

Form Name:	Lodging Tax Application 2022
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Unique ID:	869976649
Location:	43.185501098633, -89.473503112793

ORGANIZATION / PROJECT INFORMATION

Organization name	Onalaska Alliance
Project name	Onalaska Apple Harvest Festival
Project coordinator	Cathy Murphy
Amount requested from Lewis County	13500
Total project amount	21000

APPLICANT CONTACT INFORMATION

Name	Cathy Murphy
Street address	205 Burchett Rd Onalaska, WA 98570
Mailing address (if different from street address)	205 Burchett Rd Onalaska, WA 98570
Current home phone	(360) 978-4018
Current work phone	(360) 978-4115
Current cell phone	(360) 520-3659
Current email address	murphytf@tds.net
Agency Tax ID Number	264577681
Organization Unified Business Identifier (UBI)	602905877
UBI expiration date	March 01, 2022
Type of organization:	501(c)3
Organization's mission statement or purpose (one or two sentences):	To develop innovative and sustainable economic and educational opportunities compatible with a rural lifestyle, to reduce poverty, to enhance and develop cultural and natural resources, and to promote the common goals of community and celebration.
Year the organization was founded:	Onalaska Alliance
Has your organization received Lewis County lodging tax funding in the past?	Yes

When did your organization receive Lewis County lodging tax funding?	2020 for 2021
How much did your organization / project receive?	10500

REQUIRED INFORMATION

PROJECT DESCRIPTION

Project name	Onalaska Apple Harvest Festival
1. Describe how the project promotes tourism in all of Lewis County's unincorporated areas.	The four-day Onalaska Apple Harvest Festival, including the popular Farm and Homestead Tour, serves all of Lewis County, Southwest Washington and the Onalaska area by attracting visitors who are interested in a rural, agricultural and harvest themed festival. The festival provides an excellent opportunity to experience an authentic small-town farming community. Now in its 12th festival, the Apple Harvest Festival and all its related activities attracts an increasing number of visitors to the area each year with a combination of returning and first-time participants.
2. Describe how the project will enhance tourism and result in "heads in beds."	The Apple Harvest Festival includes a full weekend of activities on both Saturday and Sunday, encouraging visitors to stay in the area and adding "heads in beds" to our local area lodging. Local businesses such as the Mason Jar, are also using the popularity of the Apple Harvest Festival to launch their own business and tourism activities during the festival. Our desire is to provide a quality festival experience, exposing visitors to the outdoor and recreational opportunities in our area and give them a desire to return. Our theme of a small-town harvest and agricultural festival has wide appeal to attract visitors from outside our area, encouraging them to stay in local lodging for the multi-day festival.
3. List the responsible party / parties.	Onalaska Alliance, a 501c3 nonprofit, is the managing organization responsible for Onalaska Apple Harvest Festival and Farm & Homestead Tour. The structure of the Apple Harvest Festival consists of chairpersons and committees for each activity and event throughout the festival. Committee chairs answer to the board of the Onalaska Alliance for all decisions.

4. Describe the area the project will serve, as well as the project's expected impact.

The Onalaska Apple Harvest Festival was created to showcase the many talents and skills of our local farming and agriculture-based community including many local and Lewis County artisans, craftsmen, farmers, and loggers. The many partnerships that Onalaska Alliance has with the community provide a foundation for sponsoring the festival. These organizations and businesses sponsor many events and activities of the festival which helps support our local and Lewis County economy.

With the addition of the Farm & Homestead tour on Sunday, local farms are able to showcase their expertise in farming, agriculture, stewardship of the land and/or animal husbandry. Each farm provides economic stimulus to the area by producing services and/or products they are marketing. We hope to continue a farm tour video to promote this event. We started the video with LTAC funds in 2021 and hope to expand it in 2022. This video will be used for promotion to reach a greater audience. We have increased our Facebook ad budget to use this video to reach tourists outside our area.

5. Describe how the project will specifically promote tourism.

Apple Harvest Festival marketing is specifically designed to encourage visitors from Portland to Seattle and beyond to visit the Lewis County area. To promote tourism in the area we plan to sponsor Facebook ads targeting those interested in farming and agriculture, and to make a video showcasing the Farm Tour. Along with the Apple Harvest video, these can be used in publications and websites to showcase the festival and attract visitors to our area while promoting local overnight lodging. Extensive information on local lodging options is also included in our promotional materials, Event Guides, Rack Cards, Posters and Farm Tour Brochure provide detailed information about what to expect at the festival. Our website has several pages dedicated to the festival, including lodging. Festival information is also given to local motels, RV parks and campgrounds the week of the festival to encourage those staying in the area to participate.

Our data from this year and previous Farm Tour shows people traveling from Tacoma to Portland to attend the Farm and Homestead Tour, as well as spending the night in local lodging. Data from the Quilt Show also showed the same thing.

