

Form Name:	Lodging Tax Application 2022
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ORGANIZATION / PROJECT INFORMATION

Organization name	Mossyrock Area Action League
Project name	Freedom Festival
Project coordinator	Randall/Chris Sasser
Amount requested from Lewis County	25000
Total project amount	45000

APPLICANT CONTACT INFORMATION

Name	Randall/Chris Sasser
Street address	180 Mossyrock Rd. W. Mossyrock, WA 98564
Mailing address (if different from street address)	P.O. Box 714 Mossyrock, WA 98564
Current home phone	(360) 983-8052
Current work phone	(360) 983-3956
Current cell phone	(360) 983-8052
Current email address	maalblueberryfestival@gmail.com
Agency Tax ID Number	262065126
Organization Unified Business Identifier (UBI)	602805367
UBI expiration date	February 28, 2022
Type of organization:	501(c)3
Organization's mission statement or purpose (one or two sentences):	Mossyrock Area Action League's (MAAL's) goal is to create tourist activities that bring people to enjoy the recreational activities and to create economic opportunities in Lewis County, working with neighboring communities to enhance economic growth.
Year the organization was founded:	2008
Has your organization received Lewis County lodging tax funding in the past?	Yes

When did your organization receive Lewis County lodging tax funding?	5/30/2019 and 12/3/2019
How much did your organization / project receive?	17719

REQUIRED INFORMATION

PROJECT DESCRIPTION

Project name	Freedom Festival
1. Describe how the project promotes tourism in all of Lewis County's unincorporated areas.	We promote our festival through several forms of advertising. We use social media (facebook, twitter and instagram), radio ads, flyers and some publications. We supply information to all of the hotels and RV parks. The East Lewis County Chamber of Commerce also helps to promote our event online.
2. Describe how the project will enhance tourism and result in "heads in beds."	By offering an event in the Klickitat Prairie Park in Mossyrock around the 4th of July, it encourages people to come and stay in the area, or extend their camping plans. This was a new festival to our community in 2021 and many people want to see it continue. They are already making plans to come back in July. We have quality bands from outside the area, as far North as Seattle and as far South as Portland. We have food and craft vendors, other forms of entertainment, including a magician, a dog show, activities and games for the children and families. We also have a car show. We also have a parade including a marching band competition. We also have fireworks display sponsored by our Fire Department every 4th of July
3. List the responsible party / parties.	The MAAL Board and volunteers from the area, headed by Randall and Chris Sasser. Also, the local groups, VFW, American Legion, Garden Club, Masons, School District, etc.
4. Describe the area the project will serve, as well as the project's expected impact.	The Mossyrock area, including the City of Mossyrock, Silver Creek, Salkum, City of Morton, and in general, all of Lewis County

5. Describe how the project will specifically promote tourism.	The Freedom Festival specifically honors our veterans. There are many retired military individuals in our community who are regularly visited by out of town family members. This can eventually create new businesses and people moving to our area. At this time in our nation's history, it is important for people to display their patriotism and honor the people who gave us our freedoms. Also, when people come here for an event, they are made aware of our beautiful lakes, water activities and will find this a great place to vacation. People have come to Mossyrock for our annual fireworks display for many years and now with the addition of a Freedom Festival they are encouraged to stay longer and invite friends and family to attend.
6. Describe how you have collaborated with other entities throughout Lewis County to promote tourism.	We had radio ads with KMNT and LIVE95, social media exposure, ads in the East Lewis County Journal, the Shopper, Traveler's magazine. We also are promoted on the East Lewis County Chamber of Commerce website.
7. Describe why your project should receive funding.	Funding will allow us to contract with quality bands to draw people in. It will also help us with getting advertising to the areas that will reach the people interested in coming to our area. It will also help us promote the tourism opportunities in East Lewis County. Even though MAAL funded this event in 2021, we wouldn't be able to do it again with the funds we have left. We also need to build funds to eventually be self sustaining.
8. Describe how your organization would respond to potential cancellations or closures, such as those caused by COVID-19 in 2020 and 2021.	We would contact the vendors who had paid to be at the festival and see if they want a refund or carry their dollars over until the next festival.

