

Form Name:	Lodging Tax Application 2022
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ORGANIZATION / PROJECT INFORMATION

Organization name	Veterans Memorial Museum
Project name	Veterans Memorial Museum
Project coordinator	Charles "Chip" Duncan
Amount requested from Lewis County	35000
Total project amount	240000

APPLICANT CONTACT INFORMATION

Name	Charles Duncan
Street address	100 SW Veterans Way Chehalis, WA 98532
Mailing address (if different from street address)	100 SW Veterans Way Chehalis, WA 98532
Current home phone	(360) 304-0285
Current work phone	(360) 740-8875
Current cell phone	(360) 304-0285
Current email address	info@veteransmuseum.org
Agency Tax ID Number	911744786
Organization Unified Business Identifier (UBI)	601677528
UBI expiration date	December 31, 2021
Type of organization:	501(c)3
Organization's mission statement or purpose (one or two sentences):	The Veterans Memorial Museum is dedicated to preserving and telling the stories of the men and women who have honorably served our nation in the Armed Forces of the United States, during peacetime and war so that we may enjoy the freedoms we have today.
Year the organization was founded:	Veterans Memorial Museum
Has your organization received Lewis County lodging tax funding in the past?	Yes

When did your organization receive Lewis County lodging tax funding?	2021, 2020, 2019 and prior years however not consecutive
How much did your organization / project receive?	\$20,000 (2021)

REQUIRED INFORMATION

PROJECT DESCRIPTION

Project name	Veterans Memorial Museum
1. Describe how the project promotes tourism in all of Lewis County's unincorporated areas.	The Veterans Memorial Museum has become one of the most significant tourism destinations in Lewis County. With a projected attendance of 17,000 visitors for 2021. Of those 17,000 visitors we know that nearly half of them come from regions outside of Lewis County. Through our guest book information and the participation information for our numerous events we see families and individuals coming from all corners of the Pacific Northwest and beyond. Not only does this broaden the base of tourism in unincorporated Lewis County - but the Veterans Memorial Museum actively creates events, such as the Chehalis Gambler 500 event that send our customers to Eastern and the far Western regions of Lewis County to support businesses and organizations there.
2. Describe how the project will enhance tourism and result in "heads in beds."	The Veterans Memorial Museum creates so many opportunities and events that result in "heads in beds". As we have seen in 2020 as well as 2021 our events brought people from as far away as California, Oregon, Idaho and the remote regions of Washington. These participants many times found lodging in unincorporated regions of Lewis County either arriving to the events or after leaving the events. By creating events that encouraged participants to see other regions of Lewis County we introduced many of them to the wonders and beauty that the County has to offer. If it did not directly create hotel stays on the particular events it certainly created them at later times in the near future.
3. List the responsible party / parties.	Board President: Patrick Swanson Vice President: Ron Edwards Secretary: Greg Lassila Treasurer; Heidi Freeman Director; Charles "Chip" Duncan

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

Though centrally located in Chehalis, Washington along the I-5 corridor, the Veterans Memorial Museum has for years strove to promote tourism throughout Lewis County. As the pandemic hit in 2020 we found ourselves in a position to promote tourism by any means with safety. We did this by creating events that brought thousands and thousands of visitors from all over the region to events like the 4th of July Static Parade and the Trunks with Treats to name a few. We also saw how many of our local businesses and tourist attractions were struggling so we incorporated our Gambler 500 event to have participants travel to destinations like PeEll and Packwood to patron businesses and restaurants. In 2021 we expanded these events and did even more by partnering with other organizations both local and from outside the region. We had an event nearly every weekend during the spring and summer. We have seen tourism not only return to 2019 levels but already we exceed it. By bringing this tourism to the region by the thousands with many of them staying in lodging facilities in unincorporated Lewis County.

5. Describe how the project will specifically promote tourism.

The Veterans Memorial Museum is a premier tourism destination but by partnering with other organizations and businesses we expand the base of visitors that would normally come. This adds to a tourism base that was not normally seen in years past. Tourism happens organically through the Museum's Gallery, but it also proactively produces events that activate tourism. These events include parades, craft shows, car shows, swap meets, weddings, family reunions, business meetings and most importantly our annual Veterans Recognition events that bring veterans and their families from all regions in the Pacific Northwest.

