponsorships	$1,000	
Grants	$2,000	
	$18,500	***Total Revenue***
Expenses		
Supplies	$1,500	
Swag	$2,000	
Food	$1,000	
Venue	$600	
Personnel/Volunteer groups/Medical	$6,500	
Operations	$1,400	
	$18,500	***Total Expense***

GOAT Run		
Revenue		
Entry fees	$32,600	
Sponsorships	$1,000	
Grants	$0	
	$32,600	***Total Revenue***
Expenses		
Supplies	$2,200	
Swag	$4,000	
Food	$6,800	
Personnel/Volunteer groups/Medical	$12,600	
Operations	$7,000	
	$32,600	***Total Expense***

Frosty Moss Relay		
Revenue		
Entry fees	$28,200	
Sponsorships	$1,000	
Grants	$4,000	
	$33,200	***Total Revenue***
Expenses		
Supplies	$2,500	
Swag	$3,500	
Food	$7,000	
Personnel/Volunteer groups/Medical	$16,200	
Operations	$4,000	
	$33,200	***Total Expense***

Clallam County Lodging Tax Grant 2024

PENINSULA ADVENTURE SPORTS

INTENDED USE OF AMOUNT REQUESTS

I intend to use requested funds to pay for operational costs that are required to put on each event. Rising costs of these items (for example, the shuttle prices went up significantly when Blackball sold the shuttles to Puget Sound Transport) as well as almost every other expense are challenging right now.

Frosty Moss Relay - $2,000 - Sanicans
OAT Run - $1,500 - Shuttles
GOAT Run - $1,500 - Shuttles
Big Hurt - $1,500 - Sanicans & Tent/Fencing from Hurricane Ridge Ski Club
Salt Creek 24 - $1,000 - Sanicans and Park fees

TOTAL REQUESTED = $7,500

Lodging Tax Advisory Committee

Funding Request

Peninsula Trails Coalition

RECEIVED
CLALLAM CO. COMMISSIONERS
OCT 10 2024
1...2...3...A...

LODGING TAX FUNDING APPLICATION
2025

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

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**: ODT Enhancement, 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 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.

Jeffrey R. Bohman — Date: 10/10/2023

Signature

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), including the Olympic Adventure Trail (OAT), and enhance visitors' experience, which brings more people to Clallam County for many reasons.

   This request includes funding to cover the cost of portable toilets (sanicans) throughout the County, to purchase equipment to be used for maintenance of the Olympic Adventure Trail section of the ODT, to purchase mobile Eco-Counters that can be moved to various locations to have a better sense of trail usage in areas without a permanent Eco-Counter, to improve signage throughout the trail system in areas where we hear that more signage is needed, funding for the third year of the Trail Ambassador Program, and funding to print the next edition of the Olympic Adventure Trail maps.

   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 Adventure Trail (OAT) is a 25-mile alternative to the paved, rail grade ODT route between the Elwha River and Lake Crescent. It is designed for mountain bikers, hikers, and equestrians. It has 25 miles of double- and single-track riding over very scenic, hilly, forested terrain. Over the past few years, it has gained popularity with bike packers.

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

   Sanicans: We request funding to cover the cost of all sanicans in the County, which inherently contribute to a positive experience. There are currently 9, with one which will be added by the Peninsula Trails Coalition in the Gossett Road area. 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 or the County has covered. In 2024, the PTC covers the cost of 4 of the sanicans, and we will install a 5th one this year in the Gossett Road area, and in 2025, we propose taking on the management of all 10 sanicans. This is supported by Clallam County Public Works, as shown in the attached letter of support. This is a public health and

safety dimension of the experience, and a distinct need of the ODT, which inherently has remote segments.

Maintenance Equipment: We also request funding to purchase a Stihl battery power head and batteries, as well as two rhino hand tools, all of which will be used by Trail Adopters of sections of the Olympic Adventure Trail, as well as on the Olympic Discovery Trail.

Eco-Counters: Additionally, we request funding to purchase 3 mobile Eco-Counters that can be moved to various locations to have a better sense of trail usage in areas without a permanent Eco-Counter. We intend to use them on sections like the Olympic Adventure Trail, which we have limited data on. The increased knowledge of usage based on the Eco-Counters data will ensure a variety of trail-related capabilities and amenities are calibrated to actual trail usage—both in numbers of users and location of users.

We monitor trail usage to better understand where amenities might be needed, and these portable Eco-Counters will be invaluable in helping the PTC understand usage in areas where we have not had permanent Eco-Counters. With this data, we might choose to have sanicans serviced more frequently or install picnic tables or benches.

Improved Signage: We have heard feedback that additional signage could be used throughout the trail to indicate location or directions, and we are requesting $500 to implement improved signage, where needed, throughout the trail.

Trail Ambassador: In 2023 and 2024, Trail Ambassadors greeted thousands of visitors, and the program is ongoing as of the deadline for this grant. 2024 Trail Ambassador surveys are ongoing as this grant is being written and data will be available in early 2025. We hope to be able to fund a 3rd year of this program.

Trail Ambassadors function as a mobile visitor center. 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.

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.

Olympic Adventure Trail Maps: We will be fortifying our full range of maps with a printing of the next edition of the Olympic Adventure Trail map. This will help increase awareness of the OAT to current and potential users of the Olympic Adventure Trail.

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

   Every element of this grant request advances marketing of the Olympic Discovery Trail (ODT) and the Olympic Adventure Trail (OAT) and enhances visitors' experience, as explained in question #1, and thereby helps increase paid overnight accommodation in Clallam County. The most impactful way that we help increase paid overnight accommodations is through the Trail Ambassador program.

   Trail Ambassadors function as a mobile visitor center. Ambassadors are equipped with ODT and OAT 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 and OAT, 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. Social media engagement has played a pivotal role in our efforts to attract potential visitors and engage with repeat visitors. The ODT was even featured in a recent NY Times article: https://www.nytimes.com/2024/09/26/travel/bike-routes-rides-fall.html?unlocked_article_code=1.N04.Mtu1.Fe3gRbuQIuq4&smid=nytcore-ios-share&referringSource=articleShare&sgrp=c-cb.

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. 2024 Trail Ambassador data will be available in early 2025.

We do not have data for the OAT but will have this after 2024 Trail Ambassador program ends and the results are compiled. Based on anecdotal observations, it's apparent that many users of the OAT are backpackers from greater than 50 miles away. The Fundraising Manager with the Peninsula Discovery Trail is on the OAT most days of the week, and has done so for many years, and she sees bike packers almost every time she's out, and often engages in conversation with them.

Trail Ambassadors add to the destination appeal of the ODT and the OAT, as a valuable trail amenity by being a mobile visitor center and 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.

With this grant round, we intend to print the next edition of the map for the Olympic Adventure Trail, one of our most popular maps.

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.

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

   N/A

6. **2025 Tourism-Impact Estimate**
(Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2024)

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:	2025 Estimate	2024 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. 2024 actuals are based on 2023 Trail Ambassador data. 2024 Trail Ambassador surveys are ongoing as this grant is being written and data will be available in early 2025.
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.

   For those using the OAT, they primarily are day users or bike packers, but there are also those who stray at Lake Crescent Lodge, located at the west end of the OAT.

   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 and 2024, PTC secured LTAC grants to implement the Trail Ambassador project. We are requesting funding to continue this program a third year. 2024 surveys are ongoing, and data will be available in early 2025, but we can report that the program is well received and highly successful. Trail Ambassadors have played a pivotal role, acting as a mobile visitor center, aiding visitors with route planning, and with locating amenities such as dining and lodging options. Many visitors noted that their interaction with a Trail 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. With this grant round, we intend to print the next edition of the Olympic Adventure Trail map, one of our most popular maps.

A positive experience, including highly detailed recreation maps, bathroom facilities, and a well-maintained trail, enhances the visitor experience and attract tourists.

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. The OAT is used by all these user groups with the exception of ADA wheeled users. They are 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 have expanded surveys to trailheads to include the Olympic Adventure Trail, which has a significantly different user profile than the Olympic Discovery Trail. We have also expanded coverage through the month of November to collect data in the shoulder season. For year 3, we intend to continue that expanded presence and timeline.

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 November, 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. With this grant round, we intend to print the next edition of the Olympic Adventure Trail map, one of our most popular maps.

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 in 2023 and 2024 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. With this grant round, we intend to print the next edition of the Olympic Adventure Trail map, one of our most popular maps.

12. Are you applying for Lodging Tax funds from another community (yes or no)? If yes, indicate below where applying and for how much. **Do <u>NOT</u> attach a copy of the application.**

We plan to apply in all jurisdictions in Clallam and Jefferson Counties for 2025 funds. Thus far, we have applied to the City of Forks and Jefferson County LTAC, and we will be submitting a grant application to the City of Port Angeles LTAC next week. We have not yet decided what we'll apply for in the upcoming rounds for the City of Sequim, OPVB and the City of Port Townsend.

None of these applications are for the same items we are requesting funding for in this application. There is no overlap.

Below is that we have requested or are planning to submit.

Jurisdiction	Amount Requested
Forks	$3,000
Jefferson County	$35,700
City of Port Angeles	$49,500.00 (this is an estimate and may change prior to submission)

13. What is the overall budget for your event/activity/facility? $ 50,000 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.

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 the first two years of the Trail Ambassador Program. They continue to be our primary funding sources for our marketing and Trail Ambassador activities as well as other occasional maintenance-related needs.

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.

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, October 11, 2024**.

The Clallam County Lodging Tax Advisory Committee (LTAC) will review 2025 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.
- Submit original application and one copy.
- The sealed applications must be clearly marked on the outside "2025 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.
- Please refrain from submitting colorful pictures/PowerPoint presentations.

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. Please refrain from submitting colorful pictures/PowerPoint Presentations.

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.

2025 Clallam County LTAC grant budget
Peninsula Trails Coalition/Olympic Discovery Trail

Proposed Itemized Budget:

Item	Expense	Income
Sanicans County-wide - 10 Sanicans at $1,200 each plus $1,000 for expected cost of occasional extra service	$13,000	$0 *
Tools - Purchase of one Stihl battery power head and batteries, as well as 2 rhino hand tools	$1,250	$0 *
Pyro Nano Eco-Counters, a pack of 3	$4,000	$0 *
Signage – directional/locational	$500	$0 *
Year 3 of the Trail Ambassador Program	$30,000	$0 *
Reprinting of the Olympic Adventure Trail map	$1,250	$0*
Total	**$50,000**	**$0 ***

* There is no income associated with these items, though the PTC does generate income through other activity not within the scope of this grant.

Description and budget showing the intended use of the funds requested:
We respectfully request funding to advance marketing of the Olympic Discovery Trail (ODT), including the Olympic Adventure Trail (OAT), and enhance visitors' experience, which brings more people to Clallam County for many reasons.

This request includes funding to cover the cost of portable toilets (sanicans) throughout the County, to purchase equipment to be used for maintenance of the Olympic Adventure Trail section of the ODT, to purchase mobile Eco-Counters that can be moved to various locations to have a better sense of trail usage in areas without a permanent Eco-Counter, to improve signage throughout the trail system in areas where we hear that more signage is needed, funding for the third year of the Trail Ambassador Program, and funding to print the next edition of the Olympic Adventure Trail maps.

Sanicans: We request funding to cover the cost of all sanicans in the County, which inherently contribute to a positive experience. There are currently 9, with one which will be added by the Peninsula Trails Coalition in the Gossett Road area. 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 or the County has covered. In 2024, the PTC covers the cost of 4 of the sanicans, and we will install a 5th one this year in the Gossett Road area, and in 2025, we propose taking on the management of all 10 sanicans. This is supported by Clallam County Public Works, as shown in the attached letter of support. This is a public

health and safety dimension of the experience, and a distinct need of the ODT, which inherently has remote segments.

Maintenance Equipment: We also request funding to purchase a Stihl battery power head and batteries, as well as two rhino hand tools, all of which will be used by Trail Adopters of sections of the Olympic Adventure Trail, as well as on the Olympic Discovery Trail.

Eco-Counters: Additionally, we request funding to purchase 3 mobile Eco-Counters that can be moved to various locations to have a better sense of trail usage in areas without a permanent Eco-Counter. We intend to use them on sections like the Olympic Adventure Trail, which we have limited data on. The increased knowledge of usage based on the Eco-Counters data will ensure a variety of trail-related capabilities and amenities are calibrated to actual trail usage—both in numbers of users and location of users.

We monitor trail usage to better understand where amenities might be needed, and these portable Eco-Counters will be invaluable in helping the PTC understand usage in areas where we have not had permanent Eco-Counters. With this data, we might choose to have sanicans serviced more frequently or install picnic tables or benches.

Improved Signage: We have heard feedback that additional signage could be used throughout the trail to indicate location or directions, and we are requesting $500 to implement improved signage, where needed, throughout the trail.

Trail Ambassador: In 2023 and 2024, Trail Ambassadors greeted thousands of visitors, and the program is ongoing as of the deadline for this grant. 2024 Trail Ambassador surveys are ongoing as this grant is being written and data will be available in early 2025. We hope to be able to fund a 3rd year of this program.

Trail Ambassadors function as a mobile visitor center. 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.

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.

Olympic Adventure Trail Maps: We will be fortifying our full range of maps with a printing of the next edition of the Olympic Adventure Trail map. This will help increase awareness of the OAT to current and potential users of the Olympic Adventure Trail.

WASHINGTON
Secretary of State
Corporations & Charities Division

Filed
Secretary of State
State of Washington
Date Filed: 11/28/2023
Effective Date: 11/28/2023
Registration No: 1127078

Charity Renewal

ORGANIZATION INFORMATION

Organization Name:
PENINSULA TRAILS COALITION
Registration Number :
1127078
Purpose/Mission of the Organization:
Promote non-motorized trail development on the Olympic Peninsula.
FEIN Number:
91-1416511
Federal Tax-Exempt Status:
Yes
Federal Status Type:
501(c)(3)
UBI Number:
602 071 631
Is this Charitable Organization associated with any Corporation or LLC?-
No

CONTACT INFORMATION

Organization Email:
TREASURER@OLYMPICDISCOVERYTRAIL.ORG
Confirm Organization Email:
TREASURER@OLYMPICDISCOVERYTRAIL.ORG
Organization Website:
Is Foreign Contact:
No
Country Code:
1
Phone Number:
3604774081
Ext:
Mailing Address:
10 VICTORIA VIEW ST, SEQUIM, WA, 98382-8068, USA
Street Address:
10 VICTORIA VIEW ST, CLALLAM COUNTY, SEQUIM, WA, 98382-8068, USA
Do you use any other addresses for Solicitation -
No

FINANCIAL INFORMATION

Accounting year beginning date:
01/01/2022
Accounting year ending date:

12/31/2022
Beginning Gross Assets:
$682,140.00
Ending Gross Assets:
$778,032.00
Revenue
Gross Contributions from Solicitations:
$290,049.00
Gross Revenue from All Other sources:
$45,440.00
Total Dollar Value of Gross Receipts:
$335,489.00
Expenses
Gross Expenditures from Program Services:
$135,946.00
Total Gross from All Expenditures:
$201,692.00
Percent to Program Services:
67%

FINANCIAL HISTORY

Fiscal Begin Date	Fiscal End Date	Begin Assets	Revenue	Program Services	Expenses	End Assets	% To Program Services
01/01/2021	12/31/2021	$461,901.00	$316,635.00	$39,306.00	$72,791.00	$682,140.00	54%
01/01/2020	12/31/2020	$360,491.00	$142,641.00	$39,341.00	$59,294.00	$461,901.00	66%
01/01/2019	12/31/2019	$319,426.00	$123,193.00	$89,087.00	$103,952.00	$360,491.00	85%
01/01/2018	12/31/2018	$275,912.00	$116,287.00	$53,258.00	$57,388.00	$319,426.00	93%
01/01/2017	12/31/2017	$264,630.00	$131,364.00	$123,519.00	$126,737.00	$275,912.00	97%
01/01/2016	12/31/2016	$127,469.00	$199,568.00	$55,825.00	$59,734.00	$264,630.00	93%
01/01/2015	12/31/2015	$87,030.00	$67,382.00	$21,519.00	$26,943.00	$127,469.00	80%
01/01/2014	12/31/2014	$77,292.00	$34,829.00	$23,218.00	$25,091.00	$87,030.00	93%
01/01/2013	12/31/2013	$102,412.00	$23,940.00	$48,182.00	$49,060.00	$77,292.00	98%
01/01/2012	12/31/2012	$98,872.00	$56,125.00	$51,855.00	$52,585.00	$102,412.00	99%

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

- Direct Mail
- Email
- Entertainment/Special Events
- Internet
- Newspaper/Magazine/Publication
- Personal Contact
- Product Sale
- Vehicle/Boat Donations
- Advertisement/Coupon Books

Is the Organization registered to solicit outside of WA?- **No**
Does the Organization pay any of its officers or employees?- **No**

PERSONS ACCEPTING RESPONSIBILITY

Current Officers or Persons Accepting Responsibility for the Organization

First Name	Last Name	Title	Phone #	Address

JEFF	BOHMAN	PRESIDENT	3604577536	3753 S CANYON CIR, PORT ANGELES, WA, 98362-6721, UNITED STATES
JOHN	DOLANSKY	TREASURER	3604774081	10 VICTORIA VIEW ST, SEQUIM, WA, 98382-8068, UNITED STATES

FINANCIAL PREPARER

Person or Business that Prepares, Reviews or Audits Financial Information:
Type:
INDIVIDUAL
First Name:
JOHN
Last Name:
DOLANSKY
Title:
TREASURER
Address:
10 VICTORIA VIEW ST, SEQUIM, WA, 98382-8068, USA

LEGAL INFORMATION

Do you have any Legal Actions? - **No**

COMMERCIAL FUNDRAISERS

Does the Organization use one or more Commercial Fundraisers to solicit contributions in WA?- **No**

RETURN ADDRESS FOR THIS FILING

Attention:
JOHN DOLANSKY
Email:
TREASURER@OLYMPICDISCOVERYTRAIL.ORG
Address:
10 VICTORIA VIEW ST, SEQUIM, WA, 98382-8068, USA

UPLOAD ADDITIONAL DOCUMENTS

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

SIGNATURE/ ATTESTATION

First Name:
JOHN
Last Name:
DOLANSKY
Date:
11/28/2023
Phone Number:
360-477-4081

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

11/28/2023

PENINSULA TRAILS COALITION
10 VICTORIA VIEW ST
SEQUIM WA 98382-8068

Registration Number: 1127078
Organization Name: PENINSULA TRAILS COALITION

Greetings PENINSULA TRAILS COALITION,

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

2025 and 2026 projections are pending approval of budgets for those years

PENINSULA TRAILS COALITION	2024	2024	2025	2025	2026	2026	COMMENTS
INCOME:							
CONTRIBUTIONS INCOME							
RESTRICTED CONTRIBUTIONS	21,149		3,000		3,000		HBV
UNRESTRICTED	74,000		74,000		74,000		ACTUAL 2023
BEQUESTS	23,000		23,000		23,000		APPLE MKT VALUE 2024
SUPPORTING EVENTS	19,000		19,000		19,000		ACTUAL 2023
YEAR-END APPEAL	1,000		1,000		1,000		
DIRECT MAIL CAMPAIGN	44,000		44,000		44,000		ACTUAL 2023
ODT-EAGLEMOUNT	2,000		2,000		2,000		
GIVE BIG/GIVING TUESDAY	5,000		5,000		5,000		
MAP DONATIONS	7,000		7,000		7,000		
TOTAL CONTRIBUTIONS INCOME		196,149		178,000		178,000	
INTEREST/DIVIDEND INCOME		12,000		12,000		12,000	
MEMBERSHIP DUES		15,000		15,000		15,000	ACTUAL 2023
GRANTS		105,000		112,000		133,100	LEMOLO; LTAC; 2026 MAPS, BROCHURES
TRAVELER'S JOURNAL-P.A., SEQUIM		3,429		4,500		4,500	ACTUAL
BIKE TUNE-UP EVENT		7,000		7,000		7,000	ACTUAL
ANNUAL ODT FUNDRAISER, NET		0		0		0	
TOUR DE LAVENDER-NET		46,000		46,000		46,000	2024 ACTUAL
SALES/COMMISSIONS		1,200		1,200		1,200	
ALPENFIRE ROYALTIES		0		0		0	
WEB SPONSORSHIPS		3,000		3,000		3,000	
TOTAL INCOME		388,778		378,700		399,800	
EXPENSE:							
ADMINISTRATION							
OFFICE	3,000		3,000		3,000		
OFFICE SUPPLIES	1,500		1,500		1,500		
LICENSES & PERMITS	325		325		325		
P. O. BOX & SITE RENTALS	4,500		4,500		4,500		
WEBSITES	3,000		3,000		3,000		
CREDIT CARD PROCESSING FEES	2,000		2,000		2,000		
DUES AND SUBSCRIPTIONS	5,100		5,100		5,100		CIVIC SOFTWARE;MAILCHIMP
INVESTMENT MANAGEMENT EXPENSES	7,000		7,500		7,500		
AWARDS & RECOGNITION	200		200		200		
MISCELLANEOUS	800		200		200		OPVB GATHERING
PS2P EXPENSES	15,000		15,000		15,000		ADDENDUM
LEMOLO ADVISORS	35,000		42,000		42,000		LEMOLO
SALES TAX	120		120		120		MINIMAL NON-TDL SALES
CPA/AUDIT (AUDIT-$10K, REVIEW-$5K)	550		650		650		ACTYAK
EXECUTIVE DIRECTOR	0		0		0		NEED REVENUES
DEVELOPMENT DIRECTOR	48,823		71,400		71,400		LEMOLO; NEW CONTRACT
RELATIONSHIP MANAGER	80,375		118,300		118,300		NEW CONTRACT
TOTAL ADMINISTRATION EXPENSE		207,393		274,795		274,795	
LIABILITY INSURANCE		5,863		6,449		7,094	PREMIUM INCREASE; 2024 ACTUAL
POSTAGE AND DELIVERY		3,000		3,000		3,000	
PRINTING AND REPRODUCTION		300		300		300	
BIKE TUNE-UP EVENT		400		400		400	
PROGRAM EXPENSE:		300		300		300	
GIVE BIG/TUESDAY EXPENSES		850		850		850	
PROMOTION		12,500		8,000		13,500	ANCHOR BROCHURES
NEWSPAPER ADS		2,000		2,000		2,000	SOUND PUBLISH. ADS
STRATEGIC PLAN		15,000		4,000		0	BOARD RETREAT
DIRECT MAIL COSTS		21,618		22,000		23,000	4-STAGE MAILINGS
TRAIL AMBASSADOR PROGRAM		40,500		40,500		40,500	CLALLAM & JEFFERSON
CONFERENCES		4,000		4,000		4,000	WSTC
SUPPLIES							
VOLUNTEER RECEPTION	1,000		1,000		1,000		ACTUAL
MISC. SUPPLIES	100		100		100		
MAPS	21,800		6,200		30,000		GRANT SPENDING EXPECTED IN 2024
ANNUAL MEETING	150		150		150		RENT
TOTAL SUPPLIES		23,050		7,450		31,250	
TRAIL EXPENDITURES							
TRAIL MAINTENANCE MGR	6,000		36,000		36,000		$3K PER MO. STARTING 11/24
TRUCK EXPENSES	2,000		2,000		2,000		$600 PER YR STORAGE
FLAGGER TRAINING	85		85		85		
EQUIPMENT	5,000		5,000		5,000	ACTUAL	
TRAIL CONSTRUCT. INCL. MAT'L, GAS	3,000		3,000		3,000		
HBV	116,346		0		0	NEW BUDGET	
SUPPLIES,	1,000		1,000		1,000		
SIGNAGE	1,250		1,250		1,250	CLALLAM/JEFFCO PROJECTS	
WORK PARTY FOOD/BEVERAGES	3,500		3,500		3,500		
SANIKAN RENTALS	5,000		5,000		5,000		
ECO-COUNTERS	1,600		1,400		500		DEDUCTIBLE & SUBSCRIPTION
VOLUNTEER VESTS	1,000		1,000		1,000		
TOTAL TRAIL MAINTENANCE		145,781		59,235		58,335	
TOTAL EXPENSE		482,555		433,279		459,324	
NET INCOME		(93,777)		(54,579)		(59,524)	

PENINSULA TRAILS COALITION

2025 BUDGET

INCOME:			
CONTRIBUTIONS INCOME			
RESTRICTED CONTRIBUTIONS	3,000		
UNRESTRICTED	87,000		
SUPPORTING EVENTS	18,000		
YEAR-END APPEAL	3,500		
DIRECT-MAIL APPEAL	50,000		2024=$44,114
BEQUESTS	23,000		
ODT-EAGLEMOUNT FUND	2,500		
GIVING BIG/TUESDAY	5,500		
CAR DONATIONS	1,000		
MAP DONATIONS	6,000		
TOTAL CONTRIBUTIONS INCOME		$199,500	
INTEREST/DIVIDEND INCOME		13,000	
MEMBERSHIP DUES		14,000	
GRANTS		105,900	CLALLAM, JEFFCO, P.A., FORKS, NADDY
PROGRAMS		6,000	FEE FROM $5 TO $10
BIKE TUNE-UP EVENT		7,000	
SALES, NET		800	
TOUR DE LAVENDER		50,000	
SPONSORSHIPS		1,000	
MISCELLANEOUS INCOME		1,000	
TOTAL INCOME		398,200	
EXPENSE:			
ADMINISTRATION			
OFFICE	3,000		
OFFICE SUPPLIES	1,500		
LICENSES AND PERMITS	400		
RENTALS-SITE & P.O. BOX	5,000		TRUCK STORAGE $600
WEBSITE	1,000		
CREDIT CARD PROCESSOR FEES	2,500		
DUES AND SUBSCRIPTIONS	4,500		MAIL CHIMP, CIVIC CHAMP
INVESTMENT MANAGEMENT EXP	8,000		
AWARDS & RECOGNITION	200		
CPA: TAX RET., REVIEW, AUDIT	650		
TAXES-SALES	100		
LIABILITY INSURANCE	7,000		15% INCREASE
POSTAGE AND DELIVERY	3,500		
PRINTING	500		
STRATEGIC PLAN	0		
MISCELLANEOUS	1,000		
TOTAL ADMINISTRATION EXPENSE		38,850	
CONTRACT SERVICES/LABOR			
DEVELOPMENT DIRECTOR	90,000		80 HRS PER MO. @ $85
RELATIONSHIP MGR	100,000		120 HRS PER MO @ $85 PLUS MILEAGE
EXECUTIVE DIR	0		
TRAIL MTCE MGR	37,000		80 HRS PER MO @ $38
LEMOLO CONSULTING	10,500		3 MOS
PS2P EXPENSES	15,000		
TOTAL CONTRACT SERVICES/LABOR		252,500	
OTHER EXPENSES			
BIKE TUNE-UP EVENT	550		
PROGRAM EXPENSE	300		
PROMOTION & BROCHURES	5,000		
NEWSPAPER ADS	2,000		
TRAIL AMBASSADOR PROGRAM	0		
DIRECT MAIL COSTS	22,000		MULTIPLE DIRECT MAILINGS
VOLUNTEER RECEPTION	1,000		
ANNUAL MEETING	200		
SUPPLIES	300		
MAPS	7,750		CLALLAM, P.A., FORKS
TOTAL OTHER EXPENSES		39,100	
TRAIL EXPENDITURES			
MAINTENANCE VEHICLE	3,000		12 MONTHS USE
FLAGGER TRAINING	85		
VOLUNTEER VESTS	1,000		
TRAIL CONSTRUCT INCL MAT'L, GAS	35,000		P.A.
HBV	20,000		JEFFCO
EQUIPMENT	8,650		CLALLAM, JEFFCO,
SANIKAN RENTALS	15,000		CLALLAM, JEFFCO,
SUPPLIES,	1,000		
SIGNAGE	8,500		CLALLAM, JEFFCO, P.A., MISC SIGNS
WORK PARTY FOOD/BEVERAGES	4,000		
ECO-COUNTERS	13,500		CLALLAM, JEFFCO, P.A., MISC
TOTAL TRAIL EXPENDITURES		109,735	
TOTAL EXPENSES		440,185	
NET INCOME (DEFICIT)		($41,985)	
USE OF ENDOWMENT INCOME TO REDUCE DEFICIT			
75% OF RESTRICTED INVESTMENT INCOME SUBTRACTED PER EPG POLICY		(10,868)	
SUBTRACTING BEQUEST INCOME		(23,000)	
25% OF RESTRICTED INVESTMENT GAINS ADDED PER EPG POLICY		18,573	
		($57,280)	

COMMENTS
ALL ITEMS BASED ON 2024 UNLESS NOTED OTHERWISE

DRAFT 10/9/24, pending Board approval

Using the Trail Safely:

Read Safety Signs Posted at Trailhead

1. No Motorized vehicles are allowed on trail. This trail is used by horses and horse/riders. Should you break this rule, you will be endangering your life if you encounter a horse, as a horse occupies the entire width of the trail and will kick if startled! You will also be breaking the law and thus be subject to full legal prosecution (fines and confiscation of your vehicle). Motorized trail use endangers the county easement with the property owners. Do not spoil the fun and rights of others — the trail managers and users are serious about eliminating motorized use on the trail they built.

2. Horses Have Absolute Right-of Way! If you encounter a horse/rider, please stop and get off the trail to the downhill side.

3. Horse Owners/Riders and Pet Owners must remove all animal waste from the Trail. Practice "leave no trace" to ensure continued use of the Trail.

4. Dogs Must be on Leash- no more than 8 Feet in length. Violation of this rule could lead to dogs being banned from the Trail.

5. Please bury all Human Waste - well off the Trail, in a shallow hole and cover the refilled hole with rocks or branches.

6. Park at the Designated Trailheads. Vehicles blocking access gates will be towed.

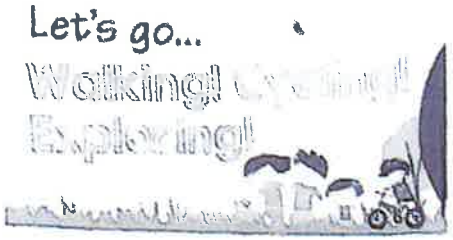
7. Hunting, Camping, Fires, Smoking, and Alcohol Consumption are Prohibited on the Trail. Hunters use some of the same roads as the trail during hunting season by permission of the landowner. Firing a weapon down/across the road utilized by the Trail, or the Trail itself, is absolutely prohibited. **PLEASE WEAR BRIGHT COLORS ON THE TRAIL DURING HUNTING SEASON!**

8. The Trail is only open during daylight hours.

9. When Riding the DNR road sections (miles 20-25), please stay single file and ride as far to the right as possible. *A loaded log truck or pickup truck could be just around the next bend - THEY HAVE THE RIGHT- OF-WAY! It is strongly advised that you pull off the road and wait for it to pass.*

10. The off-road sections of the Trail are not designed for speed greater than 10MPH

Clallam LTAC 2025 - PTC



In an emergency, dial 911

To Support the Olympic Discovery Trail go to:
www.olympicdiscoverytrail.org/donate
Or Mail Donations to:
Peninsula Trails Coalition
P.O. Box 1836
Port Angeles, WA 98362

OLYMPIC Adventure TRAIL
Part of the Olympic Discovery Trail

HWY 112, Port Angeles
to
Lyre River Trailhead, Lake Crescent

Provided by

PENINSULA TRAILS COALITION

Welcome! *An Exhilarating Ride Awaits with Incredible Vistas*

The Adventure Trail is part of the 135-mile route of the Olympic Discovery Trail stretching from Port Townsend to LaPush.

The Adventure Trail segment is intended for use by horsemen, mountain bicyclists and hikers. It is a physically challenging route on a 3 foot wide trail, totaling 25 miles in length from Spruce to Lake Crescent. There are no services [illegible] trail is quite isolated, with limited [illegible]. Be prepared with water, food, basic first aid supplies and(if cycling) all the tools you need to repair a bicycle tire or chain.

