

Form Name:	Lodging Tax Application 2022
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Location:	46.574600219727, -122.908203125

ORGANIZATION / PROJECT INFORMATION

Organization name	White Pass Country Historical Society
Project name	Operation of White Pass Country Historical Museum & Associated Events
Project coordinator	Martha Garoutte
Amount requested from Lewis County	35000
Total project amount	66500

APPLICANT CONTACT INFORMATION

Name	Martha Garoutte
Street address	12990 US Hwy 12 Packwood, WA 98361
Mailing address (if different from street address)	PO Box 958 Packwood, WA 98361
Current home phone	(360) 494-4031
Current cell phone	(360) 496-1519
Current email address	GAROUTTEMARTHA@GMAIL.COM
Agency Tax ID Number	205308985
Organization Unified Business Identifier (UBI)	602655471
UBI expiration date	December 31, 2026
Type of organization:	501(c)3
Organization's mission statement or purpose (one or two sentences):	To capture, preserve & disseminate the history of the Upper Cowlitz Valley, through educational programs, tours and displays.
Year the organization was founded:	2006
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?

\$28,000

REQUIRED INFORMATION

PROJECT DESCRIPTION

Project name	The Operation of the White Pass Country Historical Museum and Associated Events
1. Describe how the project promotes tourism in all of Lewis County's unincorporated areas.	The White Pass County Historical Museum serves all of Lewis County by providing programs and activities at our interactive center and at outreach sites. Archival research materials have been provided for visitors, students, and news agencies. We provide updated material and information for tourists on activities and programs throughout all of Lewis County.
2. Describe how the project will enhance tourism and result in "heads in beds."	We offer evening programs and events which encourages visitors to stay over in the area. We are open for special tours, offer meeting facilities for groups, and provide genealogical research often times beyond scheduled hours.
3. List the responsible party / parties.	The White Pass Country Historical Society Board, Members and Volunteers.
4. Describe the area the project will serve, as well as the project's expected impact.	A record number of visitors arrived in our area in 2021, even with the COVID-19 mandates. Our group was able to share the latest in lodging and business information and planned events. The record dry weather provided excellent outdoor opportunities in Mount Rainier National Park, Mt St Helens and Mt Adams regions, the Tatoosh Range, the Goat Rocks, and the William O. Douglas Wilderness areas, the Gifford Pinchot and Wenatchee National Forests, Skate Creek and Cowlitz River waterways, the White Pass Ski Resort, and the popular Pacific Crest Trail and other area trails. We are able to provide updated road conditions and construction and wildfire information.
5. Describe how the project will specifically promote tourism.	We encourage and assist visitors in planning extended side trips throughout our vast County. We provide current information about the area and year-round entertainment opportunities for tourists. Hosting the Packwood Mountain Festival in the spring of 2022 will draw tourists to our area with evening and weekend activities offered.

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

Our Historical Society provides historical information for local businesses. We have been a partner in the restoration of the historic 1929 La Wis Wis Guard Station. We continue to work with the U.S.F.S. and the Sand Mountain Society on the "Save the Rock" project of restoring the High Rock Fire Lookout. Phase 2 of this project was completed due to the commitment of the Sand Mountain Society and local volunteers. We have collaborated with various businesses and agencies such as the Packwood Improvement Club, the Packwood Business Owners committee, the Packwood Learning Community, the Packwood Fire Department, Lewis County Search & Rescue, Packwood Search & Rescue, the Mineral Lake Lions Club, the Lewis County Juvenile program, local Motels and Hotels, the White Pass School District, the Packwood Timberland and Mountain View Regional Libraries, organizers of the annual Kosmos Picnic, the Packwood Cultural Council and Air B&B groups.

7. Describe why your project should receive funding.

The White Pass Country Historical Society has worked diligently to build relationships and trust with agencies and groups over a fifteen year period. Grant monies will allow our nonprofit 501(c)3 Volunteer group to continue to provide free activities for the public year-round. Grant funds allow our group to expand our advertising and connections in the Northwest and beyond thus bringing additional Visitors to our region.

