Thursday, November 2, 2023
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_05NusReSl-g/featured

Zoom Attendee Link: https://us06web.zoom.us/j/86740227712

Or you may call this number to listen: 1-669-900-9128 ID# 867 4022 7712 Phone controls: *6 - toggle mute/un-mute and *9 - raise hand
LTAC

1. Opening Items

Subject :	1.01 Call To Order
Meeting :	Nov 2, 2023 - 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

Vacant

Jon Nickell, Walla Walla University

Vacant

Support Staff:

Sherri St. Clair, City Clerk

Subject :	1.02 Roll Call
Meeting :	Nov 2, 2023 - Lodging Tax Advisory Commission Meeting Agenda - 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 :	Nov 2, 2023 - 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 4:30PMday before 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 November 2, 2023
Meeting :	Nov 2, 2023 - 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 August 21, 2023
Meeting :	Nov 2, 2023 - Lodging Tax Advisory Commission Meeting Agenda - Hybrid (In-Person & Electronic)
Category :	2. Consent Agenda
Access :	Public
Type :	Action (Consent),Minutes
Minutes :	View Minutes for Aug 21, 2023 - Lodging Tax Advisory Commission Special Meeting -

File Attachments

2023-8-21_LTAC_Minutes_Draft_BoardDocs® Plus.pdf (729 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 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 Lodging Tax Advisory Commission member.
Meeting :	Nov 2, 2023 - 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 Lodging Tax Funds Report
Meeting :	Nov 2, 2023 - Lodging Tax Advisory Commission Meeting Agenda - Hybrid (In-Person & Electronic)
Category :	3. Reports
Access :	Public
Type :	Information

Public Content

The attached report shows the total funds received for Lodging Tax during 2023 with estimates for final year totals.

File Attachments

2023 Budget Report - Fund 130 Summary.pdf (77 KB)
2023 LTAC Budget Report.pdf (1,231 KB)

Subject :	3.02 Request for Proposals
Meeting :	Nov 2, 2023 - Lodging Tax Advisory Commission Meeting Agenda - Hybrid (In-Person & Electronic)
Category :	3. Reports
Access :	Public
Type :	Discussion,Information

Public Content

Information for Consideration:

A Request for Proposals (RFP) for Lodging Tax Funds was published in the Walla Walla Union Bulletin on August 24, 2023 and September 7, 2023. The RFP for Lodging Tax Funds was also sent to the members on the RFP Distribution List on Wednesday, August 23, 2023 along with the 2024 Application for Lodging Tax Funds.

File Attachments

2023-8-24_&_9-7_RFP_Lodging_Tax_Funds_AD62015.pdf (101 KB)
2023_RFP_Distribution_List.pdf (76 KB)

4. Regular Agenda

Subject :	4.01 Fort Walla Walla Museum Application
Meeting :	Nov 2, 2023 - Lodging Tax Advisory Commission Meeting Agenda - Hybrid (In-Person & Electronic)
Category :	4. Regular Agenda
Access :	Public
Type :	Discussion,Information

Public Content

See attached.

File Attachments

2024_Application for City of College Place Lodging Tax Funds-Final Fillable Form-2024BudgetYear.pdf (558 KB)
10) Copy of 2023 Budget worksheets.pdf (199 KB)
IRS Determination Letter dated Nov 20 2007.pdf (356 KB)

Subject :	4.02 Power House Theatre of Walla Walla Application

Meeting :	Nov 2, 2023 - Lodging Tax Advisory Commission Meeting Agenda - Hybrid (In-Person & Electronic)
Category :	4. Regular Agenda
Access :	Public
Type :	Discussion,Information

Public Content

See attached.

File Attachments

2016 PHTWW Business License.pdf (279 KB)
2023 Budget.pdf (71 KB)
PHTWW Buisness Plan 2025_Final.pdf (189 KB)
SIGNED~1.PDF (436 KB)

Subject :	4.03 Walla Walla Valley Chamber of Commerce Application
Meeting :	Nov 2, 2023 - Lodging Tax Advisory Commission Meeting Agenda - Hybrid (In-Person & Electronic)
Category :	4. Regular Agenda
Access :	Public
Type :	Discussion,Information

Public Content

See attached.

File Attachments

College Place LTAC Request 10.19.23.pdf (2,680 KB)

Subject :	4.04 City of College Place Application
Meeting :	Nov 2, 2023 - Lodging Tax Advisory Commission Meeting Agenda - Hybrid (In-Person & Electronic)
Category :	4. Regular Agenda
Access :	Public
Type :	Discussion,Information

Public Content

See attached.

File Attachments

2024_LTAC_Funds_Application_Freedom_Festival.pdf (514 KB)

Subject :	4.05 Funding Recommendations to City Council
Meeting :	Nov 2, 2023 - Lodging Tax Advisory Commission Meeting Agenda - Hybrid (In-Person & Electronic)
Category :	4. Regular Agenda
Access :	Public
Type :	Action
Recommended Action :	Motion to recommend to City Council for budget approval.

Public Content

Make a motion to recommend funding as commission decides.

5. Closing Items

Subject :	5.01 Conclude - Motion to conclude the meeting.
Meeting :	Nov 2, 2023 - Lodging Tax Advisory Commission Meeting Agenda - Hybrid (In-Person & Electronic)
Category :	5. Closing Items
Access :	Public
Type :	Procedural

Lodging Tax Advisory Commission Special Meeting - Hybrid (In-Person & Electronic) (Monday, August 21, 2023)
Generated by Sherri St Clair on Monday, August 21, 2023

1. Opening Items
Procedural: 1.01 Call To Order

Chair Boyle called the meeting to order at 3:32 PM.

