

Monday, August 21, 2023

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

3:30 PM

Hybrid (In-Person & Electronic)

In-Person at the College Place Fire Department, 629 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/81525069994>

Or you may call this number to listen: 1-669-900-9128 ID# 815 2506 9994 Phone controls: *6 - toggle mute/un-mute and *9 - raise hand

1. Opening Items

Subject :	1.01 Call To Order
Meeting :	Aug 21, 2023 - Lodging Tax Advisory Commission Special Meeting - Hybrid (In-Person & Electronic)
Category :	1. Opening Items
Access :	Public
Type :	Procedural
Subject :	1.02 Roll Call
Meeting :	Aug 21, 2023 - Lodging Tax Advisory Commission Special Meeting - Hybrid (In-Person & Electronic)
Category :	1. Opening Items
Access :	Public
Type :	Information

Public Content

Position 1 - Monica Boyle

Position 2 - Steve Owens

Position 3 - Vacant

Position 4 - Jon Nickell

Position 5 - Vacant

Staff

Sherri St. Clair, City Clerk

Subject :	1.03 Public Comment
Meeting :	Aug 21, 2023 - Lodging Tax Advisory Commission Special Meeting - Hybrid (In-Person & Electronic)

Category : 1. Opening Items
Access : Public
Type :

Public Content

Commission meetings are primarily structured to permit Members to 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 written comments to be included in the meeting documents.

- Your Name
- Your Address

Written Public comments may be provided by submitting comment to Clerk@cpwa.us no later than 4:30 PM day before the meeting date to be included in the record. (If typewritten, no less than 11 pt font).

Verbal Public Comments may be made during the meeting:

- In-person at the meeting location - provided at the beginning of each agenda.
- Telephone comment - Call 1-669-900-9128, 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 the Zoom 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 Monday August 21, 2023
Meeting :	Aug 21, 2023 - Lodging Tax Advisory Commission Special Meeting - Hybrid (In-Person & Electronic)
Category :	2. Consent Agenda
Access :	Public
Type :	Action (Consent)
Subject :	2.02 Approve Minutes from November 3, 2022
Meeting :	Aug 21, 2023 - Lodging Tax Advisory Commission Special Meeting - Hybrid (In-Person & Electronic)
Category :	2. Consent Agenda
Access :	Public
Type :	Action (Consent), Minutes
Minutes :	View Minutes for Nov 3, 2022 - Lodging Tax Advisory Commission Meeting - Hybrid (

File Attachments

[2022-11-3_LTAC_Minutes_Draft_BoardDocs@ LT Plus.pdf \(699 KB\)](#)

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 Lodging Tax Advisory
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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 Lodging Tax Advisory 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 Lodging Tax Advisory Commission member.

Meeting : Aug 21, 2023 - Lodging Tax Advisory Commission Special Meeting - 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 2024 Budget

Meeting : Aug 21, 2023 - Lodging Tax Advisory Commission Special Meeting - Hybrid (In-Person & Electronic)

Category : 3. Reports

Access : Public

Type : Information

Public Content

\$ 14,639.56 Aug-Dec revenue estimate

\$ 76,009.51 YTD Balance

\$ 90,649.07 Est EOY Balance

\$ (27,923.00) Budgeted Expenses as LTAC Authorized

\$ 62,726.07 Est Ending Balance

-20% Reserve

\$ 50,180.86 Estimated Amount for 2024 Funding

Subject : 3.02 2022 Fort Walla Walla Museum Report for Lodging Tax Funds

Meeting : Aug 21, 2023 - Lodging Tax Advisory Commission Special Meeting - Hybrid (In-Person & Electronic)

Category : 3. Reports

Access : Public

Type : Discussion, Information

File Attachments

[2022 CP LTAC Report.pdf \(144 KB\)](#)

[Final 2022 Lodging Tax Report.pdf \(83 KB\)](#)

Subject :	3.03 2023 City of College Place Freedom Festival Report for Lodging Tax Funds
Meeting :	Aug 21, 2023 - Lodging Tax Advisory Commission Special Meeting - Hybrid (In-Person & Electronic)
Category :	3. Reports
Access :	Public
Type :	Discussion, Information

Public Content

In 2023, the City was awarded \$14,500.00 toward the Freedom Festival. The City advertised through Alexandra Communications radio advertisements, a Facebook post boost, and a June Lamar Billboard advertisement that was located near the Washington/Oregon state line.

The Freedom Festival event featured a three hour performance by Shanks Pony, a College Place High School Cheer kids zone including prizes, a balloon twisting entertainer, and free swag giveaways at the City booth. In addition, Columbia REA sponsored a firework show.

Attendance at the event was counted at 1584 next to the City booth. It is estimated that the actual attendance was closer to 1984 due to visitors entering from the parking lot into the grandstands and from the southeastern corner of the school.

There were approximately 75 people who participated in marking thier location on the City's map of the Pacific Northwest. Of those that participated, 8 marked that they paid for overnight lodging. Participant's locations ranged from Alaska to California including states such as Montana, Colorado, and Utah.