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

Our many events have seen partnerships expand four-fold in 2020 and 2021. This year we were the host location for many car shows whose base was not normally in any region of Lewis County such as Northwest C-10's car show that is normally based in the Tacoma region. We also collaborated with Gemini Events to have two craft shows that brought over 300 vendors and thousands of customers from all over the region. We regularly find sponsorships with many businesses both in unincorporated and incorporated Lewis County. We also created a partnership with the Packwood Action Committee with our Gambler 500 event. This event brought hundreds of customers to businesses in Randle, Morton and Packwood. Not only did they patron these regions they also, in conjunction with the Gifford Pinchot Forest Service removed abandoned trailers and over 3 tons of trash from the forest.

7. Describe why your project should receive funding.

The Veterans Memorial Museum has an active staff and volunteer base that works hard to create quality and popular events. Our facility and events see upwards of 15,000 visitors annually through our efforts. Lodging Tax Funding helps us to promote and produce these events as well as promote the Museum itself. Without this funding our ability to promote the Museum and produce the events would be greatly hampered and we would not be able to properly advertise to bring interest to these events or provide a quality venue.

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

During the closures and cancellations of 2020 and 2021 we took the position of not what we "can't do" but instead looked at the situation as what "can we do?". Early on we turned to social media to continue interest in the Museum itself as an on-line entity and held our Memorial Day service via Facebook Live. We had weekly "tours" of the gallery on Facebook as well. We also took the time to catch up on updating the gallery and finishing projects that needed to be done. Once there were some relaxations we did things like a drive thru Static 4th of July Parade and later outdoor events like car shows, Gambler 500, craft fairs and trunk or treat events to help the community heal and have a sense of normalcy. Where other communities floundered in tourism and tax base we helped to create the catalyst of tourism for the County.

If such a thing were to occur again - we would certainly do everything in our power to continue the momentum of tourism in Lewis County.

USE OF HOTEL / MOTEL TAX

Please indicate below the types of activities for which the lodging tax monies would be used:

TOURISM PROMOTION
MARKETING ONLY
DIRECTIONAL SIGNAGE

Describe the expected results (measurable outcomes) of your project, with the dollar amount for each outcome.

The 2022 budget for the Veterans Memorial Museum is projected to be \$240,000. Our fundraisers and operations are budgeted to create \$54,000 of revenue, however in many year we usually exceed these projections by 10 to 25%.

Total number of attendees predicted to attend:

15,229

Describe how receiving lodging tax dollars would increase that number

With proper funding for tourism promotion and event production we have regularly seen an increase year after year of attendees. As of September, 2021 the estimate of 15,229 may already be low.

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

5,787

b. Describe how receiving lodging tax dollars would increase that number	By using lodging tax dollars that specifically target audiences beyond Lewis County such as advertisements in national magazines, social media and radio as well as receiving the funding to produce these events we can easily expect tourists arriving from over 50 miles away. These particular tourists are the key to creating 'heads in beds' scenarios for unincorporated Lewis County.
a. Projected number of participants who will travel from another country or state to attend:	1,620
b. Describe how receiving lodging tax dollars would increase that number	This numbers is conservative at best as we have seen a dip in out of state tourism, however with the Lodging Tax Funding that we received this year we are not ashamed of over 1,600 out of state tourists coming to the Museum in 2021 so far. With the continued effort of funding we can see even more for 2022.
a. Projected number of participants who will stay overnight in paid accommodations:	2,893
b. Describe how receiving lodging tax dollars would increase that number	Distance is the key to increasing and overnight accommodations. By partnering with organizations that normally operate in other regions we create the catalyst of drawing tourism to Lewis County that would have normally never come. When they travel longer distances for events they are interested in, this in turn creates overnight stays.
a. Projected number of participants who will stay overnight in unpaid accommodations:	609
b. Describe how receiving lodging tax dollars would increase that number	From our tracking this number has always been fairly small in relation to the overall picture. Unpaid accommodations are generally family members or friends that they stay with for events. Regardless funding will increase this number though it is not directly creating 'heads in beds' it does create a tax base for the County
10. Describe how the project provides short-term or long-term economic benefit for Lewis County	The Veterans Memorial Museum has been a significant destination point for Lewis County since its formation in 1997. Annually the Veterans Museum has operated as a destination point for tourism. With the proper support and funding the Museum can continue to expand our partnerships and programs that bring tourism. We have proven track record of creating events that are recognized not only locally but are now on the national stage such as our Gambler 500 event which also brings in the HooptieX rally races which is a national automotive circuit. This is just one example.

