Thursday, November 5, 2020
Lodging Tax Advisory Commission Electronic Meeting

3:30 PM
Link for Zoom Webinar Attendee: https://zoom.us/j/91950640683

Meeting may be viewed at: Live Stream on City of College Place, Washington YouTube at https://www.youtube.com/channel/UCbx3qrqzLDL_05NusReSl-g/featured

Or you may call this number to listen: 1-669-900-9128 ID#919 5064 0683

1. Opening Items

Subject :	1.01 Call To Order
Meeting :	Nov 5, 2020 - Lodging Tax Advisory Commission Electronic Meeting
Category :	1. Opening Items
Access :	Public
Type :	Procedural

Public Content

LTAC Members:

Byron Trop, Councilmember, Committee Chair

Steve Owens, Columbia Rural Electric

Vacant, Visit Walla Walla

Kristen Taylor, WWU Guestrooms

Dr. CherisCurrent, Vacation Rental Properties

Support Staff:

Lisa R. Neissl, CMC; City Clerk

2. Consent Agenda

Subject :	2.01 Approve Agenda for November 5, 2020
Meeting :	Nov 5, 2020 - Lodging Tax Advisory Commission Electronic Meeting
Category :	2. Consent Agenda
Access :	Public
Type :	Action (Consent)
Subject :	2.02 Approve Minutes from November 7, 2019 Meeting
Meeting :	Nov 5, 2020 - Lodging Tax Advisory Commission Electronic Meeting

Category :	2. Consent Agenda
Access :	Public
Type :	Action (Consent), Minutes
Minutes :	View Minutes for Nov 7, 2019 - Lodging Tax Advisory Commission Meeting

File Attachments

2019-11-07_LTAC_Draft_Minutes.pdf (918 KB)

Subject :	2.03 Approve Minutes from August 18, 2020 Special Meeting
Meeting :	Nov 5, 2020 - Lodging Tax Advisory Commission Electronic Meeting
Category :	2. Consent Agenda
Access :	Public
Type :	Action (Consent), Minutes
Minutes :	View Minutes for Aug 18, 2020 - Lodging Tax Advisory Commission Electronic Special

File Attachments

2020-08-18_LTAC_Sp_Mtg_Draft_Minutes_BoardDocs® LT Plus.pdf (910 KB)

3. Reports

Subject :	3.01 Lodging Tax Funds Report
Meeting :	Nov 5, 2020 - Lodging Tax Advisory Commission Electronic Meeting
Category :	3. Reports
Access :	Public
Type :	Information

Public Content

The attached reports showthe total funds received and anticipated for Lodging Tax during 2020.

Note: The City did not receive any revenue during the months ofMay, June and July for 2020.

File Attachments

Budget Report Fund 130-Detail.pdf (115 KB)
Budget Report Fund 130-Summary.pdf (71 KB)

Subject :	3.02 Request for Proposals
Meeting :	Nov 5, 2020 - Lodging Tax Advisory Commission Electronic Meeting

Category :	3. Reports
Access :	Public
Type :	Information

File Attachments

2020-09-30&10-07_RFP_Lodging_Tax_Funds_2021_Budget.pdf (101 KB)

4. Regular Agenda-Funding Requests

Subject :	4.01 See Source Application
Meeting :	Nov 5, 2020 - Lodging Tax Advisory Commission Electronic Meeting
Category :	4. Regular Agenda-Funding Requests
Access :	Public
Type :	Discussion, Information

Public Content

Request for $6,000 from Utah Marketing Company.

File Attachments

See-Source_2021.pdf (6,803 KB)

Subject :	4.02 Fort Walla Walla Museum Application
Meeting :	Nov 5, 2020 - Lodging Tax Advisory Commission Electronic Meeting
Category :	4. Regular Agenda-Funding Requests
Access :	Public
Type :	Discussion, Information

Public Content

Request for $3,500 from Fort Walla Walla Museum.

File Attachments

FWWM Application for CP LTAC, signed.pdf (523 KB)
FWWM 2020 Budget.pdf (94 KB)

Subject :	4.03 College Place Light up the Avenue Application
Meeting :	Nov 5, 2020 - Lodging Tax Advisory Commission Electronic Meeting
Category :	4. Regular Agenda-Funding Requests
Access :	Public
Type :	Discussion, Information

Public Content

Request for $10,000 from the City of College Place.

File Attachments

CP_LUA_2021.pdf (587 KB)
Full_2021_LUA_Infrastructure_Budget.pdf (1,002 KB)

5. Action Agenda-Funding Recommendation

Subject :	5.01 Funding Recommendation to City Council
Meeting :	Nov 5, 2020 - Lodging Tax Advisory Commission Electronic Meeting
Category :	5. Action Agenda-Funding Recommendation
Access :	Public
Type :	Action

Public Content

Motion tomake the following recommendations forLodging Tax fund allocations to City Council:

See Source Approve/Decline funding (if approved) $______________ from the 2021 Lodging Tax Budget

Fort Walla Walla MuseumApprove/Decline funding (if approved) $______________ from the 2021 Lodging Tax Budget

College Place Light up the AvenueApprove/Decline funding (if approved) $______________ from the 2021 Lodging Tax Budget

and direct the City Clerk to submit the recommendationto the Council and Finance Director for consideration in the 2021 budget.

6. Closing Items

Subject :	6.01 Adjourn
Meeting :	Nov 5, 2020 - Lodging Tax Advisory Commission Electronic Meeting
Category :	6. Closing Items
Access :	Public
Type :	Procedural

Public Content

Member made a motion to adjourn at PM.
Second by Member and, with no objection, the meeting adjourned

Lodging Tax Advisory Commission Meeting (Thursday, November 7, 2019)
Generated by Lisa Neissl on Thursday, November 7, 2019

Present:	LTAC Members	Byron Trop, Chair Steve Owens, Columbia REA Kristen Taylor, WWU Guest Rooms Dr. Cheris Current, Vacation Rentals
	Staff	City Clerk, Lisa Neissl
Absent:	Ron Williams, Visit Walla Walla	

1. Opening Items.
Procedural: 1.01 Call To Order

Chair Byron Trop called the meeting to order at 3:35 PM

2. Consent Agenda.

Action (Consent): 2.01 Approve Agenda for November 7th, 2019
Action (Consent), Minutes: 2.02 Approve Minutes from November 8th, 2018

Steve Owens made a motion to approve the consent agenda. Second by Cheris Current and the motion passed 4-0.

3. Reports.
Information: 3.01 Lodging Tax Funds Report

Chair Trop and Ms. Neissl provided information regarding the current status of the lodging tax fund. Discussion ensued.

4. Funding Request Applications.

Action, Discussion, Information: 4.01 Funding Request - City of College Place Freedom Festival -
The commission reviewed the request for funding from the City of College Place for the Freedom Festival.
Discussion ensued.
The Clerk was asked to review the authority of the Commission regarding being more active in promotion of funding applications and alternative ways to use these funds.

Steve Owens made a motion to recommend that City Council fund $6,000 of Lodging Tax Dollars for the Freedom Festival Event in the 2020 budget. Second by Kristen Taylor and the motion passed 4-0.

Action, Discussion, Information: 4.02 Funding Request - City of College Place Visit Walla Walla Advertisement -
The commission reviewed the request for funding from the City of College Place for an advertisement in the Visit Walla Walla publication.
Discussion ensued.

Cheris Current made a motion to recommend that City Council fund $1,600 of Lodging Tax Dollars for an advertisement in the Visit Walla Walla publication in the 2020 budget. Second by Steve Owens and the motion passed 4-0.

Action, Discussion, Information: 4.03 Funding Request - Fort Walla Walla Museum/Walla Walla Valley Historical Society -
The commission reviewed the request for funding from the Fort Walla Walla Museum/Walla Walla Valley Historical Society for programming.
Discussion ensued.

Cheris Current made a motion to recommend that City Council fund $2,000 of Lodging Tax Dollars for the Fort Walla Walla Museum/Walla Walla Valley Historical Society

DRAFT

Programming in the 2020 budget. Second by Kristen Taylor and the motion passed 4-0.

5. Closing Items.

Procedural: 5.01 Adjourn

Cheris Current made a motion to adjourn the meeting at 4:01 PM. Second by Steve Owens and the motion passed 4-0.

Adjourn:

Approved:

Commission Chair

Attest:

City Clerk

The foregoing minutes are the official record of the Lodging Tax Advisory Committee meeting that occurred November 7, 2019. Further detail may be obtained by reviewing the actual audio recording made during this session.

DRAFT

Lodging Tax Advisory Commission Electronic Special Meeting Agenda (Tuesday, August 18, 2020)
Generated by Lisa Neissl on Tuesday, August 18, 2020

Present:	LTAC Members	Byron Trop, Chair Steve Owens, Columbia REA Kristen Taylor, WWU Guest Rooms Dr. Cheris Current, Vacation Rentals
	Staff	City Clerk, Lisa Neissl
Absent:	TBD, Visit Walla Walla	

1. Opening Items
Procedural: 1.01 Call To Order

Chair, Byron Trop called the meeting to order at 6:02 PM.

2. Regular Agenda

Action: 2.01 Funding Allocation Change Request
Ms. Neissl presented the request to re-allocate lodging tax funds that were awarded to the Freedom Festival event during the funding awards for the 2020 budget year. She provided information on the new holiday light concept that the city would like to allocate those funds to.
Discussion ensued.

Commissioner Current made a motion to rescind the $6,000 initially earmarked for the 2020 Freedom Festival and reallocate it to the 2020 Light up the Avenue project. Second by Commissioner Owens and the motion passed 4-0.

3. Closing Items
Procedural: 3.01 Adjourn

With no further business for the Commission, Commissioner Owens made a motion to adjourn at 6:27 PM. Second by Commissioner Current and, with no objection, the meeting adjourned.

Adjourn:

The next regular meeting will be held Thursday, November 5th, 2020 at 3:30 p.m. in the Council Chambers.

Approved:

____

Commission Chair

Attest:

____

City Clerk

The foregoing minutes are the official record of the Lodging Tax Advisory Committee meeting that occurred December 14, 2017. Further detail may be obtained by reviewing the actual audio recording made during this session.