File Attachments

[2023_Freedom_Festival_Expenditures.pdf \(82 KB\)](#)

[2023_Freedom_Festival_Accepting_Vendor_Applications\(8.5 × 11 in Flyer\).jpg \(601 KB\)](#)

[2023_Freedom_Festival_Flyer 2.jpg \(367 KB\)](#)

[We_Need_Your_Input_FF_Poster.jpg \(98 KB\)](#)

[2023_Freedom_Festival_Billboard_Advertisement.pdf \(8,216 KB\)](#)

[2023_Freedom_Festival.pdf \(153 KB\)](#)

4. Action Agenda

Subject :	4.01 2024 Budget Application Documents and Timeline Development
Meeting :	Aug 21, 2023 - Lodging Tax Advisory Commission Special Meeting - Hybrid (In-Person & Electronic)
Category :	4. Action Agenda
Access :	Public

Type :	Action
Recommended Action :	Motion to approve the proposed timeline and 2024 application.

Public Content

Review proposed application and timeline. Make necessary adjustments and provide Clerk with direction.
Proposed Timeline:
September 22, 2023 - Applications available online - Advertisement in UB 8/24 & 9/7
October 24, 2023 - Applications due to City
October 24 - 27, 2023 - Staff Review & LTAC Meeting Packet Prepared/Distributed
November 2, 2023 - LTAC meeting to recommend funding awards
November 7, 2023 - Recommendations introduced to Council for discussion
November 28, 2023 - Action from Council and direction on Budget provided to Finance Director

File Attachments

[2024_Draft_Application for City of College Place Lodging Tax Funds-Final Fillable Form-2024BudgetYear.pdf \(1.251 KB\)](#)
[2024_College-Place_AwardContract-Final.pdf \(820 KB\)](#)

Subject :	4.02 Language of Request for Proposals and Advertisement Plan
Meeting :	Aug 21, 2023 - Lodging Tax Advisory Commission Special Meeting - Hybrid (In-Person & Electronic)
Category :	4. Action Agenda
Access :	Public
Type :	Action
Recommended Action :	Motion to approve the proposed RFP advertisement locations and language.

Public Content

Proposed Request for Proposals (RFP) Advertisement Locations:

To be published August 24, 2023& September 7, 2023in the WWUB in addition to city website, city social media, the 2023 email RFP Distribution List, or other places as recommended by the LTAC.

Proposed RFP Language:

LODGING TAX FUNDS - REQUEST FOR PROPOSALS

The City of College Place is requesting proposals from parties interested in competing for estimated lodging tax funds available in the 2024 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 24th 2023 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 Sherri St. Clair, City Clerk at 509-394-8569.

File Attachments

[Draft_City of CP Lodging Tax RFP Notice-2024BudgetYear.pdf \(797 KB\)](#)
[2023_RFP_Distribution_List.pdf \(71 KB\)](#)

5. Closing Items

Subject :	5.01 Conclude
Meeting :	Aug 21, 2023 - Lodging Tax Advisory Commission Special Meeting - Hybrid (In-Person & Electronic)
Category :	5. Closing Items
Access :	Public
Type :	Procedural

Lodging Tax Advisory Commission Meeting - Hybrid (In-Person & Electronic) (Thursday, November 3, 2022)

Generated by Sherri St Clair on Thursday, November 3, 2022

1. Opening Items

Procedural: 1.01 Call To Order

Chair Boyle called the meeting to order at 3:31 PM.

Information: 1.02 Roll Call

Present:

LTAC Members

Monica Boyle, Chair
Steve Owens, Columbia REA
Dr. Cheris Current, Vacation Rentals

Staff

Sherri St. Clair, City Clerk

Absent:

Jon Nickell, Walla Walla University

2. Consent Agenda

Action (Consent): 2.01 Approve Agenda for November 3, 2022

Action (Consent): 2.02 Approve Minutes from August 4, 2022

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 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 Commission member.

Member Owens made a motion to approve the consent agenda. Second by Member Current and the motion passed 3-0.

3. Reports

Information: 3.01 Lodging Tax Funds Report -

Ms. Boyle read the budget report for the Fund 130 Hotel/Motel Tax to the Commission.

Information: 3.02 Request for Proposals -

Ms. Boyle informed the Commission that the ad proof for the Lodging Tax Funds Request for Proposals was included in the agenda.

4. Regular Agenda

Information: 4.01 City of College Place Events Application -

Ms. Boyle informed the Commission that the City of College Place submitted an application for \$14,500 for funding for the 2023 Freedom Festival.

Discussion ensued.

Information: 4.02 Power House Theatre of Walla Walla Application -

Ms. Boyle informed the Commission that the Power House Theatre of Walla Walla submitted an application for \$1,000 for general operations of all of their events.

Information: 4.03 Fort Walla Walla Museum Application -

Ms. Boyle informed the Commission that Fort Walla Walla museum submitted an application for \$4,500.

Discussion ensued.

Information: 4.04 United Way of the Blue Mountains Application -

Ms. Boyle informed the Commission that United Way of the Blue Mountains submitted an application for \$7,923 for funding for the United Way Cornhole Tournament and Community Campaign Kickoff event.

Discussion ensued.

Action: 4.05 Funding Recommendation to City Council -

The Commission would like to add the requirement that upon acceptance of lodging tax funds, each organization must report an expense breakdown on how the funds were spent. This report would be due within 30 days after the event or prior to December 31st, whichever comes first.

Discussion ensued.

Member Current made a motion to approve the funding request and award the funding of \$14,500 to the City of College Place Freedom Festival. Second by Member Owens and the motion passed 3-0.

Member Current made a motion to approve the funding request and award the funding of \$1,000 to the Power House Theatre of Walla Walla. Second by Member Owens and the motion passed 3-0.

Member Current made a motion to approve the funding request and award the funding of \$4,500 to the Fort Walla Walla Museum. Second by Member Owens and the motion passed 3-0.

