

Thursday, August 4, 2022

Lodging Tax Advisory Commission Meeting Agenda - Hybrid (In-Person & Electronic)

3:30 PM

Hybrid (In-Person & Electronic)

In-Person at City Hall, 625 S College Avenue, College Place Washington

Meeting may be viewed at: Live Stream on City of College Place, Washington YouTube at https://www.youtube.com/channel/UCbx3qrqzLDL_05NusReSI-g/featured

Zoom Attendee Link: <https://us06web.zoom.us/j/88233970972>

Or you may call this number to listen: 1-669-900-9128 ID# 882 3397 0972 Phone controls: *6 - toggle mute/un-mute and *9 - raise hand

1. Opening Items

Subject :	1.01 Call To Order
Meeting :	Aug 4, 2022 - Lodging Tax Advisory Commission Meeting Agenda - Hybrid (In-Person & Electronic)
Category :	1. Opening Items
Access :	Public
Type :	Procedural

Public Content

LTAC Members:

Monica Boyle, Councilmember, Committee Chair

Steve Owens, Columbia Rural Electric

Robert Hansen, Visit Walla Walla

Vacant

Dr. CherisCurrent, Vacation Rental Properties

Support Staff:

Lisa R. Neissl, MMC; City Clerk

Subject :	1.02 Roll Call
Meeting :	Aug 4, 2022 - Lodging Tax Advisory Commission Meeting Agenda - Hybrid (In-Person & Electronic)
Category :	1. Opening Items
Access :	Public
Type :	Information

Public Content

Position 1 - Byron Trop

Position 2 - Steve Owens

Position 3 - Robert Hansen

Position 4 - Vacant

Position 5 - Dr. Cheris Current

Staff

Lisa Neissl, MMC; City Clerk

Subject :	1.03 Public Comment
Meeting :	Aug 4, 2022 - Lodging Tax Advisory Commission Meeting Agenda - Hybrid (In-Person & Electronic)
Category :	1. Opening Items
Access :	Public
Type :	Procedural

Public Content

Commission meetings are primarily structured to permit Membersto arrive at the decisions necessary to make recommendations to the City Council.

Meeting Protocol for Public Comment:

When submitting public comments, include the following information regardless of the manner you are using: Note that there are deadlines for writtencomments to be included in the meeting documents.

- Your Name
- Your Address

WrittenPublic comments may be provided by submitting comment to Clerk@cpwa.usno later than 4:30PMon the meeting date to be included in the record.(If typewritten, no less than 11 pt font).

VerbalPublic Comments may be made during the meeting:

- In-person at the meeting location - provided at the beginning of each agenda.
- Telephone comment - Call1-669-900-9128, entering the meeting ID (provided at beginning of agenda) and raise your hand (*9 to raise hand, *6 to mute/un-mute) when comments are requested.
- Virtual comment -Join using theZoom Attendee link (provided at beginning of agenda) and raise your hand when comments are requested.

Once recognized, you will have five minutes to speak on any subject that is under the control of the Commission.

2. Consent Agenda

Subject :	2.01 Approve Agenda for August 4, 2022
Meeting :	Aug 4, 2022 - Lodging Tax Advisory Commission Meeting Agenda - Hybrid (In-Person & Electronic)
Category :	2. Consent Agenda
Access :	Public

Type :	Action (Consent)
Subject :	2.02 Approve Minutes from November 4, 2021
Meeting :	Aug 4, 2022 - Lodging Tax Advisory Commission Meeting Agenda - Hybrid (In-Person & Electronic)
Category :	2. Consent Agenda
Access :	Public
Type :	Action (Consent), Minutes
Minutes :	View Minutes for Nov 4, 2021 - Lodging Tax Advisory Commission Meeting Agenda - E

File Attachments

[2021-11-04_LTAC_Minutes_Draft.pdf \(957 KB\)](#)

Subject :	2.03 Approve Consent Agenda - Our adopted rules of Parliamentary Procedure, The Standard Code of Parliamentary Procedure, provide for a consent agenda listing several items for approval of the Planning Commission by a single motion. Most of the items listed under the consent agenda have gone through previous review either at a workshop, or by subcommittee review and recommendation. Documentation concerning these items has been provided to all Planning Commission 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 Planning Commission member.
Meeting :	Aug 4, 2022 - Lodging Tax Advisory Commission Meeting Agenda - Hybrid (In-Person & Electronic)
Category :	2. Consent Agenda
Access :	Public
Type :	Action (Consent)
Recommended Action :	Motion to approve the consent agenda.