DRAFT

Fund	Account	Title	Transact	Date	Bank Chk #	Trans Type	Vendor	Amount	Remark
130 001 001	308 10 00 30	Beginning Balance - Hotel/Motel Tax	1929	1/1/20	00	Beg Bal		$ 23,829.69	
								$ 23,829.69	**Actual Beginning Balance**
		Revenues:							
130 002 002	313 31 00 01	Hotel/Motel Lodging	611	1/31/20	12	Tr Rec	State Of Washington	$ 421.98	Hotel/Motel Lodging
130 002 002	313 31 00 01	Hotel/Motel Lodging	1304	2/28/20	12	Tr Rec	State Of Washington	$ 593.56	Hotel/Motel Lodging
130 002 002	313 31 00 01	Hotel/Motel Lodging	1979	3/31/20	12	Tr Rec	State Of Washington	$ 724.24	Hotel/Motel Lodging
130 002 002	313 31 00 01	Hotel/Motel Lodging	2766	4/30/20	12	Tr Rec	State Of Washington	$ 883.87	Hotel/Motel Lodging
130 002 002	313 31 00 01	Hotel/Motel Lodging	5766	8/31/20	12	Tr Rec	State Of Washington	$ 343.51	Hotel/Motel Lodging
130 002 002	313 31 00 01	Hotel/Motel Lodging	6412	9/30/20	12	Tr Rec	State Of Washington	$ 779.30	Hotel/ Motel Lodging
130 002 002	313 31 00 01	Estimated 4th Qtr Revenue	TBD	TBD	12	Tr Rec	State Of Washington	$ 1,500.00	Hotel/ Motel Lodging
								$ 5,246.46	
130 002 002	313 31 00 02	Hotel/Motel Stadium	611	1/31/20	12	Tr Rec	State Of Washington	$ 421.98	Hotel/Motel Stadium
130 002 002	313 31 00 02	Hotel/Motel Stadium	1304	2/28/20	12	Tr Rec	State Of Washington	$ 593.56	Hotel/Motel Stadium
130 002 002	313 31 00 02	Hotel/Motel Stadium	1979	3/31/20	12	Tr Rec	State Of Washington	$ 724.24	Hotel/Motel Stadium
130 002 002	313 31 00 02	Hotel/Motel Stadium	2766	4/30/20	12	Tr Rec	State Of Washington	$ 883.87	Hotel/Motel Stadium
130 002 002	313 31 00 02	Hotel/Motel Stadium	5766	8/31/20	12	Tr Rec	State Of Washington	$ 343.51	Hotel/Motel Stadium
130 002 002	313 31 00 02	Hotel/Motel Stadium	6412	9/30/20	12	Tr Rec	State Of Washington	$ 779.30	Hotel/ Motel Stadium
130 002 002	313 31 00 02	Estimated 4th Qtr Revenue	TBD	TBD	12	Tr Rec	State Of Washington	$ 1,500.00	Hotel/ Motel Stadium
								$ 5,246.46	
130 025 025	361 10 00 30	Unrealized Gain/Loss	2736	3/31/20	24	Tr Rec	U.S. Bank St. Paul	$ 97.80	
130 025 025	361 10 00 30	Unrealized Gain/Loss	3293	4/30/20	24	Tr Rec	U.S. Bank St. Paul	$ 2.94	
130 025 025	361 10 00 30	Unrealized Gain/Loss	3738	5/31/20	24	Tr Rec	U.S. Bank St. Paul	$ (0.38)	
130 025 025	361 10 00 30	Unrealized Gain/Loss	4519	6/30/20	24	Tr Rec	U.S. Bank St. Paul	$ (6.41)	
130 025 025	361 10 00 30	Unrealized Gain/Loss	5290	7/31/20	24	Tr Rec	U.S. Bank St. Paul	$ (2.32)	
130 025 025	361 10 00 30	Unrealized Gain/Loss	5703	8/31/20	24	Tr Rec	U.S. Bank St. Paul	$ (10.74)	
130 025 025	361 10 00 30	Unrealized Gain/Loss	6709	9/30/20	24	Tr Rec	U.S. Bank St. Paul	$ (7.71)	
130 025 025	361 30 00 30	Realized Gain/Loss On Investments	1961	1/31/20	24	Tr Rec	U.S. Bank St. Paul	$ 35.25	
130 025 025	361 30 00 30	Realized Gain/Loss On Investments	2359	2/29/20	24	Tr Rec	U.S. Bank St. Paul	$ 22.98	
130 025 025	361 30 00 30	Realized Gain/Loss On Investments	5288	7/31/20	24	Tr Rec	U.S. Bank St. Paul	$ (5.40)	
130 025 025	361 41 00 30	Investment Interest - Purchased	5291	7/31/20	24	Tr Rec	U.S. Bank St. Paul	$ (10.03)	
130 025 035	361 11 01 30	Investment Interest	1630	1/31/20	16	Tr Rec	Banner Bank	$ 0.18	Interest Earned For January 2020
130 025 035	361 11 01 30	Investment Interest	1958	1/31/20	25	Tr Rec	U.S. Bank St. Paul	$ 0.01	
130 025 035	361 11 01 30	Investment Interest	1962	1/31/20	24	Tr Rec	U.S. Bank St. Paul	$ 63.47	
130 025 035	361 11 01 30	Investment Interest	2356	2/28/20	25	Tr Rec	U.S. Bank St. Paul	$ 0.01	February 2020 Interest Receipt
130 025 035	361 11 01 30	Investment Interest	2358	2/29/20	24	Tr Rec	U.S. Bank St. Paul	$ 11.71	
130 025 035	361 11 01 30	Investment Interest	2420	2/29/20	16	Tr Rec	Banner Bank	$ 0.04	Interest Earned For February 2020
130 025 035	361 11 01 30	Investment Interest	2652	3/31/20	16	Tr Rec	Banner Bank	$ 0.03	Interest Earned For March 2020
130 025 035	361 11 01 30	Investment Interest	2733	3/31/20	24	Tr Rec	U.S. Bank St. Paul	$ 12.36	
130 025 035	361 11 01 30	Investment Interest	2742	3/31/20	25	Tr Rec	U.S. Bank St. Paul	$ 0.01	March 2020 Interest Receipt

130 025 035	361 11 01 30	Investment Interest	3261	4/30/20	16		Tr Rec	Banner Bank	$ 0.02	Interest Earned For April 2020
130 025 035	361 11 01 30	Investment Interest	3294	4/30/20	25		Tr Rec	U.S. Bank St. Paul	$ 0.01	April 2020 Interest Receipt
130 025 035	361 11 01 30	Investment Interest	3551	5/31/20	16		Tr Rec	Banner Bank	$ 0.03	Interest Earned For May 2020
130 025 035	361 11 01 30	Investment Interest	3739	5/31/20	25		Tr Rec	U.S. Bank St. Paul	$ 0.01	May 2020 Interest Receipt
130 025 035	361 11 01 30	Investment Interest	4285	6/30/20	16		Tr Rec	Banner Bank	$ 0.02	Interest Earned For June 2020
130 025 035	361 11 01 30	Investment Interest	4520	6/30/20	24		Tr Rec	U.S. Bank St. Paul	$ 12.84	
130 025 035	361 11 01 30	Investment Interest	4523	6/30/20	25		Tr Rec	U.S. Bank St. Paul	$ 0.01	June 2020 Interest Receipt
130 025 035	361 11 01 30	Investment Interest	4915	7/31/20	24		Tr Rec	U.S. Bank St. Paul	$ 67.27	
130 025 035	361 11 01 30	Investment Interest	5135	7/31/20	16		Tr Rec	Banner Bank	$ 0.01	Interest Earned For July 2020
130 025 035	361 11 01 30	Investment Interest	5279	7/31/20	25		Tr Rec	U.S. Bank St. Paul	$ 0.01	July 2020 Interest Receipt
130 025 035	361 11 01 30	Investment Interest	5754	8/31/20	25		Tr Rec	U.S. Bank St. Paul	$ 0.01	August 2020 Interest Receipt
130 025 035	361 11 01 30	Investment Interest	5763	8/31/20	16		Tr Rec	Banner Bank	$ 0.04	Interest Earned For August 2020
130 025 035	361 11 01 30	Investment Interest	6014	8/31/20	31		Tr Rec	Community Bank	$ 0.01	:rest Earned For July & August 2020
130 025 035	361 11 01 30	Investment Interest	6588	9/30/20	31		Tr Rec	Community Bank	$ 0.56	nterest Earned For September 2020
130 025 035	361 11 01 30	Investment Interest	6603	9/30/20	16		Tr Rec	Banner Bank	$ 0.03	nterest Earned For September 2020
130 025 035	361 11 01 30	Investment Interest	6707	9/30/20	24		Tr Rec	U.S. Bank St. Paul	$ 12.18	
130 025 035	361 11 01 30	Investment Interest	6712	9/30/20	25		Tr Rec	U.S. Bank St. Paul	$ 0.01	September 2020 Interest Receipt
									$ 296.87	
									$ 10,789.79	**Estimated 2020 Revenues**
		Expenditures:								
130 557 557	557 30 41 30	Professional Financial / Banking Costs	1960	1/31/20	25		Ser Chge	U.S. Bank St. Paul	$ 0.22	January 2020 Bank Service Charge
130 557 557	557 30 41 30	Professional Financial / Banking Costs	2357	2/28/20	25		Ser Chge	U.S. Bank St. Paul	$ 0.10	February 2020 Bank Service Charge
130 557 557	557 30 41 30	Professional Financial / Banking Costs	2739	3/31/20	25		Ser Chge	U.S. Bank St. Paul	$ 0.06	March 2020 Bank Service Charge
130 557 557	557 30 41 30	Professional Financial / Banking Costs	2740	3/31/20	25		Ser Chge	U.S. Bank St. Paul	$ 0.09	March 2020 Bank Service Charge
130 557 557	557 30 41 30	Professional Financial / Banking Costs	2741	3/31/20	25		Tr Rec	U.S. Bank St. Paul	$ (0.04)	March 2020 Refunded Fees
130 557 557	557 30 41 30	Professional Financial / Banking Costs	3286	4/15/20	12		Ser Chge	Banner Bank	$ 0.05	Account Analysis Service Charge
130 557 557	557 30 41 30	Professional Financial / Banking Costs	3295	4/30/20	25		Ser Chge	U.S. Bank St. Paul	$ 0.14	April 2020 Bank Service Charge
130 557 557	557 30 41 30	Professional Financial / Banking Costs	3740	5/31/20	25		Ser Chge	U.S. Bank St. Paul	$ 0.20	May 2020 Bank Service Charge
130 557 557	557 30 41 30	Professional Financial / Banking Costs	4524	6/30/20	25		Ser Chge	U.S. Bank St. Paul	$ 0.19	
130 557 557	557 30 41 30	Professional Financial / Banking Costs	5282	7/31/20	25		Ser Chge	U.S. Bank St. Paul	$ 0.17	July 2020 Bank Service Charge
130 557 557	557 30 41 30	Professional Financial / Banking Costs	5755	8/31/20	25		Ser Chge	U.S. Bank St. Paul	$ 0.29	August 2020 Bank Service Charge
130 557 557	557 30 41 30	Professional Financial / Banking Costs	6017	8/31/20	31		Ser Chge	Community Bank	$ 0.49	;ervice Charges- July & August 2020
130 557 557	557 30 41 30	Professional Financial / Banking Costs	6713	9/30/20	25		Ser Chge	U.S. Bank St. Paul	$ 0.18	:ptember 2020 Bank Service Charge
									$ 2.14	
130 557 557	557 30 44 30	Tourism Advertising	2544	4/27/20	12	103691	Claims	Walla Walla Union Bulletin	$ 1,566.75	d In Walla Walla Visitor Guide 2020
130 557 557	557 30 44 30	Tourism Advertising	6782	10/9/20	12	104522	Claims	Walla Walla Union Bulletin	$ 153.50	st For Proposals- Lodging Tax Funds
									$ 1,720.25	

130 557 557	557 30 31 30	Approvals Not Yet Expended:	TBD	TBD	12	Claims	Temple Holiday Displays	$ 6,000.00	Light Up the Avenue Infrastructure
								$ 7,722.39	**Estimated 2020 Expenditures**
								$ 26,897.09	**Estimated Ending Fund Balance**
								$ 5,379.42	**Policy 20% Reserve Minimum**
								$ 21,517.67	**Estimated 2021 Available Funds**

	Amount	Remark
$	23,829.69	**Actual Beginning Balance**
$	10,789.79	**Estimated 2020 Revenues**
$	7,722.39	**Estimated 2020 Expenditures**
$	26,897.09	**Estimated Ending Fund Balance**
$	5,379.42	**Policy 20% Reserve Minimum**
$	21,517.67	**Estimated 2021 Available Funds**

Affidavit of Publication

STATE OF WASHINGTON, } ss.
County of Walla Walla

Silvia Richendollar, being first duly sworn upon oath deposes and says:

I am Receptionist of the Walla Walla Union-Bulletin, Inc., Publisher of the

WALLA WALLA UNION
WALLA WALLA DAILY BULLETIN

approved as a legal newspaper by order of the Superior Court of the State of Washington, in and for Walla Walla County; as such officer I make this affidavit on behalf of said publisher.

The legal ad, a true copy of which is annexed hereto, was published in the regular issues (and not in supplement form) of said newspaper, for a period of 2 day(s), commencing on

the 30th day of September, 2020, and

ending on the 7th day of October, 2020, both dates inclusive, and said newspaper was regularly distributed to its subscribers during all of said period. The full amount of the fee charged for the foregoing publication is the sum of $ 153.50 ; which amount has been paid in full.

Silvia Richendollar

Subscribed and sworn to before me this 8th day of October, 2020.

[illegible]

Notary Public in and for the State of Washington
Residing at Walla Walla, Washington

Request for Proposals – Lodging Tax Funds

The City of College Place is requesting proposals from parties interested in competing for estimated lodging tax funds available in the 2021 fiscal year. Lodging tax revenue under this chapter may be used, directly by any municipality or indirectly through a convention and visitors bureau or destination marketing organization for: a. Tourism marketing; b. The marketing and operations of special events and festivals designed to attract tourists; c. Supporting the operations and capital expenditures of tourism-related facilities owned or operated by a municipality or a public facilities district created under chapters 35.57 and 36.100 RCW; or d. Supporting the operations of tourism-related facilities owned or operated by nonprofit organizations described under 26 U.S.C. Sec. 501(c)(3) and 26 U.S.C. Sec. 501(c)(6) or the internal revenue code of 1986, as amended.
Such proposals are to be submitted using the city provided form available on the city website www.cpwa.us . Navigate to Government/Boards And Commissions/Lodging Tax Advisory Commission.
Application deadline is Tuesday, October 27th 2020 by 4:00 p.m. received electronically at lneissl@cpwa.us. Questions may be directed to Lisa Neissl, City Clerk at 509-394-8511.
(Pub. Sept. 30 & Oct. 7, 2020)

MICHELLE L CONNER
COMMISSION NO. 88517
NOTARY PUBLIC
EXPIRES NOV. 25, 2022
STATE OF WASHINGTON

Application for City of College Place Lodging Tax Funds

Application Deadline: Tuesday, October 27, 2020 by 4 p.m. received at College Place City Hall or email lneissl@cpwa.us. **To be eligible for consideration, your complete proposal must be received by the deadline.**

Amount of Lodging Tax Requested: $ 6,000

Organization/Agency Name: See Source			
Federal Tax ID Number: 37-1880795			
Event or Activity Name (if applicable): Digital Media Marketing			
Contact Name and Title: Matthew Godfrey, President			
Mailing Address: 1100 Country Hills Drive Suite 100	City: Ogden	State: UT	Zip: 84403
Phone:	Email Address:		
ELIGIBLE ENTITY (●) Public Agency ( ) Non-Profit	ELIGIBLE ACTIVITY Check all that apply to this application ☑ Tourism promotion/marketing ☐ Operation of special event/festival designed to attract tourists ☐ Operation of a tourism-related facility owned or operated by a non-profit ☐ Operation and/or capital costs of a tourism-related facility owned by a municipality		

CERTIFICATION

I am an authorized agent of the organization/agency applying for funding. I understand that:

- I am proposing a tourism-related service. If awarded, my organization intends to enter into a Professional Services Agreement with the City of College Place.
- The City will reimburse costs incurred by my organization for tourism-related services according to a Scope of Work. For events/festivals, the City may advance 50% of the award prior to the event.
- Funds must be expended within the calendar year.
- Reporting requirements meeting state guidelines outlined in this application must be submitted with final request for reimbursement.