Member Owens made a motion to approve the funding request and award the funding of \$7,923 to United Way of the Blue Mountains. Second by Member Current and the motion passed 3-0.

5. Closing Items

Procedural: 5.01 Conclude -

Member Owens made a motion to conclude the meeting at 4:06 PM. Second by Member Current, and with no object the meeting concluded.

Approved:

Monica Boyle - Commission Chair

Attest:

Sherri St. Clair - City Clerk

The foregoing minutes are the official record of the Lodging Tax Advisory Committee meeting that occurred November 3, 2022. Further detail may be obtained by reviewing the actual audio recording made during this session.

Draft

ECONOMIC DEVELOPMENT REPORT

FORT WALLA WALLA MUSEUM

WALLA WALLA VALLEY HISTORICAL SOCIETY

January 1 – December 31, 2022

With the 2022 College Place Lodging Tax Funds awarded by the City of College Place to Fort Walla Walla Museum/Walla Walla Valley Historical Society, the Museum supplemented a limited budget to greatly enhance the Museum's economic development efforts that benefited the entire community.

Summary of Operations and Economic Development Services

2022 was the first fully open year back since Covid. We rebuilt and improved old events and added new ones. We had very good attendance and feedback on all our events this year. We also have again updated many exhibits and installed a new travelling exhibit, which we plan to follow in 2023 with a quilt show and another special exhibit. In this final quarter of 2022, we finished our remaining events with good attendances, we had some unexpected chances for more widespread promotion in addition to our already robust marketing, and we have been continuing progress on projects and partnerships that will see fruition next year. Events this last quarter included our regular monthly Museum After Hours lectures, the end of our living History season and an end-of-year Living History party, and a presentation on the medical challenges of the Lewis and Clark Expedition, which included a demonstration of bloodletting. This program was promoted by the Lewis and Clark Trail Foundation and noticed by C-SPAN, who sent a film crew to record the demonstration. This will air sometime in the near future on C-SPAN 2 and available on their website as part of a new series on American history. We continue working with Whitman Mission and Tamástslit Cultural Institute on videos that will be a part of our NEH-funded multimedia tour enhancement that will be in place by the end of the second or third quarter of 2023. Our promotional activities have increased, this year we have made greater use of paid Facebook boosts targeted to different geographic areas. We have found this to be a very cost-effective way of increasing attendance to events from both locals and tourists. We have also begun writing bi-weekly columns for the *Union-Bulletin* that tell about local history and promote Museum exhibits and events. Local and regional press continue to show tourists what we have to offer for heritage tourism.

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 – Nov* 2022	Jan – Nov 2021	Change	
Gate Admissions	\$64,277	\$50,164	Up	28%
Tour Admissions	\$7,241	\$1,115	Up	549%
Total Attendance Count	16,121	9,497	Up	70%
School Tours Count (included above)	3,204	820	Up	291%
Sponsorships	\$3,590	\$1,574	Up	128%
Store Sales	\$60,053	\$34,675	Up	73%

*Year-end data not yet available. Total attendance count through Dec 20, 2022 is 16,615.

All revenues and attendance are up from last year. We have come a long way in recovering from COVID. We expect continuing growth in 2023 closer to pre-COVID levels. In October we concluded our Living History season, which will begin again in April or May. We also hosted a special school trip from the Pioneer School in Spokane. Their group of about 50 kids and 60 parents stayed overnight, was treated to an after-dark Living History tour of the cemetery and our Pioneer Village and a full Museum tour in the morning. While many families camped on our grounds, many families opted to stay in nearby hotels. In November we had our presentation on the medical challenges of Lewis and Clark, and a presentation on the music of working

in groups – “The Cadence of the Canoe and Rhythm or the Rails.” In December we hosted a free Pioneer Santa Day with crafts and pictures with Santa. Over 200 met Santa despite December traditionally being our slowest time of the year for visitation. Summer events this year all exceeded previous attendances with our Ice Cream Social and Oregon Trail Game drawing over 400 people, mainly families with young kids (both local and from the Tri-Cities area). We saw the return of tour companies such as Lindblad Expeditions, Mayflower Cruises and Tours, and Discovering Cascadia Airstream Caravan as well as conference groups, such as a convention of retired WSU Extension Faculty and a group of retired JROTC instructors and others. Groups like these always enjoy our Museum and learn much about our Valley. They especially are drawn by our expert docents and living history entertainers. These and other tour companies are planning to return in 2023.

This year we fully completed two major maintenance projects – Gillespie Roofing replaced our four older exhibit building roofs and replaced the downspouts, and Walla Walla Electric completed an LED lighting upgrade that should save on energy and be less damaging to artifacts. Thanks to a new tower put into operation by PocketiNet, we were able to upgrade our internet with speeds at least 5 times faster than what was previously available to us. In addition to improving staff operations, this was critical preparation for implementing our multimedia tour. We have also purchased a new Clover POS system for our store. This will help us more quickly and efficiently serve our guests, manage inventory, access reporting, and has the potential for gathering more data and staying in contact with our visitors. While there are still many more deferred projects, this year we have made many long-desired improvements that (along with our newly-approved strategic plan and new mission and vision statements) set 2023 up to be a strong year and will let us attract and serve tourists and locals alike with more content and a higher quality experience.