Proceedural: 1.02 Roll Call

Present:	LTAC Members	Monica Boyle, Chair Steve Owens, Columbia REA Jon Nickell, Walla Walla University
	Staff	Athen Reid, Deputy City Clerk/Events Coordinator Sherri St. Clair, City Clerk
Absent:		

Information: 1.03 Public Comment - None

2. Consent Agenda
Action (Consent): 2.01 Approve Agenda for Monday August 21, 2023
Action (Consent), Minutes: 2.02 Approve Minutes from November 3, 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 Lodging Tax Advisory 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.

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

3. Reports
Information: 3.01 Early Estimates of Funding Availability for 2024 Budget
Ms. St. Clair presented the early estimates for the 2024 Lodging Tax Fund.

Discussion, Information: 3.02 2022 Fort Walla Walla Museum Report for Lodging Tax Funds
Ms. St. Clair informed the Commission that the attached report was submitted by the Fort Walla Walla Museum.

Discussion, Information: 3.03 2023 City of College Place Freedom Festival Report for Lodging Tax Funds
Ms. St. Clair presented the College Place Freedom Festival Report to the Commission outlining the City's advertising, entertainment, and attendance at the event.

4. Action Agenda

Action: 4.01 2024 Budget Application Documents and Timeline Development

The Commission reviewed the timeline and application.

> **Commission Member Nickell made a motion to approve the proposed timeline and 2024 application. Second by Member Owens and the motion passed 3-0.**

Action: 4.02 Language of Request for Proposals and Advertisement Plan

The Commission reviewed the language of the Request for Proposals and advertising locations. Ms. St. Clair noted that there is an attached email distribution list.

Discussion ensued.

> **Commission Member Owen made a motion to approve the proposed RFP advertisement locations and language. Second by Member Nickell and the motion passed 3-0.**

5. Closing Items

Procedural: 5.01 Conclude

> **Commission Member Nickell made a motion to conclude the meeting at 3:46 PM. Second by Member Owen, and with no objection, 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 Commission meeting that occurred August 21, 2023. Further detail may be obtained by reviewing the actual audio recording made during this session.

Fund 130 Hotel/Motel Tax

Amount		Remark
$	60,820.00	Actual 2023 Beginning Balance
$	32,717.00	YTD 2023 Revenues
$	10,905.00	Estimated Additional 2022 Revenues
$	104,442.00	**Estimated Total 2022 Revenues**
$	13,519.00	YTD 2023 Expenditures
$	4,500.00	Estimated Additional 2023 Expenditures
$	18,019.00	**Estimated Total 2023 Expenditures**
$	**86,423.00**	**Estimated Ending Fund Balance**
$	17,284.60	Policy 20% Reserve Minimum
$	**69,138.40**	**Estimated 2024 Available Funds**

City of College Place, WA

Budget Report
Account Summary
For Fiscal: 2023 Period Ending: 10/31/2023

		Original Total Budget	Current Total Budget	Fiscal Activity	Percent Used
Fund: 130 - Hotel/Motel Tax					
Revenue					
130-308-31-00-03	Beginning Balance - Hotel/Motel Tax	44,217.00	60,820.30	60,820.30	0.00 %
130-313-31-00-01	Hotel/Motel Lodging	18,000.00	18,000.00	15,499.95	86.11 %
130-313-31-00-02	Transient Rental	18,000.00	18,000.00	15,729.14	87.38 %
130-361-10-00-30	Unrealized Gain/Loss	0.00	0.00	411.48	0.00 %
130-361-11-01-30	Investment Interest	150.00	150.00	1,076.76	717.84 %
130-361-30-00-30	Realized Gain/Loss On Investments	0.00	0.00	0.00	0.00 %
130-361-41-00-30	Investment Interest - Purchased	0.00	0.00	0.00	0.00 %
	Revenue Total:	**80,367.00**	**96,970.30**	**93,537.63**	**96.46 %**
Expense					
130-508-31-00-03	Ending Balance - Hotel/Motel Tax	50,264.00	66,867.30	0.00	0.00 %
130-557-30-31-30	Community Services - Office & Ope…	10,000.00	10,000.00	0.00	0.00 %
130-557-30-41-30	Professional Financial / Banking Cos…	3.00	3.00	4.63	154.40%
130-557-30-44-30	Tourism Advertising	3,600.00	3,600.00	3,224.00	89.56 %
130-557-30-49-01	Contributions To Other Agencies - …	4,000.00	4,000.00	1,000.00	25.00 %
130-557-30-49-30	City Event Entertainment	12,500.00	12,500.00	9,293.14	74.35 %
	Expense Total:	**80,367.00**	**96,970.30**	**13,521.77**	**44.92%**

Group Summary

Account Typ…	Original Total Budget	Current Total Budget	Fiscal Activity	Percent Used
Fund: 130 - Hotel/Motel Tax				
Revenue	80,367.00	96,970.30	93,537.63	96.46%
Expense	80,367.00	96,970.30	13,521.77	44.92%
Fund: 130 - Hotel/Motel Tax Surplus (Deficit):	**0.00**	**0.00**	**80,015.86**	**93.60%**
Report Surplus (Deficit):	**0.00**	**0.00**	**80,015.86**	**82.52%**

WALLA WALLA UNION-BULLETIN
We Bring the Valley to You
Union-Bulletin.com

AFFIDAVIT OF PUBLICATION

Sherri St. Clair
City Of College Place
625 S College Ave
College Place WA 99324

STATE OF WASHINGTON, COUNTIES OF WALLA WALLA

The undersigned, on oath states that he/she is an authorized representative of Walla Walla Union-Bulletin, Inc., publisher of the Walla Walla Union-Bulletin, of general circulation published daily in Walla Walla County, State of Washington. The Walla Walla Union-Bulletin has been approved as a legal newspaper by orders of the Superior Court of Walla Walla County.

The notice, in the exact form annexed, was published in the regular and entire issue of said paper or papers and distributed to its subscribers during all of the said period.

