

Form Name:	Lodging Tax Application 2022
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Location:	46.866901397705, -122.25679779053

ORGANIZATION / PROJECT INFORMATION

Organization name	City of Chehalis
Project name	Shaw Aquatics Center Slide Renovation Project
Project coordinator	Lilly Wall
Amount requested from Lewis County	25000
Total project amount	25000

APPLICANT CONTACT INFORMATION

Name	Lilly Wall
Street address	1321 S Market Blvd Chehalis, WA 98532-3619
Mailing address (if different from street address)	1321 S Market Blvd Chehalis, WA 98532-3619
Current home phone	(360) 748-0271
Current work phone	(360) 748-0271
Current cell phone	(360) 951-7813
Current email address	lwall@ci.chehalis.wa.us
Agency Tax ID Number	916001235
Organization Unified Business Identifier (UBI)	212000026
UBI expiration date	June 20, 2022
Type of organization:	Government agency
Organization's mission statement or purpose (one or two sentences):	While honoring the past and preparing for the future, the City of Chehalis provides municipal services and programs for the benefit of residents, businesses, and visitors in our community.
Year the organization was founded:	City of Chehalis
Has your organization received Lewis County lodging tax funding in the past?	No

REQUIRED INFORMATION

PROJECT DESCRIPTION

Project name

Shaw Aquatics Center Slide Renovation Project

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

The project the city of Chehalis is requesting funding for is to replace the gel coat/top layer of coating on the interior of red slide and gel coat on the run out of the blue slide. The gel coat on both slides has deteriorated from the sun's UV rays and from the harshness of the chemicals in the water causing the slide color to fade and the gel coat to be worn away.

Permanent damage, such as cracking, could eventually happen and it would be cost prohibitive to have to replace them. We also want to keep the shiny well-maintained look of the slides as they are a big attraction to the facility.

Since the renovation of the Gail and Carolyn Shaw Aquatics Center in 2014 the facility averages over 30,000 visitors from June to September. That does not include the many thousands of visitors who use the free spray park, newly renovated sports complex and Penny Playground that is also located at Recreation Park.

This summer due to Covid-19 we opened the facility a month later than usual. We had had 22,216 visitors. We tracked 14,691 open swim visitors by zip code, approximately 65% of those users were from outside the Chehalis zip code and approximately 43% traveled 50 miles or more to use the aquatics center. There were 439 visitors from out of state.

The Gail and Carolyn Shaw Aquatics Center brings thousands of families into our community which leads them to use motels, stores, restaurants, gas stations and to participate in recreational opportunities e.g., movie theatre, golf courses, parks, steam train, playgrounds, and hiking trails.

2. Describe how the project will enhance tourism and result in “heads in beds.” A top priority of the City of Chehalis Recreation Division is to offer and promote high quality tourism events. The Gail and Carolyn Shaw Aquatics Center has proven to be a tremendous attraction to users from outside our community. Zip codes are collected daily from patrons attending our open swim sessions. The attraction to the facility has remained consistent since our renovation in 2014 and families travel to swim Monday through Sunday, not just on the weekends. There are very few outdoor community pools that compare with our state of the art facility. The aquatics center is a family destination and now with the upgraded sports complex and Penny Playground it is even more desirable. Last season we had 439 visitors from out of state, they are staying in our local motels and thousands are traveling 100 miles or more and they are also staying locally. When not staying they are eating, shopping and using our gas stations.

3. List the responsible party / parties. Lilly Wall, City of Chehalis Recreation Manager

4. Describe the area the project will serve, as well as the project’s expected impact. The Shaw Aquatics Center provides a safe, sanitary and fun place for Lewis County families to swim recreationally and to learn water safety skills by participating in our swim lesson program. This year 681 children took swim lessons and in a non Covid-19 year it ranges up to 800. The unique aspect of this facility is that it is also an economic driver because it attracts users from up and down the I-5 corridor from Vancouver to Seattle, to the harbor and across the mountains. The aquatics center provides a positive financial impact on our local community every day of the week during the season. Twice a day the aquatics facility offers open swim and most days over 200 swimmers are waiting in line to use the facility and almost half of those swimmers have traveled from 50 miles or more to use the facility. Once here they not only swim but they visit other attractions, eat and shop.

5. Describe how the project will specifically promote tourism. The two large slides at the aquatics center are a tremendous attraction for the users of the facility. They are extremely visible as you approach the facility and provide the WOW factor needed to attract users. It is imperative to keep them beautifully maintained and in good working condition.

When a facility is not well maintained and the slide colors fade the facility looks uninviting. It is of the highest priority of the City to keep the facility well maintained and welcoming so we have the ability to attract and maintain users.

6. Describe how you have collaborated with other entities throughout Lewis County to promote tourism. The City of Chehalis works with the CCRT and Chamber of Commerce to promote City of chehalis activities.

7. Describe why your project should receive funding.	The project should receive funding because it will directly affect the Shaw Aquatics Center ability to attract users to the facility that in turn create an economic benefit to Lewis County's motels and businesses.
8. Describe how your organization would respond to potential cancellations or closures, such as those caused by COVID-19 in 2020 and 2021.	The Shaw Aquatics Center will follow all Washington State and Federal regulations.

