



AGENDA
CLALLAM COUNTY
LODGING TAX ADVISORY COMMITTEE
223 East 4th Street, Room 160
Port Angeles, Washington
April 10, 2025 – 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: 836 9266 4344 and passcode: 12345 and use *9 to raise your hand.

If you would like to participate in the meeting via Zoom video conference, visit <https://us06web.zoom.us/j/83692664344> and use meeting ID: 836 9266 4344 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:**
 - **March 13, 2025**
- V. **BUSINESS**
 - a. **Review of financial LTAC projections – Mark Lane**
 - b. **Review and recommendations for 2nd call for 2025 LTAC funding applications**
- VI. **PUBLIC COMMENT**
- VII. **ADJOURNMENT**



CLALLAM COUNTY LODGING TAX ADVISORY COMMITTEE MINUTES OF MARCH 13, 2025

MEETING OF THE LODGING TAX ADVISORY BOARD (LTAC)

Chair Commissioner Johnson called the meeting to order at 2:02 p.m., Thursday, March 13, 2025. Also, present were Beth Pratt, Kim Reynolds, Christi Baron, Sean Coleman, Kim Reynolds and Pamela Dahl. Kim Craig Jaeger was excused.

REQUESTS FOR MODIFICATIONS/APPROVAL OF AGENDA

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

APPROVAL OF MINUTES

- January 9, 2025

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

BUSINESS ITEMS

a. Review of financial LTAC projections

Mark Lane provided a financial update on 2025 LTAC funding. LTAC Members held discussion.

b. Review 2025 Funding Reports

LTAC Members reviewed 2024 LTAC funding reports. Commissioner Johnson plans to follow-up with applicants to get clarification reports.

c. Discussion regarding Field Hall Events Center

Steve Rider-Ginsburg will send a presentation to the Clerk to forward to the LTAC Members. LTAC Members held discussion. Commissioner Johnson tabled the item to a future meeting.

d. Hoh Road discussion

LTAC Members held discussion regarding the Hoh Road repairs.

NEXT MEETING – April 10, 2025 at 2 p.m.

ADJOURNMENT - Meeting concluded at 4:35 p.m.

Clallam County Lodging Tax Advisory Committee

Business Items

2025 LTAC Funding Requests

Attorney Review Response

Prosecutor Review of March 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 expendituresⁱ of tourism-related facilitiesⁱⁱ owned or operated by a municipality or a public facilities district created under chapters 35.57 and 36.100 RCW; or
- (d) Supporting the operations of tourism-related facilities owned or operated by nonprofit organizations described under 26 U.S.C. Sec. 501(c)(3) and 26 U.S.C. Sec. 501(c)(6) of the internal revenue code of 1986, as amended.

APPLICANT	PURPOSE	AMOUNT	NOTES	ELIGIBILITY DETERMINATION
Olympic Theatre Arts	Energy Renovation Upgrade	131,814.00	This is a capital expenditure of a 501(c)3 Non-Profit for the renovation of a Multi-year project for a Tourism related facility in Sequim. In their application it states they received funds but for operational usage.	INELIGIBLE 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	\$9,794.00	Trail maintenance and purchase of e-bike for smaller maintenance jobs / inspections where vehicles are not necessary.	ELIGIBLE LTAC funds may be used for support of operations and capital expenditures for government-owned facilities. RCW 67.28.1816(c).
Olympic Peninsula Fungus Festival	Operation of Special Event/festival	\$21,000.00	Event/Festival Not Non-Profit	ELIGIBLE Under RCW 67.28.1816(1), LTAC revenues may be used directly by any municipality or indirectly through a convention and visitors bureau or destination marketing organization for: LTAC funds may be used

				for the operations of festivals designed to attract tourists. RCW 67.28.1816(b). LTAC funds may be used for tourism marketing. RCW 67.28.1816(a)
Clallam Bay Seikiu Visitors Center	Visitor Marketing and support	\$15,000.00	Tourism related promotion/marketing Operation of visitor's center	ELIGIBLE LTAC funds may be used for tourism marketing. RCW 67.28.1816(a). LTAC funds may be used for the operations of events designed to attract tourists. RCW 67.28.1816(d).
Feiro Marine Life Center	Operations Support	\$30,220.00	Operation of tourism related facility 501(c)(3) Nonprofit	ELIGIBLE LTAC funds may be used to support the operation of a tourism-related facility that is owned or operated by a nonprofit. RCW 67.28.1816(d).
Peninsula Trails Coalition	2025 Tour de Lavender Event Support	\$20,550.00	Event/Festival designed to attract tourists. 501c(3)	ELIGIBLE LTAC funds may be used for the operations of events/festivals designed to attract tourists. RCW 67.28.1816(b).
Community Boating Program	Spring and Fall Regattas	\$20,000.00	This is a capital expenditure for the purchase of fleet of sail boats for the 501(c)3 nonprofit	INELIGIBLE 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).
The Dungeness Crab Festival	The Dungeness Crab Festival	\$55,000.00	Event/Festival designed to attract tourists. 501c(3)	ELIGIBLE LTAC funds may be used for the operations of events/festivals designed to attract tourists. RCW 67.28.1816(b).

Field Arts & Events Hall	Support of Operations of Tourism Related Facility	\$100,000.00	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).
Clallam Bay-Sekiu Fun Days	Clallam Bay-Sekiu Fun Days	\$12,375.00	Event/Festival by a 501(c)3 that wishes to hold festival, advertise, operate, and capital expenditures.	ELIGIBLE in Part and INELIGIBLE in Part Advertising, operations are acceptable LTAC funds may be used for the operations of events/festivals designed to attract tourists. RCW 67.28.1816(b). Capital expenditure purchases may not be made for non-profits. 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 Civil Deputy Prosecuting Attorney Jay Reno with any questions at jay.reno@clallamcountywa.gov or (306) 417-2426.

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).

Clallam County Lodging Tax Advisory Committee

Business Items

2025 LTAC Funding Requests

Olympic Theatre Arts



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CLALLAM CO. COMMISSIONERS

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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:** \$ 131,814
- II **Agency/Organization Name:** Olympic Theatre Arts
Organization is ☐ Government Entity ☒ 501(c)3 ☐ 501(c)6 ☐ Other
Federal Tax ID No. 91-119-1224 UBI Number 601-016-999
- III **Project/Activity/Event:** Energy Renovation Upgrade
- IV **Representative Contact Information:**
Name, Title David Herbelin, Executive Director
Mailing Address 414 N. Sequim Ave., Sequim, WA 98382
Phone(s) 360-683-7326
Email exec@olympictheatrearts.org

- V **Service Categories, check all applicable:**
☐ Tourism Promotion/Marketing (individual marketing request, contact OPVB)
☐ 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: 1/22/2025

David Herbelin
Print or Type Name

LODGING TAX APPLICATION – REQUIRED SUPPLEMENTAL QUESTIONS

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

1. How will the project/program help increase the number of people traveling to Clallam County for business or pleasure on a trip?
Olympic Theatre Arts (OTA) offers theatrical productions, movie screenings, and local artists' performances, enhancing experiences for park visitors and providing stand-alone reasons to visit the Peninsula year-round, including off-season, and during inclement weather.
2. How will the project/program help increase paid overnight accommodation in Clallam County?
OTA's near end-of-life infrastructure needs replacing and upgrading to keep up with its 50% increase in demand. OTA programs begin at 7pm and end after 9pm encouraging travelers to stay later and play more on the Peninsula.
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.
OTA uses Sound Edge advertising with Sound Publishing which focuses on digital and social media ads that go far beyond the Peninsula. Once theatre lovers find a theatre they like and respect, they are willing to travel great distances to enjoy their programs.
4. How will the project/program encourage visitors to come from another country or state?
OTA's marketing extends into Canada with ads on KSQM and social media. As of 2025, OTA has adopted what was formally known as PA Panto (a British tradition) and scheduled it in February to coordinate with the Blackball Ferry operations to draw residents of Victoria.
5. If the project/program is an event, please provide the name, date(s) and estimated attendance.
This is a capital project to help year-round operations over multiple 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	10,924	10,404	5% Increase
b. Number of people who travel more than 50 miles for your event/activity/facility	2185	2080	20% Guess
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	219	208	10% of 20% Guess
d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.	656	624	30% of 20% 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.	656	624	30% of 20% Guess
f. Number of paid lodging room nights resulting from your event/activity/facility.	328	312	656 @ double occupancy

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

Not at this time.

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

A pin-map using 2024 zipcode data from ticket purchasers will be included to show OTA's reach. OTA's attendance over the past three seasons are: 2022 - 6059, 2023 - 8813 (all time record for OTA), 2024 - 10,404 (blowing up the record set the previous year.)

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

OTA advertises to anyone seeking entertainment on the Peninsula. While an outdoor paradise, many visitors may not be able to explore the outdoors of the OP as much due to health, children, or time constraints. OTA gives all visitors an alternative activity year-round and a stand-alone reason to visit.

10. Describe how you will promote your event/activity/facility to attract tourists.
OTA uses Sound Publishing's Sound Edge advertising program which focuses on digital and social ads including 125,000 web impressions per month, as well as geo-fencing around other Washington theatres. OTA also distributes flyers to 135 locations, and rack-cards throughout western Washington.
11. Describe how the event/activity/facility will help promote lodging establishments, restaurants, and businesses located in the unincorporated area of Clallam County.
OTA's late evening programming begins after most businesses close, encouraging guests to stay later. This may include more meals out, visiting shops open later, and staying over night instead of driving off the Peninsula in the dark.
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 have applied for, but not yet received:
Olympic Peninsula Visitors Bureau (\$7,500) focused 100% on marketing
Sequim LTAC (\$5,000) focused 100% on marketing
13. What is the overall budget for your event/activity/facility? \$ 535,000
What percent of the budget are you requesting from Clallam County Lodging Tax Fund? 25 %
14. Please describe your plans for securing the remainder of the funds necessary to complete your event/activity/facility.
The Energy Renovation Upgrade has received \$90,500 in grants, \$158,686 in individual contributions, and is scheduled to receive \$154,000 from the Building for the Arts reimbursement grant for a total of \$403,186. OTA will continue to apply for more grants and seek contributions until fully funded.

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, February 28, 2025.**

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.

Thank you for considering Olympic Theatre Arts (OTA) for the 2025 Clallam County LTAC Grant. We look forward to answering any questions you may have and working closely with you to bring greater financial success and identity to the Peninsula through tourism and community engagement.

Our History

OTA has been community supported and operated since 1980 in Sequim, WA. OTA seeks to be the heart and soul of the community offering entertainment, enrichment, and education through theatrical experiences. Each year OTA produces ten Main Stage productions, multiple movie screenings, and hosts contract performance groups. This year OTA has added six readers theatre productions to its robust calendar. The theatre has hosted many generations of participants and guests, becoming a key factor in the identity of Sequim.

Our Security

Community supported by donations, memberships, and grants, OTA has a solid financial future. Recently OTA paid off the mortgage to their property. As part of this Energy Renovation Upgrade, OTA upgraded all its theatrical lighting and sound systems, future proofing its technical theatre capacity for the next 10-20 years. Key computing infrastructure upgrades were made possible by 2024's Clallam County LTAC funding. Audience sizes are at an all time high, and revenue streams are equally diversified between contributions and earned income. Residents donate because they value OTA's place in the community. Guests gladly pay for admissions because they receive quality entertainment. OTA attendance numbers have steadily increased with 2024 being the largest attendance ever at 10,404 guests. This is a 50% increase from the pre-pandemic levels in 2018 of 6,924 guests. When many theatres across the nation are in threat of having to close after the pandemic, OTA is seeing a major increase in participation.

Our Future

Year-round entertainment is a goal for Olympic Theatre Arts. It is OTA's desire that there be some entertainment offering for guests on the Peninsula every weekend of the year. As of the season opening on February 7th, OTA will have either a play, movie, or performance every weekend until December 21st. Every weekend, residents and tourists will have an entertainment option available at OTA. It is hoped that this model is sustainable for years to come and Sequim entertainment will remain activated.

Our Needs

Olympic Theatre Arts has been after a multi-year Energy Renovation Upgrade since 2022. Housed in a 1929 building which has seen many additions, the organization has recognized it has many systems that are in need of replacement. The goal is to replace or repair these systems at one time and give the organization a 20-30 year runway before it needs its next renovation. The outcome would reduce operation costs by lowering utility bills, increasing participant quality and education by granting access to industry standard tools, increasing product quality for audiences, increasing inclusivity with new tools that are safer and more accessible to others, reducing environmental impact, and increasing program capabilities. The

upgrade includes new LED theatrical lighting systems, new energy efficient HVAC systems, new roof, the addition of solar, and the reconfiguration of current landscape spaces into usable locales for guests and storage.

The Energy Renovation Project has four main components:

1. Theatre Lighting Grid: convert the current incandescent lights to LED lights; modify and expand the lighting grid to accommodate these new lights; and acquire tools and accessories (e.g., motors, special effects generators) that compliment the new lights' capabilities. The facility consists of a Main Stage Theatre for large productions (160+ seats, full stage) and a Gathering Hall for smaller productions that also serves as a reception hall, meeting space, or studio/gallery, depending on configuration. These LED lights on a renovated grid with the accessories installed will dramatically enhance the production capabilities in both of these spaces while also reducing energy impacts and maintenance costs. - **THIS PHASE HAS BEEN COMPLETED**

2. HVAC Systems: redesign and reconfigure the HVAC system to better meet the facilities' needs for year-long climate control, near-silent operation, and multi-room coverage and zones. The facility is a blend of a 100 year old former church, its associated offices and basement, and new spaces that were added when the original theater conversion happened a few decades ago. HVAC for these various components is piece-meal and inefficient, so the renovation would tie all these needs into a comprehensive package. Units that are mounted above the theater would be relocated so their operation does not interfere with performances. Ductwork would be improved to more efficiently generate conditioned air among the various rooms and spaces. Updated equipment would operate with less energy demand and also deliver higher grade performance. - **THIS PHASE IS 75% COMPLETE**

3. Solar Panel Installation: acquire and install solar panels on the building's roof surfaces (after they are renovated to accommodate the panels) and tie those panels into the grid to reduce the organization's energy needs. Evaluations show that solar panels would reduce the theater's energy bills by over \$240 per month, a significant savings for our non-profit organization. This phase includes upgrading and repairing OTA's aging roof to protect the structure for another 30+ years. - **THIS PHASE IS 0% COMPLETE**

4. Extend and Improve Exterior Spaces: The building currently has some open spaces that are filled with ground cover and plantings. This phase of the project would expand the building's exterior spaces by adding decking and outbuildings that overlay these open spaces. These changes would reduce the high cost of watering and labor of maintaining these open spaces and replace them with practical spaces that will expand potential performance spaces, and improve the viability of spaces that are already in place. - **THIS PHASE IS 50% COMPLETE**

Budget

The numbers below are based on averages of multiple quotes and actual purchases. Bids and receipts are available upon request.