08/24/2023, 09/07/2023

Agent JACKIE CHAPMAN Signature Jackie Chapman

Subscribed and sworn to before me on September 11, 2023

(Notary Signature) Notary Public in and for the State of Washington, residing at Yakima

R. RENE CONNATSER
APPOINTMENT EXPIRES August 15, 2027
NOTARY PUBLIC
COMM # 181150
STATE OF WASHINGTON

Publication Cost:	$206.05
Order No:	62015
Customer No:	22369
PO #:	

Public Notice
City of College Place, Washington

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.

(62015) August 24 and September 7, 2023

Publication Cost:	$206.05
Order No:	62015
Customer No:	22369
PO #:	

Organization	Contact	Title	Email
Sherwood Trust	Julia Levitt	Program Director	julia@sherwoodtrust.org
Sherwood Trust	Brian Hunt	CEO	brian@sherwoodtrust.org
Blue Mountain Community Foundation	Kol Medina	President & CEO	kol@bluemountainfoundation.org
Blue Mountain Community Foundation	Megan Patnode	Grant's Manager	meg@bluemountainfoundation.org
WW Valley Chamber of Commerce	Arlene Arlen	President & CEO	ceo@wwvchamber.com
Port of Walla Walla	Paul Gerola	Economic Development Director	pg@portwallawalla.com
Port of Walla Walla	Pat Reay	Executive Director	pr@portwallawalla.com
United Way of Blue Mountains	Monica Boyle	Director of Development	monica@uwbluemt.org
Walla Walla Union Bulletin	Classified staff	NA	classified@wwub.com
Walla Walla Union Bulletin	Simon Sizer	Legal & Obituary Clerk	ssizer@yakimaherald.com
Fort Walla Walla Museum	Katy Sassara	Executive Assistant	katy@fwwm.org
Power House Theatre Walla Walla	Amy Watkins	Executive Director	amy@phtww.org

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: $ 5,000

Organization/Agency Name:			
Fort Walla Walla Museum			
Federal Tax ID Number: 91-6070983			
Event or Activity Name (if applicable): General operations			
Contact Name and Title: Katy Sassara			
Mailing Address: 755 NE Myra Rd	City: Walla Walla	State: WA	Zip: 99362
Phone: 206-841-5112	Email Address: katy@fwwm.org		
ELIGIBLE ENTITY ○ Public Agency ◉ Non-Profit	ELIGIBLE ACTIVITY Check all that apply to this application ☐ Tourism promotion/marketing ☐ Operation of special event/festival designed to attract tourists ☑ Operation of a tourism-related facility owned or operated by a non-profit ☐ Operation and/or capital costs of a tourism-related facility owned by a municipality		

CERTIFICATION

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

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

Signature:	**Title:** Executive Assistant
Printed or Typed Name: Kathleen Sassara	**Date:** 9/20/2023

Application Questions

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

Fort Walla Walla Museum, a 501 (c) (3) not-for-profit organization, opened in 1968 and has expanded to become a 362 days/year tourist attraction. We are the largest heritage attraction for the region long known as the Cradle of the Pacific Northwest.

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

Fort Walla Walla Museum offers the unique & significant history of the region including Lewis & Clark, Fur Trade, Treaties with the Homeland Tribes, Fort Walla Walla, pioneer life, horse-era agriculture and the development of Walla Walla and College Place into their present states. We feature exhibits filled with original artifacts, entertaining and informative videos, special events, Living History programs, Museum After Hours presentations, and a Pioneer Village. These attractions draw visitors from all over the region and the country, the majority of whom require local lodging.

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

A majority of our visitors usually come from beyond 50 miles, and we draw tourists from all 50 states and around 35 countries. In conversations, we learn that many travel to the Walla Walla Valley to see the museum. We also attract groups from tour boats, bus tours and caravan travel clubs. In addition to attracting tourists, we also lengthen the stay of those who come for other reasons.

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

Due to the Walla Walla Valley's prominent history, we have a broad appeal to enthusiasts of American History beyond our core service area of a 50-mile radius around the museum. Many of our visitors come from Seattle, Portland and the Tri-Cities, as well as Spokane and Idaho. We see a broad arrange of demographics. Many families visit during the summer, and we create special events and activities for children under 16. Retired couples comprise a greater percentage of visitors from November through March. We continually work to attract all demographics and our current effort to produce a bilingual English/Spanish audio tour is an example of these efforts.

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

We have a long history of close collaboration with local tourism promotion agencies. We also run ads in regional publications and radio stations and pay for boosted visibility on social media ads. We direct mail to schools throughout a 200-mile area. Some of our non-local school tours stay overnight, plus the students bring their families on subsequent trips. We lead the effort to produce Walla Walla's first ever heritage tourism promotional video in partnership with CM Bell, Visit Walla Walla, Port of Walla Walla, and regional heritage attractions. There were a quarter million views of this video in the first several months of its release in the Seattle, Portland, Spokane & Boise markets.

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

We provide many of our visitors with information on local events, lodging, meals, and shopping opportunities. We keep our two large brochure racks stocked with Information on local tourism activities including the local visitor's guide. All visitors pass by our digital reader board that highlights our local business supporters. A survey from RRC Associates commissioned by Tourism Walla Walla, showed that out-of-county visitors spent an average of $206 each in our community. For every dollar we make, local business earn about $30. The total impact of museum visitors on our community is between $2,000,000 and $3,000,000 annually.

7) Is this a ticketed event?

We are a year round museum with an admission ticket.

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

Our projected 2023 operating and capital budget is $720,000. Our 2024 budget is yet to be calculated, but will likely fall in the $730,000 to $750,000 range.

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

Museums are not money makers. Based on our 2022 budget, income from memberships, visitors and store sales only generate 20% of our revenue. Endowments cover another 11%. The remainder is covered by grants. LTAC support is crucial. While·our operating reserves continue to rebound alter COVID, and we have returned to being open 7 days per week, there is little chance of obtaining additional operational grants. If we are short on funding, we may once again have to close more days which In tum reduces our ability to attract tourist and extend their stays, particularly in shoulder seasons.