2-PUBLICITY AND MARKETING

Our events, exhibits, and general visitation were promoted this quarter in publications like Go! Eastern Oregon Magazine, The Country Register, and The Entertainer. The Museum had a good mention in Alex Pulaski’s November 29th column in the Washington Post on Pacific Northwest cities along the Lewis and Clark Trail. We were also mentioned in Vancouver Family Magazine. We also ran ads on Northwest Public Radio. Local publications also promote the Museum to locals and tourists who are already in the area looking for more to do. We were promoted in the Waitsburg Times and in the Union-Bulletin as well as Walla Walla Lifestyles Magazine. We have begun writing bi-weekly columns for the Union-Bulletin. Facebook event boosts continue to perform well and receive high engagement. We have targeted such boosts to Richland, Pendleton, Pomeroy, and Lewiston as well as locally.

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 remain a top attraction year-round in Walla Walla on Trip Advisor, holding their Certificate of Excellence. 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

We’ve served 3,000 participants in our free school tour program through this quarter. Participants come primarily from Walla Walla, College Place, Milton-Freewater, Hermiston, and Tri-Cities. We have started receiving some support for this program from the Tri-Cities area through a grant from the Three Rivers Community Foundation. Connecting kids with their heritage is the most important thing we do, and helps build community and inspires kids to care about their education and their surroundings. 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. 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. 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.

2022 Report for Lodging Tax Funds from the City of College Place

Date:	12/20/2022
Reporting Organization:	Fort Walla Walla Museum/WW Valley Historical Society
Contact Person:	Groover Snell
E-mail:	groover@fwwm.org
Phone:	509-525-7703
2022 Tourism-Related Activity:	Museum - Year-Round Tourism Destination
Start Date	1/2/2022
End Date:	12/31/2022
Activity Type (check):	Festival/Event ___ Facility ___X___ Marketing ___

Total Activity Budget	\$ 600,000
Lodging Tax Requested	\$ 4,000
Total Lodging Tax Awarded	\$ 4,000
Total Activity Cost	\$ 600,000

	Projected	Actual	Methodology Used
Overall Attendance	15,750	16,615	DC
Attendance 50+ Miles	8,152	10,724	RS
Attendance, Out of State, Out of Country	4,390	5,614	RS
Attendance Paid Overnight Lodging	4,707	4,751	RS
Attendance Did NOT Pay Overnight Lodging	1,263	1,161	RS
Paid Lodging Nights	2,354	2,375	RS

Methodology Choices

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

2023 Freedom Festival LTAC Funds Expenditure

All Purchases

Type.	Item	Amount
Ad.	Freedom Festival - Alexandra Comm. Radio Advert.	\$880.00
Ad.	Freedom Festival - Facebook Ad	\$14.00
Ad.	Freedom Festival - Lamar Billboard	\$800.00
Ent.	City Booth Handouts - 4Imprint	\$1,940.28
Ent.	Awesome Andrea Balloon Twisting	\$375.00
Ent.	CPHS Cheer Kid Zone	\$1,000.00
Ent.	Shanks Pony	\$5,500.00
Ent.	Kid Zone Prizes - Oriental Trading	\$509.40
Total Budgeted		14,500.00
Total Spent		11,018.68
Total Remaining		3,481.32

Advertisement

Type.	Item	Amount
Ad.	Freedom Festival - Alexandra Comm. Radio Advert.	\$880.00
Ad.	Freedom Festival - Facebook Ad	\$14.00
Ad.	Freedom Festival - Lamar Billboard	\$800.00
Total Budgeted		3,500.00
Total Spent		1,684.00
Total Remaining		1,816.00

Entertainment

Type.	Item	Amount
Ent.	Freedom Festival - Shanks Pony	\$5,500.00
Ent.	Freedom Festival - CPHS Cheer Kid Zone	\$1,000.00
Ent.	Freedom Festival - Awesome Andrea Balloon Twisting	\$375.00
Ent.	City Booth Swag - 4Imprint	\$1,940.28
Ent.	Kid Zone Prizes - Oriental Trading	\$509.40

Total Budgeted	11,000.00
Total Spent	9,324.68
Total Remaining	1,675.32

College Place **FREEDOM** *Festival*

Sunday July 2, 2023

6PM-10PM

at

College Place High School Campus

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

Accepting Vendor Applications!

Application Deadline is

Sunday June 25, 2023



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



College Place **FREEDOM** Festival

SUNDAY JULY 2ND, 2023

6-10PM

College Place High School Athletic Complex
1755 S College Avenue, College Place

**FREE ENTRY - FOOD TRUCKS - LIVE MUSIC - KID ZONE
VENDORS - FIREWORKS! (10PM)**

SHANKS  PONY



**Firework Show
Sponsored by**



Columbia REA

A Touchstone Energy® Cooperative 
The power of human connections

★ We need your input!

Please put a star where you are from

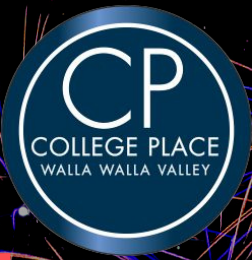


If you paid for overnight lodging, please put a star in the box below

★★ ★★ ★
★★★

Thank you! Your input is appreciated!

California



College Place **FREEDOM** Festival

Free Admission!

