Thursday, November 4, 2021
Lodging Tax Advisory Commission Meeting Agenda - Electronic Meeting
3:30 PM

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

Zoom Attendee Link: https://us06web.zoom.us/j/82926707529

Or you may call this number to listen: 1-669-900-9128 ID# 829 2670 7529 Phone controls: *6 - toggle mute/un-mute and *9 - raise hand

1. Opening Items

Subject :	1.01 Call To Order
Meeting :	Nov 4, 2021 - Lodging Tax Advisory Commission Meeting Agenda - Electronic Meeting
Category :	1. Opening Items
Access :	Public
Type :	Procedural
Subject :	1.02 Roll Call
Meeting :	Nov 4, 2021 - Lodging Tax Advisory Commission Meeting Agenda - Electronic Meeting
Category :	1. Opening Items
Access :	Public
Type :	Information

Public Content

Position 1 - Monica Boyle (Council Member) - Chair

Position 2 - Steve Owens (Columbia REA)

Position 3 - Robert Hansen (Visit Walla Walla)

Position 4 - Kristen Taylor (WW University Guestrooms)

Position 5 - Dr. Cheris Current (Vacation Rental Property Owner/Manager)

Staff Support:

Lisa R. Neissl, CMC;City Clerk

2. Consent Agenda

Subject :	2.01 Approve Agenda for November 4, 2021
Meeting :	Nov 4, 2021 - Lodging Tax Advisory Commission Meeting Agenda - Electronic Meeting
Category :	2. Consent Agenda

Access :	Public
Type :	Action (Consent)
Subject :	2.02 Approve Minutes from November 5, 2020
Meeting :	Nov 4, 2021 - Lodging Tax Advisory Commission Meeting Agenda - Electronic Meeting
Category :	2. Consent Agenda
Access :	Public
Type :	Action (Consent), Minutes
Minutes :	View Minutes for Nov 5, 2020 - Lodging Tax Advisory Commission Electronic Meeting

File Attachments

2020-11-05_LTAC_Draft_Minutes_BoardDocs® LT Plus.pdf (954 KB)

Subject :	2.03 Approve Consent Agenda - Our adopted rules of Parliamentary Procedure, The Standard Code of Parliamentary Procedure, provide for a consent agenda listing items for approval of the Commission by a single motion. Typically the items listed under the consent agenda are the minutes from previous meetings and the agenda for the current meeting. Documentation concerning these items has been provided to all Commission Members and the public in advance to assure an extensive and thorough review. Items may be removed from the consent agenda at the request of any Commission Member.
Meeting :	Nov 4, 2021 - Lodging Tax Advisory Commission Meeting Agenda - Electronic Meeting
Category :	2. Consent Agenda
Access :	Public
Type :	Action (Consent)
Recommended Action :	Motion to approve the consent agenda

3. Reports

Subject :	3.01 Lodging Tax Funds Report
Meeting :	Nov 4, 2021 - Lodging Tax Advisory Commission Meeting Agenda - Electronic Meeting
Category :	3. Reports
Access :	Public
Type :	Information

Public Content

The attached report shows the total funds received for Lodging Tax during 2021 with estimates for final year totals.

File Attachments

[Fund 130 Hotel-Motel YTD Report.pdf (11 KB)]
[Budget Report - Fund 130 Summary.pdf (77 KB)]

Subject :	3.02 Request for Proposals
Meeting :	Nov 4, 2021 - Lodging Tax Advisory Commission Meeting Agenda - Electronic Meeting
Category :	3. Reports
Access :	Public
Type :	Information

Public Content

Attached is the ad proof and affidavit of publication for the request for proposals.