3. Reports

Subject :	3.01 Early Estimates of Funding Availability for 2023 Budget
Meeting :	Aug 4, 2022 - Lodging Tax Advisory Commission Meeting Agenda - Hybrid (In-Person & Electronic)
Category :	3. Reports
Access :	Public
Type :	Information

Public Content

\$ 13,590.88 Aug-Dec estimate

\$ 53,316.19 YTD Balance
\$ 66,907.07 Est EOY Balance
\$ (16,500.00) Budgeted Expenses as LTAC Authorized
\$ 50,407.07 Est Ending Balance

Subject : 3.02 Fort Walla Walla 2021 Report for Lodging Tax Funds
Meeting : Aug 4, 2022 - Lodging Tax Advisory Commission Meeting Agenda - Hybrid (In-Person & Electronic)
Category : 3. Reports
Access : Public
Type : Discussion, Information

File Attachments

[2021 Report CP LTAC.pdf \(147 KB\)](#)
[Final 2021 Lodging Tax Report.pdf \(82 KB\)](#)

Subject : 3.03 City of College Place 2021 & 2022 Freedom Festival Report for Lodging Tax Funds
Meeting : Aug 4, 2022 - Lodging Tax Advisory Commission Meeting Agenda - Hybrid (In-Person & Electronic)
Category : 3. Reports
Access : Public
Type : Discussion, Information

Public Content

In 2021 the City was awarded \$10,000 toward Christmas Decorations. In June a purchase of \$13,592 was made of which \$10,000 was expensed to LTAC. These decorations will be used each year to increase the number of light poles with snowflake decorations on them during the month of December. We have received a lot of positive feedback on the decorations.

In 2022 the City was awarded \$12,500 toward the Freedom Festival. We advertised in two publications, the Visit Walla Walla publication with a very wide distribution network, and The Entertainer publication distributed by Statewide Media.

File Attachments

[2022_FF_Sponsor_Thank_You.pdf \(2,177 KB\)](#)
[2022_Freedom_Festival_Event_Report.pdf \(158 KB\)](#)
[ABOUT - Statewide Media.pdf \(102 KB\)](#)
[2022_Freedom_Festival_\(8.5 x 11 in Flyer\).pdf \(5,484 KB\)](#)

4. Action Agenda

Subject : 4.01 2023 Budget Application Document & Timeline Development

Meeting : Aug 4, 2022 - Lodging Tax Advisory Commission Meeting Agenda - Hybrid (In-Person & Electronic)

Category : 4. Action Agenda

Access : Public

Type : Action

Public Content

Review proposed application and timeline. Make necessary adjustments and provide Clerk with direction.

Proposed Timeline:

August 12, 2022 - Applications available online - Advertisement in UB 8/14 & 8/28

October 25, 2022 - Applications due to City

October 25 - 28, 2022 - Staff Review & LTAC Meeting Packet Prepared/Distributed

November 3, 2022 - LTAC meeting to recommend funding awards

November 8, 2022 - Recommendations introduced to Council for discussion

November 22, 2022 - Action from Council and direction on Budget provided to Finance Director

File Attachments

[Application for City of College Place Lodging Tax Funds-Final Fillable Form-2023BudgetYear.pdf \(769 KB\)](#)

Subject : 4.02 Language of Request for Proposals & Advertisement Plan

Meeting : Aug 4, 2022 - Lodging Tax Advisory Commission Meeting Agenda - Hybrid (In-Person & Electronic)

Category : 4. Action Agenda

Access : Public

Type : Action

Public Content

Proposed RFP Advertisement Locations: (To be published August 14th & 28th in the WWUB in addition to city website, city social media, or other places as recommended by the LTAC.)

Proposed RFP Language:

The City of College Place is requesting proposals from parties interested in competing for estimated lodging tax funds available in the 2023 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 25th 2022 by 4:00 p.m. received electronically at clerk@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.