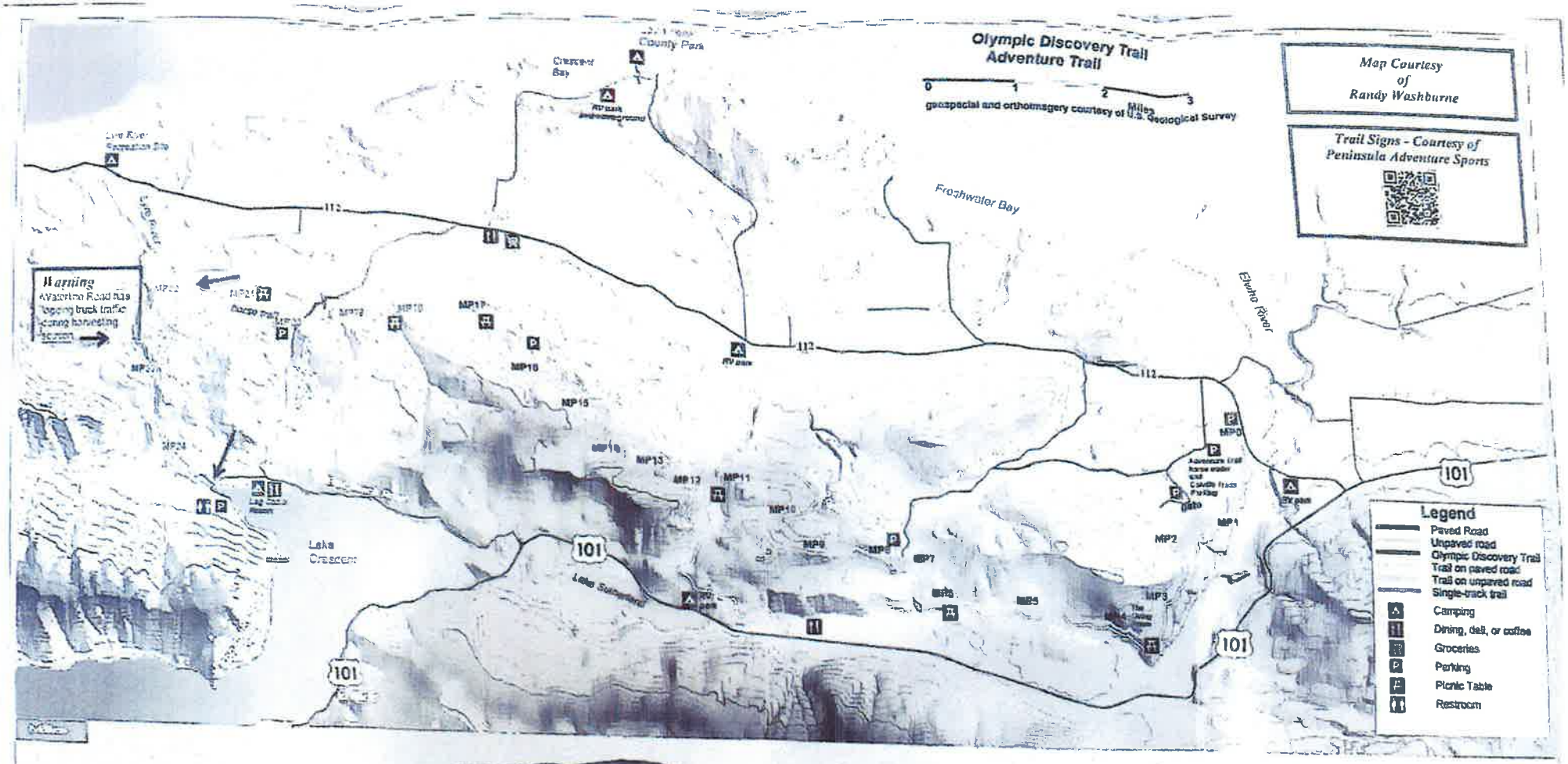
You will be passing through cougar habitat, so it is advisable to travel in groups and/or carry pepper spray. If you are riding the entire route on a mountain bike in one day, you should be physically fit, as there are sustained 8% grades and tight downhill switchbacks.

You Ride This Trail at Your Own Risk, so you must be willing to accept responsibility for your own actions and abilities!

If you are prepared and up to the challenges imposed by the terrain, you will enjoy one of the most scenic adventures available in Clallam County.

"Please Respect the Rights of Property Owners and Other Users by Staying on the

This map is made possible by donations from trail lovers like you!



SEGMENTS & ACCESS POINTS:

Trail Length: 25.9 Miles
Total Ascent: 3,796 ft
High Point: 1,448 ft
Ave Grade: 3.1%

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 lot 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.

Website Go To

Please Help Us
Produce These Great Maps
DONATE

Clallam Co. TAC 2025 - PTC

Clallam County Public Works Department

223 E. Fourth St., Suite 6
Port Angeles, WA 98362-3000
360-417-2309 Fax: 360-417-2513 E-mail: William.habel@clallamcountywa.gov

October 3, 2024

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

RE: Peninsula Trails Coalition 2025 Clallam LTAC 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) & Olympic Adventure Trail (OAT). PTC also supports the trail in many other ways including, but not limited to, all the elements included in their grant application.

The PTC is requesting funding for several items that would not only help improve the ODT & OAT but would help improve the overall experience to visitors and locals using the trail. PTC proposes the placement and maintenance of portable toilet (sanican) throughout the trail. Frequently maintained sanican facilities are greatly important to trail users, as much of the ODT is quite far from adequate public facilities. The PTC is also requesting funding to purchase mobile Eco-Counters, that can be moved to various locations to have a better sense of trail usage in areas without permanent counters. Trail usage data can help drive decisions in placing signs, maintenance efforts, and assist with future grant funding opportunities. Improved wayfinding signage placement will assist those who are unfamiliar with the trail. Trail maintenance equipment purchases will greatly help our incredibly important volunteer crew get jobs done more quickly and effectively. Funding for a third year of the Trail Ambassador Program, and funding to print Olympic Adventure Trail maps will help increase awareness of the ODT and OAT to visitors of our community.

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

Respectfully,

William Habel
Regional Trails & Active Transportation Coordinator
Clallam County Public Works

Lodging Tax Advisory Committee

Funding Request

Juan de Fuca Foundation for the Arts

RECEIVED
CLALLAM CO. COMMISSIONERS
OCT 10 2024
1...2...3...A...
@4:26pm

LODGING TAX FUNDING APPLICATION 2025

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**: **$** 40,000

II **Agency/Organization Name**: Juan de Fuca Foundation For the Arts

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

Federal Tax ID No. 91-1588987 UBI Number 601-455-288

III **Project/Activity/Event**: Juan de Fuca Festival of the Arts

IV **Representative Contact Information**:

Name, Title Kari Chance, Executive Director

Mailing Address 101 W Front St, St. 101, Port Angeles, WA 98362

Phone(s) 360-457-5411

Email karichance@jffa.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: 10/7/2024

Kari Chance

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 Juan de Fuca Festival, now in our 32nd year, attracts music, dance, and art lovers from all over the Pacific Northwest and beyond. The three day event encompasses performances on six unique stages and will expand to additional stage days in 2025. There will be over 75 performances and workshops that appeal to a wide spectrum of audiences. We will focus on booking highly sought after headliners and other performers which has proven to increase audience attendance at our event.

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

   With our focus on highly anticipated headliners and full days of music and activities as well as deeply discounting the three day pass (vs. single day passes) attendees tend to stay for more than one day of the event. The increase in audience size will result in increased overnight stays as well. We book a limited number of rooms to accomodate our performers and in past years we're be able to offer discounts with Clallam County hotels for attendees, performers, and vendors.

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 of our performers and vendors come from more than 50 miles away and they bring families, fans, and tourist dollars with them. We are working again to bring high caliber artists to draw a larger crowd. It's our hope that we will continue to grow our draw from outside the area with these more well recognized acts. Our social media manager is working on promotional material for these vendors and performers to use to help us market to a larger audience.

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

   JFFA will be increasing our marketing campaign in Victoria, BC this year and working to book Canadian artists and vendors that bring a following. We are also partnering with Cascadia Concerts in BC to cross promote events. We have had success in booking bands from Portland and promoting our event in that area to draw visitors from Oregon. We have two performers already in a verbal agreement from that area.

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

   The Juan de Fuca Festival of the Arts, May 23-25, 2024, Estimated attendance: 8500

6. **2025 Tourism-Impact Estimate**
(Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2024)

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:	2025 Estimate	2024 Actual	Methodology
a. Overall attendance at your event/activity/facility	8500	6927	Structured Estimate using geofencing
b. Number of people who travel more than 50 miles for your event/activity/facility	3200	2800	tructured Estimate using geofencing
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	1600	1400	Structured Estimate using geofencing
d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.	1375	1200	Structured Estimate using geofencing
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.	850	750	Structured Estimate using geofencing
f. Number of paid lodging room nights resulting from your event/activity/facility.	150	130	Structured Estimate using geofencing

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

The Red Lion Port Angeles Waterfront is our most utilized hotel. When contracts dictate, we house performers there. We encourage stays through advertising on our site and social media and last year had a successful "stay and play" package that included Coho tickets, nights at the Red Lion, and festival tickets. The Olympic Lodge has also offered discounte room nights for our traveling food & artisan vendors that stay up to four nights.

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

With new marketing pushes in the Portland area, digital ads on Seattle news websites, Victoria radio ads, and a focus on targeted social media ads based on areas with high engagement for our headline artists, we have seen an increase in visitors and vendors coming from outside the area and attending multiple days.

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

We focus on major metropolitan areas that are within driving/ferry distace (Seattle, Tacoma, Portland, Victoria) Our event is family focused and we encourage full engagement with FREE youth tickets for youth 17 & under and hope to expand our youth engagement activities. New in 2024, we provided a full three days of FREE performances from both local and national touring artists on our outdoor Community Stage (part of our free artisan street fair). These options make it reasonable for a full family to attend a full weekend of events.

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

Focus on geofenced locations (malls and ferry areas in Victoria, ferry waiting areas that are part of the WSF system, etc.) we are pushing out ads withing apps and social media platforms. We will extend our digital ads on metropolitan news homepages and use radio ads where appropriate. We are planning to market via rack cards on Washington State Ferries and tourist hubs and in Victoria, BC. We have also entered into a partnership to cross promote events with Cascadia Concerts in Victoria, BC and we are the Festival partner of SoundOFF! a MoPop batttle of the bands that is based in Seattle. They promote our event online and at all of their events.

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

We are upgrading our website and app in 2025 to include a new "While you're here" focus that will give directions to the event locations around town, where to stay, a list of walkable attractions (ie. city pier, ODT), a list of driveable attractions (ie. Hurricane Ridge, Salt Creek, Dungeness Spit) and a link to the Clallam Transit website.

12. Are you applying for Lodging Tax funds from another community (yes or no)? If yes, indicate below where applying and for how much. **Do NOT attach a copy of the application.**

Yes, we will apply for advertising funds from OPVB for a total of $9000 and City of Port Angeles LTAC for a total of $6000.

13. What is the overall budget for your event/activity/facility? $ 181,350
What percent of the budget are you requesting from Clallam County Lodging Tax Fund? 22.1 %

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

We are revamping and growing our sponsorship and donor programs this fall. We have consistently increased our sponsorships and we are about to launch our 2024 Membership campaign that will help support the Juan de Fuca Festival. We will secure the bulk of our funding from our ticket sales which will go on sale earlier than in the past to be able to utilize longer term marketing strategies and allow visitors to plan their trips and stays before hotels, SROs and other accommodations sell out.

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, October 11, 2024**.

The Clallam County Lodging Tax Advisory Committee (LTAC) will review 2025 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.
- Submit original application and one copy.
- The sealed applications must be clearly marked on the outside "2025 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.
- Please refrain from submitting colorful pictures/PowerPoint presentations.

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. Please refrain from submitting colorful pictures/PowerPoint Presentations.

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.

Juan de Fuca Foundation of the Arts
Festival 2025 Budget

	2025
Festival Income	
FEST Concessions	$15,000.00
FEST Merchandise	$1,500.00
FEST Workshops	$0.00
FEST School Bussing Don.	$1,000.00
FEST Street Fair Fees	$20,000.00
FEST Tickets	$75,000.00
FEST Sponsorships	$30,000.00
FEST Grants	$50,000.00
Total Festival	**$192,500.00**

Festival Expenses	
FEST Marketing	$13,000.00
FEST Accommodations	$4,000.00
FEST Artist Fee	$82,000.00
FEST Kids Fest Artist Fee	$5,000.00
FEST Community Stage Artist Fee	$5,000.00
FEST Concession	$5,000.00
FEST Community/Youth Activities	$5,000.00
FEST Contract Labor (Non Tech)	$9,000.00
FEST Crew/Tech	$25,000.00
FEST Decor/Equipment	$3,500.00
FEST Equipment Rental	$3,750.00
FEST Hospitality	$1,000.00
FEST Merchandise Cost	$1,000.00
FEST Volunteer Shirts	$1,500.00
FEST Workshops	$1,000.00
FEST Permits & Fees	$1,250.00
FEST School Bussing	$3,000.00
FEST Venue	$12,000.00
FEST Wristbands	$350.00
Total Festival Expenses	**$181,350.00**

Community/Youth	$5,000
Community Stage Artist Fee	$7,500
Geo Fencing	$2,500
Operations	$8,000
Artist Fees	$12,000
Vendor Recruitment	$5,000
Total	**$40,000**

Breakdown of Granted Funds

$5,000 for Community/Youth programs & activities
$5,000 for Community Stage Artist Fees
$10,500 for Contractor fees
$12,000 for Artist Fees
$2,500 for Geofencing
$5,000 for Vendor Recruitment

FREE EVENTS:
In an attempt to create more free programming for visitors and families, we'd like to increase the amount of engagement and calibur of performers that we offer completely free of charge in our street fair and lawn areas.

Community/Youth programs and activities $5000
"Where are the kids/family activities?" This is the number one question that our info booth and ticketing office are asked. Our goal is to have a vibrant youth and community activity area so we'd split the funds between purchasing equipment and supplies to fill the "Activity Tent" and hiring a contractor to coordinate the volunteers and programs that we share. For example, we're looking at providing outdoor games, creating scavenger hunts to redeem for prizes, making keepsake magnets, working to create a community art installation (similar to the giant wings we had installed in downtown Port Angeles in 2020).

Community Stage Artist Fees $7500
Our Community Stage has traditionally been a starting ground for local artists that volunteered to "busk" for free. We found that very few patrons paid attention to the performances or stuck around after they shopped the street fair. In 2024, we shifted to fill about 40% of spots with local artists with a large following and about 20% were filled with national touring artists that played a second set on one of our paid stages. We had exponentially more engagement and attendees stayed at our event for much longer. We understand that not everyone can afford tickets after traveling to our event, and increasing the quality of our performances can push visitors to stay for longer. $7500 would allow us to have nearly 50% of our time slots filled with national touring artists (that often travel with a fan base). For example, if we offer an artist $2000 to travel here, we can often offer just a fraction of that cost to play a second set on the free Community Stage, so for an additional $500, we've procured a more robust line-up that is free to our community and visitors.

Contractor Fees $8000

We work with our production team to turn a decades old community gym (Vern Burton) into a first class festival stage. The experience our performers have is equally important to the experience our attendees have. Performers love coming here because we deliver top notch experiences with our top notch contractors. Nearly 20% of our budget goes to paying lighting techs, sound engineers, hospitality staff, and artist liaisons. We've created an experience that allows us to bring performers that would normally be well out of our budget because of our reputation for our professionalism, hospitality, and the experience the artist have. For example, we were able to bring world famous harmonica player, Lee Oskar, to our festival in 2024 at a nearly 80% discount from his normal fee because his team had been involved with our event in the past. As production fees rise, we are looking for $8000 to help to be able to hire top notch (local and regional) contractors so that we can continue to deliver the same experience that keeps artists and patrons wanting to come back to our area.

Artist Fees $12,000

Bringing in established, high caliber artists is the number one way we see an increase in attendance and the best way we can draw immediate attention from people that haven't heard of our festival before. As artist fees continue to climb, post-Covid, we are requesting $12,000 in additional funds to secure performers that will bring more visitors.

Geofencing $2500

We've had great success with geofencing over the past two years and we'd love to continue to track the data to see our growth and use that information to target our marketing.

Vendor Recruitment $5000

We'd like to expand our search for out of area and out of state vendors to come to our street fair. All vendors must set up Thursday of the event and stay until close of the street fair on Sunday which means that every out of town vendor will constitute at minimum of 3 room nights of lodging. We can utilize a vendor registration software called Zapp that has built in marketing for "like-events" to vendors and it is the most prolific vendor system for artisan events. We'd use $2500 for the software and $2500 to pay a vendor coordinator to focus on recruiting those out of area vendors through in-person (traveling to Seattle/Portland events) and online means (via the tools provided by Zapp) to expand our reach.

ORGANIZATION SUMMARY

ORGANIZATION INFORMATION

Organization Name:
JUAN DE FUCA FOUNDATION FOR THE ARTS
Registration Number:
1126642
Purpose/Mission of the Organization:
JFFA IS DEDICATED TO PROVIDING OUTSTANDING AND DIVERSE PERFORMANCES CREATING EDUCATIONAL OPPORTUNITIES FOR STUDENTS AND OFFERING ECONOMIC AND QUALITY OF LIFE BENEFITS TO THE NORTH OLYMPIC PENINSULA COMMUNITY.
FEIN Number:
911588987
Federal Tax Exempt Status:
Yes
Federal Status Type:
501(c)(3)
JBI Number:
501 455 288
Is this Charitable Organization associated with any Corporation or LLC?
Yes
State of Incorporation/Formation:
Jurisdiction:
WASHINGTON
Jurisdiction:
WASHINGTON
Status:
Active
Renewal Date:
11/30/2025

CONTACT INFORMATION

Organization Email:
CONTACT@JFFA.ORG
Is Foreign Contact:
No
Country Code:
I
Mailing Address:
101 W FRONT ST # 101, PORT ANGELES, WA, 98362-2606, UNITED STATES
Street Address:
101 W FRONT ST # 101, CLALLAM COUNTY, PORT ANGELES, WA, 98362-2606, UNITED STATES
Do you use any other addresses for Solicitation:
No
A List of Addresses Used
Organization Website:
www.jffa.org
Phone Number:
3604575411
Ext:

SURETY BOND

Has the Organization submitted proof of a surety bond in the amount of $25,000 to the Secretary of State?
No

Proof Of Surety Bonds

Bond Expiration Date:

FINANCIAL INFORMATION

Has Organization completed a full accounting year?- **Yes**
Accounting Year Beginning Date:
01/01/2023
Accounting Year Ending Date:
12/31/2023
Beginning Gross Assets :
$180,499.00

REVENUE

Gross Contributions from Solicitations :
$99,262.00
Gross Revenue from All Other sources :
$377,252.00
Total Dollar Value of Gross Receipts :
$476,514.00

EXPENSES

Gross Expenditures from Program Services :
$510,918.00
Total Gross from All Expenditures :
$510,918.00

ASSETS

Ending Gross Assets :
$146,237.00

SOLICITATION COMMENTS

Comments:

PERCENT TO PROGRAM SERVICES

Percent to Program Services :
100%

FINANCIAL HISTORY

Fiscal Begin Date	Fiscal End Date	Begin Assets	Revenue	Program Services	Expenses	End Assets	% To Program Services
01/01/2023	12/31/2023	$180,499.00	$476,514.00	$510,918.00	$510,918.00	$146,237.00	100%
01/01/2022	12/31/2022	$175,407.00	$375,404.00	$380,651.00	$380,651.00	$180,499.00	100%
01/01/2021	12/31/2021	$161,708.00	$207,851.00	$194,152.00	$194,152.00	$175,407.00	100%

Fiscal Begin Date	Fiscal End Date	Begin Assets	Revenue	Program Services	Expenses	End Assets	% To Program Services
01/01/2018	12/31/2018	$68,913.00	$261,037.00	$214,647.00	$218,322.00	$111,628.00	98%
01/01/2017	12/31/2017	$63,404.00	$353,383.00	$219,500.00	$351,372.00	$63,491.00	62%
01/01/2016	12/31/2016	$37,355.00	$309,681.00	$217,850.00	$283,813.00	$63,404.00	77%
01/01/2015	12/31/2015	$55,697.00	$287,543.00	$237,234.00	$312,203.00	$37,355.00	76%
01/01/2014	12/31/2014	$10,987.00	$323,396.00	$214,500.00	$271,537.00	$55,697.00	79%
01/01/2013	12/31/2013	$11,057.00	$246,504.00	$195,000.00	$246,376.00	$10,009.00	79%
01/01/2012	12/31/2012	$25,393.00	$210,625.00	$157,968.00	$217,581.00	$9,535.00	73%
01/01/2011	12/31/2011	$11,330.00	$155,518.00	$111,300.00	$148,489.00	$18,359.00	75%
07/01/2010	12/31/2010	$3,036.00	$35,915.00	$19,078.00	$27,621.00	$11,330.00	69%
07/01/2009	06/30/2010	$-384.00	$188,740.00	$140,000.00	$188,740.00	$1,604.00	74%
07/01/2008	06/30/2009	$7,555.00	$174,762.00	$107,250.00	$178,016.00	$4,419.00	61%
07/01/2007	06/30/2008	$24,984.00	$175,719.00	$112,962.00	$193,821.00	$7,555.00	59%

DID THE ORGANIZATION SOLICIT OR COLLECT CONTRIBUTIONS IN WA DURING THE ACCOUNTING YEAR REPORTED?

Solicit or collect contributions:
Yes
Contributions in WA:
Direct Mail,Email,Entertainment/Special Events,Internet,Personal Contact,Telephone

S THE ORGANIZATION REGISTERED TO FUNDRAISE OUTSIDE OF WA?

s the organization registered to fundraise outside of WA:
No
Fundraise outside of WA:

EMPLOYEES RECEIVING THE GREATEST COMPENSATION

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

First Name	Last Name
KYLE	LEMAIRE
KARI	CHANCE

PERSONS ACCEPTING RESPONSIBILITY

Current Officers or Persons Accepting Responsibility for the Organization

First Name	Last Name	Title	Phone #	Address
KYLE	LEMAIRE	EXECUTIVE DIRECTOR	3604575411	101 W FRONT ST # 101, PORT ANGELES, WA, 98362-2606, UNITED STATES
RYAN	SCHROEDER	BOARD PRESIDENT	3604604657	PO BOX 1643, PORT ANGELES, WA, 98362-0199, UNITED STATES
KAYLA	OAKES	VICE PRESIDENT	3604772050	4122 OLD MILL RD, PORT ANGELES, WA, 98362-1906, UNITED STATES

First Name	Last Name	Title	Phone #	Address
RAYMOND	RHODES	TREASURER	2068174364	82 PEELE RD, PORT ANGELES, WA, 98363-9413, UNITED STATES

FINANCIAL PREPARER

Full Name:
KYLE LEMAIRE
Business Name:
MCCLAIN, CROUSE AND CO. PPS
Title:
EXECUTIVE DIRECTOR
Mailing Address:
227 W 8TH ST, PORT ANGELES, WA, 98362-6014, UNITED STATES

LEGAL INFORMATION

Do you have any Legal Actions? - **No**

Court (Jurisdiction)	Case #	Title of Legal Action	Date of Legal Action

Legal Actions

COMMERCIAL FUNDRAISER

s Commercial Fundraiser:
No

CHARITY CLIENTS

FEIN Number	UBI Number	Charity Name	Charity Address

No Charities Selected

INTERNAL REVENUE SERVICE
DISTRICT DIRECTOR
2 CUPANIA CIRCLE
MONTEREY PARK, CA 91755

DEPARTMENT OF THE TREASURY

Date: SEP 17 1993

JUAN DE FUCA FESTIVAL OF THE
PERFORMING ARTS
C/O KAREN HANAN
PO BOX 796
PORT ANGELES, WA 98362

Employer Identification Number:
91-1588987
Case Number:
953190056
Contact Person:
TERRY IZUMI
Contact Telephone Number:
(213) 725-6619

Accounting Period Ending:
December 31
Foundation Status Classification:
509(a)(2)
Advance Ruling Period Begins:
March 11, 1993
Advance Ruling Period Ends:
Dec. 31, 1997
Addendum Applies:
No

Dear Applicant:

Based on information you 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 expect to be a publicly supported organization described in section 509(a)(2).

Accordingly, during an advance ruling period you will be treated as a publicly supported organization, and not as a private foundation. 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 send us the 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, we will classify you 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, we will classify you as a private foundation for future periods. Also, if we classify you as a private foundation, we will treat you as a private foundation from your beginning date for purposes of section 507(d) and 4940.

Grantors and contributors may rely on our determination that you are not a private foundation until 90 days after the end of your advance ruling period. If you send us the required information within the 90 days, grantors and contributors may continue to rely on the advance determination until we make a final determination of your foundation status.

Letter 1045 (DO/CG)

Juan de Fuca Foundation of the Arts
Budget 2024
January - December 2024

Revenue		
Membership	$	40,000.00
Sponsorships	$	8,000.00
Total Donor Appeal	$	48,000.00
Education		
Summer Camp	$	6,500.00
Sponsor	$	3,000.00
Workshops	$	2,000.00
Total Education	$	11,500.00
Festival		
FEST Concessions	$	18,000.00
FEST Merchandise	$	2,000.00
FEST Workshops	$	1,500.00
FEST School Bussing	$	1,000.00
FEST Street Fair Fees	$	23,000.00
FEST Tickets	$	70,000.00
FEST Sponsorships	$	30,000.00
Total Festival	$	145,500.00
Fundraisers		
Market Art Donations	$	500.00
Winter Fundraiser		
Dessert Dash	$	7,595.00
Raffle	$	1,295.00
Silent Auction	$	7,073.00
Fund a Need	$	6,770.00
Tickets	$	7,100.00
Misc Revenue	$	100.00
Total Winter Fundraiser	$	29,933.00
Total Fundraisers	$	30,433.00
Grants	$	49,600.00
Interest Income	$	50.00
Credit Card Rewards	$	1,000.00
Total Interest Income	$	1,050.00
JFFA Shop	$	1,000.00
Season Events/Concerts		
Season Concert Subscribers	$	5,000.00
Concessions	$	5,000.00
Raffle	$	-
Ticket	$	111,000.00
Total Season Events/Concerts	$	121,000.00
Fair Beer Garden	$	12,000.00
Total Revenue	$	420,083.00
Gross Profit	**$**	**420,083.00**

Expenditures		
Advertising	$	8,000.00
Bank Services Fees	$	40.00
Board Development	$	1,000.00
Computer & Technology	$	2,000.00
Conferences	$	500.00
Lodging	$	1,500.00
Travel	$	500.00
Total Conferences	$	2,500.00
Credit Card Fees	$	8,000.00
Collected	$	(7,900.00)
Total Credit Card Fees	$	100.00
Donor Appeal Expenses		
Membership Support	$	1,830.00
Total Donor Appeal Expenses	$	1,830.00
Dues and Licenses	$	1,400.00
Education		
Creative Arts Camp	$	5,300.00
Market Art	$	800.00
Workshops	$	1,200.00
Total Education Expenses	$	7,300.00
Equipment	$	-
Festival Expenses		
FEST Marketing	$	4,000.00
FEST Accommodations	$	4,000.00
FEST Artist Fee	$	80,000.00
FEST Concession	$	5,000.00
FEST Contract Labor	$	7,600.00
FEST Crew/Tech	$	22,000.00
FEST Decor/Equipment	$	3,500.00
FEST Equipment Rental	$	1,500.00
FEST Hospitality	$	1,500.00
FEST Merchandise Cost	$	2,500.00
FEST Permits & Fees	$	1,500.00
FEST Venue	$	9,000.00
FEST Workshops	$	1,800.00
FEST Supplies	$	800.00
Total Festival Expenses	$	144,700.00
Insurance		
Board of Directors Insurance	$	905.00
Liability Insurance	$	2,100.00
Total Insurance	$	3,005.00
Payroll Expenses		#REF!
Taxes	$	10,000.00
Wages	$	125,000.00
Total Payroll Expenses	$	135,000.00
Postage and Delivery	$	550.00
Professional Fees	$	7,000.00

Reconciliation Discrepancies	$	100.00
Retail	$	500.00
Store Supplies	$	200.00
Total Retail	$	700.00
Seasonal Concert Expenses		
SC Accommodations	$	5,000.00
SC Artist Fee	$	35,000.00
SC Banner	$	-
SC Concessions	$	1,000.00
SC Hospitality	$	1,500.00
SC Lighting		$2,000.00
SC Posters	$	500.00
SC Programs	$	300.00
SC Raffle	$	-
SC Sound	$	5,000.00
SC Ticketing	$	4,500.00
SC Venue	$	4,000.00
Total Seasonal Concert Expenses	$	58,800.00
Storage Rental	$	4,000.00
Supplies	$	1,000.00
Telephone	$	2,000.00
Travel & Entertainment	$	200.00
Winter Fundraiser Expense	$	13,350.00
Fair Beer Garden	$	4,000.00
Total Expenditures	**$**	**398,575.00**
Net Operating Revenue		
Net Revenue	$	21,508.00

Lodging Tax Advisory Committee

Funding Request

Port Angeles Concert on the Pier

RECEIVED
CLALLAM CO. COMMISSIONERS
OCT 11 2024
1...2...3...A...
@ 9:21am

LODGING TAX FUNDING APPLICATION
2025

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**: $ 11,000

II **Agency/Organization Name**: Port Angeles Concerts on the Pier

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

Federal Tax ID No. 99-2529480 UBI Number 605-514-83(

III **Project/Activity/Event**: 2025 Concerts on the Pier

IV **Representative Contact Information**:

Name, Title Kari Chance, Executive Director

Mailing Address 101 W Front St, St. 101, Port Angeles, WA 98362

Phone(s) 360-670-0013

Email contact@onthepier.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: 10/10/2024

Kari Chance

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?

   If we can increase the caliber of artists we hire, we will have a larger draw from out of area. This was evident in 2024 with the Jesse Roper show. We saw a large influx of visitors from Canada for this show and broke our all time attendance record with around 1600 people.

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

   Our events don't end until 8pm so if we draw visitors from over 50 miles away, they are likely to plan to stay the night.

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.

   When we bring national and international touring acts, they often bring a fan base. In 2024, we hosted bands from Louisiana, Texas & British Columbia. Each saw a large number of visitors from out of area. These people supported restaurants, hotels and gas stations in our area.

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

   We advertise on board of the Coho and in the ferry terminal in Victoria and book artists popular in Canada and Oregon to draw visitors from both areas. We also readily use social media to promote these FREE shows.

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

   Concerts on the Pier, Wednesdays from June 25th, 2025 to August 27th, 2025 plus two Movies on the Pier, dates TBD. Estimated attendance: 10,000.

6. **2025 Tourism-Impact Estimate**
(Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2024)

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:	2025 Estimate	2024 Actual	Methodology
a. Overall attendance at your event/activity/facility	10,000	7,500	Counting at entrances and [illegible]
b. Number of people who travel more than 50 miles for your event/activity/facility	1200	900	Concessions receipts and surveying
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	70(	60(	Concessions receipts and surveying
d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.	45(	40(	Structured estimates based on surveying/receipts
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.	40(	35(	Structured estimates based on surveying/receipts
f. Number of paid lodging room nights resulting from your event/activity/facility.	100	80	Structured estimates based on surveying/receipts

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

Red Lion Port Angeles Waterfront is our most utilized hotel. When contracts dictate, we house performers there and we have many guests walk over from their hotel during our event.

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

2024 is the first year that Concerts on the Pier had made a concerted effort to attract audiences beyond locals. In the past, performers have been mostly local which is such a great way to bring the community toghether, but we knew we could reach aundiences from out of town if we booked artists that had a more significant draw. We saw a significant increase in out of towners based on both surveys and in concession sales information.

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

We will focus on the areas that have a large fan base for artists we book, plus use targeted ads for Victoria, BC, Seattle, Tacoma, and Portland. Our events cater to any and all visitors and locals and the addition of the free family Movies on the Pier will be a great selling point.

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

Social Media is an incredible tool for promotion outside our area. We contract services from Bright Light Solutions, a social media company that specializes in promoting events. Bright Light has helped promoteCrab Fest, NODM, JFFA, the Big Hurt and more. We will also utilize radio and digital ads in our neighboring metropolitan areas.

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

Our out of area marketing will focus on the peninsula as a whole with the inclusion of local accomodations, restaurants and shops.

12. Are you applying for Lodging Tax funds from another community (yes or no)? If yes, indicate below where applying and for how much. **Do <u>NOT</u> attach a copy of the application.**

Yes, we plan to ask for City of Port Angeles LTAC funds for $7000.

13. What is the overall budget for your event/activity/facility? $ 53,800
What percent of the budget are you requesting from Clallam County Lodging Tax Fund? 20.4 %

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

We were able to secure $12,500 in sponsorship this year and feel confident we can increase that number next year after such a successful season. We also rely on concessions and vendor fees which we expect to grow as our attendance grows.

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, October 11, 2024**.