Sunday July 2, 2023

6PM-10PM

at the

College Place High School Campus

Live Entertainment by:



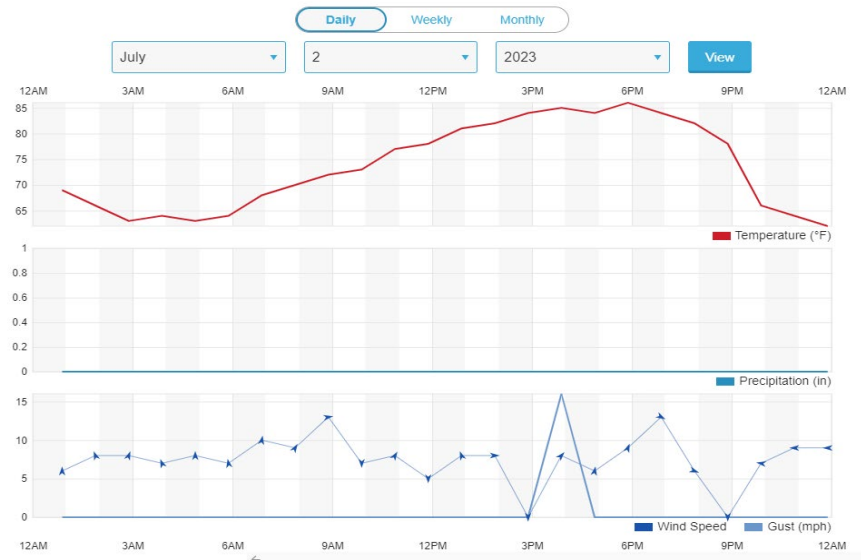
Vendors, Food Trucks, Kid Zone, Live Entertainment, and
a Columbia REA Firework Show!



	Hand Crafted Products	Processed Foods	Prepared Foods	Other
1			2200	
2		584		
3	172			
4				
5			563.7	
6			2172	
7	300			
8				
9		2054		
10	205			
11	389			
12				NA
13	178			
14				
15	89.67			
16			1400	
17				NA
18				
19				NA
20				NA
21				352
22				
23			800	
24			800	
25				
26	16			
27				18
Totals:	\$ 1,333.67	\$2,638.00	\$6,335.70	\$ 352.00
	Hand Crafted Products	Processed Foods	Prepared Foods	Other
Total:	\$		10,659.37	

Temperature		Traffic	
Time	Temp	Time	Count
6:00 PM	86	6:30	
7:00 PM	84	7:00	
8:00 PM	82	7:30	
9:00 PM	78	8:00	
Average	82.5	8:30	
		9:00	
# of Vendors	27	9:30	
		Total Est	1984

Count of 1584 that entered by the city booth. Estimate of 400 more that entered from the SE corner of the school and track entrance.



Time	Temp	Dew Point	Humidity	Wind	Gust	Pressure	Precip	Condition
4:53 PM	84 °F	40 °F	21 %	S	6 mph	28.67 in	0.0 in	Fair
5:53 PM	86 °F	42 °F	21 %	SSW	9 mph	28.66 in	0.0 in	Fair
6:53 PM	84 °F	38 °F	19 %	WNW	13 mph	28.65 in	0.0 in	Fair
7:53 PM	82 °F	34 °F	18 %	WNW	6 mph	28.65 in	0.0 in	Fair
8:53 PM	78 °F	31 °F	18 %	CALM	0 mph	28.65 in	0.0 in	Fair
9:53 PM	66 °F	43 °F	43 %	E	7 mph	28.66 in	0.0 in	Fair
10:53 PM	64 °F	42 °F	45 %	E	9 mph	28.65 in	0.0 in	Fair
11:53 PM	62 °F	41 °F	46 %	E	9 mph	28.66 in	0.0 in	Fair



Application for City of College Place Lodging Tax Funds

Application Deadline: Tuesday, October 24, 2023 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 24, 2023 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 2023 (2024 BUDGET)

August 22	Applications available online at www.cpwa.us
October 24	Applications due to City by 4 p.m.
October 24 – October 27	Internal Staff review and scheduled LTAC meeting to review applications
November 2	LTAC meeting to recommend applicants for 2024 funding
November 7	City Council discussion
November 28	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.

Organizations that are awarded funding will be required by the City to sign a contract.

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 report and oral presentation 30 days after the event or by December 31st, whichever comes first, including an expense breakdown on how the funds were spent. In addition, provide 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			

TOURISM PROMOTION AGREEMENT WITH THE CITY OF COLLEGE PLACE

THIS AGREEMENT is made by and between the City of College Place, a non-charter code City of the State of Washington, hereinafter referred to as "City," and _____, hereinafter referred to as "Entity," jointly referred to as "Parties."

DEFINITIONS

1. **Tourism Promotion.** "Tourism promotion" means activities, operations, 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 the marketing of or the operation of special events and festivals designed to attract tourists.

2. **Fund(s).** "Fund(s)" is defined as any amount of compensation derived from the lodging tax monies of the City of College Place allocated to Entity for tourism promotion.

IN CONSIDERATION of the terms and conditions contained herein, the Parties agree as follows:

1. **Purpose of Agreement.** The purpose of this Agreement is for City and Entity to promote tourism in the City of College Place. City agrees to make funds available to Entity for the purpose of tourism promotion in an effort to attract visitors and create business and revenue in the City of College Place.

2. **Administration.** The City Clerk shall administer and be the primary contact for Entity regarding terms of this Agreement. For good cause, as solely determined by City, City may direct that Entity is no longer entitled to the use of said funds for tourism promotion and terminate this Agreement.

3. **Use of funds.** Entity shall timely use funds for tourism promotion in accordance with the proposal submitted by Entity to the City, attached as Exhibit 1 and incorporated herein by reference. Entity shall promptly cure any failure to timely use funds for tourism promotion upon written notice from the City. Any deviation from Entity's proposal must be approved by the City in writing prior to expenditure of funds.