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

The Fort Walla Walla Museum relies on a variety of funding methods over the course of a year, primarily grants and gifts/donations. We also receive funding from earned revenue (sales, memberships, admission) and payments out of endowment funds.

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

Provide impact estimates due to the direct result of your proposed tourism-related service:		What method was used to determine attendance in previous years?
a. Overall Attendance a. Enter the total number of people predicted to attend this activity, and select the method used to determine the attendance.	Predicted: 18,000	☑ 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: 11,300	☐ Direct Count ☐ Indirect Count ☐ Representative Survey ☑ Informal Survey ☐ Structured Estimate
c. Attendance, Out of State, Out of Country a. Enter the number of people from outside the state and country predicted to attend this activity, and select the method used to determine the attendance.	Predicted: 4,900	☐ Direct Count ☐ Indirect Count ☐ Representative Survey ☑ Informal Survey ☐ Structured Estimate
d. Attendance, Paid for Overnight Lodging a. Enter the number of predicted to attend this activity and pay for overnight lodging, and select the method used to determine the attendance.	Predicted: 4,900	☐ Direct Count ☐ Indirect Count ☐ Representative Survey ☑ Informal Survey ☐ Structured Estimate
e. Attendance, Did Not Pay for Overnight Lodging a. Enter the number of predicted to attend this activity without paying for overnight lodging, and select the method used to determine the attendance.	Predicted: 1,400	☐ 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, 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 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.

Amount	Source	Confirmed (Yes or No)
143,500	Individual Contributions	
60,000	Operating grants, grant fulfillment	
12,000	Business sponsorships	
102,600	Earned Revenue (admission, sales, memberships, etc.)	
73,000	Endowment and Interest	
45,000	Miscellaneous	

Expenses

Activity	Lodging Tax	Other Funds (total above)	Total
Personnel	3,000	439,000	442,000
Administration	0	37,400	37,400
Marketing/Promotion	0	25,200	25,200
Travel	0	0	0
Consultants	0	0	0
Other (identify)	0	0	0
Programming	2,000	25,300	25,500
TOTAL	5,000	526,900	527,400

01/09/23

Fort Walla Walla Museum
Budget Worksheet
2023

FWWM 2023 Budget Worksheet

	2022 Budget	2022 Totals	2023 Budget	
Net Ordinary Income/Expense				
Income				
External Support				
Release-Grants				
Children Programs		8862	4000	Winans Ask
Release-Lamar		1250	0	
Release-COVID-19 grants-Op. Fds		10331	0	
Release- Op Mgr/Support		36000	39200	Sherwood $
Release-Strag Plan		18500	0	
Release-School Tours		34798	33000	Note 1
Release-Tech.upgrade		2788	0	
Release-Latino Heritage		823	1000	
Release from Temp Rst Funds - other		1650	27100	Note 2
Release Beach/ICF to Endowment?				120K?
Total Release-Grants	**238700**	**115002**	**104300**	
Annual Operations Fund Drive				
Director's Circle	8000	26175	24000	
AFD	7000	13445	13000	
Total Annual Operations Fund Drive	**15000**	**39620**	**37000**	
Grants - Operations				
Grants-Miscellaneous WW5-39 22		33220	34000	30NEH, 4BMCF,
BMCF-VGG		61669	74000	w/ 10% match
D & V Sherwood Op Award	5000	5000	5000	
Total Operating Grants	5000	**99889**	**113000**	
Donations-Individual				
Donations-Other		15288	15000	6 Patterson
Memorials		6585	4000	
Total Donations-Individual	**100400**	**21873**	**19000**	
Business Sponsors				
Business Sponsors	**11000**	**3590**	**10000**	renewed effort
Total External Support	**370100**	**279974**	**283300**	
Revenue Sales				
Membership Dues	27000	31040	32000	^$5=1.7
LTAC-City of Walla Walla	66800	54660	82800	$12.8 4th22
LTAC- WW County	16000	8000	10000	poss 8 more
LTAC-City of College Place	4000	4000	4500	
Miscellaneous Income	2000	2534	2500	
Interest Income	600	562	700	
Total Revenue Sales	**116400**	**100796**	**132500**	
Endowment Managed by Others				
Italian Farmstead	500	627	550	
Price- BMCF	28100	25699	23000	
Friends of FtWW Museum Endow	3200	4719	3600	
Grubbe - BMCF	1000	1070	900	
Mary M Orchard Nursing Heritage	750	1116	600	
Penner Trust Income	23600	25213	17200	1274/mon+1965
Jones	300	269	250	
Flathers	250	0	0	
Issacs	9000	7195	7000	
Peterson - BMCF	4400	6422	4000	
Winn			5000	
Total Endowment Managed by Others	**71100**	**72330**	**62100**	
Program & other Income				
Cash/ Short & Over				
Consignment				
No Tax-Food				
Retail-In State Taxable				
Sales Tax				
Postage				
Taxable Food				
Total Store Sales	**42800**	**62855**	**65900**	^5%
Admissions - Tours				