5. Closing Items

Subject :	5.01 Conclude
Meeting :	Aug 4, 2022 - Lodging Tax Advisory Commission Meeting Agenda - Hybrid (In-Person & Electronic)
Category :	5. Closing Items
Access :	Public
Type :	Action, Procedural
Recommended Action :	Motion to Conclude the meeting.

Lodging Tax Advisory Commission Meeting Agenda - Electronic Meeting (Thursday, November 4, 2021)

Generated by Lisa Neissl on Thursday, November 4, 2021

1. Opening Items

Procedural: 1.01 Call To Order

Chair Boyle called the meeting to order at 3:30 PM.

Information: 1.02 Roll Call

Present:

LTAC Members

Staff

Monica Boyle, Chair
Steve Owens, Columbia REA
Robert Hansen, Visit Walla Walla
Dr. Cheris Current, Vacation Rentals
City Clerk, Lisa Neissl

Absent:

Kristen Taylor, WWU Guest Rooms

2. Consent Agenda

Action (Consent): 2.01 Approve Agenda for November 4, 2021

Action (Consent), Minutes: 2.02 Approve Minutes from November 5, 2020

Action (Consent): 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.

Commissioner Current made a motion to approve the consent agenda. Second by Commissioner Owens and, with no objection the motion passed.

3. Reports

Information: 3.01 Lodging Tax Funds Report

Ms. Neissl provided an overview of the lodging tax funds received and expended to date in 2021. Discussion ensued.

Information: 3.02 Request for Proposals

Ms. Neissl provided a copy of the published request for proposals. Discussion ensued.

4. Regular Agenda

Information: 4.01 Fort Walla Walla Museum Application

The Commission noted they had reviewed the application.

Commissioner Current made a motion to approve the funding request and award the funding of \$4,000 to Fort Walla Walla Museum. Second by Commissioner Hansen and the motion passed 4-0.

Information: 4.02 College Place Events Application

Ms. Neissl answered some questions regarding the funding application for College Place Events. (It was noted that a clerical error was made at the beginning of the application and the requested amount is \$12,500 as shown on the budget rather than the \$10,000 indicated at the beginning of the application.)

Commissioner Hansen made a motion to approve the funding request and award the funding of \$12,500 to the City of College Place Freedom Festival. Second by Commissioner Owens and the motion passed 4-0.

Action: 4.03 Funding Recommendation to City Council

Since the motions were made individually on the applications, there was no need to address this item.

5. Closing Items

After some discussion on the application and process, the Commission decided to meet sometime during the month of July or August to discuss the application and how the RFP will be marketed to potential applicants. The Clerk will also include reports from prior grantees in that meeting.

Procedural: 5.01 Adjourn -

Commissioner Owens made a motion to adjourn the meeting at 3:49 PM. Second by Commissioner Hansen 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 4, 2021. Further detail may be obtained by reviewing the actual audio recording made during this session.

ECONOMIC DEVELOPMENT REPORT

FORT WALLA WALLA MUSEUM

WALLA WALLA VALLEY HISTORICAL SOCIETY

2021 (1 October through 27 December)

With the 2020 "Contract for Professional Services Related to Tourism and Operations of Tourism Related Facilities" between the City of Walla Walla and Fort Walla Walla Museum/Walla Walla Valley Historical Society, the Museum funding from the Lodging Tax Fund was used to supplement a limited budget to greatly enhance the Museum's economic development efforts that benefited the entire community.

Summary of Operations and Economic Development Services

For 2021 we returned to about half of our 2019 admission. In fall 2020 we had projected for a 75% recovery. However, COVID effects lasted longer than expected and kept us closed for a couple months into 2021, plus the difficulty in finding staff in this labor market forced us to run at about half our usual open days until late spring when we were able to reopen for 6 days a week. We did much to rebuild our programming and are in a good position to keep recovering and improving in 2022.