4. **Compliance with law.** Entity shall comply with all laws, rules and policies in performance of this Agreement, including but not limited to the prohibition against discrimination on the basis of race, color, national origin, age, disability, religion, sex, pregnancy, sexual orientation, gender identity, genetic code, military status, or marital status.

5. **Reporting.** Entity shall, using Exhibit 2, no later than the last working day in September of the year funding is received:

- a. Report to the City as required pursuant to Revised Code of Washington 67.28.1816, as amended, using the form at Exhibit 2, regarding number of travelers; and
- b. Report to the City total funding and expenditures, and funding sources.

6. **Modifications.** City, at the City's sole discretion may modify this Agreement and order changes in the work whenever necessary or advisable. Entity will accept modifications consistent with state and local law when directed orally or in writing by the City Clerk or designee.

7. **Term of Contract.** This Agreement shall be in full force and effect upon full execution, and shall remain in effect until either all funds are expended, completion of the tourism promotion activities, or by termination of one or both of the Parties.

Either Party may terminate this Agreement by 30 days written notice to the other Party or with no notice upon a determination by the City that the funds will not be or have not been used for the purpose as stated in this Agreement. In the event of such termination, City shall cease and desist from distributing any further funds to Entity for work performed or otherwise and may seek recoupment of funds from Entity. Nothing in this paragraph or Agreement limits the City's remedies.

8. **Compensation.** City agrees to pay Entity an amount not to exceed \$_____.

9. **Invoice, payment and expenditures.** Entity must use City Lodging Tax Invoice form and must submit adequate proof of expenditures to receive reimbursement of from the City. The City shall reimburse Entity for expenditures made in accordance with the proposal submitted by the Entity (Exhibit 1). The City will not reimburse Entity for expenditures not in compliance with the proposal submitted and/or lacking adequate proof. Entity must submit final invoice on or before the last working day of September of the year funds were awarded.

10. **Performance Bond.** If the Funds received are equal or greater than Forty Thousand dollars (\$40,000) Entity shall provide to the City a 100% performance bond within 10 days after execution of this Agreement for the amount of the Funds awarded by the City. The bond must be issued by a bonding company acceptable to the City. Entity shall not use the Funds received from the City to purchase the bond.

11. **Notice.** Notice shall be given in writing as follows:

TO CITY:

Name: City Clerk
Phone Number: 509-394-8569
Address: 625 S College Ave
College Place, WA 9324
Email: clerk@cpwa.us

TO ENTITY:

Name:
Phone Number:
Address:
Email:

12. **Applicable Laws and Standards.** The Parties, in the performance of this Agreement, agree to comply with all applicable federal, state, and local laws, ordinances, and regulations.

13. **Relationship of the Parties.** It is understood, agreed and declared that Entity, including its employees, interns, representatives, contractors, and volunteers, are independent contractors and not

an employee, volunteer, intern, or agent of City, that City is interested in only the results to be achieved, and that the right to control the particular manner, method, and means in which the work is performed is solely within the discretion of Entity. Any and all employees, volunteers, and interns who provide services to City under this Agreement shall be deemed employees solely of Entity. Entity shall be solely responsible for the conduct and actions of all employees, interns, contractors, and volunteers of Entity under this Agreement and any liability that may attach thereto.

14. Records. The City or State Auditor or any of their representatives shall have full access to and the right to examine during normal business hours all of Entity's records with respect to all matters covered in this Agreement. Such representatives shall be permitted to audit, examine and make excerpts or transcripts from such records and to make audits of all contracts, invoices, materials, payrolls and record of matters covered by this Agreement for a period of three years from the date final payment is made hereunder.

15. Insurance. Entity shall procure and maintain for the duration of the Agreement, insurance against claims for injuries to or death of persons or damage to property, which may arise from or in connection with this Agreement.

A. Minimum Scope of Insurance. Entity shall obtain insurance of the types described below:

1. Automobile liability insurance covering all owned, non-owned, hired and leased vehicles. Coverage shall be written on Insurance Services Office (ISO) form CA 00 01 or a substitute form providing equivalent liability coverage. If necessary, the policy shall be endorsed to provide contractual liability coverage. If use of vehicles pursuant to the Agreement is only incidental, and Entity will not transport any persons not directly related or affiliated with Entity, then Entity is only required to have automobile liability insurance to meet at least minimum Washington state requirements.
2. Commercial general liability insurance shall be at least as broad as ISO occurrence form CG 00 01 and shall cover liability arising from premises, operations, stop-gap independent contractors and personal injury and advertising injury. City shall be named as an additional insured under Entity's commercial general liability insurance policy with respect to the work performed for the City using an additional insured endorsement at least as broad as ISO CG 20 26.
3. Workers' compensation coverage as required by the industrial insurance laws of the State of Washington.

B. Minimum Amounts of Insurance. Entity shall maintain the following insurance limits:

1. Automobile liability insurance with a minimum combined single limit for bodily injury and property damage of no less than \$1,000,000 per accident. If Entity will not use its vehicles in the performance of this Agreement, automobile liability insurance is only required to meet Washington statutory minimum requirements.
2. Commercial general liability insurance shall be written with limits no less than \$1,000,000 for each occurrence, and \$2,000,000 for general aggregate.