Fort Walla Walla Museum
Budget Worksheet
2023

	Budget	Totals	Budget	
School Tour-Extra Adult		1734	1600	
Flexible Program-Annual		400	400	6WC?,4WV?
Other Tours		4435	2000	2Lindblad
Schools		672		
Total Admissions - Tours	**2000**	**7241**	**4000**	˅tours ^rate $1
Total Admissions - Gate	**56200**	**65969**	**77000**	5% & > $1=8.3
Total Special Events		**324**		
Total Program & other income	**267900**	**309515**	**341500**	
Total Income	**638000**	**589489**	**624800**	
Expenses				
Store Expenses	**25700**	**34915**	**41000**	
General Administration Expenses				
Bank Fees		854	1000	
Computer Costs		7833	7000	
Dues & Subscriptions		1798	3800	
Miscellaneous Expense w/ interest		1138	2000	
Office		5327	5500	
Telephone & Alarm		5667	6000	
Licenses and Taxes		30	100	
Professional Fees		32000	6000	5.2Bk,.8CPA
Travel, Meals & Training		3542	6000	
Total General Administration Expenses	**64900**	**58189**	**37400**	
Marketing & Publicity Expenses				
Annual Fund		959	1000	
Directors Circle Trips		716	800	
Postage Costs		2277	3000	
Printing Costs		1099	1000	
Advertising Costs		12644	15000	
Internet Services		2179	4400	online bkpng
Total Marketing & Publicity Expenses	**20500**	**19874**	**25200**	
Occupancy Expenses				
Use Agreement - City of WW	500	501	500	
Light & Power	15000	20326	22000	
Insurance	5000	4816	5400	
Bldg, Grounds Repairs & Mtce	15500	12934	14000	
Transfer to Buidling Reserve ?	5000		5000	40-50K 2022?
Total Occupancy Expenses	**41000**	**38577**	**46900**	
Program Expenses				
Collections Expense		351	1500	
LIbrary Expenes		1368	2400	
Virtual Museum Services-Videos		1550	4000	
Children Misc		130	200	
Volunteer Expenses		603	800	
Living History		93	1500	
Special Events Expense		461	500	
Ice Cream Social		1307	1300	
Lewis & Clark Festival		164	300	
Special Events Other		6941	7500	
Exhibits		1732	5500	3.5 TR
Total Program Expenses	**58300**	**14700**	**25500**	
Total Payroll Expenses	**438300**	**406559**	**442000**	.5FTE & raises
Total Expenses	**648700**	**572814**	**618000**	
Net Ordinary Income	**-10700**	**16675**	**6800**	
Other Income				
COVID-CARES ACT - Working WA 5		**39000**	0	Employ Retent?
Net Income		**55675**		

Budget notes (numbers in thousands)

1) School Tours: 10PCA, 5PPF,3.5 Exch,2.5Isaacs, 2ThreeR,2 SunD, 1VKent, 1 Burk, .25 Lloyd, .25 Ball=27.5
open proposals: 3BanBnk; 3MFCF, 7WWPS, 10Highway or 23 more potential

2) Temp Restricted- other
27.1=5Port/Advertising, 2.5familyday/gen op, 2ArtiftCur/gen 4video/Prog, .5Coll/Coll,op, 4.2accounting/ProfConslt, .5B3Video/Exh, 1LatHerit/Exh, 2MilHerit/Exh, .9RefLib/Lib,1SpragLib/Lib, 2.5ComBnk FamDay/Events,1LH/Events

Fort Walla Walla Museum
Budget Worksheet
2023

Budget	Totals	Budget

2023 Estate Gifts in process
Mary Ganuget 25K for sheep exhibit
Barbara Stubblefield 60-80K unrestricted

Capital Budget Expenses	**Capital Budget Funding Sources**
$40,000 Cement Block BLDG paint	$40,000 Bldg Res
$10,000 Cement Block Bldg repairs	$10,000 Bldg Res
$18,000 Saturno Farmstead roof	$4,000 TR $14,000 new gifts
$12,000 Train Cover	$6,000 TR $6,000 new gifts
$80,000 Total	$80,000 Total

Internal Revenue Service

Date: November 20, 2007

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

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

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

Dear Sir or Madam:

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

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

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

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

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

Sincerely,

Michele M. Sullivan

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

STATE OF
WASHINGTON

BUSINESS LICENSE

Unified Business ID #: 603622841
Business ID #: 001
Location: 0001

Nonprofit Corporation

POWER HOUSE THEATRE WALLA WALLA
POWER HOUSE THEATRE WALLA WALLA, INC
111 N 6TH AVE
WALLA WALLA, WA 99362-1728

TAX REGISTRATION - ACTIVE

REGISTERED TRADE NAMES:
POWER HOUSE THEATRE WALLA WALLA, INC

This document lists the registrations, endorsements, and licenses authorized for the business named above. By accepting this document, the licensee certifies the information on the application was complete, true, and accurate to the best of his or her knowledge, and that business will be conducted in compliance with all applicable Washington state, county, and city regulations.

Vikki Smith
Director, Department of Revenue

STATE OF WASHINGTON

UBI: 603622841 001 0001

POWER HOUSE THEATRE WALLA WALLA
POWER HOUSE THEATRE WALLA WALLA, INC
111 N 6TH AVE
WALLA WALLA, WA 99362-1728

FOLD HERE

TAX REGISTRATION - ACTIVE

FOLD HERE

Gesa Power House Theatre
2023 Budget

	Jan - Dec 23 Budget
Ordinary Income/Expense	
Total Concessions	300.00
Total Contributed Revenue	947,600.00
Total Investments	400.00
Total Rental Events (Other Items)	73,000.00
Total Productions	147,500.00
Total Rent	61,000.00
Total Income	1,229,800.00
Gross Profit	**1,229,800.00**
Expense	
Total Development	69,920.00
Total Marketing	153,795.00
Total Overhead	454,200.00
Total Productions	168,225.00
Total Rental Events	82,250.00
Total Expense	928,390.00
Net Income	**301,410.00**

Notes:

- 14% of Total Overhead and Total Development is Administrative Overhead for Executive Director

- Grants and foundation revenue were not fully lined out in this budget as we couldn't project or guarantee them at the time of budget approval. Annually we seek LTAC funding from government agencies, foundation donations, and other grants. Contributed revenue includes revenue from Power Club memberships, sponsorships, Adopt a Seat, and community contributions.

Business Plan 2020-2025

Vision
To build Gesa Power House Theatre into a sustainable, world class gathering place for the arts, culture, and education.

Mission
To generate a strong, inclusive community through performing arts.

