

Form Name:	Lodging Tax Application 2023
Submission Time:	September 12, 2022 2:19 pm
Browser:	Chrome 105.0.0.0 / Windows
IP Address:	73.221.92.139
Unique ID:	1008799190
Location:	47.024, -122.7827

ORGANIZATION / PROJECT INFORMATION

Organization name	ARTrails of Southwest Washington
Project name	ARTrails of Southwest Washington Open Studio Tour
Project coordinator	Amanda Hanson
Amount requested from Lewis County	20000
Total project amount	43850

APPLICANT CONTACT INFORMATION

Name	Amanda Hanson
Street address	403 N. Oak St. #1 Centralia, WA 98531
Current home phone	(360) 269-7776
Current email address	Amanda.h.illustration@gmail.com
Agency Tax ID Number	261377400
Organization Unified Business Identifier (UBI)	602773018
UBI expiration date	December 31, 2025
Type of organization:	501(c)3
Organization's mission statement or purpose (one or two sentences):	ARTrails of SW Washington is a community of emerging and established artists dedicated to art tourism. ARTrails provides opportunities that result in art appreciation and education, increased tourism through art, and economic benefits to the area.
Year the organization was founded:	2003
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?	20000

REQUIRED INFORMATION

PROJECT DESCRIPTION

Project name	ARTrails Open Studio Tour
1. Describe how the project promotes tourism in all of Lewis County's unincorporated areas.	The Open Studio Tour is held on two consecutive weekends, giving visitors the opportunity to leave I-5 and other major roadways to travel the unfamiliar parts of Lewis County. For the 2022 Studio Tour, 34 artists will be showing their work at 12 different studio locations throughout Lewis County.
2. Describe how the project will enhance tourism and result in "heads in beds."	The project enhances tourism and results in "heads in beds" because, the studio tour is self-guided and takes place over multiple days, visitors are encouraged to find overnight accommodations, so that they can take their time following the tour and explore the towns throughout Lewis County as they travel. On the first page of our studio guide we have provided a QR code link to a page on our website where potential visitors can view a listing of lodging options around Lewis County. Each listing contains a direct website link or contact information for each business. Last year our survey cards showed that approximately 25% of the visitors come from more than 50 miles away.
3. List the responsible party / parties.	The ARTrails Board of Directors oversees all ARTrails projects. The Publicity Committee coordinates and oversees the marketing for the Studio Tour and any other activities sponsored by ARTrails. On a regular basis, they evaluate the marketing efforts and make changes as needed to increase the impact within budgetary constraints. The Electronic Media Committee works in conjunction with the Publicity Committee to create targeted social media advertisements for all ARTrails sponsored events on Facebook and Instagram.
4. Describe the area the project will serve, as well as the project's expected impact.	Area served: Aim advertising at larger markets of the Pacific Northwest such as Seattle, Portland, Spokane, northern California, Idaho, western Montana, and British Columbia, which will in turn reach the surrounding smaller markets. Impact: Reach potential visitors who travel for events and cultural activities, with the intent to funnel people and dollars to Lewis County both for the Open Studio Tour and any other ARTrails sponsored events throughout the year.
5. Describe how the project will specifically promote tourism.	Rural counties that promote the arts offer a larger access to scenic and recreational activities. After visiting and engaging with artists at their studios, visitors will be more likely to want to enjoy the natural and historical beauty surrounding them. In this way, visitors and locals alike will spend more time, and money, taking advantage of community activities whether that is museums, shops, restaurants, historical sites, or parks.

6. Describe how you have collaborated with other entities throughout Lewis County to promote tourism.	In previous years ARTrails has provided art activities for children and adults at events including the Mossyrock Blueberry Fest and Chehalis Fest. We plan to expand those offerings to other events. Our artists volunteer as jurors for youth art shows, including the Toledo Battle of the Cowlitz and the SWW Spring Youth Fair. Our artists also provide demonstrations or activities for schools and other groups, such as the Centralia Arts-in-School Arts Jamboree.
7. Describe why your project should receive funding.	Art brings people together; it encourages community gatherings and serves as a center of activity. It enhances a community and creates an atmosphere of pride and identity. A self-guided arts tour is a great way to direct people through our cities and encourage them to visit different destinations. As an all-volunteer organization, grant funds help promote the arts and desirability of visiting our area. Marketing efforts are diligently evaluated to ensure that money is being spent effectively.
8. Describe how your organization would respond to potential cancellations or closures, such as those caused by COVID-19 in 2020 and 2021.	With the cancellation of the 2020 Open Student Tour due to COVID-19, the ARTrails Board and members quickly responded and pivoted to promote the arts and Lewis County by adding a Virtual Tour and enhancing the website. Circumstances in 2020 taught us that we need to be flexible, look at trends, and have back up plans. The 2021 Open Studio Tour was in-person following State and Local safety guidelines. Overall, the tour was a success, but we did see a decrease in the number of people traveling, in comparison to our pre-pandemic tours. We are anticipating our numbers to return to pre-pandemic levels with time.

USE OF HOTEL / MOTEL TAX

Please indicate below the types of activities for which the lodging tax monies would be used:	TOURISM PROMOTION
Describe the expected results (measurable outcomes) of your project, with the dollar amount for each outcome.	ARTrails will advertise the Open Studio Tour and Spring Show in regional publications that will reach potential visitors from outside Lewis County and more than 50 miles away. Ads will be both in print and electronic. Radio advertising will be purchased. Studio guides will be designed and printed and then distributed far and wide. At the conclusion of the Spring Show and Open Studio Tour, the Publicity Committee will review information from survey cards and from artist's input to evaluate results of these events.
Overall number of attendees (and how lodging tax funding would increase overall attendance):	1,500 By increasing our scope of advertising options, we can bring a focus to the arts in Lewis County, the Open Studio Tour and our other events have the potential to draw more visitors to the area.

Number of participants traveling 50 (fifty) miles or more one way from their home or business to attend (and how funding would increase that number):	500 Lodging tax dollars enable ARTrails to advertise to a wide range of marketing areas throughout the Pacific Northwest and beyond. Our website and social media promotions keep potential visitors engaged throughout the year.
Number of participants traveling from another state or country to attend (and how funding would increase that number):	200 Having the funds to advertise in major publications and tourist-oriented travel guides and utilizing electronic promotions, we reach a wider audience. That increases the likelihood of more participants traveling to Lewis County from another state or country.
Number of participants who will stay overnight in paid accommodations to attend (and how funding would increase that number):	225 Advertising and information about the scope of the ARTrails Open Studio Tour, the opportunity for participants to make appointments for additional visits to studios, and the promotion of other ARTrails activities increases the number who pay to spend the night. As potential visitors interact with the website and find lodging and event links, they will view the area as a good place to visit.
Number of participants who will stay overnight in unpaid accommodations to attend (and how funding would increase that number):	100 Widespread advertising resulting from lodging tax dollars gives an incentive for visitors to come and stay with friends and family to participate in ARTrails and spend time and money in the county.
10. Describe how the project provides short-term or long-term economic benefit for Lewis County	Short term benefits: Visitors spend new (out of the area) money when they shop, eat, sightsee, and stay overnight. That money stays in the community and is spent many times over. Long term benefits: If an area (Lewis County) becomes known for its art, it becomes a tourist destination, similar to an area known for its wine or brewery tours, its waterfalls, or covered bridges. Art gives people a reason to visit as well as return for other events, to visit a specialty business, or do more exploring. That can mean bringing their friends and spending one or more nights.

SOCIAL MEDIA

Website address	https://www.artrailsofsww.org/
Facebook user name	ARTrailsofSWWashington
Instagram	ARTrailsofSWWashington
Twitter account name	ARTrailsofSWWashington

BUDGET

Amount	\$7,600
Source	Jury, membership, friend, sabbatical fees
Confirmed	No
Date available	March 2023

Income 2

Amount	\$22,750
Source	Grants, Scholarships, Donations
Confirmed	No
Date available	May 2023

Income 3

Amount	\$2,000
Source	Spring Expo
Confirmed	No
Date available	May 2023

Income 4

Amount	\$8,000
Source	Ad Sales
Confirmed	No
Date available	May 2023

Income 5

Amount	\$1,500
Source	Merchandise, swag
Confirmed	Yes
Date available	May 2023

Income 6

Total Income	\$61,850
--------------	----------

What percentage of your project does your request for Tourism Promotion Dollars represent?	33%
--	-----

Expense - Personnel

County	0
--------	---

Other Funds	0
-------------	---

Total	0
-------	---

Expense - Administration

County	0
--------	---

Other Funds	0
-------------	---

Total	0
-------	---

Expense - Marketing/promotion

County	\$20,000
--------	----------

Other Funds	\$14,580
-------------	----------

Total	\$34,580
-------	----------

Expense - Direct sales activities

County	0
--------	---

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	0
Other Funds	0
Total	0

Expense - Other activities

County	0
Other Funds	\$7,435
Total	\$7,435

Total Cost

County	\$20,000
Other Funds	\$22,015
Total	\$42,015

Priority 1	Fully fund all marketing activities.
Full Funding Request	\$20,000
Priority 2	Partially fund marketing and promotion with fewer advertising spots.
Minimum Funding Request	\$12,500
Applicant will / can accept no less than this amount	\$8,000

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

Less money means fewer advertising options. We would utilize the less expensive online options and severely cut back on print and radio advertising. We would not be able to reach the markets in larger metropolitan areas. These changes would lessen the number of potential ARTrails visitors.

PROJECT TIMELINE / TOURISM SEASON

What is your anticipated timeline for accomplishing this activity?

January - July: Arrange advertising: Studio Guide preparation and publications; secure electronic, print, and radio spots.
March - September: Advertising occurs
Spring: Art Expo
September: Two weekends of ARTrails Studio Tours
Year around: Website and social media interaction.

Year-round

Yes

Year-round Explanation

Updating website and social media content to increase interactions with potential visitors year-round. Including people that may travel to Lewis County for an artist's educational events, shows, and sales.

Off-season

Yes

Off-season Explanation

Spring Art Expo

Shoulder season

Yes

Shoulder season Explanation

ARTrails of SWW Open Studio Tour

Is it a seasonal activity appropriate to its location? Explain

The September Open Studio tour takes advantage of the beautiful autumn weather and changing landscape of Lewis County. The Spring Art Expo happens indoors and brings people when the weather is not always the best.

Balance sheet

<https://www.formstack.com/admin/download/file/13356459038>

Income statement

<https://www.formstack.com/admin/download/file/13356459040>

Operating budget for 2022

<https://www.formstack.com/admin/download/file/13356459042>

Projected budget for 2023

<https://www.formstack.com/admin/download/file/13356459044>

Nonprofit determination

Nonprofit determination

<https://www.formstack.com/admin/download/file/13356459047>

Personnel list

Personnel list

<https://www.formstack.com/admin/download/file/13356459050>

ACKNOWLEDGEMENT

Signature



(Print or type applicant's name)

Amanda L Hanson

Form Name:	Lodging Tax Application 2023
Submission Time:	September 12, 2022 10:45 pm
Browser:	Chrome 105.0.0.0 / Windows
IP Address:	73.140.225.70
Unique ID:	1008932807
Location:	47.123, -122.8559

ORGANIZATION / PROJECT INFORMATION

Organization name	Centralia Downtown Festivals Association
-------------------	--

Project name	Centralia Downtown Festivals
--------------	------------------------------

Project coordinator	Holly Ryan
---------------------	------------

Amount requested from Lewis County	50000
------------------------------------	-------

Total project amount	41000
----------------------	-------

APPLICANT CONTACT INFORMATION

Name	Holly Ryan
------	------------

Street address	216 North Tower Centralia, WA 98531
----------------	--

Current home phone	(360) 508-1564
--------------------	----------------

Current work phone	(360) 736-4333
--------------------	----------------

Current cell phone	(360) 508-1564
--------------------	----------------

Current email address	downtowncentraliaevents@gmail.com
-----------------------	-----------------------------------

Agency Tax ID Number	830635016
----------------------	-----------

Organization Unified Business Identifier (UBI)	604217184
--	-----------

UBI expiration date	January 31, 2023
---------------------	------------------

Type of organization:	501(c)3
-----------------------	---------

Organization's mission statement or purpose (one or two sentences):	Our mission is to plan and organize viable annual events for Historic Downtown Centralia, with the focus and intent to bring tourism to our community and bring added revenue.
---	--

Year the organization was founded:	2018
------------------------------------	------

Has your organization received Lewis County lodging tax funding in the past?	No
--	----

REQUIRED INFORMATION

PROJECT DESCRIPTION

Project name

2023 DOWNTOWN CENTRALIA FESTIVALS (5 events from May-December)

1. Describe how the project promotes tourism in all of Lewis County's unincorporated areas.

2023 DOWNTOWN CENTRALIA FESTIVALS (5 events from May-December)

Describe program-

Downtown Centralia Festivals -

- 1) Murals, Museums, and Sarsaparilla , May 13. 2023;
- 2 Antique Fest, August 4-6, 2023;
- 3) Hub City Car Show, August 26, 2023 in partnership with the Lewis County Quartermilers Car Club;
- 4) Ghost Walk, Dark Market, Paranormal Conference, October 20-21, 2023;
- 5) Christmas on Magnolia, December 1-2, 2023 -

attract a diverse demographic population for each event to Centralia - history buffs, antique seekers, car show buffs, dark market and paranormal personalities, and finally family oriented Christmas on Magnolia with gift vendors and Santa and the reindeer. Attendees also walk the core business six blocks. While visiting the downtown businesses, publications are available that promote Discover Lewis County and other Lewis County communities.

2. Describe how the project will enhance tourism and result in "heads in beds."

1) Brings attention to the history of Historic Downtown Centralia. Tourists enjoy a tour of King Agricultural Museum owned by David Kin. George Washington Museum owned by the CDA, American Museum owned by Peter Lahmam, and The Shady Lady Bordello Museum owned by Holly Ryan. Museums then encourage tourists walk the town and enjoy the murals and Washington Park.

2) Antique Fest - has vendors and customers who come and spend night as it is a 3-day event.

3) Car Show - brings 4,000 people to town as car owners and show attendees from Seattle to Portland.

4) Ghost Walk - We sold 400 tickets and pack Lewis and Clark Hotel with vendors and shoppers for the 2-day event.

5) Christmas on Magnolia - This unique event with music, history and family entertainment brings about 2,000 attendees come for this 2-day event from up and down the I-5 corridor.

3. List the responsible party / parties.

- 1) Mural - Holly Ryan, Sandra Walczyk. David King, Peter Lahmann.
- 2) Antique Fest - Holly Ryan Sandra Walczyk, Shirley Smith-Moore, Flossie Heymann
- 3) Car Show - Holly Ryan Sandra Walczyk, Shirley Smith-Moore, Flossie Heymann, Lewis County Quartermilers Car Club members
- 4) Ghost Walk - Holly Ryan Sandra Walczyk, Shirley Smith-Moore, Flossie Heymann
- 5) Christmas on Magnolia - Holly Ryan Sandra Walczyk, Shirley Smith-Moore, Flossie Heymann

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

The initial area is local however our advertising region includes all of Lewis County for participation. We have found that when people enjoy themselves at the events, they share their happy memories and we get return visitors and the visitors see the various promotional materials for other county communities and make plans to continue to explore Lewis County.

5. Describe how the project will specifically promote tourism.

Tourists love history. The Murals and Museums event highlights our local history by the guided tour of the murals and the self-guided visits to the museums.

The Antique Fest brings 3,000 people; Car Show brought 4,000+ people; the 2021 Ghost Walk sold 400 tickets plus the many people attending the Dark Market that brings people from Canada, Olympia, and Seattle; and Christmas on Magnolia have brought families from Seattle, Puyallup, Shelton and Tacoma as well as Lewis County communities.

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

1) Murals - We collaborate with the museums curated by David King, Peter Lahmann, Centralia Downtown Association, and Lewis County Historical Museum.

2) Antique - We work with Pine St. Plaza, Centralia Downtown Association, paired with Centralia Farmers' Market, City of Centralia regarding street closure and electricity access for vendors and musicians, and Country Chicks staff when they are at the Southwest Washington Fairgrounds during our event weekend.

3) Car Show - We partnered with the Lewis County Quartermilers Car Club members, City of Centralia, Centralia Downtown Association, Chamber of Commerce, local businesses, and State Department of Transportation.

4) Ghost - We work with 13 businesses that have ghost and paranormal activity for the Ghost Walk, City of Centralia, Lewis County Historical Museum, Coldspotters and AGHOST Ghost Hunters, and our local America's Museum.

5) Christmas on Magnolia - We work with local businesses for sponsorships, the Grinch provided by The Shady Lady to gather presents for foster families, music from local schools, 2021 hay ride from Pumpkin Patch on Bishop Road in Chehalis.

7. Describe why your project should receive funding.

Our Association's mission is to bring people to Lewis County by our events in historic downtown Centralia and to unify our downtown businesses. When people attend our events and have a good time, it translates into return visits to Lewis County and they look further into our county to explore more communities and offerings of Lewis County. Our events have had increased attendance each year. With LTAC funding, marketing and advertising can be expanded to markets further out to bring people to Lewis County.

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

When faced with challenges, such as closure or cancellations, we look at each event and determine what factors of the events can be altered enough to be held and still provide an enjoyable and viable event for customers within the current guidelines at that time. During the Covid pandemic, 2020 regulations made holding events a challenge, but we were able to have the Ghost Walk as it was outside with social distancing and masks, but cancelled Dark Market and Paranormal Conference, Antique Fest, Christmas on Magnolia, and the Murals tour; 2021 guidelines offered outdoor event guidelines, so we altered vendor footprints to allow social distancing and requested use of masks and held the events. This year, 2022, we've had and are planning all events with the addition this year of the Hub City Car Show back in historical downtown Centralia.

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.

- 1) Murals - As a newer event, we expect 200 people at \$20 per ticket with 50% of the ticket sales to go for mural restoration and other 50% for expenses.
 - 2) Antique - As we included Centralia Farmers' Market with our Antique Fest, the Market saw attendance at 1,800 (most they have had), 3,000 attended the Antique Fest with businesses reporting 30% increase in sales Friday, Saturday and Sunday along with increased foot traffic throughout downtown.
 - 3) Car Show - 2022 Hub City Car Show is first in two years in downtown Centralia due to Covid regulations. There were 300 cars registered, more than was expected. The atmosphere was great and positive comments were many, but we won't meet with the Car Club until September 12 for hard facts. We can have more information when we meet with the Lewis County committee later in the month.
 - 4) Ghost - We sold 400 tickets for the 2021 Ghost Walk and had full building attendance at the Dark Market and Paranormal Conference. The tickets sales hit \$6,000 and vendor fees at \$800. We expect larger numbers this year and we are preparing to offer additional Ghost Walks on the following Saturday of our 2-day event. We expect an overall 25% increase.
 - 5) Christmas on Magnolia - Our campaign for donations and donated toys brought in \$10,000 in donations for the Foster Families Association with a 35% increase in holiday foot traffic, along with the happy smiles with Santa, reindeer, carolers, hayrides, and giggles and stories with Grinch.
-

Overall number of attendees (and how lodging tax funding would increase overall attendance):

- 1) Murals - As a newer event, we expect 200 people at \$20 per ticket with 50% of the ticket sales to go for mural restoration and other 50% for expenses.
- 2) Antique - As we included Centralia Farmers' Market with our Antique Fest, the Market saw attendance at 1,800 (most they have had), 3,000 attended the Antique Fest with businesses reporting 30% increase in sales Friday, Saturday and Sunday along with increased foot traffic throughout downtown.
- 3) Car Show - 2022 Hub City Car Show is first in two years in downtown Centralia due to Covid regulations. There were 300 cars registered, more than was expected. The atmosphere was great and positive comments were many, but we won't meet with the Car Club until September 12 for hard facts. We can have more information when we meet with the Lewis County committee later in the month.
- 4) Ghost - We sold 400 tickets for the 2021 Ghost Walk and had full building attendance at the Dark Market and Paranormal Conference. The tickets sales hit \$6,000 and vendor fees at \$800. We expect larger numbers this year and we are preparing to offer additional Ghost Walks on the following Saturday of our 2-day event. We expect an overall 25% increase.
- 5) Christmas on Magnolia - Our campaign for donations and donated toys brought in \$10,000 in donations for the Foster Families Association with a 35% increase in holiday foot traffic, along with the happy smiles with Santa, reindeer, carolers, hayrides, and giggles and stories with Grinch.

Number of participants traveling 50 (fifty) miles or more one way from their home or business to attend (and how funding would increase that number):

Our heavier attended events saw 2,000-4,000 attendees (Antique Fest, Hub City Car Show, Ghost Walk, Dark Market) with under 1,000 for the Murals and Christmas on Magnolia. Creativity by the event planners for fine tuning the events with adding/changing offerings make successful events. LCLT funding would increase marketing efforts to regions further than our efforts do now. In addition, we may be able to include some props or factors for some events that will increase enjoyment of attendees that they will share in their home markets to entice more visitors at our events.

Increased attendance can happen because people have a good time and share their great experiences with others, and continuing to utilize additional marketing and advertising programs that reach markets outside the current marketing/advertising area will equate in increased attendance

Number of participants traveling from another state or country to attend (and how funding would increase that number):	We have experienced a steady 25% increase as our marketing expands into farther regions and have attendees from Seattle, Puyallup, Shelton, Yakima, and Walla Walla. When events are marketed and advertised targeting markets outside current markets, we will have increased attendance.
Number of participants who will stay overnight in paid accommodations to attend (and how funding would increase that number):	We have people noting they are from Canada, or Oregon with 2021 Ghost Walk ticket sales showing 357 participants from out of state. With funding to reach markets outside currently used regions means increased attendees.
Number of participants who will stay overnight in unpaid accommodations to attend (and how funding would increase that number):	We estimate 20% of attendees use unpaid accommodations, i.e., friends and family to enjoy the events from Spring through the holiday seasons. Designing marketing/advertising that target our Lewis County communities so they know of opportunities for them to host their out-of-town friends and family.
10. Describe how the project provides short-term or long-term economic benefit for Lewis County	1) Murals - People love to learn about history through the murals that highlight both the positive and the unpopular historical facts of our area. When people enjoy learning about our area, they will search out history of more areas of Lewis County and share their memories of our area which brings return and new visitors. Evening Magazine just ran a segment on our Murals due to our representation of our museums and activity during our Murals & Museums event. 2) Antique Fest - Having repeat customers attend our festivals and events continue to market the offerings of Lewis County. 3) Car Show - With over 300 cars registered for the 2022 Car Show and 4,000+ people in town, shops, and restaurants, they all become promoters of Lewis County in their home areas of how welcoming Lewis County is. 4) Ghost Walk - with this 2-day event bringing in 3,000 people to enjoy our area and to go home and share their experiences, we benefit with return visitors to the area. 5) Christmas on Magnolia - this 2-day event brings in up to 1,000 people to enjoy our area and to go home and share their experiences; we benefit with return visitors to the area.

SOCIAL MEDIA

Website address	Centraliadowntownfestivalsassociation.com
------------------------	---

Facebook user name	Centralia Downtown Festivals Association
Any other social media platforms your organization uses to promote tourism	Boost FB posts, Chamber Ads online, Chronicle Online ads, Instagram through The Shady Lady Antiques, Craigslist, PNW Vendor Sites, Event/Groups

BUDGET

Amount	unknown
Source	Applied for LTAC through City of Centralia
Confirmed	No
Date available	unknown

Income 2

Confirmed	No
------------------	----

Income 3

Income 4

Income 5

Income 6

What percentage of your project does your request for Tourism Promotion Dollars represent?	100%+ our request is high as the sky with hopes we'll be seen as viable for part of the available funds.
---	--

Expense - Personnel

County	NA
Other Funds	NA
Total	NA

Expense - Administration

County	NA
Other Funds	\$1,928 - CDFA

Total	\$2,000
Expense - Marketing/promotion	
County	unknown
Other Funds	\$9,600 - CDFA + unknown ticket sales, sponsorships, donations, grants.
Total	\$9,600
Expense - Direct sales activities	
County	NA
Other Funds	NA
Total	NA
Expense - Minor equipment	
County	NA
Other Funds	NA
Total	NA
Expense - Travel	
County	NA
Other Funds	NA
Total	NA
Expense - Contract services	
County	unknown
Other Funds	\$32,585- CDFA + unknown ticket sales, sponsorships, donations, grants.
Total	\$32,585
Expense - Other activities	
County	unknown

Other Funds	\$3,800- CDFA + unknown ticket sales, sponsorships, donations, grants.
Total	\$3,800
Total Cost	
County	unknown
Other Funds	\$42,958- CDFA + unknown ticket sales, sponsorships, donations, grants.
Total	\$42,958- CDFA + unknown ticket sales, sponsorships, donations, grants.
Priority 1	5 Downtown Centralia Festivals
Full Funding Request	\$50,000
Priority 2	Advertising, Insurance, Printing
Minimum Funding Request	\$20,000
Applicant will / can accept no less than this amount	\$2,000
If partial funding is received, how will that affect the project / activity? Please describe:	We utilize available resources with a lean management focus. Any funds received will be utilized to maximize the highest benefit for the event(s).

PROJECT TIMELINE / TOURISM SEASON

What is your anticipated timeline for accomplishing this activity?	We are "planning" our events throughout the year; with focused planning for the next event as each event enters the 2-3 months before the events. Our team works together for some to wrap up one event and the others to go straight into focused planning for the next event.
Year-round	Yes
Year-round Explanation	Begin early in new year and move through each event as they come into view ending with Christmas... in December.
Is it a seasonal activity appropriate to its location? Explain	The Murals, Museums is the only event that doesn't have a historically used weekend. It fits in the Spring so we aren't in planning stages for our other scheduled events. F
Balance sheet	https://www.formstack.com/admin/download/file/13359285956
Income statement	https://www.formstack.com/admin/download/file/13359285957
Operating budget for 2022	https://www.formstack.com/admin/download/file/13359285958

Projected budget for 2023

<https://www.formstack.com/admin/download/file/13359285959>

Nonprofit determination

Nonprofit determination

<https://www.formstack.com/admin/download/file/13359285960>

Personnel list

Personnel list

<https://www.formstack.com/admin/download/file/13359285961>

ACKNOWLEDGEMENT

Signature

A handwritten signature in black ink, appearing to read "Holly Ryan", written over a horizontal line.

(Print or type applicant's name)

Holly Ryan

Date

Sep 13, 2022

Form Name:	Lodging Tax Application 2023
Submission Time:	September 12, 2022 3:58 pm
Browser:	Chrome 105.0.0.0 / Windows
IP Address:	97.113.191.140
Unique ID:	1008837439
Location:	47.6901, -122.3747

ORGANIZATION / PROJECT INFORMATION

Organization name	Centralia-Chehalis Chamber of Commerce
Project name	Visitor Center, Tourism, & Events
Project coordinator	Cynthia Mudge
Amount requested from Lewis County	45000
Total project amount	132230

APPLICANT CONTACT INFORMATION

Name	Cynthia Mudge
Street address	500 NW Chamber of Commerce Way Chehalis, WA 98532
Current home phone	(360) 269-1039
Current work phone	(360) 748-8885
Current cell phone	(360) 269-1039
Current email address	director@chamberway.com
Agency Tax ID Number	911298494
Organization Unified Business Identifier (UBI)	601138764
UBI expiration date	July 31, 2023
Type of organization:	501(c)6
Organization's mission statement or purpose (one or two sentences):	The purpose of the Centralia-Chehalis Chamber of Commerce is to promote, protect, and inform the business community. The Chamber is a voluntary partnership of businesses, organizations, governments, and individuals working together to build a healthy economy and improve the quality of life in our community. The Chamber board has identified four strategic priorities. #2 is specifically to promote tourism in Lewis County.
Year the organization was founded:	1985

Has your organization received Lewis County lodging tax funding in the past?	Yes
When did your organization receive Lewis County lodging tax funding?	2014 & 2022
How much did your organization / project receive?	\$60,000 & \$40,000, respectively

REQUIRED INFORMATION

PROJECT DESCRIPTION

Project name	Visitor Center, Tourism, & Events
1. Describe how the project promotes tourism in all of Lewis County's unincorporated areas.	The Chamber is the official Visitor Center for Chehalis, Centralia, and Lewis County, providing visitors with knowledgeable and friendly staff five days a week and easily accessible information to help navigate their visit to the area. The Chamber is seeking funds to support its year-round operations of the Visitor Center, reinstate Saturday Hours for the Visitor Center, provide promotional efforts for Lewis County, and improve and maintain landscaping at its Visitor Center. In addition, the Chamber is introducing a 3-on-3 street basketball event, a 5k Trails & Rails run, and producing a two-month Holiday Shopping campaign and printed guide that will also be available online for a broader reach. This year the Chamber built a new website that more prominently displays visitor information on a county-wide level and incorporates the Discover Lewis County website as part of its visitor information. The Chamber will continue improvements and expansion of its visitor information throughout 2023.

2. Describe how the project will enhance tourism and result in “heads in beds.”

The Visitor Center is designed to serve tourists, both on-site as well as by phone, email, social media, and via our website. Reinstating Saturday hours, which were suspended during COVID, improve our ability to interact with guests to the Visitor Center. Offering in-person services improves a traveler's visit and encourages return stays. Our ongoing efforts to promote events and activities encourage tourism to Lewis County. The Chamber is creating two new programs designed as destination events: Cen-Che 3-on-3 Streetball Festival and a 5k Trails & Rails run from the Steam Train to continue along the Willapa Trail. The Holiday Shopping campaign is specifically designed to encourage overnight stays and day trips. Lastly, the Visitor Center is the face of the community so it is vital that the exterior is well-maintained to create a welcoming appearance. The current condition of the exterior is poorly maintained due to the loss of yard maintenance and a broken sprinkler system that has left the landscaping parched. Improving the exterior is important for enhancing our presence to visitors.

3. List the responsible party / parties.

The Chamber of commerce, directed by its board of directors, is the responsible party for ensuring the projects outlined in this grant are completed. Staff members are Cynthia Mudge, Executive Director, Chris Demus, Office Manager / event coordinator, and Sarah Bent, Marketing Manager.

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

The Visitor Center -- both onsite and digital -- serves Lewis County. The Chamber had to reduce hours for the Visitor Center this past year due to the strain COVID placed on financial resources. This resulted in closing the Visitor Center on Saturdays. Reinstating Saturday hours will have a tremendous positive impact by increasing our ability to serve travelers in-person and by phone/email during a heavy travel day for tourists. The landscaping repairs and maintenance will create a more positive experience for visitors to the area.