OTA ENERGY RENOVATION	Price
LED Stage Lighting	\$175,000
HVAC	\$100,000
Roofing	\$130,000
Solar	\$80,000
Outdoor Spaces	\$20,000
Contingencies	\$30,000
TOTAL	\$535,000

Funding

OTA has received many contributions from the surrounding community as well as grants to help this project. To date OTA has received

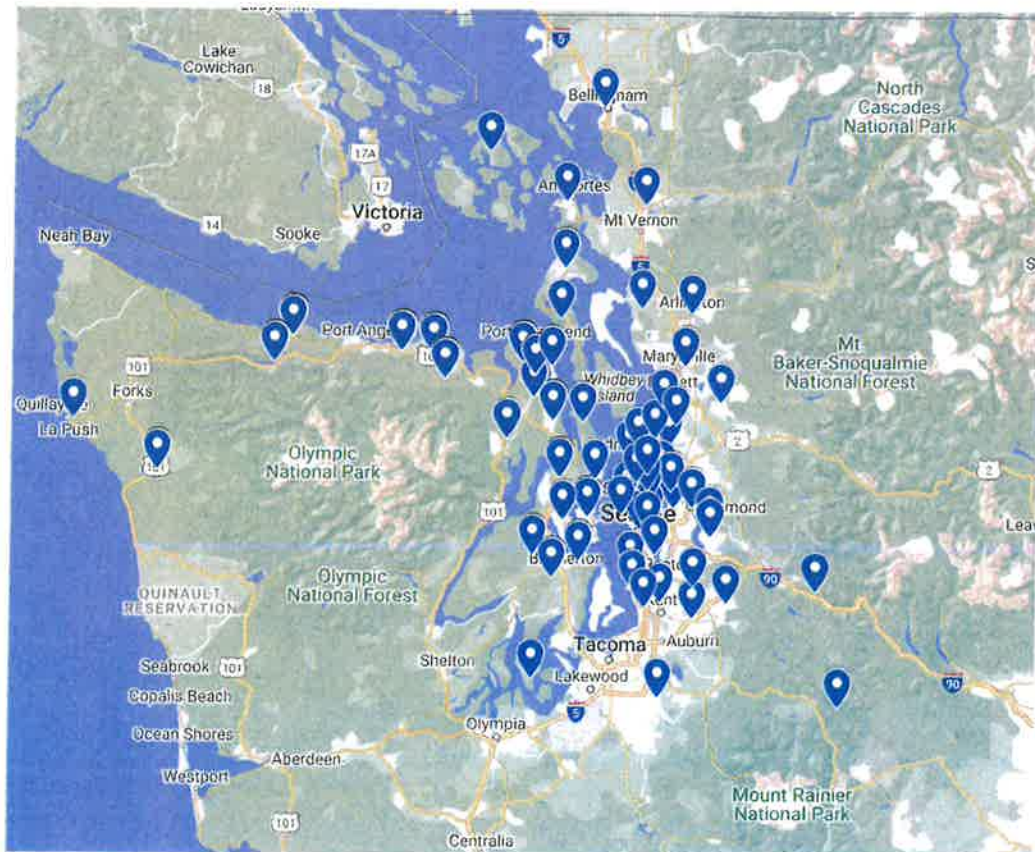
Raised to date	
Building for the Arts Grant Reimbursement	
<i>33% reimbursement up to a total \$154,000 (expected)</i>	\$154,000
Murdock Grant (Received)	\$86,500
Norman Archibald Grant (Received)	\$4,000
Contributions (Received)	\$158,686
Total	\$403,186

The Building for the Arts Grant is a State level grant that will reimburse OTA 33% of costs up to a total of \$154,000. This grant is waiting for state budget approval this spring, but has been approved by the agencies that recommend this grant program. OTA has a loan in reserve to cover the \$154,000 expense until it is reimbursed by the state grant.

OTA's Reach

Pictured below are pinmaps showing where OTA's 2024 customers reside. This data was compiled by using the zipcodes of credit card purchases made through OTA's ticketing system. It shows that OTA's audience extends far beyond Clallam county.

Clallam County LTAC - OTA Application 2025



OTA's Season Offering

OTA offers up to ten Mainstage Productions each year, each running an average of three weeks per production. In addition to these productions, OTA host bands, storytelling, and improv comedy. These groups feature local artists as well as artists commuting from as far as Seattle. Added for 2025, is OTA's Reader's Theatre, which will be producing 6 productions.

OTA's 2025 Main Stage Season Includes:

Panto: Cinderella and the Enabling Habit, February 7-23

Fools, March 7-23

Wrong Turn at Lungfish, April 24-May 11

Nunsense, June 4-29

Lavender Melodrama, July 10-27

Close the Door Before It Gets Into Your Room, August 14-24

Inherit the Wind, September 12-28

A Murder is Announced, October 17-November 2

New Works, November 14-23

Santa Claus Conquers the Martians, December 5-21

OTA will have an event every weekend of the year for 2025.

The Request

OTA has spent close to three years collecting funding from local contributors, plus applying for and acquiring grants to help cover 75% of the funds needed for this upgrade. OTA is seeking help from the County to cover the remaining 25% (\$131,814). A combination of state, county, foundation, and individual donor dollars to restore and futureproof a beacon of community arts, inspiration, and connection is a positive example to our residents that collaboration, not only works, but is foundation to our efforts on the Peninsula. Contributing to OTA Energy Renovation Upgrade ensures decades of arts and culture, which is a driving force in tourism as well as improved quality of life for our residents.

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

2025 Budget Totals	
Ordinary Income	
Total 4005 - Fundraisers	5,000.00
Total 4010 - Contributions Income	26,400.00
Total 4020 - Sponsorships	7,750.00
Total 4030 - Campaign Gifts	3,600.00
Total 4040 - Memberships	20,300.00
Total 4060 - Grants	25,500.00
Total 4090 - Gifts in Kind	0.00
Total 4110 - Production Income	136,000.00
Total 4220 - Special Event Income	28,300.00
Total 4350 - Miscellaneous Income	39,450.00
Total 4360 - Contract Event Income	8,850.00
Total 4370 - OTA Workshop Income	8,000.00
Total 4420 - Facility Rentals	1,955.00
Total 4430 - Advertising Income	3,000.00
Total Income	314,105.00
Cost of Goods	
Total 5100 - Production Expenses	26,500.00
Total 5510 - Special Events Costs	7,000.00
Total 5600 - Contract Event Expense	3,900.00
Total 5610 - OTA Workshop Cost	1,000.00
Total 5700 - Bar Supply Costs	10,653.25
Total 5720 - OTA Merchandise	1,925.00
Total Cost of Goods	50,978.25
Gross Profit	
Expense	
Total 6020 - Advertising and Promotion	14,916.00
Total 6100 - Computer Equipment	2,400.00
Total 6135 - Books & Literature	750.00
Total 6137 - Background Checks	1,200.00
Total 6160 - Dues and Subscriptions	839.00
Total 6180 - Insurance	11,346.00
Total 6200 - Interest & Service Charge Exp	9,571.18
Total 6230 - Licenses and Permits	1,220.00
Total 6245 - Payroll Expenses	158,964.00
Total 6247 - Payroll Tax Expense	15,101.58

Total 6250 - Postage and Delivery	780.00
Total 6260 - Printing and Reproduction	4,150.00
Total 6270 - Professional Fees	5,800.00
Total 6290 - Rent	4,416.00
Total 6300 - Repairs and Maintenance	2,900.00
Total 6310 - Seminars and Meetings	960.00
Total 6311 - Security	1,296.00
Total 6315 - Stage Improvements	3,000.00
Total 6320 - Supplies	12,000.00
Total 6330 - Tax, Misc and Sales	3,511.05
Total 6340 - Telephone and Internet	2,640.00
Total 6350 - Travel and Ent	0.00
Total 6360 - Facility Improvements	1,200.00
Total 6400 - Utilities	14,000.00
Total 6430 - Volunteer Expense	1,200.00
Total Expenses	274,160.81
Net Ordinary Income	
Total 7010 - Interest Income	10,800.00
Total Other Income	10,800.00
Net Other Income	10,800.00
NET INCOME	(234.05)



Olympic Theatre Arts Center **2025 Season**

February 7th to 23rd

CINDERELLA AND THE ENABLING HABIT by Shannon Cosgrove

OLYMPIC PENINSULA PANTO

Comedy with Music

(Gathering Hall)

PA Panto has found a new home at OTA. Pantos provide comedic, over-the-top, mixed up fairy tales with interactive booing and cheering for an evening you have to experience for yourself. This year's production of Cinderella and the Enabling Habit is no exception. Join Cindy in the kingdom of Sequiminham, as she navigates through her stepsisters' needs, Lady Tremayne's demands, Lord Prince's grand ball. It's all set in OTA's Gathering Hall, for an intimate, immersive audience experience.

March 7th to 23rd

FOOLS by Neil Simon (Members' Choice)

Comedy

(Main Stage)

Leon Tolchinsky is ecstatic. He's landed a terrific teaching job in an idyllic Russian hamlet. When he arrives, he finds people sweeping dust from the stoops back into their houses and people milking upside down to get more cream. The town has been cursed with Chronic Stupidity for two hundred years, and Leon's job is to break the curse. No one tells him that if he stays over twenty-four hours and fails to break the curse, he too becomes stupid. But he has fallen in love with a girl so stupid, she has only recently learned how to sit down.

April 25th to May 11th

WRONG TURN AT LUNGFISH by Gary Marshall and Larry Ganz

Light Drama

(Gathering Hall)

Audiences in Chicago, Los Angeles, and New York, where George C. Scott starred, applauded the comedy and the drama of *Wrong Turn at Lungfish*, the story of a blind and bitter college professor and his encounter with a saucy, streetwise young woman who volunteers to read to him in the hospital. The clash of intellect and wit takes the two from animosity and fear to friendship and understanding. Both come to their relationship with questions, hers dealing with her station in life and her handsome boyfriend, and his about past life choices. Both leave with hopeful answers, even after the boyfriend shows up.



Olympic Theatre Arts Center 2025 Season

May 22nd to June 15th

NUNSENSE by Dan Goggin

Musical Comedy

(Main Stage)

Nunsense is habit-forming! This riotous show is a fundraiser put on by the Little Sisters of Hoboken to raise money to bury sisters accidentally poisoned by the convent cook, Sister Julia (Child of God). Updated with new jokes, additional lyrics, two new arrangements, and a brand new song, this madcap musical was recorded for television starring Rue McClanahan as the Mother Superior.

July 11th - 27th

LAVENDER MELODRAMA by David Herbelin

Melodrama

(Main Stage)

Boo the Villain. Cheer the Hero. Sigh for the Damsel in Distress in this over-the-top melodrama comedy that tells the tale of lavender in Sequim. Everything Sequim and the Olympic Peninsula is fair game in the laugh a minute fest that is equally loved by locals and tourists. Now in its fourth year.

August 14th - 24th

CLOSE THE DOOR SO IT CAN'T GET IN YOUR ROOM by Ev Miller (Youth Theater)

Drama

(Main Stage)

Written by a former teacher, this play suggests an answer to that hard-to-answer question: What makes a good teacher? Paul Bennett has many struggles his first year as a teacher—lazy students, indifferent students, rebellious students, flirtatious students, irate parents, indifferent parents and indifferent faculty members. Bennett's biggest struggle, however, is within himself: "Am I doing any good as a teacher?" he asks. "Should I quit and go into some other work?" The author, a veteran educator in North Dakota schools, has given us a play that will tingle the emotions and tickle the laugh box of everyone who has anything to do with education—teachers, administrators, students, parents and taxpayers.



Olympic Theatre Arts Center **2025 Season**

September 12th - 28th

INHERIT THE WIND by Jerome Lawrence & Robert E. Lee

Drama

(Gathering Hall)

This lively courtroom drama dives into the 1925 Scopes Monkey Trial, where a Tennessee teacher was tried for teaching the theory of evolution. Two persuasive attorneys argue the case in an effort to determine the balance of church and state.

October 17th - November 2nd

A Murder is Announced (Agatha Christie) by Leslie Darbon

Mystery

(Main Stage)

An announcement in the local paper states the time and place when a murder is to occur in Miss Blacklock's Victorian house. The victim is not one of the house's several occupants, but an unexpected and unknown visitor. What follows is a classic Agatha Christie puzzle of mixed motives, concealed identities, a second death and a determined inspector grimly following the case's twists and turns. Fortunately, Miss Marple is on hand to provide the solution – at some risk to herself – in a dramatic final confrontation.

November 14th - 23rd

NEW WORKS SHOWCASE, by local authors

Various

(Gathering Hall)

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

Continued on back ----->



Olympic Theatre Arts Center **2025 Season**

December 5th - 21st

SANTA CLAUS CONQUERS THE MARTIANS by Mark Landon Smith

Holiday - Comedy

(Main Stage)

The children of Mars are in trouble! Too much Earth television has made Martian kids everywhere distracted and withdrawn. The leaders have had enough and consult with an 800-year-old Martian sage for an answer— the response? Kidnap Santa and force him to set up a toy factory on Mars. It's up to young Betty and Billy to help Santa escape back to planet Earth in time to save Christmas, but not before they bring laughter, joy, and the Christmas spirit to the children of Mars. Based on one of the "Top 10 Worst Christmas Films Ever Made," this hysterical stage adaptation of the 1964 Cult Classic Film is a baffling mixture of sci-fi, Christmas cheer, and childish slapstick live and on stage!



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

08/02/2024

OLYMPIC THEATRE ARTS
PO BOX 1474
SEQUIM WA 98382-4324

Registration Number: 1108875
Organization Name: OLYMPIC THEATRE ARTS

Greetings OLYMPIC THEATRE ARTS,

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

Clallam County Lodging Tax Advisory Committee

Business Items

2025 LTAC Funding Requests

Clallam County Public Works



RECEIVED
CLALLAM CO. COMMISSIONERS

FEB 13 2025

**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: \$ 9,794

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: Trail Maintenance and Survey Utility E-Bike

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
☒ 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: February 13, 2025

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. In order to help efficiently maintain this excellent user experience, Clallam County Public Works is requesting \$9,794.12 for a Trail Maintenance & Survey Utility E-Bike.

The Olympic Adventure segment of the Olympic Discovery Trail is inaccessible by motorized vehicles. While positive for users of the trail, it makes accessing the trail for maintenance purposes very difficult. Equipment has to be carried in by hand, or in slowly with a motorized wheelbarrow. Our crews are unable to inspect or maintain large segments of the Adventure Trail in a timely fashion, slowing progress. We are thankful that we have such a large volunteer crew, and dedicated workers, but efficiency and speed are important to keep this resource in top shape. Trail maintenance personnel have used their own personal e-bikes in the past, which is something that Public Works does not want to rely on. A capable e-bike and trailer can safely and quickly transport gear that would not be possible to carry in on foot.

The Olympic Discovery Trail *does* allow for County vehicle access. However, there has been a desire to reduce the impact of vehicular traffic on the Olympic Discovery Trail for smaller maintenance or inspection activities. During the summer months, a vehicle can act as a significant obstacle to trail traffic, and can be hazardous for users not expecting a vehicle on the trail. The e-bike will be used for smaller maintenance jobs and inspections where a vehicle is not necessary.

As segments of the Olympic Discovery Trail reach 40 years old, the need for tracking infrastructure and trail conditions grows. The County is in the process of creating a trail infrastructure and condition database. The database will allow county staff to know exactly where pieces of infrastructure are located, what condition they are in, and what needs to be done to rectify any shortcomings. A version of the database will be accessible to the public as well, as it'll contain interesting and informative points along the trail such as bridges, pedestrian crossings, informational signage, etc. Building this database on foot is extremely time intensive and doing it in an automobile does not allow staff to properly assess trail conditions, as they are insulated from the trail's

surface. There are also the aforementioned issues of an automobile sharing space with trail users, and the unnecessary burning of gasoline.

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 help workers improve the entire trail, which encompasses many crucial and heavily trafficked sections. 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. As the trail continues to grow across the entire county, it connects more and more top tourist destinations. For an example of an existing destination- see the example from Sequim Bay State Park below.

Sequim Bay State Park is a major 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? **\$9,794**

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.

BUDGET & ATTACHMENTS

Component	Estimated Cost
<i>QuietKat Apex XD (Or equivalent)</i>	<i>\$6,999 pre-tax- ~\$7630 after tax</i>
<i>All-Terrain Cargo Trailer</i>	<i>\$369.00 pre-tax ~\$402.21 after tax</i>
<i>Pivot Pro Vehicle Hitch (Or equivalent)</i>	<i>\$699.99 pre tax ~\$761.91</i>
<i>Accessories (Fenders, racks, lights, bags, extra batteries)</i>	<i>~\$1000</i>
TOTAL	\$9794

The challenge of finding a bicycle that is capable of traversing the Olympic Adventure Trail while carrying a significant load of cargo is not insignificant. Dozens of models were reviewed. Standard cargo bikes are typically not capable of comfortable or capable operation off of paved surfaces, and E-Mountain Bikes (known as E-MTB's) are not typically capable of carrying weight in addition to the rider. A class of E-Bikes that are designed for hunters have proven to be the best fit to these unique circumstances. Of these, the QuietKat Apex XD has preliminarily been selected, as it combines several important features at a reasonable price. The Apex XD does not have fragile bicycle components such as bike chains or derailleurs, and has enough power and torque to carry a rider + gear. The optional larger battery pack claims a range of 90 miles, which should be adequate for a day of maintenance and surveying. The bike also allows for Class switching, allowing it to stay compliant in areas where classes are restricted. The company offers a wide range of bolt on cargo accessories to carry gear, and a line of trailers that are designed to be used off-pavement.