C. Other Insurance Provisions. The policies are to contain, or be endorsed to contain, the following provisions for automobile liability, professional liability and commercial general liability insurance:

1. Entity's insurance coverage shall be primary insurance with respect to the City. Any insurance, self-insurance, or insurance pool coverage maintained by the City shall be in excess of Entity's insurance and shall not contribute with it.

2. Entity shall fax or send electronically in .pdf format a copy of insurer's cancellation notice within two business days of receipt by Entity.

D. Acceptability of Insurers. Insurance is to be placed with insurers with a current A.M. Best rating of not less than A:VII.

E. Evidence of Coverage. As evidence of the insurance coverages required by this Agreement, Entity shall furnish acceptable insurance certificates to the City at the time Entity returns the signed Agreement, which shall be Exhibit 4. The certificate shall specify all of the parties who are additional insureds, and shall include applicable policy endorsements, and the deduction or retention level. Insuring companies or entities are subject to City acceptance. If requested, complete copies of insurance policies shall be provided to the City. Entity shall be financially responsible for all pertinent deductibles, self-insured retentions, and/or self-insurance.

F. Failure to Maintain Insurance. Failure on the part of the Entity to maintain the insurance as required shall constitute a material breach of this Agreement, upon which the City may, after giving at least five days' written notice to Entity to cure the breach, and Entity failing to cure said breach, immediately terminate the Agreement or, at the City's discretion, procure or renew such insurance and pay any and all premiums in connection therewith, with any sums so expended to be repaid to the City on demand, or at the sole discretion of the City, offset against funds due the Entity from the City.

G. City Full Availability of Entity's Insurance Limits. If the Entity maintains higher insurance limits than the minimums shown above, the City shall be insured for the full available limits of commercial general and excess or umbrella liability maintained by the Entity, irrespective of whether such limits maintained by the Entity are greater than those required by this Agreement or whether any certificate of insurance furnished to the City evidences limits of liability lower than those maintained by the Entity.

16 Indemnification and Hold Harmless. Entity shall, at its sole expense, defend, indemnify and hold harmless City and its officers, agents, volunteers, and employees, from any and all claims, actions, suits, liability, loss, costs, attorney's fees and costs of litigation, expenses, injuries, and damages of any nature whatsoever relating to or arising out of the acts, failures to act, errors or omissions of the Entity, Entity's agents, subcontractors, subconsultants and employees to the fullest extent permitted by law, subject only to the limitations provided below.

Entity's duty to defend, indemnify and hold harmless City shall not apply to liability for damages arising out of such services caused by or resulting from the sole negligence of City or City's agents or employees pursuant to RCW 4.24.115.

Entity's duty to defend, indemnify and hold harmless City against liability for damages arising out of such services caused by the concurrent negligence of (a) City or City's agents or employees, and (b) Entity, Entity's agents, subcontractors, subconsultants and employees, shall apply only to the extent of the negligence of Entity, Entity's agents, subcontractors, subconsultants and employees.

Entity's duty to defend, indemnify and hold City harmless shall include, as to all claims, demands,

losses and liability to which it applies, City's personnel-related costs, reasonable attorneys' fees, and the reasonable value of any services rendered by the office of the City Attorney, outside consultant costs, court costs, fees for collection, and all other claim-related expenses.

Entity specifically and expressly waives any immunity that may be granted it under the Washington State Industrial Insurance Act, Title 51 RCW. These indemnification obligations shall not be limited in any way by any limitation on the amount or type of damages, compensation or benefits payable to or for any third party under workers' compensation acts, disability benefit acts, or other employee benefits acts. Provided, that Entity's waiver of immunity under this provision extends only to claims against Entity by City, and does not include, or extend to, any claims by Entity's employees directly against Entity.

Entity hereby certifies that this indemnification provision was mutually negotiated.

17. Waiver. No officer, employee, agent or other individual acting on behalf of either Party has the power, right or authority to waive any of the conditions or provisions of this Agreement. A waiver in one instance shall not be held to be a waiver of any other subsequent breach or nonperformance. All remedies afforded in this Agreement or by law, shall be taken and construed as cumulative, and in addition to every other remedy provided herein or by law. Failure of either Party to enforce at any time any of the provisions of this Agreement or to require at any time performance by the other Party of any provision hereof shall in no way be construed to be a waiver of such provisions nor shall it affect the validity of this Agreement or any part thereof.

18. Assignment and Delegation. Neither Party shall assign, transfer or delegate any or all of the responsibilities of this Agreement or the benefits received hereunder without first obtaining the written consent of the other Party.

19. Subcontracts. Except as otherwise provided herein, Entity shall not enter into subcontracts for any of the work contemplated under this Agreement without obtaining prior written approval of City.

20. Confidentiality. Entity may, from time to time, receive information deemed by the City to be confidential. Entity shall not disclose such information without the prior express written consent of the City or upon order of a Court of competent jurisdiction.

21. Jurisdiction and Venue. This Agreement is entered into in Walla Walla County, Washington. Disputes between the City and Entity shall be resolved in the Superior Court of the State of Washington in Walla Walla County. Notwithstanding the foregoing, Entity agrees that it may, at the City's request, be joined as a party in any arbitration proceeding between the City and any third party that includes a claim or claims that arise out of, or that are related to Entity's services under this Agreement. Entity further agrees that the Arbitrator(s) decision therein shall be final and binding on Entity and that judgment may be entered upon it in any court having jurisdiction thereof.

22. Cost and Attorney's Fees. The prevailing party in any litigation or arbitration arising out of this Agreement shall be entitled to its attorney's fees and costs of such litigation (including expert witness fees).