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

If mandates are in place to limit the numbers of visitors able to attend a program or event, we will provide social distancing, the wearing of masks, disinfecting of surfaces and Zoom opportunities. If we are mandated to cancel or close, we will follow guidelines and plan to reschedule as many activities as possible. We will place these changes on line and on social media sites. We plan to host the Packwood Mountain Festival, which is our organization's kick-off event in the spring of 2022. The planning and commitments for this event will be made in January 2022 and will align with the predicted status of the COVID-19 restrictions at that time.

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.	Projected visitor count in 2022 is 5,000. The measurable outcome is to increase tourist attendance at the White Pass Country Museum and associated events. A Receptionist/Docent hired for 3 days a week & 5 hours a day, from Memorial Day to Labor Day at the Washington minimum wage would cost approximately \$3,500. The operation of the WPCH Museum and Associated programs would cost \$50,000 plus 2,400 volunteer hours which have a value of \$78,800. The Packwood Mountain Festival will cost \$6,000 plus 336 volunteer hours which have a value of \$3,000. The Haunted House at Halloween will cost \$3,000 with 160 volunteers hours which have a value of \$5,125. This event will provide evening activities for tourists in the fall shoulder season and will be open multiple evenings. The time spent by our volunteers included fundraising, accounting services, and personal notes to contacts, thus keeping these partnership projects progressing. All events will follow the latest COVID-19 restrictions.
Total number of attendees predicted to attend:	5,000
Describe how receiving lodging tax dollars would increase that number	Our White Pass Country Historical Society will advertise in a variety of venues. We will release interesting archival articles that have been printed in our newsletter and on-line. Articles can be placed in motels hotels, and AirBnB's along with our 2022 Pioneer Calendar which lists historical information.
a. Projected number of attendees who will travel fifty (50) miles or more one way from their home or business to attend:	4,000
b. Describe how receiving lodging tax dollars would increase that number	We will advertise area events in a variety of out of area venues which will increase the number of visitors that become aware of the various opportunities our unique area has to offer.
a. Projected number of participants who will travel from another country or state to attend:	2,000
b. Describe how receiving lodging tax dollars would increase that number	In 2021, we had visitors from numerous states and countries such as New Delhi, India and Israel which indicates that visitors are locating our dispersed information. We will advertise in a variety of out of area venues which will increase the number of visitors that become aware of the various opportunities our unique area has to offer.
a. Projected number of participants who will stay overnight in paid accommodations:	1,500

b. Describe how receiving lodging tax dollars would increase that number	Our motels, hotels, and Air B&B's experienced a tremendous increase in the number of overnight stays this spring and summer. We have been found! Even with the impact of COVID-19, the local lodging and businesses were overwhelmed with the number of visitors staying and playing. The White Pass Country Historical Society will provide additional evening programs and activities and current information on what is available for visitors which will encourage them to extend their stay.
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a. Projected number of participants who will stay overnight in unpaid accommodations:	1,000
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b. Describe how receiving lodging tax dollars would increase that number	The White Pass Country Historical Society will provide additional evening programs and activities and current information on what is available for visitors as we encourage them to extend their stay.
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10. Describe how the project provides short-term or long-term economic benefit for Lewis County	Visitors stop and spend money on meals, gas, merchandise and lodging, thus adding to the financial well-being of all communities throughout Lewis County. The WPCCH Museum provides interesting activities to which local businesses may direct visitors. This encourages tourists to stay for a longer length of time in our area. The White Pass Country Historical Society continues to partner with other entities to promote Lewis County as a wonderful destination stop over.
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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.	Membership fees, museum entry fees, soliciting donations, gift shop and pioneer calendar sales, rental of facilities, and obtaining sponsors for special events.
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SOCIAL MEDIA

Website address	whitepasscountrymuseum.com
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Facebook user name	White-Pass-Country-Museum
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Instagram	Instagram.com/WPCMuseum
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Twitter account name	Twitter.com/WPCMuseum
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Any other social media platforms your organization uses to promote tourism	We are obtaining information on posting historical programs about our area. We also answer inquires coming into our website.
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BUDGET