The Clallam County Lodging Tax Advisory Committee (LTAC) will review 2025 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.
- Submit original application and one copy.
- The sealed applications must be clearly marked on the outside "2025 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.
- Please refrain from submitting colorful pictures/PowerPoint presentations.

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. Please refrain from submitting colorful pictures/PowerPoint Presentations.

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.

Concerts on the Pier
2025 Event Budget

Income

Vendor Fees	$3,500.00
Sponsorship	$15,000.00
Donations	$1,200.00
Concessions	$18,000.00
Grants	$18,000.00
Total Income	**$55,700.00**

Expenses

Accommodations	$1,800.00
Marketing	$3,500.00
Artist Fee	$18,000.00
Concessions	$6,000.00
Equipment	$500.00
Equip Rental	$1,000.00
Supplies	$500.00
Production	$15,000.00
Licenses/Fees	$3,000.00
Contractor	$2,000.00
Taxes & Fees	$2,500.00
Total Expenses	**$53,800.00**

County Request	
Artist Fees	$6,000
Production	$5,000
Total	**$11,000**

Port Angeles Concerts on the Pier (dba Concerts on the Pier) is a new non-profit organization that is assuming control of the yearly concert series that takes place at the Port Angeles City Pier. We will present ten weekly summer concerts each Wednesday from June 25th through August 27th.

We aim to attract out-of-town guests to join us by offering a combination of popular local bands and national and international touring artists and then advertising via social media, on the Victoria Black Ball Ferry Terminal screens, with ferry rack cards, and on Victoria radio.

We also realize that a large population of our audience that come from over fifty miles away are here for another reason, but we offer Concerts on the Pier as an activity to keep them engaged while visiting and create an incentive to return. Much like the Winter Ice Village, First Friday Art Walk, and visitor attractions like the Waterfront Trail and blue tower on the pier, we aim to enhance the experience of those that are visiting our area. Visitors that have an enjoyable experience on a first trip are likely to come back.

New in 2025: We will be adding two free Movies on the Pier targeted to families and playing on weekend nights. These events will be the perfect way to cap off a family's trip to explore the Olympic National Park, a trip to Victoria, or day spent on the coast.

In order to attract a larger audience from out of the area, we need to provide high caliber performers, and to be able to provide those artists with high caliber production. Booking artists that have a large draw comes with contracts written by agents and the technical, production, and accommodations requirements increase exponentially. We've see the success of having bigger names at Concerts on the Pier in the increased concessions sales from out of towners and we believe this can continue to be successful. We plan to increase our artist budget by $6000 dollars so that we can hire sought after artists. We would like to increase our production budget by $5000 so that we can have the best possible sound, lighting, set-up and hospitality team available for these events.

$2000 for sound/lighting techs
$3000 for hospitality and production team & associated production costs

BUSINESS INFORMATION

Business Name:
PORT ANGELES CONCERTS ON THE PIER

UBI Number:
605 514 830

Business Type:
WA NONPROFIT CORPORATION

Business Status:
ACTIVE

Principal Office Street Address:

Principal Office Mailing Address:

Expiration Date:
04/30/2025

Jurisdiction:
UNITED STATES, WASHINGTON

Formation/ Registration Date:
04/16/2024

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:
KARI CHANCE

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

Date:
09/24/2024
Employer ID number:
99-2529480
Person to contact:
Name: Customer Service
ID number: 31954
Telephone: (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:
March 22, 2024
Contribution deductibility:
Yes
Addendum applies:
No
DLN:
26053667001444

PORT ANGELES CONCERTS ON THE PIER
C/O KARI CHANCE
101 W FRONT ST STE 101
PORT ANGELES, WA 98362

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

Concerts on the Pier
2024 Budget

Income

Vendor Fees	$3,000.00
Sponsorship	$15,000.00
Donations	$1,000.00
Concessions	$16,000.00
Grants	$5,000.00
Total Income	**$40,000.00**

Expenses

Accommodations	$1,200.00
Marketing	$3,000.00
Artist Fee	$12,000.00
Concessions	$4,000.00
Equipment	$600.00
Supplies	$500.00
Production	$11,500.00
Licenses/Fees	$600.00
Contractor	$1,500.00
Taxes & Fees	$2,000.00
Total Expenses	**$36,900.00**

Lodging Tax Advisory Committee

Funding Request

GOPA LLC

REC
CLALLAM CO. COMMISSIONERS
OCT 11 2024
1...2...3...A... 10:29am

CLALLAM COUNTY
LODGING TAX FUNDING APPLICATION
2025

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**: **$** 10,000

II **Agency/Organization Name**: GOPA LLC

Organization is ☐ Government Entity ☐ 501(c)3 ☐ 501(c)6 **X** Other
Federal Tax ID No. 88-4029741 UBI Number: 604961271 001 0001

III **Project/Activity/Event**: Squatchcon Comic & Arts Convention

IV **Representative Contact Information**:
Name, Title Jess Grello, Squatchcon Organizer
Mailing Address 711 E 2nd Street, Port Angeles
Phone(s) (207) 659-0542
Email info@squatchconpa.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: 10/10/2024

Jess Grello
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?

   Squatchcon Comic & Arts Convention is a four-day cosplay, fan culture, comics, and gaming event. Our convention is strategically scheduled between Emerald City ComicCon (March 6-9 2025) and Sakura-Con (April 18-20) to attract PNW regional comicon attendees as well as encourage out-of-state attendees to make the trip and potentially attend multiple conventions. ComicCon attendees are passionate and brand-loyal. When offered a fun, unique experience, fans will return and will share their experience with others. A post-event survey for Squatchcon 2024 showed 88% of participating guests and 89% of participating vendors plan to return for 2025.

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

   In 2024, approximately 50% of Squatchcon vendors traveled from 50+ miles away to attend Squatchcon Comic & Arts Convention. 73% of those out-of-town vendors booked overnight accommodation. Squatchcon partners with local hotels to offer specialty rates to vendors, starting in December after acceptances are announced.

   Our event takes place Thursday afternoon through Sunday afternoon, with daily market hours and after-hours events on the first three evenings. To get the most out of Squatchcon, guests will want to stay at least one night. Squatchcon extends hotel recommendations and special rates to out of area guests - additionally, our low convention cost ($25 for an adult for the full weekend, compared to $135 for Emerald City ComicCon) encourages visitors to spend their travel budget on lodging, food, activities, and souvenirs.

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.

   A significant portion of our marketing budget is dedicated to attracting visitors from beyond 50 miles. As Squatchcon enters its fourth year (and third as a paid event), we have seen steady growth in attendees traveling from outside Clallam County thanks to targeted digital and print marketing campaigns, strategic calendar and forum listings, and positive word of mouth. If we are successful in securing this grant, we plan to enhance our efforts by featuring higher-profile special guests, as a draw for regional and out-of-state visitors. This, combined with our expanded advertising reach, will encourage more attendees to make the trip.

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

   With a couple of years of data under our belt, we are now able to more effectively target the out of state communities most familiar with Squatchcon and most likely to make the trip to Port Angeles. By using attendance data from 2023 and 2024 and

consistently targeting the same communities, we can build event awareness and excitement and grow an annual audience. For 2025 we will be targeting: Portland and Salem, OR and Victoria, B.C. We will also be dedicating a portion of our social media marketing budget to exploratory campaigns in Northern California and Idaho.

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

   The 4th Annual Squatchcon Comic & Arts Convention will take place April 10 - 13th, 2024. We estimate 1,500 attendees based on our year-to-year growth, growing industry reputation, and expanding marketing reach.

6. **2025 Tourism-Impact Estimate**
(Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2024)

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:	2025 Estimate	2024 Actual	Methodology
a. Overall attendance at your event/activity/facility	1,500	862	Ticket sales and wristbands
b. Number of people who travel more than 50 miles for your event/activity/facility	400	229	Address/zip code report from sales
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	75	23	Address/zip code report from sales
d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.	200	115	Post-event survey (50% of 50+ mile travelers)
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.	100	46	Post-event survey (40% of overnight attendees)
f. Number of paid lodging room nights resulting from your event/activity/facility.	140	70	Post-event survey, hotel discount codes

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

We have partnered with Red Lion Hotel for the past two years and often work with additional local accommodations including B&Bs (Maitland Manor) and other hotels (Olympic Lodge). As our event has grown, we will be looking to expand lodging partnerships to promote more options to visitors for 2025.

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

Approximately 27% of our 2024 guests visited from 50+ miles away. We've seen increasing success in attracting tourists; in 2023, we saw a notable number of out-of-area guests returning for their second or third year, reflecting strong out-of-area audience retention. Our marketing has consistently focused on key regions and audiences likely to attend similar events.

As part of the PNW comicon circuit, we are leveraging an established network of fans already enthusiastic about comic, cosplay, and fan culture events. The combination of consistent advertising and a growing positive reputation in the comicon community has supported a growing tourist audience.

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

Our primary tourist audience is 17-35 years old and either a DINK (dual income no kids) couple or a family with teenage or young adult children. While we heavily market family activities locally, our regional and out-of-state marketing focuses on cosplay, panels and after-hours programming, and our Sasquatch niche.

Each year we have grown our area focus; for 2025 we will be advertising to the following locations 50+ miles away: Port Townsend, Bremerton, Poulsbo, Silverdale, Olympia, Tacoma, Seattle, Everett. Out of state we'll be focusing on Portland and Salem, OR as well as Victoria B.C.

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

Our marketing strategy relies primarily on social media, digital, and web advertising with key print ad purchases in regional publications. This year, key marketing strategies include:

- Social media (Facebook, Instagram) with approximately 50% of total social media budget allocated to promoting the event page with ticket link to audiences 50+ miles away.
- Digital advertising (Programmatic and site-specific) with a focus on Kitsap and King County publications
- Cross-promotion campaigns with regional comic conventions
- Postcard, flyer, and small print distribution
- Print advertising in regional events-focused publications

We are seeking additional grant funding this year with the intention of hiring an attention-grabbing headliner as a special guest. Our hope is that by attracting bigger names we can also influence more potential attendees to make a trip.

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

Squatchcon partners with local hotels, campgrounds, and vacation rental operators to offer a variety of overnight stay options for attendees at different price points. As our event has grown, we are focusing on expanding these partnerships in 2025 to offer more convenient accommodations throughout the county.

Additionally, we collaborate with local businesses to create a scavenger-hunt experience where attendees can enjoy discounts, freebies, and special offers by showing their event badge. This encourages attendees to explore more of Clallam County and support area restaurants, shops, and attractions.

Squatchcon also integrates Clallam County-based businesses into the event itself by partnering to offer panels, workshops, and activities. Past partners include Redline Laser Tag, Strait Up Foam Fun, and Raincon Comic Convention.

12. Are you applying for Lodging Tax funds from another community (yes or no)? If yes, indicate below where applying and for how much. **Do NOT attach a copy of the application.**

    Yes, we will also be applying for the City of Port Angeles LTAC ($10,000) as well as a Clallam County Tourism Enhancement Grant through the Olympic Peninsula Visitors' Bureau ($7,500).

13. What is the overall budget for your event/activity/facility? $ 39,875
    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.

    Squatchcon has been fortunate to be sponsored by local businesses including Anime Kat, 7 Cedars, All Weather Heating & Cooling, T-Mobile, and others. Our goal for 2025 sponsorships is $10,000.

    Our revenue streams include artist fees (est $6,000) ticket sales (est. $12,000) and we are expanding food and merchandise sales (est. $1,300) for a total of $19,300.

    Squatchcon has approximately $6,000 in reserve cash funds for upfront costs, not including an incoming $10,000 reimbursement from Port Angeles City LTAC.

SQUATCHCON BUDGET - 2025

	ESTIMATED	ACTUAL
VERN BURTON	3375	
RED LION - ROOMS	2000	
MARKETING - OUT OF AREA	10000	
MARKETING - LOCAL	5000	
SPECIAL GUESTS	10,000	
STAFF	8000	
SWAG / PRIZES	2000	
INSURANCE	1000	
OFFICE & PARTY SUPPLIES	500	
WEBSITE	250	
MISC	250	
TOTAL BUDGET	**42375**	

	ESTIMATED	ACTUAL
TABLE FEES	6000	
TICKETS - PRESALE	4000	
TICKETS - DOOR	8000	
SPONSORSHIPS	10000	
GRANTS	27500	
SWAG	800	
FOOD	500	
	56800	

CLALLAM COUNTY LTAC REQUEST **$10,000**

SPECIAL GUESTS $10,000

Squatchcon intends to use grant funding to attract and hire special convention guests; we will be looking at comic artists, actors and voice actors, and industry leaders. By building an attractive list of special guests and performers, we believe that we can attract more out-of-area visitors to make the trip.

HEADLINER:
$5,000

FEAT. GUESTS:
$3,500

PANELISTS:
$1,500

Lodging Tax Advisory Committee

Funding Request

Sequim Irrigation Festival

RECEIVED
CLALLAM CO. COMMISSIONERS
OCT 11 2024
1...2...3...A...
@10:43am

LODGING TAX FUNDING APPLICATION 2025

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**: **$** 16,400

II **Agency/Organization Name**: Sequim Irrigation Festival

Organization is ☐ Government Entity ☐ 501(c)3 ☐ 501(c)6 **X Other 501(c)4**
Federal Tax ID No.: 91-1675926 UBI Number: 604-209-241

III **Project/Activity/Event**: Sequim Irrigation Festival 2025 Traveling Float

IV **Representative Contact Information**:

Name, Title	Michelle Rhodes
Mailing Address	PO Box 2073
Phone(s)	360-477-3023
Email	director@irrigationfestival.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
_____ 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: 10/10/2024

Michelle Rhodes, Director
Print or Type Name

LODGING TAX APPLICATION – REQUIRED SUPPLEMENTAL QUESTIONS

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

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

   For many years (with the exception of the COVID years), the award-winning Sequim Irrigation Festival float, Royal Court, and float support team have traveled each year to over ten communities as reflected on the attached 2024 parade schedule. The Royal Court is selected each year in February during the Sequim Irrigation Festival Scholarship Pageant. The 2024 Royal Court consisted of the Queen and three princesses. The Float Support team for each parade consists of the driver and at least 4 other volunteers for each parade to serve as truck driver for the float trailer, driver for the van to transport the Royal Court and support volunteers to provide for the safety of those on the float. In 2024, the Festival Float team, which includes the Royals and Float Support Team, the Royal van, truck and float trailer, covered approximately 1,500 miles traveling to and from out-of-town parades. A list of the parade participation of the 2024 float is provided as Attachment A. A list of the parade participation proposed for the 2025 float is provided as Attachment B.

   The Sequim Irrigation Festival Float in 2025 will provide out-of-area on-site advertising to approximately eleven communities by participating in parades and festivals. By traveling to these communities, the Festival Float will be seen in the parades and the Royals & Float Support Teams will be in contact with thousands of spectators and parade participants in each community. During each event the Royals and the volunteers reach out to parade participants before and after the parade as well as along the parade route to encourage everyone to come to Sequim for the Irrigation Festival. Outreach efforts include personal one-on-one conversations, group photos, individual photos with Royals, and distribution of information about the festival.

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

   The Sequim Irrigation Festival is held each year beginning on the first weekend of May and continues with a variety of events over the next ten days concluding with the Grand Parade and Classic Cruzz & Show on the next weekend. As a multi-day two week festival, visitors will be encouraged to spend multiple days in the area to take part in all the events. With parades scheduled over the course of six months, the Festival Float volunteers will have the opportunity to encourage visitors to come to not only the Irrigation Festival but also the amazing number of festivals and events held 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.

   In 2025 it is anticipated that the Festival Float will be participating in parades located in Tacoma (90 miles), Shelton (85 miles), Marysville (75 miles), Port Orchard (65 miles), McCleary (100 miles), Seattle (65 miles), and Leavenworth (165 miles) – all communities more than 50 miles from Clallam County. In addition to residents of these communities who would be traveling more than 50 miles to Clallam County, the attendees of these parades who come from all over the state, out of state, and out of the country will be encouraged to visit Clallam County by the Royals and the Float support team.

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

   Both Seattle and Leavenworth are very popular destinations for out-of-state visitors as well as those from other countries. Their festival parades attract visitors from through out the United States as well as other countries. In addition, parades and festivals attract returning visitors to their hometowns for annual celebrations. These returning visitors also come from out of state and other countries. Prior to the parade launch, during the parade route and at the conclusion of the parade, visitors will be entertained by the Festival Float as well as encouraged to visit Clallam County.

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

   While the Sequim Irrigation Festival takes place during the first two weeks of May each year, the Festival Float is active from early April until late September as reflected in the attached 2024 schedule of completed parades and the proposed 2025 parade schedule. The size of each parade the Festival Float enters varies greatly; however, even the smaller parades would estimate their attendance in terms of thousands. While the festival is not able to provide any specific data regarding estimated attendance at each of the parades, the SeaFair parade does provide an estimate of 80,000 attendees plus Live TV broadcast of the parade.

6. **2025 Tourism-Impact Estimate**
(Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2024)

Note: These estimates are for the Sequim Irrigation Festival, recipient of 2024 funds for banners & signage.

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:	2025 Estimate	2024 Actual	Methodology
a. Overall attendance at your event/activity/facility *note: poor weather conditions on first weekend of 2024	7000	6500	Direct Count; Indirect Count
b. Number of people who travel more than 50 miles for your event/activity/facility	300	275	Estimate based on prior years surveys
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	30	25	Estimate based on prior years surveys
d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.	60	50	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.	30	25	Estimate
f. Number of paid lodging room nights resulting from your event/activity/facility.	250	220	Estimate based on prior years surveys of selected Sequim lodging

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.

   As the Sequim Irrigation Festival enters its 130th festival in 2025, it remains the longest continuing festival in the state of Washington. The festival has transitioned over the past 129 years beginning as a community picnic and expanding to a ten-day festival. The Sequim Irrigation Festival remains an all-volunteer board and membership with no paid staff. In addition to the length of time the festival has been celebrated, the feat is remarkable as May is not yet within the peak tourism season for Clallam County and unpredictable weather can be anticipated.

   Due to the increased success and participation in the Festival events, in 2023 the festival moved from a downtown location for the first weekend events to Carrie Blake Park. Attachment E provides an overview of the extensive events. The transition to the park provided the space needed for expansion of the many events including the Innovative Arts & Crafts, Run Series, "Trashion Show", Live Entertainment, Family Fun Days, and Crazy Daze Breakfast.

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

   Location: The locations for the out-of-town parades the traveling float has traditionally participated in stretch from Leavenworth to McCleary to Joyce. In 2025 the Festival Float is planning to participate in parades located in Tacoma (90 miles), Marysville (75 miles), Shelton (85 miles), McCleary (100 miles), Seattle (65 miles), and Leavenworth (165 miles) plus several others within 20 to 65 miles from Sequim. A complete list is provided as Attachment B.

   Target demographics: While local residents of the parade community and tourists visiting the area will be attending parades in Tacoma, Marysville, Seattle and Leavenworth plus the various peninsula locations, they will be encouraged to visit the Sequim Irrigation Festival and Clallam County. The target audience includes all ages as the Sequim Irrigation Festival offers a multitude of activities and events during a non-peak tourism time.

   While attending the 2024 SeaFair Parade, the Float Support Team Lead was approached by another Festival and extended an invitation to the Sequim Irrigation Festival to participate in their upcoming parade in the Seattle area. Yet another outreach advantage of having the Irrigation Festival Float on the road to provide more opportunities for new parade participation.

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

Each year the Sequim Irrigation Festival prepares a full-color events map for distribution before, during and after the festival. Attachment E includes the map for the 2024 festival. These maps are distributed by the Royalty and Float Support Teams at each out-of-town parade.

In addition, the Festival website, which has been recently updated, is designed to encourage Irrigation Festival participation plus links to the Sequim Tourism site and the Sequim-Dungeness Valley Chamber of Commerce.

The Festival marketing committee volunteers are extremely active on social media posting photos from each parade participation.

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

With the participation of the Festival Float in over 10 parades throughout Washington's northwest region, thousands of potential visitors will be encouraged to check out the Sequim Irrigation Festival, Sequim and Clallam County. The Festival website includes links to websites for the Sequim Tourism website, the Sequim-Dungeness Valley Chamber of Commerce which serves Sequim and the surrounding county area businesses, and the Olympic Peninsula Tourism site to further encourage the promotion of 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)? Yes

If yes, indicate below where applying and for how much. **Do NOT attach a copy of the application.**

The following LTAC applications are anticipated to be submitted to the City of Sequim for their consideration in December:

City services: Public safety, public works, and city staff expenses incurred by the city during the Sequim Irrigation Festival with the actual dollar amount to be determined by the City. Funds are not distributed to the Festival but rather managed internally by the City.

Marketing: In prior years, the City LTAC has funded a portion of the marketing expenses incurred by the festival for the production of printed marketing materials. It is anticipated that an application will be submitted for 2025 marketing materials in the amount of $5,000 or less.

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

Overall Budget for the Sequim Irrigation Festival:

Preliminary Draft budget for 2025: $141,000 (Provided as Attachment C)

Traveling Float anticipated expenses for 2025:

Float Reconstruction	$6,300*
Lodging & meals	$5,800 (for Royals & Float support volunteers)
Fuel/Ferry Fees	$3,500
Parade entry fees	$ 800 (includes specific décor req'd for parade)

Total Traveling Float Expenses: $16,400**

*The float chassis, engine & platform are reused each year. This estimate includes those expenses required for modifications to rebuild any necessary deficiencies that occur, reinforce and redecorate after a full year of display and parade participation.

** Additional expenses incurred by the Festival for the traveling float include insurance, Royal float outfits and travel outfits.

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

Approximately 11.6%

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

Funding for the Sequim Irrigation Festival is a combination of income generated at the annual Kickoff Dinner & Auction in March, sponsorships from local businesses, City of Sequim LTAC funds for city services, vendor fees for the Innovative Arts & Crafts Fair and Family Fun Days booths (activities are free of charge), a few events have minimal entry fees (Scholarship Pageant, Run Series, Car Show, Parade), festival merchandise sales, and rental of festival equipment.

Attachments:

A 2024 Traveling Float Parade Schedule – Parade participation

B 2025 Traveling Float Parade Schedule – Proposed participation

C Preliminary Draft 2025 Budget for the Sequim Irrigation Festival & Proposed Traveling Float Project Budget

D Photo of 2024 Award winning float

E 2024 Sequim Irrigation Festival Events Map (original in full color)

F Secretary of State Non-Profit Corporate Registration for Sequim Irrigation Festival

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129th Sequim Irrigation Festival

2024 Traveling Float Parade Schedule

"2024 Mountains to Shore Whatever You're Looking For"

April 6	Tacoma Daffodil Festival**	Overnight Parade
May 11	Sequim Irrigation Festival	
May 18	Port Townsend Rhododendron Festival	
June 8	Mason County Forest Festival*	
June 22	Marysville Strawberry Festival*	Overnight Parade
June 29	Port Orchard Fathoms O'Fun Parade*	
July 4	Port Angeles 4th of July Parade	
July 13	McCleary Bear Festival**	
July 27	SeaFair Torch Light Parade**	
August 3	Joyce Blackberry Daze Festival	
September 21	Quilcene Fair	
September 28	Leavenworth Autumn Leaf Festival**	Overnight Parade

(*) Parades more than 50 miles from Sequim

(**) Parades more than 85 miles from Sequim

ATTACHMENT A

130th Sequim Irrigation Festival

2025 Traveling Float Parades – Preliminary Schedule

April	Tacoma Daffodil Festival**	Overnight Parade
May	Sequim Irrigation Festival	
May	Port Townsend Rhododendron Festival	
June	Mason County Forest Festival*	
June	Marysville Strawberry Festival*	Overnight Parade
June	Port Orchard Fathoms O'Fun Parade*	
July	Port Angeles 4th of July Parade	
July	McCleary Bear Festival**	
July	SeaFair Torch Light Parade**	Overnight for Float support team
August	Joyce Blackberry Daze Festival	
September	Quilcene Fair	
September	Leavenworth Autumn Leaf Festival**	Overnight Parade
October	Issaquah Salmon Days**	Overnight Parade

(*) Parades more than 50 miles from Sequim

(**) Parades 85 miles or more from Sequim

ATTACHMENT B

Sequim Irrigation Festival 2025 Preliminary Draft Budget

Income/Expense	
Income:	
010.00 Street Fair (Arts/Craft)	
Vendor Booth	1,200
Sponsors	500
Workshops	100
015.00 Family Fun Day	1,500
018.00 Fun Run	
Entry Fees	3,000
020.12 Parade	
Entry and Vendors	1,200
Sponsors	2,000
020.13 Products	
Product Sponsor	2,500
Product Sales	5,000
020.14 Pins & Buttons	
Sponsors	250
Pins & Buttons Sales	2,200
025.00 Kiddies Parade	500
030.00 Float Construction Inc.	
Fund the Float	500
040.50 Jr. Royalty	400
045.00 Pageant	
Tickets	2,000
Sponsors	5,000
048.00 Kickoff Dinner	
Donations	100
Auction	40,000
Sponsorships	5,000
Tickets	9,500
055.00 Pioneers	1,250
070.00 Crazy Days Breakfst	
070.10 Crazy Days Tickets	500
070.20 Sponsorships	1,000
71.0 Community Concert & Dance	
Sponsors	3,000
72.0 Crazy Callen Weekend	
Food Vendors	700
Sponsors	14,000
080.10 Auto Show	
Entry Fees & Vendors	3,500
Sponsors	2,000
095.0 Other Irrigation Festival	

PR & Marketing	500	
Stage & Table Rentals	1,500	
Misc. Sponsors	2,000	
Misc. Income	2,000	
098.0 Grants		
City LTAC Marketing	5,000	
County LTAC Traveling Float	16,400	
Interest on Accounts	1,700	
Total Income from sponsors, sales & fees	137,500	
Anticipated draw from Festival Savings	3,500	
Total	141,000	

Expenses:

10.00 Street Fair (A&C FAIR)	4,700	
15.0 Family Fun Day	2,000	
18.00 Fun Run	3,000	
20.12 Parade	6,000	
20.13 Products	5,000	
20.14 Pins & Buttons	3,000	
20.51 Kiddies Parade	300	
30.00 Float Re-Construction	6,300	(1)
31.00 Float Display	10,100	(1)
40.00 Royalty	3,000	
40.25 Past Royalty Luncheon	200	
40.50 Jr. Royalty	400	
45.00 Pageant	1,500	
48.00 Kick Off Dinner	25,000	
49.00 Royalty Scholarship	4,500	
55.00 Pioneers	750	
70.00 Crazy Days	1,000	
71.00CCommunity Concert & Dance 130th Celebration	5,000	* New event for 130th
72.00 Crazy Callen Weekend		
Marketing/Adv./Prizes/Signs	400	
Infrastructure	7,300	
Other	750	
80.10 Auto Show	3,000	
89.0 Volunteers	1,000	
90.01 PR & Marketing		
Advertising	5,000	
Logo Design	1,000	
Marketing Materials	5,000	(2)
Other	500	
94.0 Vehicles Maintenance, License, etc.	3,000	
95.00 Other Irrigation Festival		

Equipment Storage Expense	5,000
Inspections	450
Bookkeeping - Chamber Contract	3,000
Banner Display-SID	450
Dues and Subscriptions	200
Insurance	15,000
Licenses and Permits	500
Office Expenses	150
Postage and Delivery	200
Professional Fees	700
Sponsor Related Expenses	2,100
Website Related	800
Utilities- Float Shed	2,700
Bank Service Charges	50
Uncategorized Expenses	1,000
Total Expense	141,000

Footnotes:

(1) Proposed funding via County LTAC grant in the amount of $16,400

(2) Proposed partial funding in the amount of $5,000 via City of Sequim LTAC grant

ATTACHMENT C

SEQUIM
Keith Rose
©Keith's Estate of Memb

130TH SEQUIM IRRIGATION FESTIVAL

2025 Where History Flows and Futures Grow

SEE YOU IN 2025!

The Longest Continuing Festival in Washington State!

MAY 2-11, 2025

IRRIGATIONFESTIVAL.COM

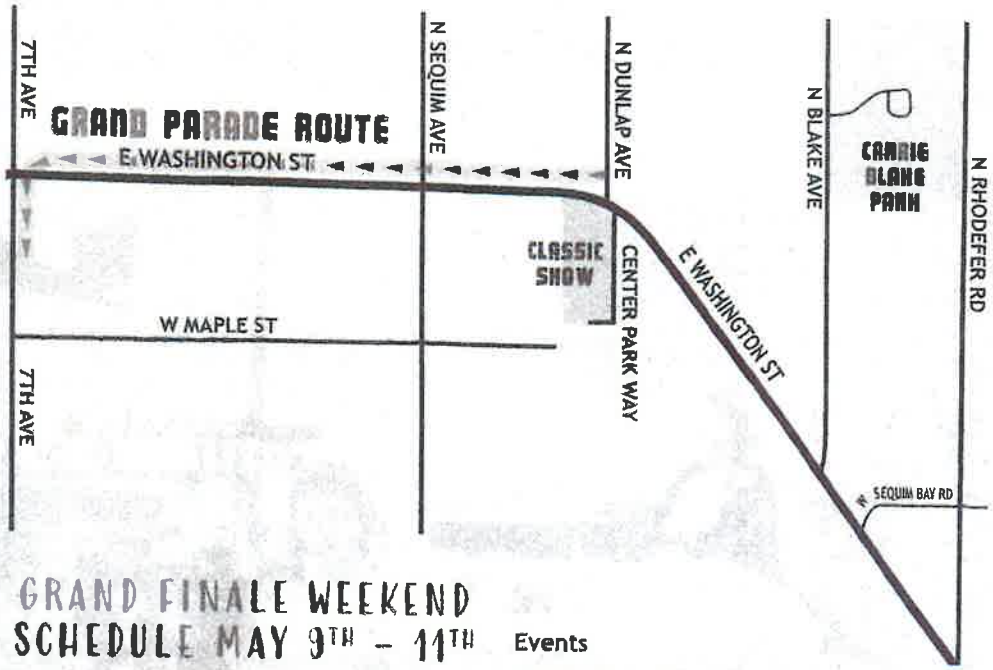
Where Water is Wealth

FUNDING FOR MAP PRINTING PROVIDED BY CITY OF SEQUIM LODGING TAX REVENUES

CITY OF SEQUIM

BROCHURE DESIGNED BY JAMES NICHOLS • JRN@OLYPEN.COM

GRAND FINALE WEEKEND



GRAND FINALE WEEKEND SCHEDULE MAY 9TH – 11TH

Thursday 5/9 Downtown

Historic Walking Tour, City Hall ..... 11:00 AM, 1:30 PM

SHS Operetta "The Addams Family - A New Musical Comedy", Sequim High School ..... 7:00 PM

Friday 5/10

Golf Tournament, Cedars at Dungeness ..... 1:00 PM

Past Royalty Luncheon (Invitation Only) ..... 3:00 PM

SHS Operetta "The Addams Family - A New Musical Comedy", Sequim High School ..... 7:00 PM

Saturday 5/11

Classic Show, Center Park Way
Entry ..... 8:00 -10:00 AM
Show ..... 11:00 AM - 4:00 PM

129th Grand Parade, Washington St..... Noon

SHS Operetta "The Addams Family - A New Musical Comedy", Sequim High School ..... 2:00 PM & 7:00 PM

Events

Historic Walking Tour (Sequim Museum & Arts) – Begins at City Hall. Take a tour through many historic sites around downtown Sequim.

Golf Tournament – Located at Cedars at Dungeness. Presented by the Boys and Girls Club of Sequim.

129th Grand Parade – Experience the Grand Parade with Royalty, Dignitaries, Festival Float, floats, bands, and much more from around the state.

Classic Show – See the many classic cars on display, and enjoy food and live music throughout the day.

SHS Operetta – The Sequim High School Operetta is presenting "The Addams Family - A New Musical Comedy."