23. Entire Agreement. This written Agreement constitutes the entire and complete agreement between the Parties and supersedes any prior oral or written agreements. This Agreement may not be changed, modified or altered except in writing signed by the Parties hereto.

24. Anti-kickback. No officer or employee of City, having the power or duty to perform an official act or action related to this Agreement shall have or acquire any interest in this Agreement, or have solicited, accepted or granted a present or future gift, favor, service or other thing of value from any person with an interest in this Agreement.

25. Funding. Nothing in this Agreement requires the City to appropriate future funding and should any funds appropriated at the time of execution of this Agreement be, at the sole discretion of the City not expended pursuant to this Agreement, the City is not required to expend said funds and the City shall only be responsible to compensate Entity for actual services performed up to the date of notice by City to Entity of reduction or elimination of funding.

26. Severability. If any section, sentence, clause or phrase of this Agreement should be held to be invalid for any reason by a court of competent jurisdiction, such invalidity shall not affect the validity of any other section, sentence, clause or phrase of this Agreement.

27. Exhibits. Exhibits attached and incorporated into this Agreement are:

- Exhibit 1:** LTAC Application
- Exhibit 2:** Final Report on Number of Visitors
- Exhibit 3:** Insurance Certificates
- Exhibit 4:** Invoice

The Parties have executed this Agreement this _____ day of _____, 2023.

City of College Place:

Entity:

City Administrator

Authorized Representative

Attest:

Approved as to form:

Sherri St. Clair, City Clerk

Rea Culwell, City Attorney

Exhibit 1

[On file with the City Clerk]

Exhibit 2

Final Report on Numbers of Visitors and Paid Room Nights

Actual (or Estimated)

Total Overall Attendance

Select the method used to determine the attendance
from the chart below. **

Attendees who traveled 50 miles or more to attend

Total

Of total, attendees who traveled from another state or country

Select the method used to determine the attendance
from the chart below. **

Attendees who stayed overnight

Paid Lodging Nights*

**one lodging night = one or more persons occupying one room for
one night*

Select the method used to determine the attendance
from the chart below. **

***JLARC defines the Paid Lodging Night as “One Lodging night = one or more persons occupying one room for one night”**

****Methods in determining actual or estimated number of visitors and/or paid room nights:**

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).

Other: (please describe)

**Exhibit 2–
Continued
Use of
Funds**

Please complete the following table with amount of funds received under this Agreement, Entity matching amounts for the same event, festival, or purpose, and total amount spent for each category:

CATEGORY	LTAC AMOUNT RECEIVED	ENTITY MATCH	TOTAL
To be filled out by Entity :			
Tourism promotion/marketing	\$	\$	\$
Special event/festival(s)	\$	\$	\$
Operation/capital costs of tourism-related facility(ies)	\$	\$	\$
TOTALS	\$	\$	\$

Please describe how funds received under this Agreement were used:

Exhibit 3

[Please provide your certificate of insurance to the City Clerk]

LTAC Grant Reimbursement Form 2024		City of College Place INVOICE VOUCHER
--	---	--

AGENCY NAME
CITY OF COLLEGE PLACE
VENDOR OR CLAIMANT (Warrant is to be payable to)
Entity Name: Address: City, State, & Zip Code

	AGENCY USE ONLY	
Vendor No.		Grant/Job Code

INSTRUCTIONS TO VENDOR OR CLAIMANT: Submit this form and adequate proof of expenditures to receive reimbursement. The City will not reimburse Entity for expenditures not in compliance with the proposal submitted and/or lacking adequate proof.

Vendor's Certificate. I hereby certify Vendor's Certificate. I hereby certify under penalty of perjury that the items and totals listed herein are proper charges for City of College Place Lodging Tax, and that all goods furnished and/or services rendered are in accordance with the Tourism Promotion Agreement signed with the City of College Place.

BY:

Name & Title	Date

Reporting Period			Received By:		Date Received
Reporting Period Date Range					
Date	DESCRIPTION	Budget	Previously Requested	Amount of this invoice	Award Remaining
		\$ -	\$ -	\$ -	\$ -
Totals		\$ -	\$ -	\$ -	\$ -



CITY of COLLEGE PLACE

REQUEST FOR PROPOSALS

Contacts: Sherri St. Clair, City Clerk
509-394-8569 / clerk@cpwa.us

Monica Boyle, LTAC Chair
mboyle@cpwa.us

LODGING TAX FUNDS – REQUEST FOR PROPOSALS

The City of College Place is requesting proposals from parties interested in competing for estimated lodging tax funds available in the 2024 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 24th 2023 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 Sherri St. Clair, City Clerk at 509-394-8569.

Organization

Sherwood Trust
Sherwood Trust
Blue Mountain Community Foundation
Blue Mountain Community Foundation
WW Valley Chamber of Commerce
Port of Walla Walla
Port of Walla Walla
United Way of Blue Mountains
Walla Walla Union Bulletin
Walla Walla Union Bulletin
Fort Walla Walla Museum
Power House Theatre Walla Walla

Contact

Julia Levitt
Brian Hunt
Kol Medina
Liz McClure
Arlene Arlen
Paul Gerola
Pat Reay
Monica Boyle
Classified staff
Simon Sizer
Katy Sassara
Amy Watkins

Title

Program Director
CEO
President & CEO
Scholarships & Communications Manager
President & CEO
Economic Development Director
Executive Director
Director of Development
NA
Legal & Obituary Clerk
Executive Assistant
Executive Director