With additional Facebook ad funds, we hope to increase these numbers and bring more people to local lodging.

6. Describe how you have collaborated with other entities throughout Lewis County to promote tourism.

The Onalaska Alliance website and Facebook pages are always eager and willing to share and promote tourism activities throughout Lewis County. Our marketing team regularly posts on social media to promote Lewis County activities and events of interest to travelers and residents, highlighting the many benefits of living in our beautiful scenic area. We believe this is the best way to support Lewis County tourism and we continue to collaborate with and learn from seasoned tourism leaders in our county

7. Describe why your project should receive funding.

Onalaska Alliance began working with a videographer in 2021 (this year) to create a video showcasing the Farm Tour. The budget for 2021 was \$2500 which was a good start. We want to continue that work and add more footage to the video that we begun this year. We are asking for an additional \$2500 to fund this project which will be used for marketing of The Farm Tour. We believe this event has high market interest to families outside our area who are looking for a fun and creative trip.

The Onalaska Apple Harvest Festival has been successful in promoting tourism throughout Western Washington. LTAC funding for the festival will be used for marketing to ensure the festival theme and message is spread to potential visitors. Funding also ensures quality materials, including our Event Guide, posters, rack cards, video production and paid advertising. The Apple Harvest Festival is deserving of lodging tax funding for marketing to ensure that visitors will spend their tourist dollars in the form of food and lodging in our area.

8. Describe how your organization would respond to potential cancellations or closures, such as those caused by COVID-19 in 2020 and 2021.

The safety of our community is of utmost importance to us. Onalaska Alliance follows the guidelines set forth by the state and county health departments concerning Covid-19 guidelines, recommendations and recommendations. This year our festival will be 95% outdoor to avoid Covid-19 spread. The only indoor activity will be the poetry gathering which has typically been a small group. Masks will be required to participate and social distancing will be practiced. If the state or county health department recommend to cancel outdoor festivals, we will not hesitate to do so.

One month before the 2021 festival, a state mandate was issued for masks to be worn to all outdoor events over 500 in Washington state. This criteria included Apple Harvest Festival. We worked with the Lewis County Health department to ensure signage, masks, hand washing stations and hand sanitizers was provided to all our vendors, committee chairs and participants. We did everything possible to follow the state mandate and will continue to do so if required. With their much appreciated support, we feel confident the health safety of our community was intact.

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.

Outcomes for Apple Harvest Festival include: Promote tourism in Onalaska and Lewis County through increased festival attendance, increased exposure to Lewis County and Onalaska area visitor opportunities, increased agritourism awareness of farm opportunities in Lewis County and Onalaska area, Economic benefits to Lewis County and Onalaska businesses through tourist dollars, increased stays in lodging, including RV Parks, Bed & Breakfasts, campgrounds and Airbnbs.

With the increased video footage of the Farm Tour video, we hope to increase our reach for potential tourists. This will also give the participating farms a marketing tool for them to use as they advertise for the farm tour as well. The expected outcome of this would be increased attendance of the Farm Tour, increased tourists to our area, and increased stays in local lodging.

Total number of attendees predicted to attend:

5000

Describe how receiving lodging tax dollars would increase that number

Lodging tax dollars increase the overall attendance of the Apply Harvest Festival by providing the Onalaska Alliance with the means to reach a vast audience by marketing the festival through targeted Facebook ads, the festival Event Guide, printed materials and targeted print ads. Without lodging tax funds, the marketing budget for the festival would be greatly reduced resulting in far fewer visitors to the event and the Lewis County area.

a. Projected number of attendees who will travel fifty (50) miles or more one way from their home or business to attend:

700

b. Describe how receiving lodging tax dollars would increase that number

2020 Lodging tax funds were used to create a tourism video to showcase the Farm Tour and the experience of touring a working farm. Our budget was \$3000 which got us a good start on the video. This grant is asking for another \$2500 to complete the promotional video.

Targeted audiences for the Farm Tour video include the greater Portland and Seattle/Tacoma area. Agricultural themed experiences are very popular for families and attract large numbers of visitors to the Lewis County area. The Sunday Farm Tour, combined with the full day of activities on Saturday, create a very marketable experience for those living in urban areas.

a. Projected number of participants who will travel from another country or state to attend: 300

b. Describe how receiving lodging tax dollars would increase that number

The Apple Harvest Festival uses surveys and "where are you from" maps to identify where visitors have traveled from, including Lewis County, Washington state, the US and the world. This sampling of visitors attending the festival has consistently shown that the Apple Harvest Festival attracts a significant number of visitors from out of state and even from other countries. Lodging tax funds will be used to attract and encourage travelers to visit Lewis County, to see the many recreational opportunities here, and to include our festival in their travel plans.

a. Projected number of participants who will stay overnight in paid accommodations: 150

b. Describe how receiving lodging tax dollars would increase that number

The Apple Harvest Festival provides two days of quality activities to encourage tourists to spend the night in paid lodging while attending the festival. Data obtained from surveys and sign in sheets at festival events show a significant number of visitors stay in paid overnight lodging while visiting the festival. Lodging options include hotels, campgrounds, motels, local Airbnbs and Bed and Breakfasts.