BUDGET & ATTACHMENTS

Home / The Apex HD & XD: Discover The Future / Apex XD



Apex XD

\$6,999.99

★★★★★ 18 Reviews

Free Shipping on all bikes!

⚠️ ATTENTION - Not available for purchase in New York

Starting at \$574/mo with Affirm. Prequalify now

Color Charcoal



Battery

15AH 48V

20AH 48V

Frame Options

ROCK THROUGH

STEP THRU



Waterproof Pannier Bag
\$89.99 \$59.99 Sale

Add To Cart



Front Cargo Rack
\$184.99

Add To Cart



Explorer 1000 Light
\$74.99 \$34.99 Sale

Add To Cart

Solar Adventure Bundle



Home / Cargo Accessories / All-Terrain Cargo Trailer



All-Terrain Cargo Trailer

\$369.00

★★★★★ 2 Reviews

Free Shipping on all bikes!

⚠️ WARNING - California Residents

Starting at \$34/mo with Affirm. Prequalify now

Add To Cart

Find It Locally

Shipping

+

Find It Locally

Shop Locally in Port Angeles, WA [change](#)

Cabela's

is 1 mi

Authorized Quantity Dealer

9

Home / Ebike Racks For Vehicles / Pivot Pro Vehicle Hitch Ebike Rack



Pivot Pro Vehicle Hitch Ebike Rack

\$699.99 - \$1,149.99

★★★★★ 24 Reviews

Free Shipping on all bikes!

⚠️ WARNING - California Residents

Starting at \$64/mo with Affirm. Prequalify now

Style

SINGLE BIKE RACK KIT

DOUBLE BIKE RACK KIT

Add To Cart

Find It Locally

Shipping

+

Find It Locally

Shop Locally in Port Angeles, WA [change](#)

Clallam County Lodging Tax Advisory Committee

2025 LTAC Funding Requests Olympic Peninsula Fungi Festival

FEB 24 2025

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C. 28
10:28

2025 Olympic Peninsula Fungi Festival Overview

The **Olympic Peninsula Fungi Festival (OPFF)** returns for its fourth year on **October 18th and 19th, 2025**, at the Clallam County Fairgrounds, with additional pre-event activities in the days leading up to the main festival weekend. Since its inception in 2022, OPFF has experienced remarkable growth—expanding from a **sold-out crowd of 250 attendees** in its first year to **over 3,200 attendees** in 2024. This rapid expansion has enabled the festival to **enhance its programming, broaden its research initiatives, and cultivate deeper connections within the fungal and ecological communities.**

Festival Highlights:

- **Education & Exploration:** OPFF features a diverse lineup of expert presentations, hands-on workshops, and interactive exhibits designed to deepen public understanding of mycology, fungal ecology, and sustainable foraging practices.
- **Fungal Diversity Survey:** Leading up to the festival, researchers and citizen scientists will participate in an in-depth fungal diversity study in **Olympic National Park**, led by **Graham Steinruck and Dr. Amy Honan**. This initiative includes the collection and documentation of fungal specimens, some of which will be vouchered for herbarium storage and selected for **DNA sequencing**.
- **Keynote Dinner at Field Arts & Events Hall:** The festival's **Friday Night Keynote Dinner (October 17th)** has been elevated to a premier event, now hosted at the **Field Arts & Events Hall**. This special evening will feature a gourmet meal inspired by regional mushrooms and **renowned mycologists, authors, and culinary experts.**
- **Public Festival Spaces:** Attendees can explore the **Education Barn, Vendor Hall, and a Beer Garden/Food Court**, all open to the public. Ticketed access is required for speaker presentations.
- **Community & Economic Impact:** The festival has become a significant economic driver for the Port Angeles area, generating an estimated **\$400,000 in local economic impact** in 2024.

Through its blend of **scientific research, community engagement, and celebration of the fungal world**, OPFF continues to grow as a leading event in the **Pacific Northwest's mycological community**. We look forward to another incredible year in 2025!



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:** \$ ~~0000~~ 21,000

II **Agency/Organization Name:** Olympic Peninsula Fungi Festival

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

Federal Tax ID No. 92 - 2671108 UBI Number 605 084 014

III **Project/Activity/Event:** 4th Annual Olympic Peninsula Fungi Fest

IV **Representative Contact Information:**

Name, Title David Rogers

Mailing Address 3377 Camp Hayden Rd.

Phone(s) 360-644-9395

Email pafungifest@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.

David Rogers
Signature

Date: 2/19/2025

David Rogers
Print or Type Name

LODGING TAX APPLICATION – REQUIRED SUPPLEMENTAL QUESTIONS

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

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

The Olympic Peninsula Fungi Festival brings attendees from all across the US and Canada. The festival has gained global recognition with mentions in National Geographic and news articles shared around the world. We have been successful in continuing to grow the event as well as getting the area recognized as the travel destination for foraging. An activity that can drive tourism in the rainy seasons which is an ideal time to encourage additional tourism for this area.

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

Our event now spreads out over multiple days with forays in the week leading up to the main festival Saturday and Sunday. This means attendees that travel to the area often stay multiple days. Many of our attendees come from out of state which means they are more likely to spend a couple days in the area.

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

With the news coverage we received in 2024 being shared on such a global level we have interest from all around the world. The event has been featured on multiple podcast and youtube channels as well that have really broad reach. OPFF also hosts some of the most renowned speakers in the field of mycology creating an event those interested in mycology do not want to miss.

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

We highlight news coverage from 2024 where attendees who flew in from New York are interviewed and describing what a great time they are having. We think this shows that it is an event worth flying in for and those who are traveling from that far away are having a wonderful experience. We will also continue to advertise on platforms that have nationwide reach.

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

The Olympic Peninsula Fungi Festival will kick off with a Fungal Diversity research project along the Elwha River on Oct 15th-17th that will include public engagement opportunities. Friday Oct 17th we will host our keynote dinner at field hall allowing us to increase attendee capacity to around 200 for this VIP add on event and it will re-engage our guests with the downtown district. The main festival will happen Sat & Sun (Oct 18th-19th) at the Clallam County Fairground and will have free and ticketed access areas. The event's growth has jumped from 250 in 2022 to approximately 3,200 attendees in 2024. Our current estimates for 2025 project approximately 4,000 attendees, many traveling from at least 50 miles outside of Clallam County.

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	4,000	3,200	gate counter
b. Number of people who travel more than 50 miles for your event/activity/facility	2,680	2,144	gate survey with data applied to total attendees
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	804	643	gate survey with data applied to total attendees
d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.	1050	825	Email and gate survey data then applied to total attendees
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.	965	771	Email and gate survey data then applied to total attendees
f. Number of paid lodging room nights resulting from your event/activity/facility.	520	380	estimate - will add to future surveys

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

We worked with Redlion Hotel and Maitland manor in 2024 and share OPVBs lodging page via our pages. In 2024 we are hoping to expand our relationship with local lodging accommodations and network with more local hotels

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

OPFF has been very successful in attracting attendees from across the US and Canada by creating unique programming and platforming world renown speakers. An article by AFP media at the 2024 event highlighter attendee Naomi Ruelle who had flown in from New York with her partner to participate in the attendee portion of the Elwha fungal diversity project. One of many out of state attendees visiting for the event.

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

We are attracting nature and science enthusiasts. People interested in building community and learning about things like personal health, ecology, mycology, foraging, science, sustainable foods, art and so much more. The festival brings a unique mix of the myco-serious and the myco-curious which seems to be due to having both free and ticketed areas. The mix creates a wonderful atmosphere for learning and sharing passions.

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

Social media remains a major focus with such a broad reach but as we have grown we continue to work with multiple media outlets to keep up a presence such as local news, well know youtube accounts, and podcasts. We also network with radio and newspaper both local and outside the area to promote the event.

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

OPFF is working to create a passport or bingo card for restaurants and businesses interested in highlighting mushroom products or art during the event weekend. We are planning to move our Friday dinner to the downtown district to engage our attendees with the shopping district and will also be moving and evening music to local downtown venues. OPFF is updating our website and plans to platform more of our available lodging options for attendees or fungi fanatics looking to visit the area.

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.

we will receive a reimbursement style grant from the City of Port Angeles for the 2025 event but nothing from outside this area.

13. What is the overall budget for your event/activity/facility? \$ 139,500.00

What percent of the budget are you requesting from Clallam County Lodging Tax Fund? 15% %

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

Approx 20% will come from total grants, around 25% via sponsorship funding, around 50% in ticket sales, and the remaining 5% will be made up of beer garden and merchandise profits 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, February 28, 2025.**

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.

OLYMPIC PENINSULA FUNGI FESTIVAL
PROJECTED FESTIVAL BUDGET

INCOME				projected	total	LTAC Request
TICKET SALES						
single day admission	\$40	x	200	\$8,000	\$8,000.00	
mutli day passes	\$70	x	500	\$35,000	\$35,000.00	
guided walk	\$150		40	\$6,000	\$6,000.00	
dinner and keynote	\$100	x	200	\$20,000	\$20,000.00	
VIP Experience						
RV Camping	\$100	x	10	\$1,000	\$1,000.00	
Tent Camping	\$50		30	\$1,500	\$1,500.00	
GRANTS						
NOVB				\$7,500	\$7,500.00	
County LTAC				\$18,000	\$18,000.00	
City LTAC				\$10,000	\$10,000.00	
SPONSORSHIP				\$15,000	\$15,000.00	
FOOD & BEVERAGE						
food vendor fees				\$500	\$500.00	
Beer Garden				\$1,000	\$1,000.00	
craft vendor fees	\$100	x	30	\$3,000	\$3,000.00	
Merchandise sales				\$13,000	\$13,000.00	
TOTAL INCOME					\$139,500.00	
EXPENSE						
ACCOUNTING						
Ticket Sales - ticket processing				\$3,689	\$3,689	
Tax liability				\$10,400	\$10,400	
Bookkeeping / CPA				\$3,000	\$3,000	
SPONSORSHIP						
Sponsor Benefits				\$3,000	\$3,000	
PRODUCTION						
Production Director				\$5,000	\$5,000	
Field Hall				\$4,632	\$4,632	\$ 4,500.00
Clallam County Fairgrounds				\$3,600	\$3,600	
hospitality and snacks				\$1,250	\$1,250	
dinner supplies				\$2,000	\$2,000	
Signage				\$3,500	\$3,500	
Production Costs (rentals, trash, permits)				\$10,000	\$10,000	
PROGRAM						
speaker lodging & travel				\$5,000	\$5,000	
Speakers				\$12,000	\$12,000	\$ 12,000.00
Dinner Staff				\$2,000	\$2,000	
festival staff				\$6,000	\$6,000	
Director				\$6,000	\$6,000	
MARKETING						
Logo - Graphics				\$1,000	\$1,000	
Posters - Flyers				\$2,000	\$2,000	
Advertising - Print				\$1,500	\$1,500	
Advertising Radio				\$4,000	\$4,000	
socialmedia director				\$4,000	\$4,000	
webiste				\$1,000	\$1,000	
FOOD & BEVERAGE						
Friday Keynote speaker				\$5,000	\$5,000	
Merchandise				\$10,000	\$10,000	
2025 art design (poster and merch)				\$4,500	\$4,500	\$ 4,500.00
Artist supply for venue art				\$1,500	\$1,500	
Organization Software				\$1,000	\$1,000	
Insurance				\$2,000	\$2,000	
Office Supplies				\$1,500	\$1,500.00	
Fungal Diversity						
Supplies				\$2,000	\$2,000.00	
stipends				\$5,500	\$5,500.00	
permitting				\$250	\$250.00	
lodging				\$1,250	\$1,250.00	
travel funding				\$1,200	\$1,200.00	
TOTAL EXPENSES				\$130,271	\$130,271	\$ 21,000.00
NET PROFIT OR LOSS					\$9,229.00	

Links to OPFF mentions promoting Olympic Peninsula Tourism:

National Geographic

<https://www.nationalgeographic.com/premium/article/fungi-medicinal-mushroom-cancer-health>

Biodiversity articles

<https://www.straitstimes.com/life/travel/finding-fungi-mushroom-hunters-seek-new-species-and-recognition>

<https://world-arabia.com/articles/discovering-the-hidden-world-of-mushrooms/>

<https://www.malaymail.com/news/life/2024/10/21/fungi-fever-mushroom-hunters-on-quest-for-new-species-and-recognition/154315>

<https://www.enca.com/opinion/fungi-finding-mushroom-hunters-seek-new-species-and-recognition>

<https://phys.org/news/2024-10-fungi-mushroom-hunters-species-recognition.html>

<https://kuwaittimes.com/article/20305/health/fungi-finding-mushroom-hunters-seek-new-species-and-recognition/>

<https://www.thenews.com.pk/latest/1242349-mycologists-in-search-of-new-mushroom-species>

State Mushroom project

<https://www.kiro7.com/news/local/washington-considers-bill-designate-state-mushroom/HCK7DF2ZYFEEHAHDIIJIQOTSZQ/>

<https://www.yahoo.com/news/washington-considers-bill-designate-state-213655541.html>

YouTube

<https://youtu.be/fW0k3XEESn8?si=jU2EBUTcx9dYcDb>

<https://youtu.be/6uf15loLmuA?si=aAZdjbnoP2theM8c>

<https://youtu.be/EcbTQ7OkQl0?si=XbjTvVSJ6I9bGtfS>

Podcast mentions or interviews

Flora Funga

MycoGeeky

MycoWizards

Clallam County Lodging Tax Advisory Committee

2025 LTAC Funding Requests Clallam Bay Sekiu Visitors Center

FEB 24 2025

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

11:25
JK

**CLALLAM COUNTY
LODGING TAX FUNDING APPLICATION
2025**

**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:** \$15,000

II **Agency/Organization Name:**

Clallam Bay Sekiu Visitors Center

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

Federal Tax ID No. 30-1366230

UBI Number 605 286 024

III **Project/Activity/Event:** Visitor Marketing & Support

IV **Representative Contact Information:**

Name, Title Matthew Peloquin, Treasurer

Mailing Address PO Box 355 Clallam Bay, WA 98326

Phone(s) 216.392.6560

Email clallambayinfo@gmail.com

V Service Categories, check all applicable:

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

CERTIFICATION

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

Date: 2/24/25

Signature

Matthew Peloquin

Print or Type Name

REQUIRED SUPPLEMENTAL QUESTIONS

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

LODGING TAX APPLICATION – REQUIRED SUPPLEMENTAL QUESTIONS

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

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

We support two programs to provide specific information on available business services as well as tourist activities in the area including

- 1) Participation in OPTC mail marketing programs and*
- 2) support operation of Visitor Center and website*

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

By highlighting the multitude of family outdoor activities in the area (Hiking, Fishing, Beach Combing, etc...) encourages people to stay and do more

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

Online presence and mail marketing programs reach wide audiences regionally, nationally, and internationally

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

Online presence and mail marketing programs reach wide audiences regionally, nationally, and internationally

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

N/A

- **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

- Overall attendance at your event/activity/facility

2025 Est: 1,630

2024 Actual: 1,630

Methodology: 2024 Actual

- Number of people who travel more than 50 miles for your event/activity/facility

2025 Est: 1,499

2024 Actual: 1,499

Methodology: 2024 Actual

- Of the people who travel more than 50 miles, the number of people who travel from another country or state.

2025 Est: 408

2024 Actual: 408

Methodology: 2024 Actual

- Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.

2025 Est: 1,452

2024 Actual: 1,452

Methodology: 2024 Actual

- 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.

2025 Est: 1,097

2024 Actual: 1,097

Methodology: 2024 Actual

- Number of paid lodging room nights resulting from your event/activity/facility.