The new programs being developed (3-on-3 street-style basketball, Trails & Rails, and the Holiday Shopping campaign) are designed to impact tourism by bringing more visitors to the area, increasing overnight stays, and providing greater awareness of the tremendous variety of activities and experiences available in Lewis County.

5. Describe how the project will specifically promote tourism.

The sole purpose of the Visitor Center (VC) is to promote tourism by providing on-site resources including friendly and knowledgeable staff, maps, brochures, and other promotional materials for the county. We enthusiastically embrace this role and continue to expand and improve the VC in-person experience, web presence, and social media campaigns to gain a broader reach.

The three new events/programs being planned are designed specifically to bring tourists to the region. 3-on-3 basketball is a popular activity throughout the state and the Chamber staff anticipates 60 teams in the first year. The Trails & Rails 5k run is planning 250 - 500 participants and is designed to introduce people to the Willapa Trail Head and nearby museums. The Holiday Shopping campaign for 2023 will expand to 30,000 copies to be distributed in nearby counties as well as available online. The goal is to showcase the county as a destination for the holiday months of November - January.

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

The Chamber is collaborating with East County Chamber, Lewis County Parks & Rec/SWW Fairgrounds, Experience Chehalis, and Centralia Downtown and Festival associations to create the Holiday Shopping campaign to ensure it showcases a comprehensive list of holiday activities in the county. We're working with area coaches and sports facilities to create the 3-on-3 basketball event and are working closely with the Steam Train for the Trails & Rails 5k run and are reaching out to the Veteran's Museum to incorporate their presence. In addition, we collaborate annually with Centralia Community College in coordinating the midway rest stop for Seattle-To-Portland riders with the Chamber handling activities at Penny Park and the College handling events on their campus. This event brings thousands of riders to the county. We have already secured the continued partnership with STP planners for 2023.

The Chamber looks forward to working more closely with commissioners to find new ways to incorporate county-wide promotions and to create stronger links to Discover Lewis County.

7. Describe why your project should receive funding.

The Chamber has been operating the Visitor Center for more than ten years and the Chamber consistently provides county-wide tourism promotions. Each year the Chamber seeks new ways to expand its efforts having installed an electronic billboard, a large-scale county-wide exterior map for visitors, remodeling of the Visitor Center, and creating/promoting events that draw people to the county. We strive to provide the highest quality customer service for visitors and encourage overnight visits.

The Chamber understands and champions the importance of tourism as an economic driver and actively seeks to collaborate with other organizations and agencies to promote these activities.

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

The Chamber was able to safely remain open throughout COVID as a resource to the Lewis County community for PPE and for travelers in need of assistance. Restaurants and hotels turned to us for information and supplies that helped their businesses remain open. Our website became a hub for COVID updates that assisted businesses and travelers. Should future situations become a cause for cancellations and closures the Chamber is prepared to once again mobilize its resources to become a central source of information and supplies should the need arise. Our goal is to respond to the needs of businesses and ensure visitors feel safe and accommodated.

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.

The Chamber is striving to increase visitor traffic by 15% with the additional hours open on Saturdays for walk-ins, calls answered, and timely email responses. \$30,410 of LTAC funds requested pays about 30% of funds needed for year-round staffing, operations, and landscaping maintenance for keeping the Visitor Center open and operational six days a week. Staffing costs include regular updates to the website for events and activities on the home & visitor info pages as well as for electronic billboard and social media campaigns promoting Lewis County events.

The 3-on-3 streetball festival anticipates recruiting 60 teams of four players for its inaugural year (2023). Research of other similar events shows that players travel anywhere from 25 to 150 miles to participate in these events. The tournament is designed as a two-day activity to encourage overnight stays. \$45,000 is the total anticipated cost.

The Trails & Rails 5k expects 250 to 500 registered participants for the run and other activities offered by the Steam Train and Veteran's Museum. The total cost is \$6050. LTAC funds cover about 1/3 of the cost.

The Holiday Shopping campaign will print 30,000 guides for distribution and offer a digital version for its website. The total cost for design, print, and distribution is \$15,000. LTAC funds cover about 1/3 of the cost.

Seattle-to-Portland anticipates 8,000 riders in 2023. No cost to the Chamber for its Penny Park operations making this is one of the greatest bargains for Lewis County as riders pass through the entire west county.

Overall number of attendees (and how lodging tax funding would increase overall attendance):

Attendance: The Chamber anticipates more than 15,000 overall attendance for 2023 including visits to facility and attendance of events created and/or promoted by the Chamber.

The Chamber's Visitor Center is a trusted, safe, and reliable resource for visitors and community members alike. Reinstating Saturday hours expands our accessibility that encourages overnight stays and return visits. LTAC funds ensure the Visitor Center remains open six days a week throughout the year.

Number of participants traveling 50 (fifty) miles or more one way from their home or business to attend (and how funding would increase that number):

8,000 + visitors from the STP bike ride alone are anticipated to travel fifty miles or more. LTAC funds supporting the 3-on-3 streetball festival seeds the first of what the Chamber anticipates being an annual event drawing players and their families to Lewis County for overnight stays traveling 50 miles or more. In addition, onsite visits to the Visitor Center is anticipated to grow by 15% by reinstating Saturday hours.

Number of participants traveling from another state or country to attend (and how funding would increase that number):

2000 people are anticipated to travel from outside the state or country. While post-COVID activities have increased, rising inflation and gas prices are limiting how far travelers will go, so we are anticipating this number to remain static. LTAC funds for the Visitor Center allows staff to explore marketing efforts to overcome some of these concerns through social media and on our website through the Visitor Info portal.

Number of participants who will stay overnight in paid accommodations to attend (and how funding would increase that number):

1000 participants are expected to stay in paid accommodations. The Chamber staff consistently encourage overnight stays in Lewis County. The Chamber website includes a section on accommodations. LTAC funds ensure we have a full-time marketing professional to research and update our website for Visitor Information and we promote the Discover Lewis County website as it is another excellent resource whether traveling from out of state or for locals looking to plan overnight "stay-cations" within our own beautiful county.

Number of participants who will stay overnight in unpaid accommodations to attend (and how funding would increase that number):

500 participants are estimated for overnight stays in unpaid accommodations. Starting in 2022 the Chamber no longer organizes unpaid overnight stays for STP riders and we will continue this policy in the future. While COVID was the driving force behind this move, encouraging riders to stay overnight in paid lodging is our motivation for continuing this new trend. LTAC funds are used to maintain and regularly refresh website content for the lodgings and activities section to our Visitor Info page. The new programs the Chamber is creating for 2023 are designed to encourage overnight stays.

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

The Visitor Center offers a reliable and professional resource that promotes tourism to the county. The Chamber recognizes the economic benefit of tourism and champions its growth. We have been providing this service for more than ten years and are here for the long term. In addition, the new programs we are starting in 2023 -- 3-on-3 streetball, Trails & Rails 5k, and the Holiday Shopping campaign -- are anticipated to become annual activities that will provide additional economic benefit to the county.

The wide range of natural resources, sporting events, historic downtowns, and festivals/events taking place here makes Lewis County a vibrant region to visit. We are perfectly poised to encourage visitors to explore beyond the freeway and enjoy all the county has to offer.

SOCIAL MEDIA

Website address	www.chamberway.com
Facebook user name	https://www.facebook.com/ChamberWay
Instagram	https://www.instagram.com/chamber.of.commerce
Twitter account name	https://mobile.twitter.com/ChamberWay
Any other social media platforms your organization uses to promote tourism	The Chamber has a fledgling LinkedIn account we are working to grow: https://www.linkedin.com/company/centraliachehalis-chamber-of-commerce

BUDGET

Amount	\$45,000
Source	City of Chehalis
Confirmed	No
Date available	2023

Income 2

Amount	\$40,000
Source	City of Centralia
Confirmed	No
Date available	2023

Income 3

Income 4

Income 5

Income 6

Expense - Personnel

County	\$28,000
--------	----------

Other Funds	\$56,000
-------------	----------

Total	\$84,000
-------	----------

Expense - Administration

County	\$1,410
--------	---------

Other Funds	\$2,820
-------------	---------

Total	\$4,230
-------	---------

Expense - Marketing/promotion

County	\$7,666
--------	---------

Other Funds	\$15,334
-------------	----------

Total	\$23,000
-------	----------

Expense - Direct sales activities

County	0
--------	---

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	\$1,000
Other Funds	\$4,000
Total	\$5,000
Expense - Other activities	
County	0
Other Funds	0
Total	0
Total Cost	
County	\$7,000
Other Funds	\$9,000
Total	\$16,000
Priority 1	Visitor Center
Full Funding Request	\$45,000
Priority 2	Holiday Shopping Campaign
Minimum Funding Request	\$40,000
Applicant will / can accept no less than this amount	See response in next section.

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

Reduced funding would impact the Chamber's ability to reinstate Saturday hours at the Visitor Center. Greatly reduced funding would also impact our ability to proceed with the three new projects or proceed with landscaping repairs and maintenance. Depending on the funding amount we would either postpone some projects or find other ways to cut marketing, programs, and services to ensure that the projects we do proceed with are successful.

PROJECT TIMELINE / TOURISM SEASON

What is your anticipated timeline for accomplishing this activity?

Promotional efforts take place throughout the year and event-based marketing is based on the schedule of activities produced by the Chamber and those produced by others but supported with marketing or consultation with the Chamber.

New programs developed for 2023 take place on the following dates:

Trails & Rails 5k Run: Sunday, June 18 (Father's Day)

Cen-Che 3-On-3 Streetball Festival: Saturday/Sunday, August 5 & 6

Holiday Shopping Campaign: November 2023 - January 2024

Year-round

Yes

Year-round Explanation

The Visitor Center is open year-round and marketing efforts to promote county activities take place throughout the year.

Balance sheet

<https://www.formstack.com/admin/download/file/13357352753>

Income statement

<https://www.formstack.com/admin/download/file/13357352754>

Operating budget for 2022

<https://www.formstack.com/admin/download/file/13357352755>

Projected budget for 2023

<https://www.formstack.com/admin/download/file/13357352756>

Nonprofit determination

Nonprofit determination

<https://www.formstack.com/admin/download/file/13357352757>

Personnel list

Personnel list

<https://www.formstack.com/admin/download/file/13357352758>

ACKNOWLEDGEMENT

Signature



(Print or type applicant's name)

Cynthia Mudge

Date

Sep 12, 2022

Form Name:	Lodging Tax Application 2023
Submission Time:	September 13, 2022 2:59 pm
Browser:	Chrome 105.0.0.0 / Windows
IP Address:	69.10.207.246
Unique ID:	1009283023
Location:	46.6382, -122.9658

ORGANIZATION / PROJECT INFORMATION

Organization name	East Lewis County Chamber of Commerce
Project name	Business Resource & Visitor Information Center
Project coordinator	Lenee Langdon
Amount requested from Lewis County	63000
Total project amount	90000

APPLICANT CONTACT INFORMATION

Name	Lenee Langdon
Street address	250 B Westlake Ave (Temporary Location) Morton, WA 98356
Mailing address (if different from street address)	PO BOX 10 Morton, WA 98356
Current home phone	(360) 496-6086
Current cell phone	(360) 219-3186
Current email address	chamber@lewiscounty.com
Agency Tax ID Number	910730233
Organization Unified Business Identifier (UBI)	601395047
UBI expiration date	June 30, 2023
Type of organization:	501(c)6
Organization's mission statement or purpose (one or two sentences):	"Improve the Vitality and Livability of East Lewis County"
Year the organization was founded:	2001
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?

40000

REQUIRED INFORMATION

PROJECT DESCRIPTION

Project name

Business Resource & Visitor Information Center

1. Describe how the project promotes tourism in all of Lewis County's unincorporated areas.

This project has been created to provide the community with a centrally located one-stop venue welcoming both visitors and citizens to Lewis County and sharing all the economic & tourism resources we have to offer. The venue will be organized in a dual purpose fashion: operating a business resource center and visitor information center. Visitors will have be provided the very best up to date information about what to do in the unincorporated areas of specifically East Lewis County. It is our plan to showcase local exhibits and sell local souvenirs. We are particularly interested in having visitors stop for a visit, attend events in the local area, stay overnight, and return with others they know.

2. Describe how the project will enhance tourism and result in "heads in beds."

While an up-to-date website and social media presence will enhance tourism, face-to-face assistance and guidance is still important to many visitors. The requested funding for staffing hours and securing our physical venue will ensure visitor assistance is available to them for ALL seasons. It will allow our staff to properly promote East Lewis County events and activities that will increase the likelihood of more visitors and longer stays. Being open through the winter will allow us to collect more lodging dollars due to increased visibility and more off-season activities.

3. List the responsible party / parties.

East Lewis County Chamber of Commerce

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

This project will primarily focus on activities in East Lewis County, from the I-5 corridor to White Pass and up Hwy 7. The goal will be to bring tourists to communities in ELC communities. Many of these tourists will be traveling through the I-5 corridor and US Highway 12 to reach their destinations. Therefore, the far-reaching impact will be to benefit all East Lewis County businesses. By maintaining a central location our staff will be available to assist tourists in selecting lodging, food options, and other activities of the common traveler meanwhile promoting our local businesses.

5. Describe how the project will specifically promote tourism.	This project has been created to provide the community with a centrally located one-stop venue welcoming both visitors and citizens to Lewis County and sharing all the economic & tourism resources we have to offer. The venue will be organized in a dual purpose fashion: operating a business resource center and visitor information center. Visitors will be provided with the very best up to date information about what to do in the unincorporated areas specifically in East Lewis County. It is our plan to showcase local exhibits and sell local souvenirs. We are particularly interested in having visitors stop for a visit, attend events in the local area, stay overnight, and return with others they know.
6. Describe how you have collaborated with other entities throughout Lewis County to promote tourism.	It is our goal to serve as a support to other non-profits and tourism centered organizations by providing visitors with information about events they will be conducting. We also anticipate using our online presence to echo our intent.
7. Describe why your project should receive funding.	We believe our project should receive this funding because it will provide visitors passing through East Lewis County on Hwy 12 and Hwy 7, a one stop venue to everything Lewis County has to offer. This will give visitors one more reason to stop in Lewis County. If we can get them to stop, we are more likely able to get them to stay, return, and bring someone back with them.
8. Describe how your organization would respond to potential cancellations or closures, such as those caused by COVID-19 in 2020 and 2021.	The ELC Chamber would be available to help residents and businesses in the area by providing updates of the situation, researching, gathering and distribution of important information, and helping to pass out and deliver PPE to those in need. The Chamber staff would be point person for contact with other Chambers, City and Government officials, and all persons tasked with the gathering of information in the event of a crisis or continued Covid-19 restrictions so we can all work together.

USE OF HOTEL / MOTEL TAX

Please indicate below the types of activities for which the lodging tax monies would be used:	OPERATION OF TOURISM-RELATED FACILITY
Describe the expected results (measurable outcomes) of your project, with the dollar amount for each outcome.	We anticipate a minimum of 3,000 visitors to our center. This will be measurable by have them sign in our visitor registry. These funds will provide a venue year operating and staffed year-round.
Overall number of attendees (and how lodging tax funding would increase overall attendance):	2000 visitors are expected. Lodging tax dollars will make our presence more stable to visitors traveling to East Lewis County.

Number of participants traveling 50 (fifty) miles or more one way from their home or business to attend (and how funding would increase that number):	1200 visitors are expected. Lodging tax dollars will make our presence more stable to visitors traveling to East Lewis County.
Number of participants traveling from another state or country to attend (and how funding would increase that number):	800 visitors are expected. Lodging tax dollars will make our presence more stable to visitors traveling to East Lewis County.
Number of participants who will stay overnight in paid accommodations to attend (and how funding would increase that number):	500 visitors are expected. Lodging tax dollars will make our presence more stable to visitors traveling to East Lewis County.
Number of participants who will stay overnight in unpaid accommodations to attend (and how funding would increase that number):	We are unsure.
10. Describe how the project provides short-term or long-term economic benefit for Lewis County	This keeps visitors in Lewis County and returning.

SOCIAL MEDIA

Website address	https://elcchamber.org/
Facebook user name	East Lewis County Chamber
Instagram	eastlewiscountychamber
Twitter account name	N/A
Any other social media platforms your organization uses to promote tourism	N/A

BUDGET

Amount	3000.00
Source	Membership Dues
Confirmed	No
Date available	January-February 2023

Income 2

Amount	5000.00
---------------	---------

Source	City of Morton Grant
Confirmed	No
Date available	December 2022

Income 3

Amount	9,000.00
Source	Fundraisers
Confirmed	No
Date available	December 2022

Income 4

Amount	10,000.00
Source	Community Sponsorships
Confirmed	No
Date available	January-March 2023

Income 5

Income 6

Expense - Personnel

County	45,000
Other Funds	0
Total	45,000

Expense - Administration

County	0
Other Funds	0
Total	0

Expense - Marketing/promotion

County	0
Other Funds	1000
Total	1000

Expense - Direct sales activities

County	0
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	0
Other Funds	0
Total	0

Expense - Other activities

County	0
Other Funds	0
Total	0

Total Cost

County	0
--------	---

Other Funds	0
Total	0
Priority 1	Facility Rent & 1/2 of staffing
Full Funding Request	63000
Priority 2	1/2 of Staffing
Minimum Funding Request	40000
Applicant will / can accept no less than this amount	40000
If partial funding is received, how will that affect the project / activity? Please describe:	We will have to reduce hours and cutback availability to the public.

PROJECT TIMELINE / TOURISM SEASON

What is your anticipated timeline for accomplishing this activity?	Duration of the 2023 calendar year.
Year-round	Yes
Year-round Explanation	Projected Schedule of Wednesday-Sunday 10am-6pm
Is it a seasonal activity appropriate to its location? Explain	N/A
Balance sheet	https://lewiscounty.formstack.com/admin/download/file/13364292982
Income statement	https://lewiscounty.formstack.com/admin/download/file/13364292983
Operating budget for 2022	https://lewiscounty.formstack.com/admin/download/file/13364292984
Projected budget for 2023	https://lewiscounty.formstack.com/admin/download/file/13364292985

Nonprofit determination

Nonprofit determination	https://lewiscounty.formstack.com/admin/download/file/13364292986
-------------------------	---

Personnel list

Personnel list	https://lewiscounty.formstack.com/admin/download/file/13364292987
----------------	---

ACKNOWLEDGEMENT

Signature



(Print or type applicant's name)

Mitchell Merrill

Date

Sep 13, 2022

Form Name:	Lodging Tax Application 2023
Submission Time:	September 12, 2022 4:39 pm
Browser:	Chrome 105.0.0.0 / Windows
IP Address:	69.10.201.154
Unique ID:	1008850493
Location:	46.6382, -122.9658

ORGANIZATION / PROJECT INFORMATION

Organization name	Economic Alliance of Lewis County
Project name	Tourism Alliance of Lewis County / Discover Lewis County
Project coordinator	Todd Chaput
Amount requested from Lewis County	180000
Total project amount	229997

APPLICANT CONTACT INFORMATION

Name	Todd Chaput
Street address	1611 N National Ave, Chehalis, WA 98532 Chehalis, WA 98532
Mailing address (if different from street address)	n/a
Current home phone	(360) 880-0568
Current work phone	(360) 748-0114
Current cell phone	(360) 880-0568
Current email address	todd@lewiscountyalliance.org
Agency Tax ID Number	911208772
Organization Unified Business Identifier (UBI)	601133176
UBI expiration date	October 08, 2022
Type of organization:	501(c)6
Organization's mission statement or purpose (one or two sentences):	Our goal is to contribute to the economic vitality of the community by increasing the number of jobs and improving the local quality of life. To accomplish our goal we work to retain our local businesses and aid them in expanding as well as recruit new businesses to the area.
Year the organization was founded:	1983
Has your organization received Lewis County lodging tax funding in the past?	No

REQUIRED INFORMATION

PROJECT DESCRIPTION

Project name	Tourism Alliance of Lewis County / Discover Lewis County
---------------------	--

1. Describe how the project promotes tourism in all of Lewis County's unincorporated areas.	The Economic Alliance of Lewis County (Alliance) seeks to serve as the destination marketing organization (DMO) for Lewis County in collaboration with a broad base of tourism partners. The Alliance has been awarded the RFP put forth by Lewis County to transfer Discover Lewis County program from county management to a non-profit organization. Under the Alliance, a new Tourism Alliance of Lewis County program led by a steering committee will be formed. Representation on the committee will be county-wide within the tourism industry to advise the program. It is our intention to bring stability and structure to our tourism community while listening and learning from our partners. It is a top priority to encourage a united voice for county tourism, involving county-wide industry stakeholders. In order to create a collaborative and visionary approach, the Alliance will undergo strategic planning in spring 2023 with heavy partner input. We recognize our responsibility to unincorporated Lewis County where these lodging tax funds are collected. We understand the duty as stewards of these funds to invest in the areas generating the funds to continue responsible economic growth. In addition to our focus on partnership and collaboration, we plan to carry out a comprehensive marketing program that will include a strong focus on unincorporated Lewis County and our burgeoning outdoor recreation industry. Not only will we promote visitation, but we will do so in a manner that encourages recreating responsibly and focuses on areas not consistently experiencing overuse.
--	---

2. Describe how the project will enhance tourism and result in "heads in beds."	The Alliance seeks funding for a year-round marketing program promoting visitation and travel to Lewis County. We plan to do so through several marketing channels and methods. Our program of work will deliver consistent and intentional promotion of Lewis County as a vacation destination by featuring and promoting its activities, attractions, rural lifestyle, and events. We request funds to implement this strategic approach creating campaigns to reach consumers through several different marketing channels including website, social media, email, video, and collateral materials. We will reach potential visitors with a well-rounded campaign. Our efforts will encourage opportunities to extend a stay to our area, and visits during the "quiet" shoulder seasons to discover the tranquility and calm found in our great outdoors. Overnight stays will be a key component of our marketing program.
--	--

3. List the responsible party / parties.

The Economic Alliance of Lewis County Board of Directors with staff support from Executive Director, Richard DeBolt and program lead, Todd Chaput, will be responsible for the program.

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

The Alliance will serve Lewis County providing consistent messaging and branding for visitation to the county. The program will serve as the DMO for the county representing our area at the state tourism level. The program will be comprehensive serving all areas of our county in its marketing efforts. Itineraries and trip planning information will inform potential visitors of the vast experiences available. Outdoor recreation, events, attractions, and local business experiences will all be promoted through our marketing efforts featuring continual website development, social media, online advertising, collateral materials, and blogging/story writing. The expected impact is to increase visitation to Lewis County in a manner that will be most beneficial to our community's progression.

The Alliance will also focus efforts on strengthening the tourism industry in Lewis County, not in an effort to dominate but to create a trusted communication network between partners. Lewis County has seen effective individual efforts in the promotion of specific areas and attractions but has faced challenges uniting as an industry, as well as utilizing partnerships and shared knowledge. Concurrently, Lewis County is experiencing tremendous organic growth in tourism. Now is the time for Lewis County to seek thoughtful planning and attention to the tourism industry as a whole, providing and cultivating conversation on how our county can benefit from this growth responsibly. The expected impact is to develop a culture of cohesion and open communication in our industry so that we can grow and learn together.

As the DMO, we also plan to join the statewide tourism effort. We look forward to developing a strengthened representation at the tourism table. There are important benefits that can be realized through these partnerships.

5. Describe how the project will specifically promote tourism.

All our marketing activities will function to attract visitors to our community and into Lewis County businesses, dining establishments, attractions, and lodging. The goal of our program is to promote all facets of the county to showcase our area as an attractive destination for visitors. We will work to inspire visitors to experience what makes a visit to Lewis County unique and memorable.

We will use online and print resources to attract visitors to Lewis County by packaging our local attractions, and activities as a destination with many options to extend a visit. We plan to accomplish this through a combination of marketing channels to reach potential visitors, highlighting our attractions and activities, directly contributing to local tax revenue.

In order to represent our area to its fullest potential, we will continually communicate and partner with organizations and businesses to stay current on the latest news, events, experiences, and happenings. We will actively and constantly monitor the events and activities taking place and use our resources to extend this information to prospective visitors. We will promote our area through the seasons using the attributes of Lewis County to position our area as a tourist destination.

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

Under the Alliance, a new Tourism Alliance of Lewis County will be formed serving as Lewis County's tourism DMO. As such, a priority is to create a united voice for county tourism, involving county-wide industry stakeholders. With our tourism partners, we will take part in strategic planning in spring 2023. The objective is to create an environment of unity and strengthened communication among tourism stakeholders creating together a straightforward plan of action. Currently, there is very little information sharing and partners lack a spirit of cohesiveness. Developing a plan will involve input from tourism voices across the county, led by a consultant experienced in tourism plan development. This plan will provide the framework and action plan with elements such as an analysis of visitor trends, an asset inventory, and a communications plan. This will give our tourism industry an organized approach to success and will make us a stronger, more effective engine for responsible economic development.

In addition, the Alliance plans to host stakeholder meetings. We will have a representative attend partner meetings to share information and open communication channels.

7. Describe why your project should receive funding.

Lewis County is home to federal lands including Mt. Rainier National Park, Mount St. Helens Volcanic Monument, and the Gifford- Pinchot National Forests. Interstate 5 traverses our county with growth being experienced in Chehalis and Centralia. Highway 12, White Pass provides an important east-west mountain pass over the Cascade Mountains. Our I-5 communities are experiencing growth opportunities as popularity in rural areas rises. In East Lewis County, tourism is exploding in our outdoor playgrounds. In order to embrace these new growth opportunities and also mitigate the challenges, a collaborative county-wide tourism effort with plan-in-hand is more crucial than ever. We must develop a consensus-based action plan for our industry to follow as we navigate new opportunities. The Alliance is prepared to meet this challenge.

Our program will take a comprehensive approach to tourism in a responsible, yet effective manner. From farm-to-table events and bike riding to scenic drives and water sports, our program will position our wealth of destination experiences as a must-visit destination. As the managing agency of the Discover Lewis County brand, we will put our best efforts into continuing a program to serve all of our county.

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

Because our organization focuses on general marketing and partnership opportunities, in the event of closures and cancellations, the Alliance would jump to action providing necessary communication and information to our partners. Communicating safe travel options where applicable would be paramount to protect our community.

As we learned from the pandemic, regional travel to the great outdoors became a destination for many as a safe alternative for traveling. This tremendous response by visitors has the potential to overwhelm our rural communities. As the destination marketing organization for the county, we take very seriously our role in conveying the message of recreating responsibly.

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

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

The Alliance expects to see increasing trends in visitation to Lewis County. In order to measure our results, we will be creating a baseline of data obtained from current Discover Lewis County website and social media statistics. We will be monitoring the lodging tax data as it is compiled. We are also interested in broader data collected by state partners including the Dean Runyan report tracking visitor spending and the Smith Travel Accommodations Report (STAR) tracking exact lodging occupancy.

Overall number of attendees (and how lodging tax funding would increase overall attendance):	Not applicable as our program will focus on year-round marketing to promote overnight stays and will not feature event production.
Number of participants traveling 50 (fifty) miles or more one way from their home or business to attend (and how funding would increase that number):	Not applicable as our program will focus on year-round marketing to promote overnight stays and will not feature event production.
Number of participants traveling from another state or country to attend (and how funding would increase that number):	Not applicable as our program will focus on year-round marketing to promote overnight stays and will not feature event production. We plan to monitor where our website and social media traffic originates and will have data in the following years on where our marketing efforts are most impactful.
Number of participants who will stay overnight in paid accommodations to attend (and how funding would increase that number):	Not applicable as our program will focus on year-round marketing to promote overnight stays and will not feature event production.
Number of participants who will stay overnight in unpaid accommodations to attend (and how funding would increase that number):	Not applicable as our program will focus on year-round marketing to promote overnight stays and will not feature event production.
10. Describe how the project provides short-term or long-term economic benefit for Lewis County	This program is designed to provide both short-term and long-term economic benefits. Over the long-term, the promotional campaigns will position Lewis County as a must-visit destination. Deliberate and purposeful marketing efforts will create top-of-the-mind awareness and brand recognition in the state-wide travel industry and beyond. Repetition and dynamic content are essential to creating this brand awareness. Placing branded messaging year-round, through various promotion and communication tools will be important to achieving success. We will pursue opportunities that produce a strong return on investment. Facilitating a cohesive Lewis County tourism industry and serving as our DMO, we see important opportunities for growth and partnership development through more communication and networking. Not only can we learn from each other as we promote the county, but we can also form partnerships that will leverage our impact on the Washington State tourism scene. The Tourism Alliance's seat at the state-wide tourism table will also be an opportunity to network and gain expertise from our counterparts throughout the state. In some instances, strengthened relationships and marketing can create an immediate impact, while maintaining consistency and leveraging growth opportunities can be incredibly powerful over time.

SOCIAL MEDIA

Website address	www.discoverlewiscounty.com
Facebook user name	https://www.facebook.com/discoverlewiscounty
Instagram	https://www.instagram.com/discoverlewiscounty
Twitter account name	DiscoverLewisCounty @discoverlewisco
Any other social media platforms your organization uses to promote tourism	N/A

BUDGET

Amount	\$40,000
Source	Membership / Sponsors / Co-op advertising
Confirmed	No
Date available	2023

Income 2

Amount	\$10,000
Source	Washington State Tourism Technical Assistance Grant
Confirmed	No
Date available	2023

Income 3

Income 4	
----------	--

Income 5

Income 6	
----------	--

Total Income	\$235,000
What percentage of your project does your request for Tourism Promotion Dollars represent?	85%

Expense - Personnel

County	83,000
Other Funds	0
Total	83,000

Expense - Administration

County	10,000
Other Funds	0
Total	10,000

Expense - Marketing/promotion

County	30,000
Other Funds	25,000
Total	55,000

Expense - Direct sales activities

County	0
Other Funds	0
Total	0

Expense - Minor equipment

County	2,500
Other Funds	0
Total	2,500

Expense - Travel

County	7,000
Other Funds	0
Total	7,000

Expense - Contract services

County	35,000
Other Funds	0
Total	35,000

Expense - Other activities

County	22,500
Other Funds	20,000
Total	42,500

Total Cost

County	\$180,000
Other Funds	\$55,000
Total	\$235,000
Priority 1	\$180,000
Full Funding Request	\$180,000
Priority 2	180,000
Minimum Funding Request	180,000
Applicant will / can accept no less than this amount	180,000

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

In order to transition operations fully from the county, the submitted budget will be required to provide an impactful and successful program. We believe our tourism industry deserves a strong DMO and now is the time to invest in this industry's future in Lewis County.