During the fourth quarter of 2021, we finished off our events schedule for the year, again hosted large group tours of tourists and of schoolchildren from Tri-Cities. The final of our heritage skills series occurred, drawing a large crowd, including from out of town and state. Weekly Living History presentations concluded. Our facilities and the special experience of history and of our Living History reenactors attracted several out of town guests to hold their events here. In this quarter we also continued planning with the organizers of a Cascadia Caravan Airstream tour that is making Walla Walla one of their stops and asked for a special museum tour in 2022. A group of PNNL employees may also come in 2022 to see the museum. Our facilities and the historical atmosphere and experience we provide attracted many visitors to our city this quarter and encouraged greater interest in our community. Larger groups are already planning for 2022. Q4 events like our Pioneer Santa day saw over 100 visitors on a usually slow weekend and we saw families from the Seattle area on their Christmas vacations. We also continued updating and adding to our digital programs. Our video content has now been viewed over 20,000 times, with one video on Walla Walla's horse drawn municipal fire engine reaching over 10,000 views. Such content is viewed widely and piques the interest of potential tourists. These videos are also permanently on the web and strengthen our area's overall online presence, especially for those seeking heritage tourist destinations. Our work in 2020 with CMBell to create a heritage tourism ad was used in 2021 to increase tourism; it has been viewed over 200,000 times in markets like Portland, Seattle, and Spokane. Our display at the airport and the newly updated case at the Marcus Whitman Hotel also help extend stays.

The work done this quarter can be classified into:

1) Operations; 2) Publicity and Marketing; and 3) Community and Economic Development

1-OPERATIONS

OPERATION STATISTICS

REVENUES	Jan – Dec 2021	Jan – Dec 2020	Change
Gate Admissions	\$51,947	\$9,352	Up 455%
Tour Admissions	\$1,115	\$1,025	Up 1%
Total Attendance Count	10,145	2,067	Up 390%
School Tours Count (included above)	1,054	128	Up 723%
Total Offsite Reach	20,548 cumulative (not including CMBell)	Comparison N/A	Different count methodology 2020-21
Sponsorships	\$1,574	\$8,500	Down 82%
Store Sales	\$36,749	\$8,291	Up 343%

All revenues and attendance are up from last year. We have come a long way in recovering from COVID. Still, COVID's impacts have lasted longer than expected. We had hoped to reach at least 15,000 admission count by end of 2021 when we planned in late 2020. However, 2021 still saw two months of closure due to government mandates and with difficulty replacing staff and slow visitation in early spring, we were only open on weekends until early summer when we were able to open up six days a week. Given the circumstances, our 307% increase in visitation is a good sign and we expect another large increase in 2022 as we continue rebuilding. However, our store sales recovered much faster than we had budgeted for. School tours also made a surprisingly quick comeback, driven partly by summer camp and homeschool trips from around the region. Some larger public schools have begun booking tours again too. Based on informal conversations and feedback from guests, many visitors have not seen the museum in several years and now plan on returning in the spring and summer, including many visitors from out of town. We have also seen new volunteers who have been ready to get back into the community after a time of lessened activity from lockdowns and other closures.

We saw several tour and family groups who chose to hold their events in Walla Walla and at the museum for a historical atmosphere and the guides and living history reenactors we can offer to augment their experiences. A group of Retired ROTC from across the country chose Walla Walla as a stop for their trip, with a guided tour and personal Living History presentation as their highlight. A family reunion took place on our grounds, with about 40 people from various states enjoying a meal, a guided tour, and a Living History presentation. Another family also held a memorial service in our facilities.

Based on the great interest in our renewed in-person programming in addition to our continuing digital output, we are optimistic for a strong continuing recovery in 2022. Our new content, skills, and preparation will let us enrich the stays of visitors, leading ultimately to more heads in hotel beds.

2-PUBLICITY AND MARKETING

We continued promoting our online content, but much of our publicity and marketing also focused once again on attracting visitors to our onsite events. With more hands-on and family-oriented events along with demonstrations of historical skills, we saw diverse visitors enjoying the museum and being immersed in history often for the first time. We could poster again as local venues and shops were open and more frequented this year. We run ads in the Walla Walla Visitors Guide, the Tri-Cities based Entertainer, the Country Register, and paid boosts on social media. As mentioned, the CMBell video highlighting Walla Walla heritage tourism was seen in major markets like Seattle, Portland, Spokane, and Boise.