2025 Est: 3,293

2024 Actual: 3,293

Methodology: 3 Night Avg

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

N/A

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

See attendance numbers for Visitor Center above

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

Nature loving vacationers seeking spectacular outdoor adventure opportunities for all ages

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

Participation in OPTC mailing programs

Host and update websites www.clallambay.com and www.sekiu.com

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

Provide area information on local businesses and tourist activities available in the area online, via mail, and in person locally

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

NO

- What is the overall budget for your event/activity/facility? **\$15,000**

What percent of the budget are you requesting from Clallam County Lodging Tax Fund? **100%**

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

N/A

INSTRUCTIONS – GENERAL GUIDELINES

APPLICATION INSTRUCTIONS – GENERAL GUIDELINES

APPLICATION DEADLINE: Applications must be received at the Board of County Commissioner's Office, 223 East 4th Street, Suite 4, Port Angeles WA 98362-3015 (Clallam County Courthouse, main level, Room 150) until **12 p.m., Monday, October 24, 2022.**

The Clallam County Lodging Tax Advisory Committee (LTAC) will review 2022 Lodging Tax funding proposals in a public meeting as determined at the Clallam County Courthouse, Commissioner's Boardroom 160. Applicants will be notified and attendance by the applicant's representative is required for presentation and questions. Following review, LTAC will forward its recommendation to the Board of County Commissioners.

APPLICATION, SUPPLEMENTAL QUESTIONS, INFORMATION SUBMITTAL:

	Jan 2025	Feb 2025	Mar 2025	Apr 2025	May 2025	Jun 2025	Jul 2025	Aug 2025	Sep 2025	Oct 2025	Nov 2025	Dec 2025	2025 Total
Revenues													
Lodging Tax Grant	\$15,000.00												\$15,000.00
Expenses													
VC Rent	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$4,800.00
VC Utilities	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$2,400.00
VC Manager	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$3,000.00
VC Internet /Phone	\$135.00	\$135.00	\$135.00	\$135.00	\$135.00	\$135.00	\$135.00	\$135.00	\$135.00	\$135.00	\$135.00	\$135.00	\$1,620.00
Website Hosting	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$360.00
OPTC Marketing	\$2,500.00												\$2,500.00
Total Expenses	\$1,015.00	\$1,015.00	\$1,015.00	\$1,015.00	\$1,015.00	\$1,015.00	\$1,015.00	\$1,015.00	\$1,015.00	\$1,015.00	\$1,015.00	\$1,015.00	0 \$14,680.00
Net													\$320.00

	Jan 2026	Feb 2026	Mar 2026	Apr 2026	May 2026	Jun 2026	Jul 2026	Aug 2026	Sep 2026	Oct 2026	Nov 2026	Dec 2026	2026 Total
Revenues													
Lodging Tax Grant	\$15,000.00												\$15,000.00
Expenses													
VC Rent	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$400.00	\$4,800.00
VC Utilities	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$200.00	\$2,400.00
VC Manager	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$250.00	\$3,000.00
VC Internet /Phone	\$135.00	\$135.00	\$135.00	\$135.00	\$135.00	\$135.00	\$135.00	\$135.00	\$135.00	\$135.00	\$135.00	\$135.00	\$1,620.00
Website Hosting	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$30.00	\$360.00
OPTC Marketing	\$2,500.00												\$2,500.00
Total Expenses	\$1,015.00	\$1,015.00	\$1,015.00	\$1,015.00	\$1,015.00	\$1,015.00	\$1,015.00	\$1,015.00	\$1,015.00	\$1,015.00	\$1,015.00	\$1,015.00	200 \$14,680.00
Net													\$320.00



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

CLALLAM BAY VISITORS CENTER
C/O KARIN ASHTON
7639 HIGHWAY 112
SEKIU, WA 98381

Date: 03/06/2024
Employer ID number: 30-1366230
Person to contact:
Name: Andrew Niemeyer
ID number: 29312
Telephone: 877-829-5500
Accounting period ending: December 31
Public charity status: 170(b)(1)(A)(vi)
Form 990 / 990-EZ / 990-N required: Yes
Effective date of exemption: July 5, 2023
Contribution deductibility: Yes
Addendum applies: No
DLN: 26053626011393

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

Clallam County Lodging Tax Advisory Committee

2025 LTAC Funding Requests Feiro Marine Life Center



CLALLAM COUNTY RECEIVED
COMMISSIONERS

**CLALLAM COUNTY
LODGING TAX FUNDING APPLICATION
2025**

FEB 26 2025

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@1240p

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:** \$ \$30,220
- II **Agency/Organization Name:** Feiro Marine Life Center
Organization is ☐ Government Entity ☒ 501(c)3 ☐ 501(c)6 ☐ Other
Federal Tax ID No. 26-1957956 UBI Number: 602798181
- III **Project/Activity/Event:** Feiro Guest Services Support
- IV **Representative Contact Information:**
Name, Title Melissa Williams, Executive Director
Mailing Address PO Box 625, Port Angeles, WA 98362
Phone(s) 360-207-5613
Email melissaw@feiromarinelifecenter.org

- V **Service Categories, check all applicable:**
☐ Tourism Promotion/Marketing (individual marketing request, contact OPVB)
☐ Operation of a Special Event/Festival designed to attract tourists
☒ 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: February 25, 2025

Signature

Melissa Williams
Print or Type Name

LODGING TAX APPLICATION – REQUIRED SUPPLEMENTAL QUESTIONS

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

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

See Attached Page

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

See Attached Page

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

See Attached Page

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

See Attached Page

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

Not Applicable

6. **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	18,500	18,153	Admission Sales
b. Number of people who travel more than 50 miles for your event/activity/facility	11,000	10,892	Sign-In Logs
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	5,000	5,446	Sign-In Log
d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.	8,500	8,500	Estimate
e. Of the people staying overnight, the number of people who stay in PAID accommodations e.g. hotel, motel, bed-breakfast, RV park, in the unincorporated Clallam County area.	8,000	8,000	Estimate
f. Number of paid lodging room nights resulting from your event/activity/facility.	4,000	4,000	Estimate

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

Not Applicable

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

See Attached Page

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

See Attached Page

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

See Attached Page

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

See Attached Page

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

See Attached Page

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

\$ 137,796 (aquarium exhibits only)

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

22 %

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

Earned revenue from admissions and retail sales and private donations

Feiro Guest Services Support

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

Feiro Marine Life Center is popular and authentic Clallam County experience providing physically accessible and age-appropriate interactions with marine creatures and information about our Olympic Peninsula coast. Each year, Feiro's exhibits reach visitors from all 50 states and dozens of foreign countries. The fact that it is 'always low tide' at Feiro means that visitors from around the world are assured to see local intertidal creatures year-round, no matter the outdoor conditions.

Our guest services staff not only engage the guests in conversation, but work with 63 volunteers to ensure our animals and facilities are well cared for despite the increasing challenges presented by an aging 40-year-old facility. We consistently enjoy very positive reviews from locals and out-of-town guests as staff and volunteers go out of their way to provide an excellent experience. As it gets costlier to operate and repair our exhibits, funds such as Clallam LTAC are vital to ensure staffing needed to remain open to the public 5-6 days a week on a seasonal basis and adequately meet visitor needs. We continue to successfully raise capital funds for a new facility, but those funds are restricted for future use and not able to be used to fund operating expense

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

Having a visible and accessible destination for all things coastal enhances a guest's trip to our region, and allows them a more meaningful experience. The more authentic regional attractions available during a guest's visit, like Feiro, the longer the stay and nights of accommodation. Ensuring a full staff of knowledgeable guest services personal helps maintain our high standards for creating a welcome learning environment. All guests are invited to learn about the wonders of our region's marine and watershed environments but also about the many other amenities and attractions Clallam County has to offer.

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

Over the last decade, Feiro has embraced its role as both an accessible learning experience for local residents AND a place for tourists to learn more about our coast. Keeping our guest services and exhibits fully staffed with knowledgeable personnel to greet visitors, provide learning opportunities, and recommend other stops during their stays, including restaurants, County parks and other tourist attractions is a vital service we provide to visitors to Clallam County. We continue to make facility and exhibit improvements as funding allows that offer more of an expected "aquarium experience." We also maintain the most open days and times of any the marine centers operating in the Peninsula region (Port Townsend, Poulsbo). Visitors from those areas will often make a day trip to visit, as we can support access outside of the typical Friday/Saturday/Sunday weekend hours. We are active on social media platforms, and maintain a website and business profile for search traffic. Additionally we provide printed rack cards to regional visitor centers, and utilize word of mouth

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

Feiro Marine Life Center partners with other entities such as NOAA Olympic Coast National Marine Sanctuary and Olympic National Park, along with other Community Marine Science Centers of the Salish Sea that collectively reach a very wide audience. We refer guests, in addition to hosting joint online programs that with a global reach with content about the Olympic Peninsula. For example, the Speaker Series we co-host with NOAA Olympic Coast National Marine Sanctuary reaches more than a thousand participants worldwide each season through a series of 3-4 webinars on local topics of interest. For people from out of the area, the fact that it is 'always low tide' at Feiro means that visitors to our facility are assured to see local intertidal creatures.

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

We are considered a key destination by those visiting from out of the area to learn about and explore the Olympic Peninsula coast.

Visitor Comments left at Feiro Marine Life Center in our guestbook:

"Awesome place and wonderful staff/volunteers" Portland, OR

"Love the animals and algae" Santa Cruz, CA

"Thank you for all the info and one-on-one time! So knowledgeable!" San Antonio, TX

"Great having this marine life center here" Montrose, CO

"Great exhibit and staff! Thank you!" Victoria, BC

"Amazing. Thank you Mr. Feiro" Indianapolis, IN

"Learned so much here. Thank You!" Rochester, NY

"Great exhibit with knowledgeable staff" Vadee, WA

"Muy bueno!" Buenos Aires, Argentina

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

Feiro targets tourists who are already arrived on the Peninsula and staying in hotels, campgrounds and such, as well as people planning their visit to the area who want to learn more about local tidepools and marine life. We also assist with people planning their trips by promoting our hours and experiences in tourism-related online forums. All ages and abilities are welcomed and multi-generation family groups are often seen enjoying Feiro's exhibits together but we enjoy a long history of being a particularly safe and engaging attraction for youth.

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

Feiro works with visitor centers, hotels and destination partners to share content and experiences that invite a visit to our exhibits. We are also active on social media platforms, and maintain a website and business profile for search traffic. Additionally, we provide print rack cards to regional visitor centers.

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

We consistently enjoy very positive reviews from guests as staff and volunteers go out of their way to provide an excellent experience. In addition to education on marine life, Feiro staff and volunteers are consistently approached with requests for referrals that promotes visits to Clallam County Parks and other coastal lands. Depending on the visitors' interests and needs, we promote specific businesses and regional amenities across Clallam County. Commonly requested resources include seafood restaurants, points of interest like museums, indoor activities for youth, campsites, shops, and convenience stores.

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

There are plans to apply to the City of Port Angeles LTAC in Fall 2025 for new marketing banners and other promotional tools.

**Feiro Marine Life Center
2025 Aquarium Budget**

Personnel	\$106,510
Animal Care	\$5,750.00
Permits	\$117.00
Guest Supplies	\$1,500.00
Office Supplies	\$900.00
Security	\$500.00
Repairs & Maintenance	\$3,000.00
Printing and Promotion	\$1,000.00
Occupancy (percent of phone, utilities, insurance, etc.)	\$18,519.00
TOTAL	\$137,796
Support requested from Clallam County LTAC – Feiro Guest Services Staff	\$30,220
<i>1300 hours for permanent part-time staff member 300 hours for seasonal part-time staff member plus 8% fringe</i>	

Feiro Marine Life Center
2025 Approved Budget

	<u>2025 Budget</u>
Operating Revenue	
<u>Earned Revenue</u>	
Tuition/Fees	100,000
Contracts	5,000
<u>Other (Retail, Interest)</u>	<u>25,000</u>
Total Earned Revenue	130,000
<u>Contributed Revenue</u>	
Total Individual	275,000
Foundations	16,000
Corporation	20,000
<u>In Kind Donations</u>	<u>39,000</u>
Total Contributed Revenue Received	350,000
<u>Less Funds Restricted for Future Use</u>	<u>-</u>
Total Revenue	480,000
<u>Funds Released from Restriction</u>	<u>-</u>
Total Revenue for Use	480,000
Operating Expense	
Personnel	308,000
Non Personnel	
Program Expenses	100,000
Admin&Facility	29,000
Fundraising	30,000
<u>Retail Cost of Goods Purchased</u>	<u>13,000</u>
Total Non Personnel	172,000
Total Expenses	480,000
<u>Operating Gain/(Loss)</u>	<u>-</u>



WASHINGTON
Secretary of State
Corporations & Charities Division

Corporations and Charities Division

Physical/Overnight address:

801 Capitol Way S
Olympia, WA 98501-1226

Mailing address:

PO Box 40234
Olympia, WA 98504-0234
Tel: 360.725.0377
sos.wa.gov/corps

10/21/2024

FEIRO MARINE LIFE CENTER
PO BOX 625
PORT ANGELES WA 98362-0112

Registration Number: 1131033
Organization Name: FEIRO MARINE LIFE CENTER

Greetings FEIRO MARINE LIFE CENTER,

Thank you for your recent submission. This letter is to confirm that the following documents have been received and successfully filed:

CHARITABLE ORGANIZATION RENEWAL

Please note: Per WAC 434-120-035 online filing is mandatory and it is a requirement to report any organization changes within 30 days per WAC 434-120-045. To file online, conduct searches, subscribe to corporations and/or charities and receive filing status updates, please create a user account at www.sos.wa.gov/ccfs. If you already have an account created, simply sign in to access these features.

Important information:

- All solicitations must include the required disclosure information as described in the Charitable Solicitations Act, RCW 19.09.100. Sample disclosures can be found at our website.
- If the Charity or Commercial Fundraiser is contracting with a different organization, before fundraising begins a fundraising service contract registration must be submitted. This is a contract between a Charity and Commercial Fundraiser. The contract filing is available online at www.sos.wa.gov/ccfs.
- Determine if the organization may need to register in multiple ways with the Charities Program. Additional registration requirements may be needed if the organization meets certain defined under RCW 19.09.020(2) or RCW 11.110.020.
- If registered as a Charitable Organization visit the Combined Fund Drive (CFD) www.cfd.wa.gov to complete the registration process if the Charitable Organization wishes to take part in the CFD.

We appreciate your assistance in maintaining current registration information for your organization with the Charities Program. If you have questions please contact the Charities Program by email at charities@sos.wa.gov by phone at 360-725-0377 or visit our website for a chat option with a representative.

Sincerely,
Corporations and Charities Division
Office of the Secretary of State
www.sos.wa.gov/corps

Clallam County Lodging Tax Advisory Committee

2025 LTAC Funding Requests Peninsula Trails Coalition



RECEIVED
CLALLAM CO. COMMISSIONERS

FEB 27 2025

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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:** \$ 20,550
- II **Agency/Organization Name:** Peninsula Trails Coalition
Organization is ☐ Government Entity ☒ 501(c)3 ☐ 501(c)6 ☐ Other
Federal Tax ID No: EIN# 91-1416511 UBI Number: 602 071 631
- III **Project/Activity/Event:** 2025 Tour de Lavender Event Support
- 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, michele.a.canale@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 Jeff R. Bohman
Jeff Bohman, President, Peninsula Trails Coalition

Date: 2/27/25

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 for support of the Tour de Lavender, which will take place on August 2, 2025. We are specifically requesting funding for event management, rental payments due to the participating farms, rental of tents, and purchase of banners and other supplies.

This event attracts a significant number of people to Clallam County to enjoy this event. The annual cycling event registered 987 participants in 2024. Of those registrants in 2024, 866 travelled to the venue from more than 50 miles away and 202 came from out of state or country.

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

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

The event increases paid overnight accommodations by bringing in significant numbers of non-Clallam County based registrants. For this annual cycling event in 2024, 590 registrants stayed in paid lodging accommodations for a total of 525 lodging nights. We estimate that 50 or more registrants stay in the Clallam County area overnight to participate in the Ride the Hurricane event the next day.

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 Tour de Lavender showcases Clallam County, the Olympic Discovery Trail, and surrounding lavender farms. It features and promotes rural farmland, rivers and forests, the Olympic National Park, and tribal lands.

Peninsula Trails Coalition contracts with Bright Light Solutions to promote this event in all aspects of promotion including registration, showcase of sponsors and lavender farms, building a social media presence for the event to maximize reach, engagement, and registrations, as well as outreach to bike clubs outside our area to encourage them to attend the rides. Additionally, on the event website is a link for the Olympic Peninsula Tourism Commission website and its extensive accommodation information so that visitors can develop a lodging plan that best meets their needs during their visit.