Signature: Matthew Godfrey	**Title:** President
Printed or Typed Name: Matthew Godfrey	**Date:** 8 Oct 2020

Application Questions

1) **Provide us an overview of your tourism-related activity, event, or service.**
We provide tourism data and advertising using cell phone GPS data, demographic data, psychographic data and consumer spending data to identify people who have visited your community in the past to invite them back. We can also place digital ads to people who have visited communities similar to your or we can develop look-a-like audiences based on the

2) **How do your proposed services promote and enhance tourism in College Place?**
We will geo-frame your community to capture data for past and current visitors and then place digital ads to them using their Mobile Advertiser ID's (MAID's). We recommend having three campaigns during the year of $2,000 each to get enough market penetration to drive visitors to the area.

3) **Have you received lodging tax before? ☑ yes ☐ no. If yes, describe the prior success of your activity/event in attracting tourists.**
We have many dozens of clients who pay us for these services using their tourism taxes.

4) **Who is your target market / Where are they coming from?**
Past visitors of College Place, visitors to places that are similar to College Place and we can create "look-a-like" audiences of those who have visited in the past 2-plus years. We would focus on people who stay overnight.

5) **Describe how you will promote your event or activity.**
We will use programatic advertising and can place banner ads, digital radio and video. We will work with the City to identify the best places and methods to place the digital ads. We can do full attribution, meaning we can track which of the people we placed ads to actually showed up in College Place. That kind of accountability is impossible for almost everyone else.

6) **Is your activity/event a partnership with other organizations? Describe the collaboration with local organizations or businesses.**
We are a member of and provider for Washington Tourism Alliance. We work with many local communities to help them drive more tourism to the area that will provide the much needed economic stimulus for local businesses.

7) **Is this a ticketed event?**
No.

8) **What is the overall budget for this event/activity?**
$6,000.

9) **How will you fund this event/activity if not awarded the full amount?**
This depends entirely upon your funding, although if you are a member of Washington Tourism Alliance they may provide some matching funds.

10) **What are your other funding sources for this event/activity?**
You can also apply for Cares Act Funding for this kind of tourism marketing.

11) The State of Washington Requires an estimate for the following:

Provide impact estimates due to the direct result of your proposed tourism-related service:		What method was used to determine attendance in previous years?
a. Overall Attendance a. Enter the total number of people predicted to attend this activity, and select the method used to determine the attendance.	Predicted: 3,500	☐ Direct Count ☐ Indirect Count ☑ Representative Survey ☐ Informal Survey ☐ Structured Estimate
b. Attendance, 50+ Miles a. Enter the number of people who traveled greater than 50 miles predicted to attend this activity, and select the method used to determine attendance.	Predicted: 3,500	☐ Direct Count ☐ Indirect Count ☑ Representative Survey ☐ Informal Survey ☐ Structured Estimate
c. Attendance, Out of State, Out of Country a. Enter the number of people from outside the state and country predicted to attend this activity, and select the method used to determine the attendance.	Predicted: 1,750	☐ Direct Count ☐ Indirect Count ☑ Representative Survey ☐ Informal Survey ☐ Structured Estimate
d. Attendance, Paid for Overnight Lodging a. Enter the number of predicted to attend this activity and pay for overnight lodging, and select the method used to determine the attendance.	Predicted: 500	☐ Direct Count ☐ Indirect Count ☑ Representative Survey ☐ Informal Survey ☐ Structured Estimate
e. Attendance, Did Not Pay for Overnight Lodging a. Enter the number of predicted to attend this activity without paying for overnight lodging, and select the method used to determine the attendance.	Predicted: Unknown	☐ Direct Count ☐ Indirect Count ☑ Representative Survey ☐ Informal Survey ☐ Structured Estimate

Description of Methods

Direct Count: Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides, likely to be affected by an event.

Indirect Count: Estimate based on information related to the number of visitors such as raffle tickets sold, redeemed discount certificates, brochures handed out, police requirements for crowd control or visual estimates.

Representative Survey: Information collected directly from individual visitors/participants. A representative survey is a highly structured data collection tool, based on a defined random sample of participants, and the results can be reliably projected to the entire population attending an event and includes margin of error and confidence level.

Informal Survey: Information collected directly from individual visitors or participants in a non-random manner that is not representative of all visitors or participants. Informal survey results cannot be projected to the entire visitor population and provide a limited indicator of attendance because not all participants had an equal chance of being included in the survey.

Structured Estimate: Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (3 square feet).

Application Schedule

Application Deadline: Tuesday, October 27, 2020 by 4 p.m. received at College Place City Hall or email lneissl@cpwa.us. To be eligible for consideration, your complete proposal must be received by the deadline.

Attachments to include:

1) Budget Form
2) If your agency is a non-profit, a copy of your agency's current non-profit corporate registration with the Washington Secretary of State.
3) If available, a copy o f your organization's business plan (please limit to not more than two pages) and annual budget.

This proposal and all documents filed with the City are public records. The City may choose to post on its website copies of the proposals and attached documents.

Submit a PDF and one original signed copy to:

City of College Place
Lisa R. Neissl, City Clerk
625 S College Ave
College Place WA 99324
lneissl@cpwa.us

College Place Lodging Tax Application

TIMELINE FOR 2020 (2021 BUDGET)

September 29	Applications available online at www.cpwa.us
October 27	**Applications due to City by 4 p.m.**
October 27 – November 4	Internal Staff review and scheduled LTAC meeting to review applications
November 5	LTAC meeting to recommend applicants for 2021 funding
November 10	City Council discussion
November 24	City Council decision

City of College Place Lodging Tax Fund Overview

College Place's Lodging Tax Fund is the primary source of city funding for activities, operations, and expenditures designed to increase tourism. The city has elected to create a program to competitively award funds to eligible local entities. In addition, the city intends to maintain a reserve in the fund, and will assess on an annual basis how much of the fund to appropriate in a given year to the program.

The College Place City Council has created a Lodging Tax Advisory Commission (LTAC) to conduct an annual process to solicit and recommend Lodging Tax funded projects to the City Council.

PRIORITY will be given to tourism activities that:

- Have a demonstrated potential or high potential from the Committee's perspective to result in overnight stays by tourists in lodging establishments within the City of College Place.
- Promote the College Place area and/or events, activities, and places in the City of College Place to potential tourists from outside Whitman County.
- Have demonstrated or high potential from the Committee's perspective to result in documented economic benefit to College Place.
- Have a demonstrated history or success in College Place, or are proposed by a group with a demonstrated history or high potential of success with similar activities.
- Minimize duplication of services where appropriate and encourage cooperative marketing and/or includes an element of cooperation or partnership.
- Provide, maintain, operate or enhance city-owned tourism facilities or infrastructure.

Committee Considerations

In developing its recommendations, the LTAC considers:

- The estimated amount of Lodging Tax Fund available for the coming year as provided by the City's Finance Office.
- Thoroughness and completeness of the proposal.
- Percent of the proposal request to the event/facility promotions budget and overall revenues.
- Percent of increase over prior year College Place Lodging Tax funded proposals, if any.
- Projected economic impact within the City of College Place, in particular projected overnight stays in College Place lodging establishments.
- The applicant's financial stability.
- The applicant's history of tourism promotion success.

Reporting Requirements

Organizations funded for tourism promotion or tourism-related operations will provide quarterly written reports with their funding reimbursement requests. A final written report will be provided to the LTAC and large funding recipients may be asked to make an oral presentation to the City Council near the end of the year.

Organizations funded for individual events, festivals or activities funds will provide a written and oral presentation 30 days after the event and an oral presentation to council near the end of the year.

Actual data estimated in the application table will be required at the end of the year.

State Law Excerpts

RCW 67.28.1816 – Use of Lodging Tax Fund.

Lodging tax revenue under this chapter may be used, directly by any municipality or indirectly through a convention and visitors bureau or destination marketing organization for:

a. Tourism marketing;
b. The marketing and operations of special events and festivals designed to attract tourists;
c. Supporting the operations and capital expenditures of tourism-related facilities owned or operated by a municipality or a public facilities district created under chapters 35.57 and 36.100 RCW; or
d. Supporting the operations of tourism-related facilities owned or operated by nonprofit organizations described under 26 U.S.C. Sec. 501(c)(3) and 26 U.S.C. Sec. 501(c)(6) or the internal revenue code of 1986, as amended.

RCW 67.28.080 – Definitions.

- "Municipality" means any county, city or town of the state of Washington.
- "Operation" includes, but is not limited to, operation, management, and marketing.
- "Person" means the federal government or any agency thereof, the state or any agency, subdivision, taxing district or Municipal Corporation thereof other than county, city or town, any private corporation, partnership, association, or individual.
- "Tourism" means economic activity resulting from tourists, which may include sales of overnight lodging, meals, tours, gifts, or souvenirs.
- "Tourism promotion" means activities and expenditures designed to increase tourism, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding marketing of special events and festivals designed to attract tourists.
- "Tourism-related facility" means real or tangible personal property with a usable life of three or more years, or constructed with volunteer labor, and used to support tourism, performing arts, or to accommodate tourist activities.
- "Tourist" means a person who travels from a place of residence to a different town, city, county, state, or country, for purposes of business, pleasure, recreation, education, arts, heritage, or culture.

ATTACHMENT

Budget

List approximate amount and status of funding from all other sources you anticipate receiving or are requesting for the activities/events proposed. Add additional rows as needed.

Amount	Source	Confirmed (Yes or No)
$6,000	College Place Lodging Tax	

Expenses

Activity	Lodging Tax	Other Funds (total above)	Total
Personnel			
Administration			
Marketing/Promotion	$6,000		$6,000
Travel			
Consultants			
Other (identify)			
TOTAL	$6,000		$6,000

Why See Source?

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THE POWER OF SEE SOURCE

We make Big Data affordable and actionable. Our data can drive more visitors to your destination because we already know who has been to your Points of Interest (POI's) and competitors' locations for the past two years—or more!

We create look-a-like audiences whose demographics and psychographics match those of your visitors so that you can reach new opportunities. We can also geofence competitor locations and send ads to personal devices (mobile, tablets, connected TV) through Advertiser ID's.

This saves you money with our highly targeted lists and increases your ROI.

Contact your friends
at SeeSource.com
or 801-823-0083

Measure ROI & Iterate

Eliminate guessing & wasting money. We can tell you which ads worked so you can make necessary adjustment.

Marketing & Strategy Development + Implementation

Our household level demographic and psychographic data allow us to create lookalike audiences to those who have visited your or competitor locations in the past and place ads to them on their mobile device.

Customized Market & Customer Insight Dashboard

Know who came to your destination or those of your competitors on your customized dashboard with cell phone GPS location data from 200mm + devices.

