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|------------------|----------------------------------|
| Form Name:       | Lodging Tax Application 2022     |
| Submission Time: | October 8, 2021 1:56 pm          |
| Browser:         | Chrome 94.0.4606.61 / Windows    |
| IP Address:      | 209.34.142.130                   |
| Unique ID:       | 871305143                        |
| Location:        | 46.627101898193, -123.0092010498 |

## ORGANIZATION / PROJECT INFORMATION

|                                    |                                                         |
|------------------------------------|---------------------------------------------------------|
| Organization name                  | Lewis County Parks & Recreation - Discover Lewis County |
| Project name                       | Digital Signage                                         |
| Project coordinator                | Connie Riker, Director                                  |
| Amount requested from Lewis County | 75000                                                   |
| Total project amount               | 125000                                                  |

## APPLICANT CONTACT INFORMATION

|                                                                              |                                                                                                                                                                                                                                                                                                                   |
|------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Name                                                                         | Connie Riker                                                                                                                                                                                                                                                                                                      |
| Street address                                                               | 1909 South Gold Street<br>Centralia, WA 98531                                                                                                                                                                                                                                                                     |
| Current home phone                                                           | (360) 740-2656                                                                                                                                                                                                                                                                                                    |
| Current work phone                                                           | (360) 740-2656                                                                                                                                                                                                                                                                                                    |
| Current email address                                                        | connie.riker@lewiscountywa.gov                                                                                                                                                                                                                                                                                    |
| Agency Tax ID Number                                                         | 916001351                                                                                                                                                                                                                                                                                                         |
| Organization Unified Business Identifier (UBI)                               | 212002978                                                                                                                                                                                                                                                                                                         |
| UBI expiration date                                                          | July 31, 2022                                                                                                                                                                                                                                                                                                     |
| Type of organization:                                                        | Government agency                                                                                                                                                                                                                                                                                                 |
| Organization's mission statement or purpose (one or two sentences):          | Discover Lewis County, as one element of Lewis County Parks & Recreation, promotes tourism, events, recreation & adventure opportunities, historical sites, cultural institutions, scenic road trips, lodging, and eateries. It is our mission to grow the number of people exploring all facets of Lewis County. |
| Year the organization was founded:                                           | 2015                                                                                                                                                                                                                                                                                                              |
| Has your organization received Lewis County lodging tax funding in the past? | Yes                                                                                                                                                                                                                                                                                                               |
| When did your organization receive Lewis County lodging tax funding?         | 2015, 2016, 2017, 2018, 2019, 2020, 2021                                                                                                                                                                                                                                                                          |

How much did your organization / project receive?

2021 grants awarded totaled \$180,000

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## REQUIRED INFORMATION

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### PROJECT DESCRIPTION

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|---------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Project name                                                                                | Digital Signage                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| 1. Describe how the project promotes tourism in all of Lewis County's unincorporated areas. | <p>This project would help to fund digital signage along Gold Street at the fairgrounds.</p> <p>This signage would be easily visible by the passing community and would be used to provide a display opportunity for the upcoming events and attractions around Lewis County. This would be one of many ways we could promote our marketing messages for passers-by.</p>                                                                                                                                                                                                                    |
| 2. Describe how the project will enhance tourism and result in "heads in beds."             | <p>This would give a local outlet for DLC to display the professional marketing content for tourism in Lewis County. It will also provide advertising for events happening at the southwest Washington fairgrounds and other Parks &amp; Rec activities as the space will be shared. Visitors may decide to extend their stay or investigate areas or events they may previously have not considered.</p> <p>In the long run, this will be a much more affordable option than paying to advertise on billboards owned by others in the area (\$400/month minimum for each 6 second ad).</p> |
| 3. List the responsible party / parties.                                                    | Parks & Recreation & DLC is responsible for content creation and promotion.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| 4. Describe the area the project will serve, as well as the project's expected impact.      | <p>DLC serves all of Lewis County by providing consistency in our tourism efforts as a recognizable and trustworthy brand. DLC is Lewis County's hub for finding much of what there is to do and see in the county. Our goal is to give people with a curiosity the desire to explore and the tools to plan their trip.</p> <p>Additionally, this project expects to impact the number of visitors participating in events by providing exposure to the events and activities available in Lewis County.</p>                                                                                |
| 5. Describe how the project will specifically promote tourism.                              | This project will allow displays and advertising of a variety of promotions relating to tourism and activities produced by DLC. This will be a resource for displaying the tourism and activity ads developed by DLC for many years to come and is an excellent investment.                                                                                                                                                                                                                                                                                                                 |