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.	The Shaw Aquatics Center will attract over 30,000 visitors from June to the first weekend in September. Lewis County motels, restaurants, grocery stores, the Twin City Town Center, Downtown Chehalis and Centralia stores, the outlet malls, Walmart, Home Depot and other recreational facilities etc., all benefit financially when patrons and families make a day trip or have an over night stay when visiting the aquatics center.
Total number of attendees predicted to attend:	30,000
Describe how receiving lodging tax dollars would increase that number	The lodging tax dollars will provide the revenue needed to refurbish the large slides at the Shaw Aquatics Center which are one of the primary attractions of the facility.
a. Projected number of attendees who will travel fifty (50) miles or more one way from their home or business to attend:	In 2021 there were approximatley 6,300 visitors that traveled 50 miles or more to use the facility
b. Describe how receiving lodging tax dollars would increase that number	It is imperative to maintain the facility at the highest standards possible and to keep the state of the art facility beautiful and attractive. The facility has consistently attracted over 10,000 users a month. We believe this is because the facility is clean, well maintained and still looks shiny and new.
a. Projected number of participants who will travel from another country or state to attend:	2021 439 visitors traveled from out of state.
b. Describe how receiving lodging tax dollars would increase that number	Unknown
a. Projected number of participants who will stay overnight in paid accommodations:	600 +

b. Describe how receiving lodging tax dollars would increase that number It is imperative to maintain the facility at the highest standards possible and to keep the state of the art facility beautiful and attractive. The facility has consistently attracted over 10,000 users a month. We believe this is because the facility is clean, well maintained and still looks shiny and new.

a. Projected number of participants who will stay overnight in unpaid accommodations: Unknown

b. Describe how receiving lodging tax dollars would increase that number It is imperative to maintain the facility at the highest standards possible and to keep the state of the art facility beautiful and attractive. The facility has consistently attracted over 10,000 users a month. We believe this is because the facility is safe, clean, well maintained and still looks shiny and new.

10. Describe how the project provides short-term or long-term economic benefit for Lewis County The refurbishing of the slides is projected to last approximately 10 to 15 years. This is a long term investment in preserving the integrity of the slides.

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. The Shaw Aquatics Facility will never be a self-sustaining facility as it is so costly to operate and staff. If the rates were increased to accommodate the annual expense it would be too costly for families to use. The City of Chehalis is committed to subsidize the operation and maintenance of the Shaw Aquatics Facility. This is done as a water safety for our local children is of the highest priority.

SOCIAL MEDIA

Website address ci.chehalis.wa.us

Facebook user name Chehalis Parks and Recreation

BUDGET

Amount N/A

Source N/A

Confirmed No

Date available N/A

Income 2

Income 3

Income 4

Income 5

Income 6

Confirmed	No
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Expense - Personnel

County	N/A
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Other Funds	N/A
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Total	N/A
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Expense - Administration

County	N/A
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Other Funds	N/A
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Total	N/A
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Expense - Marketing/promotion

County	N/A
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Other Funds	N/A
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Total	N/A
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Expense - Direct sales activities

County	N/A
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Other Funds	N/A
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Total	N/A
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Expense - Minor equipment

County	N/A
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Other Funds	N/A
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Total	N/A
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Expense - Travel

County	N/A
Other Funds	N/A
Total	N/A

Expense - Contract services

County	N/A
Other Funds	N/A
Total	N/A

Expense - Other activities

County	N/A
Other Funds	N/A
Total	N/A

Total Cost

County	N/A
Other Funds	N/A
Total	N/A

Priority 1	Gel coating of slides
Full Funding Request	\$25,000
Priority 2	Gel coating of slides
Minimum Funding Request	\$20,000
Applicant will / can accept no less than this amount	\$15,000

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

The City will need to find additional help in funding the project. The city has committed to funding a \$25,000 project on the sand filters of the pool that has to be done to operate the facility in 2022 and does not have the resources for this project.

PROJECT TIMELINE / TOURISM SEASON

What is your anticipated timeline for accomplishing this activity?	The project would happen between January 2022 to April 2022.
Off-season	Yes
Off-season Explanation	The Shaw Aquatics Center operates for the general public from mid-June to September
Is it a seasonal activity appropriate to its location? Explain	Yes, it is an outdoor pool.

Financial Review

Balance sheet	https://lewiscounty.formstack.com/admin/download/file/11486339938
Income statement	https://lewiscounty.formstack.com/admin/download/file/11486339939
Operating budget for 2021	https://lewiscounty.formstack.com/admin/download/file/11486339940
Projected budget for 2022	https://lewiscounty.formstack.com/admin/download/file/11486339941

Financial review

Financial review	https://lewiscounty.formstack.com/admin/download/file/11486339942
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Nonprofit determination

Nonprofit determination	https://lewiscounty.formstack.com/admin/download/file/11486339943
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Personnel list

Personnel list	https://lewiscounty.formstack.com/admin/download/file/11486339944
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ACKNOWLEDGEMENT

Signature



(Print or type applicant's name)	Lilly Wall
Date	Oct 07, 2021