The museum enjoys a remarkable number of recommendations via word of mouth, which are, according to *Nielson Marketing*, the most "credible, social, repeatable, measurable and respectful" marketing strategies to rely on. However, enhancements to our programming and promotional/publicity efforts have also helped to increase the general awareness of our Museum. The Museum staff uses social media outreach avenues to expand and remain relevant with a diverse demographic and a wider audience. We continue to post on Facebook and remain a top attraction year-round in Walla Walla on Trip Advisor, holding their Certificate of Excellence. We remain visible in local press with news releases, event notifications, and historical columns, enforcing top-of-mind awareness of the museum as a recreational space with plenty of activities for all ages.

Frequently, we are a primary source for visitor information for the Walla Walla Valley. We have added an extra brochure rack to distribute more information on local tourist activities.

3-COMMUNITY AND ECONOMIC DEVELOPMENT

With the closures and restrictions of COVID-19, we have made an extra effort to raise our online presence. In addition to regular website updates, our online exhibits section was expanded with more photos and information, the homepage was redesigned, and we quickly filmed and embedded in our website a virtual tour, which is free for schools and anyone to view. We have also begun a blog, posted more frequently on Facebook and other social media, and are developing even more content for our website that promotes community engagement and heritage education. This digital outreach will also keep the Museum and Walla Walla in the mind of would-be tourists who will be eager to travel once it is safe. Our digital *Museum After Hours* program is now reaching a national audience. Since reopening, the majority of our guests have been from out of town. We attract tourists by being open, and also helping to lengthen stays of tourists who came for other reasons.

The Museum partners with the local universities, colleges and schools as well as many local not-for-profit organizations, to perform a variety of services. Time spent by these partners in addition to the hours of our volunteers, are

a priceless resource to supporting Museum operations. We have taken on multiple new interns throughout the year, who are now nearing the end of their internships as new candidates are contacting us for spring and summer projects. This is a training experience for them and a valuable source of talent for the museum. We are slowly letting some volunteers safely return and have offered at-home tasks for others. The intellectual and social engagement volunteers get through museum involvement is an important aspect of happiness and mental health in normal times and takes on even more importance during this crisis that has increased everyone's isolation.

Pursuit of support for our events and programs is ongoing. Providing access to regional history by a variety of means captures the interest of a broader audience and greater development potential in both economic resources and people assets. Participation in educational meetings and sharing not-for-profit knowledge with peers and other social agencies maintains viability as well as visibility within the local network. Staff attend workshops and engage with peer groups to build networks and expand foundation of knowledge to benefit the wellbeing of the museum and ultimately, those who visit. Our staff remains very involved in committees, boards and local community groups, key to the quality of life, economics and tourism of the Walla Walla area.

A former study by RRC Associates of Boulder Colorado showed that visitors to Fort Walla Walla Museum spent an average of \$306 a piece in our community. That equates to \$30 for local businesses for every dollar made by the museum. This normally totals between \$2 and \$2.5 million annually which generates more than \$20,000 in tax dollars for the city. These dollars improve the quality of life for all local residents because they go into the general fund which supports police and fire protection, as well as, streets and parks.

2021 Report for Lodging Tax Funds from the City of Walla Walla

Date:	12/27/2021
Reporting Organization:	Fort Walla Walla Museum/WW Valley Historical Society
Contact Person:	James Payne
E-mail:	james@fwwm.org
Phone:	509-525-7703
2020 Tourism-Related Activity:	Museum - Year-Round Tourism Destination
Start Date	1/2/2020
End Date:	12/31/2020
Activity Type (check):	Festival/Event ___ Facility __X__ Marketing ___

Total Activity Budget	\$ 600,000
Lodging Tax Requested	\$ 55,000
Total Lodging Tax Awarded	\$ 47,355
Total Activity Cost	\$ 600,000

	Projected	Actual	Methodology Used
Overall Attendance	15750	10145	DC
Attendance 50+ Miles	6150	5004	RS
Attendance, Out of State, Out of Country	4500	2317	RS
Attendance Paid Overnight Lodging	4706	2427	RS
Attendance Did NOT Pay Overnight Lodging	364	672	RS
Paid Lodging Nights	2350	1213	RS

Methodology Choices

DC - Direct Count
 IC - Indirect Count
 RS - Representative Survey
 IS - Informal Survey
 SE - Structured Estimate
 Other – please explain

College Place **FREEDOM** Festival

Free Admission!
Sunday July 3, 2022
6PM-10PM

Live Music
7PM - 10 PM

SHANKS  **PONY**



***Vendors *Food Trucks**
***CPHS Cheer Kid Zone!**

Columbia REA
Fireworks Show!