File Attachments

[RFP Ad Proof.pdf (498 KB)]
[2021-09-08&22_RFP_Lodging_Tax_Funds.pdf (102 KB)]

4. Regular Agenda

Subject :	4.01 Fort Walla Walla Museum Application
Meeting :	Nov 4, 2021 - Lodging Tax Advisory Commission Meeting Agenda - Electronic Meeting
Category :	4. Regular Agenda
Access :	Public
Type :	Information

Public Content

See Attached Application

File Attachments

[FWWM Application for City of College Place Lodging Tax Funds-signed.pdf (553 KB)]
[FWWM 501 c3.pdf (362 KB)]

Subject :	4.02 College Place Events Application
Meeting :	Nov 4, 2021 - Lodging Tax Advisory Commission Meeting Agenda - Electronic Meeting
Category :	4. Regular Agenda
Access :	Public

Type :	Information

Public Content

See Attached Application

File Attachments

Freedom_Festival_Lodging_Tax_Funds-Application-2022BudgetYear.pdf (491 KB)

Subject :	4.03 Funding Recommendation to City Council
Meeting :	Nov 4, 2021 - Lodging Tax Advisory Commission Meeting Agenda - Electronic Meeting
Category :	4. Regular Agenda
Access :	Public
Type :	Action
Recommended Action :	Motion to recommend to City Council for budget approval.

Public Content

Make a motion to recommend funding as Commission decides.

5. Closing Items

Subject :	5.01 Adjourn - Motion to adjourn the meeting
Meeting :	Nov 4, 2021 - Lodging Tax Advisory Commission Meeting Agenda - Electronic Meeting
Category :	5. Closing Items
Access :	Public
Type :	Procedural

Lodging Tax Advisory Commission Electronic Meeting (Thursday, November 5, 2020)
Generated by Lisa Neissl on Thursday, November 5, 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:		

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 5, 2020
Action (Consent), Minutes: 2.02 Approve Minutes from November 7, 2019 Meeting
Action (Consent), Minutes: 2.03 Approve Minutes from August 18, 2020 Special Meeting

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

3. Reports
Information: 3.01 Lodging Tax Funds Report
The Commission reviewed the lodging tax funds report showing the estimated funds available in the 2021 budget.

Information: 3.02 Request for Proposals
The Commission reviewed the advertisement that was placed to request proposals for funding in 2021.

4. Regular Agenda-Funding Requests
Discussion, Information: 4.01 See Source Application
The Commission had a group discussion on the funding application from See Source, a marketing company out of Utah.

Discussion, Information: 4.02 Fort Walla Walla Museum Application
The Commission had a group discussion on the funding application from Fort Walla Walla Museum.

Discussion, Information: 4.03 College Place Light up the Avenue Application
The Commission had a group discussion on the funding application from the City of College Place for Light up the Avenue.

5. Action Agenda-Funding Recommendation
Action: 5.01 Funding Recommendation to City Council

Motion to make the following recommendations for Lodging Tax fund allocations to City Council:

Member Current made a motion to decline the application from See Source. Second by Member Owens and the motion passed 4-0.

Member Current made a motion to approve funding for Fort Walla Walla Museum in the amount requested of $3,500 and for the City of College Place Light up the Avenue in the amount requested of $10,000 from the 2021 Lodging Tax Budget. Second by Member Owens and the motion passed 4-0.

These recommendations will be forwarded to the City Council at their next meeting.

6. Closing Items

Procedural: 6.01 Adjourn

Member Owens made a motion to adjourn at 4:04 PM. And, with no objection, the meeting adjourned.

Approved:

Commission Chair

Attest:

City Clerk

The foregoing minutes are the official record of the Lodging Tax Advisory Committee meeting that occurred November 5, 2020. Further detail may be obtained by reviewing the actual audio recording made during this session.