129TH SEQUIM IRRIGATION FESTIVAL

2024 MOUNTAINS TO SHORE WHATEVER YOU'RE LOOKING FOR

129TH SEQUIM IRRIGATION FESTIVAL

IRRIGATIONFESTIVAL.COM

MAY 3-11, 2024

2024

Mountains to Shore Whatever You're Looking For

SCAN ME

CRAZY CALLEN WEEKEND SCHEDULE MAY 3RD – 5TH

Friday 5/3 (Downtown)

First Friday Art Walk ..... 5:00 PM - 8:00 PM

SHS Operetta "The Addams Family - A New Musical Comedy" ..... 7:00 PM

Saturday 5/4 (Carrie Blake Park)

Kids Parade
- Lineup ..... 11:15 AM
- Start ..... 11:30 AM

Family Fun Days ..... 9:00 AM - 5:00 PM

Innovative Arts & Crafts Fair ..... 9:00 AM - 7:00 PM

Run Series (5k/1M) ..... 9:00 AM - 11:00 AM

Entertainment ..... 9:30 AM - 5:30 PM

Ribbon Cutting ..... 5:30 PM

Trashion Show ..... 5:45 PM - 6:45 PM

Community Concert & Dance (Joy in Mudville) ..... 7:00 PM - 9:00 PM

Sunday 5/5 (Carrie Blake Park)

Crazy Daze Breakfast (Guy Cole Center) ..... 9:00 AM - 10:30 AM

Family Fun Days ..... 10:00 AM - 4:30 PM

Innovative Arts & Crafts Fair ..... 10:00 AM - 4:30 PM

Run Series 1/2 Marathon (Starts at Gardiner Community Center) ..... 8:30 AM - Noon

Entertainment ..... 10:00 AM - 2:30 PM

Sequim City Band ..... 3:00 PM - 4:30 PM

Other Events

Sequim Bay Yacht Club Opening Ceremony ..... Sunday 9:30 AM - 4:30 PM

SHS Operetta ..... Fri. & Sat. 7:00 PM, Sun. 2:00 PM

Events

First Friday Art Walk – First Friday Art Walk Sequim is a fun and free self-guided tour of local art venues in Sequim on the First Friday of every month. Color for May is Aqua.

Kids Parade – Kids 12 years and younger participate in different categories (Awards).

Family Fun Days – 2 full days of activities for kids and their families including touch a truck, float pull, photos with royalty, arts and crafts, laser tag and more.

Innovative Arts and Crafts Fair – 2 days of arts and crafts vendors selling one of a kind art, functional and decorative crafts, etc. Also includes a reuse showcase and community art project.

Run Series – Saturday is a 5k/1mile walk/run for families. Sunday's run is a half marathon starting at the Gardiner Community Center.

Entertainment – A variety of entertainment will be happening on the stage.

Crazy Daze Breakfast – A Murder Mystery. A fun event that honors DR 'Crazy' Callen. Join us for breakfast at the Guy Cole Event Center for A Murder Mystery event.

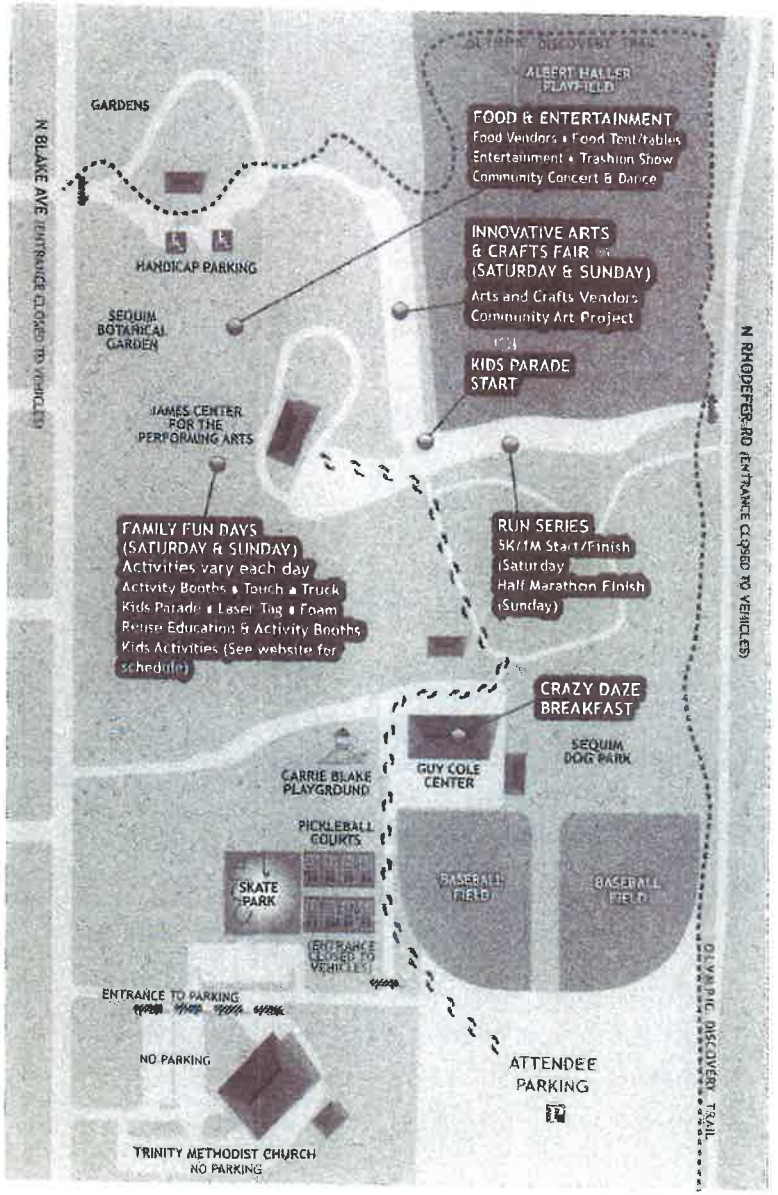
Trashion Show – Bring your fashions made from recycled materials or come and watch as the models walk the runway.

Community Concert & Dance – Local favorite 'Joy in Mudville' will be playing for the Community Concert & Dance. Food vendors will be open.

SHS Operetta – The Sequim High School Operetta is presenting "The Addams Family - A New Musical Comedy."

Sequim Bay Yacht Club Opening Ceremony – Located at John Wayne Marina. Celebrates the opening day of boating season with a variety of events at John Wayne Marina.

Sequim City Band – Enjoy the Sequim City Band as they perform their first outdoor concert of the year with the theme "Mountains to Shore."



PARKING

Parking is available behind Trinity United Methodist Church on Blake Avenue. Check for signs.

Parking

Where Water is Wealth

BUSINESS INFORMATION

Business Name:
SEQUIM IRRIGATION FESTIVAL

UBI Number:
604 209 241

Business Type:
WA NONPROFIT CORPORATION

Business Status:
ACTIVE

Principal Office Street Address:
901 W WASHINGTON ST STE B, SEQUIM, WA, 98382-3266, UNITED STATES

Principal Office Mailing Address:
PO BOX 2073, SEQUIM, WA, 98382-4335, UNITED STATES

Expiration Date:
01/31/2025

Jurisdiction:
UNITED STATES, WASHINGTON

Formation/ Registration Date:
01/08/2018

Period of Duration:
PERPETUAL

Inactive Date:

Nature of Business:
CIVIC

Charitable Corporation:
☑

Nonprofit EIN:
91-1675926

Most Recent Gross Revenue is less than $500,000:
☑

Has Members:
☐

Public Benefit Designation:
☐

Host Home:
☐

REGISTERED AGENT INFORMATION

Registered Agent Name:
SEQUIM IRRIGATION FESTIVAL

Street Address:
901 W WASHINGTON ST STE B, SEQUIM, WA, 98382-3266, UNITED STATES

Mailing Address:
PO BOX 2073, SEQUIM, WA, 98382-4335, UNITED STATES

GOVERNORS

Title	Governors Type	Entity Name	First Name	Last Name
GOVERNOR	INDIVIDUAL		DEON	KAPETAN
GOVERNOR	INDIVIDUAL		VICKIE	MAPLES

Lodging Tax Advisory Committee

Funding Request

Port Angeles Waterfront District

*ORIGINAL APPLICATION

RECEIVED
CLALLAM CO. COMMISSIONERS
OCT 11 2024
1...2...3...A...
@10:58am

LODGING TAX FUNDING APPLICATION
2025

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**: • Tourism Promotion via the Elevate PA Strategic Action Plan

• Production and Operation of Programming in City-owned Lot B Parking Lot

IV **Representative Contact Information**:

Name, Title Sam Grello, Executive Director

Mailing Address 102 ½ East First Street, Unit 8, Port Angeles, WA 98362

Phone(s) 360-441-4026

Email director@pawaterfront.org

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

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: 10/10/24

Sam Grello
Print or Type Name

373

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 Port Angeles Waterfront District (PAWD) is the key economic anchor of Clallam County. The following organizations operate in the District: Black Ball Ferry Line, Field Arts and Events Hall, Red Lion Hotel, Peninsula Daily News, the Port of Port Angeles, Clallam Transit, NOHN, DSHS, over 40 restaurants, and more than 75 small businesses.
   The Port Angeles Waterfront District was created out of the ongoing multi-year efforts of Elevate PA to reimagine and revitalize downtown Port Angeles. The condensed goal of Elevate PA is to have a downtown business district that is a desirable and attractive destination as well as a gateway basecamp for regional experiences throughout Clallam County. PAWD is guided by a 5-year 64-point strategic action plan to transform the Waterfront District into a desirable place. As a more attractive destination, the Waterfront District and our programs and events will attract visitors for business and pleasure.

2. How will the project/program help increase paid overnight accommodation in Clallam County?
   By following our strategic action plan, we are transforming the District into a unique and desirable place for people to visit. This will encourage more people to visit and stay in lodging both in the District and throughout Clallam County. The District is home to the largest hotel in Clallam County, the Red Lion. As the District continues to offer a larger variety of experiences and activities, visitors will be encouraged to stay for longer and to return.

3. How will the project/program encourage visitors to come from a distance greater than 50 miles, either for the day or for an overnight visit? If so, please describe how.
   In 2025 we will design and launch three seasonal guest packages (fall, winter, spring) that include multiple activities to extend stays and deliver unique experiences to diverse visitor demographics. We will also work with Blackball Ferry Line to develop guest packages that encourage weekend excursions throughout Clallam County. We are looking into leasing a billboard by the Hood Canal Bridge or on the Kitsap Peninsula.

4. How will the project/program encourage visitors to come from another country or state?
   The Waterfront District is in the middle of a once-in-a-hundred-years revitalization. Part of our 5-year strategic action plan is to help ensure that the District becomes a unique and attractive destination. Specifically, we have an action item in our action plan to support the transformational development projects that will increase the uniqueness and attractiveness of our District (Marine Discovery Center, Elwha Hotel, New Condo Building). As these are completed, the projects will help bring in new types of visitors and business opportunities, like corporate retreats, and increased number of visitors from neighboring Canada.

5. If the project/program is an event, please provide the name, date(s) and estimated attendance.
   The Port Angeles Waterfront District operates year long. We produce pop up events during the off-season to help encourage both local visitors and tourists to visit the District. For example, in October we host Fall Crawl (Halloween wknd ~350 attendees) and Downtown Trick or Treat (~5,000 attendees). In November we host Novemberfest the second week of November (~350 attendees) and the Hometown Holidays Tree Lighting the Saturday after Thanksgiving (~1250 attendees).

6. **2025 Tourism-Impact Estimate**
(Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2024)

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:	2025 Estimate	2024 Actual	Methodology
a. Overall attendance at your activities (Halloween, Fall Crawl, Tree Lighting, Art Festival)	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.	150,000	N/A	Estimate only

7. Is there a host hotel for your event? If yes, please identify.
N/A. The Red Lion Hotel is located within the Port Angeles Waterfront District and we are working to expand the District to include the Port Angeles Inn and the Quality Inn Uptown. We promote members of our District on our social media.

8. Describe the prior success of your event/activity/facility in attracting tourists.
Elevate Port Angeles has been completing action items from its 5-year plan since 2022. It has worked with Clallam Transit to help introduce a shuttle between the Waterfront District and Hurricane Ridge. Elevate PA has helped beautify the District in a few specific ways: organization of the annual "Big Spring Spruce Up" to clean up downtown, adopting the annual Winter Tree Lights program, and helping the City to re-establish a downtown police resource officer. Our Promotions Committee has produced pop-up events for the past few years that have drawn large crowds of locals and out-of-towners: Fall Crawl, Halloween Trick or Treat, Novemberfest, and the Hometown Holidays Christmas Tree Lighting.

9. Describe your target tourist audience (location, demographics, etc.)
Our goal is to create a District that offers a variety of experiences and activities for anyone from anyplace in the world.

10. Describe how you will promote your event/activity/facility to attract tourists.
Multiple avenues. We regularly submit Press Releases to local and out of county print press. We have a robust social media presence. We will be advertising the Waterfront District through a few different methods. We intend to get a billboard advertising the District. We also plan to work with local for-profit and nonprofit organizations to maximize advertising synergy through in-kind donations.

11. Describe how the event/activity/facility will help promote lodging establishments, restaurants, and businesses located in the unincorporated area of Clallam County.
As the Waterfront District successfully accomplishes its goal of transforming downtown Port Angeles into an attractive destination, we will increase the numbers of people visiting and staying in the area. Some people will want to stay downtown, and then go for adventures throughout unincorporated Clallam County during the day. Some people will want to stay in a VRBO in unincorporated Clallam County but then visit the attractions of a bustling small-town downtown business district on the waterfront. Making downtown Port Angeles an attractive and accessible location to tourists invites outsiders to learn about and then explore unincorporated Clallam County, which can be hard to do online. Tourists don't just come to Port Angeles and then stop at the city's border. They visit Clallam County in the same trip.

12. Are you applying for Lodging Tax funds from another community (yes or no)? If yes, indicate below where applying and for how much. **Do NOT attach a copy of the application.**
Yes. We intend to apply to the City of Port Angeles LTAC. We are currently considering applying for $32,000, depending on the success of other non-LTAC grants we have applied for.

13. What is the overall budget for your event/activity/facility? 2025 Budget: $244,600.
What percent of the budget are you requesting from Clallam County Lodging Tax Fund? 20%

14. Please describe your plans for securing the remainder of the funds necessary to complete your event/activity/facility.
In 2025 our organization will be funded through the following sources: the City of Port Angeles Parking Business Improvement Funds, already won grants, grants currently in the application process, sponsorships, services rendered, and events. More specific details can be found in the attached 2025 Budget. We are confident in our ability to win grants to fund our operations in 2025. In 2025 we will be re-applying to the Washington Main Street program. This will allow us to secure another mode of funding. Businesses operating within a WA Main Street district can pledge 75% of their B&O tax back into the District. We are a new organization. We are relying on grants to jump-start our operations before we become self-sufficient. Losing a grant that we have applied for will not affect our goals, just our timeline. Port Angeles is in the middle of a years-long revitalization. Our goal is to maintain and accelerate that process.

REQUIRED ADDITIONAL INFORMATION: ITEMIZED BUDGET (INCOME AND EXPENSE)

Port Angeles Waterfront District 2025 BUDGET

INCOME		
PBIA	$	53,000.00
Grants		
City LTAC	$	32,000.00
County LTAC	$	50,000.00
Grant - WA Tourism Regeneration	$	50,000.00
T-Mobile Small Town USA Regeneration	$	50,000.00
Port of Port Angeles	$	10,000.00
NAR Grant	$	7,500.00
Commerce Comprehensive Plan Grant	$	27,500.00
Merchandise		
Promotional Product Sales	$	4,500.00
SupPortAngeles Bags	$	3,000.00
Sponsorship		
Big Spruce Cleanup	$	1,000.00
Halloween Trick or Treat	$	1,000.00
Christmas Tree Lighting	$	1,500.00
Winter Light Individual Tree Sponsorships	$	1,000.00
Services		
Street Banner Program	$	1,500.00
Mural Installation fees (5 at 500/each)	$	2,500.00
Events		
February Event	$	750.00
March Event	$	1,000.00
May Festival Alcohol Sales	$	3,000.00
Fall Crawl	$	1,750.00
Hometown Holidays	$	500.00
Total	$	303,000.00
EXPENSES		
Sustainable Organization		
Administration		
Office Rent	$	3,420.00
Internet	$	1,200.00
Office Supplies		
Paper	$	500.00
Laser Printer Toner Cartidge Replacement Pack	$	600.00
Misc	$	300.00
Memberships		
Main Street USA	$	375.00
Washington Festivals & Events Association	$	155.00

Subscriptions		
Quickbooks	$	2,000.00
Microsoft 365	$	150.00
Insurance		
Commercial general Liability	$	2,000.00
Directors and officers	$	1,000.00
Payroll		
Executive Director Salary	$	65,000.00
Accounting		
Bookkeeper	$	8,000.00
Website - Elevate PA (4B-4)		
Domain and Hosting	$	150.00
Volunteer Appreciation (4C)		
Treats and Swag (t-shirts or other memento)	$	750.00
Authentic Promotion		
Signature and Pop Up Events (1B-1) (1B-2)		
Untitled February Event Pop Up Event	$	750.00
Untitled March Event Pop Up Event	$	750.00
Untitled April Pop Up Event	$	750.00
Big Spring Spruce Up (pop up event)	$	250.00
Untitled Spring Mural Festival in Lot B (signature)		
Music	$	2,400.00
Stage and Sound	$	1,000.00
tent	$	1,800.00
security	$	2,000.00
Marketing	$	2,700.00
Alcohol	$	1,500.00
Fall Crawl (pop up event)		
Advertising (Posters)	$	250.00
Cider, Treats	$	1,000.00
Halloween Trick or Treat (pop up event)	$	3,200.00
Winter Lights		
Additional Light Purchase	$	2,000.00
Lights Maintenance - Kiwanis or (Lee Brigade)	$	2,000.00
Annual Christmas Tree Lighting (pop up event)		
Lights	$	250.00
Decorations	$	250.00
Tent rentals	$	1,000.00
Stage Rental	$	500.00
City expenses (permits and spiderboxes)	$	500.00
Entertainment	$	1,500.00
Promotional Materials (1D-2)		
SupPortAngeles Bags	$	2,500.00

Product Inventory (to be sold by downtown vendors)		
Stickers	$	1,000.00
Embroidered Patches	$	200.00
T-Shirts	$	500.00
Development of Lot B for Pop Up Events (1B-2)		
Phase 1 Planning	$	50,000.00
Welcoming Design		
Beautification (2C-1)		
Trashcan Pickup contract	$	10,000.00
Planter Weeding	$	1,500.00
Safe Winter Sidewalks (de-ice and snow shovel)	$	400.00
Planter Upgrades	$	10,000.00
Seagull Management	$	3,000.00
Muralists	$	10,000.00
Mural Supplies	$	2,000.00
Mural Installation	$	1,250.00
Development of Alleyway between Oak and Laurel, Front and RR (2A-4)		
Feasibility	$	2,000.00
Cost Analysis	$	2,000.00
Plans	$	3,000.00
Development of District Trails (2B-4)		
Development of Entry Arch at ODT trailhead by Red Lion		
Feasibility	$	2,000.00
Plans	$	1,750.00
Construction and Permitting	$	21,250.00
Development of District to Ediz Hook Trail		
Feasibility	$	2,000.00
Cost Analysis	$	2,000.00
Plans	$	5,000.00
Economic Vitality		
Develop Lee Brigade (3B-4)		
Supplemental beautification efforts? Cleanup?	$	3,000.00
Support important unbuilt projects (Lincoln, Aquarium, Seaplanes) (3D-1)		
Fundraising/Awareness/excitement event for future of PA projects	$	5,000.00
Total	$	244,600.00
NET	$	58,400.00

REQUIRED ADDITIONAL INFORMATION: INTENDED USE OF LODGING TAX FUND WITH DESCRIPTION

Legend:•Cells highlighted Green intended use of lodging tax fund

•Letters and Numbers in parenthesis refer to specific action items in the 5-year strategic action plan which can be found after this budget.

Port Angeles Waterfront District 2025 BUDGET

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	Total $	244,600.00
NET	$	58,400.00

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.

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.

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.

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.

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 WATERFRONT DISTRICT

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

Effective Date: 03/01/2024
UBI Number: 605 450 782

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: 03/01/2024

392

Port Angeles Waterfront District Clallam County Lodging Tax Funds Application

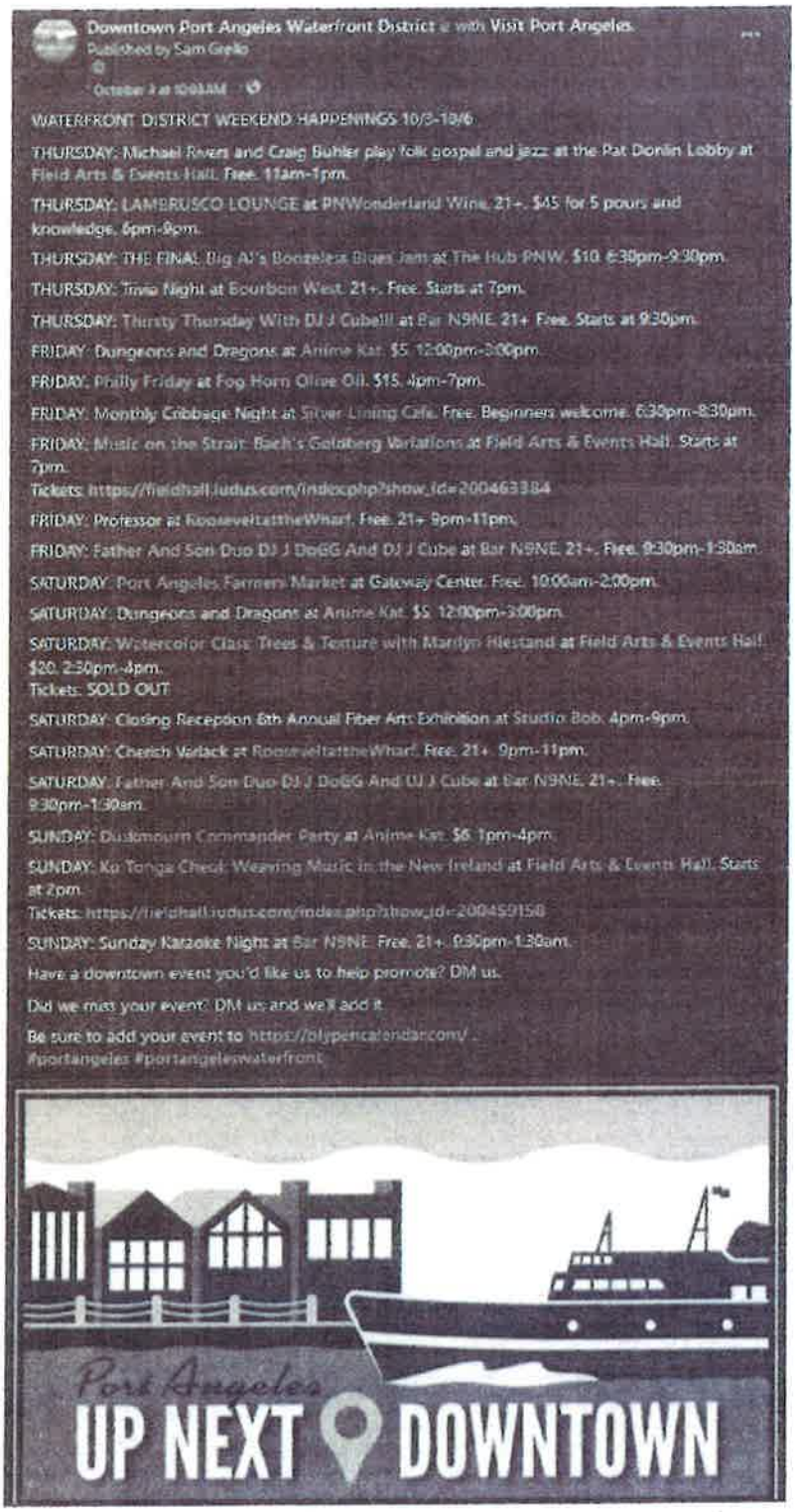
Optional Information - Examples of Recent Tourism Promotion 1 of 2

Examples of Annual Fall Happenings.

Port Angeles Waterfront District Clallam County Lodging Tax Funds Application

Optional Information - Examples of Recent Tourism Promotion 2 of 2

Weekly "Weekend Happening" posts on social media highlighting all events occurring over the weekend. Regularly get engagement between 2,500-4,500 people within 48 hours.



Downtown Port Angeles Waterfront District with Visit Port Angeles
Published by Sam Grello

WATERFRONT DISTRICT WEEKEND HAPPENINGS 10/3-10/6

THURSDAY: Michael Rivers and Craig Buhler play folk gospel and jazz at the Pat Donlin Lobby at Field Arts & Events Hall. Free. 11am-1pm.

THURSDAY: LAMBRUSCO LOUNGE at PNWonderland Wine. 21+. $45 for 5 pours and knowledge. 6pm-9pm.

THURSDAY: THE FINAL Big Al's Boozeless Blues Jam at The Hub PNW. $10. 6:30pm-9:30pm.

THURSDAY: Trivia Night at Bourbon West. 21+. Free. Starts at 7pm.

THURSDAY: Thirsty Thursday With DJ J Cubelll at Bar N9NE. 21+ Free. Starts at 9:30pm.

FRIDAY: Dungeons and Dragons at Anime Kat. $5. 12:00pm-3:00pm.

FRIDAY: Philly Friday at Fog Horn Olive Oil. $15. 4pm-7pm.

FRIDAY: Monthly Cribbage Night at Silver Lining Cafe. Free. Beginners welcome. 6:30pm-8:30pm.

FRIDAY: Music on the Strait: Bach's Goldberg Variations at Field Arts & Events Hall. Starts at 7pm.
Tickets: https://fieldhall.ludus.com/index.php?show_id=200463384

FRIDAY: Professor at RooseveltattheWharf. Free. 21+ 9pm-11pm.

FRIDAY: Father And Son Duo DJ J DoGG And DJ J Cube at Bar N9NE. 21+. Free. 9:30pm-1:30am.

SATURDAY: Port Angeles Farmers Market at Gateway Center. Free. 10:00am-2:00pm.

SATURDAY: Dungeons and Dragons at Anime Kat. $5. 12:00pm-3:00pm.

SATURDAY: Watercolor Class: Trees & Texture with Marilyn Hiestand at Field Arts & Events Hall. $20. 2:30pm-4pm.
Tickets: SOLD OUT

SATURDAY: Closing Reception 6th Annual Fiber Arts Exhibition at Studio Bob. 4pm-9pm.

SATURDAY: Cherish Varlack at RooseveltattheWharf. Free. 21+. 9pm-11pm.

SATURDAY: Father And Son Duo DJ J DoGG And DJ J Cube at Bar N9NE. 21+. Free. 9:30pm-1:30am.

SUNDAY: Dudamourn Commander Party at Anime Kat. $6. 1pm-4pm.

SUNDAY: Ko Tonga Chest Weaving Music in the New Ireland at Field Arts & Events Hall. Starts at 2pm.
Tickets: https://fieldhall.ludus.com/index.php?show_id=200459158

SUNDAY: Sunday Karaoke Night at Bar N9NE. Free. 21+. 9:30pm-1:30am.

Have a downtown event you'd like us to help promote? DM us.

Did we miss your event? DM us and we'll add it.

Be sure to add your event to https://olypencalendar.com/ .
#portangeles #portangeleswaterfront

Lodging Tax Advisory Committee

Funding Request

Port Angeles Chamber of Commerce

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

LODGING TAX FUNDING APPLICATION 2025

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

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, Executive Director
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)
- 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: OCT 10, 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 Winter Ice Village will begin its eighth season at the end of 2025, operating largely on ticket sales and business sponsorships, as well as much appreciated help from lodging tax funds. We have been working very hard to move away from the need for lodging tax funds to support this tourism activity, and we are very close, but we have recently been challenged with rising costs to rent some of the equipment we don't own, especially the most expensive aspect of the ice rink – the chiller – which has grown exponentially in cost. As the seasons have progressed, we have seen the number of participants from outside of Clallam County grow from roughly 10% to 22% in the 2023-24 season, and are expecting that percentage to rise this year and in 2025. Interest in ice skating and ice sports has grown in our region, but the availability of outdoor, holiday skating rinks remains limited, so we expect the attraction to grow in the coming years.

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.

   Because 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. We have learned, for example, that the Victoria Chamber of Commerce will produce an outdoor skating rink this year (2024-25), but it will be synthetic, not actually ice, so we expect the popularity of our actual ice rink, just 18 miles from Victoria, will grow.

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 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 21, 2025 through January 5, 2026, and we expect more than 16,000 skating participants over that period.

6. **2025 Tourism-Impact Estimate**
(Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2024)

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:	2025 Estimate	2024 Actual	Methodology
a. Overall attendance at your event/activity/facility	16,000	No data yet for 2024	Estimate based on recent seasons
b. Number of people who travel more than 50 miles for your event/activity/facility	4,000	No data yet for 2024	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.	550	No data yet for 2024	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.	1,200	No data yet for 2024	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.	900	No data yet for 2024	Estimate based on recent seasons
f. Number of paid lodging room nights resulting from your event/activity/facility.	1,800	No data yet for 2024	Estimate based on recent seasons

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

   No specific hotel – all will benefit.

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% in our first couple of seasons, to 22% in the 2023-24 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). We will also target Kitsap, King, and Pierce counties.

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, indicate below where applying and for how much. **Do NOT attach a copy of the application.**

No.

13. What is the overall budget for your event/activity/facility? $ 230,000
What percent of the budget are you requesting from Clallam County Lodging Tax Fund? 13%

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

This is a nonprofit activity -- we will rely on sponsorships and ticket sales to meet our expenses and budgeting goals.

ITEMIZED BUDGET – Winter Ice Village Application
for Clallam County 2025 Lodging Tax Funds

1.

Port Angeles Chamber of Commerce

Winter Ice Village Financial Budget 2025-26

Income		
	Ticket Sales	**150,000**
	Grants	**30,000**
	Sponsorships	**50,000**
Total Income		**230,000**
Expenses		6-wks
	Ice-America	**145,000**
	Power	**8,000**
	Security	**16,000**
	Equipment / Construction	**6,000**
	Marketing	**9,000**
	Supplies	**8,000**
	Operations	**32,000**
	Insurance Rider	**2,000**
	Lights	**2,000**
Total Expenses		**228,000**
NET PROFIT		**2000**

2. Clallam County Lodging Tax funds requested ($30,000) will help us meet our budget for this next season, while keeping the price for youth skating affordable.

3. Nonprofit corporate registration information is attached.
Estimated annual budget is $900,000.

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

Mailing Address:

GOVERNORS

Title	Governors Type	Entity Name	First Name	Last Name
GOVERNOR	INDIVIDUAL		MARC	ABSHIRE
GOVERNOR	INDIVIDUAL		CHRISTOPHER	THOMSEN

Lodging Tax Advisory Committee

Funding Request

Olympic Peninsula Visitor Bureau

RECEIVED
CLALLAM CO. COMMISSIONERS
OCT 11 2024
@11:37am
1...2...3...A... 1st

LODGING TAX FUNDING APPLICATION 2025

GUIDELINES

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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**: $ __1,050,000_____

II **Agency/Organization Name**: __Olympic Peninsula Visitor Bureau (OPVB)_____
Organization is ☐ Government Entity ☐ 501(c)3 X 501(c)6 ☐ Other
Federal Tax ID No. 91-1355604_____UBI Number _601007747_____

III **Project/Activity/Event**: 2025 OP Destination Marketing Organization Annual Budget_

IV **Representative Contact Information**:
Name, Title Marsha Massey, Executive Director_____
Mailing Address _P.O. Box 670, Port Angeles, WA 98362_____
Phone(s) 360-452-8552 (office); 206-250-9192 (mobile) _____
Email __director@olympicpeninsula.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
_____ Operation of a Tourism-Related Facility owned or operated by Non-Profit Organization
_____ Operation and/or Capital Expenditure of a Tourism-Related Facility owned by a Municipality

CERTIFICATION

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

Marsha Massey
_____ Date: _10/10/2024_____
Signature

__Marsha Massey_____
Print or Type Name

LODGING TAX APPLICATION – REQUIRED SUPPLEMENTAL QUESTIONS

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

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

   As the region's official destination marketing organization (DMO), our work is to promote the Olympic Peninsula destination including Clallam County across multiple channels, to attract visitors and stimulate economic development across the OP, including **Clallam County**. To do so, we engage in:
   * Strategic Planning
   * Destination Promotion - storytelling, branding
   * Marketing and Advertising (through a variety of channels).
   * Public relations, media relations, consumer communications
   * Collaboration and partnerships
   * Supporting Visitor Services: websites, guides, maps, itinerary planning, travel planning assistance and consultation, support for area Visitor Information Centers (VICs)
   * Support and promotion of area festivals and events
   * Research and data analysis
   * Destination development
   * Advocacy and stakeholder support

   While OPVB focuses resources on supporting Clallam County (including Sequim, Port Angeles and Forks), it also functions as the regional destination marketing organization for the Olympic Peninsula, working collaboratively with Sequim, Port Angeles, Forks, Jefferson County and Port Townsend, as well as Mason County and Grays Harbor County to collectively promote tourism to the Olympic Peninsula. As the leading funder of and administrator for the Olympic Peninsula Tourism Commission (OPTC), OPVB collaborates with the OPTC's other funding partners to market the Olympic Peninsula as a regional destination, with great diversity of locations and experiences, worthy of a multiple-day visit or a repeat visit and accessible all year long..