College Place High School Campus

1755 S. College Ave, College Place, WA. 99324

For More Information: cpwa.us or call (509) 529-1200

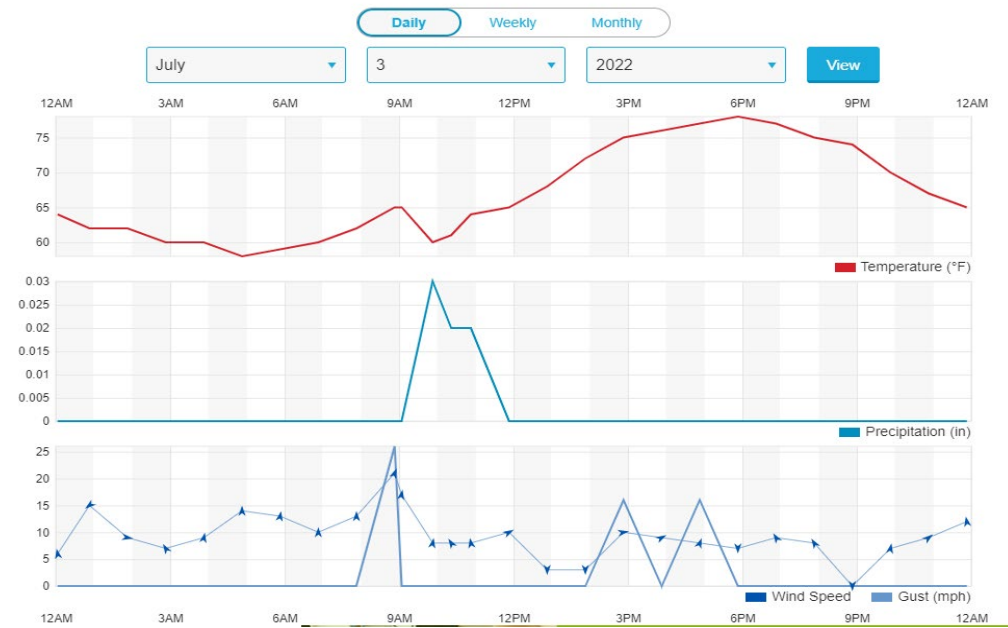
	Hand Crafted Products	Processed Foods	Prepared Foods	Other
1				
2				
3				
4				
5				
6			\$ 2,200.00	
7			\$ 778.00	
8			\$ 1,531.00	
9	\$ 80.00		\$ 3,300.00	
10				
11				
12		\$1,502.00		
13			\$ 2,376.00	
14				
15	\$ 140.00			
16	\$ 125.00			
17				
18	\$ 220.00			
19				
20	\$ 109.00			
21	\$ 305.00			
22	\$ 250.00			
Totals:	\$ 1,229.00	\$1,502.00	\$10,185.00	\$ -

	Hand Crafted Products	Processed Foods	Prepared Foods	Other
Total:	\$			12,916.00

Two vendors signed up and didn't show (# 17 & # 19)

Temperature		Traffic	
Time	Temp	Time	Count
6:00 PM	78	6:30	
7:00 PM	77	7:00	
8:00 PM	75	7:30	
9:00 PM	74	8:00	
Average	76	8:30	
		9:00	
		9:30	
# of Vendors	14	Total Est	1834

Count of 1534 that entered by the city booth. Estimate of 300 more that entered from the SE corner of the school.