PROJECT TIMELINE / TOURISM SEASON

What is your anticipated timeline for accomplishing this activity?	Consistent marketing throughout 2023.
Year-round	Yes
Year-round Explanation	Activities and campaigns will be year-round with increased attention to off-season and shoulder seasons.
Off-season	Yes

Off-season Explanation	Activities and campaigns will be year-round with increased attention to off-season and shoulder seasons.
Shoulder season	Yes
Shoulder season Explanation	Activities and campaigns will be year-round with increased attention to off-season and shoulder seasons.
High season	Yes
High season Explanation	Activities and campaigns will be year-round with increased attention to off-season and shoulder seasons.
Is it a seasonal activity appropriate to its location? Explain	Yes. Our program will utilize seasonal messaging to attract visitors to the different experiences available each season.
Balance sheet	https://www.formstack.com/admin/download/file/13357540186
Income statement	https://www.formstack.com/admin/download/file/13357540187
Operating budget for 2022	https://www.formstack.com/admin/download/file/13357540189
Projected budget for 2023	https://www.formstack.com/admin/download/file/13357540191
Nonprofit determination	
Nonprofit determination	https://www.formstack.com/admin/download/file/13357540193
Personnel list	
Personnel list	https://www.formstack.com/admin/download/file/13357540195
ACKNOWLEDGEMENT	
Signature	
(Print or type applicant's name)	Todd Chaput
Date	Sep 12, 2022

Form Name:	Lodging Tax Application 2023
Submission Time:	September 12, 2022 2:37 pm
Browser:	Chrome 105.0.0.0 / Windows
IP Address:	66.235.50.135
Unique ID:	1008806424
Location:	46.5581, -122.2496

ORGANIZATION / PROJECT INFORMATION

Organization name	Fire Mountain Arts Council (FMAC)
Project name	Visitor Information & Marketing - FMAC 2023
Project coordinator	April Doolittle & Martin Fortin
Amount requested from Lewis County	21446
Total project amount	66315

APPLICANT CONTACT INFORMATION

Name	April Doolittle- Board Member, Jessica Scogin- President: Fire Mountain Arts Council
Street address	233 Main ST Morton, WA 98356
Mailing address (if different from street address)	PO Box 781 Morton, WA 98356
Current home phone	(360) 496-5599
Current work phone	(360) 496-0541
Current cell phone	(360) 219-8648
Current email address	April.doolittle@gmail.com
Agency Tax ID Number	421571555
Organization Unified Business Identifier (UBI)	602270394
UBI expiration date	January 31, 2023
Type of organization:	501(c)3
Organization's mission statement or purpose (one or two sentences):	Mission: To enrich our community life through the arts. Goals: • Present theatre, movies, music, and other arts events; • Foster arts education; nurture local talent; • Feature our regional character; • Provide venues for the arts; • Stimulate economic growth.

Year the organization was founded:	2003
Has your organization received Lewis County lodging tax funding in the past?	Yes
When did your organization receive Lewis County lodging tax funding?	2022
How much did your organization / project receive?	21000

REQUIRED INFORMATION

PROJECT DESCRIPTION

Project name	Visitor Information & Marketing - FMAC 2023
1. Describe how the project promotes tourism in all of Lewis County's unincorporated areas.	Because we are centrally located in Lewis County, visitors throughout the county have access to FMAC events at the Roxy Theater. These events help bring visitors to the area and help extend their stay. FMAC's active and engaging Facebook and Instagram pages cross promote regional tourist activities; our website links to Lewis County tourism partners and lodging. BCJ Gallery supplies visitors with county-wide visitor information and directs them to Discover Lewis County. Roxy postcards and posters will be disseminated throughout the county.
2. Describe how the project will enhance tourism and result in "heads in beds."	Since 2003, FMAC has consistently (until COVID) delivered activities year-round, 3-4 evenings/week, that encourage tourists to extend their stay and spend the night while enjoying fine and performing arts. Online and print marketing will continue to engage potential patrons and help ensure that tourists will visit to our area and put "heads in beds." Our website and visitor information services direct visitors to Discover Lewis County, so they can plan where to eat, stay, and play in Lewis County.
3. List the responsible party / parties.	FMAC Board Members responsible for this project: Jessica Scogin (president, movies & events), Fred Schwindt (treasurer & events), Louise Fisher(secretary & events), Ashley Nelson (coordinator-Facebook, Instagram and e-blasts), Bonnie McBride - staff BCJ Gallery/visitor information), Annalee Tobey (webpage management), April Doolittle (Board member, county reimbursement requests & events), Martin Fortin, (Board Member & photographer).

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

Lewis County will be served. Marketing will primarily highlight events in the central and eastern part of the county. With a population of about 10,000, this part of the county is lightly populated but has a wealth of tourist attractions. One of FMAC's goals is to stimulate economic growth in this still-depressed part of the county by enticing tourists to visit the area, to extend their stay, and to take advantage of quality fine and performing arts. The BCJ Gallery in Morton provides visitors information so they may be aware of opportunities throughout the county. Attendance statistics and the volume of cars on the street in front of the Roxy attest to substantial economic activity generated by Roxy programs

5. Describe how the project will specifically promote tourism.

This project is designed to engage visitors in activities, theatre, fine art viewing and shopping. Finding visitor information at the BCJ Gallery and on FMAC website and FB will link them to other tourism partners. Cross-promoting county attractions will encourage tourists to enhance and extend their stay. FMAC print and social media will inform tourists of the year-round attractions found in unincorporated Lewis County and draw them here.

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

Successful partnerships led to installation of the Hwy 7 digital sign that alerts travelers to events sponsored by local non-profit and civic organizations. FMAC works with Morton Visitors Center to share visitor information materials, White Pass Scenic Byway for cross-posting, Centralia College for the summer show, East Lewis County Chamber for cross-posting events, and regional newspapers for articles, advertising and sponsorship. The Roxy Players have provided performances in collaboration with Mossyrock Action League, Onalaska Alliance, SW Washington Fair, and White Pass Country Museum.

7. Describe why your project should receive funding.

FMAC's Roxy Theater is the only entity in central and eastern Lewis County that consistently provides evening activities for tourists year round, 3-4 evenings a week. Roxy Players are available to enhance local festivals as requested. When visitors see the digital sign, online, and print marketing promoting FMAC and area events, they discover entertainment possibilities and are enticed to eat, shop locally, and remain overnight in our hotels and campgrounds-"more heads in beds."

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

We will use seasonal and/or event postcards. Greater accuracy and flexibility of our print media will make our printing more cost effective. Social media and our website will continue to be our main vehicle for keeping our stakeholders and audiences engaged and informed

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

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

The primary outcome for FMAC's annual marketing and tourist information project (\$66,315, including \$31,918 in-kind, planned for 2023) is to enrich our community through economic activity generated by the arts while enriching our community LIFE through the arts. According to Americans for the Arts (<http://www.americansforthearts.org>), communities that embrace The Arts "...are investing in an industry that supports jobs, generates government revenue, and is the cornerstone of tourism. Arts & Economic Prosperity 5 [2017 study] shows conclusively that, locally as well as nationally, the arts mean business!"

We plan to serve 9100 people (including 1,200 tourists) with at least 30 live programs plus 51 first-run movies 216 days/evenings during the year plus visitor information and shopping opportunities at the BCJ Gallery 208 days/year.

Each of the following marketing components of our project are intended to engage potential patrons and visitors throughout the Pacific NW so that they come to Lewis County and extend their stays while enjoying local events:

- Print media: \$17,107 (incl. \$9,710 in-kind) Create/disseminate throughout county and beyond: weekly and special-event newspaper ads, event press releases, promotional stickers and free tickets, 2,000 season brochures, 6,000 event and season postcards, 400 event posters.
- Online and Social media: \$13,753 (incl. \$5,031 in-kind) FMAC's active and engaging websites, weekly e-blasts, monthly e-newsletters, social media posts, ads, and-importantly-cross-posting of area events.
- Radio: \$3,254 (incl. \$1,254 in-kind) Reach listeners throughout the Pacific NW via public service announcements on local stations, Discover Lewis County's NWPR spots, and sponsored spots on KNKX.
- Signage: \$4,736 (incl. \$1,711 in-kind) Weekly, Morton City digital sign event and movie announcements, large laminated posters, 2 sandwich boards strategically placed at businesses frequented by travelers, lighted digital "poster board" on the Roxy Theater façade.
- Partnerships: \$754 (incl. \$604 in-kind) Strengthen the overall county efforts to engage visitors through ads plus entertainment for local festivals, restaurant packages, coordination with Discover Lewis County, City of Morton, Centralia College, ELC Chamber, and White Pass Scenic Byways, area historical societies.

Overall number of attendees (and how lodging tax funding would increase overall attendance):

9100

Lodging tax dollars will help market FMAC's events. Marketing funded by lodging dollars includes mailing postcards, updates to Facebook, MortonRoxy.org and e-blasts, and more signage. Helping to staff the Barbara Clevenger Johnson Gallery provides a gift shop activity and visitor information site. These marketing and visitor activities could (and do) draw people to events and to the area, plus enhance and extend visitors' stays.

Number of participants traveling 50 (fifty) miles or more one way from their home or business to attend (and how funding would increase that number):	1200 Roxy website pages, which showcase the many and varied performances. Our online presence also enables online ticketing. Postcards sent directly to our mailing list will reach about 1,000 potential attendees six to eight times in 2023. Posters and sandwich boards placed strategically around the region are designed to capture tourists who are already here. Helping tourists discover unexpected, delightful local entertainment enhances the reputation of Lewis County as a fun area to visit, thus, encouraging repeat visitors and facilitating word-of-mouth marketing.
Number of participants traveling from another state or country to attend (and how funding would increase that number):	245 Lodging tax dollars will enable FMAC to honor our commitment to develop and maintain a strong online and social-media presence. In today's world, that Internet-based presence bridges local to distance marketing, reaching potential visitors more than 50 miles away, out of state, and out of country.
Number of participants who will stay overnight in paid accommodations to attend (and how funding would increase that number):	180 Through our direct mailing, website, and social media marketing, FMAC is able to bring visitors to our area to enjoy quality entertainment, fine dining, and area lodging. Posters and sandwich boards advertising our current production offer tourists that are already here a reason to spend the night before moving on to their next destination. FMAC's ability to offer many and varied year-round fine and performing arts activities broadens the base of Lewis County over-night tourism to include those who want to get away to enjoy quality theatre and other arts experiences in a small-town setting. Our movie nights, for instance, offer tourists a chance to enjoy the charm of small-town life with the popcorn drawing and announcements of local events. Additionally, FMAC venues are rented out for weddings, meetings, and special events like the Shape Note/ Sacred Harp Singing regional gathering. These can attract some hundred people per event, many of whom stay in paid accommodations.

Number of participants who will stay overnight in unpaid accommodations to attend (and how funding would increase that number):	375 Many patrons plan their vacations around FMAC offerings. FMAC's OnStage Youth Theatre Education Program brings extended families to the greater Morton area for shows in May, July, and December. Grandparents, aunts, uncles and friends enjoy following their family members' growth in theatre. Also, the summer musical, Veterans Day USO Show, Valentines Dessert Theatre, spring and fall "classic theatre" productions, and Festival of Trees, plus other concerts and events offer many opportunities for visitors to experience the arts while visiting friends and family. Receiving lodging tax dollars helps FMAC continue to offer this plethora of quality year-round activities to our visitors. Additionally, FMAC venues are rented out for weddings, meetings, and special events. These can attract some hundred people per event; some will stay in unpaid accommodations.
--	---

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

FMAC's mission, "Enrich our community life through the arts," both economically and culturally, is short and long term because we consistently offer events and programs YEAR ROUND. According to the Americans for the Arts Economic Calculator, expenditures from FMAC activities and audiences should total some \$460,000, collectively supporting up to 12 full-time jobs and resulting in \$42,000 local and state government revenue. The Arts & Economic Prosperity 5 [2017 study] referenced in our Outcomes response powerfully demonstrates that The Arts create JOBS, generate COMMERCE, and drive TOURISM! FMAC's BCJ Gallery and our part-time payroll, DOES put money in the hands of Lewis County residents--money which they then spend in local businesses. And our audiences. . . Look at Morton Main Street during a Roxy event! It is packed with cars--cars belonging to people inclined to spend money on food, lodging, shopping, and entertainment in Lewis County.

SOCIAL MEDIA

Website address	www.MortonRoxy.org AND www.firemac.org
Facebook user name	MortonRoxyTheater & OnStageMorton
Instagram	MortonRoxyTheater & OnStageMorton
Twitter account name	none
Any other social media platforms your organization uses to promote tourism	none

BUDGET

Amount	21446
Source	Lewis County Lodging Tax Funds

Confirmed	No
Date available	February 2023
Income 2	
Amount	2210
Source	City of Morton
Confirmed	No
Date available	February 2023
Income 3	
Amount	31918
Source	Donated time and in-kind marketing
Confirmed	Yes
Date available	January 2023
Income 4	
Amount	10741
Source	FMAC earned income and direct patron support
Confirmed	Yes
Date available	January 2023
Income 5	
Income 6	
Total Income	66315
What percentage of your project does your request for Tourism Promotion Dollars represent?	32.3
Expense - Personnel	
County	11996
Other Funds	35225

Total	47221
-------	-------

Expense - Administration

County	0
--------	---

Other Funds	0
-------------	---

Total	0
-------	---

Expense - Marketing/promotion

County	7150
--------	------

Other Funds	9644
-------------	------

Total	16794
-------	-------

Expense - Direct sales activities

County	0
--------	---

Other Funds	0
-------------	---

Total	0
-------	---

Expense - Minor equipment

County	2300
--------	------

Other Funds	0
-------------	---

Total	2300
-------	------

Expense - Travel

County	0
--------	---

Other Funds	0
-------------	---

Total	0
-------	---

Expense - Contract services

County	0
--------	---

Other Funds	0
-------------	---

Total	0
-------	---

Expense - Other activities

County	0
Other Funds	0
Total	0

Total Cost

County	21446
Other Funds	44896
Total	66315
Priority 1	21446
Full Funding Request	Widespread Marketing and promotion of FMAC events
Priority 2	16500
Minimum Funding Request	reduced marketing and promotion of FMAC events
Applicant will / can accept no less than this amount	The FMAC board will gratefully accept any support work to promote our activities

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

This is a frugal budget. It is designed to maintain near our 2022 level, hoping and planning that the year may be somewhat "normal." Without full funding we will attempt to carry out as much of what we propose as possible. We will limit the number of direct mailings. We will eliminate some our sandwich board signage. We will have to reduce the number of hours the Gallery is open. We have a strong commitment to maintaining our up-to-date and engaging social media and websites. Certainly, with a reduced budget, opportunities for visitors to be drawn to Lewis County and to enhance and extend their stays will be reduced

PROJECT TIMELINE / TOURISM SEASON

What is your anticipated timeline for accomplishing this activity?

This is a year-round project that will encompass all of 2023. Postcards will be printed and disseminated six to eight times during the year. All other marketing activities will be on-going from January through December 2023. Tourist information services at the Gallery will be available 4 days a week year round and should complement those at Morton Visitor Center, and the local Historical Society

Year-round

Yes

Year-round Explanation

Enhance and extend visitors' stays w/ movies, live theatre, Gallery, venue rental.

Off-season	Yes
Off-season Explanation	Enhance and extend visitors' stays w/ holiday events and dessert theater.
Shoulder season	Yes
Shoulder season Explanation	Enhance and extend visitors' stays w/ youth and classic theatre, concerts.
High season	Yes
High season Explanation	Enhance and extend visitors' stays w/ summer show, children's show.
Is it a seasonal activity appropriate to its location? Explain	Centrally located in Morton, the geographic center of Lewis County, FMAC events are readily accessible for tourists. Events at the Roxy Theater and tourist information services and shopping at BCJ Gallery are year-round activities, not seasonal. Live shows are performed throughout the year, including low and shoulder seasons. First-run movies can be seen year round-Friday, Saturday, and Monday. With three venues, Roxy Theater, BCJ Gallery, and the Tiller Arts Center, tourists have multiple opportunities to "take in" fine or performing arts as a day or evening activity that could enhance and extend their stays in the region.
Balance sheet	https://www.formstack.com/admin/download/file/13356571013
Income statement	https://www.formstack.com/admin/download/file/13356571015
Operating budget for 2022	https://www.formstack.com/admin/download/file/13356571017
Projected budget for 2023	https://www.formstack.com/admin/download/file/13356571018
Nonprofit determination	
Nonprofit determination	https://www.formstack.com/admin/download/file/13356571019
Personnel list	
Personnel list	https://www.formstack.com/admin/download/file/13356571020
ACKNOWLEDGEMENT	
Signature	
(Print or type applicant's name)	 Jessica Scogin

Form Name:	Lodging Tax Application 2023
Submission Time:	September 12, 2022 5:35 pm
Browser:	Firefox 104.0 / Windows
IP Address:	69.10.201.6
Unique ID:	1008865250
Location:	46.6382, -122.9658

ORGANIZATION / PROJECT INFORMATION

Organization name	Lewis County Historical Society
Project name	Lewis County Historical Museum
Project coordinator	Jason Mattson
Amount requested from Lewis County	30000
Total project amount	113620

APPLICANT CONTACT INFORMATION

Name	Jason Mattson- Executive Director
Street address	599 NW Front Way Chehalis, WA 98532
Mailing address (if different from street address)	WA 98532
Current home phone	(360) 669-6372
Current work phone	(360) 748-0831
Current cell phone	(360) 669-6372
Current email address	director@lewiscountymuseum.org
Agency Tax ID Number	916072021
Organization Unified Business Identifier (UBI)	600291916000
UBI expiration date	October 31, 2022
Type of organization:	501(c)3
Organization's mission statement or purpose (one or two sentences):	The purpose of the Lewis County Historical Society is to educate the public via the collection, research, preservation, promotion, and exhibition of artifacts relating to the history of Lewis County through the operation of the Lewis County Historical Museum.
Year the organization was founded:	1966
Has your organization received Lewis County lodging tax funding in the past?	Yes

When did your organization receive Lewis County lodging tax funding?	2022
How much did your organization / project receive?	35000

REQUIRED INFORMATION

PROJECT DESCRIPTION

Project name	Lewis County Historical Museum
1. Describe how the project promotes tourism in all of Lewis County's unincorporated areas.	The museum's visitor information center helps to promote Lewis County's unincorporated areas by promoting events and activities. A full brochure rack, Discover Lewis County kiosk, and word of mouth recommendations direct people to all areas of Lewis County. Funding for day to day operations will provide a source of continuous education for new visitors to the museum as well as a resource for local tourism.
2. Describe how the project will enhance tourism and result in "heads in beds."	As a Visitor Center, the museum will continually promote lodging, events and tourist destinations throughout Lewis County. The events such as The Chehalis Flying Saucer Party, Ghost Tours, the Blueberry Pancake Breakfast, and the spring & fall Train Show and Swap Meet, will attract visitors from out of the area. These visitors will want to see the sights and stay the night to fully experience the events planned. All events planned will encourage overnight stays and will attract "heads to beds".
3. List the responsible party / parties.	Jason Mattson- Executive Director Peter Lahmann- President, Lewis County Historical Society Steven Garrett- Acting Treasurer, Lewis County Historical Society
4. Describe the area the project will serve, as well as the project's expected impact.	As a Visitor Center, the museum will serve all of Lewis County. Recommendations for dining, events, and lodging will lead to an increase in tourism to unincorporated Lewis County.
5. Describe how the project will specifically promote tourism.	Visitors to the Lewis County Historical Museum will experience displays, exhibits, and special presentations that are unique to Lewis County. These presentations explain the unique stories and history that Lewis County has to offer. As a Visitor Center, the museum will continually promote lodging, events and tourist destinations throughout Lewis County.
6. Describe how you have collaborated with other entities throughout Lewis County to promote tourism.	The Lewis County Historical Museum has been a source of historical photos, information, and artifacts to smaller museums in Lewis County. We have partnered with the Centralia-Chehalis Steam Train, the SWW Fair, the Morton museum, and the Centralia CDA with exhibits and displays.

7. Describe why your project should receive funding.	The museum should receive funding to maintain the operations of the facility, to expand current exhibit space, afford new exhibit displays, and to effectively advertise upcoming events for maximum exposure to new visitors to Lewis County.
8. Describe how your organization would respond to potential cancellations or closures, such as those caused by COVID-19 in 2020 and 2021.	If closures occur in 2023, some events may be moved to an online format. Otherwise, the events would be postponed until they are allowed to go forward. If the event can't take place, the money that would be from Lodging Tax would not be utilized and remain in the fund for the following year

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.	With 1,000 expected lodging visitors, that will produce over \$60,000 in lodging, \$60,000 in meals purchased, and \$100,000 at retail establishments.
Overall number of attendees (and how lodging tax funding would increase overall attendance):	There is potential for 1,000 projected visitors. Lodging tax dollars would increase the predicted attendance, by allowing more funds for various forms of advertising and expanded event opportunities.
Number of participants traveling 50 (fifty) miles or more one way from their home or business to attend (and how funding would increase that number):	The projected number of attendees traveling more than 50 miles is 800. With Lodging Tax dollars, better advertising through radio, online markets, and print can be utilized to increase the number of attendees that will travel over 50 miles.
Number of participants traveling from another state or country to attend (and how funding would increase that number):	The projected number of attendees traveling from out of state is 200. With Lodging Tax dollars, better advertising through radio, online markets, and print can be utilized to increase the number of attendees who travel from out of state or from another country.
Number of participants who will stay overnight in paid accommodations to attend (and how funding would increase that number):	The projected number of visitors who will stay in overnight accommodations is 1,000. With Lodging Tax dollars, better advertising through radio, online markets, and print can be utilized to increase the number of attendees who will stay overnight in paid accommodations.
Number of participants who will stay overnight in unpaid accommodations to attend (and how funding would increase that number):	The projected number of visitors who will stay in overnight unpaid accommodations is 500. With Lodging Tax dollars, multi-day events can occur which would encourage attendees to stay in the area with friends or relatives. These people would still spend their dollars at local retail and restaurant establishments, helping to increase local revenue.

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

In the short term, people coming for specific events add to the local economy during their stay by dining and visiting retail establishments. In the long term, people who attend and have positive experiences will come back to see what they may have missed the first time or for a repeat visit of a particular event.

SOCIAL MEDIA

Website address	www.lewiscountymuseum.org
Facebook user name	Lewis County Historical Museum
Instagram	lchmuseum
Any other social media platforms your organization uses to promote tourism	www.flyingsaucerparty.org

BUDGET

Amount	30,000
Source	City of Chehalis
Confirmed	No
Date available	1/1/2023

Income 2

Amount	5,000
Source	City of Centralia
Confirmed	No
Date available	1/1/2023

Income 3

Amount	2,000
Source	Grants
Confirmed	No
Date available	1/1/2023

Income 4

Amount	2,000
--------	-------

Source	Individual Business Contributions
Confirmed	No
Date available	6/1/2023
Income 5	
Amount	7,100
Source	Special Events
Confirmed	No
Date available	11/1/2023
Income 6	
Amount	32,450
Source	Operational Income
Confirmed	No
Date available	12/31/2023
Total Income	83,620
What percentage of your project does your request for Tourism Promotion Dollars represent?	61%
Expense - Personnel	
County	20,000
Other Funds	43,500
Total	63,500
Expense - Administration	
County	5,000
Other Funds	24,175
Total	29,175
Expense - Marketing/promotion	

County	5,000
Other Funds	700
Total	5,700

Expense - Direct sales activities

County	0
Other Funds	3,500
Total	3,500

Expense - Minor equipment

County	0
Other Funds	2,995
Total	2,995

Expense - Travel

County	0
Other Funds	500
Total	500

Expense - Contract services

County	5,000
Other Funds	3,000
Total	8,000

Expense - Other activities

County	0
Other Funds	30,250
Total	30,250

Total Cost

County	35,000
--------	--------

Other Funds	78,620
Total	113,620
Priority 1	35,000
Full Funding Request	Funding 35,000 from the County would allow for the best possible outcome for tourism through the Lewis County Museum.
Priority 2	30,000
Minimum Funding Request	Funding of 30,000 would work, but it would hinder the best outcome for tourism.
Applicant will / can accept no less than this amount	25,000
If partial funding is received, how will that affect the project / activity? Please describe:	Reduced funding would limit the advertising reach of potential visitors, which would mean fewer visitors to Lewis County. This would mean less people who would shop, dine, and lodge. If funding was cut, we would have to direct more money towards operations rather than advertising and promotion. This could mean cuts in personnel and hours, both of which limits the ability of the museum to be an outstanding tourist destination.

PROJECT TIMELINE / TOURISM SEASON

What is your anticipated timeline for accomplishing this activity?	As a Visitor Center, the museum will promote Lewis County year round. Major events will occur in the Spring, Summer, and Fall.
Year-round	Yes
Year-round Explanation	As a Visitor Center, the museum will promote Lewis County year round with brochures and word of mouth recommendations.
Shoulder season	Yes
Shoulder season Explanation	The Train Shows and Chehalis Flying Saucer Party will be shoulder season events that will promote tourism.
High season	Yes
High season Explanation	The participation in Chehalisfest will be a high season event that will promote tourism.
Is it a seasonal activity appropriate to its location? Explain	Yes, the Lewis County Historical Museum is an appropriate location for summer activities. The covered area outside is a perfect venue for hosting visitors for the Blueberry Pancake Breakfast.
Balance sheet	https://www.formstack.com/admin/download/file/13357756409
Income statement	https://www.formstack.com/admin/download/file/13357756410

Operating budget for 2022

<https://www.formstack.com/admin/download/file/13357756411>

Projected budget for 2023

<https://www.formstack.com/admin/download/file/13357756412>

Nonprofit determination

Nonprofit determination

<https://www.formstack.com/admin/download/file/13357756413>

Personnel list

Personnel list

<https://www.formstack.com/admin/download/file/13357756414>

ACKNOWLEDGEMENT

Signature

A handwritten signature in black ink, appearing to read "Jason Mattson", is written over a horizontal line.

(Print or type applicant's name)

Jason Mattson

Date

Sep 12, 2022

Form Name:	Lodging Tax Application 2023
Submission Time:	September 9, 2022 4:43 pm
Browser:	Chrome 105.0.0.0 / Windows
IP Address:	209.34.142.130
Unique ID:	1007932433
Location:	46.6382, -122.9658

ORGANIZATION / PROJECT INFORMATION

Organization name	Lewis County
Project name	Lewis County Historical Society - Museum Overhead
Project coordinator	Rieva Lester
Amount requested from Lewis County	30600
Total project amount	30600

APPLICANT CONTACT INFORMATION

Name	Rieva Lester
Street address	351 N.W. North Street Chehalis, WA 98532
Current home phone	(360) 740-1120
Current work phone	(360) 740-1120
Current email address	bocc@lewiscountywa.gov
Agency Tax ID Number	916001351
Organization Unified Business Identifier (UBI)	212002978
UBI expiration date	December 31, 2027
Type of organization:	Government agency
Organization's mission statement or purpose (one or two sentences):	To preserve and enhance the quality of life in Lewis County through government leadership, service, education, and administration.
Year the organization was founded:	1845
Has your organization received Lewis County lodging tax funding in the past?	Yes
When did your organization receive Lewis County lodging tax funding?	2022
How much did your organization / project receive?	22,266

REQUIRED INFORMATION

PROJECT DESCRIPTION

Project name	Lewis County Historical Society - Museum Overhead
1. Describe how the project promotes tourism in all of Lewis County's unincorporated areas.	In addition to drawing tourists and locals alike to the region, the Lewis County Historical Museum displays rack cards for other events and entities across the region and gives tourists information about those events and entities.
2. Describe how the project will enhance tourism and result in "heads in beds."	The Lewis County Historical Museum serves all of Lewis County and draws visitors to the area.
3. List the responsible party / parties.	Per Resolution 12-039, dated Jan. 30, 2012, Lewis County provides funding for the Lewis County Historical Museum's property taxes, maintenance and insurance.
4. Describe the area the project will serve, as well as the project's expected impact.	--
5. Describe how the project will specifically promote tourism.	--
6. Describe how you have collaborated with other entities throughout Lewis County to promote tourism.	--
7. Describe why your project should receive funding.	--
8. Describe how your organization would respond to potential cancellations or closures, such as those caused by COVID-19 in 2020 and 2021.	--

USE OF HOTEL / MOTEL TAX

Please indicate below the types of activities for which the lodging tax monies would be used:	OPERATION OF TOURISM-RELATED FACILITY
Describe the expected results (measurable outcomes) of your project, with the dollar amount for each outcome.	Lewis County will maintain the Lewis County Historical Museum as stated in Resolution 12-039. The estimated amounts for 2023 are: Insurance: \$8,400 Property taxes: \$7,200 Maintenance: \$15,000

Overall number of attendees (and how lodging tax funding would increase overall attendance):

--

Number of participants traveling 50 (fifty) miles or more one way from their home or business to attend (and how funding would increase that number):

--

Number of participants traveling from another state or country to attend (and how funding would increase that number):

--

Number of participants who will stay overnight in paid accommodations to attend (and how funding would increase that number):

--

Number of participants who will stay overnight in unpaid accommodations to attend (and how funding would increase that number):

--

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

--

SOCIAL MEDIA

Website address www.lewiscountymuseum.org/about/

BUDGET

Amount --

Source --

Confirmed No

Date available --

Income 2

Income 3

Income 4

Income 5

Income 6

Expense - Personnel

County	--
--------	----

Other Funds	--
-------------	----

Total	--
-------	----

Expense - Administration

County	--
--------	----

Other Funds	--
-------------	----

Total	--
-------	----

Expense - Marketing/promotion

County	--
--------	----

Other Funds	--
-------------	----

Total	--
-------	----

Expense - Direct sales activities

County	--
--------	----

Other Funds	--
-------------	----

Total	--
-------	----

Expense - Minor equipment

County	--
--------	----

Other Funds	--
-------------	----

Total	--
-------	----

Expense - Travel

County	--
--------	----

Other Funds	--
Total	--

Expense - Contract services	
County	--
Other Funds	--
Total	--

Expense - Other activities	
County	--
Other Funds	--
Total	--

Total Cost	
County	30600
Other Funds	0
Total	30600
Priority 1	Full funding
Full Funding Request	30600
Priority 2	--
Minimum Funding Request	--
Applicant will / can accept no less than this amount	--
If partial funding is received, how will that affect the project / activity? Please describe:	Taxpayers would cover it through the general fund .