   For 2025, in accord with the **Olympic Peninsula Tourism Master Plan**, OPVB and OPTC's marketing efforts will focus on communicating a unified brand, on further development of non-peak season visitation, by targeting new market segments and expanding non-peak season content. (A copy of the Olympic Peninsula Tourism Master Plan is **LINKED HERE**, or can be provided upon request).

   Marketing initiatives aimed at attracting overnight visits to the Olympic Peninsula include shoulder season marketing campaigns, print and digital advertising, social media, public relations, familiarization tours, operating the official Olympic Peninsula tourism website, handling visitor inquiries, production, and distribution of the official Olympic Peninsula Travel Planner.

   Additionally in 2025, we expect to add resources and activities to support new business development by focusing on potential group business, such as appropriately sized meetings, conferences, associations, niche groups, tour groups, etc. that can benefit our Clallam County lodging and meeting facilities particularly in their non-peak times.

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

   As the regional destination marketing organization, OPVB strives to communicate a sense of place and inspire / attract visitors to choose the Olympic Peninsula over other

destinations, such as the Oregon Coast or the San Juan islands, or Washington's wine country. Once the potential visitor expresses interest in the regional destination, they are able – through various tools including the Olympic Peninsula website and collateral or direct travel counseling - to learn more about the specific locations and their offerings (lodging, dining, activities) that might appeal to them. **We help them "connect the dots" and plan longer stays.**

OPVB's entire focus is on visitors who will travel from more than 50 miles away and have potential to stay overnight in the destination. Our message is that, both in size and activity, the Olympic Peninsula is a **multi-day destination** (thereby requiring overnight stays). The website and the Travel Planner feature specific destination and event information for each region of the Peninsula, as well as lodging listings for each partner, including unincorporated Clallam County. The website (olympicpeninsula.org) features a **lodging booking widget** to assist travelers in planning and booking their stays. For 2024 YTD, this booking widget has delivered 11,520 lodging referrals across the Olympic Peninsula, for an estimated 220 bookings, resulting in an estimated $87,458 in lodging revenues. *(Please reference Attachment D for details)*

Destination marketing is a long game, it is ongoing and compounding, built up year over year. We can see the compounding effects reflected in the **continued growth of county lodging tax funds**. *(Please reference Attachment E for details)*

YTD Sept 2024 vs YTD Sept 2023:

- Unincorporated Clallam County: +17.19%
- All Clallam County (including Forks, Sequim, Port Angeles): +11%

YE 2023 vs YE 2019 (5 years, including COVID and post-COVID recovery)

- Unincorporated Clallam County: +75%
- All Clallam County (including Forks, Sequim, and Port Angeles): +69.6%

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.

_____All marketing initiatives are targeted to audiences off the Olympic Peninsula (non-locals) and are designed to bring visitors to the Olympic Peninsula, primarily in the non-peak time periods.

Based on data, key target markets for the region include:

- The Greater Puget Sound area (I-5 corridor) from Bellingham to Portland, with an emphasis in Metro Seattle and South Puget Sound, and Metro Portland
- Vancouver Island, BC.
- Key domestic feeder markets include Oregon, California, Arizona, and Texas.
- In collaboration with State of Washington Tourism (SWT), Visit Seattle and Port of Seattle, key inbound international markets, primary UK, Germany, Benelux, and Australia. In 2025, their efforts will expand to once again include Asia (Japan and South Korea) as well as expansion into India, the fastest growing international market for Washington.
-

Our monthly Enews communications (nearly 65K opt-in subscribers) feature seasonal, timely inspiration for planning a visit, based on rotating interests: outdoor recreation, family travel, romantic travel, solo travel, etc. Our digital marketing, social media and electronic communications all include audiences that are both regional and national (even international), and some digital campaigns can be geo-targeted.

NEW FOR 2025: Based on the **Olympic Peninsula Tourism Master Plan**, we will explore new business development opportunities. We will consider how best to develop appropriate group business, such as SMERF, small corporate meetings, retreats, tour groups, sports

groups, etc. who can consider non-peak season travel to the Olympic Peninsula, initially Clallam County focused.

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

According to our website and travel planner distribution data, our key visitor inquiries are coming from:

- Washington (heavily I-5 corridor)
- Oregon
- California
- Florida
- Texas
- Arizona
- Midwest (Ohio, Illinois, Michigan, Pennsylvania)

These target markets also align with the State of Washington Tourism's target markets, based on their extensive research.

Our marketing initiatives are aimed at these core target markets, including the "I-5 corridor", from Bellingham to Portland, with emphasis on Metro Seattle; Metro Portland; Victoria, BC and Vancouver Island, as well as our key feeder markets of Oregon, California, Arizona, Texas and Florida primarily through social and digital media, public relations outreach and through our monthly e-newsletter. We work with national travel writers and social media influencers to feature the Olympic Peninsula as a highly desirable travel destination. Working in collaboration with the State of Washington Tourism office (SWT) offers economies of scale for any national and international reach.

International travel continues to build, and we will continue to partner where appropriate with the State of WA Tourism (SWT), Visit Seattle and the Port of Seattle in various collaborative sales and marketing activities including hosting inbound familiarization tours for travel media and travel trade, sales missions, and trade shows, and selected in-market campaigns. For 2025, the key international focus will include the UK, Germany, Benelux, and Australia, with increasing engagement in the Asian markets (including Japan and South Korea) as travel from this area recovers.

Not to overlook our neighbors to the north, we plan to revisit the "Get Off the Rock" campaign (or similar) with our partners at Black Ball Ferry, again targeting non-peak season travel.

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

N/A

6. **2025 Tourism-Impact Estimate**
(Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2024)

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!

*2024 Actuals are estimated to year-end, based on data through Sept 2024.
**Because this is regional marketing, the estimates below are Peninsula-wide.

As a direct result of your proposed tourism-related service, please provide:	2025 Estimate	2024 Actual	Methodology
a. Overall attendance at your event/activity/facility	2,520,000	2,400,000	Structured Estimate
b. Number of people who travel more than 50 miles for your event/activity/facility	525,000	500,000	Structured Estimate
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	160,000	150,000	Structured Estimate
d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.	400,000 [Clallam: 160,000]	375,000 [Clallam: 150,000]	Structured Estimate
e. Of the people staying overnight, the number of people who stay in PAID accommodations e.g., hotel, motel, bed-breakfast, RV park, in the unincorporated Clallam County area.	225,000 [Clallam: 110,000]	210,000 [Clallam: 105,000]	Structured Estimate
f. Number of paid lodging room nights resulting from your event/activity/facility.	180,000 [Clallam: 89,000]	170,000 [Clallam: 84,000]	Structured Estimate

7. Is there a host hotel for your event? If yes, please identify.
____ No, we are not an event. However, we support and promote all Clallam County lodging establishments through lodging listings on our website and through listings in the Book>Direct booking tool on our website.

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

Summary of tourism economic impact, from "2023 Tourism Economics" state-wide report, prepared for State of Washington Tourism:

2023 Visitor Spending and Travel Impacts for Clallam County:

- Total Visitor Spending: $284.4 Million
- Combined State / Local Tax Receipts from Visitor Spending $24.6 Million
- Direct Employment: 1,874 (5.05% of county employment)
- Labor Income (Direct Employment): $67.6 Million

Please reference Attachment F for further details, or **LINKED HERE**.

Another example of prior success in attracting visitors to the Olympic Peninsula and Clallam County would be our Fall 2023 marketing campaign. The full report can be provided upon request, but the summary is:

- Objective: Increase brand and "quiet season" awareness to drive traffic to the campaign landing page and convert traffic to visitor leads via the contest entry form
- Target Audience: Ages 35-65+; drive and direct to SEA flight markets; Primary: Seattle/Tacoma Metro, Bellingham, Spokane/TriCities, Oregon I-5 corridor, Bend OR, San Francisco/San Jose.
- $127,000 Media Buy, including broadcast and connected TV (CTV) / OTT, print, digital (Adara, Google, Meta), and dedicated e-blasts
- Results:
    - 16.9 M campaign impressions
    - 346,000 contest landing page views
    - 12,688 contest entries / leads
    - 4 very happy contest prize winners

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

- Greater Puget Sound area (I-5 corridor): Bellingham to Portland, emphasis Metro Seattle/Tacoma and South Puget Sound, and Metro Portland
- Other Washington and Oregon markets (primarily drive markets)
- British Columbia / Vancouver Island – Victoria BC
- Key feeder markets, including Oregon, California, Arizona, Texas, Florida
- Targeted international markets, in conjunction with the State of WA Tourism, Port of Seattle and Visit Seattle statewide initiatives. For 2025, focus is primarily on the U.K., Germany, Benelux, and Australia, with additional work being done once again in the Asian markets (Japan and South Korea) as they begin to travel again.

Based on research, our four primary target travelers are: outdoor adventure seekers, foodies, family travelers and romantics, ages 35 – 65+. Our primary focus is on leisure travelers.

NEW FOR 2025: Based on the Olympic Peninsula Tourism Master Plan, we will explore new business development opportunities for group business. We will consider how best to develop appropriate group business, such as SMERF, small corporate meetings, retreats, tour groups, sports groups, etc. who can consider non-peak season travel to the Olympic Peninsula, initially Clallam County focused.

10. Describe how you will promote your event/activity/facility to attract tourists.
_ As a regional destination marketing organization, OPVB engages in a broad spectrum of marketing initiatives primarily aimed at leisure travelers, including:

- Develop annual destination marketing campaigns, targeted to attracting off-season (fall / winter / spring) travel, to attract key target market visitors from greater Puget Sound, metro Portland and across Washington State to the Olympic Peninsula. Working with BlackBall Ferry, developing a separate campaign targeted to Vancouver Island for the Canadian market.

- Facilitate co-operative advertising in important annual visitor guides, such as the Washington State Visitors Guide and the Scenic Byways Guide and Map, Continue limited print advertising in regional travel and lifestyle publications to support brand awareness.

- Manage the destination website (www.OlympicPeninsula.org) with fresh stories and partner-generated content, activities, events listings, and lodging listings, to inspire travel to the Olympic Peninsula. Continue to promote Book>Direct functionality. Work with OPVB grant recipients to promote and link to OlympicPeninsula.org and especially the booking widget.

- Produce and distribute Olympic Peninsula Travel Planner (both print and digital), with content for all municipalities, plus Olympic National Park and Forest, with events calendar and lodging listings for all partners (digital version). Continue to support the full Travel Planner with the second, more cost-effective "Travel Planner Lite" map-centric brochure for bulk distribution via Certified Folder, focusing on high-traffic locations such as Seattle and Portland airports, the WA State Ferry System, Seattle cruise terminal and other area locations.

- In collaboration with State of WA Tourism, Visit Seattle, and Port of Seattle, develop appropriate familiarization tours for media and travel professionals, including international, and social media influencers. We expect this to grow in 2025. Where appropriate, participate in co-op marketing outreach in key international markets such as UK and Germany. Consider participation in state-wide outbound sales mission in 2025.

- Communications: write, produce, and distribute monthly destination e-newsletters to over 64,000 opt-in consumers, plus regional concierge, and travel industry associates. These direct communications have a high open rate (average 30-35%) and click-through rate (1-2%), feature fresh blogs and partner highlights, including festivals, events, arts, culture, outdoor activities, and recreational land updates, to inspire travel to the OP.

- Maintain an active social media presence and engagement, including the natural beauty, outdoor activities, events, culture, and arts the Olympic Peninsula has to offer.

- Media relations: work regularly with travel writers, influencers, bloggers, photographers – domestic and international – to earn media coverage for the Olympic Peninsula.

- Destination Management: In addition to attracting visitors, the OPVB is committed to doing so in a responsible and sustainable way. We actively support and regularly communicate (website, social media, e-news) the "Recreate Responsibly" (recreateresponsibly.org) messaging. We regularly share messaging from the Olympic National Park and Olympic

National Forest regarding best practices and safety on public lands. We promote visitor dispersal with web content on "alternative places" or "the path less taken."

- **NEW for 2025 / Tourism Master Plan Implementation projects will include**:
  - Influencer Fam Tours (3) – one each for spring, fall, winter to feature ease of travel to the OP (the difference is worth the distance), what there is to see / do in the non-peak seasons, engage new audiences.
  - Photography / Video Asset Development: with a focus on spring, fall and winter, hire videographer(s) to develop additional digital assets – images and B-roll, to be used for short-form videos, social media, etc.
  - Develop seasonal campaigns and communications (example: holiday lights / activities in late fall / early winter)
  - Staycations: for off-season, develop campaigns / messaging aimed at close-in travel, even OP residents to get out and explore their own backyard, thus becoming ambassadors to assist future travelers to explore more of the OP.
    Itinerary development to support non-peak season travel and niche markets such as arts/culture, culinary, etc.
  - Website improvements to be able to enhance itinerary engagement. Will involve content development and possible website tool for more personalized itinerary building.
  - Continue plan to develop branded welcome signage across the Olympic Peninsula. The first project under consideration is significant large-scale signage for the new roundabout being installed just west of the Hood Canal Bridge on Hwy 104. Over a longer term, brand standards and guidelines will be developed for potential signage at other entry points to the OP.

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

_ All our messaging and communications are aimed at encouraging multi-day visits, necessitating overnight stays. As a regional marketing organization, we work to communicate the vast geography of the Olympic Peninsula, the rich diversity of activities, and the unique charm of our various towns. Our website links to our partners' websites for more detailed findings, such as restaurants and local activities. We constantly show diverse ways that visitors can enjoy "Driving the Loop" as they explore the OP. Area businesses, festivals and events are also promoted as appropriate in our monthly e-newsletter, as well as frequently in our associated monthly website blogs.

In 2025, we will develop new, multi-day, multi-area itineraries to promote via the website.

Promotion of lodging is achieved primarily through the lodging section of the website, including the Book>Direct booking widget, the lodging grid in the digital Travel Planner, and through the monthly OPTC e-newsletters. Local businesses, including lodging establishments and restaurants, benefit from the events and festivals that take place around Clallam County and attract overnight visitors to the area.

Tourism Enhancement Grants
Many of the events and festivals are supported through the OPVB's Tourism Enhancement Grants program. The grants program supports event marketing and marketing projects within Clallam County, which in turn generates out of town visitation and overnight stays. Per our confirmation and agreement letters, all grant recipients are encouraged to link their websites to OlympicPeninsula.org/Lodging for lodging referrals.

Here is a recap of the 2024 Tourism Enhancement Grants program:

- 2024 Grant Fund: $125,000 + 2023 Carry-Forward (restricted) funds of $6,683.
- 22 grant applications reviewed for 2024 YTD, requesting a total of $158,300.
- 17 grants were awarded funds for 2024, totaling $128,600.

- 2 grants were carried forward from 2023, totaling $6,683.
- Total TEG grant payout anticipated for 2024: $135,224.
- Additionally, there were 5 applications for Clallam VIC support grants (one is pending) Total awarded to date: $16,833 (with one pending).

NEW FOR 2025: After two consecutive years of holding our TEG grant fund at $125,000, OPVB is recommending raising this to $150,000 as noted in the proposed budget. Grant cap and grant maximum per organization would remain the same as in 2024.

Additionally, grant funds are made available for the 5 official Visitor Information Centers located within Clallam County to help support their marketing, special projects or visitor services. Our 2025 application recommends keeping that program and raising the available funds to $37,500.

12. Are you applying for Lodging Tax funds from another community (yes or no)? If yes, indicate below where applying and for how much. **Do NOT attach a copy of the application.**
___Not for OPVB _____

13. What is the overall budget for your event/activity/facility? $ _1,191,420 (including Tourism Enhancement and VIC grant funds_)_____ What percent of the budget are you requesting from Clallam County Lodging Tax Fund? ____84_%

Please note that, in summary:

- This 2025 funding application requests only a $50,000 (6.25%) increase on the core OPVB funding from 2024. Half of that ($25,000) is proposed to increase the pool of funds available for the Tourism Enhancement (Marketing) grants administered by OPVB.
- ADDS $200,000 in requested funds specifically for projects related to implementation of the Olympic Peninsula Tourism Master Plan, as detailed.

Breakdown follows (and please reference Attachment A):

Income	
Clallam Co. LTAC – General (requested)	$850000
Clallam Co LTAC – TMP Implementation (requested)	$200,000
Carry forward funds	$97,500
Other funding	$43,920
Total:	**$1,191,420**
Expenses	
Salaries/ Benefits	$303,488
Office Expenses (rent, utilities, etc.)	$52,490
General Operations/ Admin	$119,800
Board Operations	$5,150
Industry Participation	$14,200
Marketing	$286,890
Community Outreach/ Education/ Training	$15,000
Tourism Enhancement Grants	$150,000
(Carry Forward 2024 Grant Payouts)	$7,500
VIC Operations/ Grants	$37,500
NEW: Tourism Master Plan Implementation	$200,000
Total:	**$1,192,018**

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

Clallam County Lodging Tax funds are the primary basis of OPVB's funding.
Other funding contributed:

- Olympic Peninsula Tourism Commission service fees
- Co-op funds generated by co-op marketing campaigns.
- Project grant funding through the Port of Seattle and/or State of Washington Tourism, as available.
- There are some unspent funds carried forward from 2024 based on staffing, planned program not executed, cost reductions, etc.

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, October 11, 2024**.

The Clallam County Lodging Tax Advisory Committee (LTAC) will review 2025 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

Olympic Peninsula Visitor Bureau
Profit & Loss Budget Overview
January through December 2025

Attachment A

OLYMPIC PENINSULA VISITOR BUREAU
PROPOSED 2025 ANNUAL BUDGET - DRAFT

	Jan - Dec 25	NOTES
Ordinary Income/Expense		
Income		
Tourism Master Plan Implementation		
Clallam LTAC Funding-REQUEST for TMP	200,000.00	* New request for 2025
Total Tourism Master Plan Implementation	200,000.00	
Other Funding		
Bank Interest	120.00	
OPTC - General Admin	33,000.00	
OPTC-Dist Center Admin	10,800.00	
Total Other Funding	43,920.00	
Clallam County LTAC Funding - REQUEST	850,000.00	*$50K increase over 2024
Total Income	1,093,920.00	
Gross Profit	1,093,920.00	
Expense		
Tourism Master Plan Implementation		*Summary of TMP-related plans
Project Management/Admin	42,000.00	
New Staff-Bus Dvpmt Mgr w/travel	105,000.00	
Project 1-Influencer Fams	8,000.00	
Project 2-Add'l Photo/Video Prod	8,000.00	
Project 4-Welcome/Signage	25,000.00	
Project 3-More than a Park/Web	12,000.00	
Total Tourism Master Plan Implementat	200,000.00	
Total Board Operations	5,150.00	
Total Industry Participation	14,200.00	
Total Marketing	286,890.00	
Total Office Expense	52,490.00	
Total General Admin-Operations	119,800.00	
Total Personnel Expenses	303,488.00	
Total Community Outreach	15,000.00	
Total VIC Opportunity Grants	37,500.00	

Olympic Peninsula Visitor Bureau
Profit & Loss Budget Overview
January through December 2025
PROPOSED 2025 ANNUAL BUDGET - DRAFT

	Jan - Dec 25	NOTES
Tourism Enhancement Grant 2024	7,500.00	
Tourism Enhancement Grant 2025	150,000.00	* Proposed $25K increase
Total Expense	1,192,018.00	
Net Ordinary Income	-98,098.00	
Other Income		
Carry forward funds / 2024 Grants (est)	7,500.00	
Carry forward funds / underspent	90,000.00	
Other Income	0.00	
Total Other Income	97,500.00	
Net Other Income	97,500.00	
Net Income	-598.00	

Attachment B

WASHINGTON
Secretary of State
Corporations & Charities Division

Filed
Secretary of State
State of Washington
Date Filed: 01/18/2024
Effective Date: 01/18/2024
UBI #: 601 007 747

Annual Report

BUSINESS INFORMATION

Business Name:
OLYMPIC PENINSULA VISITOR BUREAU

UBI Number:
601 007 747

Business Type:
WA NONPROFIT CORPORATION

Business Status:
ACTIVE

Principal Office Street Address:
618 S PEABODY ST, PORT ANGELES, WA, 98362-6244, UNITED STATES

Principal Office Mailing Address:
PO BOX 670, 618 PEABODY, PORT ANGELES, WA, 98362-0157, UNITED STATES

Expiration Date:
02/28/2025

Jurisdiction:
UNITED STATES, WASHINGTON

Formation/Registration Date:
02/06/1987

Period of Duration:
PERPETUAL

Inactive Date:

Nature of Business:
PROMOTING TOURISM ON THE OLYMPIC PENINSULA

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? **- No**

NONPROFIT CORPORATION'S EIN

Nonprofit EIN: **91-1355604**

REGISTERED AGENT RCW 23.95.410

Registered Agent Name	Street Address	Mailing Address

KATHLEEN TEMPLE	618 S PEABODY ST STE F, PORT ANGELES, WA, 98362-6244, UNITED STATES	PO BOX 670, PORT ANGELES, WA, 98362-0157, UNITED STATES

PRINCIPAL OFFICE

Phone:
3604528552

Email:
OPVBBOOKIE@GMAIL.COM

Street Address:
618 S PEABODY ST, PORT ANGELES, WA, 98362-6244, USA

Mailing Address:
PO BOX 670, 618 PEABODY, PORT ANGELES, WA, 98362-0157, USA

GOVERNORS

Title	Type	Entity Name	First Name	Last Name
GOVERNOR	INDIVIDUAL		MOLLY	MCALEER
GOVERNOR	INDIVIDUAL		TAYLOR	CHAFFEE
GOVERNOR	INDIVIDUAL		JUDY	WALZ
GOVERNOR	INDIVIDUAL		DAVID	DELANO

NATURE OF BUSINESS

- PROMOTING TOURISM ON THE OLYMPIC PENINSULA

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 â€œyesâ€ to questions 1 **and** 2a.

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

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

RETURN ADDRESS FOR THIS FILING

Attention:
KATHLEEN TEMPLE
Email:
OPVBBOOKIE@GMAIL.COM
Address:

PO BOX 670, 618 PEABODY, PORT ANGELES, WA, 98362-0157, USA

UPLOAD ADDITIONAL DOCUMENTS

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

AUTHORIZED PERSON

☑ I am an authorized person.

Person Type:
ENTITY

First Name:
KATHLEEN

Last Name:
TEMPLE

Entity Name:
OLYMPIC PENINSULA VISITOR BUREAU

Title:
BOOKKEEPER

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

Attachment C

2024 ANNUAL	Budget	% of Budget	Annual Budget
Ordinary Income/Expense Income			
Other Funding			
Bank Interest			84.00
OPTC - General Admin			31,950.00
OPTC - TP Product Admin			2,000.00
OPTC-Dist Center Admin			9,600.00
Total Other Funding			43,634.00
Clallam County LTAC Funding			800,000.00
Total Income			843,634.00
Gross Profit			843,634.00
Expense			
Board Operations			
Total Board Operations			7,000.00
TMP Implementation			50,000.00
Total Industry Participation			12,000.00
Total Marketing			303,700.00
Total Office Expense			50,000.00
Total General Admin-Operations			119,500.00
Total Personnel Expenses			330,000.00
Total Community Outreach			15,000.00
Tourism Enhancement Grants---			
Total Tourism Enhancement Grants---			0.00
Total VIC Opportunity Grants			30,000.00
Total Tourism Enhancement 2023			6,700.00
Total Tourism Enhancement Grant 2024			125,000.00
Total Expense			1,048,900.00
Net Ordinary Income			-205,266.00
Other Income/Expense			
Other Income			
Carry Forward Funds			
Grants 2023 Carried Forward			6,700.00
Carry Forward Fund-Underspent			200,000.00
Total Carry Forward Funds			206,700.00
Total Other Income			206,700.00
Other Expense			
OPTC Reimbursments			0.00
Total Other Expense			0.00
Net Other Income			206,700.00
Net Income			**1,434.00**

Book › Direct: Performance Summary

Attachment D

Date: Start Of Calendar Year - End Of Last Month

Global Booking CVR	Bookings (Est.)	Average Booking Amount (Est.)	Total Booking Revenue (Est.)
1.94%	219.85	$397.81	$87,458

Searches	Average Days in Advance (Searches)	Average Length of Stay in Days (Searches)	Average Daily Rate (Searches)	Cost Per Referral
42,883	53.00	2.4	$201.11	$0.39

Referrals	Average Days in Advance (Referrals)	Average Length of Stay in Days (Referrals)	Average Daily Rate (Referrals)	Referral CVR
11,520	44.1	2.2	$180.26	26.86%

Attachment E.

September 2024 Room Tax Report

Clal. Co	January	February	March	April	May	June	July	August	September	October	November	December	Full Year	YTD	% Change over prior YTD	YTD-over-YTD % change from 2019
2024	$60,741.79	$70,762.03	$112,927.33	$115,299.87	$140,885.40	$156,244.77	$205,662.20	$266,244.40	$280,495.48				$1,409,263.27	$1,409,263.27	17.19%	118.84%
2023	$58,949.27	$55,738.41	$99,500.62	$63,119.24	$110,307.80	$134,698.33	$180,516.76	$234,491.47	$265,256.38	$230,245.41	$203,092.91	$100,920.77	$1,736,837.37	$1,202,578.28	4.93%	86.74%
2022	$61,655.81	$61,942.93	$94,697.66	$102,318.23	$121,982.73	$126,841.89	$153,765.97	$198,802.60	$224,118.46	$212,620.30	$182,578.41	$110,337.43	$1,651,662.42	$1,146,126.28	12.25%	77.97%
2021	$41,234.47	$52,664.55	$73,732.76	$71,384.48	$114,540.40	$130,026.22	$151,555.38	$193,691.88	$192,217.99	$198,433.27	$169,412.80	$95,934.87	$1,484,829.07	$1,021,048.13	119.68%	58.55%
2020	$32,556.07	$37,693.92	$40,679.21	$39,731.36	$6,289.26	$2,198.56	$43,110.81	$102,444.89	$160,075.87	$132,469.30	$124,311.26	$66,996.65	$788,557.16	$464,779.95	-27.83%	
2019	$21,055.74	$43,046.43	$37,244.32	$28,807.02	$63,079.64	$65,055.68	$93,931.88	$135,017.28	$156,745.60	$152,906.83	$131,121.09	$63,596.63	$991,608.14	$643,983.59	21.45%	
2018	$20,039.32	$58,345.54	$25,978.70	$29,671.08	$49,322.91	$45,182.11	$73,573.25	$113,039.12	$115,085.98	$169,643.01	$173,853.16	$44,337.19	$918,071.37	$530,238.01	0.93%	
2017	$19,737.28	$57,889.40	$26,236.56	$21,010.60	$39,746.00	$78,751.14	$78,136.72	$98,096.40	$105,764.40	$102,560.50	$114,945.08	$45,556.24	$788,430.32	$525,368.50		

P.A.	January	February	March	April	May	June	July	August	September	October	November	December	Full Year	YTD	% Change	% Change
2024	$32,226.49	$50,223.27	$39,212.16	$69,558.60	$83,193.91	$101,515.07	$107,133.96	$166,815.76	$248,211.21				$898,090.43	$898,090.43	4.62%	76.88%
2023	$39,646.93	$35,798.37	$46,591.47	$58,992.73	$73,588.70	$88,799.83	$123,124.35	$160,665.60	$231,241.01	$212,086.03	$179,946.56	$69,717.38	$1,320,198.96	$858,448.99	16.63%	69.08%
2022	$37,706.01	$31,718.02	$41,282.90	$50,058.81	$67,040.22	$73,265.10	$102,061.88	$130,873.85	$202,015.13	$188,341.61	$136,124.80	$79,898.40	$1,140,386.73	$736,021.92	13.03%	44.96%
2021	$29,706.66	$27,669.61	$34,779.78	$35,259.89	$55,570.09	$68,735.54	$81,724.74	$123,597.72	$194,139.64	$180,458.08	$78,632.65	$87,518.66	$997,793.06	$651,183.67	125.43%	28.25%
2020	$34,334.66	$30,426.63	$28,744.11	$31,752.03	$14,023.82	$5,387.68	$21,148.05	$37,748.92	$85,301.46	$100,138.89	$71,138.54	$47,848.92	$507,993.71	$288,867.36	-43.11%	
2019	$29,107.95	$31,261.66	$26,222.34	$22,065.27	$39,640.08	$48,157.01	$72,624.87	$96,293.39	$142,359.68	$144,375.36	$94,453.64	$52,463.96	$799,025.21	$507,732.25	3.62%	
2018	$18,643.30	$30,612.54	$22,886.34	$24,066.14	$36,654.61	$47,586.77	$71,125.43	$94,107.25	$144,298.29	$142,047.88	$93,364.80	$43,459.70	$768,853.05	$489,980.67	9.68%	
2017	$21,593.26	$26,565.78	$19,321.88	$24,119.06	$30,060.44	$41,111.18	$59,074.38	$89,816.42	$135,072.98	$137,473.32	$97,199.10	$50,434.30	$731,842.10	$446,735.38		

Sequim	January	February	March	April	May	June	July	August	September	October	November	December	Full Year	YTD	% Change	% Change
2024	$21,129.62	$16,028.74	$21,146.78	$34,211.74	$38,808.18	$44,846.28	$51,035.42	$94,164.75	$68,906.03				$390,277.54	$390,277.54	-0.84%	50.10%
2023	$24,114.78	$19,449.48	$22,585.68	$24,531.48	$28,138.20	$40,697.46	$48,902.96	$86,134.08	$99,044.34	$82,704.66	$57,735.28	$25,668.78	$559,707.18	$393,598.46	10.08%	51.38%
2022	$19,944.37	$18,715.99	$20,211.44	$27,275.46	$30,515.01	$29,776.90	$55,423.76	$69,937.34	$85,749.60	$70,343.96	$77,956.25	$27,614.08	$533,464.16	$357,549.87	13.64%	37.52%
2021	$16,542.54	$15,096.62	$20,862.28	$27,091.77	$28,950.88	$41,323.43	$53,995.58	$60,732.77	$50,049.48	$96,659.96	$45,675.45	$27,574.44	$484,555.20	$314,645.35	71.92%	21.02%
2020	$14,435.53	$16,706.72	$17,118.28	$15,188.08	$4,791.47	$15,904.01	$16,176.22	$24,528.28	$58,171.52	$36,833.06	$38,134.39	$25,872.15	$283,859.71	$183,020.11	-29.61%	
2019	$15,982.29	$14,533.37	$13,513.48	$13,753.99	$24,683.51	$25,005.68	$38,439.35	$45,097.27	$68,994.24	$63,544.40	$42,190.78	$34,093.55	$399,831.91	$260,003.18	4.85%	
2018	$14,979.30	$14,306.04	$14,275.72	$16,544.24	$19,538.77	$25,626.37	$35,058.87	$41,486.18	$66,161.67	$83,245.17	$20,197.47	$26,683.96	$378,083.76	$247,977.16	10.60%	
2017	$15,121.34	$14,273.08	$11,956.78	$14,553.62	$18,402.28	$23,241.58	$30,288.04	$37,489.36	$58,883.36	$59,745.86	$42,810.06	$22,808.58	$349,573.94	$224,209.44		

Forks	January	February	March	April	May	June	July	August	September	October	November	December	Full Year	YTD	% Change	% Change
2024	$17,585.39	$20,830.21	$31,577.98	$34,854.63	$50,069.60	$51,945.54	$69,397.43	$74,238.12	$83,866.12				$434,365.02	$434,365.02	19.02%	164.65%
2023	$19,062.47	$14,673.91	$26,494.31	$27,981.59	$35,900.21	$35,609.87	$51,502.75	$66,612.64	$87,112.29	$69,883.08	$59,562.27	$34,059.84	$528,455.23	$364,950.04	29.29%	122.36%
2022	$15,177.37	$11,634.90	$20,071.35	$24,744.51	$27,189.49	$30,800.76	$40,135.51	$54,601.76	$57,910.36	$60,177.42	$50,155.28	$35,089.42	$427,688.13	$282,266.01	18.18%	71.98%
2021	$11,870.47	$9,868.20	$13,837.32	$13,862.82	$27,560.75	$29,628.50	$35,278.02	$49,920.41	$51,139.37	$57,454.61	$42,069.36	$25,839.09	$368,328.92	$242,965.86	133.83%	48.04%
2020	$9,609.28	$7,984.88	$8,996.30	$8,947.36	$8,756.91	$648.59	$7,845.14	$17,587.44	$33,530.16	$42,082.24	$30,870.12	$21,251.12	$198,109.54	$103,906.06	-36.69%	
2019	$8,841.54	$6,178.36	$8,335.22	$11,118.42	$11,925.56	$16,154.91	$26,893.64	$33,349.29	$41,329.82	$42,993.27	$30,125.36	$16,484.04	$253,729.43	$164,126.76	17.36%	
2018	$7,914.92	$7,290.66	$6,511.72	$9,384.98	$13,887.94	$11,590.67	$19,384.22	$26,460.48	$37,428.29	$31,991.26	$26,305.63	$13,359.95	$211,510.72	$139,853.88	13.92%	
2017	$6,965.82	$6,271.14	$8,455.22	$7,215.28	$10,891.28	$11,614.02	$18,080.80	$23,388.14	$29,879.18	$30,043.92	$27,283.60	$12,806.26	$192,894.66	$122,760.88		

