

Form Name:	Lodging Tax Application 2022
Submission Time:	October 8, 2021 1:35 pm
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IP Address:	63.170.105.117
Unique ID:	871297634
Location:	37.750999450684, -97.821998596191

ORGANIZATION / PROJECT INFORMATION

Organization name	Mossyrock Area Action League (MAAL)
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Project name	Mossyrock Blueberry Festival
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Project coordinator	Randall and Chris Sasser
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Amount requested from Lewis County	32740
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Total project amount	56375
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APPLICANT CONTACT INFORMATION

Name	Randall and Chris Sasser
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Street address	180 Mossyrock Road W Mossyurock , WA 98564
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Mailing address (if different from street address)	P.O. Box 714 Mossyrock, WA 98564
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Current home phone	(360) 983-8052
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Current work phone	(360) 983-3956
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Current cell phone	(360) 983-8052
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Current email address	maalblueberryfestival@gmail.com
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Agency Tax ID Number	262065126
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Organization Unified Business Identifier (UBI)	602805367
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UBI expiration date	February 28, 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):	Mossyrock Area Action League's (MAAL) goas 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.
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Year the organization was founded:	2008
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Has your organization received Lewis County lodging tax funding in the past?	Yes
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When did your organization receive Lewis County lodging tax funding?	2019
How much did your organization / project receive?	\$17,719

REQUIRED INFORMATION

PROJECT DESCRIPTION

Project name	Mossyrock Blueberry Festival
1. Describe how the project promotes tourism in all of Lewis County's unincorporated areas.	Through our project, located in Mossyrock, Washington, we serve all of Lewis County and draw people from out of the area to enjoy the recreational opportunities and economic growth potential available in the surrounding area. We use several forms of advertising to attract people from out of the are by using social media (Facebook, twitter, and Instagram), radio ads, flyers and some publications. The East Lewis County Chamber of Commerce also promotes our festival. We also ask the neighboring towns to promote our festival and advertise theirs.
2. Describe how the project will enhance tourism and result in "heads in beds."	The BBF showcases the Mossyrock area and all the activities available to people out of the area. Drawing people to the festival weekend enhances "head in beds" not only for our community but neighboring communities as well. In addition, people attending see the extensive outdoor activities in the are which draws them back again and again to experience the things to do in our surrounding areas. This enhances the opportunity to increase "heads in beds" throughout the year. This year we will be having a Civil War Re-enactment and and rock climbing wall, which we haven't had before.
3. List the responsible party / parties.	Mossyrock Area Action League (MAAL) and the MAAL Advisory Committee are the main responsible parties but we get assistance from our local Fire Department, the Mossyrock School District, the City of Mossyrock, Morton Police Department, Assembly of God Church, VFW, American Legion, Mossyrock Garden Club, Masons and a lot of local volunteers.
4. Describe the area the project will serve, as well as the project's expected impact.	The festival brings increased activity to many of the local businesses in and around Mossyrock. This includes not only the city of Mossyrock but Silver Creek, Morton, Salkum and even up to Packwood with visitors wanting to see what other activities are available. During this time there is an increase in the use of local camping ground which are filled to their limits and this also causes visitors to come back at other times of the year to use our amenities.

5. Describe how the project will specifically promote tourism.	The festival promotes one of the many facets of our area which is our blueberry growers. People from other areas come to get some of our delicious fruits and it becomes a yearly trek for them and they tell their friends and they come as well. Mossyrock is the hub of outdoor recreation in Lewis County which draws visitors to discover swimming, boating, camping, jet skiing, fishing, hiking, horseback riding, biking and other activities. We not only promote our festival but Morton's Loggers Jubilee which follows the Blueberry Festival the next weekend and the Apple Festival in Onalaska in October.
6. Describe how you have collaborated with other entities throughout Lewis County to promote tourism.	When planning for the Blueberry Festival, we work with others like the East Lewis County Chamber of Commerce, the East Lewis County Journal, The Shopper and various radio stations to promote the festival.
7. Describe why your project should receive funding.	The funding we receive for the festival helps us with more advertising to bring people from other areas to visit our area and surrounding areas. We have been able to reach all the way up to the Seattle area with social media and even down into Oregon. We have even had visitors from overseas like Croatia who will undoubtedly express how they like our area and in turn will encourage other friends to visit us as well. In addition when they leave our area, they have to go either north or south which in turn gives other communities a chance to increase the economic funds.
8. Describe how your organization would respond to potential cancellations or closures, such as those caused by COVID-19 in 2020 and 2021.	These last two years have really been lessons learned but again through social media, emails, phone calls and such, the word was sent out. We have people asking when we will resume our festival. We make arrangements with vendors and others to keep informed especially through our website. This happened to us in 2020. We contacted the vendors who had paid for their spots and some of them wanted refunds and some wanted the money carried over to the next festivals. We had specified in our contract with the entertainers that if the event was cancelled due to anything beyond our control, they would refund the deposit that we gave them.