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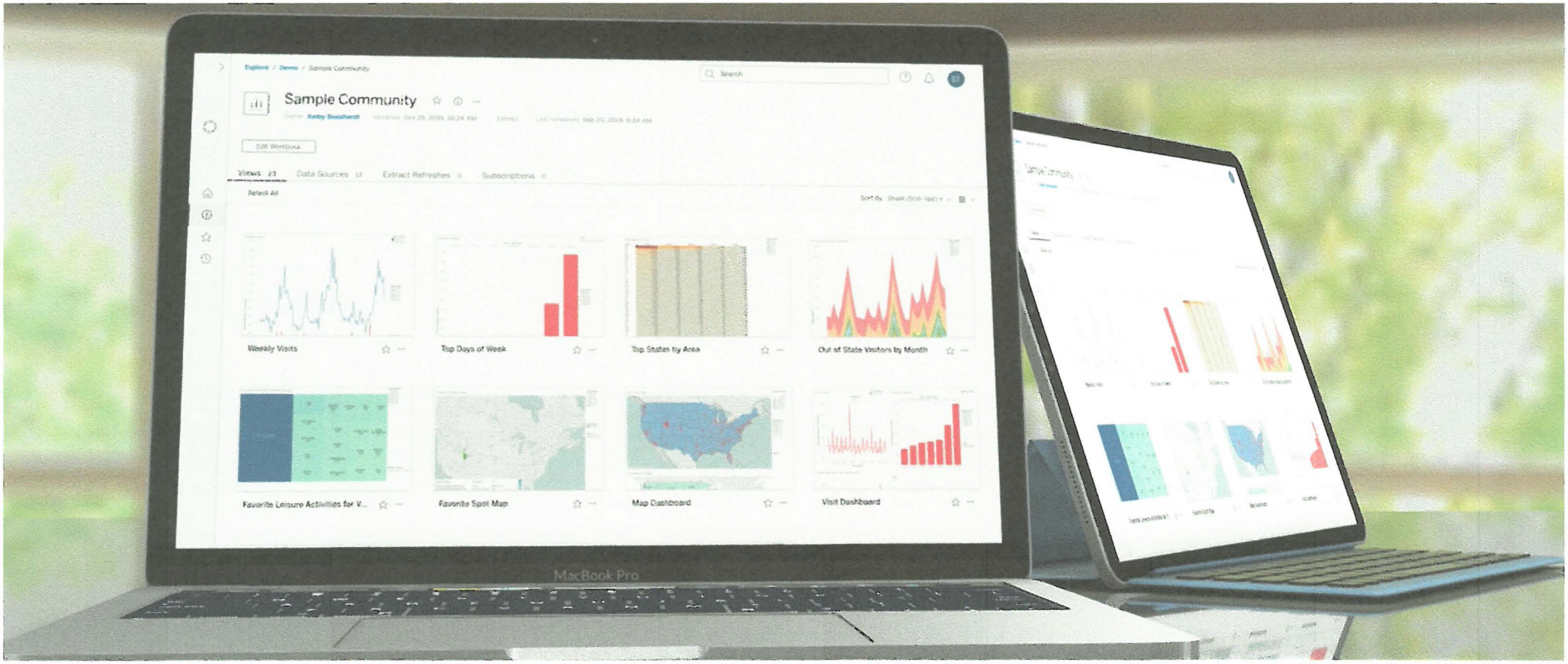
CUSTOMIZED INTERACTIVE DASHBOARD



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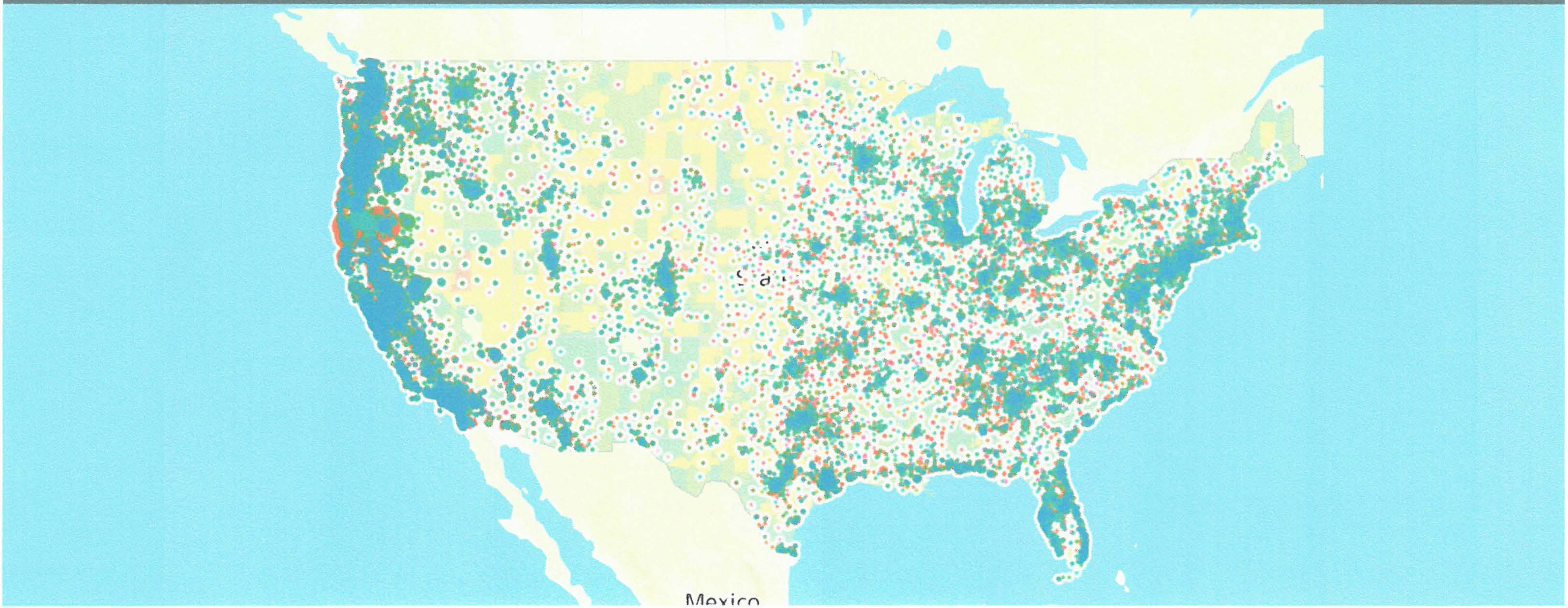
VISITORS BY ORIGIN & Point of Interest (POI)



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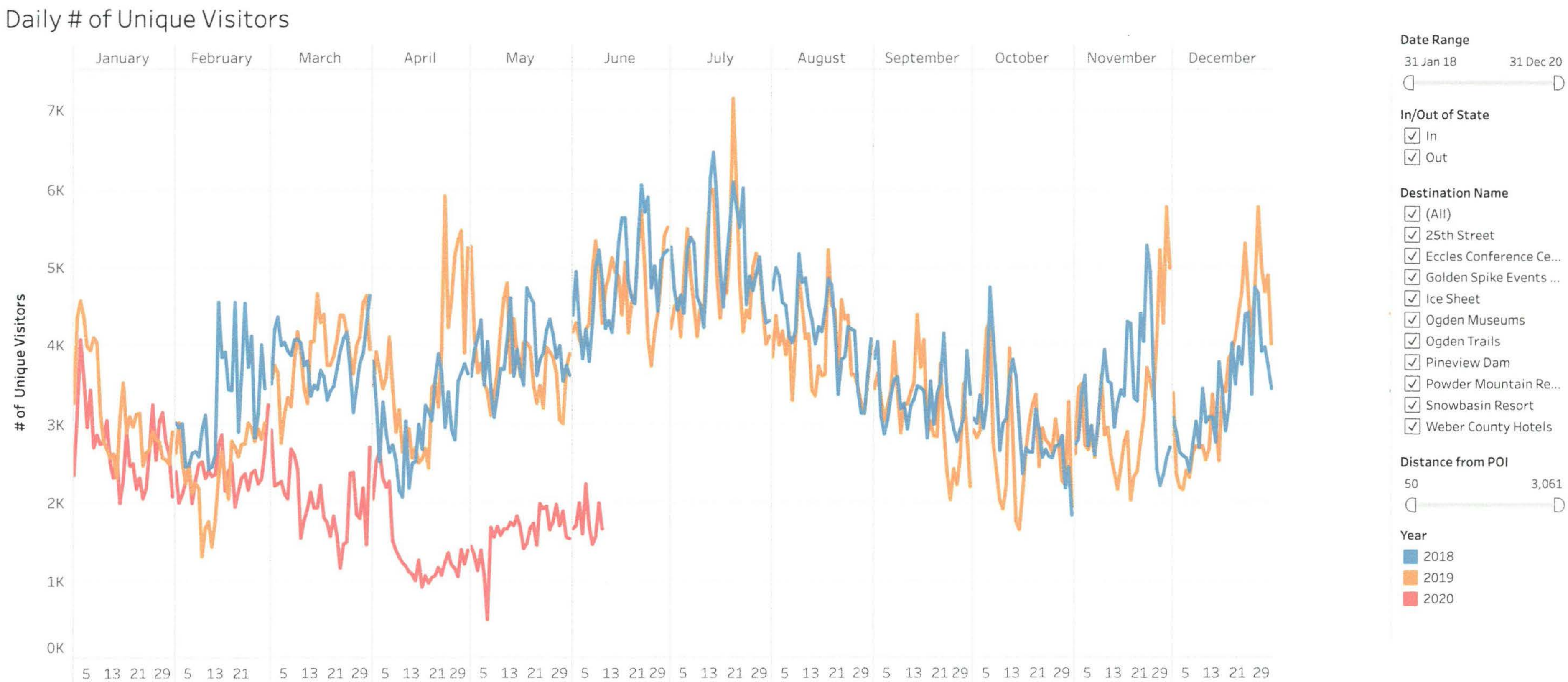
DAILY # OF UNIQUE VISITORS



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VISITOR PROFILE

Visitor Profile

Zip Code	State Abbr	City Name	35 to 44	45 to 54	55 to 64	65+	Gen Z	Millenials	Gen X	Boomers	% of Households w/ Children	Avg. Household Size	Median Income	Bachelor Degree or Higher
94028	CA	Portola Vall..	8.2%	17.0%	16.2%	27.6%	15.6%	7.5%	22.0%	43.8%	31.05%	3	244,671	83.4%
10007	NY	New York	19.7%	16.1%	9.5%	5.9%	10.3%	33.0%	27.0%	15.4%	25.35%	2	242,644	76.8%
94024	CA	Los Altos	11.6%	16.4%	16.9%	19.6%	17.6%	9.4%	25.3%	36.5%	41.07%	3	220,970	83.9%
98314	WA	Bremerton	3.9%	0.4%	0.2%	0.0%	80.7%	16.7%	2.0%	0.2%	69.23%	3	218,750	25.5%
22066	VA	Great Falls	9.2%	18.2%	17.3%	18.3%	20.8%	9.1%	22.6%	35.6%	39.42%	3	218,638	80.1%
06870	CT	Old Greenw..	13.5%	18.7%	12.3%	13.2%	19.4%	12.1%	24.1%	25.5%			217,361	77.3%
92657	CA	Newport Co..	11.0%	20.0%	18.5%	19.0%	16.0%	12.7%	23.5%	37.5%	25.15%	3	215,000	72.6%
10504	NY	Armonk	9.8%	18.1%	17.6%	14.4%	24.2%	7.7%	22.8%	32.0%	43.23%	3	213,234	82.3%
10577	NY	Purchase	4.2%	8.2%	6.2%	6.4%	68.1%	4.0%	9.3%	12.6%	35.32%	3	213,173	71.8%
02468	MA	Waban	10.4%	16.2%	17.8%	19.3%	19.2%	10.0%	23.6%	37.1%			212,394	89.7%
94022	CA	Los Altos	11.1%	16.9%	14.6%	23.1%	16.1%	11.1%	23.8%	37.7%	32.52%	3	208,984	82.5%
06820	CT	Darien	13.5%	17.1%	12.2%	11.9%	24.7%	10.6%	24.7%	24.1%			208,848	81.0%
11724	NY	Cold Spring ..	11.2%	18.0%	15.3%	13.1%	21.2%	16.2%	20.4%	28.4%	40.80%	3	207,656	80.7%
06878	CT	Riverside	14.6%	19.3%	11.7%	13.0%	20.7%	12.3%	22.6%	24.7%			207,500	71.3%
76092	TX	Southlake	13.6%	21.0%	14.6%	8.8%	23.8%	9.5%	28.2%	23.4%	49.88%	3	207,127	68.8%
60022	IL	Glencoe	11.2%	17.2%	16.6%	16.8%	22.9%	7.6%	22.9%	33.4%	38.30%	3	204,118	86.6%
22039	VA	Fairfax Stat..	9.2%	16.3%	20.5%	16.2%	22.0%	9.8%	22.7%	36.7%	34.96%	3	204,063	77.2%