PROJECT TIMELINE / TOURISM SEASON	
What is your anticipated timeline for accomplishing this activity?	Throughout 2023.
Year-round	Yes
Balance sheet	https://www.formstack.com/admin/download/file/13345742335

Income statement	https://www.formstack.com/admin/download/file/13345742336
Operating budget for 2022	https://www.formstack.com/admin/download/file/13345742337
Projected budget for 2023	https://www.formstack.com/admin/download/file/13345742338

Nonprofit determination

Nonprofit determination	https://www.formstack.com/admin/download/file/13345742339
--------------------------------	---

Personnel list

Personnel list	https://www.formstack.com/admin/download/file/13345742341
-----------------------	---

ACKNOWLEDGEMENT

Signature



(Print or type applicant's name)	Rieva Lester
---	--------------

Date	Sep 09, 2022
-------------	--------------

Form Name:	Lodging Tax Application 2023
Submission Time:	September 9, 2022 9:53 am
Browser:	Chrome 105.0.0.0 / Windows
IP Address:	209.34.142.130
Unique ID:	1007729956
Location:	46.6382, -122.9658

ORGANIZATION / PROJECT INFORMATION

Organization name	Lewis County
Project name	Lodging Tax Grant Administration
Project coordinator	Rieva Lester
Amount requested from Lewis County	13000
Total project amount	13000

APPLICANT CONTACT INFORMATION

Name	Rieva Lester
Street address	351 N.W. North Street Chehalis, WA 98532
Current home phone	(360) 740-1120
Current work phone	(360) 740-1419
Current email address	bocc@lewiscountywa.gov
Agency Tax ID Number	916001351
Organization Unified Business Identifier (UBI)	212002978
UBI expiration date	December 31, 2027
Type of organization:	Government agency
Organization's mission statement or purpose (one or two sentences):	To preserve and enhance the quality of life in Lewis County through government leadership, service, education, and administration.
Year the organization was founded:	1845
Has your organization received Lewis County lodging tax funding in the past?	Yes
When did your organization receive Lewis County lodging tax funding?	2022
How much did your organization / project receive?	12435

REQUIRED INFORMATION

PROJECT DESCRIPTION

Project name	Lodging Tax Grant Administration
1. Describe how the project promotes tourism in all of Lewis County's unincorporated areas.	This will provide administrative support for the Lodging Tax process, including: coordinating LTAC meetings, preparing agendas, coordinating the annual tourism tour, preparing PSAs, press releases and notices, preparing and updating applications, disseminating applications to LTAC members, coordinating annual meetings and presentations, preparing resolutions, preparing and distributing contracts, preparing meetings and presentations, preparing resolutions, preparing and distributing contracts, preparing reimbursement worksheets and guidelines, processing reimbursements, and preparing the annual JLARC report.
2. Describe how the project will enhance tourism and result in "heads in beds."	--
3. List the responsible party / parties.	--
4. Describe the area the project will serve, as well as the project's expected impact.	This funding will pay for a portion (\$12,000) of salaries and benefits for BOCC staff to oversee administration of the entire Lodging Tax process. The employees providing administrative support will tack their hours through a project - tracking system. This also covers overhead (\$1,000) for office supplies, etc.
5. Describe how the project will specifically promote tourism.	--
6. Describe how you have collaborated with other entities throughout Lewis County to promote tourism.	--
7. Describe why your project should receive funding.	Providing a one-stop shop for the LTAC members, applicants and grantees creates a more productive environment for all involved. By adding the administrative support, BOCC staff members are able to serve as tourism experts as related to the application process, use of funding and state requirements.
8. Describe how your organization would respond to potential cancellations or closures, such as those caused by COVID-19 in 2020 and 2021.	--

USE OF HOTEL / MOTEL TAX

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

TOURISM PROMOTION

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

--

Overall number of attendees (and how lodging tax funding would increase overall attendance):

--

Number of participants traveling 50 (fifty) miles or more one way from their home or business to attend (and how funding would increase that number):

--

Number of participants traveling from another state or country to attend (and how funding would increase that number):

--

Number of participants who will stay overnight in paid accommodations to attend (and how funding would increase that number):

--

Number of participants who will stay overnight in unpaid accommodations to attend (and how funding would increase that number):

--

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

--

SOCIAL MEDIA

Website address www.lewiscountywa.gov

BUDGET

Amount

--

Source

--

Confirmed

No

Date available

--

Income 2

Income 3

Income 4

Income 5

Income 6

Expense - Personnel

County	--
--------	----

Other Funds	--
-------------	----

Total	--
-------	----

Expense - Administration

County	13000
--------	-------

Other Funds	0
-------------	---

Total	13000
-------	-------

Expense - Marketing/promotion

County	--
--------	----

Other Funds	--
-------------	----

Total	--
-------	----

Expense - Direct sales activities

County	--
--------	----

Other Funds	--
-------------	----

Total	--
-------	----

Expense - Minor equipment

County	--
Other Funds	--
Total	--
Expense - Travel	
County	--
Other Funds	--
Total	--
Expense - Contract services	
County	--
Other Funds	--
Total	--
Expense - Other activities	
County	--
Other Funds	--
Total	--
Total Cost	
County	13000
Other Funds	0
Total	13000
Priority 1	Full funding
Full Funding Request	13000
Priority 2	--
Minimum Funding Request	--
Applicant will / can accept no less than this amount	--

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

PROJECT TIMELINE / TOURISM SEASON

What is your anticipated timeline for
accomplishing this activity? Ongoing throughout 2023

Year-round Yes

Balance sheet <https://www.formstack.com/admin/download/file/13343081961>

Income statement <https://www.formstack.com/admin/download/file/13343081962>

Operating budget for 2022 <https://www.formstack.com/admin/download/file/13343081963>

Projected budget for 2023 <https://www.formstack.com/admin/download/file/13343081964>

Nonprofit determination

Nonprofit determination <https://www.formstack.com/admin/download/file/13343081965>

Personnel list

Personnel list <https://www.formstack.com/admin/download/file/13343081966>

ACKNOWLEDGEMENT

Signature



(Print or type applicant's name) Rieva Lester

Date Sep 09, 2022

Form Name:	Lodging Tax Application 2023
Submission Time:	September 12, 2022 10:07 pm
Browser:	Chrome 105.0.0.0 / Windows
IP Address:	98.97.112.251
Unique ID:	1008927442
Location:	47.6034, -122.3414

ORGANIZATION / PROJECT INFORMATION

Organization name	Mineral Lake Lions Club
Project name	Mineral Lake Lions Den Campground and Community Events
Project coordinator	Stevan Mayer, Lions Club President
Amount requested from Lewis County	30000
Total project amount	55000

APPLICANT CONTACT INFORMATION

Name	Starla Lago
Street address	2677 WA-7 Mineral , WA 98355
Mailing address (if different from street address)	PO Box 125 Mineral, WA 98355
Current home phone	(360) 496-5503
Current cell phone	(901) 359-1858
Current email address	theoregonone@hotmail.com
Agency Tax ID Number	237317149
Organization Unified Business Identifier (UBI)	601041948
UBI expiration date	January 01, 2027
Type of organization:	501(c)3
Organization's mission statement or purpose (one or two sentences):	*** We are a 501(c)4 *** We Serve. Where there is a need there is a Lion. To empower Lions clubs, volunteers, and partners to improve health and well-being, strengthen communities, and support those in need through humanitarian services and grants that impact lives globally, and encourage peace and international understanding.

Year the organization was founded:	The Minera Lake Lions Club was founded in 1952 & Lions Clubs International in 1917.
Has your organization received Lewis County lodging tax funding in the past?	No

REQUIRED INFORMATION

PROJECT DESCRIPTION

Project name	Mineral Lake Lions Den Campground and Community Events
1. Describe how the project promotes tourism in all of Lewis County's unincorporated areas.	This project would provide regional and local lodging customers and customers to restaurants and stores. Our Campground and events have the ability to serve and bring in tourists hailing from all of Lewis County, as well as bring in tourists from outside our county and region, who are able to experience the many towns and cities of Lewis County along the way. We bring in tourists from surrounded counties, states and we have even had tourists from other countries visit our campground.
2. Describe how the project will enhance tourism and result in "heads in beds."	Mineral Lake is one of the best fishing and recreational lakes in western Washington, it is often referred to as "Home of the Ten Pound Trout". Our unique, destination venue, with Mineral Lake as a backdrop and recreation that a Lake of this type and size brings, along with over 100 campsites, exposes visitors to the breathtaking beauty and adventure of Lewis County, especially Eastern Lewis County and brings in visitors who may not have previously known our town(s) existed. Our events are exposing people to activities they may not normally have the ability to participate in. One example of this is our Live Trout Pond events made available to both children staying with us in our campground and the children in our community and surrounding areas. These events teach children how to fish and clean and cook the fish they catch, making lifelong memories they will pass down generation to generation and in doing so, create future visitors. Annually, we hold an event where each child is given a free fishing pole. This year over 100 fishing poles were given out.
3. List the responsible party / parties.	Mineral Lake Lions Club
4. Describe the area the project will serve, as well as the project's expected impact.	These events serve Mineral, WA, East Lewis County and all of Washington State, as well as Morton, WA and other surrounding campgrounds and recreational facilities & organizations.

5. Describe how the project will specifically promote tourism.

This season, which began April 2022 and will conclude November 2022, has been a profitable restart from where we were last year. An LTAC grant would help ensure a 2nd year success. We have brought in well over 3000 people to our campground, so far, from April to September 2022. These are tourists are making stops along the way, supporting other Lewis County business as well as businesses here in Mineral. With advertising from Portland to Seattle and Westport to Spokane we are drawing people to the campground for events and fishing making our campground a "destination campground" in East Lewis County.

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

We collaborate with Discover Lewis County, East Lewis County Chamber of Commerce, Visit Rainier, local news & media outlets, local musicians, WDFD, fish hatcheries, other local events.

7. Describe why your project should receive funding.

Drawing people to our campground for fishing and events makes it a premier, "destination campground" in East Lewis County. It's a place where families and individuals can unplug, learn new skills and developing current ones, and most importantly: spend time creating memories that will last a lifetime, memories they made at the Mineral Lake Lions Den Campground.

Mineral Lake is unique as it is a "stocked" lake - yearly, the WDFW stocks the lake with trout. This, along with all the different recreational opportunities a lake of this type and size provides, our campground one of a kind and exposes Eastern Lewis County to those who may not have previously known that our town(s) existed. As the biggest tourist draw in our area, we are also driving the local economy.

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

Our online reservation system allows us to send out emergency announcements via text and email, so we are able to quickly and efficiently notify our guest of any adverse situation.

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
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.

Tourism Promotion / Marketing Only: this would allow us to create an advertising strategy to expand our reach to a broader audience who may not be aware of the wonderful activities our area offers, which we believe, in turn, would increase both overnight and day visitors, potentially increasing our revenue by 20-30% which looks like \$20,000.

Directional Signage: this will allow us to arrange for signage on WA-7 directing tourists, who travel that route, to the town of Mineral and our Campground. Currently, there is nothing to let them know we are here. This would potentially increase visits by 5-10% with an increase of revenue of about \$5000-10,000.

Operation of Tourism-Related Facility: this would facilitate the day-to-day operations of the Campground. It would allow us to pay closer to a living wage to our Campground Hosts and potentially pay for an Assistant Host which will be needed with the increase of guests and visitors. Our hosts are not only ambassadors for our Campground but for the town of Mineral and surrounding areas as they also direct guest and visitors to other businesses & recreational opportunities to make visits more enjoyable. With the increase of guests and visitors, this potentially would cost us about \$30,000.

Festival or Event Designed to Attract Tourists: we have several events that attract tourists: Opening Season of Fishing/Derby, Easter Egg Hunt, Fourth of July Celebration, Mineral Days Celebration/Labor Day Weekend, Christmas Celebration, Monthly Musical performances, Live Trout Pond for the Kids (during the Derby, 4th of July and Labor Day weekend), and additional event for Kids. While these events do cost us, we believe that with proper strategies, we would experience an increase in both overnight and day visitors, potentially increasing our revenue by 20-30% which looks like \$20,000 as well as increasing the revenue of local businesses.

Overall number of attendees (and how lodging tax funding would increase overall attendance):

The 2022 season brought a complete change in how we operate the Campground. We have brought in well over 3000 people to our campground as guest and visitors from April to September 2022 (We still have almost 2 months left before we close for the season.) These are tourists who make stops along the way, supporting other business as well as business here in Mineral.

This grant would allow us to create an advertising strategy to expand our reach to a broader audience who may not be aware of the wonderful activities our area offers, thus freeing up funds we could use for other improvements to make the campground more inviting. It would also give us the ability to encourage both overnight and day visits by using events and talent as a draw.

Number of participants traveling 50 (fifty) miles or more one way from their home or business to attend (and how funding would increase that number):	We have brought well over 2000 people into our campground as guest and visitors, so far, from April to September 2022 who traveled 50+ miles one way. This grant would allow us to create an advertising strategy to expand our reach to a broader audience who may not be aware of the wonderful activities our area offers, thus freeing up funds that we could use for other improvements to make the campground more inviting. It would also give us the ability to encourage both overnight and day visits by using events and talent as a draw.
Number of participants traveling from another state or country to attend (and how funding would increase that number):	240+ people have visited our campground from another state or country this year. This grant would allow us to create an advertising strategy to expand our reach to a broader audience who may not be aware of the wonderful activities our area offers, thus freeing up funds that we could use for other improvements to make the campground more inviting. It would also give us the ability to encourage both overnight and day visits by using events and talent as a draw.
Number of participants who will stay overnight in paid accommodations to attend (and how funding would increase that number):	We have brought in well over 3000 people to our campground as guests from April to September 2022 (We still have almost 2 months left before we close for the season.) This grant would allow us to create an advertising strategy to expand our reach to a broader audience who may not be aware of the wonderful activities our area offers, thus freeing up funds that we could use for other improvements to make the campground more inviting. It would also give us the ability to encourage both overnight and day visits by using events and talent as a draw.
Number of participants who will stay overnight in unpaid accommodations to attend (and how funding would increase that number):	We do not offer unpaid accommodations. Mostly likely you are referring to locals who visit the campground for an event or to use a service such as fishing from our docks or launching their boat. These visitors would be staying the night in their own homes.
10. Describe how the project provides short-term or long-term economic benefit for Lewis County	In the short term our project provides an increase in revenue from those visiting the area due to our campground. This increase in revenue will not only be seen by the campground but by the surrounding businesses as well. In the long term our project would increase our revenue allowing us to make improvements to our campground adding value to our campers stay and increasing occupancy rates.

SOCIAL MEDIA

Website address	www.MineralLakeLions.com
Facebook user name	@MineralLakeLions & @MineralLakeLionsDen
Instagram	@MineralLakeLions & @MineralLakeLionsDen
Twitter account name	@MinerLakeLion
Any other social media platforms your organization uses to promote tourism	Discover Lewis County, East Lewis County Chamber of Commerce, Visit Rainier, Google, Pinterest, Online Newspapers.

BUDGET

Amount	2300
Source	Mineral Lake Lions Den Campground
Confirmed	Yes
Date available	2023

Income 2

Amount	n/a
---------------	-----

Income 3

Amount	n/a
---------------	-----

Income 4

Amount	n/a
---------------	-----

Income 5

Amount	n/a
---------------	-----

Income 6

Amount	n/a
---------------	-----

Total Income	\$60,000
---------------------	----------

What percentage of your project does your request for Tourism Promotion Dollars represent?	50%
---	-----

Expense - Personnel

County	Lewis
Other Funds	Mineral Lake Lions Den Campground
Total	see attached files

Expense - Administration

County	Lewis
Other Funds	Mineral Lake Lions Den Campground
Total	see attached files

Expense - Marketing/promotion

County	Lewis
Other Funds	Mineral Lake Lions Den Campground
Total	see attached files

Expense - Direct sales activities

County	Lewis
Other Funds	Mineral Lake Lions Den Campground
Total	see attached files

Expense - Minor equipment

County	Lewis
Other Funds	Mineral Lake Lions Den Campground
Total	see attached files

Expense - Travel

County	Lewis
Other Funds	Mineral Lake Lions Den Campground
Total	see attached files

Expense - Contract services

County	Lewis
Other Funds	Mineral Lake Lions Den Campground
Total	see attached files

Expense - Other activities

County	Lewis
Other Funds	Mineral Lake Lions Den Campground
Total	see attached files

Total Cost

County	Lewis
Other Funds	Mineral Lake Lions Den Campground
Total	\$55000
Priority 1	Marketing/Advertising
Full Funding Request	30000
Priority 2	Festival/Events/Activities
Minimum Funding Request	15000
Applicant will / can accept no less than this amount	15000

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

Receiving only partial funding would cause us to dip into our revenue for marketing, advertising and events thus preventing us completing much needed capital improvements that are intended to create a more inviting environment for our guest and visitors and could potentially draw more guests to our campground and area.

PROJECT TIMELINE / TOURISM SEASON

What is your anticipated timeline for accomplishing this activity?	All of our projects are ongoing, and we hope to accomplish them by the end of our 2023 season.
Year-round	Yes
Year-round Explanation	Even during our off season, we are making improvements and developing marketing strategies and planning events for our 2023 season.
Off-season	Yes

Off-season Explanation

Even during our off season, we are making improvements and developing marketing strategies and planning events for our 2023 season.

High season

Yes

High season Explanation

our projects are ongoing even during our busy season.

Is it a seasonal activity appropriate to its location? Explain

Yes. Located on the south shore of Mineral Lake, we offer a family-friendly campground where its encouraged to reconnect ... with nature and each other. We have campsites with water and electric as well as primitive campsites for those wanting a more rustic camping experience. Boat launch and mooring is free for guests staying with us.

And after the State closes the Lake for the season on September 30, we begin catering to a different clientele - Hunters! We also offer camping near hunting opportunities until we close for the season on November 20, 2022.

Balance sheet

<https://www.formstack.com/admin/download/file/13359211672>

Income statement

<https://www.formstack.com/admin/download/file/13359211673>

Operating budget for 2022

<https://www.formstack.com/admin/download/file/13359211674>

Projected budget for 2023

<https://www.formstack.com/admin/download/file/13359211675>

Nonprofit determination**Nonprofit determination**

<https://www.formstack.com/admin/download/file/13359211676>

Personnel list**Personnel list**

<https://www.formstack.com/admin/download/file/13359211677>

ACKNOWLEDGEMENT**Signature**

(Print or type applicant's name)

Stevan Mayer

Date

Sep 12, 2022

Form Name:	Lodging Tax Application 2023
Submission Time:	September 9, 2022 9:06 pm
Browser:	Chrome 105.0.0.0 / Windows
IP Address:	72.168.144.113
Unique ID:	1007970218
Location:	47.6034, -122.3414

ORGANIZATION / PROJECT INFORMATION

Organization name	Morton Historical Society
Project name	Staffing and overhead for Visitor Center, Museum & Train Depot
Project coordinator	Charlotte Hendrickson
Amount requested from Lewis County	20000
Total project amount	20000

APPLICANT CONTACT INFORMATION

Name	Charlotte Anne Hendrickson
Street address	PO Box 777 194 Main Avenue Morton, WA 98356
Mailing address (if different from street address)	PO Box 777 Morton, WA 98356
Current home phone	(360) 496-5453
Current work phone	(360) 496-0070
Current cell phone	(360) 496-8306
Current email address	sharstarrhendrickson@gmail.com
Agency Tax ID Number	30093523
Organization Unified Business Identifier (UBI)	457795002
UBI expiration date	June 13, 2023
Type of organization:	501(c)3
Organization's mission statement or purpose (one or two sentences):	To preserve the rich and varied heritage of the emigrant and indigenous families of rural East Lewis County, including preserving early logging, mining, and railroad industry memorabilia. To promote county-wide tourism with personal direction to local events, historical sites, natural wonders, and adventures.
Year the organization was founded:	2001

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? 11,000

REQUIRED INFORMATION

PROJECT DESCRIPTION

Project name Staffing and overhead for the Visitor Center, Museum & Depot year-round.

1. Describe how the project promotes tourism in all of Lewis County's unincorporated areas.

The Visitor Center is an attractive and refreshing stop for hundreds of international and continental visitors. Morton Historical Society employees offer personal assistance with travel plans. We provide complimentary cold/hot beverages, clean bathrooms, brochures, maps, and emergency information. The museum offers interpretive information about immigrant families, indigenous people, and the historic industry of the Eastern Lewis County area and has become a travel destination itself. Staffing the Visitor Center year-round would allow the center to be open when many tourists are accessing the area for the summer season and a variety of fall and winter adventures.

2. Describe how the project will enhance tourism and result in "heads in beds."

Although some information is available on websites, visitors enjoy the personal touch. Our staff is well versed in local travel opportunities and keeps up to date on road closures, travel changes, and the best fishing spots. The requested funding will ensure that the Visitor Center stays open with live face-to-face assistance during all seasons. This will allow the staff to promote Lewis County activities and events, which will increase the likelihood of more visitors and longer stays as a result more lodging dollars will be collected. The customized travel assistance encourages lodging in Eastern Lewis County or the greater Lewis county area while touring and adventuring in and across county lines.

3. List the responsible party / parties.

Morton Historical Society, formerly Cowlitz River Valley Historical Society.

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

The project will focus on activities in Eastern Lewis County primarily from the I-5 corridor to White Pass and along Highway 7. The goal is to bring tourists to the Eastern Lewis County communities and encourage them to stop and enjoy all that the county has to offer. By keeping the Visitor Center open more hours our staff members will be available to suggest lodging, campgrounds, air b & b's, as well as food options, and other things that will interest the traveler. This has a far-reaching impact and will benefit all of Eastern Lewis County and the visitor.

5. Describe how the project will specifically promote tourism.

At our Morton Visitor Center site tourism is promoted through the Visit Morton website and our Popular Morton Historical Society Facebook page. We promote tourism as a sponsor of the Discover Lewis County Kiosk, and the White Pass By Way App. We promote tourism through our well-stocked and up-to-date information center with maps, brochures, and flyers for area attractions and events.

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

The Morton Historical Society collaborates with the City of Morton, Morton Chamber of Commerce, The Fire Mountain Arts Council/ Roxy Theater, Timberland Library, and Friends of Morton Parks to promote all local events. Morton Historical Society works with neighboring communities such as Mineral Fishing Derby, Mossyrock Blueberry Festival, Onalaska Apple Harvest Festival, Destination Packwood events, and the White Pass Country Museum to promote their special events. We host community events such as "Reading Beyond the Beaten Path," summer's end picnic and activities, and the Dolly Parton Imagination Library sign-ups in conjunction with The Rotary & United Way. Morton Historical Society also hosts the Morton & White Pass School District Students with educational opportunities in local history and agriculture. In addition, we are the site of a geocache which has brought many visitors to the area this summer. MHS Visitor Center has a small kiosk at the Roxy, where we supply flyers for Tourists attending Roxy events or eating at local restaurants. We have invited the Roxy to work with us on our "Voices in History" and celebrate the 1st train coming into Morton reenactment celebration. MHS has Joined WhitePass Country Museum in hosting the Kosmos Old timers Picnic in August of 2023. We have offered a helping hand to Mossyrock Historical Society which are just beginning its project.

7. Describe why your project should receive funding.

The Visitor Center -granted to the Historical Society in the '80s by The Highway Transportation Department- is strategically located near Highway 12, Highway 7, and Highway 508 which is a prime location to serve tourism in Lewis County. The Morton Historical Society is working to create an income stream but needs assistance funding personnel, maintaining the restrooms, and keeping the Visitor Center operational. We work daily to promote our county from agri-tourism such as the lavender festival in Randle to larger tourist venues like Ski White Pass while continuing to preserve and protect the rich history that surrounds the Historic Train Depot and the Interpretive Center.

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

The Visitor Center is located at 194 Main Ave in Morton, WA 98356 it will be available to help residents and businesses in the area by gathering and distributing up-to-date information. The Center has a public restroom accessible to travelers and locals which can be accessed safely without entering a business. We are the storage area for PPE which can be distributed to those in need. We have been contacted by Lewis County Emergency Management and have agreed to provide safe spaces during floods or fires. We have a social network of volunteers to staff and care for people and the Visitor Center if necessary. We will continue to conduct our day-to-day business as mandates allow and online when required.

USE OF HOTEL / MOTEL TAX

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

OPERATION OF TOURISM-RELATED FACILITY

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

Operating a Tourism related Facility - 51,490.00

Operating and maintaining the Morton Visitor Center, Museum & Historic train Depot with minimum expenditures and paid staff members.

Overall number of attendees (and how lodging tax funding would increase overall attendance):

This year has seen an uptick in visitors post-Covid lockdown. We estimate these numbers will rise dramatically based on last year's attendance from January to Labor Day. We expect to see around 1000 visitors in our visitor center in 2023. We expect this because we intend to have volunteer /paid staff in the building daily. In addition, the historical museum is hosting two major exhibits. One featuring a Lebanese immigrant family is expected to bring in many visitors who will be guests in local hotels and Air b&b's. The second will feature a celebrity who began her "Follies" in Morton and will be well visited. Currently, many of our visitors ask for advice on lodging and dining. We work to recommend local merchants, festivals, adventures, and activities. Lodging Tax funding provides the means for the Morton Historical Society to staff and operates Morton's beautiful visitor center and museum.

Number of participants traveling 50 (fifty) miles or more one way from their home or business to attend (and how funding would increase that number):

Based on this year's numbers (497), we estimate that we will have approximately 600 out of the 1000 visitors from over 50 miles away. The lodging tax is the only way we can afford to have a paid individual in the building greeting these visitors and providing the information they need. Many visitors collect flyers and brochures to plan trips and take them home for friends and family members to look at and plan their own trips. The Visit Lewis County kiosk, housed in the visitor center, provides visitors with engaging videos of festivals and events and allows visitors to look up many special things that are so current that they may not appear in brochures. The L-Tac funding will allow us to continue treating the visitors with an excellent experience in a beautiful facility.

Number of participants traveling from another state or country to attend (and how funding would increase that number):

We estimate that 600 international and out-of-state visitors will visit us in 2023. In 2022 we had 32 visitors from other countries, including Australia, England, France, Tunisia, Spain, Israel, New Zealand, and Canada. We had 200 people from all over the U.S. We estimate that our upcoming website and new signage from the state of Washington's sign Department will draw in even more people to the Morton Visitor Center. The funding from the Lodging Tax will allow us to be fully staffed and open with consistent hours to invite these people into our community and encourage them to stay at our local motels, hotels, Air bnb's, and paid camping experiences.

Number of participants who will stay overnight in paid accommodations to attend (and how funding would increase that number):

Based on our records we estimate 500 people stay in Eastern Lewis county while visiting. the funding we receive from Lodging Tax will assist us by providing pay for our employees, and help pay our overhead including supplies for tourist restrooms. With these major expenses out of the way we can spend the money, we raise on fund raisers making the buildings and grounds more desirable and attractive as well s providing things like a doggy pit-stop for our visitors.

Number of participants who will stay overnight in unpaid accommodations to attend (and how funding would increase that number):

We estimate around 400 people who come to the visitor center stay overnight in unpaid lodging in Lewis county. This number is based on our current record of 265 in 2022. Many are visiting friends and family in the area. Others are here for camping adventures on their way into the rugged wilderness for climbing and kayaking and many other exciting things Eastern Lewis County has to offer. Having the visitor Center open for travelers to use the restrooms, log onto the free Wifi, and enjoy a look at the historic train depot and museum encourages visitors to relax and stay awhile, increasing the likelihood they will return for a paid overnight stay in the future.

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

The project to keep the Morton Visitor Center open and operating with consistent hours and a live attention to guide and encourage the visitors to stay in the local area is crucial to all merchants and providers of adventure and festivals in Eastern Lewis County. Our staff is trained and knowledgeable about all the available entertainment and places to stay in eastern Lewis county and at the National Parks. Additionally they know the history and industry of the area; our Facebook page had over 7000 hits in the last week of July. We have a new website in the works and know that too will increase the number of people stopping and planning trips. The visitor Center raises awareness of all the things there is to do and all the places there are to stay.

SOCIAL MEDIA

Website address	visitmorton.com
Facebook user name	Morton Historical Society
Any other social media platforms your organization uses to promote tourism	Morton Roxy Theater website Packwood Country Museum The East Lewis County Journal Discover Lewis County We are looking at bids from Web designers now and will be building a new web page that features Morton Museum, Historica Depot, and Visitor Center.

BUDGET

Amount	15,000
Source	City of Morton
Confirmed	No
Date available	January 2023

Income 2

Amount	225.00
Source	MHS membership dues
Confirmed	Yes
Date available	June 2023

Income 3

Amount	5,000
Source	community and membership donations
Confirmed	Yes
Date available	yearly

Income 4

Amount	5,000
Source	Fundraising
Confirmed	Yes
Date available	Yearly

Income 5

Amount	20,000
Source	Lewis County L-Tac funding
Confirmed	No
Date available	January 2023

Income 6

Amount	14,080
Source	Rental Income
Confirmed	Yes
Date available	Yearly

Total Income	63,130.00
---------------------	-----------

What percentage of your project does your request for Tourism Promotion Dollars represent?	39%
---	-----

Expense - Personnel

County	15,000
Other Funds	15,000
Total	30,000

Expense - Administration

County	0
--------	---

Other Funds	0
-------------	---

Total	0
-------	---

Expense - Marketing/promotion

County	0
--------	---

Other Funds	300.00
-------------	--------

Total	300.00
-------	--------

Expense - Direct sales activities

County	0
--------	---

Other Funds	600.00
-------------	--------

Total	600.00
-------	--------

Expense - Minor equipment

County	0
--------	---

Other Funds	400.00
-------------	--------

Total	400,00
-------	--------

Expense - Travel

County	0
--------	---

Other Funds	0
-------------	---

Total	0
-------	---

Expense - Contract services

County	3.000 lawn care & building maintance
--------	--------------------------------------

Other Funds	0
-------------	---

Total	3.000
-------	-------

Expense - Other activities

County	5228.00 utilities/electricity
Other Funds	0
Total	5228.00

Total Cost

County	20,000.00
Other Funds	19,528.00
Total	39,528.00

Priority 1	Personell
Full Funding Request	20,000.00
Priority 2	Overhead expenses
Minimum Funding Request	15,000

Applicant will / can accept no less than this amount	0
--	---

If partial funding is received, how will that affect the project / activity? Please describe:	If we only receive part of the funding, we will work to get more volunteers to work the visitor center and museum/ depot. We will have to close our facility when we can not provide volunteers to serve the hours. We will do more fundraising and try to get more grants to fund our facility.
---	--

PROJECT TIMELINE / TOURISM SEASON

What is your anticipated timeline for accomplishing this activity?	Throughout 2023
Year-round	Yes
Year-round Explanation	Tourist and visitors visit eastern Lewis County all year long, our fall and winter outdoors ports are very popular.
Off-season	Yes
Off-season Explanation	Museum exhibits and winter sports will keep visitors coming to Eastern Lewis County
Shoulder season	Yes
Shoulder season Explanation	Hunting and fishing are a big draw at this time.
High season	Yes

High season Explanation

Summer is a vigorous tourist time in our area. The museum will be displaying vintage Logger's Jubilee Exhibits and our Heel boom logging show model to draw visitors into the center.