USE OF HOTEL / MOTEL TAX

Please indicate below the types of activities for which the lodging tax monies would be used:	TOURISM PROMOTION DIRECTIONAL SIGNAGE FESTIVAL OR EVENT DESIGNED TO ATTRACT TOURISTS
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Describe the expected results (measurable outcomes) of your project, with the dollar amount for each outcome.	We had approximately 30 to 40 vendors which brought us about \$4,500 in revenue, also sales from our MAAL booth which has t-shirts, mugs, blueberries and other blueberry products which could be another couple of thousand dollars. The beer garden which has traditionally been a fundraiser for the local park is being done by MAAL which can raise from \$3,000 to \$4,000 during the event because it is so popular. MAAL in turn then helps with upgrades to the park. The economic impact from the festival is hard to gauge but when you see standing room only to our restaurants and lines out the door, you know they are busy. The festival also keeps many of our other businesses quite busy.
Total number of attendees predicted to attend:	6,000
Describe how receiving lodging tax dollars would increase that number	LTAC funds help us to use different types of advertising which reaches other areas 50 miles more than our local area. It also gives us the opportunity to draw a bigger venue of entertainers thus drawing people from other areas wanting to see their favorite group play and thus causes them to use our local camp grounds, hotel and or motels and the such. This gives us the potential to reach broader and larger audiences and bring the visitors to our area.
a. Projected number of attendees who will travel fifty (50) miles or more one way from their home or business to attend:	3,000 to 4,500
b. Describe how receiving lodging tax dollars would increase that number	In prior years, approximately 47% of attendees traveled more than 50 and many over 100 mile. When you hear of attendees from Croatia and the Ukraine say they enjoyed themselves and want to come back you know you have done your job in promoting your area. LTAC allows us the flexibility to grow and reach people from out of our area to come and enjoy what our community has to offer. Many people travel the White Pass Scenic Byway to get to Mt. St. Helens or Mt. Rainier either heading west to the beaches or to the east for the excellent fruits available. They all have to travel through our area, what a wonderful place to stop and enjoy a couple of days with an awesome festival to entertain them.
a. Projected number of participants who will travel from another country or state to attend:	750

b. Describe how receiving lodging tax dollars would increase that number	Social media has become one of our best friends and this has in turn increase the people from outside the United States visiting our county. With COVID, people are looking for a fresh place to visit and relax. With lakes for fishing, skiing or rafting or even canoeing, many visitors want that clean outdoor experience. We have had encouraging feedback from our visitors and they are looking to come back and visit us again.
a. Projected number of participants who will stay overnight in paid accommodations:	2,500 to approximately 3,000
b. Describe how receiving lodging tax dollars would increase that number	We have approximately 12 different camping areas within about 15 to 25 miles from Mossyrock. With LTAC help, we can blanket these camps with fliers and information about our festival and other festivals to come. It becomes a win win for all of our communities.
a. Projected number of participants who will stay overnight in unpaid accommodations:	2,000 to 3,000
b. Describe how receiving lodging tax dollars would increase that number	In the Mossyrock area we have many who are snow birds and retired military so our area is a place for families to gather and enjoy an awesome weekend with great music and entertainment. It give them something to do when not out boating, fishing or hiking. Being able to advertise on the radio can also draw these visitors in as to what is going on in our area. Our military community (active and retired) are enthusiastic about the Civil War Re-enactment. We will also ask the Veterans Memorial in Chehalis to promote our event.
10. Describe how the project provides short-term or long-term economic benefit for Lewis County	The short term economic benefits is that our local businesses who see a slow down in the winter are able to make extra income because of the festival. It gives them a real boost to make it through the year till the next festival. Long term, we may catch a business person wanting to relocate because they like the area and it also gets visitors to see what great attractions we have here so they return year to year as a family tradition. That is the long term impact, is seeing the same people return each year bringing someone new with them.
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.	One of the main goals is to increase sponsorships of the music venue and through sales of business banners. Bringing the vendor fees in line with other festival will help increase funds, maybe bring carnival rides and charge a nominal fee. All areas are being explored.