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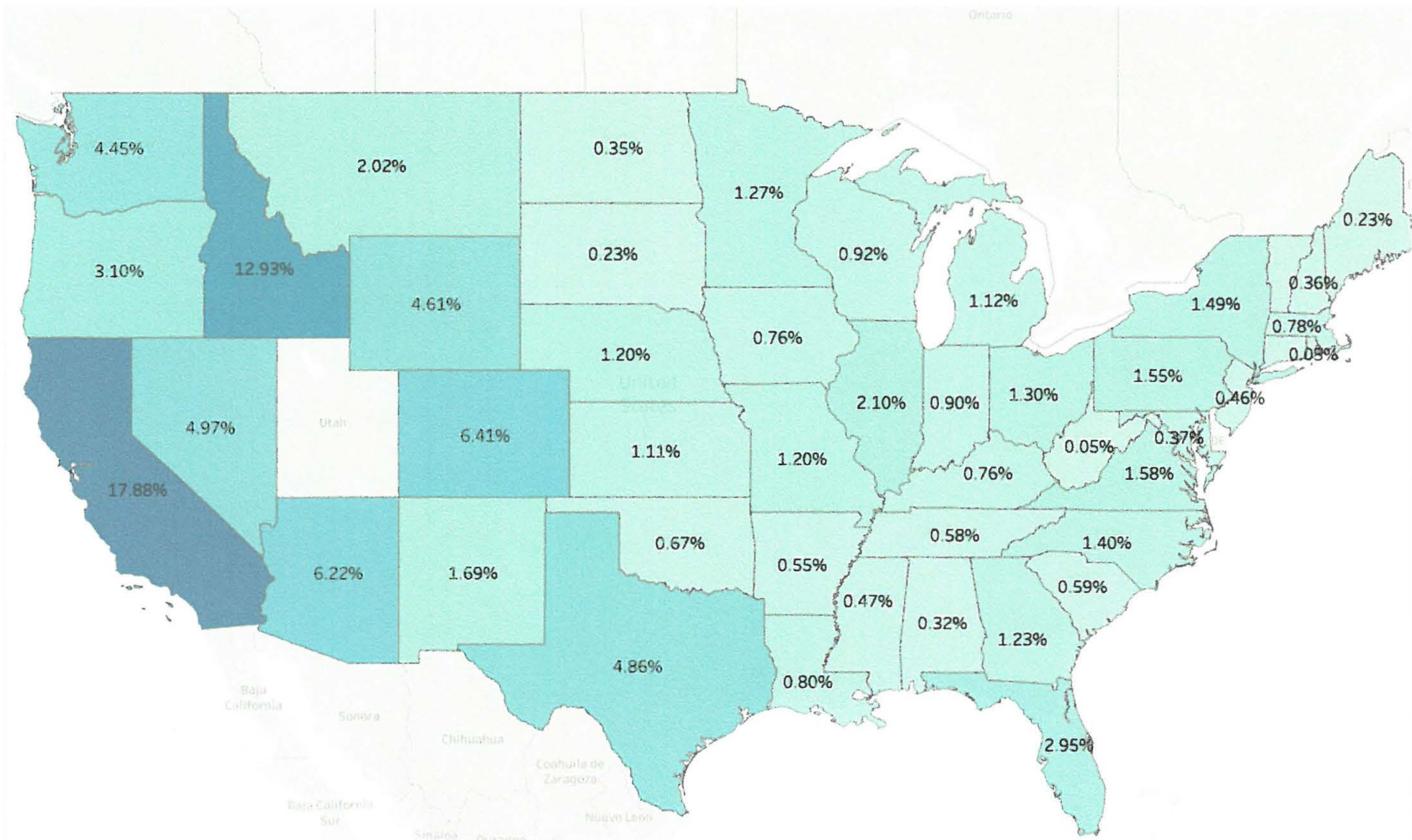
MARKET SHARE

State Percentages



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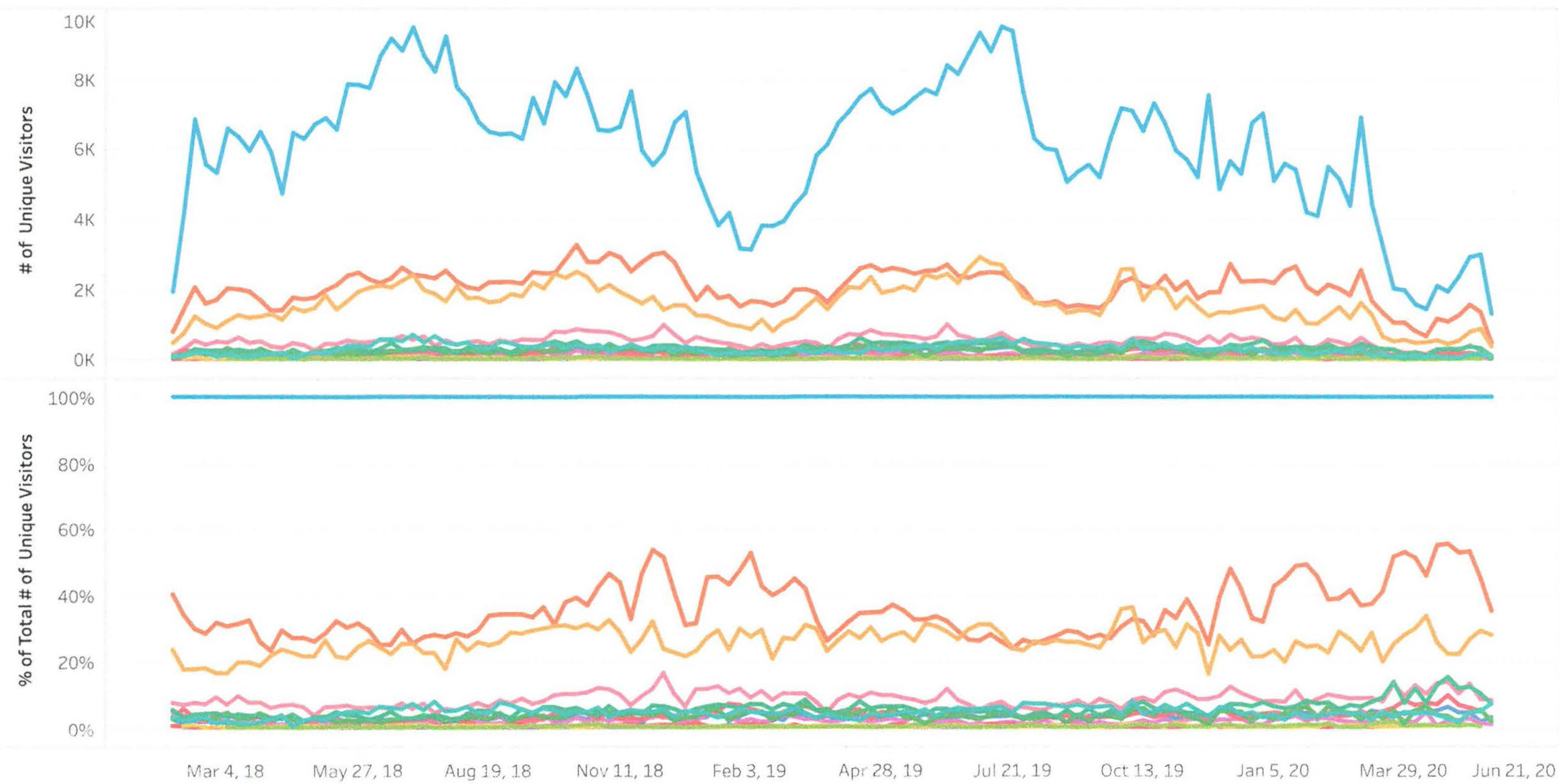
POINT OF INTEREST CORRELATION

POI Correlation



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AVERAGE DAYS IN AREA BY POI

Days in Area

Home Zip5	City Name	State Abbr	Destination Name: City of Santa Fe	Historic Hotels District	Santa Fe Airport	Santa Fe County	Santa Fe NM Hotels -Cerrill..	Santa Fe Plaza
Average			2.67	1.95	1.82	2.61	1.90	1.32
99901	Ketchikan	AK	1.70			2.47		
99835	Sitka	AK	1.50			1.50		
99824	Douglas	AK				3.80		
99801	Juneau	AK	3.68	1.88		4.27		
99712	Fairbanks	AK	2.29			2.50		
99709	Fairbanks	AK	2.78	1.57		2.71	1.33	
99705	North Pole	AK	2.91			3.27		
99703	Fort Wainwright	AK	1.29			1.37		
99676	Talkeetna	AK				5.43		
99672	Sterling	AK				1.50		
99669	Soldotna	AK	1.38			2.00		
99654	Wasilla	AK	1.88	1.25		1.67	1.25	
99645	Palmer	AK	2.63	2.40		2.28		1.20
99623	Wasilla	AK	1.24			3.31		
99615	Kodiak	AK				1.00		
99611	Kenai	AK	1.00			2.30		
99603	Homer	AK	3.40	1.50		2.95		
99577	Eagle River	AK	4.58	1.80		4.62	1.80	1.00
99567	Chugiak	AK	2.56			1.88		
99518	Anchorage	AK	1.43			2.30		

Values shown above represent the average number of days an individual has been observed at the point of interest within the specified date range, aggregated by home zip code. Please contact us to generate a targeted advertising list based around high frequency visitors.

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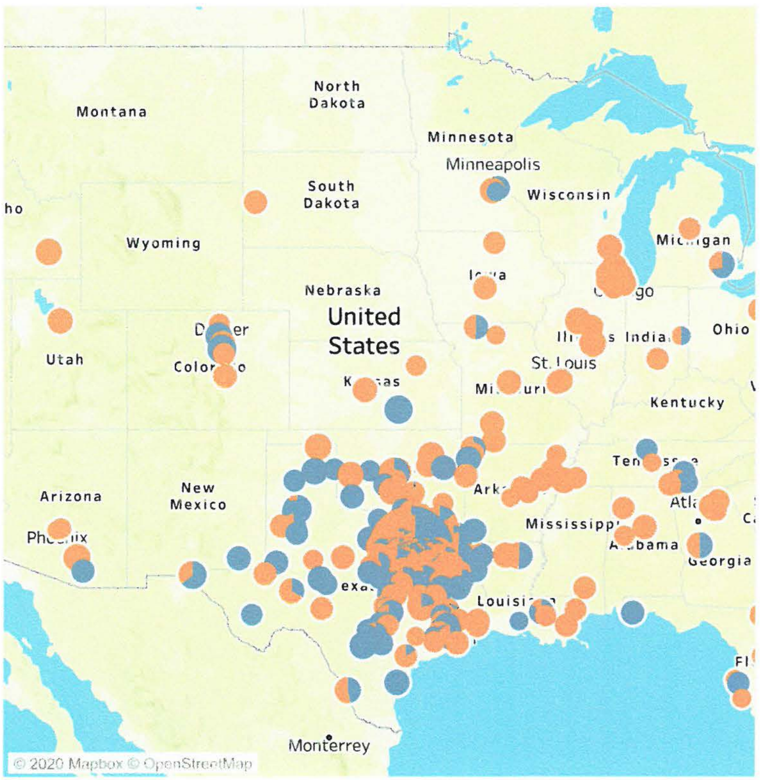
SPECIAL EVENT – VISITORS BY CITY

City Map



# of Visitors/Customers by City

City	Convention Center	Pro Rodeo
Fort Worth	1,815	4,077
Balch Springs	1,707	1,637
Grand Prairie	1,552	1,853
Rowlett	1,097	1,597
Rockwall	591	1,486
Wylie	556	793
Forney	406	1,151
Farmers Branch	395	562
Fate	385	375
Waxahachie	262	197
Wichita	256	
Frankston	210	
Cockrell Hill	197	86
Kaufman	191	178
Combine	188	385
McKinney	181	729
Flower Mound	181	284
Sachse	167	312
Corsicana	163	143
Killeen	153	
Royse City	145	262

Date Range
January 2019 to Septem..

