

Form Name:	Lodging Tax Application 2022
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ORGANIZATION / PROJECT INFORMATION

Organization name	ARTrails of Southwest Washington
Project name	ARTrails of SW Washington Open Studio Tour
Project coordinator	Amanda Hanson
Amount requested from Lewis County	25000
Total project amount	57000

APPLICANT CONTACT INFORMATION

Name	Amanda Hanson
Street address	403 N. Oak Street Apt#1 Centralia, WA 98531
Current home phone	(360) 269-7776
Current email address	Amanda.h.illustration@gmail.com
Agency Tax ID Number	261377400
Organization Unified Business Identifier (UBI)	602773018
UBI expiration date	December 31, 2025
Type of organization:	501(c)3
Organization's mission statement or purpose (one or two sentences):	ARTrails of SW Washington is a community of emerging and established artists dedicated to art tourism. ARTrails provides opportunities that result in art appreciation and education, increased tourism through art, and economic benefits to the area.
Year the organization was founded:	2003
Has your organization received Lewis County lodging tax funding in the past?	Yes
When did your organization receive Lewis County lodging tax funding?	2021
How much did your organization / project receive?	\$14,000

REQUIRED INFORMATION

PROJECT DESCRIPTION

Project name

ARTrails Open Studio Tour

1. Describe how the project promotes tourism in all of Lewis County's unincorporated areas.

The Open Studio Tour is held on two consecutive weekends, giving visitors the opportunity to leave I-5 and other major roadways to travel the unfamiliar parts of Lewis County. For the 2021 Studio Tour, 29 artists were showing their work at twelve separate locations throughout Lewis County.

2. Describe how the project will enhance tourism and result in "heads in beds."

The project enhances tourism and results in "heads in beds" because, the studio tour is self-guided and takes place over multiple days, visitors are encouraged to find overnight accommodations, so that they can take their time following the tour and explore the towns throughout Lewis County as they travel.

The studio guide provides a QR code link to a page on our website where potential visitors can view a listing of lodging options around Lewis County. Each listing contains a direct website link or contact information for each business. In the past, our survey cards have shown that approximately 50% of the visitors come from more than 50 miles away.

3. List the responsible party / parties.

The ARTrails Board of Directors oversees all ARTrails projects. The Publicity Committee coordinates and oversees the marketing for the Studio Tour and any other activities sponsored by ARTrails. On a regular basis, they evaluate the marketing efforts and make changes as needed to increase the impact within budgetary constraints. The Electronic Media Committee works in conjunction with the Publicity Committee to create targeted social media advertisements for all ARTrails sponsored events on Facebook and Instagram.

4. Describe the area the project will serve, as well as the project's expected impact.

Area served: Aim advertising at larger markets of the PNW such as Seattle, Portland, Spokane, Northern California, and British Columbia, which will in turn reach the surrounding smaller markets. A portion of social media advertisements will be targeted at all 50 US states, historically with California, Texas, New York, and Florida being our most engaged states outside of Washington.

Impact: Reach potential visitors who travel for events and cultural activities, with the intent to funnel people and dollars to Lewis County both for the Open Studio Tour and any other ARTrails sponsored events throughout the year.

5. Describe how the project will specifically promote tourism.

By focusing on the promotion of artists and art events, we are attracting a demographic of visitors who like to travel, spend money, and sight see.