USE OF HOTEL / MOTEL TAX

Please indicate below the types of activities for which the lodging tax monies would be used:	TOURISM PROMOTION FESTIVAL OR EVENT DESIGNED TO ATTRACT TOURISTS
Describe the expected results (measurable outcomes) of your project, with the dollar amount for each outcome.	Vendor and advertising fees - \$4500 (approximately) Sales of T-shirts, beer & wine, local blueberry products - \$7600 (approximately) These were funds that we were able to generate for the 2021 Freedom Festival. We still have t-shirts left over, and the beer garden is always popular and a way to generate funds. We had over 40 vendors, most of them first time to our festival.
Total number of attendees predicted to attend:	2000-3500

Describe how receiving lodging tax dollars would increase that number	We can reach more people with advertising dollars and offer entertainment and activities that will encourage people to get out and enjoy the weekend at our festival. They will find lodging in our local hotels and campgrounds.
a. Projected number of attendees who will travel fifty (50) miles or more one way from their home or business to attend:	1000
b. Describe how receiving lodging tax dollars would increase that number	Advertising to a broader population and offer great activities.
a. Projected number of participants who will travel from another country or state to attend:	250
b. Describe how receiving lodging tax dollars would increase that number	Advertising to a broader population and offer great activities.
a. Projected number of participants who will stay overnight in paid accommodations:	500 - 1000
b. Describe how receiving lodging tax dollars would increase that number	Advertising to a broader population and offer great activities.
a. Projected number of participants who will stay overnight in unpaid accommodations:	250-800
b. Describe how receiving lodging tax dollars would increase that number	Advertising to a broader population and offer great activities.
10. Describe how the project provides short-term or long-term economic benefit for Lewis County	Short term - the local businesses in our area receive more revenue during the festival, along with hotels and campsites along the Highway 12 corridor. Long term - Once attendees see what our area has to offer through our recreational areas and our annual festivals, they will come back to vacation. This will include festivals held yearly in Winlock, Onalaska, Toledo, etc.
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.	We are hoping to get some corporate sponsors, have paid parking areas, and possibly charge admission. We also will be charging for advertising and the opportunity for vendors to sell their wares.

SOCIAL MEDIA

Website address	Mossyrockfestivals.org
Facebook user name	Mossyrock Freedom Festivals
Instagram	MossyrockAreaActionLeague
Twitter account name	MAAL@MAALeague

BUDGET

Amount	0
Source	0
Confirmed	Yes
Date available	0

Income 2

Income 3

Income 4

Income 5

Income 6

What percentage of your project does your request for Tourism Promotion Dollars represent? 100%

Expense - Personnel

County	Lewis
Other Funds	0
Total	1000

Expense - Administration

County	Lewis
Other Funds	0

Total	0
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Expense - Marketing/promotion

County	Lewis
Other Funds	0
Total	3,750

Expense - Direct sales activities

County	Lewis
Other Funds	MAAL
Total	4,000

Expense - Minor equipment

County	Lewis
Other Funds	0
Total	0

Expense - Travel

County	Lewis
Other Funds	0
Total	0

Expense - Contract services

County	Lewis County
Other Funds	0
Total	20,000

Expense - Other activities

County	Lewis
Other Funds	0
Total	0

Total Cost

County	Lewis
Other Funds	0
Total	24,750
Priority 1	24,750
Full Funding Request	24,750
Priority 2	15,000
Minimum Funding Request	15,000
Applicant will / can accept no less than this amount	12,500
If partial funding is received, how will that affect the project / activity? Please describe:	It may keep us from having all the activities that we would like to have to attract more people to our area.

PROJECT TIMELINE / TOURISM SEASON

What is your anticipated timeline for accomplishing this activity?	2nd and 3rd of July, 2021
High season	Yes
High season Explanation	Hunting, kayaking, hiking, fishing, camping
Is it a seasonal activity appropriate to its location? Explain	Yes. The Freedom Festival is over the 4th of July weekend. The weather here is great and children are out of school.

Financial Review

Balance sheet	https://lewiscounty.formstack.com/admin/download/file/11486255211
Income statement	https://lewiscounty.formstack.com/admin/download/file/11486255213
Operating budget for 2021	https://lewiscounty.formstack.com/admin/download/file/11486255214
Projected budget for 2022	https://lewiscounty.formstack.com/admin/download/file/11486255215

Financial review

Financial review	https://lewiscounty.formstack.com/admin/download/file/11486255216
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Nonprofit determination

Nonprofit determination

<https://lewiscounty.formstack.com/admin/download/file/11486255217>

Personnel list

Personnel list

<https://lewiscounty.formstack.com/admin/download/file/11486255218>

ACKNOWLEDGEMENT

Signature

A handwritten signature in black ink that reads "Randall Sasser". The signature is written in a cursive style with a large initial 'R' and 'S'.

(Print or type applicant's name)

Randall Sasser

Date

Oct 07, 2021