2021 YEAR TO DATE TOTALS

130 Hotel/Motel Tax 01/01/2021 To: 12/31/2021

		REVENUES
001 Beginning Balances		
001 Beginning Balances		
308 31 00 03	Beginning Balance - Hotel/Motel Tax	26,025.71
	001 Beginning Balances	26,025.71
	001 Beginning Balances	**26,025.71**
002 Taxes		
002 Taxes		
313 31 00 01	Hotel/Motel Lodging	9,464.61
313 31 00 02	Hotel/Motel Stadium	9,464.62
	002 Taxes	18,929.23
	002 Taxes	**18,929.23**
025 Miscellaneous		
025 Miscellaneous		
361 10 00 30	Unrealized Gain/Loss	(91.32)
361 30 00 30	Realized Gain/Loss On Investments	1.84
361 41 00 30	Investment Interest - Purchased	(1.13)
	025 Miscellaneous	(90.61)
035 Other Miscellaneous		
361 11 01 30	Investment Interest	105.27
	035 Other Miscellaneous	105.27
	025 Miscellaneous	**14.66**
Fund Revenues:		**44,969.60**

		EXPENDITURES
557 Tourism		
557 Economic Development		
557 30 31 30	Community Services - Office & Operating Supplies	10,000.00
557 30 41 30	Professional Financial / Banking Costs	1.85
557 30 44 30	Tourism Advertising	153.50

2021 YEAR TO DATE TOTALS

130 Hotel/Motel Tax | 01/01/2021 To: 12/31/2021

		EXPENDITURES
557 Economic Development		
557 30 49 01	Contributions To Other Agencies - Miscellaneous	3,500.00
557 30 49 30	City Event Entertainment	0.00
	557 Economic Development	13,655.35
	557 Tourism	**13,655.35**
999 Ending Balances		
999 Ending Balance		
508 31 00 03	Ending Balance - Hotel/Motel Tax	0.00
	999 Ending Balance	0.00
	999 Ending Balances	**0.00**
Fund Expenditures:		**13,655.35**
Excess/Deficit:		**31,314.25**

2021 YEAR TO DATE TOTALS

Fund	Revenues	Expenditures	Net
130 Hotel/Motel Tax	44,969.60	13,655.35	31,314.25
	44,969.60	13,655.35	31,314.25

Fund 130 Hotel/Motel Tax

Amount		Remark
$	26,025.71	Actual 2021 Beginning Balance
$	18,943.89	YTD 2021 Revenues
$	1,893.00	Estimated Additional 2021 Revenues
$	46,862.60	**Estimated Total 2021 Revenues**
$	13,655.35	YTD 2021 Expenditures
$	-	Estimated Additional 2021 Expenditures
$	13,655.35	**Estimated Total 2021 Expenditures**
$	**33,207.25**	**Estimated Ending Fund Balance**
$	6,641.45	Policy 20% Reserve Minimum
$	**26,565.80**	**Estimated 2022 Available Funds**

Union-Bulletin.com

WALLA WALLA
UNION-BULLETIN
We Bring the Valley to You
PO Box 1358, Walla Walla, WA 99362

-Ad Proof-

This is the proof of your ad scheduled to run on the dates indicated below. Please proof read notice carefully to check spelling and run dates, if you need to make changes

Date:	08/31/21
Account #:	[redacted]
Company Name:	CITY OF COLLEGE PLACE
Contact:	[redacted]
Address:	625 S COLLEGE AVE COLLEGE PLACE, WA 99324
Telephone:	(509) 529-1200
Fax:	(509) 525-5352

Ad ID:	[redacted]
Start:	09/08/21
Stop:	09/22/21
Total Cost:	$153.50
Ad Size:	2 x 2.931 = 5.861
# of Lines:	23
# of Inserts:	4
Ad Class:	4011
Account Rep:	Judy Hudson
Phone #	(509) 525-3302
Email:	judyhudson@wwub.com

Run Dates:

WW Union-Bulletin	09/08/21
WW Union-Bulletin	09/22/21
Union-Bulletin.com	09/08/21
Union-Bulletin.com	09/22/21

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 2022 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 26th 2021 by 4:00 p.m. received electronically at lneissl@cpwa.us or in person at City Hall, Attn: Lodging Tax Funding Application, 625 S College Ave, College Place WA 99324.

Questions may be directed to Lisa Neissl, City Clerk at 509-394-8511.