Objectives

1. Produce and present a portfolio of productions that fills the calendar and reaches an audience of varied interest and means from across the community.
2. Secure resources to retire the mortgage and operate sustainably thereafter.
3. Recruit and retain a diverse group of outstanding volunteers, Board members, and staff.
4. Develop and maintain systems and facilities that support high-performing programs and people.
5. Pursue and embrace values of diversity, equity, and inclusion in all areas of the organization as we advance our mission in a more inclusive and innovative way.

Activities

1.1 Anchor the calendar with, at least, twelve headline productions marked by sellouts.
1.2 Work cooperatively with Shakespeare Walla Walla to present The Bard.
1.3 Grow Little Watts as means to sponsor children's access to live theater.
1.4 Partner with other nonprofits and the community, such as the Walla Walla Chamber Musical Festival or *Dias de los Muertos,* to present shows, concerts, and events.
1.5 Develop the ***Be reMARKable*** program to collaborate and uplift the arts community in Walla Walla by supporting a community gathering place for theater, the arts, and education.
1.6 Seek partnerships with local schools and higher education institutions.
2.1 Raise $1.5M to pay off the theater mortgage by December 31, 2025.
2.2 Raise $150K in operating support from corporations ($25K), foundations ($25K), government ($50k) and individuals ($50K) in 2021, growing the base of support in subsequent years.
2.3 Develop robust sales and marketing programs that focus on ticket sales, memberships, giving, volunteering, rentals, and sponsorships.
2.4 Rent the facility when the production calendar is dark to generate additional revenue.
3.1 Build a volunteer program to support expanded programs, services, education, and outreach.
3.2 Grow and diversify the Board with attention to factors like life experience, gender, ethnicity, networks in theater and arts, residency, and other characteristics.
3.3 Monitor the pay and benefits to staff to be competitive with the local nonprofit workforce and the broader theater community.
3.4 Study the staffing structure of theaters of similar size and adapt an appropriate staffing level to the capacity requirements and means of the theater, including a paid Executive Director.
4.1 Build on the theater's reserve savings account to stabilize the finances and secure long-term capital replacement plan.
4.2 Develop a prioritized list of capital improvements that advance the mission of the theater, making improvements consistent with the financial stability of the operation.
4.3 Complete an annual review, growing toward an annual audit if needed and/or as required.
4.4 Design, implement, and maintain administrative and technology systems for efficiency and productivity.
4.5 Share results of the theater at least annually.
5.1 Engage in continuous learning for Board and Staff.
5.2 Regularly evaluate our policies and procedures to ensure barriers to access are minimized.
5.3 Invest in broader programming that supports diversity.
5.4 Build an inclusive environment in which people throughout our community can engage with one another, discovering how differences and similarities bring people together through the arts.

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: $ 10,000

Organization/Agency Name:			
Power House Theatre Walla Walla			
Federal Tax ID Number: 32-0498056			
Event or Activity Name (if applicable): n/a			
Contact Name and Title: Mary Aparicio Castrejón, Marketing Manager			
Mailing Address: 111 N 6th Ave	City: Walla Walla	State: WA	Zip: 99362
Phone: 509-529-6500	Email Address: mary@phtww.org		
ELIGIBLE ENTITY ○ Public Agency ● Non-Profit	ELIGIBLE ACTIVITY Check all that apply to this application ☑ Tourism promotion/marketing ☐ Operation of special event/festival designed to attract tourists ☑ Operation of a tourism-related facility owned or operated by a non-profit ☐ Operation and/or capital costs of a tourism-related facility owned by a municipality		

CERTIFICATION

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

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

Signature:	Title:
Mary Aparicio Castrejón	Marketing Manager
Printed or Typed Name: Mary Aparicio Castrejón	**Date:** October 11, 2024

Application Questions

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

We are the only professional, presenting nonprofit theater in the Walla Walla Valley that offers year-round arts and cultural programming. Multiple times, nearly every week of the year, we connect and strengthen our rural community by breaking down access barriers to the arts. Each year, we welcome a total of approximately 18,000 patrons to our theater for performances, events, fundraisers, and much more. In 2022, our theater was in use for a total of 133 days out of the year with 140 total events. In 2023, we project that we theater usage will be 162 days out of year with 188 total events. Our mission-driven work generates a strong, inclusive community through the performing arts.

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

We are a well-established destination that attracts tourists with our arts programming events, spanning from January through December each year. Our shows includes high-profile entertainers, corporate events, films, and a destination location for weddings. Our historical ticketing data shows that 1 in 4 of our patrons are from outside the Walla Walla Valley. However, our 2023 data is showing significant tourism growth. To date, we have seen more than a 10% growth in tourism as approximately 35% of our patrons were from out-of-area (more than 50 miles away) for performances we hosted. Additionally, out-of-state visitors are up from 10% from 2022 to 11.8% in 2023.

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

Yes, we were a recipient of City of College Place tourism support in 2023. Our success can be measured by our attendance data of visitors in 2023 coming from 21 different states, plus the District of Columbia. We also drew interest from British Columbia and Alberta, Canada. Out-of-area visitors from within Washington state continues to be an area of growth as 9.7% of our patrons were from either the Tri-Cities or the Seattle area.

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

Our target market varies based on each event and each digital marketing strategy used. It is also customized with each social media post based on audience interest points that are relevant to the particular event that is being promoted. However, the Pacific Northwest region including Washington, Oregon, Idaho, and Montana remains our primary focus. Our events reach audiences of all genders (approximately 75% female and 25% male) and generally ages between 18-65. Our estimated social media audience size per post averages between 6.3 million to 7.5 million with 11.5% coming from the Tri-Cities area, 1.2% from Seattle, and 0.9% from Portland.

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

We continue to adapt our marketing strategies based on data received. Each year, we use a wide range of marketing channels to promote the activities at our theater including print (i.e. Union Bulletin, The Entertainer, Tri-City Herald, East Oregonian), radio (i.e. Northwest Public Broadcasting, Bob & Hank FM), digital (i.e. Facebook, Instagram), digital signage (i.e. Gesa Credit Union reader board ads), and direct mail.