Amount	\$3,000
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Source	Historical Society Memberships
Confirmed	No
Date available	As received

Income 2

Amount	\$2,500
Source	Museum Entry Fees
Confirmed	No
Date available	As received

Income 3

Amount	\$8,610
Source	Donations
Confirmed	No
Date available	As received

Income 4

Amount	\$7,890
Source	Event Income
Confirmed	No
Date available	as received

Income 5

Amount	\$35,000
Source	Stadium Fund Grant
Confirmed	No
Date available	As received

Income 6

Amount	\$9,500
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Source	Fundraising
Confirmed	No
Date available	As received
Total Income	\$66,500
What percentage of your project does your request for Tourism Promotion Dollars represent?	53%
Expense - Personnel	
County	\$3,500
Other Funds	\$ 0
Total	\$ 3,500
Expense - Administration	
County	\$ 21,200
Other Funds	\$29,600
Total	\$ 50,800
Expense - Marketing/promotion	
County	\$ 8,100
Other Funds	\$ 0
Total	\$ 8,100
Expense - Direct sales activities	
County	\$0
Other Funds	\$ 1,900
Total	\$ 1,900
Expense - Minor equipment	
County	\$ 1,700
Other Funds	\$ 0

Total	\$ 1,700
Expense - Travel	
County	\$0
Other Funds	\$0
Total	\$0
Expense - Contract services	
County	\$ 500
Other Funds	\$0
Total	\$ 500
Expense - Other activities	
County	\$ 0
Other Funds	\$ 0
Total	\$ 0
Total Cost	
County	\$ 35,000
Other Funds	\$ 31,500
Total	\$ 66,500
Priority 1	Full Funding
Full Funding Request	\$ 35,000
Priority 2	Partial Funding
Minimum Funding Request	\$ 30,000
Applicant will / can accept no less than this amount	\$1

If partial funding is received, how will that affect the project / activity? Please describe:

Reduced funding would seriously impact the operation of the WPCH Museum and the ability of the Museum to be open as a tourist activity center in our unincorporated area. The WPCHS would not be able to increase the number and variety of activities available and the ability to provide research information to fulfill visitor requests. Reduced funding would not allow our volunteers to expand the number of paid programs that are reserved for evening events and the Packwood Mountain Festival. With partial funding we would not be able to implement enhanced activities in the summer of 2022, resulting in a likely decrease in the number of visitors that we could draw to the area to stop and stay.

We appreciate your continued support of our non-profit tourist activity center.

PROJECT TIMELINE / TOURISM SEASON

What is your anticipated timeline for accomplishing this activity?

Calendar year 2022

Year-round

Yes

Year-round Explanation

Museum open, special tours, meeting room available, workshops, evening programs

Off-season

Yes

Off-season Explanation

Museum open, new displays, advertising reviewed, plan upcoming events

Shoulder season

Yes

Shoulder season Explanation

Mountain Festival, Fun Run, Membership drive, Annual Meeting, Haunted House

High season

Yes

High season Explanation

Expanded museum hours, evening programs, walking tours & workshops

Is it a seasonal activity appropriate to its location? Explain

Yes. the Museum is open to greet and direct tourists' year round. The Packwood Mountain Festival kicks off the High season. Our staff directs tourists to activities throughout all of Lewis County.

Financial Review

Balance sheet

<https://lewiscounty.formstack.com/admin/download/file/11477752156>

Income statement

<https://lewiscounty.formstack.com/admin/download/file/11477752157>

Operating budget for 2021

<https://lewiscounty.formstack.com/admin/download/file/11477752158>

Projected budget for 2022

<https://lewiscounty.formstack.com/admin/download/file/11477752159>

Financial review

Financial review

<https://lewiscounty.formstack.com/admin/download/file/11477752160>

Nonprofit determination

Nonprofit determination

<https://lewiscounty.formstack.com/admin/download/file/11477752161>

Personnel list

Personnel list

<https://lewiscounty.formstack.com/admin/download/file/11477752162>

ACKNOWLEDGEMENT

Signature



(Print or type applicant's name)

Martha Garoutte

Date

Oct 06, 2021