Jeff. Co	January	February	March	April	May	June	July	August	September	October	November	December	Full Year	YTD	% Change	% Change
2024	$38,324.51	$38,180.22	$33,816.10	$41,251.65	$52,202.74	$62,402.88	$68,790.07	$94,291.87	$103,725.45				$532,985.49	$532,985.49	-21.74%	32.34%
2023	$36,585.12	$52,737.59	$71,172.47	$142,896.71	$56,232.42	$60,370.02	$68,684.39	$91,609.47	$98,727.44	$93,073.23	$79,199.32	$49,318.21	$902,606.39	$681,015.63	13.58%	69.09%
2022	$39,468.68	$43,484.52	$40,797.64	$55,439.56	$60,886.96	$64,213.58	$82,763.16	$99,377.25	$113,177.85	$46,239.34	$87,442.65	$59,924.17	$793,215.36	$599,609.20	7.88%	48.88%
2021	$38,925.82	$45,229.94	$46,407.13	$43,406.48	$65,961.50	$69,432.85	$70,727.44	$85,104.28	$90,607.51	$67,898.24	$102,436.87	$53,062.58	$779,200.64	$555,802.95	103.50%	38.00%
2020	$31,208.52	$33,263.68	$28,921.38	$28,566.17	$11,196.91	$533.76	$22,715.37	$41,591.37	$75,131.03	$78,437.33	$75,232.02	$54,415.58	$481,213.12	$273,128.19	-32.18%	
2019	$28,817.97	$40,024.49	$24,277.10	$21,724.70	$40,545.40	$42,349.77	$47,889.57	$69,624.83	$87,495.61	$59,893.26	$64,163.76	$41,780.75	$568,587.21	$402,749.44	11.28%	
2018	$22,594.98	$45,060.38	$18,799.70	$23,064.24	$40,396.57	$35,892.03	$43,754.88	$64,217.70	$68,130.01	$64,462.13	$62,351.70	$45,163.84	$533,888.16	$361,910.49	7.35%	
2017	$19,177.76	$52,819.70	$16,661.22	$20,633.70	$37,946.58	$31,161.52	$38,074.08	$64,460.32	$56,181.88	$58,058.42	$68,607.38	$32,423.26	$496,205.82	$337,116.76		

Port T.	January	February	March	April	May	June	July	August	September	October	November	December	Full Year	YTD	% Change	% Change
2024	$33,325.46	$31,625.90	$24,463.86	$31,819.78	$34,404.50	$46,078.18	$51,531.62	$70,844.89	$96,773.54				$420,867.73	$420,867.73	-1.27%	13.69%
2023	$56,413.84	$31,062.76	$23,460.18	$30,351.98	$37,679.22	$44,754.59	$51,449.27	$67,147.87	$83,971.10	$92,652.96	$74,081.59	$47,710.72	$640,736.08	$426,290.81	25.11%	15.15%
2022	$33,015.90	$34,042.91	$20,884.09	$29,606.77	$37,389.56	$31,409.19	$50,459.79	$49,784.62	$54,139.79	$128,765.18	$64,468.02	$68,201.07	$602,166.89	$340,732.62	-0.75%	-7.96%
2021	$21,393.25	$20,252.85	$19,399.19	$21,639.46	$38,131.79	$35,371.78	$44,684.07	$64,751.90	$77,672.97	$81,453.56	$58,652.34	$41,675.55	$525,078.71	$343,297.26	67.09%	-7.27%
2020	$32,168.38	$29,943.18	$25,007.02	$18,176.86	$12,145.41	$4,877.35	$10,074.67	$32,855.52	$40,203.86	$45,121.84	$56,031.27	$32,941.20	$339,546.56	$205,452.25	-44.50%	
2019	$31,064.06	$25,832.94	$26,895.65	$21,384.31	$34,548.20	$40,498.09	$47,394.37	$60,561.56	$82,013.38	$89,017.30	$61,722.25	$43,381.46	$564,313.57	$370,192.56	6.47%	
2018	$28,204.18	$27,142.20	$21,658.80	$28,774.07	$31,927.59	$35,658.03	$43,446.89	$55,747.64	$75,133.29	$79,021.22	$65,074.84	$42,396.64	$534,185.39	$347,692.69	3.89%	
2017	$29,274.20	$26,849.56	$18,613.82	$23,770.60	$30,209.64	$35,699.90	$40,149.94	$54,029.42	$76,065.76	$72,230.96	$61,921.74	$39,687.46	$508,503.00	$334,662.84		

Figures are acquired from the Dept. of Revenue (www.dor.wa.gov) and are two months behind. Figures are the total of both "Special Hotel/Motel" and "Transient Rental" taxes combined. Percentage is the amount changed from one year (month to date) to the next (month to date). Clallam, Jefferson, Grays Harbor, and Mason County figures refer to all lodgings within county borders excluding the major towns already listed.

Datasource: Washington Dept of Revenue
Compiled by OPVB

10/1/2024

GHC	January	February	March	April	May	June	July	August	September	October	November	December	Full Year	YTD	% Change	% Change
2024	**$148,193.89**	**$157,499.57**	**$123,929.58**	**$160,089.57**	**$174,397.33**	**$200,904.57**	**$229,646.01**	**$316,257.70**	**$504,326.14**				**$2,015,244.36**	**$2,015,244.36**	2.09%	46.07%
2023	$139,826.67	$132,216.53	$139,986.97	$137,406.53	$169,158.39	$225,295.09	$221,593.04	$322,990.57	$485,569.86	$475,226.71	$294,176.40	$177,392.53	$2,920,839.29	$1,974,043.65	-8.80%	43.08%
2022	$200,051.49	$165,251.74	$173,344.13	$198,550.60	$194,435.68	$251,676.25	$222,216.35	$309,597.61	$449,459.48	$470,056.72	$284,227.52	$204,428.00	$3,123,295.57	$2,164,583.33	-0.13%	56.89%
2021	$163,455.33	$151,458.09	$165,857.08	$158,110.02	$227,172.49	$259,836.06	$258,628.56	$345,427.97	$437,552.54	$459,824.68	$329,354.11	$203,581.18	$3,160,258.11	$2,167,498.14	84.46%	57.11%
2020	$107,691.21	$111,676.01	$98,994.00	$100,371.96	$40,635.18	$21,656.17	$152,778.09	$206,945.35	$334,312.32	$322,585.87	$291,095.32	$192,631.07	$1,981,372.55	$1,175,060.29	-14.83%	
2019	$102,909.29	$114,433.41	$96,832.56	$87,023.39	$126,354.51	$156,435.02	$153,527.59	$220,231.99	$321,894.62	$352,375.57	$203,314.40	$113,788.10	$2,049,120.45	$1,379,642.38	14.09%	
2018	$82,274.94	$110,148.38	$86,566.46	$79,859.81	$109,534.12	$137,838.11	$128,984.49	$197,123.24	$276,957.80	$310,206.72	$202,243.41	$82,665.22	$1,804,402.70	$1,209,287.35	7.54%	
2017	$83,177.67	$112,472.81	$79,383.47	$79,146.08	$93,415.31	$137,343.53	$120,308.75	$171,347.46	$247,909.84	$283,083.61	$209,366.60	$108,503.98	$1,725,459.11	$1,124,504.92		

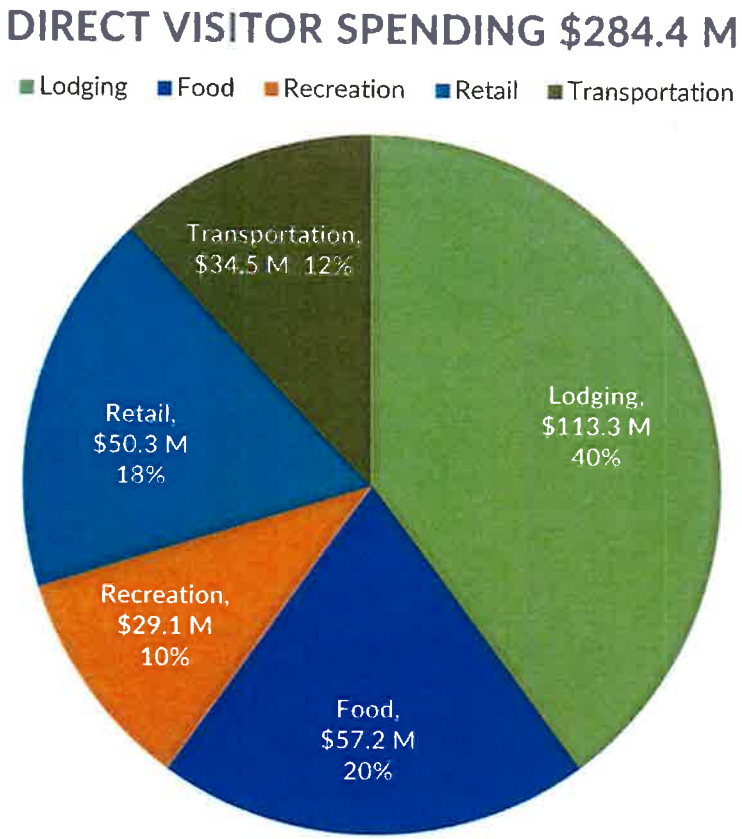
M. Co	January	February	March	April	May	June	July	August	September	October	November	December	Full Year	YTD	% Change	% Change
2024	**$57,850.29**	**$69,407.08**	**$66,164.28**	**$75,192.48**	**$94,343.10**	**$92,374.38**	**$102,389.48**	**$125,357.37**	**$154,029.19**				**$837,107.65**	**$837,107.65**	9.37%	113.46%
2023	$49,680.94	$52,715.40	$66,073.45	$53,542.98	$79,767.71	$83,681.92	$100,482.93	$125,383.85	$154,040.34	$143,465.68	$96,301.09	$61,082.79	$1,066,219.08	$765,369.52	7.57%	95.17%
2022	$52,626.05	$52,740.94	$54,848.06	$66,961.90	$82,481.51	$81,911.30	$76,419.32	$103,214.15	$140,312.32	$133,572.06	$98,607.16	$75,248.06	$1,018,942.83	$711,515.55	14.98%	81.44%
2021	$34,594.19	$42,724.13	$41,657.39	$50,623.94	$75,985.97	$83,727.89	$85,175.91	$98,683.49	$105,649.79	$111,013.69	$80,629.03	$59,267.21	$869,732.63	$618,822.70	95.01%	57.80%
2020	$31,314.22	$32,150.44	$30,791.06	$31,993.26	$12,187.26	$4,516.34	$30,770.14	$61,326.82	$82,275.33	$88,480.56	$65,498.51	$48,699.22	$520,003.16	$317,324.87	-19.08%	
2019	$30,095.47	$46,595.52	$24,616.02	$24,443.49	$36,924.43	$38,702.51	$47,304.43	$61,277.03	$82,197.42	$83,452.47	$50,981.86	$35,411.70	$562,002.35	$392,156.32	25.62%	
2018	$19,030.90	$50,294.72	$16,998.28	$18,402.06	$29,843.96	$29,951.42	$35,749.74	$50,591.09	$61,325.21	$64,961.27	$68,876.48	$29,646.15	$475,671.28	$312,187.38	15.87%	
2017	$15,420.46	$47,592.24	$15,385.16	$19,868.54	$22,837.26	$24,647.22	$27,315.00	$41,386.28	$54,988.44	$53,916.36	$46,572.74	$21,414.84	$391,344.54	$269,440.60		

Shelton	January	February	March	April	May	June	July	August	September	October	November	December	Full Year	YTD	% Change	% Change
2024	**$5,534.66**	**$3,774.92**	**$4,678.94**	**$2,821.00**	**$4,875.88**	**$4,839.72**	**$5,226.96**	**$6,263.26**	**$7,546.18**				**$45,561.52**	**$45,561.52**	-0.91%	26.61%
2023	$4,768.02	$4,311.46	$3,152.28	$3,675.67	$4,255.14	$4,153.86	$5,975.88	$7,200.20	$8,485.20	$6,932.92	$6,327.32	$6,318.16	$65,556.11	$45,977.71	1.16%	27.77%
2022	$5,301.72	$3,981.96	$4,086.44	$3,077.98	$4,329.87	$5,342.04	$5,220.18	$6,411.76	$7,699.56	$7,041.18	$5,814.64	$6,805.74	$65,113.07	$45,451.51	11.63%	26.31%
2021	$3,507.72	$2,979.00	$3,617.06	$3,167.68	$4,748.30	$4,787.16	$4,995.16	$6,067.50	$6,847.04	$6,465.02	$5,485.90	$3,782.20	$56,449.74	$40,716.62	55.75%	13.15%
2020	$3,579.84	$2,937.72	$2,817.24	NA	$1,877.78	$3,115.18	$3,446.58	$4,007.32	$4,361.12	$5,695.20	$4,310.88	$4,195.34	$40,344.20	$26,142.78	-27.35%	
2019	$3,549.69	$3,176.13	$3,680.30	$3,468.74	$2,158.72	$5,113.21	$4,313.81	$4,940.31	$5,584.00	$5,682.24	$5,100.66	$4,091.58	$50,859.39	$35,984.91	20.50%	
2018	$2,446.48	$2,526.80	$2,095.86	$2,430.56	$3,971.49	$3,401.39	$3,807.18	$4,156.45	$5,025.72	$6,109.92	$4,660.20	$3,866.84	$44,498.89	$29,861.93	-17.65%	
2017	$3,597.32	$3,699.68	NA	$3,560.56	$4,727.04	$4,085.90	$4,707.54	$4,934.98	$6,950.62	$5,984.72	$4,890.66	$3,007.16	$50,146.18	$36,263.64		

Figures are acquired from the Dept. of Revenue (www.dor.wa.gov) and are two months behind. Figures are the total of both "Special Hotel/Motel" and "Transient Rental" taxes combined. Percentage is the amount changed from one year (month to date) to the next (month to date). Clallam, Jefferson, Grays Harbor, and Mason County figures refer to all lodgings within county borders excluding the major towns already listed.

Attachment F

VALUE OF TOURISM TO CLALLAM COUNTY (2023)



- Direct Visitor Spending: **$284.4 M** (+4.8%)
  - Lodging $113.3 M
  - Food / Beverage: $57.2 M
  - Recreation: $29.1 M
  - Retail: $50.3 M
  - Transportation: $34.5 M
- Direct State/Local Taxes Generated: **$24.6 M**
- Visits: **1,370,000** (+3%)
- Direct Employment: **1,874**
  - Represents 5.05% of all county employment
- Direct Labor Income: **$67.6 M**

Source: Tourism Economics for SWT

Lodging Tax Advisory Committee

Funding Request

Port Angeles Fine Arts Center

RECEIVED
CLALLAM CO. COMMISSIONERS
OCT 11 2024
1...2...3...A...
@11:37 am 2nd

LODGING TAX FUNDING APPLICATION
2025

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:** $ 40,000

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 Arts Center 2025 Festival Series

IV **Representative Contact Information:**

Name, Title Christine Loewe

Mailing Address 1203 E Lauridsen Blvd.

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: 10/11/24

Christine Loewe
Print or Type Name

CLALLAM COUNTY
LODGING TAX FUNDING
APPLICATION 2025

I **AMOUNT of Lodging Tax Requested**: $40,000

II **Agency/Organization Name**: Port Angeles Fine Arts Center

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

Federal Tax ID No: 94-3029546 UBI Number: 601026071

III **Project/Activity/Event**: Port Angeles FIne Arts Center 2025 Festival Series

IV **Representative Contact Information**:

Name, Title: Christine Loewe, PAFAC 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

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_____ Date: 10/11/24
Signature

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 our special events and a series of three seasonal arts festivals based in Webster's Woods Sculpture Park. These activities and festivals include Summertide Solstice Art Festival on June 14th, Celebration of Shadows Fall Festival on October 18th, and Wintertide Festival of Lights happening on Dec 13th as part of a month of holiday festivities and light art in the park.

Last year through these programs and related activities we generated an overall attendance of 8000 + individuals. While all of our programming is designed to attract a wide range of both local and out of town visitors, it is through our seasonally themed festivals and supportive events where we have the greatest opportunity to increase the number of people traveling to Clallam County. Using data from Placer.ai, our event software, and our gallery surveys we know that last year through our programs and park visits we generated visits from 22 states and 30 cities in Washington and that approximately 35% of our overall everyday traffic to the gallery and park came from out of the area.

Over the past three years, we have strategically worked to maintain a consistent schedule of activities year-round and have partnered with local organizations to add to the complement of seasonal events. Our aim has been to further the shared community goal of establishing Clallam County as a year-round destination for arts, culture, and outdoor recreation. We work with a range of community partners including the Port Angeles Chamber, JFFA, NOLS, The Port Angeles Garden Club, Olympic Peninsula Authors, ONP, Peninsula College, Community Playhouse, and a variety of local businesses to co-promote or develop programs.

Additionally, with grant support from Olympic Peninsula Visitors Bureau we are able to sustain a year round schedule of regional marketing and festival cross promotion. This sustained marketing improves our ability to be top of mind for repeat visits to the peninsula. Approximately 40% of our visitors are repeat customers.

Finally, as our overall engagement number for 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. While we see some individual fluctuation in annual numbers depending on the weather for our events, our overall attendance has grown steadily for the past three years.

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 nearly 15,000 of the visitors to our property this year also visited hotels within Clallam County including the Red Lion, Olympic Lodge, Log Cabin Resort, Sequim Bay Lodge, and 7 Cedars. Finally, our manually collected 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 were able to identify that last year 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 success in our festivals for 2025.

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, for the last two summers we've hosted conservation themed exhibits with support from ONP. Through this partnership, ONP was able to provide supportive promotion. 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 14th - 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. For 2025 we are excited to introduce the sculpture theme of form and function that will ask artists to develop nature based functional art such as benches, bike racks, and interactive pieces. **2023- 704 guests | 2024- 500 guests | 2025- We expect about 750 to attend this year.**

Celebration of Shadows Fall Festival- Saturday, October 18th - 2025 will be our 4th year hosting this free festival. This autumnal festival includes pumpkin carving and art workshops, food and drink vendors, a glow in the dark scavenger hunt, art stations, contest pumpkins on display 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. In 2023 we had **730 attendees- our largest festival attendance yet and we expect similar numbers for the 2024 festival coming later this month. In 2025 we hope to draw 800.**

Wintertide Light Experience Nov 28th- Jan 1st and Wintertide Festival of Lights Dec 13th- 2025 will bring our 5th year of the festival and our 7th year of Wintertide as a whole, a family-friendly winter celebration of light based art 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 2025 through January 1st, 2026 with the Wintertide Festival of Lights on Saturday, December 13th.. **We anticipate that the overall attendance throughout the 2025 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. 2025 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:	2025 Estimate	2024 Estimates	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 2023/2024: *We have not yet had our 2024 Fall and Wintertide festivities. Due to cold rainy weather on festival day, our Summertide actual numbers were down this year.*

Category of guests	Summertide 2024	Summertide 2023	Fall Fest 2023	Wintertide 2023
Attendees	498	704	730	6,278
Visitors who will travel more than 50 miles	101	180	174	835
Visitors from another state or country	152	170	194	1,739
Overnight visitors staying in paid accommodations	151	227	272	2,159
Overnight visitors staying in non-paid accommodations	102	477	458	4,119
Paid lodging room nights resulting from this event	75	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.

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

For 2024, we have established some host hotel services with Olympic Lodge by Ayres. Additionally, the Red Lion and 7 Cedars have provided event consultation and both have served or are serving as festival sponsors over the last three years. As we look ahead to 2025 we intend to build upon these relationships.

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

PAFAC offers a wide range of rotating activities that provide 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 so far in 2024 has included 6 special events, 5 gallery exhibitions, 1 outdoor exhibition, a new rotation of 18 poems in the park, 4 youth, family and adult workshops, two weeks of summer art camp serving 100 slots, arts education programming on our campus and within school classrooms for over 1000 local students, Summertide Solstice Art Festival welcoming nearly 500 people, and 200 + people for a special meadow theater performance by String and Shadow this summer. As a result of our efforts we've directly engaged over 5000 people thus far in 2024 in structured programming, and supported more than 236 artists from around the region in exhibiting and selling their work through our gallery, gift store,and Art Park. We've additionally welcomed over 20,000 visits to the Sculpture Park since January 2024.

Upcoming programming includes our Celebration of Shadows Fall Festival, 5 sessions of after-school art camp for students, 5 adult workshops, a month-long holiday maker's market and winter lighted sculpture experience, and finally, our last festival of the year- the Wintertide Festival of Lights. Interest in our programs continues to grow and this is reflected in our overall engagement numbers. In 2024 we attracted individuals from 24 states and 32 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. Staff are on campus seven days a week helping to create a welcoming place for visitors every day through the park and 4 days a week through our open gallery hours. 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 Fall and Wintertide Festival in the tourism shoulder season. Our marketing partners include: Sound Publishing, ParentMap, Preview Magazine, Blackball Ferry, WSDOT Ferries, and this year we are gathering location insight data to improve our target marketing with a paid subscription through Placer AI.

Ultimately, our staff team is adept in digital and print marketing, has established relationships with regional marketing representatives, is knowledgeable about leveraging marketing dollars to expand our reach beyond the funds we are requesting, and 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, indicate below where applying and for how much.

Yes we will be applying for funds from City of Port Angeles LTAX to support both the operations of our gallery and Webster Woods Sculpture Park in the amount of $40,000. We will additionally request capital funds to continue our next phase of improvements in Webster's Woods and we will request event funds to help offset total costs for our Fall and Wintertide Festivals in the amount of $15,000.

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. We are still working on our budget for 2025 but we expect that with the continued increases in minimum wage laws that our expenses will increase by 3-5%. for 2025. As we have lined out in our budget we expect that our festivals and related activity expenses will be $150,000. Our LTAX request represents 25% of this budget and 3% of our overall organization budget based on 2024 numbers.

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

In 2025, we will continue 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, other community sources, our investments, 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, in 2024 we have added a part-time events coordinator to our team and with this additional staff capacity we are working 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 2024 and we continue an upward trend in all income categories including memberships and donations, admissions, sponsorships, and art and gift store sales.

2025 Festivals Budget

We would like to apply the $40,000 in requested funds to support staffing, artist fees for the sculpture and poetry sign installations at Summertide and Wintertide, performance costs, and $5,000 to offset the cost of our online subscriptions such as Square, Kindful, Placer AI, and our park counter that help us track event expenses and attendee data.

2025 Festivals Budget

Port Angeles Fine Arts Center

	Summertide	Fall Festival	Wintertide	Total Festivals	CC LTAX Support
	2025 Budget	2025 Budget	2025 Budget	2025 Budget	2025 Budget
Ordinary Income/Expense					
Income					
Contributed Income					
4000 - OPVB	$ 4,000.00	$ 4,000.00	$ 7,000.00	$ 15,000.00	
4000 · Government		$ 5,000.00	$ 10,000.00	$ 15,000.00	
4015 · Donations - Individual	$ 1,000.00	$ 1,000.00	$ 500.00	$ 2,500.00	
4996- Investment Transfer	$ 7,000.00	$ 7,000.00	$ 8,000.00	$ 22,000.00	
Total Contributed Income	$12,000.00	$17,000.00	$25,500.00	$54,500.00	40,000
Earned Income					
4520 - Gift Store Sales			$ 25,000.00	$ 25,000.00	
4510 Admissions			$ 11,000.00	$ 11,000.00	
4515 Event Sponsorships	$ 1,500.00	$ 3,000.00	$ 6,000.00	$ 10,500.00	
4530 · Workshop Registration		$ 1,000.00	$ 2,400.00	$ 3,400.00	
4502- Alchohol Sales	$ 1,800.00	$ 1,800.00	$ 2,000.00	$ 5,600.00	
Total Earned Income	$1,500.00	$4,000.00	$46,400.00	$55,500.00	
Total Income	$13,500.00	$21,000.00	$71,900.00	$110,000.00	150,000
Expense					
Personnel Expenses					
5000 · Salaries	$ 24,000.00	$ 24,000.00	$ 24,000.00	$72,000.00	$ 15,000.00
Total Personnel Expenses					
Program and Operating Expenses					
6000 - Artists Commissions	$ 5,000.00		$ 24,000.00	$ 29,000.00	15,000
6001 · Teaching Artists	$ 300.00	$ 400.00	$ 500.00	$ 1,200.00	
6002 · Performing Artists	$ 1,000.00	$ 2,000.00	$ 5,000.00	$ 8,000.00	$ 5,000.00
6005 - Equipment	$ 500.00	$ 1,200.00	$ 1,500.00	$ 3,200.00	
6015 · Marketing & Advertising	$ 4,500.00	$ 4,000.00	$ 9,000.00	$ 17,500.00	
6030 · Exhibit Supplies	$ 500.00		$ 1,500.00	$ 2,000.00	
6035 · Program Supplies	$ 2,000.00	$ 1,000.00	$ 3,000.00	$ 6,000.00	
6040 - Venue Expenses	$ 800.00	$ 100.00	$ 1,500.00	$ 2,400.00	
6045 - Food and Bev	$ 400.00	$ 400.00	$ 400.00	$ 1,200.00	
7020- Subscription Services	$ 2,500.00	$ 2,500.00	$ 2,500.00	$ 7,500.00	$ 5,000.00
Total Program Expenses	$41,500.00	$35,600.00	$72,900.00	$150,000.00	

DETACH BEFORE POSTING

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
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1203 E LAURIDSEN BLVD
PORT ANGELES, WA 98362

UNEMPLOYMENT INSURANCE - ACTIVE
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Vicki Smith

Director, Department of Revenue

DETACH THIS SECTION FOR YOUR WALLET

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 EO
94-3029546 000000 00
00012801
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 INFORMATION

Business Name:
PORT ANGELES FINE ARTS CENTER FOUNDATION

UBI Number:
601 026 071

Business Type:
WA NONPROFIT CORPORATION

Business Status:
ACTIVE

Principal Office Street Address:
1203 E LAURIDSEN BLVD, PORT ANGELES, WA, 98362-6651, UNITED STATES

Principal Office Mailing Address:
PO BOX 1695, PORT ANGELES, WA, 98362-0085, UNITED STATES

Expiration Date:
11/30/2024

Jurisdiction:
UNITED STATES, WASHINGTON

Formation/Registration Date:
11/10/1986

Period of Duration:
PERPETUAL

Inactive Date:

Nature of Business:
NONPROFIT ART CENTER PROVIDING ARTS ENRICHMENT

Charitable Corporation:
☑

Nonprofit EIN:
94-3029546

Most Recent Gross Revenue is less than $500,000:
☑

Has Members:
☐

Public Benefit Designation:
☐

Host Home:
☐

REGISTERED AGENT INFORMATION

Registered Agent Name:
EXECUTIVE DIRECTOR

Street Address:
1203 E LAURIDSEN BLVD, PORT ANGELES, WA, 98362-6651, UNITED STATES

Mailing Address:
PO BOX 1695, PORT ANGELES, WA, 98362-0085, UNITED STATES

GOVERNORS

Title	Governors Type	Entity Name	First Name	Last Name
GOVERNOR	INDIVIDUAL		NAVARRA	CARR
GOVERNOR	INDIVIDUAL		DIANE	WILLIAMS
GOVERNOR	INDIVIDUAL		CHRISTINE	LOEWE

PORT ANGELES FINE ARTS CENTER
2024 Operating Budget

	2024 Budget
Ordinary Income/Expense	
Income	
Contributed Income	
4000 · Government	$225,000.00
4005 · Foundations	$35,000.00
4015 · Donations - Individual	$26,000.00
4020 · Donations - Board	$5,000.00
4998 · Mim Foley Memorial Fund	$1,000.00
Total Contributed Income	$292,000.00
Earned Income	
4500 · Art Sales	$4,000.00
4505 · Artist Registration Fees	$1,000.00
4510 · Admissions	$18,000.00
4515 · Event Sponsorships	$12,000.00
4520 · Art & Gift Store Sales	$32,000.00
4525 · Membership Fees	$16,000.00
4530 · Workshop Registration	$18,000.00
4535 · Facility Rental	$1,000.00
4600 · Bank Interest	$350.00
Total Earned Income	$102,350.00
Other Income	
Foundation Distribution	$51,641.67
Endowment Distribution	$12,000.00
Additional Foundation Distribution	$60,000.00
Total Other Income	$123,641.67
Total Income	**$517,991.67**
Expense	
Personnel Expenses	
5000 · Salaries	$255,100.00
5005 · Payroll Taxes	$28,061.00
5010 · Benefits	$11,600.00
5015 · Contract Labor	$7,550.00
5030 · Processing Fees	$1,080.00
Total Personnel Expenses	$303,391.00
Program Expenses	
6000 · Artist Commission & Expe	$28,000.00
6001 · Teaching Artists	$3,500.00
6002 · Performing Artists	$10,000.00

6005 · Equipment	$1,200.00
6015 · Marketing & Advertising	$14,000.00
6030 · Exhibit Supplies	$5,000.00
6035 · Program Supplies	$12,500.00
6040 · Venue Expenses	$500.00
6045 · Food and Beverage	$2,000.00
7998 · Mim Foley Memorial	$1,300.00
Total Program Expenses	$78,000.00
Operating Expenses	
7000 · Accounting & Legal	$1,200.00
7005 · Awards & Recognition	$200.00
7007 · Background Checks	$100.00
7010 · Bank Fees	$120.00
7020 · Online Subscription	$6,000.00
7025 · Merchant Processing Fees	$1,600.00
7030 · Dues & Subscriptions	$500.00
7035 · Furniture & Equipment	$4,000.00
7040 · Insurance	$3,000.00
7043 · Interest	$2,600.00
7045 · Licenses & Fees	$500.00
7050 · Meetings & Meals	$300.00
7055 · Miscellaneous	$500.00
7060 · Office Supplies	$2,100.00
7065 · Postage	$1,400.00
7071 · Park Maintenance and Imp	$100,000.00
7080 · Rent & Utilities	$6,000.00
7085 · Repairs & Maintenance	
7090 · Staff/Volunteer Developme	$1,500.00
7095 · Telephone & Internet	$5,000.00
7100 · Travel & Mileage	$1,600.00
7105 · Website	$1,000.00
Total Operating Expenses	$139,220.00
Total Expense	$520,611.00
Net Income	-$2,619.33
Other Expense 9999 Depreciation	$3,790.00
Net Income after depreciation	-$6,409.33

SUMMERTIDE

SOLSTICE ART FESTIVAL 2024

New Art | *Poetry in the Park* | *Live Music* | *Art Activities*

SATURDAY, JUNE 15TH | 12:30 - 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

Cabled Fiber & Yarn

CEDARS

KONP News Radio
1450 101.7 101.3

Port Angeles Fine Arts Center
440

Wintertide
Festival of Lights

4:30-8PM RAIN OR SHINE

SATURDAY
DEC. 7, 2024

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.

WWW.PAFAC.ORG

1203 E. Lauridsen Blvd.
Port Angeles, WA 98362

PORT ANGELES FINE ARTS CENTER

Celebration of Shadows
Fall Festival

SATURDAY, OCTOBER 19 | 5-8:30PM

Join us for a free and family friendly evening art festival with a pumpkin walk and contest through Webster's Woods, food & drinks, spooky stories in the courtyard with the Port Angeles Library, mask making with the Playhouse, an evening visit to "Sparks of Connection" in the gallery, and a live meadow performance through the art of crankies by The Crankie Factory!

Pumpkin Walk

Pumpkins lining the path will be lit and visitors can vote for their favorite!

The Crankie Factory

Using light and shadow, this scrolling picture art form will capture your imagination!

Activities

Spooky stories, mask-making, art stations, and an illuminated gallery.