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

Peninsula Trails Coalition's work with Bright Light Solutions, described in the answer above, and the event website linking to the Olympic Peninsula Tourism Commission website and its extensive accommodation information are all ways that visitors from another country or state will be encouraged to attend.

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

Tour de Lavender will take place on August 2, 2025, and we expect the registration to exceed 1,000. Visit the website <https://tourdelavender.com> for more information.

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	1,000	987	Representative survey - Based off of attendance last year
b. Number of people who travel more than 50 miles for your event/activity/facility	870	866	
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	205	202	
d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.	650	640	
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.	600	590	
f. Number of paid lodging room nights resulting from your event/activity/facility.	530	525	

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

The Olympic Discovery Trail does not currently partner with any specific hotel. On the event website is a link for the Olympic Peninsula Tourism Commission website and its

extensive accommodation information so that visitors can develop a lodging plan that best meets their needs during their visit.

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

Having assumed sole management and ownership of the event in 2022, the PTC now has three years of operating experience under its belt. In 2022, the first year we managed the event, there were 825 riders, and since then, the number of riders who register has increased every year, and we anticipate exceeding 1,000 this year.

The event has proven itself as one of a handful of landmark Clallam County annual events that attracts significant numbers of non-Clallam County based registrants, promoting tourism and economic development. The event showcases Clallam County, the Olympic Discovery Trail, and surrounding lavender farms. It features and promotes rural farmland, rivers and forests, the Olympic National Park, and tribal lands.

The annual cycling event registered 987 participants in 2024. Of those registrants in 2024, 866 travelled to the venue from more than 50 miles away and 202 came from out of state or country. What's more, 590 stayed in paid lodging accommodations for a total of 525 lodging nights. We estimate that 50 or more registrants stay in the Clallam County area overnight to participate in the Ride the Hurricane event the next day.

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

The target audience is based out of Western Washington, Oregon, California, and Canada, and includes people of all ages and abilities.

There are two different options for the ride, the metric century and the fun ride. The metric century is a loop route that visits 7 lavender farms, traveling the back roads of the Sequim-Dungeness Valley, the rolling foothills of the Olympic Mountains to the south, and nearly 30 miles along the scenic, traffic-free Olympic Discovery Trail. The fun ride is very special family-friendly loop, designed for people of all ages and abilities. It is a mostly level, easy course that runs along back roads in the valley and parts of the Olympic Discovery Trail. The entire loop is 35 miles and encompasses seven lavender farms, but cyclists can opt for shorter out-and-back treks to selected farms. Visit the website <https://tourdelavender.com> for more information.

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

Peninsula Trails Coalition contracts with Bright Light Solutions to promote this event in all aspects of promotion including registration, showcase of sponsors and lavender farms, building a social media presence for the event to maximize reach, engagement, and registrations, as well as outreach to bike clubs outside our area to encourage them to attend the rides. There will also be details of the event on our PTC/ODT website, and the event will be promoted in the emails we send, and there will be paid ads in cycling-oriented publications. The details of this are still being developed.

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

On the event website is a link for the Olympic Peninsula Tourism Commission website and its extensive accommodation information so that visitors can develop a lodging plan that best meets their needs during their visit.

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.

We plan to apply in all jurisdictions in Clallam and Jefferson Counties for 2025 funds. Thus far, we have applied to all jurisdictions except the City of Port Townsend and Olympic Peninsula Visitors Bureau, though we plan to submit an application to OPVB by their March 3rd deadline.

None of these applications are for the same items we are requesting funding for in this application. However, we are requesting funds to support other line items in this event budget from OPVB and City of Sequim, as shown on the attached budget with income and expenses.

Below is that we have requested or are planning to submit.

Jurisdiction	Amount Awarded/Requested/Planned
Forks	\$3,000
Jefferson County	\$35,700
City of Port Angeles	\$49,500
Clallam County	\$40,000
Sequim	\$9,500 has been requested, but a decision will not be made until their March 3 rd meeting
OPVB	\$12,460

13. What is the overall budget for your event/activity/facility? \$ 60,110 What percent of the budget are you requesting from Clallam County Lodging Tax Fund? 35%
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 support of this event. In all instances, if grant funding isn't received, we seek other grant funding or draw on other operating revenue. We are committed to this event regardless. As part of that commitment, for our 2025 Tour de Lavender we are initiating an event sponsorship program, with solicitation packages being developed in order to approach local and regional vendors of cycling- and recreation-oriented goods, as well as more generally-inclined community sponsors.

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, February 28, 2025.**

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.

TOUR de LAVENDER
2025 Event Budget
Peninsula Trails Coalition

Income		2025 Budget	Clallam LTAC request	OPVB request 1	OPVB request 2	City of Sequim request
	Registration & Ticket Sales	\$ 74,000.00				
	Retail & Merch Sales	\$ 20,000.00				
	Grant Income	\$ 21,960.00				
	Sponsorships	\$ 1,500.00				
	Additional Donations	\$ 2,500.00				
	Alcohol Sales	\$ 1,000.00				
	Total Revenue	\$ 120,960.00				
Expenses						
	Event Mgmt	\$ 7,000.00	\$ 7,000.00			
	Farms Mgmt	\$ 3,000.00	\$ 2,000.00			
	Event Merch.	\$ 8,000.00				
	Credit Card Fees	\$ 320.00				
	Sales Tax on Merchandise	\$ 1,900.00				
	Participant SWAG	\$ 5,000.00				\$ 5,000.00
	Farm payments (rental of the 7 farms)	\$ 7,500.00	\$ 7,000.00			
	Publications, Posters for Marketing, Digital Advertising					
	1000 rack cards for TdL plus design fee	\$ 710.00		\$ 710.00		
	Consulting fees (Bright Light Solutions)	\$ 5,000.00			\$ 5,000.00	
	Digital (ie: social media and email campaign), and print ads in regions within a 5-hour drive of Clallam County	\$ 5,000.00		\$ 5,000.00		
	Photographer	\$ 750.00		\$ 750.00		
	B & G Club	\$ 500.00				
	Refreshments-Pizza	\$ 3,500.00				
	Alcohol	\$ 750.00				
	Website	\$ 1,000.00			\$ 1,000.00	
	Insurance	\$ -				
	Permits	\$ 700.00				\$ 700.00
	Supplies (tents and banners)	\$ 3,000.00	\$ 3,000.00			
	Sanikan	\$ 2,000.00				\$ 2,000.00
	Rental Equipment (tents, tables, and chairs)	\$ 1,500.00	\$ 1,500.00			
	Rent -Storage Unit	\$ 280.00				
	Mechanic	\$ 250.00				
	Volunteer Swag	\$ 1,800.00				\$ 1,800.00
	Clean-up	\$ 500.00				
	Misc	\$ 150.00				
Total expenses		\$ 60,110.00	\$ 20,500.00	\$ 6,460.00	\$ 6,000.00	\$ 9,500.00
Net Event Income		\$ 60,850.00				



**2025 Clallam County LTAC Round 2
Peninsula Trails Coalition/Olympic Discovery Trail**

**Description and budget showing the intended use of the amount requested from the
Clallam County Lodging Tax Fund.**

Proposed Itemized Budget:

Item	Request
Event Management (Peninsula Adventure Sports)	\$7,000
Farms Management (a contractor to work with the farms)	\$2,000
Farm Payment (rental payment for use of the farms for the event)	\$7,000
Supplies (purchase of banners and tents)	\$3,000
Rentals (tents, tables, and chairs)	\$1,500
Total	\$20,500

Description and budget showing the intended use of the funds requested:

We respectfully request funding for support of the Tour de Lavender, which will take place on August 2, 2025. We are specifically requesting funding for event management, rental payments due to the participating farms, rental of tents, and purchase of banners and other supplies.

Event Management – Peninsula Trails Coalition contracts with Lorrie Mittmann of Peninsula Adventure Sports to run the event.

Farms Management – Someone will be hired to work with the lavender farms. They work closely with Lorrie and our volunteers to ensure the event runs smoothly.

Farm Payments – Each farm is paid a certain amount for use of their land for the day. It amounts to about \$1/rider/farm.

Supplies – We will be purchasing banners and tents. The tent purchases are because we plan to purchase one tent for each farm that will be TdL/PTC/ODT branded pop-up 10' x 10' canopies. Additionally, banners will be purchased to reflect sponsorships, and will be used throughout the event including the Start and Finish areas.

Rentals – We expect to rent all four large (20' x 20') Hurricane Ridge Ski Club tents this year for the Finish Line food & beverage. We also rent tables and chairs from the Lions Club for use under those tents.

ORGANIZATION SUMMARY

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:

911416511

Federal Tax Exempt Status:

Yes

Federal Status Type:

501(c)(3)

If Federal Tax-Exempt status has been granted, attach a copy of the Organization's IRS Determination Letter:

IRS Determination Letter

IRS determination Letter Peninsula Trails.pdf

UBI Number:

602 071 631

Is this Charitable Organization associated with any Corporation or LLC?

No

State of Incorporation/Formation:

Jurisdiction:

WASHINGTON

Status:

Active

Renewal Date:

11/30/2025

CONTACT INFORMATION

Organization Email:

TREASURER@OLYMPICDISCOVERYTRAIL.ORG

Is Foreign Contact:

No

Country Code:

1

Mailing Address:

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

Street Address:

10 VICTORIA VIEW ST, CLALLAM COUNTY, SEQUIM, WA, 98382-8068, UNITED STATES

Do you use any other addresses for Solicitation:

No

A List of Addresses Used

Organization Website:

Phone Number:

3604774081

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 :

\$778,032.00

REVENUE

Gross Contributions from Solicitations :

\$111,767.00

Gross Revenue from All Other sources :

\$289,596.00

Total Dollar Value of Gross Receipts :

\$401,363.00

EXPENSES

Gross Expenditures from Program Services :

\$223,323.00

Total Gross from All Expenditures :

\$256,892.00

ASSETS

Ending Gross Assets :

\$942,340.00

SOLICITATION COMMENTS

Comments:

PERCENT TO PROGRAM SERVICES

Percent to Program Services :

87%

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	\$778,032.00	\$401,363.00	\$223,323.00	\$256,892.00	\$942,340.00	87%
01/01/2022	12/31/2022	\$682,140.00	\$335,489.00	\$135,946.00	\$201,692.00	\$778,032.00	67%
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%

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,Newspaper/Magazine/Publication,Personal Contact,Product Sale,Vehicle/Boat Donations,Advertisement/Coupon Books

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
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

Full Name:

JOHN DOLANSKY

Title:

TREASURER

Mailing Address:

10 VICTORIA VIEW ST, SEQUIM, WA, 98382-8068, 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

PENINSULA TRAILS COALITION

2025

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
BEQUESTS	23,000
ODT-EAGLEMOUNT FUND	2,500
GIVING BIG/TUESDAY	5,500
CAR DONATIONS	1,000
MAP DONATIONS	6,000
MAINTENANCE APPEAL	5,000

TOTAL CONTRIBUTIONS INCOME	\$204,500
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INTEREST/DIVIDEND INCOME	13,000
MEMBERSHIP DUES	14,000
GRANTS	115,900
PROGRAMS	6,000
BIKE TUNE-UP EVENT	7,000
SALES, NET	800
TOUR DE LAVENDER	50,000
SPONSORSHIPS	10,000
MISCELLANEOUS INCOME	1,000

TOTAL INCOME	422,200
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EXPENSE:

ADMINISTRATION	
OFFICE	3,000
OFFICE SUPPLIES	1,500
LICENSES AND PERMITS	400
RENTALS-SITE & P.O. BOX	5,000
WEBSITE	1,000
CREDIT CARD PROCESSOR FEES	2,500
DUES AND SUBSCRIPTIONS	4,500
INVESTMENT MANAGEMENT EXP	8,000
AWARDS & RECOGNITION	200
CPA: TAX RET.; REVIEW; AUDIT	650
TAXES-SALES	100
LIABILITY INSURANCE	7,000
POSTAGE AND DELIVERY	3,800
PRINTING	500
STRATEGIC PLAN	0
MISCELLANEOUS	1,000

TOTAL ADMINISTRATION EXPENSE	38,850
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CONTRACT SERVICES/LABOR	
DEVELOPMENT DIRECTOR	90,000
RELATIONSHIP MGR	84,000
EXECUTIVE DIR	0
TRAIL MTCE MGR	40,000
LEMOLO CONSULTING	10,500
PS2P EXPENSES	10,000

TOTAL CONTRACT SERVICES/LABOR	234,500
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OTHER EXPENSES	
BIKE TUNE-UP EVENT	550
PROGRAM EXPENSE	300
PROMOTION & BROCHURES	5,000
NEWSPAPER ADS	2,000
TRAIL AMBASSADOR PROGRAM	10,000
DIRECT MAIL COSTS	22,000
VOLUNTEER RECEPTION	1,000
ANNUAL MEETING	200
SUPPLIES	300
MAPS	7,750

TOTAL OTHER EXPENSES	49,100
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TRAIL EXPENDITURES	
MAINTENANCE VEHICLE	3,000
FLAGGER TRAINING	85
VOLUNTEER VESTS	1,000
TRAIL CONSTRUCT. INCL. MAT'L, GAE	35,000
HBV	20,000
EQUIPMENT	8,650
SANIKAN RENTALS	15,000
SUPPLIES	1,000
SIGNAGE	8,500
WORK PARTY FOOD/BEVERAGES	4,000
ECO-COUNTERS	13,500

TOTAL TRAIL EXPENDITURES	108,735
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TOTAL EXPENSES	432,185
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NET INCOME (DEFICIT)	(\$9,985)
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Clallam County Lodging Tax Advisory Committee

2025 LTAC Funding Requests Community Boating Program

RECEIVED
CLALLAM CO. COMMISSIONERS

FEB 27 2025

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: \$ 20,000

II Agency/Organization Name: Community Boating Program

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

Federal Tax ID No. 84-3256911 UBI Number 604-525-104

III Project/Activity/Event: Spring and Fall Development Regattas

IV Representative Contact Information:

Name, Title Eric Lesch, Junior Sailing Director

Mailing Address P.O.Box 692 Port Angeles, WA 98362

Phone(s) (847)915-9839

Email jrsailingdirector@payc.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.

Eric Lesch

Signature

Date: 2/27/25

Eric Lesch
Print or Type Name

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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 are asking for funds to purchase a fleet of quality sailboats that we can loan or charter to sailors participating in our Spring and Fall development regattas (2 day sailing events for young sailors new to racing) being hosted by the Community Boating Program in 2025. Specifically we are looking to purchase 10-12 Optimist dinghies which are designed for sailors ages 8-12. One of the big hurdles to encouraging participation in youth regattas is the relative geographic isolation of Clallam County relative to other sailing programs in the Pacific Northwest. For most programs getting to Clallam county involves a long drive with an expensive ferry trip with a trailer. Clallam county has several venues where the combination of consistent wind, protected waters, and spectator friendly access provide ideal conditions for all types of regattas. In fact, in a region dominated by light air venues, Clallam County provides sought after conditions not found anywhere else in Washington. Being able to provide quality boats to teams travelling to Clallam county will allow us to maximize the potential of our amazing venues and to mitigate the obstacles to participation. This is a standard practice for medium to large organizations that host events regularly. The CBP is working hard to develop Clallam County into a well recognized regatta destination. We are already experiencing success as evidenced by the 5 events we have been asked to host in 2025! While we are asking for this money in 2025, the reality is that these boats will be used in regattas for many years to come.

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

Both of our Spring and Fall Development Regattas (sailboat races) are 2 day events and will require all participants, coaches, parents, and spectators to travel to Clallam county. In fact all of the youth regattas that the CBP is hosting this year are 2 day events. Because of the remote nature of Clallam county relative to other sailing programs, staying overnight for one or two nights is standard practice for these events.

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

Almost all of the other sailing programs are more than 50 miles away from Port Angeles harbor. The one exception is Port Townsend, which is almost exactly 50 miles away. We typically have the overwhelming majority of sailors coming from large

programs in Seattle, Olympia, Silverdale, the San Juan Islands, and as far away as the Portland area.