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

To date for 2023, we have partnered with 24 different local nonprofits to host 43 fundraisers, meetings, and events. Additionally, we estimate that our venue will be rented out by 15 different individuals, groups, or local businesses for 27 different events or meetings, and was also host to a destination wedding this year.

7) Is this a ticketed event?

Our ticket structure includes both ticketed and non-ticketed events. In 2023, 54.7% of events were non-ticketed.. Of the total events for 2023, 62% were events we hosted and 37% were rentals of our venue.

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

Our total marketing budget in 2023 was $153,795.00. While budget preparations for 2024 are currently underway, we anticipate the marketing budget to be approximately $163,926 in the FY24 budget.

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

We continue to diversify our revenue streams as we seek support from our patrons through in-kind and cash donations, grants, memberships, ads in our season program, and sponsors to support our annual arts programming and services.

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

We were awarded a 2-year LTAC funding from the City of Walla Walla in 2023. We will also be seeking LTAC funding from Walla Walla County and the Port of Walla Walla.

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: In 2024, 18,000 patrons based on estimated 2023 total attendance data	☑ 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: In 2024, 5,400 patrons (approximately 30% of our total patrons)	☑ 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: In 2024, 2,340 patrons (approximately 13% of our total patrons)	☑ 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: In 2024, 3,780 patrons (approximately 70% of 50+ miles attendance)	☐ 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: In 2024, 1,620 patrons (approximately 30% of 50+ miles attendance)	☐ 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.

Amount	Source	Confirmed (Yes or No)
$49,000 total - split into 2 years	City of WW LTAC	Yes
$30,000	WW County LTAC	No
$2,000	Port of Walla Walla LTAC	No
$90,500	Contributions from individuals	No
$7,000	Annual giving revenue (includes Power Club, Adopt a Seat memberships)	No
Pending	Corporate contributions and grants	No
Pending	Grants from Foundations, Trusts, other nonprofit funders	No

Expenses

Activity	Lodging Tax	Other Funds (total above)	Total
Personnel		$62,400	$62,400
Administration			
Marketing/Promotion	$5,000	$70,681 (print, web, media, collateral)	$75,681
Travel		$1,000 (trade shows)	$1,000
Consultants			
Other (identify)		$3,000 (other misc. marketing costs)	$3,000
Contractors for web, photography, social media, video	$5,000	$16,845	$21,845
TOTAL	$10,000	$153,926	$163,926

WASHINGTON
Secretary of State
Corporations & Charities Division

Filed
Secretary of State
State of Washington
Date Filed: 10/17/2023
Effective Date: 10/17/2023
UBI #: 600 362 363

Annual Report

BUSINESS INFORMATION

Business Name:
WALLA WALLA VALLEY CHAMBER OF COMMERCE

UBI Number:
600 362 363

Business Type:
WA NONPROFIT CORPORATION

Business Status:
ACTIVE

Principal Office Street Address:
29 E SUMACH ST, WALLA WALLA, WA, 99362-1932, UNITED STATES

Principal Office Mailing Address:
29 E SUMACH ST, WALLA WALLA, WA, 99362-1932, UNITED STATES

Expiration Date:
10/31/2024

Jurisdiction:
UNITED STATES, WASHINGTON

Formation/Registration Date:
10/23/1934

Period of Duration:
PERPETUAL

Inactive Date:

Nature of Business:
501C6 NON-PROFIT PROVIDING SUPPORT AND SERVICES TO EMPLOYERS

NONPROFIT GROSS REVENUE CERTIFICATION

Per RCW 24.03A.960 does the Nonprofit certify that its total gross revenue in the most recent fiscal year was less than $500,000? **- Yes**

NONPROFIT CORPORATION'S EIN

Nonprofit EIN: **91-0457015**

REGISTERED AGENT RCW 23.95.410

Registered Agent Name	Street Address	Mailing Address

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: $ 7500.

Organization/Agency Name:			
Walla Walla Valley Chamber of Commerce			
Federal Tax ID Number: 91-0457015			
Event or Activity Name (if applicable): FILM WWV			
Contact Name and Title: Arlene Alen President & CEO WWV Chamber			
Mailing Address: 29 E Sumach St	City: Walla Walla	State: WA	Zip: 99362
Phone:	Email Address:		
ELIGIBLE ENTITY o ○ 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: President & CEO
Printed or Typed Name: Arlene Alen	Date: 10.17.23

Application Questions

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

1. Film WWV aims to transform the WWV into a sought-after destination for filmmakers and producers. With its diverse range of landscapes and settings, the valley provides an ideal canvas for a wide range of production.
Film WWV is not just about showcasing the beauty of the valley, its about supporting local talent plus providing an economic development and long-term visitor enhancement and incentives through our collaboration with Washington Filmworks for filmmakers, actors and crew members in and out of our region.
Quite simply, to bring this economic and visitor driver to the Walla Walla Valley which is ideal for production. While getting here may not always be easy, the multiple styles, architecture and amazing vistas provide access to multiple set-ups and locations. From our amazing downtowns to our mountains and vineyards, there is the ability to shoot downtown and then be virtually in Tuscany just 10 minutes away and then dash off to shoot a shopping center again just a ten-minute drive for a new location. The logistics of product here can support larger production vehicles needed for lengthy shoots plus the capability of housing production teams.