Destination
- [x] Convention ..
- [x] Pro Rodeo

Destination
- Convention ..
- Pro Rodeo

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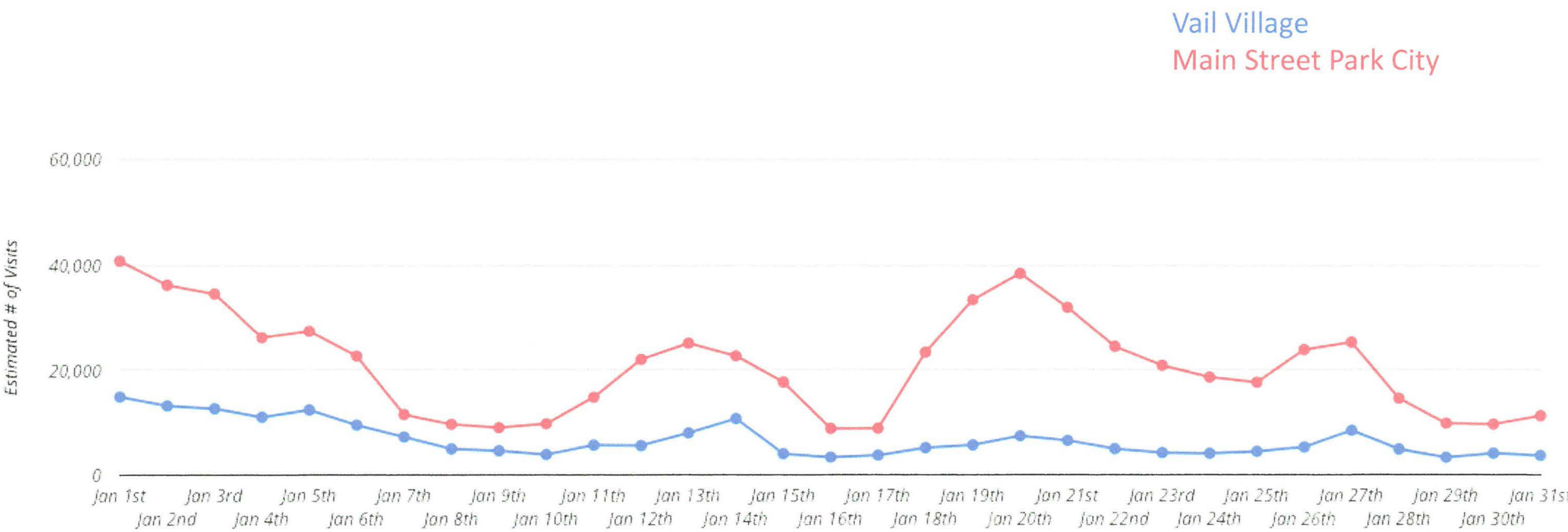
COMPARABLES – VISITOR TRENDS



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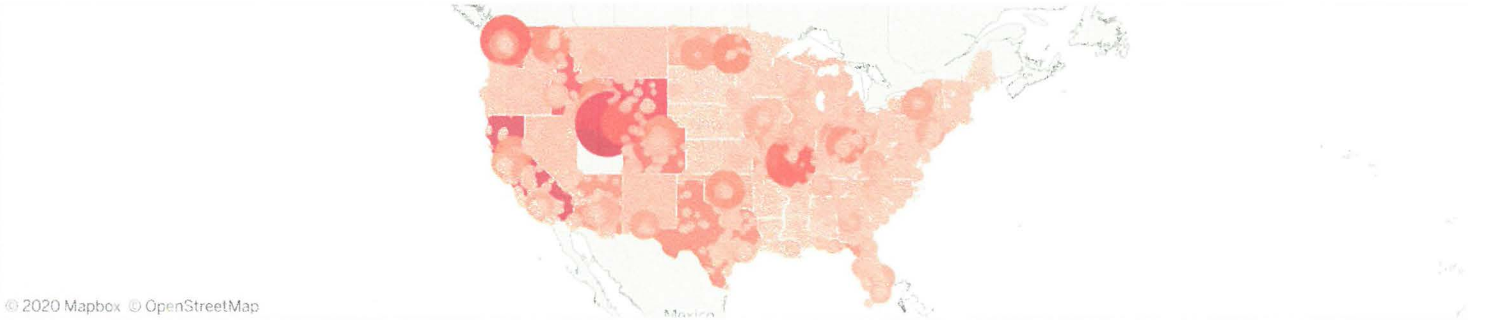
TOP SPENDING COMPARISONS

Spending Map Comparison



Top Spending States

	Location of Transaction		
State	84401	84403	84405
Wyoming	6.97%	6.87%	20.93%
Idaho	10.92%	5.58%	13.52%
California	12.31%	12.91%	9.32%
Arizona	3.55%	3.71%	7.88%
Colorado	4.73%	9.08%	5.37%
Florida	4.55%	4.21%	5.20%
Texas	6.04%	5.63%	4.22%
Washington	5.33%	8.22%	3.77%

Top Spending Zip Codes

	Location of Transaction		
Billing Zip Code	84401	84403	84405
82930	2.72%	1.95%	8.85%
13215	1.90%	0.20%	0.22%
83401	1.90%	0.33%	1.12%
91104	1.63%	0.04%	
82901	1.52%	1.37%	2.57%
08889	1.48%	0.34%	0.09%
98101	1.48%	0.36%	0.09%
25901	1.20%	0.04%	0.08%

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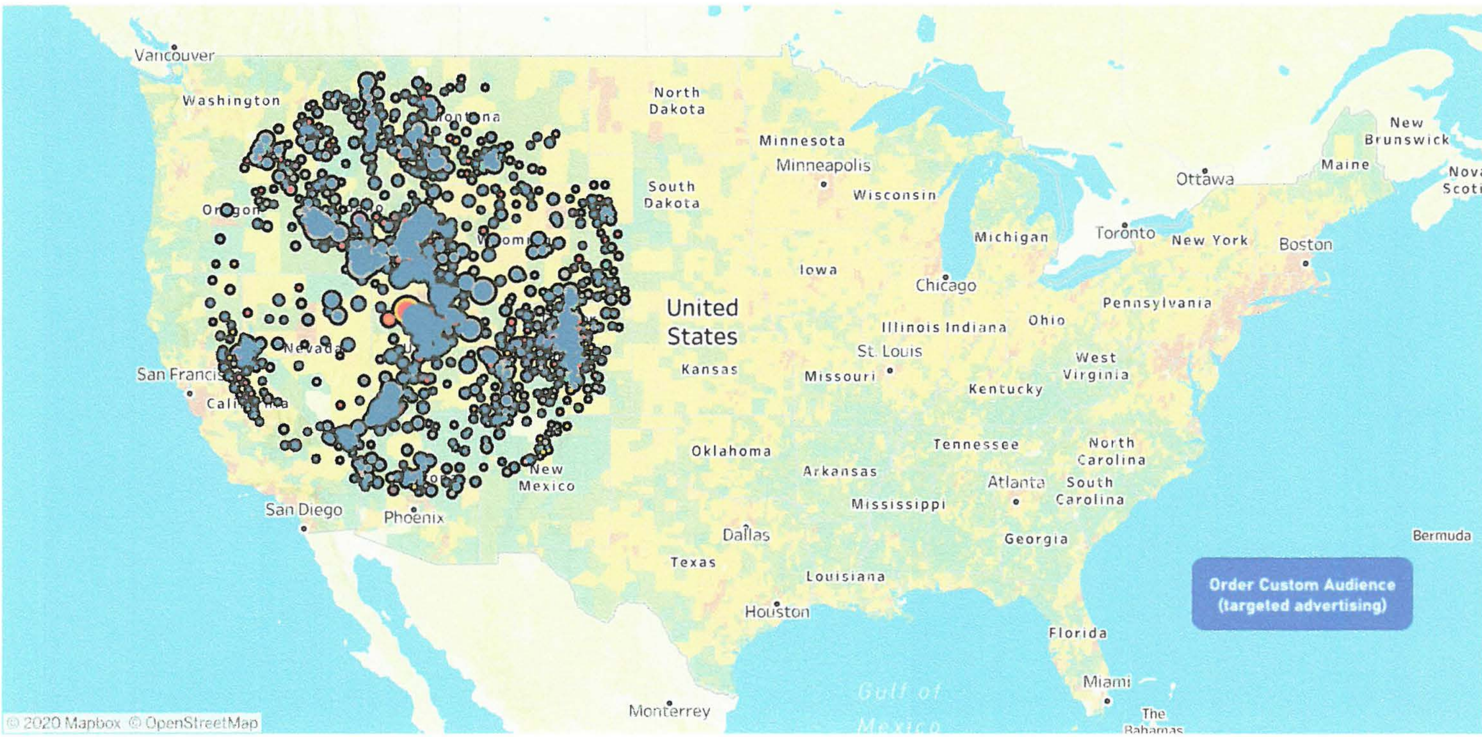
DEVICE ID ADVERTISING

US Map of Visitors



Date Range

31 Jan 18 — 31 Dec 20

In/Out of State

- ☑ In
- ☑ Out

Destination Name

- ☑ (All)
- ☑ 25th Street
- ☑ Eccles Conferenc...
- ☑ Golden Spike Eve...
- ☑ Ice Sheet

Distance from POI

50.0 — 500.0

Destination Name

- 25th Street
- Eccles Conference...
- Golden Spike Eve...
- Ice Sheet
- Ogden Museums

2018 Household Income (...

- 2,490 to 39,100
- 39,100 to 51,200
- 51,200 to 64,300
- 64,300 to 86,700
- 86,700 to 250,000

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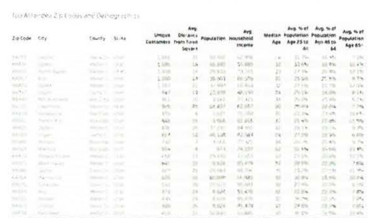
VISITOR AND POI TARGETED MARKETING

DAILY VISITOR DATA

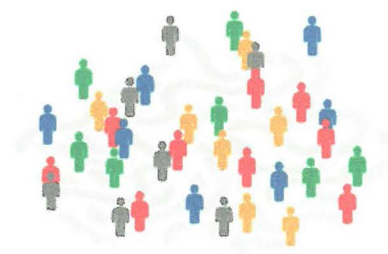
SEE SOURCE ANALYSIS

VISITOR PROFILE BY SEASON OR POI



SEE SOURCE DATA

IDENTIFY LOOKALIKE VISITORS



25-34 Yr. - Outdoor Rec. Enthusiasts
65+ Yr. - Museums, Nat. Parks, Golf
35-50 Yr. - Mountain Bikers/Skiers
25-34 Yr. - Beach Goers/Family POI
19-25 Yr. - Outdoor Rec/ Music Festivals

SEE SOURCE DATA

DEVICE ID ADVERTISING

SEE SOURCE DATA

DAILY ANALYTICS & ATTRIBUTION

SEE SOURCE

YOUR "BIG DATA" PARTNER

Data Plans

SILVER

Basic Plan with Location Data

- ✓ **5** Points of Interest
- ✓ **1** Special Event Report
- ✓ **Free** Interactive Dashboard
- ✓ **Up to 20** Customized Reports
- ✓ Cell Phone **GPS Data**
- ✓ **Free** Support

GOLD

Most Popular

Advanced Big Data Plan

- ✓ **10** Points of Interest
- ✓ **2** Special Event Reports
- ✓ **Free** Interactive Dashboard
- ✓ **Up to 30** Customized Reports
- ✓ Cell Phone **GPS Data**
- ✓ **Free** Support

PLATINUM

Comprehensive Big Data Analysis

- ✓ **20** Points of Interest or Special Event Reports
- ✓ **Free** Interactive Dashboard
- ✓ **Up to 70** Customized Reports
- ✓ Cell Phone **GPS Data**
- ✓ Two Years of Historical Data
- ✓ **Free** Premium Support

QUESTIONS?

801.823.0083

Application for City of College Place Lodging Tax Funds

Application Deadline: Tuesday, October 27, 2020 by 4 p.m. received at College Place City Hall or email lneissl@cpwa.us. To be eligible for consideration, your complete proposal must be received by the deadline.

Amount of Lodging Tax Requested: $ 3,500

Organization/Agency Name: Fort Walla Walla Museum/Walla Walla Valley Historical Society			
Federal Tax ID Number: 91-6070983			
Event or Activity Name (if applicable): Museum - Year Round Tourism Destination			
Contact Name and Title: James Payne, Executive Directo			
Mailing Address: 755 Myra Rd	City: Walla Walla	State: WA	Zip: 99362
Phone: 509-525-7703	Email Address: james@fwwm.org		
ELIGIBLE ENTITY ○ Public Agency ◉ Non-Profit	ELIGIBLE ACTIVITY Check all that apply to this application ☐ Tourism promotion/marketing ☐ Operation of special event/festival designed to attract tourists ☑ Operation of a tourism-related facility owned or operated by a non-profit ☐ Operation and/or capital costs of a tourism-related facility owned by a municipality		

CERTIFICATION

I am an authorized agent of the organization/agency applying for funding. I understand that:

- I am proposing a tourism-related service. If awarded, my organization intends to enter into a Professional Services Agreement with the City of College Place.
- The City will reimburse costs incurred by my organization for tourism-related services according to a Scope of Work. For events/festivals, the City may advance 50% of the award prior to the event.
- Funds must be expended within the calendar year.
- Reporting requirements meeting state guidelines outlined in this application must be submitted with final request for reimbursement.

Signature: James H. Payne	**Title:** Executive Director
Printed or Typed Name: James H Payne	**Date:** 10/27/2020

Application Questions

1) Provide us an overview of your tourism-related activity, event, or service.

Open 362 days annually, the museum typically serves visitors from all 50 states and more than 35 countries. We maintain a collection of more that 50,000 artifacts and a pioneer settlement of 16 historical buildings. Our heritage programing consists of both guided and self-guided tours of our exhibits, major events, programs, digital offerings, and publications. A past study commissioned by Tourism Walla Walla showed visitors to the museum spend an average of $306 a piece not counting gasoline. For every dollar the museum makes from a tourist, an additional $30 are spent in our community. Forced closure due to COVID has greatly impacted our 2020 numbers and 2021 will be a rebuilding year for the museum and the rest of our tourism industry. Operating costs have increased because of the extra staffing and stringent cleaning measures needed to assure safety. Because of funding restrictions, the Museum currently is operating on a partial schedule to keep from losing more money. Fortunately with the 30 to 1 ratio, this is still producing extra revenue for community businesses. Since reopening we have seen a steady stream of visitors, with most being from out of town.