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

The 2 development regattas that we have scheduled for 2025 are not likely to draw large numbers of participants from other states, but the ability to loan/charter boats would definitely encourage programs in the Portland area to send sailors if they didn't have to tow boats. While we do not have any championship events scheduled in 2025, having a quality fleet of newer Optimist dinghies (Optis) would make Clallam county a much more attractive location for a championship Opti event that could attract participants from throughout the PNW. Clallam county is rich in natural resources for recreation, but that is particularly true for sailors. Few other venues in the state provide the consistent wind and protected waters available in Clallam county. If the Community Boating Program, with the help of funding like LTAC, can continue to develop infrastructure and experience we are a natural location for bigger events in the future.

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

Spring Development Regatta on May 17-18th, 2025. We expect a total attendance of around 80+ people for this event.

Fall Development Regatta on October 18-19th, 2025. We expect a total attendance of around 80+ people for this event.

I would expect participation at both events to be approximately 25 sailors. With events for younger sailors we usually have at least as many supporters travelling to the event as sailors, so I would expect about 50 people from farther than 50 miles away to attend each event. We also have seen a large showing from local supporters for these events and we expect 30+ local supporters to show up for the events based on last year's numbers.

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!

Spring Development Regatta 2025

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	80	n/a	Estimate based on prior year
b. Number of people who travel more than 50 miles for your event/activity/facility	50	n/a	Estimate based on prior year
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	5	n/a	This depends on whether Portland area sailors make the trip!
d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.	5	n/a	Most people will stay in Port Angeles
e. Of the people staying overnight, the number of people who stay in PAID accommodations e.g. hotel, motel, bed breakfast, RV park, in the unincorporated Clallam County area.	5	n/a	Most people will stay in Port Angeles
f. Number of paid lodging room nights resulting from your event/activity/facility.	20	n/a	Estimate based on previous host experience

Fall Development Regatta 2025

As a direct result of your proposed	2025	2024	Methodology
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tourism related service, please provide:	Estimate	Actual	
a. Overall attendance at your event/activity/facility	80	n/a	Estimate based on prior year
b. Number of people who travel more than 50 miles for your event/activity/facility	50	n/a	Estimate based on prior year
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	5	n/a	This depends on whether Portland area sailors make the trip!
d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.	5	n/a	Most people will stay in Port Angeles
e. Of the people staying overnight, the number of people who stay in PAID accommodations e.g. hotel, motel, bed breakfast, RV park, in the unincorporated Clallam County area.	5	n/a	Most people will stay in Port Angeles
f. Number of paid lodging room nights resulting from your event/activity/facility.	20	n/a	Estimate based on previous host experience

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

The Olympic Lodge by Ayres in Port Angeles is our host hotel for this event. The CBP is also looking to secure funding to purchase a trailer for these boats so that in the future we will be able to host events in other locations such as Lake Crescent or Sequim Bay. Once we get to that point it would mean a much larger portion of participants would stay in unincorporated paid lodging and we would likely have a different host hotel for those events. Right now the Olympic Lodge has been incredibly supportive and has been the primary sponsor for our high school sailing team since 2023!

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

2024 was our first year hosting a development regatta, and this regatta was our first time holding any youth regatta in the 5 years since I have been with the CBP. We attracted about 30 people from outside the area, which I think was not a bad turnout for the first time. Overall we had about 65 people attending. Since then we have hosted a larger regatta, and attracted a lot more attention due to the inherent qualities of our venue and a trust in the ability of our organization to host quality events. We have also earned the trust of two of the most important organizations in youth sailing, the Sailing Foundation in Seattle, and NWISA, high school sailing governing organization in the PNW. With their support it is my hope to grow these events significantly.

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

Our target audience is developing sailors aged 9-15 in Washington and Oregon, their parents, coaches, and supporters. They will come primarily from programs in Seattle, Olympia, Portland, the San Juan Islands, and the eastern Olympic Peninsula. Right now our development regattas use two different types of boats, but as our organization grows we will likely add additional classes of boats to further increase participation.

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

Development regattas are run as part of a series in partnership with the Sailing Foundation, a non-profit sailing organization in Seattle, WA whose mission is to promote and improve sailing in the PNW. They will be promoting the event through their website and by attending events and communicating directly with sailing programs. The Community Boating Program has already been hard at work attending meetings and conferences with all of the other program leaders in the Pacific Northwest. At these events we can advocate directly to the people that have the most influence in deciding what events their sailors will attend. Really the best way we can advertise for these events is to continue to put on a number of high quality events that make people want to come back for more! By hosting 4 regattas, 1 opti clinic, and 1 instructor training in 2025 we believe we are doing just that.

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

As both of our Development regattas are located in Port Angeles harbor, in all likelihood the majority of attendees will be staying in incorporated Port Angeles. I think there are real opportunities for future events held in places like Lake Crescent and Sequim Bay to encourage larger numbers of people to stay overnight in unincorporated areas. That being said, I think we would all agree that anytime you can get someone out to the Olympic Peninsula to see the mountains and coastline they will want to come back. We are providing exposure to the beauty and wonder that is Clallam County, sparking future interest and trips. As these are 2 days events, it is also

likely that some attendees will go on mini trips outside of Port Angeles while there are here for the weekend!

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 have already applied for lodging Tax funds through the City of Port Angeles LTAC. We have asked for \$4,140 each for our two development regattas. We have not yet been approved as they will be meeting again in mid-march to decide on funding. If we are approved this money will be going primarily to operating expenses and staff expenses related to the events. In 2024 the City of Port Angeles LTAC also provided us with funds to purchase an additional safety boat so that we can begin hosting larger events. We are doing everything we can to try to make good use of these funds and develop Clallam County into a regatta destination befitting its inspiring geography and resources.

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

\$14,140 for the Spring Development Regatta

\$14,140 for the Fall Development Regatta

What percent of the budget are you requesting from Clallam County Lodging Tax Fund? _____ 70 _____ %

With the attached budgets for both events I have spread out the cost of the boats between the two regattas for 2025. When we are able to purchase the boats will be determined partly by if/when we are approved for funding, but it would be my goal to purchase the majority of the boats prior to the Spring Development Regatta.

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

Based on the previous City of Port Angeles LTAC meeting it seems likely that we will receive the majority of the funding we requested. We were previously approved by the committee for 80% for our Fall and Spring Development Regattas. That recommendation has been sent back to the LTAC by the Port Angeles City Council, who showed strong support for full funding. If we do not receive funding through the City of Port Angeles LTAC, then we will have to seek additional funding through additional grants and donations. The Port of Port Angeles also has some event funding that we will be looking into to make up any remaining costs.

LTAC REQUEST BUDGET

Expenses (Spring Development Regatta)				
Description	Category	Quantity	Item Cost	Total Cost
Boats				
Optimist Dinghy	Event Operation (non-ROW and Utility)	5	\$2,000	\$10,000.00
Safety Boat Annual Service (\$1000/4 regattas)	Event Operation (non-ROW and Utility)	1	\$250.00	\$250.00
Event Fuel	Event Operation (non-ROW and Utility)	1	\$200.00	\$200.00
Event Food (2 Lunches) (25 sailors)	Event Operation (non-ROW and Utility)	1	\$200.00	\$200.00
Personel				
P.R.O. (Presiding Race Officer)	Business Operation (Office and Personnel)	1	\$650.00	\$650.00
Safety Boat Operator	Business Operation (Office and Personnel)	2	\$320.00	\$640.00
Regatta Chair	Business Operation (Office and Personnel)	1	\$1,200.00	\$1,200.00
Assistant Regatta Chair	Business Operation (Office and Personnel)	1	\$1,000.00	\$1,000.00
Total Expense				\$14,140.00

Income				
Clallam County LTAC Funding				\$10,000.00
Port Angeles LTAC Funding				\$4,140.00
Sponsors				\$0.00
Community Boating Program General Fund				\$0.00
Total Income				\$14,140.00

Expenses (Fall Development Regatta)				
Description	Category	Quantity	Item Cost	Total Cost
Boats				
Optimist Dinghy	Event Operation (non-ROW and Utility)	5	\$2,000.00	\$10,000.00
Safety Boat Annual Service (\$1000/4 regattas)	Event Operation (non-ROW and Utility)	1	\$250.00	\$250.00
Event Fuel	Event Operation (non-ROW and Utility)	1	\$200.00	\$200.00
Event Food (2 Lunches) (25 sailors)	Event Operation (non-ROW and Utility)	1	\$200.00	\$200.00
Personel				
P.R.O. (Presiding Race Officer)	Business Operation (Office and Personnel)	1	\$650.00	\$650.00
Safety Boat Operator	Business Operation (Office and Personnel)	2	\$320.00	\$640.00
Regatta Chair	Business Operation (Office and Personnel)	1	\$1,200.00	\$1,200.00
Assistant Regatta Chair	Business Operation (Office and Personnel)	1	\$1,000.00	\$1,000.00
Total Expense				\$14,140.00

Income				
Clallam County LTAC Funding				\$10,000.00
Port Angeles LTAC Funding				\$4,140.00
Sponsors				\$0.00
Community Boating Program General Fund				\$0.00
Total Income				\$14,140.00

CBP 2025 Budget

Budget Category by Ledger Code		Expenses	
		2025	Comments/Questions
Boat & Trailer: Fuel		\$ 1,900.00	Based on 2024 run rate and expected increase for 2025 due to program increase
Boat & Trailer: Licenses & registrations		\$ 1,500.00	
Boat & Trailer: Moorage		\$ 3,900.00	*Need to add some buffer for coach boat space if that becomes necessary
Boat & Trailer: Repairs and Maintenance		\$ 16,050.00	(A) to 3K(Jr includes \$3750 for coach boat maint, \$1500 for matolo maint., and \$5000 for new hs sails)
Boat & Trailer: Insurance - Boats/Liability		\$ 5,000.00	Combined all Insurance
Boat & Trailer: Boats & Docks		\$	
Land Lease		\$ 1,500.00	
Dock Repairs & Maintenance		\$ 1,000.00	Storage for Opti sails on the dock.
General & Admin Expense: Advertising and Promotion		\$ 2,000.00	
General & Admin Expense: Bank Service Charges		\$	
General & Admin Expense: Fees & Licenses		\$ 3,000.00	Accounting, US Sailing, Website, Business Licensing
Payroll Expenses: ADP Fees		\$ 1,100.00	
Payroll Expenses: Payroll Tax		\$ 7,725.00	
Payroll Expenses: Wages		\$	
	Youth	\$ 87,000.00	Youth Programs 58k Dir. and Spring, Fall and Summer Staff EL added regatta PRO(\$2000)
	Adult	\$ 8,475.00	Adults includes Women's and Sunday. Does not include Charter estimates or Private Lesson estimates
Scholarship		\$ 600.00	
Allocation to Capital Fund		\$	
	Totals:	\$ 140,750.00	
Program Expense: Professional Education		\$ 3,500.00	4 level one instructor courses Note: Covered by Port of PA Grant
Program Expense: Sea Scout		\$ 8,100.00	Moorage Sea Scout Boats Note: Covered by Platypus sponsorship.
Program Expense: Travel		\$ 9,840.00	Ferry, Gas, Hotel Fees
Program Expense: Regatta Registration Fees		\$ 900.00	Entry fees - not travel
Program Expense: Merchandise and Team Apparel		\$ 800.00	Team gear
Program Expense: Program Supplies		\$ 3,000.00	Books, Snacks, etc. ANY supply for any programs. Safety Equipment, Gear. Details: 2500 (Jr) 750 (w) 500 (A)
	Total Expense:	\$ 166,890.00	

Income			
Program Income			Notes:
Summer Camp	\$ 38,712.00		75% capacity (expect to overperform, expect high Sequim numbers, and 80+% in PA)
High School Team	\$ 12,200.00		75% capacity (includes regatta registration \$2000)
Keelboat Team	\$ 1,500.00		75% capacity (new format, expect to overperform)
Middle School Team	\$ 4,950.00		75% capacity (expect to underperform for 1 more year)
Opti Team	\$ 4,950.00		75% capacity (expect to underperform for 1 more year)
Sunday Sailing	\$ 4,000.00		EHD: Added
Junior Program	\$ 64,312.00		Total of Juniors
Adult Keelboat	\$ 9,625.00		
Womens Program	\$ 14,900.00		EHD: Includes First Sail Event
Charters			
Private Lessons			
First Sail Events	\$ 900.00		EL moved from adult program (might need new tag for this program)
Adult Program	\$ 25,425.00		Total of all Adult
Fundraisers (Spring/Fall)	\$ 12,000.00		
Individual Donations	\$ 5,000.00		

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: **FEB 07 2020**

COMMUNITY BOATING PROGRAM
PO BOX 692
PORT ANGELES, WA 98362-0000

Employer Identification Number:
84-3256911
DLN:
26053701009269
Contact Person:
SALLY B DAVENPORT ID# 31030
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Public Charity Status:
509(a)(2)
Form 990/990-EZ/990-N Required:
Yes
Effective Date of Exemption:
October 9, 2019
Contribution Deductibility:
Yes
Addendum Applies:
No

Dear Applicant:

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

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

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

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

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

Letter 947

Work Order #: 2022073100472558 - 1

Received Date: 07/30/2022

Amount Received: \$60.00

COMMUNITY BOATING PROGRAM

Sincerely,

Stephen A. Martin

Director, Exempt Organizations
Rulings and Agreements

Letter 947

Clallam County Lodging Tax Advisory Committee

2025 LTAC Funding Requests The Dungeness Crab Festival



RECEIVED
CLALLAM CO. COMMISSIONERS

FEB 27 2025

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: \$ 55,000

II Agency/Organization Name: The Dungeness Crab Festival

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

Federal Tax ID No. 99-1886032 UBI Number 605-466-221

III Project/Activity/Event: The Dungeness Crab Festival

IV Representative Contact Information:

Name, Title Rose Thompson

Mailing Address PO Box 2403, Port Angeles WA 98362

Phone(s) (360) 504-6233

Email rose@crabfestival.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.

Rose Thompson

Signature

Date: February 24, 2025

Rose Thompson

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 Dungeness Crab Festival is a major regional event, spanning three days in October and attracting a wide variety of visitors to Clallam County. The festival also highlights the region's coastal charm, maritime heritage, and natural beauty, encouraging future visits beyond the event. With family-friendly programming, free live entertainment, environmental education, competitions, and an array of fresh, local seafood the Dungeness Crab Festival has established itself as the global destination for seafood enthusiasts.

In 2024, we developed the first cultural tourism guide highlighting significant Indigenous sites on the Olympic Peninsula. Created in collaboration with the S'Klallam sister tribes, this guide provides visitors with a deeper understanding of the region's cultural heritage and encourages exploration beyond the festival. By positioning Clallam County as a rich, multifaceted destination, we aim to extend visitor stays and inspire future travel to the Olympic Peninsula.

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

By extending our festival over three days, and offering different experiences each day, we encourage all of our traveling guests to stay in the area for the weekend. This is reflected in very high occupancy rates in Clallam County over CrabFest weekend.

We also believe we shine a warm spotlight on Port Angeles and the surrounding area, showcasing the beauty of the area and the array of activities there are to enjoy. Our social media following is large and engaged, and we are proud to use that platform throughout the year to showcase the Olympic Peninsula as a destination.

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

We spend a significant portion of our marketing dollars on promoting the festival and our region in areas that are 50 miles away or more. By sharing our local culture, maritime history, and community pride, we welcome visitors to enjoy the festival while inspiring them to keep Port Angeles and the wider Olympic Peninsula in mind for future visitation. CrabFest provides a wonderful opportunity for the community to show our best, and we regularly hear that attendees fall in love with Port Angeles after a weekend.

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

CrabFest is proud to host many visitors who make an annual trip to our area and our festival from other states and from Canada. We offer a very unique, authentic experience because of our region's claim to fame as the birthplace of the Dungeness crab. We regularly host approximately 4,000 Canadian tourists over our weekend event, and in 2024 recorded over 450 different zip codes purchasing crab dinners and merchandise. We will continue to focus the majority of our marketing dollars on markets that are 50+ miles away.

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

Our event is the **Dungeness Crab Festival**, held **October 10th-12th, 2025** with an estimated attendance of **10-12,000** guests.