PLUS! **Pumpkin Carving and Crankie Workshops**

Thank you to our Sponsors!

Olympic Peninsula Visitor Bureau olympicpeninsula.org

City of Port Angeles

Country Aire Natural Foods

Olympic Lodge by Ayres

KONP News Radio 1450 101.7 101.3

PORT ANGELES FINE ARTS CENTER

442

www.pafac.org

Lodging Tax Advisory Committee

Funding Request

North Olympic Baseball and Softball

RECEIVED
CLALLAM CO. COMMISSIONERS
OCT 11 2024

LODGING TAX FUNDING APPLICATION 2025

1...2...3...A... @11:39am

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**: $ 91,384.00

II **Agency/Organization Name**: North Olympic Baseball and Softball

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

Federal Tax ID No. 52-1225546 UBI Number 601 823 538

III **Project/Activity/Event**: Washington State Cal Ripken/Babe Ruth Tournament

IV **Representative Contact Information**:

Name, Title David Melnick, Board President

Mailing Address PO Box 1815 Port Angeles, WA 98362

Phone(s) 360-461-6848

Email nobasreghelp@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.

David Melnick Date: 10/11/24

Signature

David Melnick

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

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

   see attached

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

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

   See attached

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

   See attached

6. **2025 Tourism-Impact Estimate**
(Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2024)

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:	2025 Estimate	2024 Actual	Methodology
a. Overall attendance at your event/activity/facility	2,200		
b. Number of people who travel more than 50 miles for your event/activity/facility	2,000		
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	20		
d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.	2,000		
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.	1,800		
f. Number of paid lodging room nights resulting from your event/activity/facility.	4		

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

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

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

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

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

12. Are you applying for Lodging Tax funds from another community (yes or no)? If yes, indicate below where applying and for how much. **Do NOT attach a copy of the application.** See attached

13. What is the overall budget for your event/activity/facility? $ 91,384.00
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. See attached

1. How will the project/program help increase the number of people traveling to Clallam

County for business or pleasure on a trip?

In 2025, North Olympic Baseball and Softball will host a stay and play Washington State Cal Ripken tournament for the 9U, 10U, 11U, and 12U age divisions, as well as Babe Ruth 13U. This four-day youth baseball tournament is poised to significantly increase the number of people traveling to Clallam County, attracting out-of -town teams as well as their families and friends. In previous years at different locations, the same state tournament had an attendance of 2,200 individuals with the majority of these attendees coming from out of town. The tournament will serve as a catalyst for increased travel to Clallam County, showcasing our community as a welcoming destination for families and individuals alike.

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

County?

With the Cal Ripken state tournament lasting up to four days, and the majority of families traveling for the tournament, a substantial demand for overnight accommodations in Clallam County will increase during the stay and play four-day tournament. Families will stay multiple nights to participate in the required opening ceremonies and game play, supporting their players throughout the tournament. This will lead to increased occupancy rates in local hotels, motels, and rental properties. In addition, families will typically arrive a day or two early to acclimate and explore the area, and they may stay after the tournament concludes for leisure activities. This extended stay will further boost lodging occupancy and revenue in Clallam County, specifically the Port Angeles and Sequim 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.

Families traveling for the Cal Ripken state tournament will come from all over Washington State, staying for the duration of the four-day tournament. The Cal Ripken state tournament is a yearly event, with teams traveling across the state to various locations in Washington throughout the years. On average, the tournament sees 2,200 visitors, many of which travel from distances much greater than fifty miles.

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

state?

As this tournament is the Washington State Cal Ripken Tournament, only Washington state baseball teams will be participating. As various teams or players may have family or friends that travel from out of state or country to support them, it is difficult to predict whether visitors from other states or countries will attend.

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

attendance.

The Washington State Cal Ripken Tournament for age divisions 9U, 10U, 11U, and 12U and Babe Ruth 13U is scheduled for July 9, 2025 – July 12, 2025 with an average of 2,200 people attending for the four day tournament.

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

North Olympic Baseball and Softball is in the process of reaching out to local hotels and campgrounds to secure room blocks and promotional pricing for participating teams and their families to utilize while traveling to Clallam County for the stay and play four-day tournament.

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

Over the last several years, the Cal Ripken State tournament attracted an average of 2,200 attendees, demonstrating strong community support and interest in youth sports. The tournament features a robust schedule of games, engaging activities, and opportunities for player development, which contribute to its success. This track record of success positions North Olympic Baseball and Softball well for attracting tourists to our county while hosting the Washington State 2025 Cal Ripken tournament.

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

The target tourist audience for the Washington State Cal Ripken baseball tournament encompasses several tourist audiences which include:

1. Families with Young Athletes: Our primary audience consists of families in Washington State with children aged 8-14 who participate in youth baseball. These families will travel to attend the entire duration of the tournament, often bringing multiple family members along, including siblings and extended relatives.
2. Coaches and Team Officials: Coaches, team managers, and officials will also travel to the tournament. Their presence contributes to the demand for lodging and meals, as they stay for the duration of the event to support their teams.
3. Baseball Enthusiasts: This includes friends and relatives of players, as well as local baseball fans who are interested in watching the tournament. These attendees may be local, travel from cities in Washington State, or even come from out of state.
4. Regional Participants: This tournament will bring in teams from various regions, encouraging travel from surrounding cities and towns in Washington State. This group often seeks lodging and dining options, contributing to the local economy.

By targeting these audiences, we aim to maximize attendance and support for the tournament, ultimately driving increased lodging, dining, and retail activity in the community for the duration of the tournament. This diverse visitor demographic will significantly benefit local businesses and help promote our region as a vibrant destination for tourists.

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

The Washington State Cal Ripken tournament is an event that takes place every year, with teams competing to be the top of their division. This is a long-standing tournament, with families traveling from their hometowns in Washington State to participate in the duration of the four day event each year.

To effectively promote this tournament, North Olympic Baseball and Softball will implement a multi-faceted marketing strategy that includes the following components:

1. Targeted Marketing Campaigns: We will create targeted marketing campaigns utilizing social media and the tournament website to reach families, coaches, and baseball enthusiasts. Highlighting the tournament's unique aspects, such as competitive play and family-friendly activities, will draw attention.

2. Collaboration with Local Tourism Boards: Partnering with local tourism boards and chambers of commerce will help amplify our reach. We will work together to promote the tournament on their platforms, including websites and social media channels, to attract visitors looking for events in the area.

3. Engaging Content Creation: We will develop engaging local attractions and the benefits of visiting the area. This content can be shared across multiple platforms to generate interest.

4. Incentives for Participants: Offering incentives such as discounted hotel rates or dining vouchers for teams and families attending the tournament will encourage participation and enhance the overall experience, making it more appealing for out-of-town visitors.

5. Event Partnerships and Sponsorships: We will seek partnerships with local businesses and sponsors to create promotional materials, such as flyers and banners, that can be distributed throughout the region. This collaboration will help build community support and increase visibility.

6. Highlighting Local Attractions: We will promote local attractions, parks, and recreational activities alongside the tournament schedule. Providing information on nearby restaurants, shopping areas, and family-friendly activities will encourage visitors to extend their stay.

7. Social Media Engagement: Actively engaging with audiences on social media platforms will be essential. We will create event pages, share updates, and encourage participants and families to share their experiences using dedicated hashtags.

By implementing these strategies, North Olympic Baseball and Softball can effectively promote the state tournament, attract tourists, and contribute to the local economy.

11. Describe how the event/activity/facility will help promote lodging establishments,

restaurants, and businesses located in the unincorporated area of Clallam County.

The four-day tournament will significantly boost the local economy by promoting lodging, restaurants, and other businesses in several ways:

1. Increased Visitors: The tournament will bring in families, coaches, and fans from outside the community, leading to a surge in overnight visitors who will require accommodations for the duration of the four day tournament. This influx will benefit local hotels, motels, and other lodging options.
2. Dining Opportunities: With a large number of attendees, local restaurants will see increased patronage, especially during meal times. Families often seek dining options before or after games, providing restaurants with the opportunity to showcase their offerings.
3. Shopping and Services: Participants and spectators will explore local shops and services during their stay. This could include sporting goods stores for last-minute gear, grocery stores for snacks, and local boutiques for souvenirs, thereby supporting a variety of local businesses.
4. Community Engagement: The tournament can foster a sense of community pride and encourage local businesses to participate by sponsoring teams or offering promotions. This engagement can lead to longer-term relationships between businesses and the visitors.
5. Marketing Opportunities: Local businesses can capitalize on the event through targeted promotions, discounts, and special offers to tournament attendees, enhancing their visibility and encouraging repeat visits.

Overall, the tournament serves as a catalyst for economic activity, helping to promote the community as a vibrant destination while supporting local businesses.

12. Are you applying for Lodging Tax funds from another community (yes or no)? If yes,

indicate below where applying and for how much. Do NOT attach a copy of the application.

Our organization is also considering applying for the Lodging Tax funds from the City of Port Angeles but is undecided at this time.

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

The overall budget for the Washington State Cal Ripken and Babe Ruth Tournament is $91,384.00. North Olympic Baseball and Softball is requesting 100% of the tournament budget.

14. Please describe your plans for securing the remainder of the funds necessary to

complete your event/activity/facility.

In the event that our proposal is not fully funded, North Olympic Baseball and Softball will actively seek additional funding through various grant opportunities, as well as leverage our existing relationships with local businesses in the form of sponsorships, and source additional forms of revenue such as food and merchandise vendors. Additionally, our organization is committed to supporting this event and will contribute a portion of our own funds to ensure its success. By combining these resources, we are confident that we will meet our financial goals and deliver a meaningful event.

Washington State Cal Ripken Tournamnet Expenses

Tournament /Staff Fees	
Cal Ripken 9U Division Fee	$750.00
Cal Ripken 10U Division Fee	$750.00
Cal Ripken 11U Division Fee	$750.00
Cal Ripken 12U Division Fee	$750.00
Babe Ruth 13 Division Fee	$750.00
Cal Ripken Umpires 92 games; $190 per game	$17,480.00
Babe Ruth Umpires 16 games; $205 per game	$3,280.00
Umpire Coordinator/Administration Fee (10%)	$2,076.00
Total	**$26,586.00**
Tournament Staff Lodging	
Cal Ripken Commissioners	$2,000.00
Cal Ripken Umpire in Chief	$2,000.00
Babe Ruth Commisioners	$1,000.00
Babe Ruth Umpire in Chief	$1,000.00
Umpires	$18,000.00
Total	**$24,000.00**
Field Maintenance	
Field Maintenance	$1,000.00
Total	**$1,000.00**
Concessions	
Commissioner/Umpire per diem	$4,800.00
Concession Supplies	$8,000.00
Volunteers stipends	$1,500.00
Total	**$14,300.00**
Tournament Supplies	
Babe Ruth Tourney Machine- Schedule App	$125.00
Cal Ripken Tourney Machine - Schedule App	$250.00
Babe Ruth Baseballs	$336.00
Cal Ripken Baseballs	$1,932.00
Score Keeper Station	$1,800.00
Score Keeper Supplies	$200.00
First Aid Stations	$600.00
First Aid Supplies	$1,800.00
Total	**$7,043.00**
Tournament Merchandise	
Cal Ripken Swag Bags	$3,120.00
Cal Ripken Swag Items	$1,800.00
Babe Ruth Swag Bags	$600.00
Babe Ruth Swag Items	$300.00
Stickers	$100.00
Trading Pins	$500.00
Tournament Tshirts	$1,500.00
Tournament Sweatshirts	$2,000.00
Total	**$9,920.00**
Restrooms	
Portable Toilets	$5,250.00
Handwashing Stations	$150.00
Total	**$5,400.00**
Awards	
Rings ($23)	$2,185.00
Medals ($10)	$950.00
Total	**$3,135.00**
Tournament Total Expenses	**$91,384.00**

Washington State Cal Ripken Tournament
Revenue Predictions

Team Registrations- $700 per team	$ 33,600.00
Concessions	$ 15,000.00
Stickers	$ 200.00
Tournament Sweatshirts	$ 4,500.00
Tournament Tshirts	$ 2,500.00
Sponsorships	
Estimated Revenue Total	**$ 55,800.00**

Washington State Cal Ripken Tournament – Age Division 9U, 10U, 11U, 12U, Babe Ruth 13

North Olympic Baseball and Softball

Tournament and Staff Fees - $26,586.00

In this line item we have budgeted $750 per each age division, to be paid to their respective league national organization. This line item also includes the cost to staff each game with umpires, which will be provided by a company, who then charge a %10 administrative fee.

Tournament Staff Lodging - $24,000.00

In this line item we have budgeted for the required expense of providing lodging to the three game commissioners, the three umpires in chief, and the eighteen umpires, a total of 24 individuals. To calculate this number, we budgeted $250 per night, per individual.

Field Maintenance $1,000.00

This line item is budgeted for unexpected materials or labor to prepare or repair the fields for the tournament that would not be covered by the City of Port Angeles, who is currently prepared to prepare and maintain the fields for the state tournament.

Concessions $14,300.00

In this line item we have budgeted for the required water and meal for the tournament staff and umpires while they are working, calculating $50 a day for each individual, for four days. This line item also includes an estimated expense of $2000 per day to stock and prepare the concessions, with the concessions running for four days, as well as an estimated $1500 stipend to pay to various volunteer groups in exchange for supplying the concession stand with volunteers for the duration of the tournament.

Tournament Supplies $7,043.00

This line item includes various supplies for the tournament, which includes the required scheduling app, baseballs, and funds to stock the score keeper and first aid stations. Tournament requirements for baseballs mandate a minimum of 3 new balls per game, with each ball costing an average of $7 per ball. The mandatory nine score keeper stations, and three first aid stations, have been budgeted for $200, which is the rental cost of a shade tent, table, and two chairs for each station. In addition, we have budgeted $200 for score keeper supplies which consist of pencils, white boards, dry erase markers, printing, binders, and various other items. First aid stations will be supplied with first aid kits, at $100 estimated for each, and are also required to supply an AED at each station. As our organization has access to two AED's, we will need to purchase one more for minimum requirements.

Tournament Merchandise $9,920.00

The budget for tournament merchandise consists of the price for supplying each athlete with a swag bag, which is a requirement when hosting the Cal Ripken state tournament. In addition, we will purchase stickers, t-shirts, and merchandise to sell onsite. To reduce the up-front cost of merchandise, we will open a team store prior to the tournament and only carry a small amount of merchandise on hand at the actual tournament.

Restrooms $5,400

The tournament will be held at three locations, Shane Park, Lincoln Park, and Volunteer Field. As these locations are not designed to support the bathroom needs of the number of individuals attending the tournament, we will bring in portable toilets and pay to have them cleaned and emptied each day, with an estimated cost of $350 per toilet and a need of fifteen to be distributed throughout the three sites. In addition, we will provide three handwashing stations for use at the portable bathroom sites.

Awards $3,135.00

As this is a competitive tournament, we will provide awards to the first and second place teams in each age division. Rings will be provided to each player and coach whose team wins first place in their age division, budgeting $23 per ring, and second place teams will be awarded a medal to each player and coach at $10 per medal.

Total: $91, 384.00

NOBAS Operating Budget 2024

Date: 10/22/2023

Prepared By: Eric Waterkotte

Projected Revenue	Amount
Registration	$30,000.00
Sponsorships & Donations	$11,000.00
Concessions Revenue	$25,000.00
Total	**$66,000.00**

Projected Expenses	Amount
League Fees	$3,600.00
Insurance	$8,400.00
Misc Fees	$2,400.00
Uniforms & Supplies	$21,000.00
Equipment	$9,600.00
Scholarships	$1,500.00
Post-Season Support	$3,600.00
Marketing	$120.00
Total	**$50,220.00**

WASHINGTON
Secretary of State
Corporations & Charities Division

Filed
Secretary of State
State of Washington
Date Filed: 09/15/2024
Effective Date: 09/15/2024
UBI #: 601 823 538

Annual Report

BUSINESS INFORMATION

Business Name:
NORTH OLYMPIC YOUTH BASEBALL AND SOFTBALL - AMERICAN

UBI Number:
601 823 538

Business Type:
WA NONPROFIT CORPORATION

Business Status:
ACTIVE

Principal Office Street Address:
1591 ELWHA RIVER RD, PORT ANGELES, WA, 98363-9544, UNITED STATES

Principal Office Mailing Address:
1591 ELWHA RIVER RD, PORT ANGELES, WA, 98363, UNITED STATES

Expiration Date:
09/30/2025

Jurisdiction:
UNITED STATES, WASHINGTON

Formation/Registration Date:
09/17/1974

Period of Duration:
PERPETUAL

Inactive Date:

Nature of Business:
ATHLETIC, TO TEACH, THROUGH YOUTH BASEBALL AND SOFTBALL, THE IDEALS OF GOOD SPORTSMANSHIP.

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: **52-1225546**

REGISTERED AGENT RCW 23.95.410

Registered Agent Name	Street Address	Mailing Address

ERIC WATERKOTTE	1591 ELWHA RIVER RD, PORT ANGELES, WA, 98363-9544, UNITED STATES	1591 ELWHA RIVER RD, PORT ANGELES, WA, 98363-9544, UNITED STATES

PRINCIPAL OFFICE

Phone:
3604770293

Email:
EWATERKOTTE@GMAIL.COM

Street Address:
1591 ELWHA RIVER RD, PORT ANGELES, WA, 98363-9544, USA

Mailing Address:
1591 ELWHA RIVER RD, PORT ANGELES, WA, 98363, USA

GOVERNORS

Title	Type	Entity Name	First Name	Last Name
GOVERNOR	INDIVIDUAL		AARON	STROHAUR
GOVERNOR	INDIVIDUAL		ERIC	WATERKOTTE
GOVERNOR	INDIVIDUAL		RILEY	SHEA

NATURE OF BUSINESS

- ATHLETIC
- TO TEACH, THROUGH YOUTH BASEBALL AND SOFTBALL, THE IDEALS OF GOOD SPORTSMANSHIP.

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:
ERIC WATERKOTTE
Email:
EWATERKOTTE@GMAIL.COM
Address:
1591 ELWHA RIVER RD, PORT ANGELES, WA, 98363, 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:
ERIC

Last Name:
WATERKOTTE

Title:
TREASURER

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

Lodging Tax Advisory Committee

Funding Request

Field Hall & Events Hall

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

LODGING TAX FUNDING APPLICATION 2025

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: $** **$400,000**

II **Agency/Organization Name:** **Field Arts & Events Hall**

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:** Supporting the operations of tourism-related facilities owned or operated by nonprofit organization.

IV **Representative Contact Information:**

Name, Title Steve Raider-Ginsburg
Mailing Address 201 W Front St, Port Angeles, WA 98362
Phone(s) 360-504-2234
Email steve@fieldhallevents.org

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

_____ Tourism Promotion/Marketing (individual marketing request, contact OPVB)
_____ Operation of a Special Event/Festival designed to attract tourists
__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.

SG

Signature

Date: **October 11, 2024**

Steven 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) has become a transformative venture on the North Olympic Peninsula, spearheading economic development efforts with realized impacts that have begun to prove to be profound for our economically struggling region. As the flagship of a series of downtown revitalization projects, it is poised to catalyze more than well over $100 million in business development and infrastructure enhancements. This ambitious initiative is reshaping the Port Angeles waterfront and bolstering Clallam County's tourism industry through overnight stays, job creation, added economic activity, as well as additional tax revenue.

In its inaugural season, Field Hall has emerged as a vibrant epicenter of economic, cultural, and educational vitality, hosting a remarkable repertoire of over 250 unique meetings, events, and programs annually. With an estimated annual footfall of more than 75,000, Field Hall is deeply committed to accessibility and providing world-class destination performing arts, conference and events center attracting a far-reaching out-of-town market beyond Clallam County. World class offerings such as globally known Vienna Boys Choir, Macy Gray, Herve Koubi Dance, Noche Flamenca and upcoming in 2025, American Ballet Theater, Silkroad Ensemble and many more. Also, Field Hall offerings of Community Conversations featuring thought leaders such as co-founder of Pixar, Dr. Alvy Ray Smith and exhibitions showcasing Native artwork, have already attracted visitors from diverse regions and backgrounds, cementing Field Hall's role as a magnetic cultural hub. News features throughout the region and a growing reputation have driven web traffic originating from Seattle is our biggest segment of direct website visits.

Beyond its cultural significance, Field Hall boasts a cutting-edge conference and events space capable of accommodating a substantial number of gatherings throughout the year. Existing bookings and leads indicate its potential to host a significant share of these events, with a considerable portion expected to draw out-of-town visitors to Clallam County. This influx of tourists and business travelers bodes well for the local hospitality sector. Data from our first year in operation has delivered, a conservative count of, 5,680 room nights. Many of these visitors may have spent additional nights, increasing that number significantly. Arts, conference and event attendees are likely to seek accommodations, dining options, and services within the county.

In summary, Field Hall's multifaceted impact on economic development, infrastructure enhancement, job creation, and cultural programming has proven it to be a formidable catalyst for increasing the number of people traveling to Clallam County and staying overnight, both for business and leisure. It promises to transform the region into a thriving hub of activity, attracting a diverse array of visitors seeking a unique and enriching experience in this vibrant corner of Washington State.

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

Field Hall Arts & Events Hall plays a pivotal role in increasing paid overnight accommodations in Clallam County through:

Increased Overnight Stays by Visitors: With a robust presenting series offering national and international artists, tourist-friendly scheduling, multi-day events, weddings, conferences, trade shows and other events, Field Hall has seen a significant number of overnight stays. 2025 is already outpacing 2024 in events and visitations. The conference center, which, due to the nature of the booking business, takes at least 3 years to grow to "regular" activity is already seeing more than double the leads and inquiries coming in.

Enhanced Promotion of County Attractions: We give high priority to activities that promote Clallam County's events, activities, and places to visitors from outside the county, resulting in increased awareness and interest in our region. Furthermore, we are have begun to collaborate with local hotels, businesses, restaurants, and attractions to cross-promote each other, including attractive packages.

Increased Tourism During Non-Peak Periods: By prioritizing year-round events and cultural activities, Field Hall's busiest season for overnight stays has proved to be during non-peak periods, contributing to a more balanced distribution of tourism-related revenue throughout the year.

Furthermore, Field Arts & Events Hall significantly boosts paid overnight accommodation in Clallam County by not only directly attracting visitors but also by contributing to the overall growth of the local tourism industry. Through our conference and events space, our business model is attracting tourists and we are actively participating in increasing the visitations to Clallam County. We are aggressively targeting clients and patrons that will enjoy our facility for conferences, events and entertainment in a location with unique offerings that makes Clallam worth the destination. Field Hall is a regular attendee to regional and national gatherings for meeting and event planning professionals to promote Field Hall and 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 positioning itself to attract visitors from distances greater than 50 miles, both for day trips and overnight stays, through a multifaceted approach that aims to broaden its reach and appeal. Field Hall is actively engaged in executing and developing both regional and national promotional efforts. This includes active promotion as a regional cultural destination through advertising in regional media outlets, participation in regional tourism expos, and engagement with travel bloggers who possess a broader audience reach. This proactive outreach aims to increase awareness and draw interest from neighboring cities and towns within Washington state and Vancouver Island. Furthermore, Field Hall is strategically planning promotional campaigns in key markets such as Minnesota, Chicago, New York City, Florida, and Arizona to attract visitors from these regions with proven track records for destination events to the Olympic Peninsula.

Field Hall is positioning itself and is growing its reputation as an ideal venue for destination weddings and events. With its picturesque location, state-of-the-art facilities, and experienced staff Field Hall offers a captivating backdrop for couples looking to celebrate their special day. This initiative includes collaborating with wedding planners, event organizers, and travel agencies to attract couples and event organizers from distant locations seeking a unique and culturally rich setting for their celebrations. This further solidifies Field Hall's role as a destination that beckons visitors from afar.

Collaborations with Tourism Agencies constitute another pivotal strategy. Field Hall is actively forging partnerships with regional and state tourism agencies to firmly establish itself as a vibrant conference and events hub. To extend its reach beyond the 50-mile radius, Field Hall has developed promotional materials targeted at destination travelers. These collaborative efforts significantly amplify Field Hall's presence in the tourism industry, enhancing its accessibility and appeal to a wider audience.

The use of Package Deals is another effective approach. Field Hall has begun to design and will implement in Spring of 2025 partnerships with local hotels, inns, bed-and-breakfasts, Black Ball Ferry and others to create enticing package deals. These packages combine accommodations with Field Hall experiences, making them strategically appealing to visitors seeking comprehensive cultural getaways. By bundling these offerings, Field Hall encourages visitors to extend their stays overnight, thereby maximizing their engagement with the center's cultural offerings.

Transportation options are also being explored to simplify the journey for visitors from distant locations. Collaborations with transportation providers, such as the Black Ball, shuttle services, and air travel aim to streamline travel logistics and facilitate access to Field Hall. Special transportation packages are under consideration, further enhancing the convenience of visiting the center.

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

Field Arts & Events Hall aspires to become an international destination, drawing visitors from other countries and states. This vision is underpinned by a strategic approach that seeks to promote Field Hall as a must-visit conference and events space beyond its immediate region.

One key strategy is the active promotion of Field Hall in neighboring states and, where applicable, in nearby Canadian provinces. This involves well-crafted advertising campaigns, participation in regional travel expos, and collaboration with travel agencies that specialize in cross-border or interstate tourism.

Another approach involves the establishment of cultural exchange programs. Field Hall will begin to collaborate with international arts organizations to host foreign artists, performers, and cultural groups in its events and exhibitions. This not only diversifies the center's programming but also attracts international visitors who are keen to travel to see their own culture presented through artistic expression.

Engaging with international travel agencies, tour operators, and online travel platforms is also essential. Special travel packages that combine Field Hall experiences with other regional attractions can be particularly appealing to international travelers seeking comprehensive cultural experiences.

Field Hall's social media on Instagram and other platforms presents an attractive and desirable destination. Since opening the word of mouth referrals and personal experiences has brought weddings and family reunions from places such as California, Colorado, and Arizona.

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

N/A

6. **2025 Tourism-Impact Estimate**
(Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2024)

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:	2025 Estimate	2024 Actual	Methodology
a. Overall attendance at your event/activity/facility	54,000 (full-year estimate, excluding daily foot-traffic to café, etc)	39,838 (Jan-Sept)	Survey, Counting during events and box office receipts
b. Number of people who travel more than 50 miles for your event/activity/facility	16,200	11,951	Survey, and box office data and feedback from rental host
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	1250	860	Survey, and box office data and feedback from rental host
d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.	11,100 total overnight stays estimated 60% Clallam = 4,860, rest PA	8860 total overnight stays estimated 60% are Clallam = 3,516, rest PA	Survey, and feedback from rental host
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.	8,100 total overnight stays estimated 60% Clallam = 4,860, rest PA	5860 total overnight stays estimated 60% are Clallam = 3,516, rest PA	Survey and feedback from rental host
f. Number of paid lodging room nights resulting from your event/activity/facility.	If we multiply by 1.5 = 12,150 total overnight stays estimated 60% Clallam = 7,290, rest PA	If we multiply by 1.5 = 8,790 total overnight stays estimated 60% Clallam = 5,274, rest PA	Survey, and box office data and feedback from rental host

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

N/A, however we are continually building out multiple referral partnerships

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. Since then our attendance has achieved an average of 68% capacity. This is an astoundingly high number for national average for performing arts centers. The combination of attracting out-of-town patrons and regional excitement has been strong and Field Hall continues to grow influence and attraction.

The conference and events center has hosted 143 events as of early September 2024. A strong start showing high demand. Word of mouth, social media and marketing is successfully bringing in a higher lead count than a year ago.

These event bookings and cultural events have 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. We are very excited to build out more years of activity and the accompanying data.

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:

- 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.
- Regional Visitors: Our target extends to residents of neighboring regions, including those from other counties in Washington State. Field Hall seeks to draw regional visitors who are looking for unique cultural experiences and entertainment.
- Out-of-State Tourists: We aim to attract tourists from other states, particularly those who are exploring the Pacific Northwest. Clallam County's natural beauty and the vibrant cultural scene at Field Hall can be compelling draws for these out-of-town visitors.
- 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.
- 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.
- Cultural Tourists: Cultural tourists, who specifically seek destinations with a rich cultural scene, are a significant part of our audience. Field Hall's diverse programming is designed to appeal to this group.
- Special Interest Groups: We welcome special interest groups such as historical societies, music clubs, and art associations who may find Field Hall's amenities fits their groups needs to gather.

(two groups renting in 2025 are the WA Fire Investigators Conference, a 3-day state wide conference and the WA Courts Association, 2-day state-wide conference)

- Educational Institutions: We aim to attract schools, colleges, and educational institutions interested in enriching their curriculum with cultural and artistic experiences. Field Hall can serve as an educational resource as well as a space for educators to gather for presentations, lectures and conversation. (example from 2024: Raymond Carver Writer's Festival)
- 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.
- Families: Field Hall is family-friendly and offers programming suitable for all ages. Families, including parents and children, are an important segment of our audience.

Field Hall Arts & Events is positioned to attract a wide-ranging audience, with a notable emphasis on out-of-town visitors. Our programming, flexible conference space and inclusive approach aim to make Field Hall a welcoming and enriching destination for all who seek cultural vibrancy and artistic inspiration, particularly those exploring Clallam County from afar.

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

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 will serve 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 refining and expanding the Event Center's "microsite," which will be embedded in the current website.
- Starting Spring 2025 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, Twitter, and more will help us engage with our audience. 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.
- We are investing in high-quality video content that offers a preview of the experiences Field Hall offers. This includes event teasers and virtual tours, conference center testimonials and reviews.
- We will employ a robust Search Engine Optimization (SEO) strategy to ensure that when travelers search for cultural experiences in our region, Field Hall's website prominently appears in search engine results as well as a strategic pay-per-click (PPC) advertising campaigns on search engines and social media platforms, targeting users interested in cultural events and tourism in Clallam County.
- Building strong relationships with regional and state tourism boards, local businesses, and accommodations will result in collaborative marketing initiatives and inclusion in tourism itineraries, expanding our reach.

- Field Hall has been and will continue to be featured in local and regional print publications, brochures, and event guides distributed at visitor centers, hotels, and tourism locations.
- Active 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) system will enable personalized communication and tailored offers for repeat conference and event goers, enhancing their experience.
- We will encourage satisfied visitors to leave reviews on platforms like TripAdvisor, Yelp, and Google, enhancing Field Hall's online reputation and trustworthiness.
- Participating in Meeting Planners International group.
- Hiring specialized publicists knowledgeable in the events and entertainment industries and in our target geographies.

Through this multifaceted marketing approach, Field Hall aims to capture the attention and interest of potential tourists, inspiring them to explore our cultural offerings and become part of our vibrant community.

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 a powerful catalyst for promoting lodging, dining and businesses in Clallam County by marketing the region at conferences, through our collateral, and across digital platforms. Field Hall's Director of Sales and Marketing Manager have been actively working with neighboring hotels to create package deals for conferences, encouraging longer stays and enhancing the visitor experience. By offering culturally enriching experiences that attract both residents and visitors, Field Hall is driving increased foot traffic, benefiting area businesses. As attendees continue to come to performances, exhibitions, workshops, conferences and social gatherings, weddings, reunions, other celebrations, they will naturally explore nearby restaurants, shops, and services, boosting the local economy. Feedback from our patrons already shows a significant increase in visits to downtown businesses.

Collaborative marketing partnerships with local restaurants offer unique dining experiences for our audiences, while package deals combining event tickets with lodging will further incentivize extended visits. Additionally, by serving as an information hub for tourists, Field Hall will promote broader exploration of the region, extending economic benefits to local businesses. This synergy between culture and commerce 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, indicate below where applying and for how much. **Do NOT attach a copy of the application.**

Yes, the City of Port Angeles, $250,000.

13. What is the overall budget for your event/activity/facility? $ $3,500,283_ What percent of the budget are you requesting from Clallam County Lodging Tax Fund?
11.4%

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 seven 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, October 11, 2024**.

The Clallam County Lodging Tax Advisory Committee (LTAC) will review 2025 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.
- Submit original application and one copy.
- The sealed applications must be clearly marked on the outside "2025 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.
- Please refrain from submitting colorful pictures/PowerPoint presentations.

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. Please refrain from submitting colorful pictures/PowerPoint Presentations.

