

Form Name:	Lodging Tax Application 2022
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ORGANIZATION / PROJECT INFORMATION

Organization name	Lewis County Historical Society
Project name	Lewis County Historical Museum
Project coordinator	Jason Mattson
Amount requested from Lewis County	45000
Total project amount	132000

APPLICANT CONTACT INFORMATION

Name	Jason Mattson
Street address	599 NW Front Way Chehalis, WA 98532
Current home phone	(360) 669-6372
Current work phone	(360) 748-0831
Current cell phone	(360) 669-6372
Current email address	director@lewiscountymuseum.org
Agency Tax ID Number	916072021
Organization Unified Business Identifier (UBI)	600291916000
UBI expiration date	December 31, 2021
Type of organization:	501(c)3
Organization's mission statement or purpose (one or two sentences):	The mission of the Lewis County Historical Museum is to collect, catalog, preserve, and display historical artifacts for Lewis County Washington. To promote special community events and create events that focus on the history of Lewis County.
Year the organization was founded:	1966
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?

35,000

REQUIRED INFORMATION

PROJECT DESCRIPTION

Project name	Lewis County Historical Museum
1. Describe how the project promotes tourism in all of Lewis County's unincorporated areas.	The museum's visitor information center helps to promote Lewis County's unincorporated areas by promoting events and activities. Funding for day to day operations will provide a source of continuous education for new visitors to the museum as well as a resource for local tourism.
2. Describe how the project will enhance tourism and result in "heads in beds."	As a Visitor Center, the museum will continually promote lodging, events, and tourist destinations throughout Lewis County. The events such as The 20 Influential Women of Lewis County, The Chehalis Flying Saucer Party, and Lewis County Advertising History will attract visitors from out of the area. These visitors will want to see the sights and stay the night to fully experience the events planned. All events planned will encourage overnight stays and will attract "heads to beds".
3. List the responsible party / parties.	Jason Mattson- Executive Director Peter Lahmann- President, Lewis County Historical Society Grace Grant- Treasurer, Lewis County Historical Society
4. Describe the area the project will serve, as well as the project's expected impact.	The areas our projects will serve are Lewis County's businesses and lodging facilities. The expected impact will be a rise in visitors to the area during the shoulder and peak tourist seasons. Recommendations for events, restaurants, and lodging are always made to visitors to the museum.
5. Describe how the project will specifically promote tourism.	The Lewis County Historical museum is unto itself a tourist destination where visitors can learn about the significance of Lewis County history, utilize the research library, and as a tourist information center. The proposed events of 2022 would benefit Lewis County by bringing new visitors to the area who will not only attend the events, they will shop, dine, and will utilize local lodging.
6. Describe how you have collaborated with other entities throughout Lewis County to promote tourism.	The Lewis County Historical Museum furnishes historical information for other institutions throughout Lewis County. Items such as photographs, maps, and historical information. Every year we participate in Chehalisfest which brings hundreds of people to the area. We help smaller museums like Toledo and Morton with displays and information. Each year we help with the SWW Fair and work with the Centralia-Chehalis Steam Train.

7. Describe why your project should receive funding.	The museum should receive funding to maintain the operations of the facility, to expand current exhibit space, afford new exhibit displays, and to effectively advertise upcoming events for maximum exposure to new visitors to Lewis County.
8. Describe how your organization would respond to potential cancellations or closures, such as those caused by COVID-19 in 2020 and 2021.	If closures occur in 2022, some events may be moved to an online format. Otherwise, the events would be postponed until they are allowed to go forward. If the event can't take place, the money that would be from Lodging Tax would not be utilized and remain in the fund for the following year.

USE OF HOTEL / MOTEL TAX

Please indicate below the types of activities for which the lodging tax monies would be used:	TOURISM PROMOTION OPERATION OF TOURISM-RELATED FACILITY FESTIVAL OR EVENT DESIGNED TO ATTRACT TOURISTS
Describe the expected results (measurable outcomes) of your project, with the dollar amount for each outcome.	With 3,000 expected visitors throughout the year, that has the potential to produce over \$150,000 in lodging, \$200,000 in meals purchased, and \$400,000 at retail establishments.
Total number of attendees predicted to attend:	3,000
Describe how receiving lodging tax dollars would increase that number	Receiving lodging tax dollars will increase the predicted attendees by allowing for increased advertising, print media, and impressive exhibits. Increased dollars will equal a broader advertising scope for events such as the Influential Women of Lewis County, the Chehalis Flying Saucer Party, and Historic Advertising in Lewis County.
a. Projected number of attendees who will travel fifty (50) miles or more one way from their home or business to attend:	2,000
b. Describe how receiving lodging tax dollars would increase that number	Receiving lodging tax dollars will increase the predicted attendees by allowing for increased advertising, print media, and impressive exhibits. Increased dollars will equal a broader advertising scope for all planned events.
a. Projected number of participants who will travel from another country or state to attend:	500
b. Describe how receiving lodging tax dollars would increase that number	Receiving lodging tax dollars will increase the predicted attendees by allowing for increased advertising, print media, and impressive exhibits. Increased dollars will equal a broader advertising scope for events planned in 2022.