Is it a seasonal activity appropriate to its location? Explain

The Morton Loggers jubilee, Onalaska Apple Harvest festival, Packwood's Flea Market, and all the other local festivities are popular. They draw 10,000 people from all around the U.S. The Morton Historical Society is working to be a vital part of tourism during that time. Outdoor sports and activities are also a huge attraction along with our volcanoes and National Parks. We offer brochures, flyers, and advice to travelers who need help determining where to go and how to get there.

Balance sheet

<https://www.formstack.com/admin/download/file/13346244337>

Income statement

<https://www.formstack.com/admin/download/file/13346244338>

Operating budget for 2022

<https://www.formstack.com/admin/download/file/13346244339>

Projected budget for 2023

<https://www.formstack.com/admin/download/file/13346244340>

Nonprofit determination**Nonprofit determination**

<https://www.formstack.com/admin/download/file/13346244341>

Personnel list**Personnel list**

<https://www.formstack.com/admin/download/file/13346244342>

ACKNOWLEDGEMENT**Signature****(Print or type applicant's name)**

Charlotte Hendrickson

Date

Sep 09, 2022

Form Name:	Lodging Tax Application 2023
Submission Time:	September 14, 2022 4:34 pm
Browser:	Chrome 105.0.0.0 / Windows
IP Address:	209.34.142.130
Unique ID:	1009779776
Location:	46.6382, -122.9658

ORGANIZATION / PROJECT INFORMATION

Organization name	Mossyrock Area Action League
Project name	Red, White and Blueberry Festival
Project coordinator	Chris Sasser
Amount requested from Lewis County	22000
Total project amount	48500

APPLICANT CONTACT INFORMATION

Name	Chris Sasser
Street address	180 Mossyrock Rd. W. Mossyrock, WA 98564
Mailing address (if different from street address)	PO Box 714 Mossyrock, WA 98564
Current home phone	(360) 983-8052
Current work phone	(360) 983-8052
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	December 31, 2027
Type of organization:	501(c)3
Organization's mission statement or purpose (one or two sentences):	Mossyrock Area Action League's {MAAL} goal is to create tourist activities that bring people to Mossyrock to enjoy our 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?	2022
--	------

How much did your organization / project receive?	10000
---	-------

REQUIRED INFORMATION

PROJECT DESCRIPTION

Project name	Red, White and 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 areas. We use several forms of advertising to attract people from out of the area 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 we advertise theirs.

2. Describe how the project will enhance tourism and result in "heads in beds."

This will be a 2 1/2 day event, beginning Friday, and ending on Sunday, August 4, 5 and 6, 2023. This festival will showcase our blueberry farms and will have many blueberry items and activities. Civil War re-enactments will be performed several times during the festival, as well as educational aspects of the Civil War. There will be many interactive ways to engage the children that come to the festival, including bouncy houses, rock climbing walls, lawn games, etc. There will be vendors, both food and craft, and we will be incorporating a flea market aspect into this festival as well. There will also be a parade with a patriotic theme, including bands from Fort Lewis and other military attachments. There are numerous camping opportunities in East Lewis County and a hotel in Morton. The City will also be implementing a dry camping area within the City Park. We will hope to have individual stay for the entire festival. There will also be live entertainment in the City's amphitheater.

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, the 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 grounds, and Air BnB's, 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 industries in our area, one of which are 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 to 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 i 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 previous 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. We all work together, as this promotes all of our businesses.

7. Describe why your project should receive funding.

The funding we receive for the festival allows us to have more advertising to reach people who are outside of our area. We have had visitors from Seattle, Tacoma, Olympia, Yakima and even some other countries have come here while visiting friends and family. We can hire entertainment that can draw people with differing tastes in music. Many people have come to expect this festival every year, and email us or comment on our website that they are disappointed if it doesn't happen. In 2023 we want to incorporate a patriotic theme which was very popular in the Freedom Festival we hosted the last 2 years. Since July 4th already has a large number of people who put "heads in bed", we decided this year to have 1 festival incorporating patriotism and the blueberry activities that people have come to expect, in August.

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

As we did in 2020, we would contact vendors who have paid for spot to sell their wares, we would refund their fees, or see if they would like to carry over their spots until we are able to have a festival again. We also specified in the contracts for our entertainers that if the event was cancelled through no fault of our, we would receive our deposit back from them. Everything worked out satisfactorily.

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
Describe the expected results (measurable outcomes) of your project, with the dollar amount for each outcome.	We have approximately 30-40 vendors, bringing about \$4,000.00 in booth fees. We sell blueberry items, (berries, T-shirts, cups, many other blueberry items from our MAAL booth) for about \$2,500.00 The beer garden brings in approximately \$3,000.00 in sales. We sell advertising which brings in approximately \$3,500.00. Parking fees approximately \$3,000.00.
Overall number of attendees (and how lodging tax funding would increase overall attendance):	5,000- 6,000 LTAC funds help us to use many modes of advertising which reach many areas over 50 miles away. It also helps us to draw a more diverse group of entertainers, thus drawing people from other areas that follow their favorite groups. We also believe that more types of activities for children will bring more people and cause them to stay , longer in our area. Top notch entertainment and "carnival" activities come at a higher price each year.
Number of participants traveling 50 (fifty) miles or more one way from their home or business to attend (and how funding would increase that number):	3,500-4000 In prior years, approximately 45-47% of attendees traveled more than 50 miles and many more than that. LTAC funds allow us to have the flexibility to reach more people from out of the area to enjoy the amenities of our area.
Number of participants traveling from another state or country to attend (and how funding would increase that number):	800 With several social media outlets to use, we are able to increase our reach to draw people to our area. We not only promote our events, but the other amenities in our city and surrounding areas. Our areas are a welcome change to urban areas. People can get away from the bigger cities and enjoy our clean air and water. We get good feedback from people who want to come back year after year.
Number of participants who will stay overnight in paid accommodations to attend (and how funding would increase that number):	3,000 to 3,500 Again, more exposure by advertising and increasing the activities that will be available at our event. We have 12 different camping sites in our area, and by filling those sites with flyers and other forms of printed information, : more people will come and enjoy our area not only for the festival, but at other times during the year.

Number of participants who will stay overnight in unpaid accommodations to attend (and how funding would increase that number):	2,500 to 3,000 We have many snowbirds in our area and retired military personnel. Our area is a spot for family reunions and other types of family gatherings. Our festival is another time for families to gather and enjoy the food, vendors and great music. They can gather at other times and enjoy our lakes, hiking, fishing and swimming. In 2022 we hosted 4 Civil War re-enactments. This was very well received and we already have them booked to come again in 2023. There is a great time for our children and grandchildren to learn some history, as the re-enactors are in authentic costumes, and have their camps set up show spectators how life was like during that time in our history.
--	--

10. Describe how the project provides short-term or long-term economic benefit for Lewis County	During the winter months, the locals support the businesses. During the festival, the grocery stores, thrift store, gas stations, restaurants and other businesses experience increases in revenue that sustain them through the fall : and winter months. In the long term, some new businesses may decide to come to the area as we are growing, with many building projects happening in Mossyrock. Many people that we talk to want to move to Mossyrock, as they see it as a great place to stay and raise a family.
--	--

SOCIAL MEDIA

Website address	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 Byway app. Discover Lewis County East Lewis County Chamber of Commerce

BUDGET

Amount	4000 (approx.)
Source	Vendor Booth Fees
Confirmed	No
Date available	Aug. 6, 2023

Income 2

Amount	8000 (approx)
Source	Advertising Fees
Confirmed	No
Date available	May 31, 2023

Income 3

Amount	5000
Source	Sponsors
Confirmed	No
Date available	May 31, 2023

Income 4

Amount	2500 (approx)
Source	MAAL Booth Sales
Confirmed	No
Date available	Aug. 6, 2023

Income 5

Amount	4000 (approx)
Source	Beer Garden Sales
Confirmed	No
Date available	Aug. 6, 2023

Income 6

Amount	3000
Source	Parking fees
Confirmed	No
Date available	Aug. 6, 2023
Total Income	26500

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

45%

Expense - Personnel

County LTAC

Other Funds -

Total 1500

Expense - Administration

County -

Other Funds MAAL

Total 1500

Expense - Marketing/promotion

County LTAC

Other Funds -

Total 20000

Expense - Direct sales activities

County -

Other Funds MAAL

Total 5,500

Expense - Minor equipment

County -

Other Funds MAAL

Total 4500

Expense - Travel

County -

Other Funds MAAL

Total	500
--------------	-----

Expense - Contract services

County	LTAC
Other Funds	-
Total	15000

Expense - Other activities

County	-
Other Funds	-
Total	-

Total Cost

County	36500
Other Funds	12000
Total	48500
Priority 1	22000
Full Funding Request	22000
Priority 2	20000
Minimum Funding Request	18500
Applicant will / can accept no less than this amount	-

If partial funding is received, how will that affect the project / activity? Please describe: It would affect the quality of the festival we can provide for attendees.

PROJECT TIMELINE / TOURISM SEASON

What is your anticipated timeline for accomplishing this activity? We begin in October of 2022 and complete on August 6, 2023.

High season Yes

High season Explanation Blueberry harvest is at this time

Is it a seasonal activity appropriate to its location? Explain

Yes, we have blueberry farms right outside of our city limits

Balance sheet

<https://lewiscounty.formstack.com/admin/download/file/13371519504>

Income statement

<https://lewiscounty.formstack.com/admin/download/file/13371519505>

Operating budget for 2022

<https://lewiscounty.formstack.com/admin/download/file/13371519506>

Projected budget for 2023

<https://lewiscounty.formstack.com/admin/download/file/13371519507>

Nonprofit determination

Nonprofit determination

<https://lewiscounty.formstack.com/admin/download/file/13371519508>

Personnel list

Personnel list

<https://lewiscounty.formstack.com/admin/download/file/13371519509>

ACKNOWLEDGEMENT

Signature



(Print or type applicant's name)

Chris Sasser submitted paper copy submitted 9-13-22. BOCC staff filled out digital form for applicant 9-14-22.

Date

Sep 14, 2022

Sept. 14, 2022, note from BOCC staff: MAAL rep. Chris Sasser is submitting paper versions of the required attachments.

Chris submitted a paper application Sept. 13. Staff told Chris the applications were required to be submitted digitally. In an effort to help the applicant, BOCC staff agreed to fill the online form using the paper material Chris supplied.

Email: bocc@lewiscountywa.gov

4 pages total

To: Board of County Commissioners

From: Chris Sasser, Treasurer, Mossyrock Area Action League

RE: Required documents to accompany LTAC Application for 2023

Date: September 15, 2022

Attached, please find additional documents that were omitted from our application for LTAC funds for 2023.

I apologize for the oversight.

Please call me at 360-983-8052 and let me know if you need any further information.

Thank you for your consideration and we look forward to meeting with your committee later this month.

Sincerely,

Chris Sasser

Proposed Budget for 2023 Red, White and Blueberry Festival

Based on previous festival numbers plus some added expenses since we are combining 2 festivals (Freedom Festival & Blueberry Festival) in 2023 per input from our attendees.

Electrical Services	\$500.00
Insurance coverage	\$1553.00
Garbage Disposal	\$1500.00
Portable Toilets	\$2000.00
Advertising	\$9600.00
City Park Rental	\$1500.00
Misc. Supplies	\$3200.00
Entertainment	\$10,000.00
Equipment Rental	\$4000.00
Cost of Goods Sold	\$6000.00
Personnel Costs	\$2500.00
 Total	 \$42,353.00
LTAC Request	(22,000.00)
MAAL Income	(23,500.00)
 Balance for MAAL	 \$3,147.00

MAAL Board 2022

Ahrens, Jackie	136 Larson Road	360-520-7026	ahrensiackie1954@gmail.com
Hartmann, Angie	475 Larson Road, Silvercreek	360-749-9549	sign4u@tds.net
Minnear, Bea	155 Meadow Lane	360-983-3253	boringbea@gmail.com
Sasser, Chris	180 Mossyrock Road West	360-983-8052	rjclsasser@tds.net
Sasser, Randall	180 Mossyrock Road West	360-269-3236	rjclsasser@tds.net

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: SEP 23 2008

MOSSYROCK AREA ACTION LEAGUE
PO BOX 794
MOSSYROCK, WA 98564

Employer Identification Number:
26-2065126
DLN:
17053158016008
Contact Person:
GREGORY K OLWINE ID# 31382
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Public Charity Status:
170(b) (1) (A) (vi)
Form 990 Required:
Yes
Effective Date of Exemption:
February 18, 2008
Contribution Deductibility:
Yes
Addendum Applies:
No

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

Please see enclosed Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, for some helpful information about your responsibilities as an exempt organization.

Letter 947 (DO/CG)

Handwritten: 9/23/08

Form Name:	Lodging Tax Application 2023
Submission Time:	October 2, 2022 8:05 pm
Browser:	Chrome 105.0.0.0 / Windows
IP Address:	66.235.48.118
Unique ID:	1016926430
Location:	46.6382, -122.9658

ORGANIZATION / PROJECT INFORMATION

Organization name	Packwood Trail Project
Project name	La Wis Wis to Packwood Trail
Project coordinator	Stefan Lofgren
Amount requested from Lewis County	60000
Total project amount	1500000

APPLICANT CONTACT INFORMATION

Name	Stephan Lofgren
Street address	PO Box 482 Packwood, WA 98361
Current home phone	(253) 732-2099
Current work phone	(253) 732-2099
Current cell phone	(253) 732-2099
Current email address	Stefan@packwoodtrails.org
Agency Tax ID Number	820785612
Organization Unified Business Identifier (UBI)	604193194
UBI expiration date	November 30, 2022
Type of organization:	501(c)3

Organization's mission statement or purpose (one or two sentences):	The mission of the Packwood Trail Project is to develop a trail network in the immediate Packwood area that (is): -Non-motorized, built for hikers, runners, and mountain bikers -Relatively easy to walk and ride -Accessible year around or below the common winter snowline -Pavement accessible at trailheads -Provides an economic benefit to the Packwood area -Brings together agencies, groups, and community -Interprets the rich natural and cultural history of the area -Links in with existing USFS system trails
---	---

Year the organization was founded: 2016

Has your organization received Lewis County lodging tax funding in the past? No

REQUIRED INFORMATION

PROJECT DESCRIPTION

Project name	Packwood La Wis Wis Trail
--------------	---------------------------

1. Describe how the project promotes tourism in all of Lewis County's unincorporated areas.

Tourism in Packwood is growing rapidly. Visitors are trying to find places to recreate, but there are few established recreational resources close by and there are no trails that are accessible year around. The project will provide a lower elevation trail for hiking and biking that will be hikeable/walkable/rideable twelve months a year. The first proposed trail is seven miles in length and is entirely within a mile of highway 12. This kind of tourism does NOT require a 4WD vehicle to access. Indeed, we are working on accessible points right from highway 12! This first trail proposal is designed to link together the most popular campground (La Wis Wis) and the town of Packwood. It is also intended to link together existing USFS trails coming down from the Goat Rocks so that loop trail opportunities can be established. This trail proposal is entirely on US Forest Service land. We have already officially presented the idea to the USFS for which we have received a letter of support for the trail from the USFS.

2. Describe how the project will enhance tourism and result in “heads in beds.”

As Packwood grows there will be a continued increase in demand for activities. Not everyone skis or backpacks but almost everyone enjoys being outdoors and seeing the beautiful scenery here. This trail provides short, enjoyable opportunities galore. It is accessible to most walkers, hikers, and riders. In contrast to ALL the other trails in our area it has been designed not to be steep and difficult to walk. It is packed with lots of great scenery, waterfalls, deep gorges, views, and old growth forest glades. Many visitors who come here as a group or members of a family or friends won't ski, backpack, hunt or fish, but while others are off doing these things, those who remain may chose to go on a short hikes.

Heads in beds? Yes, of course. However, this trails gives the existing bodies who are already coming here a place to be, , giving them an experience that will make them want to return to Packwood again and again! This is the whole point. There is literally no place to step off a road here for most of the year. We need to fix that. The demand is high. The expectation is high. The opportunities are nearly non-existent!

An American Trails Org article states the following:

A 2018 study of Helena, Montana's trail impact revealed a \$4.3 million annual impact for the town of 31,000 residents. This is just one example out of hundreds from across the nation of trails playing a vital role in the economy.

-Outdoor recreation now outpaces the oil and gas industry in economic impact. The outdoor recreation industry is built on trails, making trails an important economic driver.

-Properties near trails increase in value.

-Trails both drive tourism, and make communities a more desirable place to live.

-Trails boost physical activity, creating measurable and substantial savings in healthcare costs (if you want to link to the physical health section here you can with like, a "see trails and health" or something).

-Trails create jobs. Pedestrian and bicycle infrastructure projects create 8-12 jobs per \$1 million of spending. Road infrastructure projects create 7 jobs per \$1 million of expenditures (Garrett-Peltier, 2011).

3. List the responsible party / parties. The responsible party for creating this trail, and subsequent trails over time is the Packwood Trail Project Organization.

4. Describe the area the project will serve, as well as the project's expected impact. Morton, Randle, Packwood and Yakima Washington. The expected impact, as described in Question 2 above will result in an increase of visitors to the area and the associated increase in paid short term housing, food, gas and other commodity consumption. Other similar trails are evidence of the potential effect of this trail development. For example the Lena Lake Trail in the Olympic National Forest is a 6 mile out and back trail that is of similar design. On any given day there are up to 50 cars parked at the trailhead. Most of these cars come from the Shelton and Olympia areas. Imagine the impact if there were close-by visitor housing available. We would expect to see measurable impact generated by this trail both by hikers and bikers.

5. Describe how the project will specifically promote tourism. As stated many times in the above answers, we not only need to provide opportunities that develop tourism here, but provide something for the tourists to do that are already coming, so that visitors have a fun, memorable experience and want to make return trips to Packwood again and again! The town of Oakridge, Oregon was a similar sized timber town in the early 2000's that went through a similar trails development process. Now, mountain bikers from all over the country go to Oakridge to ride on their trail system and rent short term rentals while they are staying there. Residents in Packwood are expressing concern over cases of trespassing because short term renters and visitors are out looking for things to do close by, but there are NONE for most of the year. There are truly no well-established, year-around opportunities to walk, ride, and/or run on a trail! We are behind the 8-ball and we need to catch up.

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

The Packwood Trail Project founded a larger collaboration of organizations called the Upper Cowlitz Valley Trails Coalition whose charter and signatory members are the Washington Trails Association, the Evergreen Mountain Bike Alliance, the Backcountry Horsemen of Washington, and the Orogenesis Collective. We created this larger organization in response to the US Forest Service's concern other group's goals may be in conflict which demonstrated that we are all on the same page up here! We have made presentations to other organization like the White Pass Scenic Byway, the Pinchot Partners, and the Packwood Improvement Club and received letters of support from all of them. We have also held two large public meetings where we took input and comment from the public that dramatically changed and influenced our latest proposal to the US Forest Service. We also received a grant from the Evergreen Mountain Bike Alliance to conduct an internal scoping of environmental issues which we did in coordination with the US Forest Service. The lengthy document identified the major environmental concerns that a trail project like this would include. No show-stoppers were identified.

7. Describe why your project should receive funding.

We have made a formal presentation to the Cowlitz Valley Ranger District of the Gifford Pinchot National Forest. They accepted this proposal and they have written us a conditional letter of support. The conditional nature of the support is that they do NOT have the capacity or funding to undertake the environmental analysis (NEPA) that could lead to authorizing the construction of the trail. The ranger district was supportive of the idea of contracting the environmental assessment to environmental consultant. We received a quote from the same company that did our internal scoping which amounted to \$280,000. This issue we face in getting this project done is one of a chicken or the egg. We can't get funding to do work that isn't approved to begin with. Where do we get funding to conduct the environmental analysis?

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

The core issue here is conducting an Environmental Assessment as spelled out in the National Environmental Policy Act (NEPA). Fortunately, a COVID-like shutdown would have only a small effect on an effort like this because the work, site surveys and writing of text and copy can likely done outside, at home, or in remote offices. The advantages of doing this as a contract with a company is that they are obliged after the contract is executed to provide the product specified in the contract at cost to them and within the timelines it specifies.

USE OF HOTEL / MOTEL TAX

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

TOURISM PROMOTION

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

As stated multiple times above in various ways, we not only need to "develop" tourism in Packwood, but we need to catch up with the tourism that already exists, giving visitors an experience that will make them want to return to Packwood again and again!

We are hoping to develop trails on both sides of the valley. We have chosen the first trail project to run between Packwood and La Wis Wis campground with multiple access points that create several ways to 'use' the trail. The entire seven mile length of the trail is within a mile of highway 12. The trail passes over amazing waterfalls, gorges, forest glades, and many viewpoints.

A concern that was raised in one of our early public meetings was increased parking and traffic in residential areas in High Valley. So we thought it would be a good idea to develop the Packwood-La Wis Wis trail first to create an immediate outlet for the demand. Once folks are trained to use the South East side of the valley, we could begin adopting some of the rogue trails that have developed in the High Valley area by providing trailheads that are well away from residential areas. Obviously, visitors and residents would be excited about the first trails we built. This method would help attenuate use all over the valley and keep the impacts to areas around residential regions minimal.

During the few short summer months, the Packwood Lake Trailhead is entirely packed with cars. Our proposed trail system and its parking areas would also be chocked full of cars because the Packwood Lake Trail is not accessible year around! There are short mile-long accesses to incredible waterfalls. Runners who don't want to run on the side of roads near cars would finally have a reliable place to trail run. Rogue and unauthorized trails are springing up all over the valley. We have documented as much as almost five miles of illegally built trail which is not supported by the US Forest Service so we neither can maintain nor improve it. Our proposed trail would alleviate those pressures and provide an outlet for the demand that obviously exists! We view this as a measurable outcome; protecting our existing resources from getting trampled in a poorly thought-out and unmanageable way.

Overall number of attendees (and how lodging tax funding would increase overall attendance):	Hundreds of people per day! Which on any given day is how many people are visiting and staying in Packwood. Lodging tax funds would serve to provide the impetus to get this project off the ground finally after many years of getting told by the US Forest Service that there is no capacity or ability to take on a project like this. Lodging tax funds literally open up a whole world of development opportunity and could serve to build Packwood into a nationally recognized trail riding, walking, and running destination as other places like Oakridge, the Methow Valley, Government Camp, and Leavenworth have become.
Number of participants traveling 50 (fifty) miles or more one way from their home or business to attend (and how funding would increase that number):	Hundreds. However, the exact mileage of the question doesn't quite make sense for Packwood. It's hard to get anywhere very far from Packwood in just 50 miles! Packwood is one of the most remote towns in Western Washington. However, the answer is similar to the answers below and above.
Number of participants traveling from another state or country to attend (and how funding would increase that number):	The full extent of our trail proposals suggest up to 30 local miles of trails. A local trail network of this size would bring people from all over the United States. Events such as races (mountain bike and running) would be established. Our fully realized trail proposal would connect our trail system with the existing US Forest Service trail system and creates loop opportunities. The Goat Rocks Wilderness Area is one of the most heavily visited areas in the Pacific Northwest. Packwood could become the start or finish point for many visitors trips into the Goat Rocks. PCT hikers already make side trips down into Packwood to pick up their food!
Number of participants who will stay overnight in paid accommodations to attend (and how funding would increase that number):	Once again, hundreds, maybe even thousands on any given day or week would be staying overnight. The nature of Packwood is that it is a long way from anywhere and folks visiting here and often making Packwood the base of their visit for adventures into the Goat Rocks, Mt. Rainier, Mt. Adams, and Mt. St. Helens. This trail system would also have the effect of keeping people closer to Packwood instead of always leaving Packwood to get to somewhere they can recreate. So this would obviously affect the economy of Packwood with more dollars spent here instead of at Mt. Rainier or elsewhere.
Number of participants who will stay overnight in unpaid accommodations to attend (and how funding would increase that number):	There would probably be an increase with unpaid overnight use, but that is harder to quantify. La Wis Wis is a pay camp ground. There is overnight camping opportunities on US Forest Service roads such as Skate Creek. It is possible users would come in vans, campers, and/or with camping equipment to use the trail system. However, we believe that at least in the beginning, the trail system is likely to best serve the visitors (and residents) of Packwood.

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

A diverse economy is the key to success. This unexploited opportunity fills a void in the array of economic drivers that contribute to the success of Packwood. Packwood was a timber town with a lumber mill, a US Forest Service field office, and a school. Those all have shut down. The only "economy" to speak of anymore IS tourism and the tourism is really just focused on providing people with a place to stay. What is lacking is something to do in the immediate vicinity of Packwood!

There is overwhelming strong support for a trail system. Trails are one of the most democratic and equal-opportunity recreational resources. No money is needed to walk or ride on this trail. Yet, it the SOMETHING TO DO that everyone who comes to Packwood is looking for!

SOCIAL MEDIA

Website address	HTTPS://packwoodtrails.org
-----------------	----------------------------

Facebook user name	@packwoodtrailproject
--------------------	-----------------------

Instagram	None
-----------	------

Twitter account name	None
----------------------	------

Any other social media platforms your organization uses to promote tourism	None
--	------

BUDGET

Amount	None
--------	------

Source	None
--------	------

Confirmed	Yes
-----------	-----

Date available	None
----------------	------

Income 2

Amount	None
--------	------

Source	None
--------	------

Confirmed	Yes
-----------	-----

Date available	None
----------------	------

Income 3

Amount	None
--------	------

Source	None
Confirmed	Yes
Date available	None

Income 4

Amount	None
Source	None
Confirmed	Yes
Date available	None

Income 5

Amount	None
Source	None
Confirmed	Yes
Date available	None

Income 6

Amount	None
Source	None
Confirmed	Yes
Date available	None
Total Income	None

What percentage of your project does your request for Tourism Promotion Dollars represent?	90% - initially, then as grants, donations, and other revenue compound, less.
---	---

Expense - Personnel

County	\$57,500
Other Funds	\$0
Total	\$57,500

Expense - Administration

County	\$0
Other Funds	\$0
Total	\$0

Expense - Marketing/promotion

County	\$0
Other Funds	0
Total	0

Expense - Direct sales activities

County	\$0
Other Funds	\$0
Total	\$0

Expense - Minor equipment

County	\$0
Other Funds	\$0
Total	\$0

Expense - Travel

County	\$2,500
Other Funds	\$0
Total	\$2,500

Expense - Contract services

County	\$0
Other Funds	\$0
Total	\$0

Expense - Other activities

County	\$0
Other Funds	\$0
Total	\$0

Total Cost

County	\$0
Other Funds	60,000
Total	60000

Priority 1	Executive Staff and/or Executive Director
-------------------	---

Full Funding Request	\$60,000
-----------------------------	----------

Priority 2	Contract grant writing for specific one-off grants and donation sources as funding allows.
-------------------	--

Minimum Funding Request	\$2,500
--------------------------------	---------

Applicant will / can accept no less than this amount	\$2,500
---	---------

If partial funding is received, how will that affect the project / activity? Please describe:	This is a big game-changing project for the community of Packwood. Once substantially implemented, Packwood will become known for it's outdoor activities centered withing walking distance of Packwood itself! We need to get to \$350,000 for a major system-wide environmental assessment that will cover all trails building activities we plan in the future. This is no small project or ask from any funding source or grant. Smaller chunks of that amount, say up to 10% will be best employed by paying for more grant writing and seeking of funds in a contracted sense rather than from an employee of the PTP. Sums larger that that, may be best used for matches to grants, 80/20 grants, or other ways those funds may be multiplied.
--	--

PROJECT TIMELINE / TOURISM SEASON

What is your anticipated timeline for accomplishing this activity?

January 1st through December 31st, 2023. Exploring all the supportive activities that are involved in fundraising for such an enormous task requires year-round, weekly work. Reporting directly to the president of the board, the team or individuals would execute these priorities:

- 1) identifying, writing, and applying for grants, soliciting donations from philanthropic organizations, and coordinating fundraising events,
- 2) coordinating engagement through various media, both printed and digital,
- 3) establish contact with cooperators, organizations, and elected leaders,
- 4) and serve as main liaison with the USFS district office.

Year-round

Yes

Year-round Explanation

If funded to \$60,000, we plan on hiring executive ability to spend 30-40 hours per week pursuing objectives identified in the above paragraph.