6. Describe how you have collaborated with other entities throughout Lewis County to promote tourism.	ARTrails has provided art activities for children and adults at events including the Mossyrock Blueberry Fest and Chehalis Fest. We plan to expand those offerings to other events. Our artists volunteer as jurors for youth art shows, including the Toledo Battle of the Cowlitz and the SWW Spring Youth Fair. Our artists also provide demonstrations or activities for schools and other groups, such as the Centralia Arts-in-School Arts Jamboree.
7. Describe why your project should receive funding.	Art enhances a community and creates an atmosphere of pride and identity. As an all-volunteer organization, grant funds help promote the arts and desirability of visiting our area. Marketing efforts are diligently evaluated to ensure that money is being spent effectively. ARTrails continues to keep their efforts dynamic and up-to-date while capitalizing on trends, including the use of more technology.
8. Describe how your organization would respond to potential cancellations or closures, such as those caused by COVID-19 in 2020 and 2021.	With the cancellation of the 2020 Open Student Tour due to COVID-19, the ARTrails Board and members quickly responded and pivoted to promote the arts and Lewis County by adding a Virtual Tour and enhancing the website. Circumstances in 2020 taught us that we need to be flexible, look at trends, and have back up plans. The 2021 Open Studio Tour was in-person following State and Local safety guidelines. Overall, the tour was a success, but we did see a decrease in the number of people traveling, in comparison to our pre-pandemic tours.

USE OF HOTEL / MOTEL TAX

Please indicate below the types of activities for which the lodging tax monies would be used:	TOURISM PROMOTION DIRECTIONAL SIGNAGE FESTIVAL OR EVENT DESIGNED TO ATTRACT TOURISTS
Describe the expected results (measurable outcomes) of your project, with the dollar amount for each outcome.	ARTrails will advertise the Open Studio Tour and Spring Show in regional publications that will reach potential visitors from outside Lewis County and more than 50 miles away. Ads will be both in print and electronic. Radio advertising will be purchased. At least 10000 studio guides will be designed and printed and then distributed far and wide. At the conclusion of the Spring Show and Open Studio Tour, the Publicity Committee will review information from survey cards and from artist's input to evaluate results of these events. \$25,000
Total number of attendees predicted to attend:	2,000
Describe how receiving lodging tax dollars would increase that number	By increasing our scope of advertising options, we can bring a focus to the arts in Lewis County, the Open Studio Tour and our other events have the potential to draw more visitors to the area.

a. Projected number of attendees who will travel fifty (50) miles or more one way from their home or business to attend:	1,000
b. Describe how receiving lodging tax dollars would increase that number	Lodging tax dollars enable ARTrails to advertise to a wide range of marketing areas throughout the Pacific Northwest and beyond. Our website and social media promotions keep potential visitors engaged throughout the year.
a. Projected number of participants who will travel from another country or state to attend:	100
b. Describe how receiving lodging tax dollars would increase that number	Having the funds to advertise in major publications and tourist-oriented travel guides and utilizing electronic promotions, we reach a wider audience. That increases the likelihood of more participants traveling to Lewis County from another state or country.
a. Projected number of participants who will stay overnight in paid accommodations:	150
b. Describe how receiving lodging tax dollars would increase that number	Advertising and information about the scope of the ARTrails Open Studio Tour, the opportunity for participants to make appointments for additional visits to studios, and the promotion of other ARTrails activities increases the number who pay to spend the night. As potential visitors interact with the website and find lodging and event links, they will view the area as a good place to visit.
a. Projected number of participants who will stay overnight in unpaid accommodations:	100
b. Describe how receiving lodging tax dollars would increase that number	Widespread advertising resulting from lodging tax dollars gives an incentive for visitors to come and stay with friends and family to participate in ARTrails and spend time and money in the county.
10. Describe how the project provides short-term or long-term economic benefit for Lewis County	Short term benefits: Visitors spend new (out of the area) money when they shop, eat, sightsee, and stay overnight. That money stays in the community and is spent many times over. Long term benefits: If an area (Lewis County) becomes known for its art, it becomes a tourist destination, similar to an area known for its wine or brewery tours, its waterfalls, or covered bridges. Art gives people a reason to visit as well as return for other events, to visit a specialty business, or do more exploring. That can mean bringing their friends and spending one or more nights.

11. Explain what plans exist to allow this project to become self-sustaining. Include any plans for ticket sales, event sponsors, and other cost-recovery models.

ARTrails continues working to obtain and increase private and corporate sponsorships, including our small donor "Friends" program. ARTrails jury and membership fees are re-evaluated each year and increased as warranted. The website donor information reaches potential donors from out of the area. ARTrails has added other revenue sources with our Spring Art Expo. Artists from outside of our organization and artists outside of Lewis County are encouraged to travel and participate with us at the event.