Time	Temp	Dew Point	Humidity	Wind	Gust	Pressure	Precip	Condition	
5:53 PM	78 °F	49 °F	36 %	VAR	7 mph	0 mph	28.50 in	0.0 in	Fair
6:53 PM	77 °F	51 °F	40 %	SSE	9 mph	0 mph	28.49 in	0.0 in	Fair
7:53 PM	75 °F	54 °F	48 %	SSE	8 mph	0 mph	28.51 in	0.0 in	Fair
8:53 PM	74 °F	52 °F	46 %		0 mph	0 mph	28.53 in	0.0 in	Fair
9:53 PM	70 °F	51 °F	51 %	S	7 mph	0 mph	28.53 in	0.0 in	Fair
10:53 PM	67 °F	50 °F	54 %	SW	9 mph	0 mph	28.55 in	0.0 in	Fair

Entertainer



ABOUT US

For more than 30 years, the Entertainer Newspaper has published information about entertaining things to do in the Mid-Columbia region. Now, a new and exciting phase in the life of your favorite entertainment publication has begun in collaboration with Tidbits franchises in the Mid-Columbia and Blue Mountain regions.



Included for free with the first weekly issue of Tidbits each month, the Entertainer is more readily available and reaches more readers than ever before. It is the “bible” of the region’s entertainment news, with more than 19,000 copies distributed to 600 locations in the Tri-Cities, Benton City, Burbank, Prosser, Walla Walla, Dayton, Umatilla, Hermiston, Pendleton and other cities and towns in eastern Washington and northeastern Washington.

The Entertainer is often read by every member of the family. And, instead of being tossed out with the daily newspaper, each monthly issue is generally kept in the home as families plan the month’s entertainment. The comprehensive Calendar of Events section is a valuable guide, and readers are also drawn to the ads because they’re looking for fun things to do.

For advertisers who are promoting an event, the Entertainer is a must. In the age of information overload, advertising must be carefully focused. The Entertainer specifically targets readers who want to be informed about plays, nightlife, concerts, festivals, fairs, parades, fundraisers and other events and celebrations. They learn about new restaurants,

live music, sporting events and so much more.

Don't miss out! Get the Entertainer wherever you pick up your copy of Tidbits. And include it in your advertising budget for your next event.

GOT ANY QUESTIONS?

Visit our **contact us** page

Entertainer

HOME CALENDAR OF EVENTS < [HTTPS://THEENTERTAINERNEWSPAPER.COM/ABOUT/](https://theentertainernewspaper.com/about/) >

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College Place **FREEDOM** Festival

Free Admission!
Sunday July 3, 2022
6PM-10PM

Live Music
7PM - 10 PM

SHANKS  **PONY**



***Vendors *Food Trucks**
***CPHS Cheer Kid Zone!**

Columbia REA
Fireworks Show!



College Place High School Campus

1755 S. College Ave, College Place, WA. 99324

For More Information: cpwa.us or call (509) 529-1200



Application for City of College Place Lodging Tax Funds

Application Deadline: Tuesday, October 25, 2022 by 4 p.m. received at College Place City Hall or email clerk@cpwa.us. To be eligible for consideration, your complete proposal must be received by the deadline.

Amount of Lodging Tax Requested: \$ _____

Organization/Agency Name:			
Federal Tax ID Number:			
Event or Activity Name (if applicable):			
Contact Name and Title:			
Mailing Address:	City:	State:	Zip:
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:	Title:
Printed or Typed Name:	Date:

Application Questions

- 1) Provide us an overview of your tourism-related activity, event, or service.
- 2) How do your proposed services promote and enhance tourism 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.
- 4) Who is your target market / Where are they coming from?
- 5) Describe how you will promote your event or activity.
- 6) Is your activity/event a partnership with other organizations? Describe the collaboration with local organizations or businesses.
- 7) Is this a ticketed event?
- 8) What is the overall budget for this event/activity?
- 9) How will you fund this event/activity if not awarded the full amount?
- 10) What are your other funding sources for this event/activity?

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: ☐ 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: ☐ 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: ☐ 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: ☐ 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: ☐ 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 25, 2022 by 4 p.m. received at College Place City Hall or email clerk@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 of 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
City Clerk,
625 S College Ave
College Place WA 99324
Clerk@cpwa.us

College Place Lodging Tax Application TIMELINE FOR 2022 (2023 BUDGET)

August 12	Applications available online at www.cpwa.us
October 25	Applications due to City by 4 p.m.
October 25 – October 28	Internal Staff review and scheduled LTAC meeting to review applications
November 3	LTAC meeting to recommend applicants for 2023 funding
November 8	City Council discussion
November 22	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.

<u>Amount</u>	<u>Source</u>	<u>Confirmed (Yes or No)</u>

Expenses

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