Balance sheet

<https://lewiscounty.formstack.com/admin/download/file/13469375574>

Income statement

<https://lewiscounty.formstack.com/admin/download/file/13469375575>

Operating budget for 2022

<https://lewiscounty.formstack.com/admin/download/file/13469375576>

Projected budget for 2023

<https://lewiscounty.formstack.com/admin/download/file/13469375577>

Nonprofit determination

Nonprofit determination

<https://lewiscounty.formstack.com/admin/download/file/13469375578>

Personnel list

Personnel list

<https://lewiscounty.formstack.com/admin/download/file/13469375579>

ACKNOWLEDGEMENT

Signature



(Print or type applicant's name)

Stefan Lofgren

Date

Oct 02, 2022

Form Name:	Lodging Tax Application 2023
Submission Time:	September 11, 2022 9:27 am
Browser:	Chrome 104.0.0.0 / Windows
IP Address:	64.50.247.164
Unique ID:	1008301568
Location:	46.575, -122.7077

ORGANIZATION / PROJECT INFORMATION

Organization name	Onalaska Alliance
Project name	Apple Harvest Festival
Project coordinator	Cathy Murphy
Amount requested from Lewis County	16500
Total project amount	25000

APPLICANT CONTACT INFORMATION

Name	Cathy Murphy
Street address	205 Burchett Rd. Onalaska, WA 98570
Mailing address (if different from street address)	PO BOX 634 Onalaska, WA 98570
Current home phone	(360) 978-4018
Current work phone	(360) 978-4111
Current cell phone	(360) 520-3659
Current email address	murphytf@tds.com
Agency Tax ID Number	264577681
Organization Unified Business Identifier (UBI)	602905877
UBI expiration date	December 31, 2027
Type of organization:	501(c)3
Organization's mission statement or purpose (one or two sentences):	To develop sustainable economic opportunities to reduce poverty, develop natural resources, promote community celebration and bring together diverse groups of people.
Year the organization was founded:	2009
Has your organization received Lewis County lodging tax funding in the past?	Yes

When did your organization receive Lewis County lodging tax funding?	2022
--	------

How much did your organization / project receive?	13000
---	-------

REQUIRED INFORMATION

PROJECT DESCRIPTION

Project name	Apple Harvest Festival
--------------	------------------------

1. Describe how the project promotes tourism in all of Lewis County's unincorporated areas.

The marketing plan for the Apple Harvest Festival showcases the many benefits of Lewis County. Onalaska Alliance Facebook page, Event Guide, and the OA website promotes tourism for other festivals events, activities, and recreational opportunities in Lewis County throughout the year. The Apple Harvest Event guide provides travelers information about restaurants, businesses, and lodging. By creating an overnight festival with events that are of interest to many groups, specifically families outside our area, promotes tourism and brings guests into Lewis County.

2. Describe how the project will enhance tourism and result in "heads in beds."

The Apple Harvest festival is a 3 day festival with an activity on Friday evening, many events on Saturday, which includes a Parade, fun run, music throughout the day, pie eating contest, cornhole tournament, and on Sunday a Farm Tour complete with Farm to Table dinner that evening. In addition there is an ongoing quilt show throughout the festival. All of this combines to staying overnight for many attendees in local hotels/campgrounds. Our plan for 2023 is to engage a marketing company to help promote the festival. We have spent the last two years creating videos to use for promotional materials. Using a professional business that is experienced in event promotions is the best way for us to move our festival forward and attract tourists from outside the area to stay in local lodging. This is reflected in the increase in our requests for marketing and contract services funds.

3. List the responsible party / parties.

The Onalaska Alliance Board: Cathy Murphy Chairperson, Duane Blair Vice-Chair person, Carol Heifner Treasurer, Peggy Hammer Secretary. All the above are board members including John Blair, Pete Murphy, Dave Stingley, and Marcia McReynolds.

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

The Apple Harvest Festival serves Lewis County, the surrounding communities and greater Portland and Seattle areas. The Apple Harvest Festival draws tourists from both within and outside the county and promotes Lewis County as a celebratory and beautiful community to visit and live. The Apple Harvest Festival highlights community businesses which include lodging, dining, farms, fuel businesses and retail shops in Lewis County. It also allows outside tourist to view the many recreational opportunities that are available, thus encouraging tourists to return to our area at other times.

5. Describe how the project will specifically promote tourism.

The Apple Harvest Festival promotes tourism by advertising for the event through Facebook ads, targeting agritourism farms and festivals within 200 miles of Lewis County with the help of Silver Agency and other possible marketing businesses. The marketing plan in previous years has been done by our own volunteers. This year, we hope to turn that over to trained and experienced professionals that can promote our festival to a greater level. This advertising will attract out-of-town travelers to visit Lewis County and the Apple Harvest Festival.

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

Onalaska Alliance regularly participates in Tourism Lewis County Network opportunities. We continue to learn from seasoned tourism leaders in our county as well as provide mentorship to other event leaders in neighboring communities. We use our social media to regularly post Lewis County activities and events that may be of interest to travelers and residents.

7. Describe why your project should receive funding.

Onalaska Alliance qualifies for unincorporated Lewis County tourism funds and is a proven organization in promoting tourism through the Apple Harvest Festival. The events and activities of the festival have continued to grow and has great potential to attract travelers into Lewis County.

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

Similarly to 2021 the majority of our festival is outdoors. We put up all the state required signage and moved the few indoor events to an outdoor setting. The board makes decisions based on the safety of our community and state regulations.

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

Describe the expected results (measurable outcomes) of your project, with the dollar amount for each outcome.	Promote tourism through increased festival attendance Increase exposure to visitor opportunities Increase agritourism and farm experience opportunities Increase lodging stays at RV Parks, B&Bs, and campgrounds Increase economic activity for area. Marketing Budget: \$,6000. event guide printing, signage, brochures, Facebook ad space, radio and print ads. Contract Services: \$10500. Traffic control, design work, marketing agency/business
Overall number of attendees (and how lodging tax funding would increase overall attendance):	5,000. Lodging Tax Dollars increase the overall attendance of the Apple Harvest Festival by providing Onalaska Alliance the means to reach a vast audience by marketing the event through targeted FaceBook ads, the Event Guide, Video advertising and print material. Without the Lodging tax funds, Onalaska Alliance would need to greatly reduce the advertising for the Apple Harvest festival resulting in far fewer attendees.
Number of participants traveling 50 (fifty) miles or more one way from their home or business to attend (and how funding would increase that number):	800. The Lodging Tax funds expenses would allow us to use Silver Agency to help reach larger audiences outside of Lewis County. Through targeted Facebook ads, Onalaska Alliance is able to advertise to the greater Seattle and Portland markets. This attracts tourists to attend the Apple Harvest Festival who are much more likely to spend dollars on overnight lodging. The Farm and Homestead Tour promotes a unique venue which attracts many participants from outside Lewis County. Without the Lodging Tax funds, Onalaska Alliance would likely be unable to use outside marketing professionals which would result in far fewer out-of-town tourists attending the event, with the result of fewer overnight lodging stays.
Number of participants traveling from another state or country to attend (and how funding would increase that number):	300. Apple Harvest Festival tracks travelers through the visitor surveys at festival events. "Where are you from?" maps of Lewis County, WA State, United States and the world. Through the collection of this data in the past, Onalaska Alliance is aware that we have had visitors at the Apple Harvest Festival from England, a Scandanavian country, a European country, and several from Oregon. We know many of these visitors received information on the Apple Harvest Festival from their place of lodging. The Lodging Tax Funds make it possible for Onalaska Alliance to put Event Guides at all local lodging to encourage tourists to enjoy the Apple Harvest Festival.
Number of participants who will stay overnight in paid accommodations to attend (and how funding would increase that number):	250. Onalaska Alliance continues to have plans to increase Apple Harvest Festivals variety of events to attract visitors from outside the area. In 2017 a Farm and Homestead tour was added with a Farm to Table dinner that evening. In 2020 and 2021 we were able to have a professional video produced to highlight this tour. The Lodging Tax dollars would help us to use Silver Agency to now go out and promote said professional video to help increase overall attendance.

Number of participants who will stay overnight in unpaid accommodations to attend (and how funding would increase that number):

500. The Apple Harvest Festival attracts a wide range of visitors including family and friends of residents who live in Lewis County. These tourists may not spend money on accommodations on a yearly basis, but might in the future rely on hotel or campground lodging when visiting. By continuing to grow the Apple Harvest Festival, these tourists will come back year after year to celebrate and enjoy the many new activities offered at the Festival. In addition, the Farm and Homestead Tour attracts out of county visitors who will stay overnight due to the distance they need to travel to attend the event. Only through advertising and Lodging Tax funds will a large range of people be aware of all that the Apple Harvest Festival has to offer.

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 the forms of lodging, restaurants, and support of local businesses. It also provides visitors and opportunities to see areas of interest while they are here, which encourages them to return in the future and spend their tourism dollars in our area.

SOCIAL MEDIA

Website address

OnalaskaAlliance.org

Facebook user name

Onalaska Alliance for Sustainable Community

BUDGET

Amount

8500

Source

Onalaska Alliance

Confirmed

Yes

Date available

Now

Income 2

Income 3

Income 4

Income 5

Income 6

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

60%

Expense - Personnel

County	0
--------	---

Other Funds	0
-------------	---

Total	0
-------	---

Expense - Administration

County	0
--------	---

Other Funds	0
-------------	---

Total	0
-------	---

Expense - Marketing/promotion

County	6000
--------	------

Other Funds	0
-------------	---

Total	6000
-------	------

Expense - Direct sales activities

County	0
--------	---

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	10500
Other Funds	0
Total	10500
Expense - Other activities	
County	0
Other Funds	0
Total	0
Total Cost	
County	16500
Other Funds	8500
Total	25000
Priority 1	Full Funding Request
Full Funding Request	16500
Priority 2	Minimum Funding Request
Minimum Funding Request	11500
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 only partial funding is received it would be difficult for Onalaska Alliance to advertise the Apple Harvest Festival through the Event Guide and the Farm and Homestead Tour through print advertising. This will result in a decrease of participation in all of the events as Onalaska Alliance is able to reach fewer people to attend both days. As a result tax dollars will decrease as few people stay in overnight lodging and spend money at local businesses.

The Apple Harvest Festival is a fundraising project for Onalaska Alliance. Our organization support many projects that enhance the Onalaska community, including Carlisle Lake Park, community scholarships, the community Easter Egg Hunt, and other needs that arise in our community. LTAC funds support the sponsoring of the Apple Harvest Festival that free up our other funds to support our community. We are very thankful for the partnership and support we have had in previous years and look forward to our continuing support.

PROJECT TIMELINE / TOURISM SEASON

What is your anticipated timeline for accomplishing this activity?

Planning begins in spring for our festival and continues throughout the summer months.

Shoulder season

Yes

Is it a seasonal activity appropriate to its location? Explain

The Apple Harvest Festival celebrates the seasonal change of Autumn and the bounty of fall harvest including apples. Onalaska has a plethora of Apple trees and agriculture which surrounds the festival. The Apple Harvest Festival is very appropriate for the location and the season.

Balance sheet

<https://www.formstack.com/admin/download/file/13349839831>

Income statement

<https://www.formstack.com/admin/download/file/13349839832>

Operating budget for 2022

<https://www.formstack.com/admin/download/file/13349839833>

Projected budget for 2023

<https://www.formstack.com/admin/download/file/13349839834>

Nonprofit determination

Nonprofit determination

<https://www.formstack.com/admin/download/file/13349839835>

Personnel list

Personnel list

<https://www.formstack.com/admin/download/file/13349839836>

ACKNOWLEDGEMENT

Signature

Cathy Murphy

(Print or type applicant's name)

Cathy Murphy

Date

Sep 18, 2022

Form Name:	Lodging Tax Application 2023
Submission Time:	September 13, 2022 12:00 pm
Browser:	Chrome 104.0.0.0 / OS X
IP Address:	131.150.212.162
Unique ID:	1009203932
Location:	45.6634, -118.7791

ORGANIZATION / PROJECT INFORMATION

Organization name	Packwood Trails Project
Project name	La Wis Wis to Packwood Trail
Project coordinator	Stefan Lofgren
Amount requested from Lewis County	275000
Total project amount	5000000

APPLICANT CONTACT INFORMATION

Name	Stefan Lofgren
Street address	PO Box 482 Packwood, WA 98361
Current home phone	(253) 732-2099
Current work phone	(253) 732-2099
Current cell phone	(253) 732-2099
Current email address	stefan@packwoodtrails.org
Agency Tax ID Number	820785612
Organization Unified Business Identifier (UBI)	604193194
UBI expiration date	November 30, 2022
Type of organization:	501(c)3
Organization's mission statement or purpose (one or two sentences):	The mission of the Packwood Trail Project is to develop a trail network in the immediate Packwood area that (is): -Non-motorized, built for hikers, runners, and mountain bikers -Relatively easy to walk and ride -Accessible year around or below the common winter snowline -Pavement accessible at trailheads -Provides an economic benefit to the Packwood area -Brings together agencies, groups, and community -Interprets the rich natural and cultural history of the area -Links in with existing USFS system trails

Year the organization was founded: 2016

Has your organization received Lewis County lodging tax funding in the past? No

REQUIRED INFORMATION

PROJECT DESCRIPTION

Project name	Packwood-La Wis Wis Trail
--------------	---------------------------

1. Describe how the project promotes tourism in all of Lewis County's unincorporated areas.

Tourism in Packwood is growing rapidly. Visitors are trying to find places to recreate, but there are few established recreational resources close by and there are no trails that are accessible year around. The project will provide a lower elevation trail for hiking and biking that will be hikeable/walkable/rideable twelve months a year. The first proposed trail is seven miles in length and is entirely within a mile of highway 12. This kind of tourism does NOT require a 4WD vehicle to access. Indeed, we are working on accessible points right from highway 12! This first trail proposal is designed to link together the most popular campground (La Wis Wis) and the town of Packwood. It is also intended to link together existing USFS trails coming down from the Goat Rocks so that loop trail opportunities can be established. This trail proposal is entirely on US Forest Service land. We have already officially presented the idea to the USFS for which we have received a letter of support for the trail from the USFS.

2. Describe how the project will enhance tourism and result in “heads in beds.” As Packwood grows there will be a continued increase in demand for activities. Not everyone skis or backpacks but almost everyone enjoys being outdoors and seeing the beautiful scenery here. This trail provides short, enjoyable opportunities galore. It is accessible to most walkers, hikers, and riders. In contrast to ALL the other trails in our area it has been designed not to be steep and difficult to walk. It is packed with lots of great scenery, waterfalls, deep gorges, views, and old growth forest glades. Many visitors who come here as a group or members of a family or friends won't ski, backpack, hunt or fish, but while others are off doing these things, those who remain may chose to go on a short hikes.

Heads in beds? Yes, of course. However, this trails gives the existing bodies who are already coming here a place to be, , giving them an experience that will make them want to return to Packwood again and again! This is the whole point. There is literally no place to step off a road here for most of the year. We need to fix that. The demand is high. The expectation is high. The opportunities are nearly non-existent!

An American Trails Org article states the following:

A 2018 study of Helena, Montana's trail impact revealed a \$4.3 million annual impact for the town of 31,000 residents. This is just one example out of hundreds from across the nation of trails playing a vital role in the economy.

-Outdoor recreation now outpaces the oil and gas industry in economic impact. The outdoor recreation industry is built on trails, making trails an important economic driver.

-Properties near trails increase in value.

-Trails both drive tourism, and make communities a more desirable place to live.

-Trails boost physical activity, creating measurable and substantial savings in healthcare costs (if you want to link to the physical health section here you can with like, a "see trails and health" or something).

-Trails create jobs. Pedestrian and bicycle infrastructure projects create 8-12 jobs per \$1 million of spending. Road infrastructure projects create 7 jobs per \$1 million of expenditures (Garrett-Peltier, 2011).

3. List the responsible party / parties. The responsible party for creating this trail, and subsequent trails over time, is the Packwood Trail Project Organization.

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

Morton, Randle, Packwood and Yakima Washington. The expected impact, as described in Question 2 above will result in an increase of visitors to the area and the associated increase in paid short term housing, food, gas and other commodity consumption. Other similar trails are evidence of the potential effect of this trail development. For example the Lena Lake Trail in the Olympic National Forest is a 6 mile out and back trail that is of similar design. On any given day there are up to 50 cars parked at the trailhead. Most of these cars come from the Shelton and Olympia areas. Imagine the impact if there were close-by visitor housing available. We would expect to see measurable impact generated by this trail both by hikers and bikers.

5. Describe how the project will specifically promote tourism.

As stated many times in the above answers, we not only need to provide opportunities that develop tourism here, but provide something for the tourists to do that are already coming, so that visitors have a fun, memorable experience and want to make return trips to Packwood again and again! The town of Oakridge, Oregon was a similar sized timber town in the early 2000's that went through a similar trails development process. Now, mountain bikers from all over the country go to Oakridge to ride on their trail system and rent short term rentals while they are staying there. Residents in Packwood are expressing concern over cases of trespassing because short term renters and visitors are out looking for things to do close by, but there are NONE for most of the year. There are truly no well-established, year-around opportunities to walk, ride, and/or run on a trail! We are behind the 8-ball and we need to catch up.

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

The Packwood Trail Project founded a larger collaboration of organizations called the Upper Cowlitz Valley Trails Coalition whose charter and signatory members are the Washington Trails Association, the Evergreen Mountain Bike Alliance, the Backcountry Horsemen of Washington, and the Oregogenesis Collective. We created this larger organization in response to the US Forest Service's concern other group's goals may be in conflict which demonstrated that we are all on the same page up here! We have made presentations to other organization like the White Pass Scenic Byway, the Pinchot Partners, and the Packwood Improvement Club and received letters of support from all of them. We have also held two large public meetings where we took input and comment from the public that dramatically changed and influenced our latest proposal to the US Forest Service. We also received a grant from the Evergreen Mountain Bike Alliance to conduct an internal scoping of environmental issues which we did in coordination with the US Forest Service. The lengthy document identified the major environmental concerns that a trail project like this would include. No show-stoppers were identified.

7. Describe why your project should receive funding.

We have made a formal presentation to the Cowlitz Valley Ranger District of the Gifford Pinchot National Forest. They accepted this proposal and they have written us a conditional letter of support. The conditional nature of the support is that they do NOT have the capacity or funding to undertake the environmental analysis (NEPA) that could lead to authorizing the construction of the trail. The ranger district was supportive of the idea of contracting the environmental assessment to environmental consultant. We received a quote from the same company that did our internal scoping which amounted to \$280,000.

This issue we face in getting this project done is one of a chicken or the egg. We can't get funding to do work that isn't approved to begin with. Where do we get funding to conduct the environmental analysis?

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

The core issue here is conducting an Environmental Assessment as spelled out in the National Environmental Policy Act (NEPA). Fortunately, a COVID-like shutdown would have only a small effect on an effort like this because the work, site surveys and writing of text and copy can likely be done outside, at home, or in remote offices. The advantages of doing this as a contract with a company is that they are obliged after the contract is executed to provide the product specified in the contract at cost to them and within the timelines it specifies.

USE OF HOTEL / MOTEL TAX

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

TOURISM PROMOTION

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

As stated multiple times above in various ways, we not only need to "develop" tourism in Packwood, but we need to catch up with the tourism that already exists, giving visitors an experience that will make them want to return to Packwood again and again!

We are hoping to develop trails on both sides of the valley. We have chosen the first trail project to run between Packwood and La Wis Wis campground with multiple access points that create several ways to 'use' the trail. The entire seven mile length of the trail is within a mile of highway 12. The trails passes over amazing waterfalls, gorges, forest glades, and to may viewpoints.

A concern that was raised in one of our early public meetings was increased parking and traffic in residential areas in High Valley. So we thought it would be a good idea to develop the Packwood-La Wis Wis trail first to create an immediate outlet for the demand. Once folks are trained to use the South East side of the valley, we could begin adopting some of the rogue trails that have developed in the High Valley area by providing trailheads that are well away from residential areas. Obviously, visitors and residents would be exited about the first trails we built. This method would help attenuate use all over the valley and keep the impacts to areas around residential regions minimal.

During the few short summer months, the Packwood Lake Trailhead is entirely packed with cars. Our proposed trail system and its parking areas would also be chocked full of cars because the Packwood Lake Trail is not accessible year around! There are short mile-long accesses to incredible waterfalls. Runners who don't want to run on the side of roads near cars would finally have a reliable place to trail run. Rogue and unauthorized trails are springing up all over the valley. We have documented as many as almost five miles of illegally built trail which is not supported by the US Forest Service so we neither can maintain nor improve it. Our proposed trail would alleviate those pressures and provide an outlet for the demand that obviously exists! We view this as a measurable outcome; protecting our existing resources from getting trampled in a poorly thought-out and unmanageable way.

Overall number of attendees (and how lodging tax funding would increase overall attendance):

Hundreds of people per day! Which on any given day is how many people are visiting and staying in Packwood. Lodging tax funds would serve to provide the impetus to get this project off the ground finally after many years of getting told by the US Forest Service that there is no capacity or ability to take on a project like this. Lodging tax funds literally open up a whole world of development opportunity and could serve to build Packwood into a nationally recognized trail riding, walking, and running destination as other places like Oakridge, the Methow Valley, Goverment Camp, and Leavenworth have become.

Number of participants traveling 50 (fifty) miles or more one way from their home or business to attend (and how funding would increase that number):	Hundreds. However, the exact mileage of the question doesn't quite make sense for Packwood. It's hard to get anywhere very far from Packwood in just 50 miles! Packwood is one of the most remote towns in Western Washington. However, the answer is similar to the answers below and above.
Number of participants traveling from another state or country to attend (and how funding would increase that number):	The full extent of our trail proposals suggest up to 30 local miles of trails. A local trail network of this size would bring people from all over the United States. Events such as races (mountain bike and running) would be established. Our fully realized trail proposal would connect our trail system with the existing US Forest Service trail system and creates loop opportunities. The Goat Rocks Wilderness Area is one of the most heavily visited areas in the Pacific Northwest. Packwood could because the start or finish point for many visitors trips into the Goat Rocks. PCT hikers already make side trips down into Packwood to pick up their food!
Number of participants who will stay overnight in paid accommodations to attend (and how funding would increase that number):	Once again, hundreds, maybe even thousands on any given day or week would be staying overnight. The nature of Packwood is that it is a long way from anywhere and folks visiting here and often making Packwood the base of their visit for adventures into the Goat Rocks, Mt. Rainier, Mt. Adams, and Mt. St. Helens. This trail system would also have the effect of keeping people closer to Packwood instead of always leaving Packwood to get to somewhere they can recreate. So this would obviously affect the economy of Packwood with more dollars spent here instead of at Mt. Rainier or elsewhere.
Number of participants who will stay overnight in unpaid accommodations to attend (and how funding would increase that number):	There would probably be an increase with unpaid overnight use, but that is harder to quantify. La Wis Wis is a pay camp ground. There is overnight camping opportunities on US Forest Service roads such as Skate Creek. It is possible users would come in vans, campers, and/or with camping equipment to use the trail system. However, we believe that at least in the beginning, the trail system is likely to best serve the visitors (and residents) of Packwood.
10. Describe how the project provides short-term or long-term economic benefit for Lewis County	A diverse economy is the key to success. This unexploited opportunity fills a void in the array of economic drivers that contribute to the success of Packwood. Packwood was a timber town with a lumber mill, a US Forest Service field office, and a school. Those all have shut down. The only "economy" to speak of anymore IS tourism and the tourism is really just focused on providing people with a place to stay. What is lacking is something to do in the immediate vicinity of Packwood! There is overwhelming strong support for a trail system. Trails are one of the most democratic and equal-opportunity recreational resources. No money is needed to walk or ride on this trail. Yet, it the SOMETHING TO DO that everyone who comes to Packwood is looking for!

SOCIAL MEDIA

Website address	HTTPS://packwoodtrails.org
-----------------	----------------------------

Facebook user name	@packwoodtrailproject
--------------------	-----------------------

BUDGET

Amount	None
--------	------

Source	None
--------	------

Confirmed	Yes
-----------	-----

Date available	None
----------------	------

Income 2

Amount	None
--------	------

Source	None
--------	------

Confirmed	Yes
-----------	-----

Date available	None
----------------	------

Income 3

Amount	None
--------	------

Source	None
--------	------

Confirmed	Yes
-----------	-----

Date available	None
----------------	------

Income 4

Amount	None
--------	------

Source	None
--------	------

Confirmed	Yes
-----------	-----

Date available	None
----------------	------

Income 5

Amount	None
--------	------

Source	None
Confirmed	Yes
Date available	None

Income 6

Amount	None
Source	None
Confirmed	Yes
Date available	None
What percentage of your project does your request for Tourism Promotion Dollars represent?	100%

Expense - Personnel

County	\$0
Other Funds	\$0
Total	\$0

Expense - Administration

County	\$0
Other Funds	\$0
Total	\$0

Expense - Marketing/promotion

County	\$0
Other Funds	\$0
Total	\$0

Expense - Direct sales activities

County	\$0
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	\$0
Other Funds	\$280,000
Total	\$280,000
Expense - Other activities	
County	\$0
Other Funds	\$0
Total	\$0
Total Cost	
County	\$0
Other Funds	\$280,000
Total	\$280,000
Priority 1	Funding a contracted Environmental Assessment for the US Forest Service + the building trails, bridges, and parking
Full Funding Request	\$1,500,000.00
Priority 2	Funding a contracted Environmental Assessment for the US Forest Service

Minimum Funding Request	\$280,000.00
Applicant will / can accept no less than this amount	We will accept less than this amount, of course! We can use any funds allocated in cases such as matching 80/20 grants.
If partial funding is received, how will that affect the project / activity? Please describe:	A small grant of \$56,000 puts us in a position to seek 80/20 matching grants, however, it could be years before we find and win a grant to get things moving. \$1,500,000.00 funds the EA, builds the trails, bridges, and trailheads. \$280,000.00 funds the EA. Either one of these options is a clear step in the right direction. Less than \$280,000.00 and sets us up to apply for other grants and funding opportunities.

PROJECT TIMELINE / TOURISM SEASON

What is your anticipated timeline for accomplishing this activity?	Once the grant is received, we can work with the US Forest Service to find an environmental consultant that they are good working with. We'll spend some time developing the terms of the contract which would be very similar to the contract we already executed when we did our internal scoping with the US Forest Service. Work would probably take about a year to complete. The desired result from an Environmental Assessment is called a FONSI or Finding of No Significant Impact. This would be the first step in the Forest Service authorizing us to begin work on any trail system.
Year-round	Yes
Year-round Explanation	Work on the EA could be conducted as needed year-around. Work constructing trails, bridges, and trail heads could be conducted year-around.
Off-season	Yes
Off-season Explanation	Work on the EA could be conducted as needed year-around. Work constructing trails, bridges, and trail heads could be conducted off-season.
Shoulder season	Yes
Shoulder season Explanation	Work on the EA could be conducted as needed year-around. Work constructing trails, bridges, and trail heads could be conducted in the shoulder seasons.
High season	Yes
High season Explanation	Work on the EA could be conducted as needed year-around. Work constructing trails, bridges, and trail heads could be conducted in the summer.

Is it a seasonal activity appropriate to its location? Explain

No. Work can be done at all times of year.

Balance sheet

<https://www.formstack.com/admin/download/file/13363106232>

Income statement

<https://www.formstack.com/admin/download/file/13363106234>

Operating budget for 2022

<https://www.formstack.com/admin/download/file/13363106237>

Projected budget for 2023

<https://www.formstack.com/admin/download/file/13363106240>

Nonprofit determination

Nonprofit determination

<https://www.formstack.com/admin/download/file/13363106243>

Personnel list

Personnel list

<https://www.formstack.com/admin/download/file/13363106244>

ACKNOWLEDGEMENT

Signature



(Print or type applicant's name)

STEPHEN LOFGREN

Date

Sep 13, 2022

Form Name:	Lodging Tax Application 2023
Submission Time:	September 12, 2022 10:26 am
Browser:	Chrome 105.0.0.0 / Windows
IP Address:	208.70.50.141
Unique ID:	1008682830
Location:	46.493, -122.9199

ORGANIZATION / PROJECT INFORMATION

Organization name	Toledo Lions Club
Project name	Cheese Days Promotional Coupon Book
Project coordinator	Dan Gorton
Amount requested from Lewis County	6500
Total project amount	6500

APPLICANT CONTACT INFORMATION

Name	Dan Gorton
Street address	P.O. Box 1016 Toledo, WA 98591
Current home phone	(360) 350-9397
Current email address	bonanzabbq@aol.com
Agency Tax ID Number	260811286
Organization Unified Business Identifier (UBI)	602755850
UBI expiration date	January 01, 2025
Type of organization:	501(c)3
Organization's mission statement or purpose (one or two sentences):	The mission of the Toledo Lions Club will always and forever be, to create a better Toledo. The Cheese Days Event is our largest fund raiser, and the profits go to supporting local charities such as the local library, food pantry and scholarships.
Year the organization was founded:	The organization was founded 101 years ago, and the Cheese Days events go back to almost the same amount of time.
Has your organization received Lewis County lodging tax funding in the past?	No

REQUIRED INFORMATION

PROJECT DESCRIPTION

Project name

The Project is Promoting Cheese Days.

1. Describe how the project promotes tourism in all of Lewis County's unincorporated areas.

Cheese Days promotes tourism in all of Lewis County's unincorporated areas by drawing about six thousand people into a multi-day event in Toledo, Washington and surrounding areas. The event includes a parade, car show, food & craft vendors, raffles, auctions, a frog jump, golf and tennis tournaments, wine and cheese tasting, bake and book sale, music in the street nights, a community picnic in the park, an open house at the fire department and a horseshoe tournament.

2. Describe how the project will enhance tourism and result in "heads in beds."

It seems that many small, rural towns in Washington state have some sort of event day that identifies with their local history: the City of Winlock has Egg Days, Mossyrock has their Blueberry Day, and Morton has their Logger's Jubilee, and We have Cheese Days to commemorate cheese manufacturing of yesteryear in our river town. It is our desire that our event enhances the experience of summer tourists traveling in the area and brings them back again sometime in the near future. This in itself should result in more "heads in beds" and reservations in RV parks and the like.

3. List the responsible party / parties.

The party responsible for the project is the Cheese Days Committee, an off shoot of the Toledo Lions Club.

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

Cheese Days serves all of Southwest Washington and the I-5 corridor from Portland to Seattle.

5. Describe how the project will specifically promote tourism.

The number of people that attend Cheese Days proves that it is a successful event and a viable economic stimulus for our little town of Toledo. The parade and the car show seem to be the biggest draw. Tourists attending our event like getting out of the congested big cities where they live and coming to this quaint, small-town venue where they are surrounded by the natural beauty of the Cowlitz River and the awe-inspiring views Mt. Saint Helens. In the mind of these folks, there's a big difference between paying a premium for parking and walking blocks to get to an event compared to parking for free in Toledo and walking a block around the corner to enjoy local hospitality and customs. Car buffs and motor enthusiasts are also big attenders. Many attendees are associated with specific clubs and are highly inter-connected through social-media and the like. And off course, food is always a big draw. Vendors from all around provide a variety of specialty eats while enjoying the sights and sounds. The picnic dinner in Kemp Olsen City Park is highly favored for its place where people get to eat, drink, socialize, be outdoors and overall have a good time.