SOCIAL MEDIA

Website address	https://www.artrailsofsww.org/
Facebook user name	ARTrails of SWW
Instagram	artrailsofsww
Twitter account name	Artrailsofsww
Any other social media platforms your organization uses to promote tourism	Youtube: https://www.youtube.com/channel/UCEf-qnsu4VOhX_jLIbeHYow

BUDGET

Amount	\$9,250
Source	Jury, Membership, and Sabbatical Fees
Confirmed	No
Date available	March 2022

Income 2

Amount	\$15,750
Source	Ads, Sponsors, Supporters, Donations, Scholarship
Confirmed	No
Date available	May 2022

Income 3

Amount	\$4,000
Source	Spring Art Expo
Confirmed	No

Date available	May 2022
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Income 4

Amount	\$3,000
Source	In Kind
Confirmed	No
Date available	January 2022

Income 5

Income 6

Total Income	\$57,000
What percentage of your project does your request for Tourism Promotion Dollars represent?	43.85%

Expense - Personnel

County	0
Other Funds	0
Total	0

Expense - Administration

County	0
Other Funds	0
Total	0

Expense - Marketing/promotion

County	\$25,000
Other Funds	\$22,825
Total	\$47,825

Expense - Direct sales activities

County	0
Other Funds	0
Total	0

Expense - Minor equipment

County	0
Other Funds	0
Total	0

Expense - Travel

County	0
Other Funds	0
Total	0

Expense - Contract services

County	0
Other Funds	0
Total	0

Expense - Other activities

County	0
Other Funds	\$9,175
Total	\$9,175

Total Cost

County	\$25,000
Other Funds	\$32,000
Total	\$57,000

Priority 1	Fully fund all marketing activities.
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Full Funding Request	\$25,000
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Priority 2	Partially fund marketing and promotion with fewer advertising spots.
Minimum Funding Request	\$12,500
Applicant will / can accept no less than this amount	\$8,000
If partial funding is received, how will that affect the project / activity? Please describe:	Less money means fewer advertising options. We would utilize the less expensive online options and severely cut back on print and radio advertising. We would not be able to reach the markets in larger metropolitan areas. These changes would lessen the number of potential ARTrails visitors.

PROJECT TIMELINE / TOURISM SEASON

What is your anticipated timeline for accomplishing this activity?	January - July: Arrange advertising: Studio Guide preparation and publications; secure electronic, print, and radio spots. March - September: Advertising occurs Spring: Art Expo September: Two weekends of ARTrails Studio Tours Year around: Website and social media interaction.
Year-round	Yes
Year-round Explanation	Updating website and social media content to increase interactions with potential visitors year-round. Including people that may travel to Lewis County for an artist's educational events, shows, and sales.
Off-season	Yes
Off-season Explanation	Spring Art Expo
Shoulder season	Yes
Shoulder season Explanation	ARTrails of SWW Open Studio Tour
Is it a seasonal activity appropriate to its location? Explain	The September Open Studio tour takes advantage of the beautiful autumn weather and changing landscape of Lewis County. The Spring Art Expo happens indoors and brings people when the weather is not always the best.

Financial Review

Balance sheet	https://lewiscounty.formstack.com/admin/download/file/11479974894
Income statement	https://lewiscounty.formstack.com/admin/download/file/11479974895
Operating budget for 2021	https://lewiscounty.formstack.com/admin/download/file/11479974896
Projected budget for 2022	https://lewiscounty.formstack.com/admin/download/file/11479974897

Financial review

Financial review

<https://lewiscounty.formstack.com/admin/download/file/11479974898>

Nonprofit determination

Nonprofit determination

<https://lewiscounty.formstack.com/admin/download/file/11479974899>

Personnel list

Personnel list

<https://lewiscounty.formstack.com/admin/download/file/11479974900>

ACKNOWLEDGEMENT

Signature



(Print or type applicant's name)

Amanda L Hanson

Date

Oct 06, 2021