SOCIAL MEDIA

Website address	www.mossyrockfestivals.org
Facebook user name	BlueberryFestival-MAAL
Instagram	MossyrockAreaActionLeague
Twitter account name	MAAL@MAALeague
Any other social media platforms your organization uses to promote tourism	White Pass Scenic By Way app Discover Lewis County East Lewis County Chamber of Commerce

BUDGET

Amount	\$5,000
Source	Vendor Fees
Confirmed	No
Date available	7/29/2022

Income 2

Amount	\$8,000
Source	Event Booklet Ads
Confirmed	No
Date available	5/1/2022

Income 3

Amount	\$5,000
Source	Sponsors
Confirmed	No
Date available	5/1/2022

Income 4

Amount	\$2,000
Source	MAAL Booth Sales, Trailer Ads
Confirmed	No
Date available	8/62022

Income 5

Amount	\$5,000
Source	Parking Fees
Confirmed	No
Date available	8/6/2022

Income 6

Amount	\$32,740
Source	LTAC
Confirmed	No
Date available	01/1/2022
Total Income	\$57,740
What percentage of your project does your request for Tourism Promotion Dollars represent?	43%

Expense - Personnel

County	LTAC
Other Funds	0
Total	\$2,000

Expense - Administration

County	Lewis
Other Funds	MAAL
Total	\$4,950

Expense - Marketing/promotion

County	LTAC
Other Funds	0
Total	\$20,000

Expense - Direct sales activities

County	Lewis
Other Funds	MAAL
Total	\$4,550.00

Expense - Minor equipment

County	Lewis
Other Funds	MAAL
Total	\$5,500

Expense - Travel

County	Lewis
Other Funds	\$790.00
Total	\$740.00

Expense - Contract services

County	LTAC
Other Funds	MAAL
Total	\$20,000

Expense - Other activities

County	Lewis
Other Funds	0
Total	0

Total Cost

County	\$32,740.00
Other Funds	\$25,000.00
Total	\$57,740.00
Priority 1	Full funding

Full Funding Request	\$32,740.00
Priority 2	Minimum
Minimum Funding Request	\$27,829.00
Applicant will / can accept no less than this amount	\$25,000.00
If partial funding is received, how will that affect the project / activity? Please describe:	Partial funding could have a big impact on what we can provide for the festival. Since advertising will be a good portion of what we do, we may not be able to do all the advertising we would like to do.

PROJECT TIMELINE / TOURISM SEASON

What is your anticipated timeline for accomplishing this activity?	Our Blueberry Festival will be August 5th and 6th of 2022 and this project is a year long project which takes a lot of coordinating. MAAL supports other projects throughout the year, movie nights, Halloween get together, the City Tree Lighting and many other things. Helping our Klickitat Prairie Park is one of the major things that the MAAL participates in.
Year-round	Yes
Year-round Explanation	Hunting, kayaking, hiking, fishing, camping
Off-season	Yes
Off-season Explanation	Hunting, kayaking, hiking, fishing, camping
Shoulder season	Yes
Shoulder season Explanation	Concerts in the park, Halloween Get Together, Christmas Tree Lighting
High season	Yes
High season Explanation	Blueberry Festival, Hunting, kayaking, hiking, fishing, camping, boating
Is it a seasonal activity appropriate to its location? Explain	Yes, this is the height of Blueberry season and all the fruit is at its peak for people to buy. Midsummer is beautiful weather with it being ideal for the festival. The festival is a prelude to the Morton Jubilee and the Southwest Washington Fair. It is an introduction to the area for outdoor recreational activities year-round.

Financial Review

Balance sheet	https://lewiscounty.formstack.com/admin/download/file/11491963729
Income statement	https://lewiscounty.formstack.com/admin/download/file/11491963730

Operating budget for 2021	https://lewiscounty.formstack.com/admin/download/file/11491963732
Projected budget for 2022	https://lewiscounty.formstack.com/admin/download/file/11491963734
Financial review	
Financial review	https://lewiscounty.formstack.com/admin/download/file/11491963736
Nonprofit determination	
Nonprofit determination	https://lewiscounty.formstack.com/admin/download/file/11491963739
Personnel list	
Personnel list	https://lewiscounty.formstack.com/admin/download/file/11491963740
ACKNOWLEDGEMENT	
Signature	
(Print or type applicant's name)	Randall Sasser
Date	Oct 08, 2021