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

All of the events in Cheese Days take a lot of collaboration with other entities throughout Lewis County. Arrangements are made with the Newaukum Golf Course for the golf tournament, the Toledo School District for usage of the Middle and High School Fields, the City of Toledo for parking and street usage, the Lewis County Fire Department for emergency management, the Toledo Police Department and the Lewis County Sheriff's office for traffic control and safety, the Lewis County Parks Department for site usage and Lewis County Public Utility Department (PUD) for permission to hang promotional banners. All food vendors are required as by contract to obtain permits through the Lewis County Health Department. The local businesses in and around the venues are contacted in advance about the impact and possible benefit the Cheese Days events may have on their place of business.

7. Describe why your project should receive funding.

The Cheese Days Committee is asking the County Commission for funding in order to free up funds from the operating budget so that more profit may go into designated local outreach programs that the Lions Club supports; some of these are: the Legacy Scholarship Fund for Toledo High School Seniors, the Toledo Senior Center, the Toledo Library, the Lions Eye Test Service for elementary students and the Lions Club Emergency Fund, for when tragedies like fires and floods hit local families.

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

If Cheese Days was forced to cancel due to unforeseen events like Covid-19, people and/or organizations vested in the event would have the option to receive a refund of their funds submitted or to leave as a credit for the following year event.

USE OF HOTEL / MOTEL TAX

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

TOURISM PROMOTION

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

Cheese Days Promotional Coupon Book
2022 Printing Expense \$6,410.56
2022 Book Ads & Book Sales Income \$39,000

Overall number of attendees (and how lodging tax funding would increase overall attendance):

- Overall number of attendees: Estimated 6,000 people
- Possible lodging tax funding increase: We estimate that about 20% of attendees (1,200 approx.) will stay in hotels, bed and breakfast, RV and Trailer Parks, Campgrounds or State Parks.

Number of participants traveling 50 (fifty) miles or more one way from their home or business to attend (and how funding would increase that number):

Number of participants traveling 50 miles or more to attend event: We estimate that about a little under half (40%) of the participants come from Olympia or above, and Battleground or below. Many of them are involved in the car clubs of Southwest Washington.

Number of participants traveling from another state or country to attend (and how funding would increase that number):	For the number of participants traveling from another state or country, we have no way of knowing except by word of mouth. Increasing our funding for promotion might provide enough revenue to advertise by radio or television that may reach across state lines or the Canadian border.
Number of participants who will stay overnight in paid accommodations to attend (and how funding would increase that number):	With four major local hotels, five area RV parks/resorts, a nearby State Park (Lewis & Clark) and the Toledo Kemp Olson Park to stay in paid overnight accommodations, the number of participants that use these venues during Cheese Days is unknown to us at this time. A simple survey of attendees next year might be possible to ascertain such figures. If our promotion funding increased, it would free up other funds that could be used to promote the event in areas that precipitate a desire for overnight accommodations; a circumference of a 3-to-4-hour drive.
Number of participants who will stay overnight in unpaid accommodations to attend (and how funding would increase that number):	We (the committee) figure that about 80% of Cheese Day participants drive from their homes (unpaid accommodations). That's roughly 4,800 people. We perceive that by receiving additional promotional funding, there would be an increase in participants from nearby counties such as Pierce, Clark, Thurston, Mason and King.
10. Describe how the project provides short-term or long-term economic benefit for Lewis County	Cheese Days provides both short-term and long-term economic benefits in many ways. The short term is obvious. Because we're bringing around 6,000 people to a town of 532 people, our businesses get a huge boost in sales which in turn increases tax revenue as well. The long-term is not so obvious. Many of the people we talk to at the event come back to Toledo throughout the year. Some come back to go fishing or take a drive up to Mt. St. Helens. Others come back just to get off the main drag (I-5) and have a good burger, pizza or enchilada at one of our local dining establishments or peruse through our local artisan gallery. Even a few venture back to look at buying property and/or a home. They like the "Mayberry of the West" feel of our little town and the good "down-to-earth" people that fill it.

SOCIAL MEDIA

Website address	toledolionsclub.org
Facebook user name	Toledo Lions Club
Instagram	NA
Twitter account name	NA

BUDGET

Amount	See attachment #3
Source	See attachment #3

Confirmed	Yes
Date available	Current
Income 2	
Amount	NA
Income 3	
Amount	NA
Income 4	
Amount	NA
Income 5	
Amount	NA
Income 6	
Amount	NA
Expense - Personnel	
County	NA
Other Funds	NA
Total	NA
Expense - Administration	
County	NA
Other Funds	NA
Total	NA
Expense - Marketing/promotion	
County	NA
Other Funds	NA
Total	NA

Expense - Direct sales activities

County	NA
Other Funds	NA
Total	NA

Expense - Minor equipment

County	NA
Other Funds	NA
Total	NA

Expense - Travel

County	NA
Other Funds	NA
Total	NA

Expense - Contract services

County	NA
Other Funds	NA
Total	NA

Expense - Other activities

County	NA
Other Funds	NA
Total	NA

Total Cost

County	NA
Other Funds	NA
Total	NA

Priority 1	To receive enough funding to pay for the printing of the Cheese Days Coupon Book. This book is where we earn the most profit for our charitable organization. The book contains pertinent information to all Cheese Day events, maps, tourist information and as well as the event's historical background. Ads are sold to area vendors and redeemable coupons will be placed in the back. Book sales not only promote the event but give the purchaser an enticing savings on area goods and services year-round.
Full Funding Request	6,500.
Priority 2	To pay for \$3250 - half the printing cost of the Cheese Day Coupon Book.
Minimum Funding Request	3250
Applicant will / can accept no less than this amount	100
If partial funding is received, how will that affect the project / activity? Please describe:	If partial funding is received, then more of our profit will go towards the printing of the Cheese Days Coupon Book and less to our local charities.

PROJECT TIMELINE / TOURISM SEASON

What is your anticipated timeline for accomplishing this activity?	The anticipated timeline for accomplishing this activity (Cheese Days Planning and Promotion) is one year. Looking for sponsors/advertisements, vendors and enrolling entertainment as well as formalizing plans takes that long.
High season	Yes
High season Explanation	The event will take place July 6th through the 9th in 2023.
Is it a seasonal activity appropriate to its location? Explain	The event is a seasonal activity appropriate to its location. It takes place in a month when there is usually little rain fall and it correlates with the car show and outdoor event season.
Balance sheet	https://www.formstack.com/admin/download/file/13354662867
Income statement	https://www.formstack.com/admin/download/file/13354662868
Operating budget for 2022	https://www.formstack.com/admin/download/file/13354662869
Projected budget for 2023	https://www.formstack.com/admin/download/file/13354662870
Nonprofit determination	
Nonprofit determination	https://www.formstack.com/admin/download/file/13354662871

Personnel list

Personnel list

<https://www.formstack.com/admin/download/file/13354662872>

ACKNOWLEDGEMENT

Signature



(Print or type applicant's name)

Dan Gorton

Date

Sep 12, 2022

Form Name:	Lodging Tax Application 2023
Submission Time:	August 24, 2022 4:04 pm
Browser:	Chrome 104.0.5112.102 / Windows
IP Address:	73.221.96.66
Unique ID:	1001687424
Location:	46.725, -122.9677

ORGANIZATION / PROJECT INFORMATION

Organization name	Veterans Memorial Museum
-------------------	--------------------------

Project name	Veterans Memorial Museum
--------------	--------------------------

Project coordinator	Charles Duncan
---------------------	----------------

Amount requested from Lewis County	35000
------------------------------------	-------

Total project amount	289000
----------------------	--------

APPLICANT CONTACT INFORMATION

Name	Charles Duncan
------	----------------

Street address	100 SW Veterans Way Chehalis, WA 98532
----------------	---

Current home phone	(360) 740-8875
--------------------	----------------

Current work phone	(360) 740-8875
--------------------	----------------

Current email address	info@veteransmuseum.org
-----------------------	-------------------------

Agency Tax ID Number	911744786
----------------------	-----------

Organization Unified Business Identifier (UBI)	601677528
--	-----------

UBI expiration date	December 31, 2022
---------------------	-------------------

Type of organization:	501(c)3
-----------------------	---------

Organization's mission statement or purpose (one or two sentences):	The Veterans Memorial Musuem seeks to preserve and tell the stories of American Veterans who served in both peacetime and war from 1775 to Modern Day.
---	--

Year the organization was founded:	1997
------------------------------------	------

Has your organization received Lewis County lodging tax funding in the past?	Yes
--	-----

When did your organization receive Lewis County lodging tax funding?	2022 and several years in the past
--	------------------------------------

How much did your organization / project receive?	\$35,000.00
---	-------------

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 been operating for 25 years now in Lewis County. It has become a world recognized facility with a cutting-edge website, social media outlets and featured in national magazines. All of these efforts in many mixed media formats of promotion and advertising continue to bring tourists from all over the county, state, nation and world. Since 2019, we have seen a massive explosion in tourism with annual averages of over 17,000 visitors. Tourism brings not only needed revenue to the Museum to continue our operations, but it also brings revenue to Lewis County through disposable income being spent at gas stations, restaurants, retailers and other opportunities to increase the County's tax base.
2. Describe how the project will enhance tourism and result in "heads in beds."	The Veterans Memorial Museum has now been in operation for 25 years. We are open year-round. Our focus is to bring tourism both locally and from abroad to the Museum and to Lewis County by being a first-rate museum that honors and perpetuates the memories of our American veterans. Every year we continue to see growth in our annual attendance as our marketing and promotion have been successful. Throughout the year we have multiple programs and events as well as new displays and features in the Museum. All of the efforts are designed to promote and grow tourism. In 2023, we plan to produce over 16 major events to continue to encourage tourism in Lewis County.
3. List the responsible party / parties.	Charles Duncan - Director Kylie McKune-Dahl - Assistant Director
4. Describe the area the project will serve, as well as the project's expected impact.	Lewis County and beyond. In addition to the partnerships, we maintain within the county, we regularly market and promote the Veterans Memorial Museum through our website, social media, printed materials and radio that reach out beyond the region of Southwest Washington. We are constantly recording visitors coming from all over regions in the Pacific Northwest and beyond. With over 16 events and programs as well as new displays in the gallery, we expect to see record tourism growth in 2023 that will exceed 17,000 visitors.

5. Describe how the project will specifically promote tourism.

In 2023, the Museum plans to produce over 16 major events. These events include, but are not limited to: Memorial Day, Revolutionary War Reenactment, three car shows including the popular Rust or Shine Car Show and Music Festival, four Cruzin to the Museum nights, Motorcycle Poker Run, three craft fairs, Trunk with Treats Halloween, two author nights and our annual World War II Dinner. With the funding available for marketing and advertising, we will be able to promote these events through radio ads, printed ads, social media and our website to reach out even farther than just Lewis County.

Our goal is to bring visitors to the Museum that would not normally have an interest to visit the Museum. We have also hired a part time curator who is busy creating new displays every month.

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

The Veterans Memorial Museum regularly partners with several organizations in Lewis County to cross promote and market the tourist attractions in Lewis County. We partner with Experience Chehalis, The Chamber of Commerce, Visiting Nurses Foundation, Gemini Events, Centralia Downtown Association, Spirit of 76' Association and many more. In addition to these partnerships, we regularly market and promote the Veterans Memorial Museum through our website, social media, printed materials and radio that reach out beyond the city we are located in. We also have become a Harvest Host location to further encourage visitors outside of Lewis County to come visit the area.

7. Describe why your project should receive funding.

The Veterans Memorial Museum is one of the most prominent tourist attractions in Southwest Washington. We exceed in producing more events and more new displays on an annual basis than other museums in the region. Every one of these events benefits from the success of marketing and promotion. In addition we do not use any Lodging Tax Funding for payroll, rent, utilities or any other operational costs. We only use Lewis County Lodging Tax funding for marketing and promotion.

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

Even during the difficult years of COVID-19, the Museum sought ways to continue to promote tourism in Southwest Washington. We provided outdoor activities with social distancing and masking. We produced events such as Cruzin' to the Museum, Drive In movie nights, Static Parades and more. All of these events were wildly popular and continued to bring in tourism to SW Washington during the difficult years.

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
FESTIVAL OR EVENT DESIGNED TO ATTRACT TOURISTS

Describe the expected results (measurable outcomes) of your project, with the dollar amount for each outcome.	Print Advertising which included posters, flyers, newsletters, rack cards, etc... \$4,500 reaching 100,000 viewers Social Media post boosting \$2,500 reaching 45,000 viewers Magazine Advertising in national magazines \$6,000 reaching 275,000 viewers Radio Advertising in Washington State \$ 7,000 reaching millions of listeners Gambler 500 event attracting participants from all over the Pacific NW \$4,500 reaching 15,000 viewers Rust or Shine Car Show attracts spectators and participants from all over the Pacific NW \$5,000 reaching 150,000 viewers Veterans Events attracts spectators from all over the Pacific NW \$4,000 reaching 10,000 viewers Patriotic. Film, Holiday and Craft Fair Events attracts participants from the Pacific NW \$6,500 reaching 10,000 viewers All these events combined have seen over 17,000 tourists come to the Museum
Overall number of attendees (and how lodging tax funding would increase overall attendance):	Representative Survey Estimated 21,946 visitors for 2022. Lodging Tax Funding is projected to increase overall attendance by 21% from 2021. With continued lodging tax funding we should be able to increase visitations by 15% in 2023
Number of participants traveling 50 (fifty) miles or more one way from their home or business to attend (and how funding would increase that number):	Representative Survey Estimated 8,997 visitors traveling over 50 miles for 2022. Lodging Tax Funding is projected to increase overall attendance by 30% from 2021. With continued lodging tax funding in 2023 we should be able to increase visitations by 20%
Number of participants traveling from another state or country to attend (and how funding would increase that number):	Representative Survey Estimated 2,249 visitors traveling from another state in 2022. Lodging Tax Funding is projected to increase overall attendance by 40% from 2021. This increase is mainly due to COVID19 restrictions being lifted nationwide this year. With continued lodging tax funding for 2023 we should be able to increase visitations by 10%
Number of participants who will stay overnight in paid accommodations to attend (and how funding would increase that number):	Representative Survey Estimated 3,511 visitors paid overnight accommodations for 2022. Lodging Tax Funding is projected to increase overall attendance by 38% from 2021. Once again, this increase is not normal as COVID19 restrictions were lifted causing in influx of visitations. With continued lodging tax funding for 2023 we should be able to increase visitations by 10%.
Number of participants who will stay overnight in unpaid accommodations to attend (and how funding would increase that number):	Representative Survey Estimated 1,351 visitors staying in unpaid accommodations for 2022. Lodging Tax Funding is projected to increase overall attendance by 3% from 2021. This statistic has remained fairly consistent over the years. With continued lodging tax funding we should see an increase in visitations by 5%

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

The Veterans Memorial Museum has consistently been a long-term economic benefit to Lewis County. 25 years of operations have resulted in continued tourism growth from all over the Pacific Northwest and beyond. Year after year the Museum had steadily grown in visitations and employed strategic marketing and promotion of expanding events that draw in additional tourists to Lewis County.

SOCIAL MEDIA

Website address	http://www.veteransmuseum.org/
Facebook user name	https://www.facebook.com/chehalisveteransmemorialmuseum
Instagram	@chehalisveteransmemorialmuseum
Twitter account name	N/A
Any other social media platforms your organization uses to promote tourism	N/A

BUDGET

Amount	\$214,000
Source	Daily operations
Confirmed	No
Date available	12/31/2023

Income 2

Amount	\$40,000
Source	City of Chehalis Lodging tax
Confirmed	No
Date available	01/01/2023

Income 3

Income 4

Income 5

Income 6

Expense - Personnel

County	NONE
Other Funds	0.00
Total	0.00

Expense - Administration

County	NONE
Other Funds	0.00
Total	0.00

Expense - Marketing/promotion

County	\$35,000
Other Funds	\$40,000
Total	\$75,000

Expense - Direct sales activities

County	NONE
Other Funds	0.00
Total	0.00

Expense - Minor equipment

County	NONE
Other Funds	0.00
Total	0.00

Expense - Travel

County	NONE
Other Funds	0.00
Total	0.00

Expense - Contract services

County	NONE
Other Funds	0.00
Total	0.00

Expense - Other activities

County	NONE
Other Funds	0.00
Total	0.00

Total Cost

County	\$35,000
Other Funds	\$40,000
Total	\$75,000

Priority 1	Marketing/Promotion
Full Funding Request	\$35,000
Priority 2	Marketing/Promotion
Minimum Funding Request	\$30,000
Applicant will / can accept no less than this amount	\$28,000

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

As the Museum uses Lodging Tax Funding for the marketing and promotion of tourist activities exclusively, a reduced amount of funding would greatly impact our ability to produce and advertise these events that bring tourism to Lewis County

PROJECT TIMELINE / TOURISM SEASON

What is your anticipated timeline for accomplishing this activity?	The Veterans Memorial Museum is open year-round and produces 16 events annually.
Year-round	Yes
Year-round Explanation	January to December
Off-season	Yes

Off-season Explanation	Year-round operations
Shoulder season	Yes
Shoulder season Explanation	year-round operations
High season	Yes
High season Explanation	year-round operations
Is it a seasonal activity appropriate to its location? Explain	Yes, the Veterans Memorial Museum operates annually, in addition to seasonally appropriate events that bring in tourism to the area.
Balance sheet	https://www.formstack.com/admin/download/file/13258664753
Income statement	https://www.formstack.com/admin/download/file/13258664754
Operating budget for 2022	https://www.formstack.com/admin/download/file/13258664755
Projected budget for 2023	https://www.formstack.com/admin/download/file/13258664756
Nonprofit determination	
Nonprofit determination	https://www.formstack.com/admin/download/file/13258664757
Personnel list	
Personnel list	https://www.formstack.com/admin/download/file/13258664758
ACKNOWLEDGEMENT	
Signature	
(Print or type applicant's name)	Charles Duncan
Date	Aug 23, 2022

Form Name:	Lodging Tax Application 2023
Submission Time:	September 13, 2022 1:01 pm
Browser:	Chrome 105.0.0.0 / Windows
IP Address:	24.18.86.134
Unique ID:	1009232678
Location:	47.2962, -122.3953

ORGANIZATION / PROJECT INFORMATION

Organization name	Visit Rainier
Project name	Ashford, Mineral, Packwood Tourism Promotion
Project coordinator	Meilee Anderson
Amount requested from Lewis County	30000
Total project amount	543840

APPLICANT CONTACT INFORMATION

Name	Meilee Anderson
Street address	33723 Crystal Mountain Blvd. Enumclaw, WA 98022
Mailing address (if different from street address)	PO Box 434 Ashford, WA 98304
Current home phone	(206) 422-1270
Current cell phone	(206) 422-1270
Current email address	marketing@visitrainier.com
Agency Tax ID Number	202215135
Organization Unified Business Identifier (UBI)	602464929
UBI expiration date	January 31, 2023
Type of organization:	501(c)6
Organization's mission statement or purpose (one or two sentences):	Visit Rainier (VR) promotes the Mount Rainier region with an emphasis on creating overnight tourism all year long in each of the four seasons. To increase participation in local arts, heritage, cultural, business, and natural resources venues to benefit the Rainier regional economy.
Year the organization was founded:	2005
Has your organization received Lewis County lodging tax funding in the past?	Yes

When did your organization receive Lewis County lodging tax funding?	2014
How much did your organization / project receive?	45000

REQUIRED INFORMATION

PROJECT DESCRIPTION

Project name	Ashford, Mineral, Packwood Tourism
1. Describe how the project promotes tourism in all of Lewis County's unincorporated areas.	This project will increase overnight stays in Lewis County specifically in Ashford, Mineral, and Packwood.
2. Describe how the project will enhance tourism and result in "heads in beds."	If fully-funded this project will allow Visit Rainier (VR) to create optimized landing pages for Lewis County properties located in Ashford, Mineral, and Packwood. VR currently has sponsored lodging pages for lodging properties in these communities. VR successfully sent these partner properties over 5,000 lodging referrals year to date in 2022. If fully-funded VR projects by adding additional lodging properties this number will conservatively double and grow to 10,000 room nights in 2023 at an average daily rate of \$165 or higher for an estimated \$1.6 million in room revenue.
3. List the responsible party / parties.	The day-to-day operations of VR are conducted by the full-time marketing consultant, Meilee Anderson who reports directly to the VR board of directors.
4. Describe the area the project will serve, as well as the project's expected impact.	Visit Rainier • Serves stakeholders and land managers in the gateway communities plus visitors in the US, Canada, Germany, India, Australia, China, and the UK. • Publishes content on social media channels to reach over 1.7 million tourists each year. • Distributes 24 newsletters per year to promote regional lodging, dining, attractions, and special events. • Provides visitor information throughout the year via email and social media channels. • Currently partners with Washington State Tourism, Port of Seattle, Port of Tacoma, Visit Seattle, Travel Tacoma, Mount Rainier National Park, Gifford Pinchot National Forest, the National Travel Center, City of Enumclaw, Town of Eatonville, Mineral Lake Lion's Den Campground, Historic Hotel Packwood, Historic Packwood Station and more.

5. Describe how the project will specifically promote tourism.

VR maintains an integrated ad campaign to promote tourism in each of the four seasons. Targeted digital ads, search engine marketing, content marketing, and media relations help bring over a million visitors to the visitrainier.com website each year. The ad campaign helps produce over 100,000 lodging referrals each year.

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

Listed below is a sampling of various VR partnerships in Lewis County

- Cowlitz Valley Ranger District - partnered with the ranger district to provide visitor information, seasonal updates, openings/closings, permit requirements, burn bans, and road and trail openings.
 - Gifford Pinchot National Forest - VR shared messaging regarding road closures, wildfire updates, permit requirements, and seasonal updates.
 - Historic Hotel Packwood - created a custom landing page and video directed visitor requests for lodging, and promoted lodging via social media and search engines.
 - Historic Packwood Station - created a custom landing page and video, directed visitor requests for lodging, and promoted via social media and search engines.
 - Mineral Lake Lion's Den -advertised special events, and concerts, created a custom landing page, directed visitor requests for lodging, and promoted via social media and search engines.
 - Mount Rainier National Park - VR works closely with the park regarding media relations, amplifies NPS messaging, and promotes seasonal updates, openings/closings, permit requirements, burn bans, and road and trail openings.
 - Packwood Farmer's Market and Packwood Flea Market promoted annual events on the VR event calendar, social media channels, and in media outreach efforts.
-

7. Describe why your project should receive funding.

VR has a 17-year track record of promoting the Mount Rainier region, building an audience, creating qualified leads for lodging partners, stimulating overnight tourism, and earning local, national, and international media exposure for partners.

VR produces over 100,000 lodging referrals for partner properties each year. The targeted digital marketing program is designed to reach a high-quality audience interested in outdoor recreation, and travel.

VR maintains a cost-effective, digital-marketing effort with no overhead. 74% of the budget goes straight into marketing efforts. 26% of the budget covers administrative costs.

The following Lewis County businesses support this application:

1. Almost Paradise Cabins
2. Betsy's Cabins
3. Elk Woods Bungalow
4. Fireside Cabins
5. Historic Hotel Packwood
6. Historic Packwood Station
7. Kelton's Cabins
8. Mineral Lake Lion's Den Campground
9. Mineral Lake School
10. Nisqually Nest Rainier Cabin
11. Nisqually Winds Mountain House
12. Packwood Mountain House

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

VR has responded to temporary closures throughout the region. A communications procedure is in place to work with countywide stakeholders to announce temporary closure and broadcast traveler updates and advisories. For example, during COVID breaking news updates were shared via visitrainier.com, VR social media channels, press releases, newsletters, and media relations efforts. The same protocol has been deployed during landslides, wildfires, and government shutdowns.

USE OF HOTEL / MOTEL TAX

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

TOURISM PROMOTION

Describe the expected results (measurable outcomes) of your project, with the dollar amount for each outcome.	VR requests \$30,000 (\$27,000 for marketing and \$3,000 for admin) to promote lodging in Ashford, Mineral, and Packwood. These funds will cover the cost of creating new landing pages for visitrainier.com promoting Lewis County lodging, social media content, and booking engine fees. The booking engine allows VR to display availability and rate information and connects visitors directly to lodging properties. With these funds, VR forecasts 10,000 room nights for Lewis County in 2023, at an average daily rate of \$165 each for an estimated total of \$1.6 million in revenue.
Overall number of attendees (and how lodging tax funding would increase overall attendance):	79,000 attendees at the Stevens Canyon Entrance near Packwood. Fully-funded VR will work to grow attendance by 15% to 90,000 emphasizing converting day-trippers into overnight tourists. Overnight visitors tend to provide more economic impact for Lewis County than the typical day-tripper. 213,000 attendees at the Nisqually Entrance in Ashford. Fully-funded VR will work to grow attendance by 15% to 244,490. VR will emphasize growth here in the spring, fall, and winter seasons. The summer season at the Nisqually Entrance is congested. VR will still work to maximize overnight stays in the summer season.
Number of participants traveling 50 (fifty) miles or more one way from their home or business to attend (and how funding would increase that number):	VR is focused on increasing overnight tourism, to achieve that goal the VR advertising campaign is focused exclusively on bringing in visitors from outside the 50-mile radius. 292,000 attendees, if fully funded this number is predicted to grow to 334,490.
Number of participants traveling from another state or country to attend (and how funding would increase that number):	96,360 visitors, the estimated number that travels from another state or country. If fully-funded VR projects this number will grow by 15% to 110,814. VR partners with Washington State Tourism, Port of Seattle, Travel Tacoma, and the City of Enumclaw to reach a wider national and international consumer market.
Number of participants who will stay overnight in paid accommodations to attend (and how funding would increase that number):	25,487 is the estimated number of visitors who will stay in paid accommodations. If fully-funded VR projects this number will grow by 15% to 29,310.
Number of participants who will stay overnight in unpaid accommodations to attend (and how funding would increase that number):	35,000 is the estimated number of visitors who will stay with friends and family or in dispersed camping areas. VR will not try to increase this number as our mission is focused on increasing overnight tourism with lodging partners.

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

Short-term benefits include increased lodging tax revenues and receipts at area restaurants and retail shops. An investment of \$30,000 in lodging tax funds to create a projected 10,000 room nights x \$165 average daily rate = \$1.6 million in lodging revenue. \$1.6 million divided by the \$30,000 equals an ROI of... for every \$1 invested VR can help bring approximately \$53.33 directly back to Lewis County lodging properties.

This project is an opportunity to invest Lewis County lodging tax dollars with two other counties in a cooperative marketing effort. If Lewis County and stakeholders are satisfied with the first-year ROI additional partnerships can be explored in the future.

SOCIAL MEDIA

Website address	https://visitrainier.com/
Facebook user name	https://www.facebook.com/VisitRainier
Instagram	https://www.instagram.com/visitrainier/
Twitter account name	https://twitter.com/visitmtrainier
Any other social media platforms your organization uses to promote tourism	https://www.pinterest.com/VisitRainier/

BUDGET

Amount	497000
Source	Pierce County LAC
Confirmed	Yes
Date available	January-December 2023

Income 2

Amount	10000
Source	City of Enumclaw LTAC
Confirmed	No
Date available	January-December 2023

Income 3

Amount	4000
--------	------

Source	Sponsored Content
Confirmed	No
Date available	January-December 2023

Income 4

Income 5

Income 6

What percentage of your project does your request for Tourism Promotion Dollars represent?	The Lewis County request of \$30,000 represents 5% of the total budget. 73% of the total project budget goes to marketing, 9% to admin and 18% to personnel.
---	--

Expense - Personnel

County	3000
Other Funds	97000
Total	100000

Expense - Administration

County	3000
Other Funds	49540
Total	52540

Expense - Marketing/promotion

County	24000
Other Funds	394000
Total	418000

Expense - Direct sales activities

County	N/A
Other Funds	N/A
Total	N/A

Expense - Minor equipment

County	N/A
Other Funds	N/A
Total	N/A

Expense - Travel

County	N/A
Other Funds	N/A
Total	N/A

Expense - Contract services

County	N/A
Other Funds	N/A
Total	N/A

Expense - Other activities

County	N/A
Other Funds	N/A
Total	N/A

Total Cost

County	30000
Other Funds	513840
Total	543840

Priority 1	Create and promote new lodging partner website pages, and social media content.
Full Funding Request	30000
Priority 2	N/A
Minimum Funding Request	N/A
Applicant will / can accept no less than this amount	30000

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

PROJECT TIMELINE / TOURISM SEASON

What is your anticipated timeline for accomplishing this activity?	Work can begin in January 2023 with quarterly reports on progress, and return on investment.
Year-round	Yes
Year-round Explanation	Work can start as soon as a county contract is signed. VR already has content for 5 properties and can start publishing new pages in January. VR will work with the property owners/managers to source photos, and create optimized landing pages and social media posts on a year-round basis.
Balance sheet	https://www.formstack.com/admin/download/file/13363546558
Income statement	https://www.formstack.com/admin/download/file/13363546560
Operating budget for 2022	https://www.formstack.com/admin/download/file/13363546561
Projected budget for 2023	https://www.formstack.com/admin/download/file/13363546562

Nonprofit determination

Nonprofit determination	https://www.formstack.com/admin/download/file/13363546563
-------------------------	---

Personnel list

Personnel list	https://www.formstack.com/admin/download/file/13363546564
----------------	---

ACKNOWLEDGEMENT

Signature



(Print or type applicant's name)	Meilee Anderson
----------------------------------	-----------------

Date	Sep 13, 2022
------	--------------

Form Name:	Lodging Tax Application 2023
Submission Time:	September 12, 2022 9:32 pm
Browser:	Chrome 105.0.0.0 / Windows
IP Address:	174.21.20.122
Unique ID:	1008921954
Location:	47.6901, -122.3747

ORGANIZATION / PROJECT INFORMATION

Organization name	White Pass Scenic Byway
Project name	Marketing
Project coordinator	Mary Kay Nelson
Amount requested from Lewis County	95000
Total project amount	105000

APPLICANT CONTACT INFORMATION

Name	Mary Kay Nelson
Street address	360 SE Valley View Way #B Chehalis, WA 98532
Mailing address (if different from street address)	PO Box 805 Chehalis, WA 98532
Current home phone	(360) 508-1774
Current cell phone	(360) 508-1774
Current email address	info@whitepassbyway.com
Agency Tax ID Number	271818764
Organization Unified Business Identifier (UBI)	602728076
UBI expiration date	May 23, 2023
Type of organization:	501(c)3
Organization's mission statement or purpose (one or two sentences):	The mission is the public education and promotion of events, activities, and attractions of the Byway and the marketing and promotion and visitor enhancement of the Byway to increase the economy of the communities in Lewis County through overnight stays.
Year the organization was founded:	2007
Has your organization received Lewis County lodging tax funding in the past?	Yes

When did your organization receive Lewis County lodging tax funding?	2008- through 2021
How much did your organization / project receive?	\$90,000 in 2021

REQUIRED INFORMATION

PROJECT DESCRIPTION

Project name	Marketing and Promotion of the White Pass Scenic Byway
1. Describe how the project promotes tourism in all of Lewis County's unincorporated areas.	All marketing and promotion activities are focused on the small communities of unincorporated Lewis County. The website and mobile app as well as the social media concentrate specifically on the White Pass Scenic Byway corridor that runs from I-5 to Yakima. Our organization networks and links the communities, and cross-promotes events and activities. Our meeting notices and newsletters are distributed to all Lewis County communities in an effort to communicate and share resources and information. Throughout the year, we promote key community organizations such as the East Lewis County Chamber, White Pass Country Museum, Morton Roxy, Onalaska Harvest Festival, Mossyrock events, and other events. Our marketing targets an audience over 50 miles away, encouraging them to come to Lewis County and enjoy outdoor recreation and small rural communities.
2. Describe how the project will enhance tourism and result in "heads in beds."	Creating overnight stays is the primary goal. Our marketing targets a specific audience looking for outdoor recreation and leisure travel. The website has improved listings with photos of all our lodging options, asl lodging is also listed on the mobile app. We provide a comprehensive list for visitors with direct access (links). to Air BnB, VRBO, campgrounds motels, and cabins in Lewis County. The goal is overnight stays and increasing lodging tax revenue. Providing places to go and things to do will keep people here longer and get them to return. Lodging tax revenue in unincorporated Lewis County has increased 100% since 2018. This proves the value of marketing and providing the information tourists need to visit Lewis County. Lodging is the #1 sought-after page on our website.