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
FY25 Organizational Budget and LTAC Request

A. INCOME		FY25		LTAC REQUEST
EARNED INCOME				
1. TICKET REVENUE	$	577,215	$	-
2. RENTALS				
a. CONFERENCE RENTAL	$	300,300	$	-
b. THEATER RENTAL	$	150,000	$	-
c. OTHER RENTAL SERVICE	$	103,950	$	-
3. GALLERY INCOME (ARTWORK SALES)	$	31,500	$	-
4. FEE FOR SERVICE/WORKSHOP	$	7,560	$	-
5. COFFEE BAR	$	122,850	$	-
6. CONCESSIONS				
a. FOOD & BEVERAGE	$	398,370	$	-
b. MERCHANDISE	$	15,750	$	-
7. PROGRAM ADVERTISING	$	7,010	$	-
8. MISCELLANEOUS INCOME	$	-	$	-
TOTAL EARNED INCOME	$	1,714,505	$	-
B. CONTRIBUTED INCOME				
1. FOUNDATION GRANTS	$	75,000	$	-
2. GOVERNMENT GRANTS				
a. CLALLAM COUNTY LTAC REQUEST	$	400,000	$	**400,000**
b. OTHER GOVERNMENT	$	250,000		
3. CORPORATE GRANTS	$	10,000	$	-
4. MAJOR GIFTS	$	600,000	$	-
5. INDIVIDUALS	$	150,000	$	-
6. BENEFIT/SPECIAL EVENTS	$	262,050	$	-
7. PARTNERS/SPONSORS	$	30,000	$	-
8. ENDOWMENT EARNINGS	$	135,000	$	-
9. INKIND GIFTS	$	-	$	-
TOTAL CONTRIBUTED INCOME	$	1,912,050	$	**400,000**
TOTAL INCOME	$	3,626,555	$	**400,000**
%				

FIELD ARTS EVENTS HALL
FY25 Organizational Budget and LTAC Request

EXPENSES			LTAC REQUEST
A. SALARIES & FRINGE BENEFITS			
1. ARTISTIC & PROGRAMMING	$	275,000	$ -
2. RENTALS & FOOD & BEVERAGE	$	380,261	$ -
3. DEVELOPMENT & MARKETING	$	208,250	$ -
4. PRODUCTION & FACILITY	$	292,024	$ -
5. ADMINISTRATIVE & OPERATIONS	$	250,120	$ -
TOTAL SALARIES	$	1,405,655	$ -
6. 403B EMPLOYER CONTRIBUTION	$	28,600	$ -
7. HEALTH INSURANCE	$	104,900	$ -
8. PAYROLL TAXES & OTHER FRINGE	$	105,900	$ -
TOTAL SALARIES & BENEFITS	$	1,645,055	$ -
B. OTHER PROFESSIONAL FEES			
1. PROGRAMMING FEES			
a. ARTIST/COMPANY FEES	$	272,750	$ -
b TEACHING ARTISTS	$	19,530	$ -
c. GALLERY ARTIST (SALE OF ARTWORK)	$	18,900	$ -
2. GALLERY CURATOR	$	9,450	$ -
3. ROYALITIES/RIGHTS/ETC.	$	24,000	$ -
B. OTHER PROFESSIONAL FEES (CONT)			
4. CONSULTANTS			
a. TECHNOLOGY/IT	$	10,000	$ **10,000**
b. FINANCE/HUMAN RESOURCES	$	6,300	$ -
c. DEVELOPMENT/CAPITAL CAMPAIGN	$	-	$ -
5. SECURITY SERVICES	$	11,000	$ -
6. PHOTOGRAPHER/VIDEOGRAPHER/DOCUMENTATION	$	12,000	$ -
7. PROFESSIONAL DEVELOPMENT	$	11,000	$ -
8. MEDIA LAB PROGRAM	$	-	$ -
9. OTHER	$	-	$ -
TOTAL O.P.S.	$	394,930	$ **10,000**
C. TRAVEL & TRANSPORTATION			
1. AIRFARE, TRAIN & CAR RENTAL	$	29,400	$ -
2. HOTEL & PER DIEM	$	85,500	$ -
3. LOCAL TRAVEL	$	6,300	$ -
TOTAL TRAVEL & TRANSPORTATION	$	121,200	$ -

FIELD ARTS EVENTS HALL
FY25 Organizational Budget and LTAC Request

EXPENSES				LTAC REQUEST
D. PRODUCTION MATERIALS & SUPPLIES				
1. PRODUCTION SUPPLIES	$	37,800	$	-
2. EQUIPMENT MAINTENANCE	$	2,100	$	-
3. EQUIPMENT RENTAL	$	9,450	$	-
4. HOSPITALITY (INCLUDING SUPPLIES)	$	17,500	$	-
5. OTHER PRODUCTION MATERIALS	$	2,100	$	-
TOTAL PRODUCTION MATERIALS	$	68,950	$	-
E. RENTAL AND COFFEE BAR, COGS				
1. FOOD & BEVERAGE	$	50,000	$	-
2 WATERFRONT COFFEE BAR, COGS	$	60,500	$	-
3. RENTALS, COGS	$	21,500	$	-
4. MEETING, CONFERENCES, TRADE SHOWS	$	24,150	$	-
TOTAL CONFERENCE & EVENTS	$	156,150	$	-
F. MARKETING AND PROMOTION				
1. ADVERTISING (PRINT & DIGITAL & SOCIAL MEDIA)	$	67,700	$	**60,000**
2. PRODUCTION & DESIGN	$	14,860	$	**10,000**
3. POSTAGE	$	6,190	$	-
4. DISTRIBUTION & FLYERING	$	4,730	$	-
5. SOCIAL MEDIA	$	13,100	$	**10,000**
6. MERCHANDISE & DISPLAY	$	5,980	$	-
TOTAL MARKETING & PROMOTION	$	112,560	$	**80,000**
G. FUNDRAISING & EVENTS				
1. ANNUAL APPEAL	$	7,890	$	-
2. EVENTS & BENEFIT	$	31,500	$	-
TOTAL FUNDRAISING & EVENTS	$	39,390	$	-

FIELD ARTS EVENTS HALL
FY25 Organizational Budget and LTAC Request

EXPENSES				LTAC REQUEST
H. REMAINING OPERATING EXPENSES				
1. SPACE & UTILITIES				
a. MORTGAGE/SPACE	$	600,000	$	**100,000**
b. UTILITIES (ELECTRICITY, WATER, SWR, REFUSE)	$	73,400	$	**25,000**
c. BUILDING & PROPERTY MAINTENANCE	$	56,700	$	**50,000**
d. PROPERTY TAXES	$	4,700	$	-
e. TELEPHONE & INTERNET	$	29,000	$	**10,000**
3. SOFTWARE FEES & LICENSES	$	41,350	$	**20,000**
4. OFFICE SUPPLIES	$	14,700	$	-
5. CLEANING & JANITORIAL SUPPLIES	$	15,450	$	**5,000**
6. OFFICE EQUIPMENT MAINTENANCE	$	5,250	$	-
7. POSTAGE	$	1,230	$	-
8. INSURANCE	$	207,280	$	**100,000**
9. ACCOUNT/LEGAL	$	10,500	$	-
10. MEMBERSHIP DUES & FEES & SUBSCRIPTIONS	$	15,750	$	-
11. MEETINGS & CONFERENCES	$	7,800	$	-
12. POS CHARGES	$	3,950	$	-
13. BANK FEES	$	1,260	$	-
TOTAL REMAINING OPERATING EXP	$	1,088,320	$	**310,000**
TOTAL EXPENSES	$	3,626,555		**400,000**
SURPLUS/(DEFICIT)	$	-	$	-

FIELD ARTS EVENTS HALL
FY25 Organizational Budget and LTAC Request

		FY25
A. INCOME		
EARNED INCOME		
1. TICKET REVENUE	$	577,215
2. RENTALS		
a. CONFERENCE RENTAL	$	300,300
b. THEATER RENTAL	$	150,000
c. OTHER RENTAL SERVICE	$	103,950
3. GALLERY INCOME (ARTWORK SALES)	$	31,500
4. FEE FOR SERVICE/WORKSHOP	$	7,560
5. COFFEE BAR	$	122,850
6. CONCESSIONS		
a. FOOD & BEVERAGE	$	398,370
b. MERCHANDISE	$	15,750
7. PROGRAM ADVERTISING	$	7,010
8. MISCELLANEOUS INCOME	$	-
TOTAL EARNED INCOME	$	1,714,505
B. CONTRIBUTED INCOME		
1. FOUNDATION GRANTS	$	75,000
2. GOVERNMENT GRANTS		
a. CLALLAM COUNTY LTAC REQUEST	$	400,000
b. OTHER GOVERNMENT	$	250,000
3. CORPORATE GRANTS	$	10,000
4. MAJOR GIFTS	$	600,000
5. INDIVIDUALS	$	150,000
6. BENEFIT/SPECIAL EVENTS	$	262,050
7. PARTNERS/SPONSORS	$	30,000
8. ENDOWMENT EARNINGS	$	135,000
9. INKIND GIFTS	$	-
TOTAL CONTRIBUTED INCOME	$	1,912,050
TOTAL INCOME	$	3,626,555
%		

FIELD ARTS EVENTS HALL
FY25 Organizational Budget and LTAC Request

EXPENSES		
A. SALARIES & FRINGE BENEFITS		
1. ARTISTIC & PROGRAMMING	$	275,000
2. RENTALS & FOOD & BEVERAGE	$	380,261
3. DEVELOPMENT & MARKETING	$	208,250
4. PRODUCTION & FACILITY	$	292,024
5. ADMINISTRATIVE & OPERATIONS	$	250,120
TOTAL SALARIES	$	1,405,655
6. 403B EMPLOYER CONTRIBUTION	$	28,600
7. HEALTH INSURANCE	$	104,900
8. PAYROLL TAXES & OTHER FRINGE	$	105,900
TOTAL SALARIES & BENEFITS	$	1,645,055
B. OTHER PROFESSIONAL FEES		
1. PROGRAMMING FEES		
a. ARTIST/COMPANY FEES	$	272,750
b TEACHING ARTISTS	$	19,530
c. GALLERY ARTIST (SALE OF ARTWORK)	$	18,900
2. GALLERY CURATOR	$	9,450
3. ROYALITIES/RIGHTS/ETC.	$	24,000
B. OTHER PROFESSIONAL FEES (CONT)		
4. CONSULTANTS		
a. TECHNOLOGY/IT	$	10,000
b. FINANCE/HUMAN RESOURCES	$	6,300
c. DEVELOPMENT/CAPITAL CAMPAIGN	$	-
5. SECURITY SERVICES	$	11,000
6. PHOTOGRAPHER/VIDEOGRAPHER/DOCUMENTATION	$	12,000
7. PROFESSIONAL DEVELOPMENT	$	11,000
8. MEDIA LAB PROGRAM	$	-
9. OTHER	$	-
TOTAL O.P.S.	$	394,930
C. TRAVEL & TRANSPORTATION		
1. AIRFARE, TRAIN & CAR RENTAL	$	29,400
2. HOTEL & PER DIEM	$	85,500
3. LOCAL TRAVEL	$	6,300
TOTAL TRAVEL & TRANSPORTATION	$	121,200

FIELD ARTS EVENTS HALL
FY25 Organizational Budget and LTAC Request

EXPENSES		
D. PRODUCTION MATERIALS & SUPPLIES		
1. PRODUCTION SUPPLIES	$	37,800
2. EQUIPMENT MAINTENANCE	$	2,100
3. EQUIPMENT RENTAL	$	9,450
4. HOSPITALITY (INCLUDING SUPPLIES)	$	17,500
5. OTHER PRODUCTION MATERIALS	$	2,100
TOTAL PRODUCTION MATERIALS	$	68,950
E. RENTAL AND COFFEE BAR, COGS		
1. FOOD & BEVERAGE	$	50,000
2 WATERFRONT COFFEE BAR, COGS	$	60,500
3. RENTALS, COGS	$	21,500
4. MEETING, CONFERENCES, TRADE SHOWS	$	24,150
TOTAL CONFERENCE & EVENTS	$	156,150
F. MARKETING AND PROMOTION		
1. ADVERTISING (PRINT & DIGITAL & SOCIAL MEDIA)	$	67,700
2. PRODUCTION & DESIGN	$	14,860
3. POSTAGE	$	6,190
4. DISTRIBUTION & FLYERING	$	4,730
5. SOCIAL MEDIA	$	13,100
6. MERCHANDISE & DISPLAY	$	5,980
TOTAL MARKETING & PROMOTION	$	112,560
G. FUNDRAISING & EVENTS		
1. ANNUAL APPEAL	$	7,890
2. EVENTS & BENEFIT	$	31,500
TOTAL FUNDRAISING & EVENTS	$	39,390

FIELD ARTS EVENTS HALL
FY25 Organizational Budget and LTAC Request

EXPENSES		
H. REMAINING OPERATING EXPENSES		
1. SPACE & UTILITIES		
a. MORTGAGE/SPACE	$	600,000
b. UTILITIES (ELECTRICITY, WATER, SWR, REFUSE)	$	73,400
c. BUILDING & PROPERTY MAINTENANCE	$	56,700
d. PROPERTY TAXES	$	4,700
e. TELEPHONE & INTERNET	$	29,000
3. SOFTWARE FEES & LICENSES	$	41,350
4. OFFICE SUPPLIES	$	14,700
5. CLEANING & JANITORIAL SUPPLIES	$	15,450
H. REMAINING OPERATING EXPENSES (CONT)		
6. OFFICE EQUIPMENT MAINTENANCE	$	5,250
7. POSTAGE	$	1,230
8. INSURANCE	$	207,280
9. ACCOUNT/LEGAL	$	10,500
10. MEMBERSHIP DUES & FEES & SUBSCRIPTIONS	$	15,750
11. MEETINGS & CONFERENCES	$	7,800
12. POS CHARGES	$	3,950
13. BANK FEES	$	1,260
TOTAL REMAINING OPERATING EXP	$	1,088,320
TOTAL EXPENSES	$	3,626,555
SURPLUS/(DEFICIT)	$	-

Field Arts & Events Hall
Budget Description

(1) IT/Technology: As part of our operational needs, Field Hall incurs costs related to hiring IT personnel, including Cyberfin, a cybersecurity service, to ensure the smooth functioning of our technology infrastructure. This critical IT support covers network maintenance, cybersecurity, and system troubleshooting, all of which are essential for managing ticketing systems, event streaming, online marketing platforms, and other digital operations. The investment in IT personnel and services is necessary to maintain operational stability, safeguard sensitive data, and enhance customer experiences across our digital platforms.

(2) Advertising, Print and Social Media: Our marketing efforts will focus on increasing overnight stays and attracting visitors from outside our local area through targeted campaigns. We will continue to develop comprehensive marketing campaigns that showcase 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. Cost will be associated with leveraging digital marketing, such as search engine optimization (SEO), pay-per-click (PPC) advertising, and targeted social media marketing, to reach potential audiences. We also rely heavily on print assets to advertise our programs.

(3) Software: To support our marketing, event management, and operational efforts, we rely on a suite of specialized software that enhances our efficiency and customer engagement. Essential tools include Ludus, Canva, Adobe Creative Suites, Video editing software, Vimeo, Zoom, Tripleseat, DonorPerfect, Office 365, etc.

(4) Space and Utilities Expenses for Field Hall encompass several key components necessary to maintain the building's operations, comfort and safety. These costs are significant due to the size and complexity of the venue, as well as the demands of hosting regular performances and events. Here's a breakdown of these expenses:

   a. Financing Costs: Due to unforeseen global events that escalated costs to complete construction, our largest expense is financing.
   b. Utilities: High electricity, heating, cooling, and water costs arise from the venue's size and the demands of lighting, sound equipment and HVAC systems, which must operate consistently.
   c. Maintenance: Daily cleaning, minor repairs, and landscaping ensure a safe, attractive space, while specialized maintenance of performance equipment adds to costs.

(5) Comprehensive insurance coverage is essential for ensuring the operational stability and long-term sustainability of Field Hall. High insurance costs are driven by the building's size, asset value, and event-driven operations. Key coverage includes General Liability, Property, Directors & Officers (D&O), and Cybersecurity, all of which protect against a range of risks, ensuring public safety and asset protection.

PENINSULA COLLEGE
1502 East Lauridsen Boulevard • Port Angeles, Washington 98362 • 360-452-9277

September 23, 2024

Dear City of Port Angeles Lodging Tax Committee:

I am writing this letter in support of Field Arts & Events Hall expressing my appreciation for their partnership with Peninsula College. My 2024 Creative Writing Festival held four separate events at Field Hall last year. In addition to these events, I have been in talks with Steve Raider-Ginsburg about the possibility of future literary events. Beyond my writing festival, the Music and Theatre Departments at PC have recently arranged events with Field Hall. Field Hall also works with PC programs serving students studying theatre and sound tech.

Field Hall provided outstanding facilities and a responsive technical, strategic, and marketing team for my events. They took care of ticketing, seating, sound, lighting, and other details, which allowed for large scale events to be initiated by my small leadership team at the college. Our partnership allows departments within the college to hold first class events at a reasonable cost, thanks to the discounted rates we can access as a partner organization. We didn't just rent a space, we hired a large team of professionals at a humble price.

Field Arts and Events Hall is a game-changing organization and is opening doors in our community. Thank you for your foresight in supporting their mission, particularly in these, their first (and most challenging) years as they open their doors wide to the people of the peninsula and begin to build a diverse audience, strong partnerships, and pride in our community.

On behalf of Peninsula College, thank you for your time and consideration regarding Field Arts & Events Hall.

Michael Mills
English Department Chair
Raymond Carver Podcast
Peninsula College

SUPPLIMENTAL INFORMATION FOR FIELD ARTS AND EVENTS HALL

It is generally common across the country and throughout the State of Washington to significantly and consistently support performing arts and conference centers at as they are a proven economic generator as well as important community asset.

Here are a few examples, many more of which can be found and shared.

WA Center for the Arts
By contract WA Center for the Arts receives 50% of Olympia LTAC annually
Approx $550,000 / year.
These funds are for general operations and maintenance.

Ocean Shores
Excerpt from an article in the Northwest News (https://www.northcoastnews.com/news/ocean-shores-city-council-considers-ltac-reform/):

"In 2021, the city of Ocean Shores collected approximately $1.5 million in lodging tax revenue, a nearly 42 percent increase from 2020. **The vast majority of that tax revenue, more than $1.4 million, was awarded to the Ocean Shores Convention Center last year.** The funds will be used for delayed maintenance projects on the building."

Federal Way
City of Federal Way funds their Performing Arts & Event Center Operations with direct funding
2021 – $2,506,586
2022 - $2,631,641

Edmonds Center for the Arts
Received $1.1M through "Intergovernmental Revenue" from the City of Edmonds

Snohomish County contributes $100,000 a year for "building improvements"

Admiral Theater
City of Bremerton for FY2024 had $755k total LTAC funds, funded Admiral $150k, which is 20% of total LTAC, **funding at this annual level through 2027**

Kitsap County LTAC funded Admiral $110k out of $1.4M

Capitol Theatre
Found this in the Yakima Herald-Republic
(https://www.yakimaherald.com/news/local/government/yakima-council-approves-lodging-tax-spending-gets-update-on-aquatic-center/article_481025d4-581a-11ee-ac95-b3e36039162e.html)

NOTE – Field Hall is both a theater and conference/convention center for Clallam/PA so these funds below are for separate orgs, where we are one and the LTAC covered the convention center's debt service:

"The debt service for the contemplated convention center expansion was *considered a fixed allocation*," Patricia Byers, a council member and chair of the lodging tax committee, wrote in a memo to council members. "All other (allocations), in the judgment of the committee, maximized the resulting tourism benefit to the city of Yakima."
Debt service on the Yakima Convention and Event Center expansion totaled $420,000, Byers said. The other allocations were:

- Convention center operations, $625,000.
- Convention center capital, $280,000.
- The Capitol Theatre operations, $150,000.

This is the geographic data of where people are accessing the Field Hall website. This is the main portal for people to research our rental and performance opportunities.

The % of rate increase that you see is the current 12 month look back over the 12 months before.

Our highest web traffic, by far, is Seattle, 2nd is PA.

	City + SHOW PRIMARY DATE RANGE	↓ Active users	New users	Engaged sessions
	Total	86,948 vs. 36,252 ↑ 139.84%	86,180 vs. 35,962 ↑ 139.64%	75,018 vs. 50,151 ↑ 49.58%
1	Seattle	26,177	23,629	24,192
2	Port Angeles	16,075	14,991	17,792
3	(not set)	11,327	10,464	4,450
4	Sequim	6,098	5,754	5,850
5	San Jose	1,546	1,239	1,179
6	Los Angeles	845	664	532
7	Ashburn	699	686	108
8	New York	661	627	366
9	Vancouver	635	612	218
10	Port Townsend	629	582	518
11	Kirkland	600	480	491
12	Portland	534	437	418
13	Tacoma	523	442	398
14	Bellingham	425	300	348
15	Victoria	379	367	199

WASHINGTON
Secretary of State
Corporations & Charities Division

Filed
Secretary of State
State of Washington
Date Filed: 07/24/2024
Effective Date: 07/24/2024
Registration No: 1140091

Charity Renewal

ORGANIZATION INFORMATION

Organization Name:
PORT ANGELES WATERFRONT CENTER
Registration Number :
1140091
Also known as Names:

Name
FIELD ARTS & EVENTS HALL
FIELD HALL

Purpose/Mission of the Organization:
THE MISSION OF FIELD ARTS & EVENTS HALL IS TO BE A HOME FOR ARTS AND EVENTS THAT BRINGS PEOPLE TOGET HER AND STRENGTHENS OUR COMMUNITY. WE ARE DEDICATED TO PROVIDING A PLATFORM FOR ARTISTIC EXPRESS ION, FOSTERING CULTURAL DIVERSITY, AND ENRICHING THE LIVES OF INDIVIDUALS THROUGH TRANSFORMATIVE E XPERIENCES.
FEIN Number:
81-3062077
Federal Tax-Exempt Status:
Yes
Federal Status Type:
501(c)(3)
UBI Number:
604 011 408
Is this Charitable Organization associated with any Corporation or LLC?-
Yes
Organizational Structure:
Jurisdiction:
WASHINGTON

CONTACT INFORMATION

Organization Email:
STEVE@FIELDHALLEVENTS.ORG
Confirm Organization Email:
STEVE@FIELDHALLEVENTS.ORG
Organization Website:
WWW.FIELDHALLEVENTS.ORG
Is Foreign Contact:
No
Country Code:
1
Phone Number:
3604774679

Ext:
Mailing Address:
PO BOX 71, PORT ANGELES, WA, 98362-0011, USA
Street Address:
201 W. FRONT ST, CLALLAM COUNTY, PORT ANGELES, WA, 98362, USA
Do you use any other addresses for Solicitation -
No

FINANCIAL INFORMATION

Accounting year beginning date:
01/01/2023
Accounting year ending date:
12/31/2023
Beginning Gross Assets:
$49,294,343.00
Ending Gross Assets:
$52,893,955.00
Revenue
Gross Contributions from Solicitations:
$5,286,677.00
Gross Revenue from All Other sources:
$601,902.00
Total Dollar Value of Gross Receipts:
$5,888,579.00
Expenses
Gross Expenditures from Program Services:
$1,926,210.00
Total Gross from All Expenditures:
$2,693,148.00
Percent to Program Services:
72%

FINANCIAL HISTORY

Fiscal Begin Date	Fiscal End Date	Begin Assets	Revenue	Program Services	Expenses	End Assets	% To Program Services
01/01/2022	12/31/2022	$42,807,752.00	$18,308,408.00	$401,588.00	$779,604.00	$49,294,343.00	52%
01/01/2021	12/31/2021	$42,560,205.00	$3,855,903.00	$484,336.00	$803,070.00	$42,807,752.00	60%
01/01/2020	12/31/2020	$27,278,310.00	$3,407,204.00	$232,041.00	$480,066.00	$42,560,205.00	48%
01/01/2019	12/31/2019	$24,527,980.00	$1,732,707.00	$94,511.00	$323,730.00	$27,278,310.00	29%
01/01/2018	12/31/2018	$11,968,700.00	$13,845,166.00	$0.00	$195,539.00	$24,527,980.00	0%
01/01/2017	12/31/2017	$10,978,340.00	$1,068,792.00	$32,366.00	$133,832.00	$11,968,700.00	24%
06/20/2016	12/31/2016	$0.00	$10,982,169.00	$0.00	$3,829.00	$10,982,169.00	0%

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

- Advertisement/Coupon Books
- Direct Mail
- Email
- Entertainment/Special Events
- Internet
- Personal Contact

Is the Organization registered to solicit outside of WA?- **No**
Does the Organization pay any of its officers or employees?- **Yes**

First Name	Last Name
STEVE	RAIDER-GINSBURG
RHODA	CERRITELLI
GEORGIA	MEYERS

PERSONS ACCEPTING RESPONSIBILITY

Current Officers or Persons Accepting Responsibility for the Organization

First Name	Last Name	Title	Phone #	Address
JEANNE	MARTIN	TREASURER	3605612494	162 LANDS END LN, SEQUIM, WA, 98382-8300, UNITED STATES
BROOKE	TAYLOR	PRESIDENT	3608083936	853 STRAIT VIEW DR, PORT ANGELES, WA, 98362-8475, UNITED STATES

FINANCIAL PREPARER

Person or Business that Prepares, Reviews or Audits Financial Information:
Type:
BUSINESS
Business Name:
AIKEN & SANDERS, INC., PS
Representative First Name:
LONNIE
Representative Last Name:
RICH
Title:
CPA
Address:
324 S MAIN ST UNIT A, MONTESANO, WA, 98563-4502, USA

LEGAL INFORMATION

Do you have any Legal Actions? - **No**

COMMERCIAL FUNDRAISERS

Does the Organization use one or more Commercial Fundraisers to solicit contributions in WA?- **No**

RETURN ADDRESS FOR THIS FILING

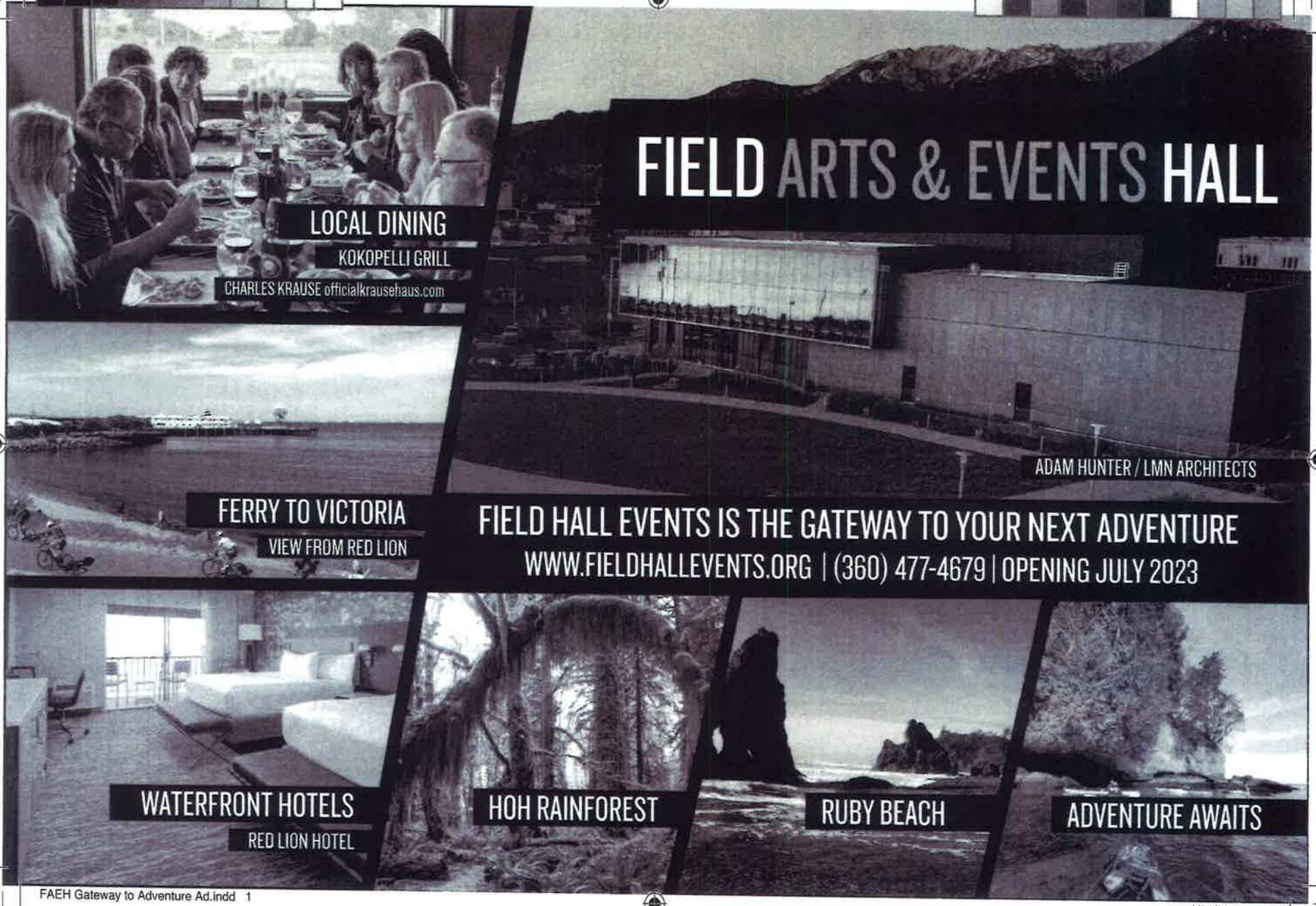
Attention:
Email:
Address:

UPLOAD ADDITIONAL DOCUMENTS

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

SIGNATURE/ ATTESTATION

First Name:
STEVE
Last Name:
RAIDER-GINSBURG
Date:
07/24/2024
Phone Number:
860-869-0534



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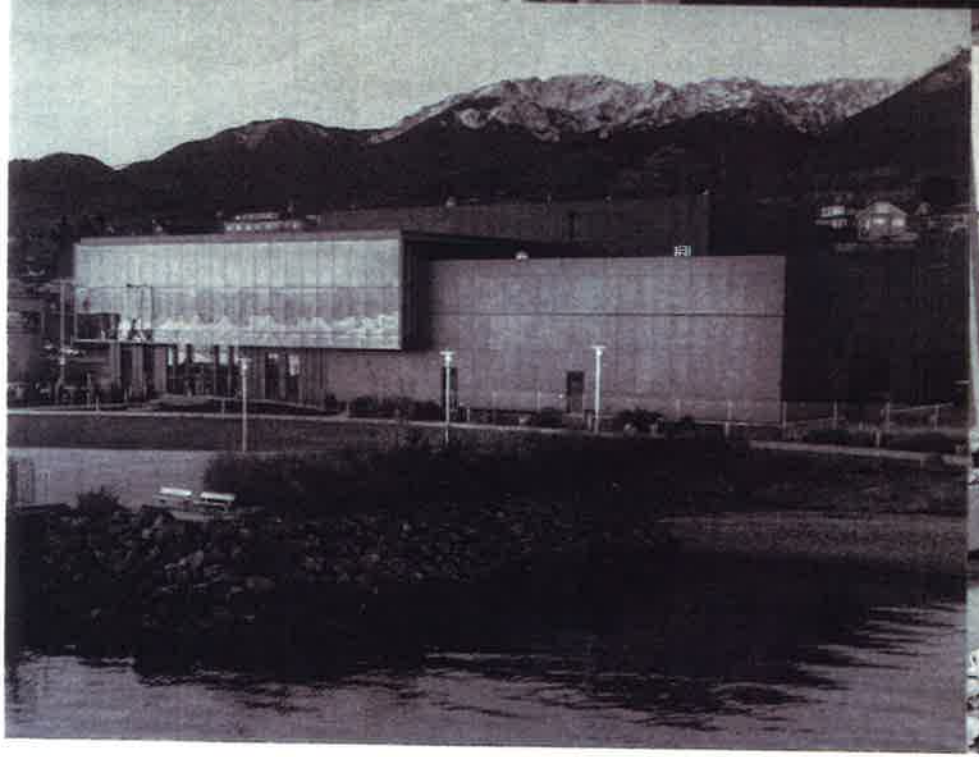
1/24/23 2:47 PM

FIELD ARTS & EVENTS HALL

WATERFRONT CONFERENCE, MEETING & EVENT CENTER
PORT ANGELES, WA · GATEWAY TO OLYMPIC NATIONAL PARK

- Flexible meeting spaces for groups of 20 - 500
- State-of-the art AV equipment, finishing kitchen, small wares, and onsite event furniture
- Walk to restaurants, hotels, Victoria B.C. ferry

Learn more: www.fieldhallevents.org



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492

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MUMMENSCHANZ "50 YEARS"
COMING TO FIELD HALL OCTOBER 18

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