a. Projected number of participants who will stay overnight in paid accommodations: 400

b. Describe how receiving lodging tax dollars would increase that number Receiving lodging tax dollars will increase the predicted attendees by allowing for increased advertising, print media, and impressive exhibits. Increased dollars will equal a broader advertising scope for events.

a. Projected number of participants who will stay overnight in unpaid accommodations: 100

b. Describe how receiving lodging tax dollars would increase that number Receiving lodging tax dollars will increase the predicted attendees by allowing for increased advertising, print media, and impressive exhibits. Increased dollars will equal a broader advertising scope for events.

10. Describe how the project provides short-term or long-term economic benefit for Lewis County Ideally, annual events and being the hub of Lewis County's history would benefit both the short and long-term economy of Lewis County. Short-term examples would be an immediate influx of local spending and hotel/motel stays. Long-term examples would be repeat visits from interested parties as well as word of mouth advertng from the repeat guests.

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. To make the events self-sustaining, an initial successful event will help future sponsors see the impact that the events had on the local economy, therefore giving them incentive to sponsor the event. As the popularity of the events grow, an increase in ticket prices would be justifiable and more merchandise related to the events can be produced.

SOCIAL MEDIA

Website address www.lewiscountymuseum.org

Facebook user name Lewis County Historical Museum

Instagram lchmuseum

Any other social media platforms your organization uses to promote tourism N/A

BUDGET

Amount 28,000

Source City of Chehalis Lodging Tax

Confirmed Yes

Date available	March 2022
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Income 2

Amount	15,500
Source	Donations/Membership
Confirmed	No
Date available	2022

Income 3

Amount	20,000
Source	Various Grants
Confirmed	No
Date available	2022

Income 4

Income 5

Income 6

Expense - Personnel

County	20,000
Other Funds	40,000
Total	60,000

Expense - Administration

County	10,000
Other Funds	43,000
Total	53,000

Expense - Marketing/promotion

County	7,000
Other Funds	5,000
Total	12,000

Expense - Direct sales activities

County	0
Other Funds	1,000
Total	1,000

Expense - Minor equipment

County	500
Other Funds	500
Total	1,000

Expense - Travel

County	0
Other Funds	250
Total	250

Expense - Contract services

County	1,320
Other Funds	1,320
Total	2,640

Expense - Other activities

County	0
Other Funds	2,000
Total	2,000

Total Cost

County	38,820
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Other Funds	93,070
Total	131,890
Priority 1	Lewis County
Full Funding Request	45,000
Priority 2	Lewis County
Minimum Funding Request	35,000
Applicant will / can accept no less than this amount	30,000
If partial funding is received, how will that affect the project / activity? Please describe:	If partial funding is received it will reduce the amount of advertising which will lead to less visitors to the events and to Lewis County. Less funding would cut into the quality of the events and the quality of the exhibits.

PROJECT TIMELINE / TOURISM SEASON

What is your anticipated timeline for accomplishing this activity?	As a tourist information center, the Lewis County Historical Museum will strive to recommend lodging, shopping, and restaurants to those who visit and seek information about the area through out the year. As the museum, the plan is to have relevant events and exhibits each quarter to attract new people to the area and bring back those who have previously visited.
Year-round	Yes
Year-round Explanation	As a tourist information center, the Lewis County Historical Museum will strive to recommend lodging, shopping, and restaurants to those who visit and seek information about the area through out the year.
Off-season	Yes
Off-season Explanation	In the off season, we will hold events such as the Author's Afternoon and decorate for the season.
Shoulder season	Yes
Shoulder season Explanation	Events such as a Native American Canoe launch and the Chehalis Flying Saucer Party will be held during the Shoulder seasons.
High season	Yes
High season Explanation	The High Season we will hold our annual Pioneer Pie Social and Pancake Breakfast and debut new exhibits.

Financial Review

Balance sheet	https://lewiscounty.formstack.com/admin/download/file/11485748642
Income statement	https://lewiscounty.formstack.com/admin/download/file/11485748643
Operating budget for 2021	https://lewiscounty.formstack.com/admin/download/file/11485748644
Projected budget for 2022	https://lewiscounty.formstack.com/admin/download/file/11485748645

Financial review

Financial review	https://lewiscounty.formstack.com/admin/download/file/11485748646
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Nonprofit determination

Nonprofit determination	https://lewiscounty.formstack.com/admin/download/file/11485748647
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Personnel list

Personnel list	https://lewiscounty.formstack.com/admin/download/file/11485748648
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ACKNOWLEDGEMENT

Signature



(Print or type applicant's name) Jason Mattson

Date Oct 07, 2021