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|---------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>6. Describe how you have collaborated with other entities throughout Lewis County to promote tourism.</b>                                      | DLC collaborates both directly and indirectly with most tourism entities throughout Lewis County. We promote the fellow LTAC recipients as well as tourism related groups and events on our website and in marketing campaigns. We partner with other groups for special projects, such as rack card content and video campaigns. DLC provides visitor kiosks, sandwich boards, and rack cards, and in a few cases technology to visitor organizations across the county. |
| <b>7. Describe why your project should receive funding.</b>                                                                                       | Purchasing this sign will provide a venue to advertise and display the amazing ads that DLC and Parks & Rec produce for many years to come and is an excellent investment. The alternative is to pay another sign owner which is at a cost of at least \$400 per 6 second ad per month (showing on a rotating basis).                                                                                                                                                     |
| <b>8. Describe how your organization would respond to potential cancellations or closures, such as those caused by COVID-19 in 2020 and 2021.</b> | The purchase of the sign would not be impacted by potential cancellations or closures (except for potential delays in receiving or installing it).                                                                                                                                                                                                                                                                                                                        |

## USE OF HOTEL / MOTEL TAX

|                                                                                                                                 |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |
|---------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Please indicate below the types of activities for which the lodging tax monies would be used:</b>                            | TOURISM PROMOTION<br>DIRECTIONAL SIGNAGE                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>Describe the expected results (measurable outcomes) of your project, with the dollar amount for each outcome.</b>            | We expect to be able to run many more activity / event items of information on the sign than what can be promoted now. Currently, because of the static nature of the sign, we are only able to convey one message and it is limited to an item related to the fairgrounds events. With the purchase of this sign, we will be able to advertise or promote many different 6 second events throughout a day which provides much more exposure to the tourism activities and events throughout the county. |
| <b>Total number of attendees predicted to attend:</b>                                                                           | N/a                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>Describe how receiving lodging tax dollars would increase that number</b>                                                    | We would be using this to promote MANY tourism events and attractions around Lewis County and raising awareness of them. That awareness would increase attendance.                                                                                                                                                                                                                                                                                                                                       |
| <b>a. Projected number of attendees who will travel fifty (50) miles or more one way from their home or business to attend:</b> | N/a                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| <b>b. Describe how receiving lodging tax dollars would increase that number</b>                                                 | This will expand the advertising of events to the local community and to visitors in the area.                                                                                                                                                                                                                                                                                                                                                                                                           |

|                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                 |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>a. Projected number of participants who will travel from another country or state to attend:</b>                                                                      | There would be some who would be driving by and seeing the sign                                                                                                                                                                                                                                                                                                 |
| <b>b. Describe how receiving lodging tax dollars would increase that number</b>                                                                                          | The sign would be displaying events and activities taking place from all around Lewis County and the exposure would be beneficial to those events.                                                                                                                                                                                                              |
| <b>a. Projected number of participants who will stay overnight in paid accommodations:</b>                                                                               | n/a - this is impossible for us to answer because of the number of events we promote                                                                                                                                                                                                                                                                            |
| <b>b. Describe how receiving lodging tax dollars would increase that number</b>                                                                                          | this is impossible for us to answer because of the number of events that we will promote.                                                                                                                                                                                                                                                                       |
| <b>a. Projected number of participants who will stay overnight in unpaid accommodations:</b>                                                                             | this is impossible for us to answer because of the number of events that we will promote.                                                                                                                                                                                                                                                                       |
| <b>b. Describe how receiving lodging tax dollars would increase that number</b>                                                                                          | this is impossible for us to answer because of the number of events that we will promote.                                                                                                                                                                                                                                                                       |
| <b>10. Describe how the project provides short-term or long-term economic benefit for Lewis County</b>                                                                   | The short and long term economic benefits for Lewis County is where this project shines. Being able to display a variety of ads for events all around Lewis County with the great audience of those passers-by will benefit everyone for whom we design ads. Additionally, this has very long life, so we will see the benefits for many years into the future. |
| <b>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.</b> | This is a one time purchase for the life-time of the sign and Parks & Rec will pick up the additional utility costs to run it.                                                                                                                                                                                                                                  |

## SOCIAL MEDIA

|                                                                                   |                               |
|-----------------------------------------------------------------------------------|-------------------------------|
| <b>Website address</b>                                                            | www.discoverlewiscounty.org   |
| <b>Facebook user name</b>                                                         | discoverlewiscounty           |
| <b>Instagram</b>                                                                  | discoverlewiscounty           |
| <b>Twitter account name</b>                                                       | discoverlewiscounty           |
| <b>Any other social media platforms your organization uses to promote tourism</b> | youtube - discoverlewiscounty |

## BUDGET

|               |        |
|---------------|--------|
| <b>Amount</b> | 50,000 |
|---------------|--------|

|                       |                                                                                                        |
|-----------------------|--------------------------------------------------------------------------------------------------------|
| <b>Source</b>         | Requested Capital Grant for Fairgrounds Capital Improvement - may also come from regular Capital Funds |
| <b>Confirmed</b>      | No                                                                                                     |
| <b>Date available</b> | 10/08/2021                                                                                             |