(Pub. Sept. 8 & 22, 2021)

WALLA WALLA
UNION-BULLETIN
We Bring the Valley to You
PO Box 1358, Walla Walla, WA 99362

-Affidavit of Publication-

STATE OF WASHINGTON, }
County of Walla Walla } ss.

Judy Hudson, being first duly sworn upon oath deposes and says that she/he is a Clerk of the Walla Walla Union-Bulletin, Inc. Publisher of the WALLA WALLA UNION-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 notice, a true copy of which is annexed hereto, Request for Proposals Lodging Tax Fu, was published in the regular issues (and not in supplement form) of said newspaper, for a period of 2 times, the first insertion being on 09/08/2021 and the last insertion being on 09/22/2021, both dates inclusive,

Dates Ad Ran:

WW Union-Bulletin	09/08/21
WW Union-Bulletin	09/22/21
Union-Bulletin.com	09/08/21
Union-Bulletin.com	09/22/21

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.

Judy Hudson
Clerk

Subscribed and sworn to before me this 23rd day of, September 2021

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

Kandi Suckow
MY COMM. EXP. 12/15/2024
NOTARY PUBLIC
STATE OF WASHINGTON
COMM. #21003816

Ad Copy

Request for Proposals – Lodging Tax Funds

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(Pub. Sept. 8 & 22, 2021)

Application for City of College Place Lodging Tax Funds

Application Deadline: Tuesday, October 26, 2021 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: $4,000

Organization/Agency Name: Fort Walla Walla Museum			
Federal Tax ID Number: 91-6070983			
Event or Activity Name (if applicable): Museum - Year Round Tourism Destination			
Contact Name and Title: Groover Snell, Operations Manager			
Mailing Address: 755 NE Myra Road	City: Walla Walla	State: WA	Zip: 99362
Phone: 509-525-7703	Email Address: groover@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:** 10-19-2021

Application Questions

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

In addition to discovering, preserving, and sharing regional heritage, Fort Walla Walla Museum promotes local economic development through tourism. With more than 20,000 square feet of exhibit space, 16 historic buildings, and dozens of events and programs, the museum is our community's best tool to generate revenue from heritage tourists.
In a normal year, the museum serves visitors from all 50 states and more than 35 countries. While we were previously open to the public seven days a week, current open hours will be adjusted based on county and state mandates and our level of staffing. Through 2021 we were able to increase our hours of operation again to meet the tourist demand in Spring and Summer. At this time, the Museum is open every day except Tuesday from 10am to 5pm. Since reopening we have seen a steady stream of visitors, the great majority being from out of area. We seek funding to support the expansion of our operation to reopen for the full in 2022 and to remain open November through March. While we do not break even on these extra days, we do provide another reason for tourists to stay overnight on Sundays and throughout the slow winter season. With the difficulty of hiring and paying staff adequately in the current market, we require support to continue rebuilding our capacity. With your support we can continue to offer an attraction 362 days a year (closed January 1, Thanksgiving Day, and December 25).

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

Our area has been known as the Cradle of Pacific Northwest History for more than a century and for 53 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 opportunities makes our valley a desireable getaway spot, especially as people are trending away from highly populated cities. Attracting more tourists to the Valley means more people using College Place lodging and spending money at local restaurants and shops. All of these activities further generate local taxes. The Museum is a one-of-a-kind attraction right by College Place and visitors often want to explore even more of our history after visiting here. This year our Board president Mike Denny presented at the Museum about his upcoming book on the history of College Place, and his lecture is recorded and accessible via our YouTube and website. We plan to help promote his book, which may drive more guests to seek out expeirences in College Place.