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	10,000-12,000	12,000	Structured Estimate
b. Number of people who travel more than 50 miles for your event/activity/facility	6,000-8,000	8,000	Indirect Count
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state	3,000-5,000	5,000	Indirect Count
d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area	240	200	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	200	180	Structured Estimate
f. Number of paid lodging room nights resulting from your event/activity/facility	620	580	Indirect Count

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

Yes, the event is held in the parking lot of the Red Lion Hotel and they are both a partner and host hotel for CrabFest. In addition, we have a partnership with 7 Cedars Hotel & Casino to sell packages with a hotel stay and crab dinners. Black Ball Ferry Lines heavily promotes the festival to our Canadian audience, selling packages that include overnight stays at the Red Lion Hotel and Olympic Lodge.

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

The Dungeness Crab Festival is proud to be one of the largest draws of visitors to an event in the city of Port Angeles, with significant spillover into lodging outside of the city. In 2024, we estimated approximately 12,000 visitors, with sales of crab dinners to more than 450 distinct zip codes. We know that this event has a significant economic impact on Port Angeles, Sequim and the surrounding areas through increased visitor spending in hotels, restaurants and retail shops.

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

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

Demographically, our primary target includes "foodies" – individuals passionate about exploring and savoring unique culinary experiences. We aim to captivate those who desire to taste the authentic flavors of a Dungeness crab, and other fresh seafood from our waters. We also target festival-goers, families, people with an interest in exploring the Olympic Peninsula area, and people with an interest in maritime history and culture.

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

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

Our primary focus in promotion will be targeted online advertising. In 2024, we surveyed attendees throughout the weekend to see what types of advertising was the most effective in attracting our audience and found resoundingly that it was online advertising. We plan to increase that budget

this year, with more sponsored ads on social media and more microtargeted ads, scrapping a few underperforming strategies. In addition to targeted ads, we found that our email marketing campaigns were very successful and had a very high open rate against the industry standard. We will also continue partnerships with other seafood festivals, the Washington Festivals & Events Association, area tourism bureaus and Black Ball Ferry Lines. Black Ball has been instrumental in advertising the festival through Meta ads, Google ads, print, radio and TV ads, all utilizing their greater knowledge of the Vancouver Island market.

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

The Dungeness Crab Festival is committed to always promoting the Olympic Peninsula area in addition to our festival. Many of our advertising campaigns celebrate the rich beauty of the area, and encourage visitors to seek out an adventure in the forests, mountains, and ocean beaches of Clallam County in addition to exploring the festival. We regularly sell out lodging in the incorporated areas of Clallam County, and celebrate the spillover to unincorporated areas. We promote area lodging, restaurants, and businesses on our website and in our social media posts. As a festival, we also focus on making as many purchases as we can from local businesses to keep more of our positive economic impact in our backyard.

In addition, the cultural tourism guide we created draws attention to several destinations that are in the unincorporated areas of Clallam County.

*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 have applied for and been approved for \$10,000 of lodging tax funds from the City of Port Angeles. We have also asked that the CoPA LTAC reconsider their recent decision to not supply operational funding to events, as we believe it is not congruent with the RCW.

*13. What is the overall budget for your event/activity/facility? **\$523,500***

What percent of the budget are you requesting from Clallam County Lodging Tax Fund? **\$55,000** or **10.5%** of the budget

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

We are applying for lodging tax funding from the City of Port Angeles and a marketing grant from Olympic Peninsula Visitors Bureau. We generate the majority of our operating budget from our crab dinner sales, and have additional lines of revenue from selling sponsorships, vending spaces, merchandise, and operating a beer and wine garden at the event.

INTENDED USE: \$55,000			
<u>Budgeted Area</u>	<u>Description</u>	<u>Local</u>	<u>Amount</u>
Security/EMS	Overnight security for festival and daytime medical staff	☒	\$8,500
Accounting	Monthly review of bookkeeping file, quarterly filings, payroll, sales tax	☒	\$4,000
Event Insurance	Required liability insurance	☒	\$6,200
Stages	Professional lights and sound for both stages for weekend	☒	\$14,500
Office Expenses	Postage, office supplies (paper, printer ink, etc), software	☐	\$5,900
Port-a-Potties	Regular and ADA units, hand wash sinks, and gray water disposal tank	☒	\$7,800
Solid Waste	Collection of dumpsters throughout the weekend	☒	\$3,100
Event Rentals	Large event tents, tables, chairs (portion of this total cost)	☐	\$5,000
TOTAL			\$55,000

2025 Budget

REVENUE			
Sales		\$341,500	
	Crab Dinners		\$220,000
	Bar Sales		\$72,000
	Merchandise		\$28,000
	Crab To Go		\$20,000
	Derby Registration		\$1,500
Street Fair		\$40,000	
	Vendor Booths		\$20,000
	Crab Central Vendors		\$20,000
Sponsorships		\$70,000	
Grants		\$72,500	
	OPVB		\$7,500
	City of PA		\$10,000
	Clallam County		\$55,000
Carryover from 2024		\$25,000	
TOTAL REVENUE		\$524,000	
EXPENSES			
Cost of Goods		\$183,750	
	Crab Dinner		\$140,000
	Bar		\$25,000
	Merchandise		\$18,750
Contracted Labor		\$43,000	
	Crab Central Cooking		\$12,000
	Crab Derby/To Go Crew		\$5,000
	Coordinators/Leads		\$10,000
	Production Staff		\$6,000
	Support Staff		\$10,000
Operations		\$84,000	
	Infrastructure		\$54,000
	Security/EMS		\$8,500
	Stages		\$14,500
	Crew Lodging		\$6,500
	Vehicle Rentals		\$500
Program Production		\$36,000	
	Music		\$25,000

	Education		\$7,500
	Other Programming		\$3,500
Event Supplies		\$3,000	
Equipment		\$25,000	
Insurance		\$7,000	
	Event		\$6,200
	D & O		\$800
Site Rental		\$2,200	
Advertising/Marketing		\$26,000	
	Social Media Management		\$9,000
	Print Advertising		\$3,500
	Radio Advertising		\$1,500
	Graphic Design		\$2,000
	Online Advertising		\$8,000
	Sponsor Marketing		\$2,000
Utilities/Sanitation		\$11,400	
	Port-a-Potties		\$7,800
	Solid waste		\$3,100
	Parking Lot Cleaning		\$500
Volunteers		\$19,100	
	T-Shirts		\$3,100
	Hospitality		\$1,000
	Donations		\$15,000
Office Expenses		\$5,900	
	Software & Apps		\$2,200
	Postage		\$1,200
	Office Supplies		\$2,000
	Memberships & Subscriptions		\$500
Processing Fees		\$3,500	
Licenses & Permits		\$3,500	
Professional Fees		\$4,600	
	Accounting		\$4,000
	Legal		\$600
Wages		\$59,000	
	Executive Director		\$50,000
	Operations Assistant		\$9,000
Payroll Taxes		\$4,500	

B & O Taxes		\$1,850	
Banking		\$150	
	Interest Charged		\$0
	Fees		\$150
TOTAL EXPENSES		\$523,450	

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

THE DUNGENESS CRAB FESTIVAL

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

Effective Date: 03/11/2024

UBI Number: 605 466 221



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

A handwritten signature in blue ink that reads "Steve R. Hobbs".

Steve R. Hobbs, Secretary of State

Date Issued: 03/11/2024



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

THE DUNGENESS CRAB FESTIVAL
149 WILDFLOWER LANE
PORT ANGELES, WA 98362

Date:
06/10/2024
Employer ID number:
99-1886032
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 11, 2024
Contribution deductibility:
Yes
Addendum applies:
No
DLN:
26053559001584

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.

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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

Letter 947 (Rev. 2-2020)
Catalog Number 35152P

Clallam County Lodging Tax Advisory Committee

2025 LTAC Funding Requests Field Arts and Events Hall



RECEIVED
CLALLAM CO. COMMISSIONERS

**LODGING TAX FUNDING APPLICATION
2025**

FEB 27 2025

GUIDELINES

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

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

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

- I **AMOUNT of Lodging Tax Requested:** \$ \$100,000
- II **Agency/Organization Name:** Field Arts & Events Hall
Organization is ☐ Government Entity ☒ 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@fieldhallevnts.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: February 24, 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. Field Hall is the flagship new construction that will begin a series of downtown revitalization projects. Field Hall is succeeding in widespread notoriety as a performance and events hall and is a lever of change for economic improvement for Clallam County. 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 a proven footfall of more than 75,000 patrons, Field Hall is deeply committed to providing a world-class destination for performing arts, conferences and events attracting a far-reaching out-of-town market. World class offerings such as globally known American Ballet Theater, Vienna Boys Choir, Macy Gray, David Grisman, Herve Koubi Dance, Noche Flamenca, 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, 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. Field Hall's most active time for events and performances has proved to be October – May, perfectly complimenting the current “peak” visitation season and therefore extending much needed tourism revenue throughout the year. Existing bookings and leads indicate its potential to host a significant share of these events, with a considerable portion 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 a proven audience that seeks 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.

Example: The Washington Superior Court Judges' Association is holding a Sun – Weds conference at the end of April, 2025 and 180 rooms are needed per night for 3 nights = 540 rooms.

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

Field 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 currently seeing more than double the leads and inquiries coming in a year-to-year comparison.

Enhanced Promotion of County Attractions: We are now beginning to collaborate with local hotels, businesses, restaurants, and attractions to cross-promote each other, including attractive packages. Ex: We are doing marketing trades with Dance Victoria and incorporating a show, ferry passage and hotel stay for our large-scale dance productions.

Through hosting the Olympic Peninsula Wedding Expo, March 22, at Field Hall we have actively been promoting county vendors and participation in the event.

Increased Tourism During Non-Peak Periods: Field Hall is a strong year-round operation of activity, our 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.

We are significantly boosting 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 at 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 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 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 (such as Port Angeles's sister city, Mutsu, Japan). 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, LinkedIn, 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 40% Port Angeles = 4,440, rest Clallam	8860 total overnight stays estimated 40% are PA= 3,544, rest Clallam	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 40% PA = 3,240, rest Clallam	5860 total overnight stays estimated 40% are Clallam = 2,344, rest Clallam	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 40% Clallam =	If we multiply by 1.5 = 8,790 total overnight stays estimated 60% Clallam = 3,516, rest PA	Survey, and box office data and feedback from rental host

	4,860, rest Clallam		
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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 133 events in 2024, Field Hall is currently tracking 15% more events in 2025. 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.

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, 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.

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

Field 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 has been actively working with local 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, 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?

2.85%

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, February 28, 2025.**

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 **116** 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 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. **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.
 - b. **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.

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	\$	<u>1,714,505</u>	\$ <u>-</u>
B. CONTRIBUTED INCOME			
1. FOUNDATION GRANTS	\$	75,000	\$ -
2. GOVERNMENT GRANTS			
a. CLALLAM COUNTY LTAC REQUEST	\$	400,000	\$ 100,000
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	\$	<u>1,912,050</u>	\$ 300,000
TOTAL INCOME	\$	3,626,555	\$ 300,000
%			

**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. ROYALTIES/RIGHTS/ETC.	\$	24,000	\$ -
B. OTHER PROFESSIONAL FEES (CONT)			
4. CONSULTANTS			
a. TECHNOLOGY/IT	\$	10,000	\$ 5,000
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	\$ 5,000
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	\$	<u>68,950</u>	\$	<u>-</u>

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	\$	<u>156,150</u>	\$	<u>-</u>

F. MARKETING AND PROMOTION

1. ADVERTISING (PRINT & DIGITAL & SOCIAL MEDIA)	\$	67,700	\$	30,000
2. PRODUCTION & DESIGN	\$	14,860	\$	5,000
3. POSTAGE	\$	6,190	\$	-
4. DISTRIBUTION & FLYERING	\$	4,730	\$	-
5. SOCIAL MEDIA	\$	13,100	\$	5,000
6. MERCHANDISE & DISPLAY	\$	5,980	\$	-
TOTAL MARKETING & PROMOTION	\$	<u>112,560</u>	\$	<u>40,000</u>

G. FUNDRAISING & EVENTS

1. ANNUAL APPEAL	\$	7,890	\$	-
2. EVENTS & BENEFIT	\$	31,500	\$	-
TOTAL FUNDRAISING & EVENTS	\$	<u>39,390</u>	\$	<u>-</u>

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	\$ 0
b. UTILITIES (ELECTRICITY, WATER, SWR, REFUSE)	\$	73,400	\$ 25,000
c. BUILDING & PROPERTY MAINTENANCE	\$	56,700	\$ 10,000
d. PROPERTY TAXES	\$	4,700	\$ -
e. TELEPHONE & INTERNET	\$	29,000	\$ 10,000
3. SOFTWARE FEES & LICENSES	\$	41,350	\$ 5,000
4. OFFICE SUPPLIES	\$	14,700	\$ -
5. CLEANING & JANITORIAL SUPPLIES	\$	15,450	\$ -
6. OFFICE EQUIPMENT MAINTENANCE	\$	5,250	\$ -
7. POSTAGE	\$	1,230	\$ -
8. INSURANCE	\$	207,280	\$ 5,000
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	\$	<u>1,088,320</u>	\$ <u>55,000</u>
TOTAL EXPENSES	\$	3,626,555	100,000
SURPLUS/(DEFICIT)	\$	-	\$ -



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 TOGETHER AND STRENGTHENS OUR COMMUNITY. WE ARE DEDICATED TO PROVIDING A PLATFORM FOR ARTISTIC EXPRESSION, FOSTERING CULTURAL DIVERSITY, AND ENRICHING THE LIVES OF INDIVIDUALS THROUGH TRANSFORMATIVE EXPERIENCES.

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

STEVE

RHODA

GEORGIA

Last Name

RAIDER-GINSBURG

CERRITELLI

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 DOCUMENTSDo you have additional documents to upload? **No****SIGNATURE/ ATTESTATION**

First Name:

STEVE

Last Name:

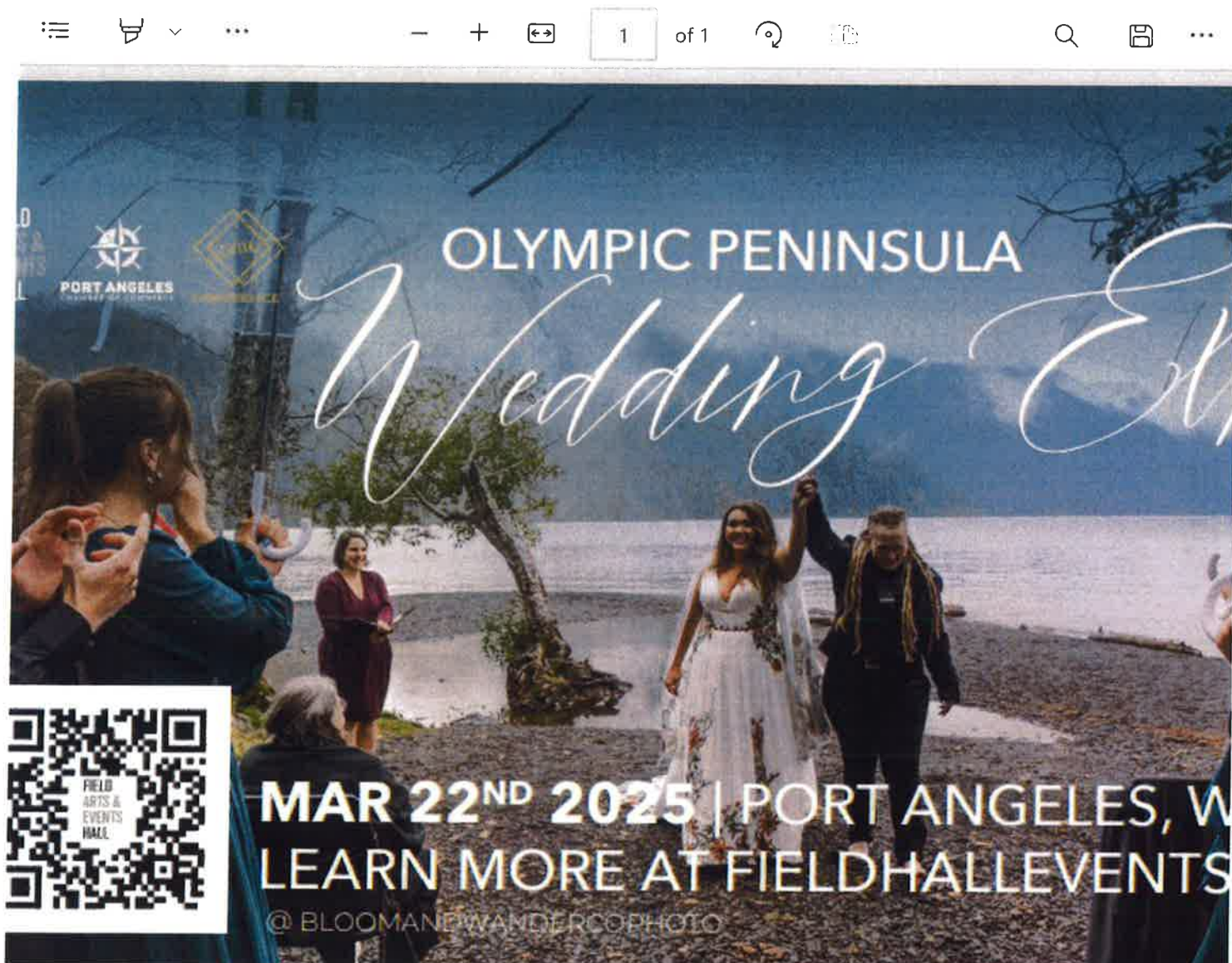
RAIDER-GINSBURG

Date:

07/24/2024

Phone Number:

860-869-0534



Congratulations JADA & RAINI

In October 14th, Jada and Raini exchanged vows in an intimate outdoor ceremony on the rocky shores of Lake Crescent. The romantic scenery and mild climate of the Olympic Peninsula make it an ideal destination wedding location all year round.