Our marketing materials are given to all local lodging facilities to ensure that visitors to our area are aware of the festival opportunities. We are committed to providing a quality experience that encourages visitors to return to our area and learn more about all that Lewis County has to offer.

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

b. Describe how receiving lodging tax dollars would increase that number

The Apple Harvest Festival attracts a variety of visitors including family and friends of residents who live in Lewis County. The fun and family-oriented activities of the Apple Harvest Festival expose visitors to the many activities and experiences Lewis County has to offer and encourages them to return for other recreation and/or tourist activities and stay in local paid lodging. By promoting Apple Harvest Festival, it also promotes the potential for everyone to return and spend their tourism dollars in Lewis County.

10. Describe how the project provides short-term or long-term economic benefit for Lewis County

Apple Harvest Festival brings tourism dollars into Lewis County through paid overnight stays in local lodging, restaurant visits and spending at local businesses. The festival also provides visitors an opportunity to see areas of interest while they are here; encouraging them to return and spend their tourism dollars in our area again.

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.

Onalaska Alliance manages and provides significant funds for the Apple Harvest Festival along with hundreds of volunteer hours spent planning, organizing and putting on the festival. In 2019, we tracked 2800 hours of volunteer time to put on the festival. Many local businesses help promote and contribute financially through sponsorship and paid advertising in the Event Guide. Entry fees, vendor fees, ticket sales, fundraising and the sale of merchandise contribute to the profitable event. Members of the Onalaska Alliance board oversee all financial and budget decisions. Apple Harvest Festival has been fiscally responsible and profitable every year. These are some of the examples of the community financial support to sustain the festival long term.

SOCIAL MEDIA

Website address	www.OnalaskaAlliance.org
Facebook user name	Onalaska Alliance, Onalaska Apple Harvest Festival

BUDGET

Amount	10000
Source	Onalaska Alliance
Confirmed	Yes
Date available	current

Income 2

Income 3

Income 4

Income 5

Income 6

Expense - Personnel

County	0
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Other Funds	0
Total	0
Expense - Administration	
County	0
Other Funds	0
Total	0
Expense - Marketing/promotion	
County	7000
Other Funds	0
Total	0
Expense - Direct sales activities	
County	500
Other Funds	0
Total	0
Expense - Minor equipment	
County	0
Other Funds	0
Total	0
Expense - Travel	
County	0
Other Funds	0
Total	0
Expense - Contract services	
County	6000
Other Funds	0

Total	0
Expense - Other activities	
County	0
Other Funds	0
Total	0
Total Cost	
County	13500
Other Funds	10000
Total	21000
Priority 1	13500
Full Funding Request	13500
Priority 2	12000
Minimum Funding Request	8000
Applicant will / can accept no less than this amount	8000
If partial funding is received, how will that affect the project / activity? Please describe:	If partial funding is received, Event Guide, and Farm Tour brochure amounts will be reduced; Farm Tour video will not be added to; and Poetry gathering promotional materials will be canceled.

PROJECT TIMELINE / TOURISM SEASON

What is your anticipated timeline for accomplishing this activity?	Apple Harvest Festival is held the first weekend of October each year. Planning begins in April and continues throughout the summer and early fall.
Shoulder season	Yes
Shoulder season Explanation	Apple Harvest Festival is a fall festival when families are still enjoying outdoor events.
Is it a seasonal activity appropriate to its location? Explain	The Apple Harvest Festival celebrates the seasonal changes of Autumn and the bounty of everything apples and local harvests. Our community has an abundance of apple trees growing in fields and in backyards representing the families that founded our area.

Financial Review

Balance sheet	https://lewiscounty.formstack.com/admin/download/file/11473806630
Income statement	https://lewiscounty.formstack.com/admin/download/file/11473806631
Operating budget for 2021	https://lewiscounty.formstack.com/admin/download/file/11473806632
Projected budget for 2022	https://lewiscounty.formstack.com/admin/download/file/11473806633

Financial review

Financial review	https://lewiscounty.formstack.com/admin/download/file/11473806634
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Nonprofit determination

Nonprofit determination	https://lewiscounty.formstack.com/admin/download/file/11473806635
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Personnel list

Personnel list	https://lewiscounty.formstack.com/admin/download/file/11473806636
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ACKNOWLEDGEMENT

Signature



(Print or type applicant's name) Cathy Murphy

Date Oct 05, 2021