## Income 2

## Income 3

## Income 4

## Income 5

## Income 6

## Expense - Personnel

|                    |       |
|--------------------|-------|
| <b>County</b>      | Lewis |
| <b>Other Funds</b> | 0     |
| <b>Total</b>       | 0     |

## Expense - Administration

|                    |       |
|--------------------|-------|
| <b>County</b>      | Lewis |
| <b>Other Funds</b> | 0     |
| <b>Total</b>       | 0     |

## Expense - Marketing/promotion

|                    |       |
|--------------------|-------|
| <b>County</b>      | Lewis |
| <b>Other Funds</b> | 0     |
| <b>Total</b>       | 0     |

## Expense - Direct sales activities

|             |       |
|-------------|-------|
| County      | Lewis |
| Other Funds | 0     |
| Total       | 0     |

#### Expense - Minor equipment

|             |          |
|-------------|----------|
| County      | Lewis    |
| Other Funds | \$75,000 |
| Total       | \$50,000 |

#### Expense - Travel

|             |       |
|-------------|-------|
| County      | Lewis |
| Other Funds | 0     |
| Total       | 0     |

#### Expense - Contract services

|             |        |
|-------------|--------|
| County      | Lewis  |
| Other Funds | 0      |
| Total       | 25,000 |

#### Expense - Other activities

|             |       |
|-------------|-------|
| County      | Lewis |
| Other Funds | 0     |
| Total       | 0     |

#### Total Cost

|             |          |
|-------------|----------|
| County      | Lewis    |
| Other Funds | 0        |
| Total       | \$75,000 |

|                      |                                 |
|----------------------|---------------------------------|
| Priority 1           | Purchase of Sign & Installation |
| Full Funding Request | \$75,000                        |

|                                                                                                      |                                                                                                                                                            |
|------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Priority 2</b>                                                                                    | n/a                                                                                                                                                        |
| <b>Minimum Funding Request</b>                                                                       | \$75,000                                                                                                                                                   |
| <b>Applicant will / can accept no less than this amount</b>                                          | \$0                                                                                                                                                        |
| <b>If partial funding is received, how will that affect the project / activity? Please describe:</b> | We may not be able to purchase and install the sign. If we cannot purchase/install the sign we would not be able to provide it as an advertising resource. |

## PROJECT TIMELINE / TOURISM SEASON

|                                                                           |                                                                                                                                                                     |
|---------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>What is your anticipated timeline for accomplishing this activity?</b> | Would expect to be able to start the process immediately. Would expect to be able to complete installation well before the end of the year (hoping by Spring 2022). |
| <b>Year-round</b>                                                         | Yes                                                                                                                                                                 |
| <b>Year-round Explanation</b>                                             | Once up sign would be up and utilized year round for many years.                                                                                                    |
| <b>Off-season</b>                                                         | Yes                                                                                                                                                                 |
| <b>Off-season Explanation</b>                                             | Once up sign would be up and utilized year round for many years.                                                                                                    |
| <b>Shoulder season</b>                                                    | Yes                                                                                                                                                                 |
| <b>Shoulder season Explanation</b>                                        | Once up sign would be up and utilized year round for many years.                                                                                                    |
| <b>High season</b>                                                        | Yes                                                                                                                                                                 |
| <b>High season Explanation</b>                                            | Once up sign would be up and utilized year round for many years.                                                                                                    |
| <b>Is it a seasonal activity appropriate to its location? Explain</b>     | It is not a seasonal activity.                                                                                                                                      |

## Financial Review

|                                  |                                                                                                                                                   |
|----------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Balance sheet</b>             | <a href="https://lewiscounty.formstack.com/admin/download/file/11492071501">https://lewiscounty.formstack.com/admin/download/file/11492071501</a> |
| <b>Income statement</b>          | <a href="https://lewiscounty.formstack.com/admin/download/file/11492071502">https://lewiscounty.formstack.com/admin/download/file/11492071502</a> |
| <b>Operating budget for 2021</b> | <a href="https://lewiscounty.formstack.com/admin/download/file/11492071504">https://lewiscounty.formstack.com/admin/download/file/11492071504</a> |
| <b>Projected budget for 2022</b> | <a href="https://lewiscounty.formstack.com/admin/download/file/11492071506">https://lewiscounty.formstack.com/admin/download/file/11492071506</a> |

## Financial review

|                         |                                                                                                                                                   |
|-------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Financial review</b> | <a href="https://lewiscounty.formstack.com/admin/download/file/11492071507">https://lewiscounty.formstack.com/admin/download/file/11492071507</a> |
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## Nonprofit determination

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Nonprofit determination

<https://lewiscounty.formstack.com/admin/download/file/11492071508>

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## Personnel list

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Personnel list

<https://lewiscounty.formstack.com/admin/download/file/11492071509>

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## ACKNOWLEDGEMENT

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Signature



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(Print or type applicant's name)

Connie Riker

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Date

Oct 08, 2021

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