

Form Name:	Lodging Tax Application 2022
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Location:	46.576499938965, -122.33429718018

ORGANIZATION / PROJECT INFORMATION

Organization name	Cispus Learning Center
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Project name	Operational Costs
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Project coordinator	Chase Buffington
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Amount requested from Lewis County	50000
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Total project amount	80000
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APPLICANT CONTACT INFORMATION

Name	Chase Buffington
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Street address	2142 Cispus Rd. 2142 Cispus Rd. Randle, WA 98377
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Current home phone	(360) 497-7131
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Current work phone	(360) 497-7131
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Current cell phone	(360) 827-5567
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Current email address	buffington@cispus.org
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Agency Tax ID Number	911153112
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Organization Unified Business Identifier (UBI)	601355407
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UBI expiration date	September 30, 2022
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Type of organization:	501(c)3
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Organization's mission statement or purpose (one or two sentences):	The Cispus Learning Center will furnish functional, esthetically sound facilities and curricular resources for supporting outdoor education and leadership training to young people. In addition, Cispus will provide facilities and outdoor education learning opportunities to various adult and student groups which are deemed compatible with the Cispus setting.
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Year the organization was founded:	1981
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Has your organization received Lewis County lodging tax funding in the past? No

REQUIRED INFORMATION

PROJECT DESCRIPTION

Project name	Operational Costs
1. Describe how the project promotes tourism in all of Lewis County's unincorporated areas.	Since March of 2020 our business has been under a closure due to the Covid-19 pandemic. On a typical year we serve 14,000 users, who on average stay 2 nights and 3 days at our facility. Our peak season is in June where we serve all of Washington's youth coordinated by the Association of Washington Student Leadership. This primary business is set to revive June 2022. When these 14,000 youth are dropped off at our facility it is typical for the parents to stay in the area. The survival of Cispus is the direct result of tens of thousands sleeping in Lewis County each year and has served over a million user days since its practice began. Our business oversees 31 buildings created by Job Corps of 1960 and the original monument was constructed in 1933 by the CCC.
2. Describe how the project will enhance tourism and result in "heads in beds."	For 20 months we have spent our reserves, taken out loans, and struggled. We made it to August with our calendar finally full for the fall. With pandemic related circumstances the governors proclamation sent a wave of cancellations, gross income loss of nearly \$400,000 overnight, and the release of over a dozen employees with just a couple maintaining the grounds once more. If Cispus can survive to June of 2022 we will bring back the average 45,000 user days at our facility and the countless more spread throughout by visiting while their youth stay with us. Once more provide nearly 25 jobs in east Lewis county.
3. List the responsible party / parties.	Cispus Learning Center is a component of the Washington School Principals' Education Foundation.
4. Describe the area the project will serve, as well as the project's expected impact.	From every corner of Washington nearly 300 school districts know and utilize resources of the principals association and with that Cispus provides on-site training, programs, and offer our facility for their youth to experience. One example is Davenport School District sends their 5th graders for a week long residential overnight experience here at Cispus, which is their youths first experience in knowing what Western Washington has to offer. This rite of passage isn't just a fun thing, but essential. Research has shown it provides peer support, increased test scores, and higher graduation rates. It also creates career awareness, empathy, each child develops on how to lead themselves and treat others, positive character building, and is a moment where children get to be children in an equitable setting where they all receive the same thing.

5. Describe how the project will specifically promote tourism.	When our youth have an experience unlike anything they have ever endured, like a residential overnight experience with classmates, it changes the very fabric of who they are. Now more than ever all our youth need a moment to build on teamwork. It is a guarantee by the thousands that the Cispus experience makes lasting impressions on our youth and others for what Lewis county has to offer. They have come and their children will come for this experience when allowed.
6. Describe how you have collaborated with other entities throughout Lewis County to promote tourism.	We have asked White Pass Scenic Byway to do tourism training for our staff. We take out local ads with the Morton Journal and support schools through yearly advertisement. We utilize Building Leaders from the Association of Washington Student Leadership to promote our site and Lewis county throughout the Pacific Northwest. Cispus is in every Principal Matters newsletter to every school district private and public throughout Washington, again promoting Lewis County. We serve youth and often times free or at cost for ever school district in Lewis County.
7. Describe why your project should receive funding.	The loss of Cispus would be a lost asset to all our youth in Washington.
8. Describe how your organization would respond to potential cancellations or closures, such as those caused by COVID-19 in 2020 and 2021.	We are a 501 C 3 Non-Profit, obligated to only serve for educational purposes. If we don't follow that we risk losing our status. More closures would force us to run on bare minimum staffing and wait until the restrictions are lifted to get back to normal operations.