2) How do your proposed services promote and enhance tourism in College Place?

Our area has been known as the Cradle of Pacific NW history for more than a century and for over 52 years, Fort Walla Walla Museum has been the primary caretaker of that history. Offering an authentic, historical setting is a key component that makes the Walla Walla Valley a successful tourism destination. Having diverse tourism opportunities available makes our valley a desirable getaway spot, especially as people are trending away from cities and highly populated areas in 2020-21. Attracting more tourists to the valley means more people using College Place lodging and spending money at local restaurants and retail establishments as well as buying gasoline. All of these activities generate local taxes.

Studies show between 1/3 and 1/5 of Walla Walla visitors seek heritage experiences, and new data shows travelers are looking for new experiences and destinations to escape the boredom of being home bound. With more than 20,000 sq. ft. of exhibit space, 16 historic structures, and dozens of programs to share with the public, the Museum has something for everyone to enjoy. As travelers become more comfortable venturing out over time, we are confident the Museum will remain an important one-of-a-kind heritage attraction, and we have been working to put in place reminders for out-of-towners to come and see us soon. This year we have also worked with CMBell to produce a video that features this area as a heritage destination. This will be used to advertise by Visit Walla Walla to potential tourists in markets like Seattle, Spokane, Portland, and Boise.

3) Have you received lodging tax before? ☑ yes ☐ no. If yes, describe the prior success of your activity/event in attracting tourists.

Even though we had to close due to COVID, we maintained interest as we received daily calls from people wanting to visit. Since we were allowed to reopen in September, we have been seeing a strong return of tourist with a majority of our visitors being from greater than 50 miles away. Our digital programming has reached people from across the country, with viewers as far away as Rhode Island and San Diego. This kind of programming will keep this valley top of mind for visitation after COVID. We also initiated the funding and creation of a heritage promotional video by CMBell that will tap into a previously under represented group of tourists.

4) Who is your target market / Where are they coming from?

In addition to enhancing quality of life for local residents, a majority of our annual visitors originate from beyond 50 miles. We see individuals, families with young children, retired adults, and international travelers as well as wine tourists seeking to learn more about this area while resting their palates. In the next year, data shows we should expect more visitors to originate from within driving distance, as respondents now overwhelmingly prefer car travel over flying. This would include visitors from Seattle, Portland, Boise, Spokane, and Lewiston, locations where many of our out-of-area visitors originate. Our many foreign visitors are interested in the history of the American West, specifically stories and artifacts related to agriculture, military, cowboys and Indian people.

5) Describe how you will promote your event or activity.

The Museum's online footprint continues to grow with both organic and paid reach to inform new audiences of our offerings. We do this with an updated website, Facebook paid and organic, Twitter, and an email list. We rely on Visit Walla Walla as the primary Destination Marketing Organization for our area and supply them with information and provide free guided tours to travel writers, etc. We submit media releases to regional publications, run radio campaigns in regional markets, and run print ads in a 100 mile radius. Locally we distribute literature around town to inform wine tourists and hotel occupants of the nearby Museum experience.

During our closure, we initiated the production of a local heritage tourism promotion video. Supported by partnership with CMBell, the Port of Walla Walla and Visit Walla Walla, the video showcases our area's best heritage assets as part of an overall tourism destination. From the historic downtown, to the fantastic wine and food, and its many cultural heritage sites, the Walla Walla Valley has what visitors want during this time: an authentic experience in a smaller city with a diversity of tourism opportunities. Museum invested staff time to prepare script and find supporting images and assisted with video recording. This tourism promotion video will be available in several lengths to be shared across different platforms to increase tourism to our area. Thus we are already actively working toward rebuilding our community's 2021 tourism economy.

6) Is your activity/event a partnership with other organizations? Describe the collaboration with local organizations or businesses.

Fort Walla Walla Museum is an incredibly collaborative organization. We partner with many local and regional museums to put on programs, exhibits, and public presentations. We partner with Walla Walla University, Walla Walla Community College, and Whitman College, whose students often help us by sharing their knowledge and efforts as interns, and we provide resources and the space for them to learn and create. We also have close relationships with dozens of local businesses and other non-profits who provide in-kind, financial, or publicity support for events like our Fort Walla Walla Days, which attracts many visitors interested in historical reenactment. We also have close working relationships with local tribes. We also give tours and/or presentations to visiting groups and conferences on behalf of various local organizations or hotels. Our staff are very involved in local clubs and social service organizations.

7) Is this a ticketed event?

Except for occasional free events and our Museum After Hours lecture series, purchase of admission is required to enter the Museum.

8) What is the overall budget for this event/activity?

606,000 (2020 budget, 2021 will be lower)

9) How will you fund this event/activity if not awarded the full amount?

2021 is a rebuilding year and every dollar will count. If we do not receive funding, we will cut hours during times when we are losing revenue. We expanded our traditional operation to cover the five winter months and Mondays because these slow times help our community businesses make money. LTAC dollars help cover part of the negative cash flow during these periods. The extra costs associated with COVID and the uncertainty of revenue next year make LTAC funding even more important than normal to our continued operation. Inadequate funding will also mean reduced programming in 2021, both digital or in-person.

10) What are your other funding sources for this event/activity?

Other sources of income for the Museum include admission and store revenues, membership dues, individual donations, business support, grants, and endowments. Revenues crashed in 2020 and even with a smaller staff and a reduction in expenses, we are running $100,000 in the red. When our PPP loan converts to a grant, we'll still be $30,000 short and thus are working hard to balance our income with expenses. Realistically, 2021 will be a fiscally challenging year as we rebuild our business. We anticipate reaching 75% of our 2019 numbers. Because we do not yet have a 2021 budget, we have used 2020 numbers to show normal year and where reveunes orginate.

11) **The State of Washington Requires an estimate for the following:**

Provide impact estimates due to the direct result of your proposed tourism-related service:		What method was used to determine attendance in previous years?
a. Overall Attendance a. Enter the total number of people predicted to attend this activity, and select the method used to determine the attendance.	Predicted: 15,750	☑ Direct Count ☐ Indirect Count ☐ Representative Survey ☐ Informal Survey ☐ Structured Estimate
b. Attendance, 50+ Miles a. Enter the number of people who traveled greater than 50 miles predicted to attend this activity, and select the method used to determine attendance.	Predicted: 8,150	☐ Direct Count ☐ Indirect Count ☑ Representative Survey ☐ Informal Survey ☐ Structured Estimate
c. Attendance, Out of State, Out of Country a. Enter the number of people from outside the state and country predicted to attend this activity, and select the method used to determine the attendance.	Predicted: 4,390	☐ Direct Count ☐ Indirect Count ☑ Representative Survey ☐ Informal Survey ☐ Structured Estimate
d. Attendance, Paid for Overnight Lodging a. Enter the number of predicted to attend this activity and pay for overnight lodging, and select the method used to determine the attendance.	Predicted: 4,706	☐ Direct Count ☐ Indirect Count ☑ Representative Survey ☐ Informal Survey ☐ Structured Estimate
e. Attendance, Did Not Pay for Overnight Lodging a. Enter the number of predicted to attend this activity without paying for overnight lodging, and select the method used to determine the attendance.	Predicted: 11,044	☐ Direct Count ☐ Indirect Count ☑ Representative Survey ☐ Informal Survey ☐ Structured Estimate

Description of Methods

Direct Count: Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides, likely to be affected by an event.

Indirect Count: Estimate based on information related to the number of visitors such as raffle tickets sold, redeemed discount certificates, brochures handed out, police requirements for crowd control or visual estimates.

Representative Survey: Information collected directly from individual visitors/participants. A representative survey is a highly structured data collection tool, based on a defined random sample of participants, and the results can be reliably projected to the entire population attending an event and includes margin of error and confidence level.

Informal Survey: Information collected directly from individual visitors or participants in a non-random manner that is not representative of all visitors or participants. Informal survey results cannot be projected to the entire visitor population and provide a limited indicator of attendance because not all participants had an equal chance of being included in the survey.

Structured Estimate: Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (3 square feet).

Application Schedule

Application Deadline: Tuesday, October 27, 2020 by 4 p.m. received at College Place City Hall or email lneissl@cpwa.us. To be eligible for consideration, your complete proposal must be received by the deadline.

Attachments to include:

1) Budget Form
2) If your agency is a non-profit, a copy of your agency's current non-profit corporate registration with the Washington Secretary of State.
3) If available, a copy o f your organization's business plan (please limit to not more than two pages) and annual budget.

This proposal and all documents filed with the City are public records. The City may choose to post on its website copies of the proposals and attached documents.

Submit a PDF and one original signed copy to:

City of College Place
Lisa R. Neissl, City Clerk
625 S College Ave
College Place WA 99324
lneissl@cpwa.us

College Place Lodging Tax Application

TIMELINE FOR 2020 (2021 BUDGET)

September 29	Applications available online at **www.cpwa.us**
October 27	**Applications due to City by 4 p.m.**
October 27 – November 4	Internal Staff review and scheduled LTAC meeting to review applications
November 5	LTAC meeting to recommend applicants for 2021 funding
November 10	City Council discussion
November 24	City Council decision

City of College Place Lodging Tax Fund Overview

College Place's Lodging Tax Fund is the primary source of city funding for activities, operations, and expenditures designed to increase tourism. The city has elected to create a program to competitively award funds to eligible local entities. In addition, the city intends to maintain a reserve in the fund, and will assess on an annual basis how much of the fund to appropriate in a given year to the program.

The College Place City Council has created a Lodging Tax Advisory Commission (LTAC) to conduct an annual process to solicit and recommend Lodging Tax funded projects to the City Council.

PRIORITY will be given to tourism activities that:

- Have a demonstrated potential or high potential from the Committee's perspective to result in overnight stays by tourists in lodging establishments within the City of College Place.
- Promote the College Place area and/or events, activities, and places in the City of College Place to potential tourists from outside Whitman County.
- Have demonstrated or high potential from the Committee's perspective to result in documented economic benefit to College Place.
- Have a demonstrated history or success in College Place, or are proposed by a group with a demonstrated history or high potential of success with similar activities.
- Minimize duplication of services where appropriate and encourage cooperative marketing and/or includes an element of cooperation or partnership.
- Provide, maintain, operate or enhance city-owned tourism facilities or infrastructure.

Committee Considerations

In developing its recommendations, the LTAC considers:

- The estimated amount of Lodging Tax Fund available for the coming year as provided by the City's Finance Office.
- Thoroughness and completeness of the proposal.
- Percent of the proposal request to the event/facility promotions budget and overall revenues.
- Percent of increase over prior year College Place Lodging Tax funded proposals, if any.
- Projected economic impact within the City of College Place, in particular projected overnight stays in College Place lodging establishments.
- The applicant's financial stability.
- The applicant's history of tourism promotion success.

Reporting Requirements

Organizations funded for tourism promotion or tourism-related operations will provide quarterly written reports with their funding reimbursement requests. A final written report will be provided to the LTAC and large funding recipients may be asked to make an oral presentation to the City Council near the end of the year.

Organizations funded for individual events, festivals or activities funds will provide a written and oral presentation 30 days after the event and an oral presentation to council near the end of the year.

Actual data estimated in the application table will be required at the end of the year.

State Law Excerpts

RCW 67.28.1816 – Use of Lodging Tax Fund.

Lodging tax revenue under this chapter may be used, directly by any municipality or indirectly through a convention and visitors bureau or destination marketing organization for:

a. Tourism marketing;
b. The marketing and operations of special events and festivals designed to attract tourists;
c. Supporting the operations and capital expenditures of tourism-related facilities owned or operated by a municipality or a public facilities district created under chapters 35.57 and 36.100 RCW; or
d. Supporting the operations of tourism-related facilities owned or operated by nonprofit organizations described under 26 U.S.C. Sec. 501(c)(3) and 26 U.S.C. Sec. 501(c)(6) or the internal revenue code of 1986, as amended.

RCW 67.28.080 – Definitions.

- "Municipality" means any county, city or town of the state of Washington.
- "Operation" includes, but is not limited to, operation, management, and marketing.
- "Person" means the federal government or any agency thereof, the state or any agency, subdivision, taxing district or Municipal Corporation thereof other than county, city or town, any private corporation, partnership, association, or individual.
- "Tourism" means economic activity resulting from tourists, which may include sales of overnight lodging, meals, tours, gifts, or souvenirs.
- "Tourism promotion" means activities and expenditures designed to increase tourism, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding marketing of special events and festivals designed to attract tourists.
- "Tourism-related facility" means real or tangible personal property with a usable life of three or more years, or constructed with volunteer labor, and used to support tourism, performing arts, or to accommodate tourist activities.
- "Tourist" means a person who travels from a place of residence to a different town, city, county, state, or country, for purposes of business, pleasure, recreation, education, arts, heritage, or culture.