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

Strong support from LTAC and other local grantors and supporters allowed us to open in February 2021 for weekends after restrictions relaxed. Soon after, we were able to hire an extra employee that allowed us to expand our open hours. We are now open every day but Tuesday. This has allowed us to benefit local toursim for the busy tourist season. We were able to resume some of our annual events, such as Lewis and Clark Weekend in June, Ice Cream Social in August and the Antique Truck Show in September, as well as weekly living history presentations, monthly free lectures, and a summer series of heritage skills demonstrations. These all attracted out-of-area visitors and also helped lengthen and improve the stays of tourists who came for other reasons. Taking what we learned during our temporary COVID closures, we aldo continue to produce digital content promoting and educating about regional history. This allows schools that can't yet make field trips to have some regional history resources and also helps supplement visitors' experiences and perhaps draw more visitors to the area.

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

In addition to enhancing the 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 travellers as well as wine tourists seeking to learn more about the area while resting their palates. We still expect that a growing portion of our guests will be driving here instead of flying. This includes visitors from the Seattle, Portland, Boise, Spokane, and Lewsiton areas. Our many foreign visitors are generally interested in the history of the American West, specifically stories and artifcats related to agriculture, military, cowboys, and Indian people. This past year we have also seen several individuals and families re-tracing the Oregon Trail and/or the Lewis and Clark trail.

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.

In 2020, 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. The video was shared and promoted in 2021 and will continue to be inn 2022.

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 Ice Cream Social, which attracts many visitors interested in hands-on historical experiences. 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?

600,000

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

We may have to restrict the number of days per week we can operate. In the past several years we have been open 7 days a week. After COVID required our temporary closure we have slowly been able to expand our hours first to 3 days a week and currently 6 days. This has been a strain on our reduced staff. We already cannot afford to pay staff enough, and in this current market it would be near impossible to attract and retain adequate staff to maintain this schedule for long. The museum being open on less busy days provides a boon to local tourism becuase it lengthens stays of tourists. Having the extra activity of touring the museum for two hours may cause some to stay an extra night or at least eat one more meal at a local restaurant before returning home or it may even inspire them to seek out additional heritage sites in the area. When tourists experience the history of our Valley, the memory of their visit is more deeply rooted and they willl be more likely to return to this area in the future. Without full funding, we will be severely limited and will have to delay hiring and remian closed for most weekdays and possibly even terminate some employees. Our ability to provide programming and promotion will be limited.

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. Recently many COVID relief grants and PPP have helped us remain finacnially stable throughout thes past two challenging years. As we expect such sources to wane in 2022, it is important for us to re-establish and strengthen our traditional sources of revenue.

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: 8,152	☐ 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: 4,707	☐ 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: 1,263 unpaid lodging 9,780 non-lodging	☐ 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 26, 2021 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 2021 (2022 BUDGET)

August 30	Applications available online at **www.cpwa.us**
October 26	**Applications due to City by 4 p.m.**
October 26 – November 3	Internal Staff review and scheduled LTAC meeting to review applications
November 4	LTAC meeting to recommend applicants for 2022 funding
November 9	City Council discussion
November 23	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)
112,000	individual contributions and memberships	N
146,100	grants	N
19,500	business sponsorships	N
68,300	fee/service income and store sales	N
60,100	endowment and interest income	N
155,000	grant release/grant fulfillment	N
2,000	miscellaneous income	N

Expenses

Activity	Lodging Tax	Other Funds (total above)	Total
Personnel	2,500	414,500	417,000
Administration	0	24,900	24,900
Marketing/Promotion	0	16,000	16,000
Travel	0	0	0
Consultants	0	0	0
Other (identify)	Occupancy &cost of store sales	85,500+18,800	104,300
Programming	1,500	36,300	37,800
TOTAL	4,000	596,000	600,000

Internal Revenue Service

Date: November 20, 2007

FORT WALLA WALLA MUSEUM WALLA
WALLA VALLEY HISTORICAL SOCIETY
FORT WALLA WALLA MUSEUM
755 NE MYRA RD
WALLA WALLA WA 99362-8035

Department of the Treasury
P. O. Box 2508
Cincinnati, OH 45201

Person to Contact:
Janet M. Duncan 17-57079
Correspondence Specialist/Screener
Toll Free Telephone Number:
877-829-5500
Federal Identification Number:
91-6070983

Dear Sir or Madam:

This is in response to your request of November 20, 2007, regarding your organization's tax-exempt status.