3. List the responsible party / parties.

The White Pass Byway volunteer Board of Directors representing communities on the Byway is responsible for program oversight, setting goals policy, and budget for the organization and its projects. The board hires contractors to conduct day-to-day operations of this marketing and promotion program.

Marketing Director: Mary Kay Nelson

Social Media, website content and Bookkeeping: Annalee Tobey

Website Development: Danielle Surkatty

It should be noted these individuals have been committed to this project for 14 years. This shows an extreme commitment and continuity and consistency in our marketing messaging and program.

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

The White Pass Scenic Byway project area is defined by the State of Washington RCW as the US Hwy 1 corridor from I-5 at exit 68 to Naches intersection with Hwy 410. Our expected impact is to continue to grow the awareness, attendance, and participation of events attractions, and activities in Mayfield, Mossyrock, Morton, Onalaska, Randle, Packwood, and White Pass.

5. Describe how the project will specifically promote tourism.

Digital Marketing: Paid advertising with Google and Facebook ads and a monthly newsletter campaign. This has proven to be. most cost-effective method of marketing reaching the highest number of out of the area tourists.

Print Marketing - Continues printing of the popular tearsheet maps (over 500,000) and Washington State Visitor Guides.

Mobile app- Promotion of camping and lodging, events, and businesses.

Website: Provides visitor information information 24 hours a day, 7 days a week.

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

The bi-monthly meetings are a key component of our program. Representatives from the US Forest Service, Mt. Rainier National Park, WSDOT, Tacoma Power, and Packwood Business Owners group, East County Chamber, and various business owners meet together to communicate what is going on in their area. The WPSB has one of the most comprehensive databases of contacts for tourism-related entities and individuals in our area.

Outdoor recreation is a common area of interest and has been identified as a strong program needing dedicated discussions in Lewis County programs.

7. Describe why your project should receive funding.

The Byway has a proven track record of successful operations for the past 15 years. Our Facebook Page is among one of the highest followings for tourism-related pages in the northwest, second only to the Cascade Loop. Our audience is engaged and relies on Facebook for suggestions on seasonal information. The website continues to increase in traffic use and is one of the most comprehensive sites for Lewis County Outdoor recreation. This year we plan to enhance the website with more videos and current events. We are active in the State of Washington Tourism program and will be attending the statewide conference in October, as well as the statewide outdoor recreation summit in Seattle. We expect to bring back ideas of how we can partner and share information with the rest of the state.

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

Most recently, the Goat Rocks Fire in September was yet another example of the need for communication. We were able to share information via our Facebook page and in the aftermath of the fire, we played a valuable role in letting people know it was safe to return to the area. During COVID, we pulled together a large number of contacts who helped businesses provide up-to-date safety regulations and distributed PPE for businesses to provide to their customers. Having a relationship with key communicators in Lewis County communities and being able to share information is something that the Byway staff does well.

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

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

\$25,000	Digital Advertising Google and Facebook
\$5,000	Mobile App
\$10,000	Wa State Visitor Guide
\$5,200	Tearsheet maps for hiking and driving (50,000)
\$11,000	Website content images and videos
\$45,000	Operations management
\$3,800	Operations

Overall number of attendees (and how lodging tax funding would increase overall attendance):

70,000
Investing in digital marketing is extremely cost effective. The data we collect with Google Analytics shows the more we invest in Google ads and Facebook ads, the more our website traffic increases. The number here is based on the traffic we get on our website. The more dollars we have for marketing the more potential visitors we can drive to our website, where the number one page is lodging.

Number of participants traveling 50 (fifty) miles or more one way from their home or business to attend (and how funding would increase that number):	70,000 According to the data on the website the vast majority of our traffic is from outside the area. As of July 2022, 30% of our website traffic is from Seattle, 49% are from Portland, 5% from Yakima, 5.2% from Olympia/Lacey, and 4% from Tacoma.
Number of participants traveling from another state or country to attend (and how funding would increase that number):	15,000 We see interested and potential visitors from a wide variety of locations on our website. 68% are from Washington, 11% from Oregon, 4% from California and 2% from Texas and Florida. Website traffic comes from across the globe.. India, China, Mexico, Germany, and England.
Number of participants who will stay overnight in paid accommodations to attend (and how funding would increase that number):	This number is difficult to determine. there is currently no way to gather data about who staying in our campgrounds and lodging and if it is directly related to WPSB marketing program. Our educated guess is that because our most popular website and mobile app pages are lodging, it is fair to say we do have a good number of visitors who has been influenced by our marketing efforts.
Number of participants who will stay overnight in unpaid accommodations to attend (and how funding would increase that number):	Again this is difficult to determine. Friends and Family have always been a key reason for traveling. It is very likely that many visitors stay with friends and family when they visit the byway and our local communities.
10. Describe how the project provides short-term or long-term economic benefit for Lewis County	The White Pass Scenic Byway was created in 2007 for the purpose of marketing the White Pass Byway corridor and communities in unincorporated Lewis County. We have leveraged funds and partnerships to enhance our program. We are supported by federal land managers who depend on our organization for two way communications. As proven by the growth of the lodging tax funds in Lewis County, our marketing has influenced visitors who spend their dollars in our communities. Even during the pandemic, the lodging tax revenue increase 5.8% Outdoor recreation is the reason people come and why they will continue to come here. We have a large number of campgrounds, cabins and hotels as well as a thriving Air BnB business. The tourism industry is alive and well in Lewis County and with proper investments can help sustain and support our local families and businesses.

SOCIAL MEDIA

Website address	whitepassbyway.com
Facebook user name	https://www.facebook.com/WhitePassScenicByway
Instagram	https://www.instagram.com/whitepassbyway/
Twitter account name	https://twitter.com/WhitePassByway
Any other social media platforms your organization uses to promote tourism	We have a mobile app that can be downloaded at WhitePassWA Pinterest https://www.pinterest.com/WhitePassByway/ YouTube

BUDGET

Amount	\$95,000
Source	Lewis County
Confirmed	No
Date available	January 2023

Income 2

Amount	10,000
Source	Sponsorships
Confirmed	No
Date available	2023

Income 3

--	--

Income 4

--	--

Income 5

--	--

Income 6

--	--

Expense - Personnel

County	Lewis
Other Funds	0
Total	0

Expense - Administration

County	Lewis
Other Funds	0
Total	0

Expense - Marketing/promotion

County	46,200
Other Funds	10,000
Total	56,200

Expense - Direct sales activities

County	Lewis
Other Funds	0
Total	0

Expense - Minor equipment

County	Lewis
Other Funds	0
Total	0

Expense - Travel

County	lewis
Other Funds	1800
Total	1800

Expense - Contract services

County	Lewis
Other Funds	45,000
Total	45,000

Expense - Other activities

County	Lewis
Other Funds	2000
Total	2000

Total Cost

County	95,000
Other Funds	10,000
Total	105,000
Priority 1	95,000
Full Funding Request	95,000
Priority 2	90,000
Minimum Funding Request	90,000
Applicant will / can accept no less than this amount	80,000
If partial funding is received, how will that affect the project / activity? Please describe:	If less money is received it will significantly reduce the effectiveness of the marketing campaign.

PROJECT TIMELINE / TOURISM SEASON

What is your anticipated timeline for accomplishing this activity?	The marketing operations is an ongoing and continual program year-round. While we seek to promote the off-season and shoulder seasons, we also need to promote the events and activities that happen during the peak summer season. In order to compete in the tourism marketplace. In order to increase lodging tax revenue, our job is to market businesses and lodging when there is a need and availability. The Winter recreation season is as important as the summer season. Both require year-round marketing efforts.
Year-round	Yes
Year-round Explanation	Website, social media,, newsletters and tearsheets
Off-season	Yes
Off-season Explanation	Website, social media,, newsletters and tearsheets
Shoulder season	Yes
Shoulder season Explanation	Website, social media,, newsletters and tearsheets
High season	Yes
High season Explanation	Website, social media,, newsletters and tearsheets
Is it a seasonal activity appropriate to its location? Explain	Yes, all our marketing is targeted to the best audience for that particular season. Our social media marketing and digital marketing are targeted for the appropriate season. We provide visitor information 24/7, 365 days a year.

Balance sheet	https://www.formstack.com/admin/download/file/13359140025
Income statement	https://www.formstack.com/admin/download/file/13359140026
Operating budget for 2022	https://www.formstack.com/admin/download/file/13359140027
Projected budget for 2023	https://www.formstack.com/admin/download/file/13359140028

Nonprofit determination

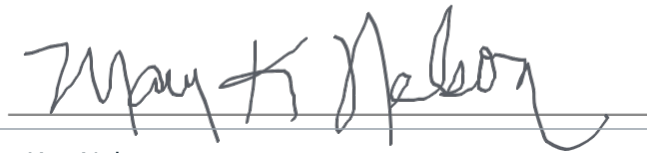
Nonprofit determination	https://www.formstack.com/admin/download/file/13359140029
--------------------------------	---

Personnel list

Personnel list	https://www.formstack.com/admin/download/file/13359140030
-----------------------	---

ACKNOWLEDGEMENT

Signature



(Print or type applicant's name)	Mary Kay Nelson
Date	Sep 12, 2022

Form Name:	Lodging Tax Application 2023
Submission Time:	September 12, 2022 5:29 pm
Browser:	Chrome 105.0.0.0 / Windows
IP Address:	66.235.53.9
Unique ID:	1008863702
Location:	46.5283, -122.099

ORGANIZATION / PROJECT INFORMATION

Organization name	White Pass Country Historical Society
Project name	Operation of the White Pass Country Historical Museum & Associated Events
Project coordinator	Martha Garoutte
Amount requested from Lewis County	50800
Total project amount	158000

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 and disseminate the history of the upper Cowlitz Valley, through educational programs, tours and displays. To provide a staffed visitor center where visitors are provided with individual attention to obtain information about our area and events.
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?	2022
How much did your organization / project receive?	\$33,300

REQUIRED INFORMATION

PROJECT DESCRIPTION

Project name	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 Country 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 Museum 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 2022. 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 along with 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, the Haunted House, Music in the Park, the Annual Kosmos Picnic and school reunions draw tourists to our area with evening and weekend activities offered. We are with a local group to refurbish the tennis courts into pickle ball courts, that will be available for tourist use.

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 restoring the High Rock Fire Lookout. Phase 3 of this project will continue in 2023 with the use of a helicopter to ferry materials, under the direction of the Sand Mountain Society volunteers. We have collaborated with various businesses and agencies such as the Packwood Improvement Club, the Packwood Business Owners Committee, Packwood Search & Rescue, the Lewis County Juvenile Program, local motels and hotels, the White Pass School District, the Packwood and Mountain View Timberland Regional Libraries, organizers of the annual Kosmos Picnic, and AirBnB groups. The "You Can Read" program was hosted at the Museum for adults and children.

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 sixteen 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 reschedule as many activities as possible. We will place these changes on our web site and on social media. We plan to host the Packwood Mountain Festival, the multiple Saturday Nights "Summer Music in the Park and the Haunted House events.

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 2023 is 3,000. The measurable outcome is to increase tourist attendance at the White Pass Country Historical Museum and associated events. A Receptionist/Docent hired for 3 days a week at 5 hours a day from Memorial Day to Labor Day at the Washington minimum wage would cost approximately \$ 3,900. It is estimated to take 3,000 volunteer hours at a value of \$ 75,000. The operation of the White Pass Country Historical Museum and associated programs would cost \$73,100. The Packwood Mountain Festival will cost \$2,000, Saturday Night Music in the Park will cost \$2,500, and the Haunted House at Halloween will cost \$1,500. 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 personal written notes to contacts, and attending meetings thus keeping these partnership projects progressing.
Overall number of attendees (and how lodging tax funding would increase overall attendance):	3,000 visitors 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 quarterly newsletter and on-line. Articles are placed in motels, hotels and along with Airbnb's our 2023 Pioneer Calendar which lists historical information.
Number of participants traveling 50 (fifty) miles or more one way from their home or business to attend (and how funding would increase that number):	2,300 Visitors We will advertise area events in a variety of venues which will increase the number of visitors that become aware of the various opportunities our unique area has to offer.
Number of participants traveling from another state or country to attend (and how funding would increase that number):	1,500 visitors In 2022, we had visitors from numerous states and countries such as Florida, Maine, Poland, Australis and Germany 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.
Number of participants who will stay overnight in paid accommodations to attend (and how funding would increase that number):	1,500 visitors Our motels, hotels, and Airbnb's and VRBO's experienced a tremendous increase in the number of overnight stays this spring and summer. The local lodging businesses were overwhelmed with the number of visitors staying playing.
Number of participants who will stay overnight in unpaid accommodations to attend (and how funding would increase that number):	200 visitors The White Pass Country Historical Society will provide additional evening programs and activities and updated Lewis County information on what is available for visitors as we encourage them to extend their stay.

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 White Pass Country Historical Museum provides interesting activities to which local businesses will direct visitors. This encourages tourists to stay for a longer length of time. The White Pass Country Historical Society continues to partner with other entities to promote Lewis County as a wonderful destination stop over.

SOCIAL MEDIA

Website address	whitepasscountrymuseum.com
Facebook user name	White-Pass-Country-Museum
Any other social media platforms your organization uses to promote tourism	We continue to provide historical programs about our area that we have been posting on social media. We also answer inquiries coming into our website.

BUDGET

Amount	\$ 2,500
Source	Historical Society Memberships
Confirmed	No
Date available	As Received

Income 2

Amount	\$ 2,000
Source	Museum Entry Fees
Confirmed	No
Date available	As Received

Income 3

Amount	\$ 79,700
Source	Donations
Confirmed	No
Date available	As Received

Income 4

Amount	\$ 3,000
Source	Event Income
Confirmed	No
Date available	As Received

Income 5

Amount	\$ 20,000
Source	Fundraising
Confirmed	No
Date available	As Received

Income 6

Amount	\$ 50,800
Source	Stadium Fund Grant
Confirmed	No
Date available	As Received
Total Income	\$ 158,000

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

32%

Expense - Personnel

County	\$ 3,900
Other Funds	\$ 75,000
Total	\$ 78,900

Expense - Administration

County	\$ 38,700
Other Funds	\$ 29,100
Total	\$ 67,800

Expense - Marketing/promotion

County	\$ 4,500
Other Funds	\$ 0
Total	\$ 4,500

Expense - Direct sales activities

County	\$ 0
Other Funds	\$ 1,900
Total	\$ 1,900

Expense - Minor equipment

County	\$ 500
Other Funds	\$ 1,200
Total	\$ 1,700

Expense - Travel

County	\$ 0
Other Funds	\$ 0
Total	\$ 0

Expense - Contract services

County	\$ 3,200
Other Funds	\$ 0
Total	\$ 3,200

Expense - Other activities

County	\$ 0
Other Funds	\$ 0
Total	\$ 0

Total Cost

County	\$ 50,800
Other Funds	\$ 107,200
Total	\$ 158,000
Priority 1	\$ 50,800
Full Funding Request	\$ 50,800
Priority 2	\$ 39,000
Minimum Funding Request	\$ 39,000
Applicant will / can accept no less than this amount	\$ 39,000
If partial funding is received, how will that affect the project / activity? Please describe:	Reduced funding would seriously impact the operation of the White Pass Country Historical Museum and the ability of the Museum to be open as a tourist activity center in our unincorporated area. The White Pass Country Historical Society would not be able to increase the number and variety of activities available or have the ability to provide research information to fulfill visitor requests. Reduced funding would not allow our volunteers to expand the number of 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 2023, resulting in a decrease in the number of visitors that we could draw to the area to stop and stay.

PROJECT TIMELINE / TOURISM SEASON

What is your anticipated timeline for accomplishing this activity?	Calendar year 2023
Year-round	Yes
Year-round Explanation	Museum open, special tours, meeting room available, workshops, evening programs, pickle ball and tennis courts, gym use
Off-season	Yes
Off-season Explanation	Museum open, new displays created, 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, Waking tours and workshops

Is it a seasonal activity appropriate to its location? Explain

Yes. the White Pass Country Historical Museum is open to greet and direct tourists' year around. The Packwood Mountain Festival Kicks off the High Season. Our staff directs tourists to activities throughout all of Lewis County.

Balance sheet<https://www.formstack.com/admin/download/file/13357735143>**Income statement**<https://www.formstack.com/admin/download/file/13357735144>**Operating budget for 2022**<https://www.formstack.com/admin/download/file/13357735145>**Projected budget for 2023**<https://www.formstack.com/admin/download/file/13357735146>**Nonprofit determination****Nonprofit determination**<https://www.formstack.com/admin/download/file/13357735147>**Personnel list****Personnel list**<https://www.formstack.com/admin/download/file/13357735148>**ACKNOWLEDGEMENT****Signature****(Print or type applicant's name)**

Martha Garoutte

Date

Sep 12, 2022

Form Name:	Lodging Tax Application 2023
Submission Time:	September 11, 2022 1:08 pm
Browser:	Chrome 105.0.0.0 / Windows
IP Address:	66.235.53.9
Unique ID:	1008349189
Location:	46.5283, -122.099

ORGANIZATION / PROJECT INFORMATION

Organization name	White Pass Country Historical Society
Project name	Packwood Visitor Center
Project coordinator	Martha Garoutte
Amount requested from Lewis County	74800
Total project amount	77000

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) 496-1519
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 provide a staffed visitor center where our guests can come to get information concerning our area and activities. To capture, preserve and 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?	2022
How much did your organization / project receive?	70,000

REQUIRED INFORMATION

PROJECT DESCRIPTION

Project name	Operation of the Packwood Visitor Center
1. Describe how the project promotes tourism in all of Lewis County's unincorporated areas.	The Packwood Visitor Center has knowledgeable staff to assist Visitors in enhancing their stay. Guests want to know what activities are available while in the Packwood area. Our staff questions the Visitor about his or her interests, length of stay and the distance that he or she wishes to travel. The staff then makes recommendations and provides the Visitor with a wide variety of maps, brochures, and current Lewis County events that makes their stay and travels memorable. Visitors are advised of area Fire Danger and closures and road and weather conditions at various elevations. Additionally, the staff shares information about the local Farmers' Market, Flea Markets, Festivals, Fairs and the free Music in the park on Saturday nights.
2. Describe how the project will enhance tourism and result in "heads in beds."	The Packwood Visitor Center Staff utilizes media such as Facebook and email requests and handles telephone calls in order to help our Visitors with immediate questions From January to August 2022, over 500 telephone calls have been fielded by our staff.
3. List the responsible party / parties.	The White Pass Country Historical Society Board and Officers work in cooperation with the Packwood Visitor Center staff and volunteers.
4. Describe the area the project will serve, as well as the project's expected impact.	The Packwood Visitor Center promotes tourism and assists Visitors year-round. Available lodging, activities, businesses, and events in our area and in Lewis County at large are promoted by direct contact, by web and social media and by advertising. This information is updated continually which has proven to be especially important with restrictions. Our staff encourages visitors to extend their stay. In 2021 our Visitor Center served 6,361 guests. To date, our staff has served over 5,859 visitors, from January through August 2022. the trend is for the total number of visitors at the Packwood Visitor Center to exceed 9,000 this year.
5. Describe how the project will specifically promote tourism.	Our staff provides Visitors with crucial knowledge of the area, lodging sources, and services available. We also encourage Visitors to take advantage of the numerous vacation opportunities located in Lewis County.

6. Describe how you have collaborated with other entities throughout Lewis County to promote tourism.	The Packwood Visitor Center partners with the United States Forest Service, Mount Rainier National Park, and the Lewis County Sheriffs Department. Because our staff is Community minded, they share information about other organizations such as the Packwood Trails group, the East County Chamber, the Roxy Theater group, Discover Lewis County, White Pass Scenic Byway, Packwood Improvement Club, Packwood Business Committee and the Packwood Fire Department.
7. Describe why your project should receive funding.	The individual attention given to our Visitors by our staff is a crucial factor in ensuring a safe and memorable trip to Lewis County and the Packwood Area.
8. Describe how your organization would respond to potential cancellations or closures, such as those caused by COVID-19 in 2020 and 2021.	During previous closures we left information on the Social Media sites and on the Visitor Center's telephone message along with physical postings of contact phone numbers at the Packwood Visitor Center. This allowed us to continue service assistance.

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
Describe the expected results (measurable outcomes) of your project, with the dollar amount for each outcome.	Lodging tax dollars provide monies for the operational costs of the Packwood Visitor Center and for marketing dollars to advertise Packwood and the entire Lewis County area as a destination point for tourists. We will staff the Packwood Visitor Center in order to provide daily assistance to tourists. We anticipate serving over 10,000 tourists in 2023. It is estimated to cost \$20,080 to operate the facility and \$52,000 to provide full staffing. Advertising is estimated to coast an additional \$3,720.
Overall number of attendees (and how lodging tax funding would increase overall attendance):	10,000 tourists Our staff provides in person service which is not available at other area agencies. This includes information about the Gifford Pinchot National Forest and Wilderness areas, Mt. Rainier National Park, current road, wildfire and White Pass Ski information. The Packwood Visitor Center is the place that tourists can walk into or ask questions on social media. the staff works with Visitors to provide lodging and activity options and valuable updated information to choose from during their stay. We attract tourists to our area by being open and readily available.
Number of participants traveling 50 (fifty) miles or more one way from their home or business to attend (and how funding would increase that number):	7,500 tourists Our knowledgeable staff provides Visitors with important updates information. the free maps and materials available at the Center encourage Visitors to stop and stay in our area. We share information about the great variety of amenities that Packwood and Lewis County Offers.

Number of participants traveling from another state or country to attend (and how funding would increase that number):	3,600 tourists Advertising in the more expensive Northwest Regional media and the area at large will inform travelers that the Packwood Visitor Center is their best resource to obtain information for planning their trip and is available seven days a week.
Number of participants who will stay overnight in paid accommodations to attend (and how funding would increase that number):	6,500 tourists We work with visitors to provide a list of information of all available activities in Lewis County, most especially evening events that encourage visitors to stay overnight.
Number of participants who will stay overnight in unpaid accommodations to attend (and how funding would increase that number):	900 tourists We provide connections to address the visitor's needs and encourage them to plan a return trip. During the summer season lodging facilities were often filled. We provide parking and camping information for RV Travelers and Campers at area sites. Travelers were also directed to local businesses for meals, fuel and other services.
10. Describe how the project provides short-term or long-term economic benefit for Lewis County	We have experienced an increase in investment properties available for AirBnB and VRBO rental. These properties bring in tax revenue to Lewis County. The visitor traffic also creates a need for additional fuel, rest stops, meals and entertainment. Many of these visitors stop at the Visitor Center for updated hiking information. Short term economic benefits for Lewis County are realized in the increased traffic from the east and west on US Highway 12. there is an increased need for rest stops, fuel, and meals because of the distance from Yakima, Chehalis, Tacoma, Seattle, Portland and beyond. Long term economic benefits for Lewis County include increased awareness of all that Lewis County has to offer throughout the year and creates a reason to plan a return trip to the area. The Packwood Visitor Center represents all of Lewis County.

SOCIAL MEDIA

Website address	packwoodvisitorcenter.com
Facebook user name	Facebook.com/pkwdvisitorcenter

BUDGET

Amount	\$74,800
Source	Lewis County Stadium Fund Grant
Confirmed	No
Date available	As Received

Income 2

Amount	\$1,000
---------------	---------

Source	Donations
Confirmed	No
Date available	As Received

Income 3

Amount	\$1,200
Source	Sale of Merchandise
Confirmed	No
Date available	As Received

Income 4

Income 5

Income 6

Total Income	\$77,000
What percentage of your project does your request for Tourism Promotion Dollars represent?	97%

Expense - Personnel

County	\$ 52,000
Other Funds	\$ 0
Total	\$ 52,000

Expense - Administration

County	\$ 17,180
Other Funds	\$ 1,000
Total	\$ 16,180

Expense - Marketing/promotion

County	\$ 3,700
---------------	----------

Other Funds	\$ 0
Total	\$ 3,700
Expense - Direct sales activities	
County	\$ 0
Other Funds	\$ 1,200
Total	\$ 1,200
Expense - Minor equipment	
County	\$ 1,200
Other Funds	\$ 0
Total	\$ 1,200
Expense - Travel	
County	\$ 0
Other Funds	\$ 0
Total	\$ 0
Expense - Contract services	
County	\$ 1,700
Other Funds	\$ 0
Total	\$ 1,700
Expense - Other activities	
County	\$ 0
Other Funds	\$ 0
Total	\$ 0
Total Cost	
County	\$ 74,800
Other Funds	\$ 2,200

Total	\$ 77,000
Priority 1	\$ 74,800
Full Funding Request	\$ 74,800
Priority 2	\$ 70,000
Minimum Funding Request	\$ 70,000
Applicant will / can accept no less than this amount	\$ 70,000

If partial funding is received, how will that affect the project / activity? Please describe:	The majority of our request is for staff salaries and operational expenses. Partial funding will mean decreased tourist contact.
--	--

PROJECT TIMELINE / TOURISM SEASON

What is your anticipated timeline for accomplishing this activity?	Calendar Year 2023. We anticipate having the center open 7 days a week during the peak tourist season and 5 days a week during the rest of the year. We are closed only on major holidays. This is a year round effort to increase tourism county-wide.
Year-round	Yes
Year-round Explanation	the Packwood Visitoor Center will be open, and the website and Facebook updated to attract and inform tourists.
Off-season	Yes
Off-season Explanation	Packwood Visitor Center open shorter hours
Shoulder season	Yes
Shoulder season Explanation	Packwood Visitor Center open shorter hours
High season	Yes
High season Explanation	Memorial Day to October, open 7 days a week
Is it a seasonal activity appropriate to its location? Explain	the Packwood Visitor Center is open year round advertising seasonal, local and county wide activities and assisting tourists by providing them with current information.
Balance sheet	https://www.formstack.com/admin/download/file/13350396809
Income statement	https://www.formstack.com/admin/download/file/13350396810
Operating budget for 2022	https://www.formstack.com/admin/download/file/13350396811
Projected budget for 2023	https://www.formstack.com/admin/download/file/13350396812

Nonprofit determination

Nonprofit determination

<https://www.formstack.com/admin/download/file/13350396813>

Personnel list

Personnel list

<https://www.formstack.com/admin/download/file/13350396814>

ACKNOWLEDGEMENT

Signature



(Print or type applicant's name)

Martha Garoutte

Date

Sep 11, 2022

White Pass Country Historical Society
Balance Sheet
12/31/2021 (Corrected Date)

Assets

Current Assets

Cash on Hand	\$	203.87	
Checking			
Main Account	\$	124,601.02	
Transfer Account	\$	2,281.86	
PayPal Acct	\$	<u>96.20</u>	\$ 126,979.08
Accounts Receivable			
Loans Receivable			
Packwood Visitor Center	\$	7,000.00	
Inventory	\$	-	
Accts Receivable	\$	<u>-</u>	
total Current Assets			\$ 134,182.95

Fixed Assets

Building	\$	<u>250,000.00</u>	
Total Fixed Assets			\$ <u>250,000.00</u>

Total Assets

\$ 384,182.95

Liabilities

Current Liabilities

Restricted Use Accounts

Historic Preservation Grant	\$	2,350.27	
Story Pole	\$	383.74	
School Bus Restoration	\$	2,329.57	
Museum Building Fund	\$	50.00	
Exhibit Enhancements	\$	250.00	
Haunted House	\$	557.00	
All-School Reunion	\$	632.02	
Kosmos Picnic	\$	1,008.50	
High Rock Lookout Restoration	\$	33,839.62	
LaWisWis G S Restoration	\$	70.71	
Cemetery Markers	\$	142.75	
Printing/Whispers - B Panco Book	\$	465.00	
Glenoma Archway Reconstruction	\$	<u>50.00</u>	
Total Restricted Use Accounts			\$ 42,129.18

Capital Acct

White Pass Country Historical Society	\$	336,317.29	
Gain for the Year	\$	<u>5,736.48</u>	
Total Capital			\$ <u>342,053.77</u>

Total Liabilities & Capital

\$ 384,182.95