ATTACHMENT

Budget

List approximate amount and status of funding from all other sources you anticipate receiving or are requesting for the activities/events proposed. Add additional rows as needed.

Amount	Source	Confirmed (Yes or No)
115,500	Individual contributions and memberships	N
59,400	Grants	N
26,000	Business sponsorships	N
158,800	Fee/Service income and store sales	N
59,900	Endowment and interest income	N
191,300	Grant release/Gift fulfillment	N
1,100	Miscellaneous income	N

Expenses

Activity	Lodging Tax	Other Funds (total above)	Total
Personnel	2,500	405,300	407,800
Administration	0	26,900	26,900
Marketing/Promotion	0	19,500	19,500
Travel	0	0	0
Consultants	0	0	0
Other (identify)	Occupancy & cost of store sales	66,000+39,100	103,100
Programming	1,000	45,700	46,700
TOTAL	3,500	602,500	606,000

FWWM 2020 Budget	2019 Totals	2020 Budget
OPERATING ACTIVITIES		
External Support- Contributions & Grants		
Annual Fund Drive/Director's Circle	75,294	68,000
Donations	19,962	18,000
Grants	48,616	59,400
Business Sponsorships	15,714	26,000
Total External Support	**159,586**	**171,400**
Revenues		
Fee & Service Income	78,193	96,100
Membership Dues	29,231	29,500
Endowment Income	54,107	58,700
Interest Income	1,319	1,200
Miscellaneous Income	258	1,100
Release-Grant/Gift Fulfillment	107,173	191,300
Store Sales	61,491	62,700
Total Revenues	**331,773**	**440,600**
Total External Support & Revenues	**491,359**	**612,000**
Expenses		
Occupancy	40,162	66,000
General & Administrative	23,926	26,900
Personnel	361,238	407,800
Marketing & Promotion	10,592	19,500
Programming	14,818	46,700
Cost of Store Sales	39,869	39,100
Depreciation		
Total Expenses	**490,605**	**606,000**
Net Ordinary Income	**754**	**6,000**
NON-OPERATING ACTIVITIES		
Unrealized Gain (Loss) on Board Designated Investment		
Total Unrealized Gain (Loss) on Board Designtd Invest.	**0**	**0**
Net Other Income	**0**	**0**
Net Income	**754**	**6,000**

Application for City of College Place Lodging Tax Funds

Application Deadline: Tuesday, October 27, 2020 by 4 p.m. received at College Place City Hall or email lneissl@cpwa.us. To be eligible for consideration, your complete proposal must be received by the deadline.

Amount of Lodging Tax Requested: $ 10,000

Organization/Agency Name: City of College Place			
Federal Tax ID Number: 91-6001412			
Event or Activity Name (if applicable): Light up the Avenue			
Contact Name and Title: Carolyn Holm, Deputy City Clerk / Events Coordinator			
Mailing Address: 625 S College Ave	City: College Place	State: WA	Zip: 99324
Phone: 509-394-8569	Email Address: cholm@cpwa.us		
ELIGIBLE ENTITY ◉ Public Agency ○ Non-Profit	ELIGIBLE ACTIVITY Check all that apply to this application ☐ Tourism promotion/marketing ☐ Operation of special event/festival designed to attract tourists ☐ Operation of a tourism-related facility owned or operated by a non-profit ☑ Operation and/or capital costs of a tourism-related facility owned by a municipality		

CERTIFICATION

I am an authorized agent of the organization/agency applying for funding. I understand that:

- I am proposing a tourism-related service. If awarded, my organization intends to enter into a Professional Services Agreement with the City of College Place.
- The City will reimburse costs incurred by my organization for tourism-related services according to a Scope of Work. For events/festivals, the City may advance 50% of the award prior to the event.
- Funds must be expended within the calendar year.
- Reporting requirements meeting state guidelines outlined in this application must be submitted with final request for reimbursement.

Signature: DocuSigned by: Carolyn Holm ED3D2630A1E9497...	**Title:** Deputy City Clerk / Events Coordinator
Printed or Typed Name: Carolyn Holm	**Date:** 10/27/2020

Application Questions

1) **Provide us an overview of your tourism-related activity, event, or service.**

Light displays on College Avenue and the municipal campus with a plan to grow each year and incorporate into Winterfest once COVID restrictions have eased.

2) **How do your proposed services promote and enhance tourism in College Place?**

2020 and 2021 are primarily infrastructure building years. After that, there will be multiple sources of advertising including flyers, newspaper, radio and social media.

3) **Have you received lodging tax before?** ☑ **yes** ☐ **no. If yes, describe the prior success of your activity/event in attracting tourists.**

In 2019 funds were used for Freedom Festival which was a great success. In 2020 funds have been allocated to infrastructure for LUA; however, that will not happen until December and this is a building year.

4) **Who is your target market / Where are they coming from?**

Future years the target market will be families from all over the Pacific Northwest.

5) **Describe how you will promote your event or activity.**

In future years we will use multiple sources of marketing including, but not limited to social media, news papers, flyers, radio ads, etc.

6) **Is your activity/event a partnership with other organizations? Describe the collaboration with local organizations or businesses.**

This will be a collaboration with College Avenue businesses as far as lighting up, and once COVID restrictions are eased, the initial lighting will coordinate with our Winterfest event.

7) **Is this a ticketed event?**

No

8) **What is the overall budget for this event/activity?**

The goal is to add $30,000 to $40,000 of infrastructure each year. Commercial lighting displays with LED lights are very expensive.

9) **How will you fund this event/activity if not awarded the full amount?**

We have a request in to the Finance Department and Administration for current expense funds for 2021 budget. We will have to scale back to whatever funding we are provided.

10) **What are your other funding sources for this event/activity?**

Sponsorships and donations from local businesses as well as the City of College Place current expense fund.

11) The State of Washington Requires an estimate for the following:

Provide impact estimates due to the direct result of your proposed tourism-related service:		What method was used to determine attendance in previous years?
a. Overall Attendance a. Enter the total number of people predicted to attend this activity, and select the method used to determine the attendance.	Predicted: 5,000+ once developed over the 6 weeks	☐ Direct Count ☐ Indirect Count ☐ Representative Survey ☐ Informal Survey ☐ Structured Estimate
b. Attendance, 50+ Miles a. Enter the number of people who traveled greater than 50 miles predicted to attend this activity, and select the method used to determine attendance.	Predicted: 1,000+ once developed over the 6 weeks	☐ Direct Count ☐ Indirect Count ☐ Representative Survey ☐ Informal Survey ☐ Structured Estimate
c. Attendance, Out of State, Out of Country a. Enter the number of people from outside the state and country predicted to attend this activity, and select the method used to determine the attendance.	Predicted: 2,000+ once developed over the 6 weeks	☐ Direct Count ☐ Indirect Count ☐ Representative Survey ☐ Informal Survey ☐ Structured Estimate
d. Attendance, Paid for Overnight Lodging a. Enter the number of predicted to attend this activity and pay for overnight lodging, and select the method used to determine the attendance.	Predicted: 500+ over the 6 weeks	☐ Direct Count ☐ Indirect Count ☐ Representative Survey ☐ Informal Survey ☐ Structured Estimate
e. Attendance, Did Not Pay for Overnight Lodging a. Enter the number of predicted to attend this activity without paying for overnight lodging, and select the method used to determine the attendance.	Predicted: 4,500+ over the 6 weeks	☐ Direct Count ☐ Indirect Count ☐ Representative Survey ☐ Informal Survey ☐ Structured Estimate

Description of Methods

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Attachments to include:

1) Budget Form
2) If your agency is a non-profit, a copy of your agency's current non-profit corporate registration with the Washington Secretary of State.
3) If available, a copy o f your organization's business plan (please limit to not more than two pages) and annual budget.

This proposal and all documents filed with the City are public records. The City may choose to post on its website copies of the proposals and attached documents.

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City of College Place
Lisa R. Neissl, City Clerk
625 S College Ave
College Place WA 99324
lneissl@cpwa.us

College Place Lodging Tax Application

TIMELINE FOR 2020 (2021 BUDGET)

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General Information

City of College Place Lodging Tax Fund Overview

College Place's Lodging Tax Fund is the primary source of city funding for activities, operations, and expenditures designed to increase tourism. The city has elected to create a program to competitively award funds to eligible local entities. In addition, the city intends to maintain a reserve in the fund, and will assess on an annual basis how much of the fund to appropriate in a given year to the program.

The College Place City Council has created a Lodging Tax Advisory Commission (LTAC) to conduct an annual process to solicit and recommend Lodging Tax funded projects to the City Council.

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- Have a demonstrated potential or high potential from the Committee's perspective to result in overnight stays by tourists in lodging establishments within the City of College Place.
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- Have demonstrated or high potential from the Committee's perspective to result in documented economic benefit to College Place.
- Have a demonstrated history or success in College Place, or are proposed by a group with a demonstrated history or high potential of success with similar activities.
- Minimize duplication of services where appropriate and encourage cooperative marketing and/or includes an element of cooperation or partnership.
- Provide, maintain, operate or enhance city-owned tourism facilities or infrastructure.

Committee Considerations

In developing its recommendations, the LTAC considers:

- The estimated amount of Lodging Tax Fund available for the coming year as provided by the City's Finance Office.
- Thoroughness and completeness of the proposal.
- Percent of the proposal request to the event/facility promotions budget and overall revenues.
- Percent of increase over prior year College Place Lodging Tax funded proposals, if any.
- Projected economic impact within the City of College Place, in particular projected overnight stays in College Place lodging establishments.
- The applicant's financial stability.
- The applicant's history of tourism promotion success.

Reporting Requirements

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Organizations funded for individual events, festivals or activities funds will provide a written and oral presentation 30 days after the event and an oral presentation to council near the end of the year.

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b. The marketing and operations of special events and festivals designed to attract tourists;
c. Supporting the operations and capital expenditures of tourism-related facilities owned or operated by a municipality or a public facilities district created under chapters 35.57 and 36.100 RCW; or
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ATTACHMENT

Budget

List approximate amount and status of funding from all other sources you anticipate receiving or are requesting for the activities/events proposed. Add additional rows as needed.

Amount	Source	Confirmed (Yes or No)
30,000	Current Expense Fund	No
10,000	LTAC Funds	No

Expenses

Activity	Lodging Tax	Other Funds (total above)	Total
Personnel			
Administration			
Marketing/Promotion			
Travel			
Consultants			
Other (identify)	10,000	30,000	40,000
Lighting Infrastructure			
TOTAL	10,000	30,000	40,000

2021 CP budget dollars to spend

	Qty	price/each			
Temple Spiral Snowflake LED 3'x3'	3	$ 547.00	$ 1,641.00	temple	
Silhouette Snowflake LED 3'x3'	3	$ 470.00	$ 1,410.00	temple	
Diamond Snowflake LED 3'x3'	3	$ 437.00	$ 1,311.00	temple	
Winterfest Snowflake LED 3'x3'	3	$ 505.00	$ 1,515.00	temple	
Presidential snowflake LED 3'x3'	3	$ 542.00	$ 1,626.00	temple	
Double frame wreath w 30 -4" ornaments and bows LED	1	$ 1,018.00	$ 1,018.00	mosca	
ball ornaments for base of xmas tree 42'	1	$ 5,615.00	$ 5,615.00	mosca	stack of 4 balls for 1 order.
Baroque deer standing	1	$ 965.00	$ 965.00	mosca	
Baroque deer looking back	1	$ 967.00	$ 967.00	mosca	
Baroque deer drinking	1	$ 952.00	$ 952.00	mosca	
Baroque deer posing	1	$ 970.00	$ 970.00	mosca	
			$ -		
Solar plug for areas with no power			$ -		waiting on quote
Trees of lights-14 ft tall with star	1	$ 2,100.00	$ 2,100.00	mosca	
Trees of lights-17 ft tall with star	1	$ 2,863.00	$ 2,863.00	mosca	
Trees of lights-21 ft tall with star	1	$ 4,204.00	$ 4,204.00	mosca	
			$ -		
6' Silhouette Snowman Carolers	1	$ 807.38	$ 807.38	evan geline	
6' Silhouette Snowman with top hat	1	$ 609.38	$ 609.38	evan geline	
29' Animated Garland Santa Express	1	$ 3,939.00	$ 3,939.00	evan geline	6.5 ft tall
Animated Five horse Carousel	1	$ 5,655.00	$ 5,655.00	evan geline	11.5 ft tall
			$ -		
6'Candy Cane and lollipops	2	$ 677.63	$ 1,355.26	evangeline	6' tall
5' Silouette packages cluster	1	$ 487.50	$ 487.50	evangeline	5' tall
			$ -		
			$ -		
			$ -		
			$ -		
		$ 34,330.89	$ 40,010.52		
		0.087	$ 3,480.92		
			$ 43,491.44		