In July 1967 we issued a determination letter that recognized your organization as exempt from federal income tax. Our records indicate that your organization is currently exempt under section 501(c)(3) of the Internal Revenue Code.

Our records indicate that your organization is also classified as a public charity under section 509(a)(2) of the Internal Revenue Code.

Our records indicate that contributions to your organization are deductible under section 170 of the Code, and that you are qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Internal Revenue Code.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely,

Michele M. Sullivan

Michele M. Sullivan, Oper. Mgr.
Accounts Management Operations 1

Application for City of College Place Lodging Tax Funds

Application Deadline: Tuesday, October 26, 2021 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): Freedom Festival			
Contact Name and Title: Lisa Neissl, City Clerk & (currently vacant) Deputy Clerk/Events Coordinator			
Mailing Address: 625 S College Ave	City: College Place	State: WA	Zip: 99324
Phone: 509-394-8511	Email Address: clerk@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: Lisa R. Neissl 8B5B87D89C5F445...	**Title:** City Clerk
Printed or Typed Name: Lisa R. Neissl	**Date:** 10/25/2021

Application Questions

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

Freedom Festival will be held on Sunday, July 3rd, 2022 and will be the kick off of the Independence Day Holiday for the valley. We will have craft and food vendors, kid activities, and live music.

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

This is a time of year many people come to the valley to visit family for the holiday. This event will encourage people to come to the valley a few days early and kick the week off here in College Place. Thus, spending more days in local lodging facilities, and more dollars at local businesses.

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

Yes, in 2019 we received funding for adding the live music to the event and it was very well received. It gave attendees something to keep them engaged throughout the evening until it was dark enough for fireworks. That, in turn, led to them spending more money with our vendors. Also, having the live music is a great marketing tool to attract people from outside the local area.

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

Aside from local residents, we will target marketing to surrounding areas such as Pendleton, Hermiston, Umatilla, Tri-Cities, LaGrande, Spokane, Seattle, Portland, etc.

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

Our marketing plan will involve social media with the use of both regular and paid post advertisements, marketing in radio and news media in the target areas. In addition, we would add event specific information in the Union Bulletin Visitor Guide that is widely distributed.

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

Each year we promote local small business by offering vendor spaces to them for the event. In addition, for 2021 we partnered with Blue Zones Walla Walla Valley Project. They were going to operate a kid activity zone. (The event was unfortunately canceled.) It is our plan and hope to engage with them again for 2022.

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

It is a free community event and will be managed through either sectioning or ticketing depending upon what the current COVID restrictions are.

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

$21,300 is the estimate.

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

Parts of the event may have to be scaled back. Particularly the marketing, swag, and entertainment.

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

Private donation, labor collaboration with other organizations, and city funds.

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: 3000	☐ 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: 300	☐ 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: 1000	☐ 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: 200	☐ 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: 2800	☐ 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 26, 2021 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 2021 (2022 BUDGET)

August 30	Applications available online at **www.cpwa.us**
October 26	**Applications due to City by 4 p.m.**
October 26 – November 3	Internal Staff review and scheduled LTAC meeting to review applications
November 4	LTAC meeting to recommend applicants for 2022 funding
November 9	City Council discussion
November 23	City Council decision

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.

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.
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ATTACHMENT

Budget

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Amount	Source	Confirmed (Yes or No)
5000	Private Donation	No
300	Vendor Fees	No
1000	City Staff Time	Yes
500	Blue Zone Staff Time	No

Expenses

Activity	Lodging Tax	Other Funds (total above)	Total
Personnel		1000	1000
Administration		500	500
Marketing/Promotion	3000	500	3500
Travel	0	0	0
Consultants	0	0	0
Other (identify)	1500 swag/giveaways	800 restrooms / 1000 equip rentals	
	8000 live entertainment	5000 fireworks	16,300
TOTAL	12,500	8,800	21,300