The celebration continued indoors at **Field Arts Events Hall**, where a spacious, flexible setup accommodated their guests for a seated dinner and an evening tearing up the dance floor.

With room for 20-250 seated guests, and up to 300 standing, the venue's excellent acoustics





Congratulations **JADA & RAINI**

On October 14th, Jada and Raini exchanged vows in an intimate outdoor ceremony on the misty shores of Lake Crescent. The romantic scenery and mild climate of the Olympic Peninsula make it an ideal destination wedding location all year round.

The celebration continued indoors at **Field Arts & Events Hall**, where a spacious, flexible setup accommodated their guests for a seated dinner and lively dancing.

With room for 20-250 seated guests, and up to 400 standing, the venue's excellent acoustics and advanced AV equipment ensured a dynamic, unforgettable experience. Our experienced staff took care of every detail, allowing the couple and their guests to relax and enjoy the night.

Let's make your dream destination wedding easy. Special rates available for mid-week and off-season celebrations. Reach out today for your free rental quote.



Georgia Meyers
(360) 504.2415
georgia@fieldhallevnts.org





FIELD ARTS & EVENTS HALL

Congratulations

JADA & RAINI

On October 14th, Jada and Raini exchanged vows in an intimate outdoor ceremony on the picturesque shores of Lake Crescent in Olympic National Park.

The celebration continued indoors at **Field Arts & Events Hall**, where a spacious, flexible setup accommodated their guests for a seated dinner and lively dancing.

With room for 20-250 seated guests, and up to 400 standing, the venue's excellent acoustics and advanced AV equipment ensured a dynamic, unforgettable experience. Our experienced staff took care of every detail, allowing the couple and their guests to relax and enjoy the night.

The romantic scenery, all-season adventures, and mild climate of the Olympic Peninsula make it an ideal destination wedding location all year round.

Let us make your dream destination wedding easy. Special rates available for mid-week and off-season celebrations. Reach out today for your free rental quote.



Georgia Meyers
(360) 504.2415
georgia@fieldhallevents.org



Thank you for reserving your ticket(s) at Field Arts & Events Hall.



Treat yourself to a local getaway! With your purchase of tickets, you can enjoy 15% off of your stay at the Port Angeles Red Lion.

Click here & use discount code FAEDN: <https://bit.ly/stayportangeles>

Clallam County Lodging Tax Advisory Committee

2025 LTAC Funding Requests Clallam Bay Sekiu Fun Days



RECEIVED
CLALLAM CO. COMMISSIONERS

FEB 28 2025

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:** \$ 12,375

II **Agency/Organization Name:** Clallam Bay-Sekiun Fun Days

Organization is ☐ Government Entity ☒ 501(c)3 ☐ 501(c)6 ☐ Other
Federal Tax ID No. 88-3285452 UBI Number 602-148-831

III **Project/Activity/Event:** Clallam Bay/Sekiun Fun Days

IV **Representative Contact Information:**
Name, Title Diana Leiza, Chairperson
Mailing Address PO Box 561 Clallam Bay, Wa 98326
Phone(s) 360 640 0171
Email leizadiana@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.

Diana S Leiza
Signature

Date: February 26, 2025

Diana S. Leiza
Print or Type Name

Lodging Tax Funding Application
2025 (Clallam Bay Sekiu Fun Days)

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

Clallam Bay-Sekiu Fun Days has been a community and tourist attraction for 40+ years (only break was during COVID). Fun Days is a three (3) day event which includes a parade, vendors from around Western Washington, free kids games, Art Show, held at the historic Sekiu Community Center, Corn Hole and BBall Tourney (teams from around Peninsula), a spectacular Fire Works display presented by Mason's Resort, Live music from Peninsula Bands – staged at both CB and Sekiu, School alumni from years past, among the many activities scheduled.

2. How will the project/program help increase paid overnight accommodations in Clallam County? As Clallam Bay and Sekiu are rural communities with small populations, a 30-minute drive from Forks, 60+ minute drive to Port Angeles it is necessary for tourists to stay in motels, Air B&B's, RV Parks and other overnight accommodations.

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.

July is a busy month for our area, with fishing from Sekiu and Neah Bay, visiting Lake Ozette and the many hiking trails, beaches and usually beautiful weather. Due to the distance traveled to arrive here, many visitors come for the weekend.

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

We have many visitors who travel through Clallam Bay on their way to the National Park (Lake Ozette), Cape Flattery, Fishing, and miles of beaches (i.e. Agate Beach) and trails. We are also working with the Clallam Bay Slippoint Lighthouse Keepers who are diligently promoting our area.

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

Clallam Bay Sekiu Fun Days are July 11, 12 and 13. We are planning on hosting at least 1,500 visitors and community members.

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	No Data	Local Businesses
b. Number of people who travel more than 50 miles for your event/activity/facility	1,000	No Data	Local Businesses
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.	100	No Data	Local Businesses
d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.	500	No Data	Local Bfusinesses
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	No Data	Local Businesses
f. Number of paid lodging room nights resulting from your event/activity/facility.	750	No Data	Local Businesses

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

All local motels and RV Parks participate in this event.

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

Each year our numbers have grown. We have a committee who works on advertising, developed a Web Site: www.clallambaysekiufundays. We have a local photographer take activity pictures throughout the weekend and post on website and Facebook.

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

Tourists return for years. They stop on their way to Lake Ozette, Cape Flattery, Fishing from Sekiu, hiking trails and beaches. We are working on targeting all age groups- from young (with our free kids games) to alumni (potluck and parade), to fishermen (resorts participate in and support activities. We begin our events with a open Pot Luck held in beautiful downtown Clallam Bay

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

-Our website is www.clallambaysekiufundays

-Facebook page(s): Clallam Bay/Sekiu Fun Days, You Might be from Clallam Bay if....; Sekiu Fishing

-Sunset Times

-Forks Forum

-Peninsula Daily News

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

Clallam County has a wealth of environmental, cultural, and scenic views which highlights our area as a prime recreational destination. Again, given the location and all the recreational activities visitors to this area need lodging, restaurants, etc. to meet their needs.

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

No.

- 13. What is the overall budget for your event/ activity/ Facility? \$16,500. What percent of the budget are you requesting from the Clallam County Lodging Fund? 75%**

We have supported Clallam Bay/Sekiu Fun Days through community donations and donations from Unique Junk (a local thrift store). Unique Junk will no longer be able to support Fun Days.

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

We depend on business donations, we sell ads for our activities schedules, Vendor fees, T-shirt, Hoodies, and Button sales.

Please note: Due to the economic hardship in our area, we have strived to keep this event going through private donors and volunteers.

Clallam Bay/Sekiu Fun Days

Budget 2025

Office Supplies	250.00
Web Design	1,000.00
T Shirts and Merchandise	2,000.00
Portable Stage	7,000.00
Picnic Tables (10)	1,500.00
Reuseable Sandwich Board	700.00
Extension Cords (6)	400.00
Canopy (10X20 – 2)	600.00
Media Supplies & Programs	250.00
Repair Fun Days Booth	500.00
Awards (Ribbons, Plaques)	200.00
Misc. Expenditures	600.00
Bands	1,500.00
Total Budget:	\$16,500

CLALLAM BAY/SEKIU FUN DAYS BOARD OF DIRECTORS:

Chair: Diana Leiza

PO Box 561

Clallam Bay, WA 98326

Co-Chair: Cassie Burrow

PO Box 543

Clallam Bay, WA 98326

Web Design & Advertising

Rainee Signor

18132 Hwy 112

Clallam Bay, WA 98326

Merchandising

Adele Kelly

PO Box 225

Clallam Bay, WA 98326

Secretary

Jennifer Hamilton

19012 Hwy 112

Clallam Bay, WA 98326

Treasurer

Dixie Simpson

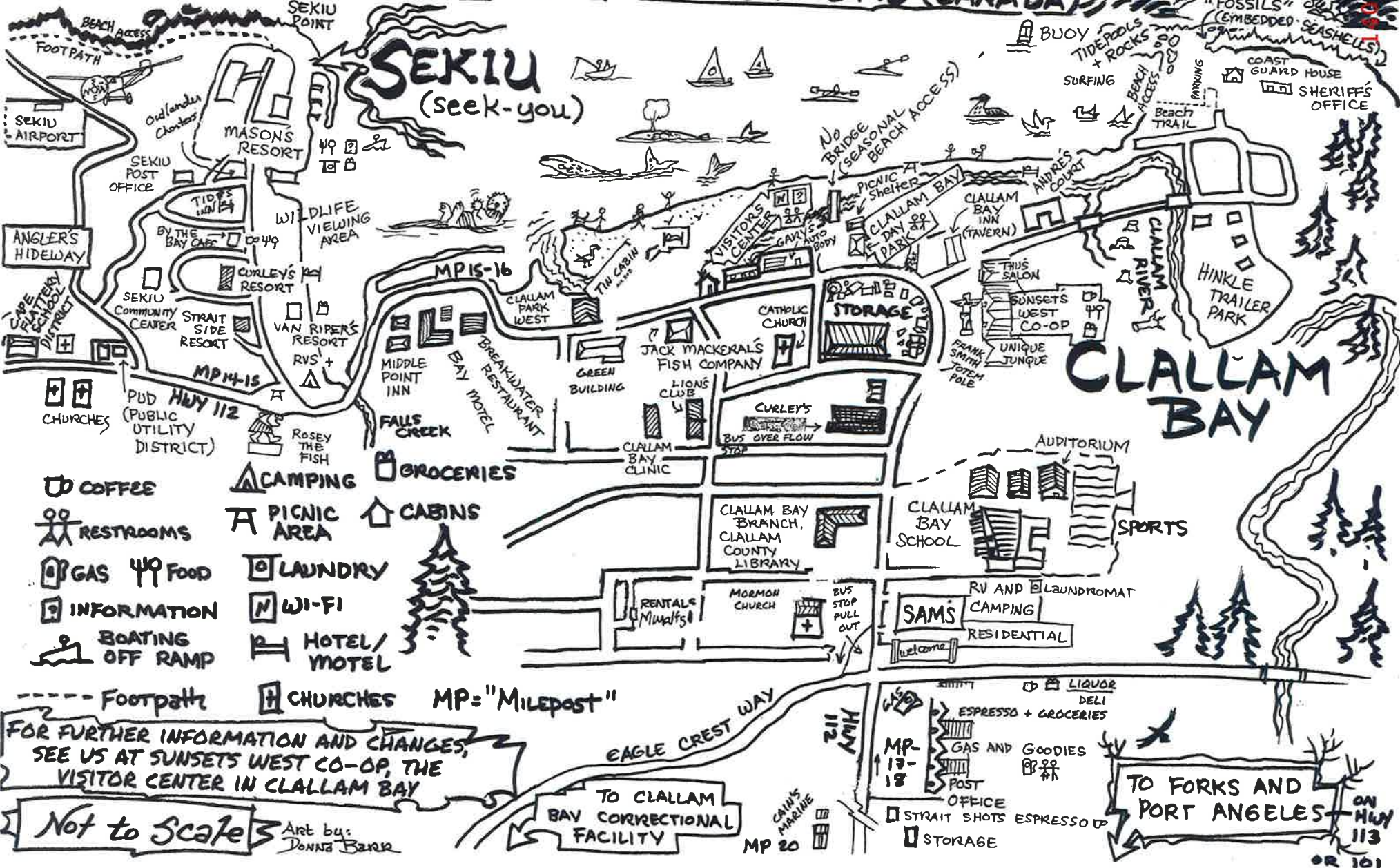
PO Box 114

Clallam Bay, WA 98326

VANCOUVER ISLAND (CANADA)

SEKIU (seek-you)

"FOSSILS" (EMBEDDED SEASHELLS)
COAST GUARD HOUSE
SHERIFFS OFFICE



Date of this notice: 07-18-2022

Employer Identification Number:
88-3285452

Form: SS-4

Number of this notice: CP 575 E

For assistance you may call us at:
1-800-829-4933

IF YOU WRITE, ATTACH THE
STUB AT THE END OF THIS NOTICE.

CLALLAM BAY SEKIU FUN DAYS
32 8TH ST
CLALLAM BAY, WA 98326

WE ASSIGNED YOU AN EMPLOYER IDENTIFICATION NUMBER

Thank you for applying for an Employer Identification Number (EIN). We assigned you EIN 88-3285452. This EIN will identify your entity, accounts, tax returns, tax returns, and documents, even if you have no employees. Please keep this notice in your permanent records.

Taxpayers request an EIN for business and tax purposes. Some taxpayers receive CP575 notices when another person has stolen their identity and are operating using their information. If you did **not** apply for this EIN, please contact us at the phone number or address listed on the top of this notice.

When filing tax documents, making payments, or replying to any related correspondence, it is very important that you use your EIN and complete name and address exactly as shown above. Any variation may cause a delay in processing, result in incorrect information in your account, or even cause you to be assigned more than one EIN. If the information is not correct as shown above, please make the correction using the attached tear-off stub and return it to us.

When you submitted your application for an EIN, you checked the box indicating you are a non-profit organization. Assigning an EIN does not grant tax-exempt status to non-profit organizations. Publication 557, Tax-Exempt Status for Your organization, has details on the application process, as well as information on returns you may need to file. To apply for recognition of tax-exempt status, organizations must complete an application on one of the following forms: Form 1023, Application for Recognition of Exemption Under Section 501(c)(3) of the Internal Revenue Code; Form 1023-EZ, Streamlined Application for Recognition of Exemption Under Section 501(c)(3) of the Internal Revenue Code; Form 1024, Application for Recognition Under Section 501(a); or Form 1024-A, Application for Recognition of Exemption Under Section 501(c)(4) of the Internal Revenue Code.

Nearly all organizations claiming tax-exempt status must file a Form 990-series annual information return (Form 990, 990-EZ, or 990-PF) or notice (Form 990-N) beginning with the year they legally form, even if they have not yet applied for or received recognition of tax-exempt status.

If you become tax-exempt, you will lose tax-exempt status if you fail to file a required return or notice for three consecutive years, unless a filing exception applies to you (search www.irs.gov for Annual Exempt Organization Return: Who Must File). We start calculating this three-year period from the tax year we assigned the EIN to you. If that first tax year isn't a full twelve months, you're still responsible for submitting a return for that year. If you didn't legally form in the same tax year in which you obtained your EIN, contact us at the phone number or address listed at the top of this letter. For the most current information on your filing requirements and other important information, visit www.irs.gov/charities.