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.

The Veterans Memorial Museum has an annual budget that is exceptionally low compared to other organizations and venues of similar stature and scope. the Veterans Memorial Museum prides its grants of Lodging Tax Funds in that we never use the grants for operations or salary expenses. We have a consistent track record of using the funds for promotion and production of events that promote tourism. As these events begin to grow they continue to expand our financial base that they can be eventually self-sustaining.

SOCIAL MEDIA

Website address	www.veteransmusuem.org
Facebook user name	Veterans Memorial Museum
Instagram	@chehalisveteransmemorialmuseum
Twitter account name	n/a
Any other social media platforms your organization uses to promote tourism	none

BUDGET

Amount	\$40,000
Source	City of Chehalis Lodging Tax Fund
Confirmed	No
Date available	January 2022

Income 2

Amount	\$35,000
Source	Lewis County Lodging Tax Fund
Confirmed	No
Date available	January 2022

Income 3

Amount	\$29,000
Source	Admission and Gift Shop
Confirmed	No

Date available	January 2022 to December 2022
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Income 4

Amount	\$17,000
Source	Memberships
Confirmed	No
Date available	January 2022 to December 2022

Income 5

Amount	\$65,000
Source	Donations
Confirmed	No
Date available	January 2022 to December 2022

Income 6

Amount	\$54,000
Source	Fundraisers and Operations
Confirmed	No
Date available	January 2022 to December 2022
Total Income	\$240,000
What percentage of your project does your request for Tourism Promotion Dollars represent?	14.5%

Expense - Personnel

County	None
Other Funds	Personnel
Total	\$80,600

Expense - Administration

County	none
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Other Funds	Operations
Total	\$76,400
Expense - Marketing/promotion	
County	\$35,000
Other Funds	\$40,000
Total	\$75,000
Expense - Direct sales activities	
County	None
Other Funds	Gift Shop
Total	\$8,000
Expense - Minor equipment	
County	none
Other Funds	none
Total	none
Expense - Travel	
County	none
Other Funds	none
Total	none
Expense - Contract services	
County	none
Other Funds	none
Total	none
Expense - Other activities	
County	none
Other Funds	none

Total	none
Total Cost	
County	\$35,000
Other Funds	\$205,000
Total	\$240,000
Priority 1	\$35,000
Full Funding Request	\$35,000
Priority 2	\$30,000
Minimum Funding Request	\$30,000
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:	Partial funding always hampers our ability to create events that help to draw more tourism to Lewis County. Without the proper funding events will need to be cut back which will not only lower tourism numbers but will also create a slow fade of future tourism.

PROJECT TIMELINE / TOURISM SEASON

What is your anticipated timeline for accomplishing this activity?	January 2022 to December of 2022
Year-round	Yes
Year-round Explanation	The Museum operates throughout the year
Off-season	Yes
Off-season Explanation	The Museum operates throughout the year
Shoulder season	Yes
Shoulder season Explanation	The Museum operates throughout the year
High season	Yes
High season Explanation	The Museum operates throughout the year
Is it a seasonal activity appropriate to its location? Explain	Due to our Pacific Northwest Weather we are limited on times when outdoor activities are produced. However the core of the Museum remains open throughout the year

Financial Review

Balance sheet	https://www.formstack.com/admin/download/file/11316466466
Income statement	https://www.formstack.com/admin/download/file/11316466467
Operating budget for 2021	https://www.formstack.com/admin/download/file/11316466468
Projected budget for 2022	https://www.formstack.com/admin/download/file/11316466469

Financial review

Financial review	https://www.formstack.com/admin/download/file/11316466470
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Nonprofit determination

Nonprofit determination	https://www.formstack.com/admin/download/file/11316466471
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Personnel list

Personnel list	https://www.formstack.com/admin/download/file/11316466472
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ACKNOWLEDGEMENT

Signature



(Print or type applicant's name) Charles "Chip" Duncan

Date Sep 09, 2021