USE OF HOTEL / MOTEL TAX

Please indicate below the types of activities for which the lodging tax monies would be used:	OPERATION OF TOURISM-RELATED FACILITY
Describe the expected results (measurable outcomes) of your project, with the dollar amount for each outcome.	We would use these funds to pay the electric, water, phone, internet, and our part-time maintenance personnel to keep the facility floating. We would also keep our part-time secretary to answer phones and make bookings for future groups. We can't risk the notion of closure because it would become reality. These basic essentials come to nearly \$10,000 monthly. Worst case scenario June 2022 is when we will have full Washington state leadership camp. If mandates and restrictions lift soon, we would immediately expect students to return as early as January, example Mercer Island musical with 350 students are reserved for a week, waiting for school mandates to change.
Total number of attendees predicted to attend:	14,000 users and 45,000 user days on average
Describe how receiving lodging tax dollars would increase that number	By covering operational costs for a small time it leads to our continued service in the future.

a. Projected number of attendees who will travel fifty (50) miles or more one way from their home or business to attend:	12,000
b. Describe how receiving lodging tax dollars would increase that number	Building awareness and informing the public increases our numbers and these funds would do that. As for the future we have plans for expansion, we have completed major capital projects to implement new individual housing for corporate retreats and increase the trajectory with new accommodations to 16,000 users by 2025. Pre-pandemic our capacity was full March to November.
a. Projected number of participants who will travel from another country or state to attend:	<1,000
b. Describe how receiving lodging tax dollars would increase that number	No Comment
a. Projected number of participants who will stay overnight in paid accommodations:	14,000
b. Describe how receiving lodging tax dollars would increase that number	March through November we are typically at capacity.
a. Projected number of participants who will stay overnight in unpaid accommodations:	<1000
b. Describe how receiving lodging tax dollars would increase that number	No Comment
10. Describe how the project provides short-term or long-term economic benefit for Lewis County	Our business results in customer return and is a showcase piece for what Lewis county has to offer to all Washington residents.
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.	Our non-profit model is to serve at costs and we have discovered that an endowment for the future will be key. We are in communication with the Washington Round Table and with Microsoft Philanthropy to set this up, but it takes time. Cispus hopes to secure funds for our Washington School Principals' Education Foundation and build protections.

SOCIAL MEDIA

Website address	www.cispus.org
Facebook user name	Cispus Learning Center
Instagram	cispusforever

Twitter account name	N/A
Any other social media platforms your organization uses to promote tourism	Building Leaders by Association of Washington Student Leaders Principal Matters by Association of Washington School Principals

BUDGET

Amount	\$25,000
Source	Outdoor Schools Washington
Confirmed	No
Date available	January 1st 2022

Income 2

Amount	\$400,000
Source	Office of Superintendent of Public Instruction
Confirmed	No
Date available	N/A

Income 3

Amount	\$100,000
Source	South Puget Sound Foundation
Confirmed	No
Date available	November 1st, 2021

Income 4

Amount	\$40,000
Source	Dawkins Charitable Foundation
Confirmed	No
Date available	November 1st, 2021

Income 5

Amount	\$13,000
Source	Ben B. Cheney Foundation

Confirmed	Yes
Date available	September 15, 2021
Income 6	
Amount	\$15,000
Source	PEMCO
Confirmed	No
Date available	N/A
Total Income	Request out \$643,000, need to raise \$80,000 to maintain for 8 months
What percentage of your project does your request for Tourism Promotion Dollars represent?	62.5%
Expense - Personnel	
County	\$10,000
Other Funds	\$15,000
Total	\$25,000
Expense - Administration	
County	\$10,000
Other Funds	\$15,000
Total	\$25,000
Expense - Marketing/promotion	
County	0
Other Funds	0
Total	0
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	\$30,000
Other Funds	0
Total	\$30,000
Total Cost	
County	\$50,000
Other Funds	\$30,000
Total	\$80,000
Priority 1	Expense Other - Electricity Costs
Full Funding Request	\$30,000
Priority 2	Expense Personnel - Maintenance Supervisor
Minimum Funding Request	\$10,000

Applicant will / can accept no less than this amount N/A

If partial funding is received, how will that affect the project / activity? Please describe: Any funding will help cover expenses

PROJECT TIMELINE / TOURISM SEASON

What is your anticipated timeline for accomplishing this activity? June 2022 is the start of Washington Student Leadership Camp and would be worst case scenario for restarting at a capacity that covers our minimum expenses.

Year-round Yes

Year-round Explanation Our accommodations and setting serves year

Is it a seasonal activity appropriate to its location? Explain N/A

Financial Review

Balance sheet <https://lewiscounty.formstack.com/admin/download/file/11491256549>

Income statement <https://lewiscounty.formstack.com/admin/download/file/11491256550>

Operating budget for 2021 <https://lewiscounty.formstack.com/admin/download/file/11491256551>

Projected budget for 2022 <https://lewiscounty.formstack.com/admin/download/file/11491256552>

Financial review

Financial review <https://lewiscounty.formstack.com/admin/download/file/11491256554>

Nonprofit determination

Nonprofit determination <https://lewiscounty.formstack.com/admin/download/file/11491256555>

Personnel list

Personnel list <https://lewiscounty.formstack.com/admin/download/file/11491256556>

ACKNOWLEDGEMENT

Signature



(Print or type applicant's name)

Chase Buffington

Date

Oct 08, 2021