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

Visitors love to see live locations during a film shoot., it is a fascinating world they rarely get a glimpse into. More importantly they come back year over year to view locations they related to in films and commercials. Think about " Sleepless in Seattle" and the many locations that became iconic in Seattle by virtue of scenes shot there. While Fort Worden in Port Townsend is an interesting historic location and part of a State Park, were it not for the film," An Officer and a Gentlemen" far fewer people would be incentivized to visit. That film has been a draw to Port Towsend for several decades. Heads stay in beds for a day longer to tour the Fort and bring revenue into the community on an ongoing basis through retail and hospitality. With permits in place, currently under development here, it is easy to aggregate data as to length of stays, costs of production, head counts, etc. There is no question that production brings revenue to any community it embraces. Working visitors, as those in film production, often stay weeks or months at a time growing city dollars invested exponentially.
This Spring, we are arranging for Washington Filmworks to bring a group of production managers here for a familiarization tour with all of Team Walla Walla working on this project. The state Filmworks, which our Chamber CEO was a liaison for prior to relocating here has now taken on that role, at their request, to serve as their Film Liaison here to work with them to encourage production in our area. On a visit and series of meetings a few months back, the Washington Filmworks Executive Director has the vision and sees our value as a production center. She fell in love with the Walla Walla Valley

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

NA

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

. Marketing will be through Washington Filmworks and their location portal as well as social and web for production managers and film producers worldwide. The initial audience is Seattle, Vancouver Canada, Portland, Seattle, Denver film production managers as well as the global production market. We will take ads out, as budget allows, in production centric web publications targeted for these markets.

WA Filmworks has committed to their first WA Fam tour here in spring. This is a work in progress currently with final dates, and coordination being in discussion. There is an $8000-$10000 cost for this tour which would bring at least 12 Production Managers to visit and tour to learn how locals here and great logistics could facilitate their varying projects.

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

This is a Team Walla Walla project led by Arlene Alen, President & CEO of the Chamber with her background in film and production, along with Visit Walla Walla, the Walla Walla Downtown Foundation, and the Walla Walla Wine Alliance. Working together we will pool our expertise teams and assets to produce results in this drive to enhance our Valley economy and tourism and create the Walla Walla valley as a well-known film-friendly production center.

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

Team Walla Walla is collaboration as the WWV Production Alliance, Film WWV. Our four organizations are committed to a long-term investment to achieve success in this endeavor.
Team Walla Walla is an alliance of the Walla Walla Valley Chamber of Commerce, Visit Walla Walla, the Walla Walla Downtown Foundation, and the Walla Walla Valley Wine Alliance. The Chamber has over 450 business members plus it' s community businesses, with the other entities also serving hundreds of businesses and members. The Chamber has representatives from all three institutions of higher learning on it' s Board of Directors that have and remain training our locals in film production and providing a current and future workforce for production in the WWV.

7) Is this a ticketed event?

No

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

Overall budget for year one is $40,000 - $60,000, Total will depend on resources aggregated and number of FAM tours to be created year one as well as final number of FAM participants.(FAM-Familiarization tours)

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

If not funded with this full amount, our shoestring budget will mean stretching the launch period of our marketing to accommodate less marketing over a longer timeline and a delay in return on investment for all entities engaged in this project. We have our first meeting relative to a production on October 13th, 2023. While it is a small production it provides early proof of concept.

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

. Other funding sources are the four entities involved in this project, Team Walla Walla (The Chamber, Visit Walla Walla, Walla Walla Downtown Foundation and Walla Walla Valley Wine Alliance) as well as other potential LTAC funds from other entities in the Valley and other grants and contributions to this project.

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: 500	☐ Direct Count ☐ Indirect Count ☐ Representative Survey ☐ Informal Survey ☑ Structured Estimate
b. Attendance, 50+ Miles a. Enter the number of people who traveled greater than 50 miles predicted to attend this activity, and select the method used to determine attendance.	Predicted: 300	☐ Direct Count ☐ Indirect Count ☐ Representative Survey ☐ Informal Survey ☑ Structured Estimate
c. Attendance, Out of State, Out of Country a. Enter the number of people from outside the state and country predicted to attend this activity, and select the method used to determine the attendance.	Predicted: 200	☐ 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: 400	☐ 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: 100	☐ 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

General Information

City of College Place Lodging Tax Fund Overview

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

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

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.

ATTACHMENT

Budget

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

Amount	Source	Confirmed (Yes or No)
$7500	City of Walla Walla LTAC	No
$7500	Walla Walla County LTAC	No
$7500	City of College Place	No
Balance of Funding	Team Walla Walla	Yes
Additional funding	Additional Grants	No

Expenses

Activity	Lodging Tax	Other Funds (total above)	Total
Personnel	4,000	1,500	5,500
Administration	$5,000	In Kind	10,000
Marketing/Promotion		$30,000	30,000
Travel	0	0	0
Consultants	0	InKind	0
Other (identify)			
FAM Tours	10,000	5,000	15,000
TOTAL	19,000	36,500	$55,500

Walla Walla County Chamber College LTAC application notes for easy reading of .pdf application

Film WWV aims to transform the WWV into a sought-after destination for filmmakers and producers. With its diverse range of landscapes and settings, the valley provides an ideal canvas for a wide range of production.

Film WWV is not just about showcasing the beauty of the valley, its about supporting local talent plus providing an economic development and long-term visitor enhancement and incentives through our collaboration with Washington Filmworks for filmmakers, actors and crew members in and out of our region.

Quite simply, to bring this economic and visitor driver to the Walla Walla Valley which is ideal for production. While getting here may not always be easy, the multiple styles, architecture and amazing vistas provide access to multiple set-ups and locations. From our amazing downtowns to our mountains and vineyards, there is the ability to shoot downtown and then be virtually in Tuscany just 10 minutes away and then dash off to shoot a shopping center again just a ten-minute drive for a new location. The logistics of product here can support larger production vehicles needed for lengthy shoots plus the capability of housing production teams

1. Visitors love to see live locations during a film shoot.it is a fascinating world they rarely get a glimpse into. More importantly they come back year over year to view locations they related to in films and commercials. Think about "Sleepless in Seattle" and the many locations that became iconic in Seattle by virtue of scenes shot there. While Fort Worden in Port Townsend is an interesting historic location and part of a State Park, were it not for the film," An Officer and a Gentlemen" far fewer people would be incentivized to visit. That film has been a draw to Port Towsend for several decades. Heads stay in beds for a day longer to tour the Fort and bring revenue into the community on an ongoing basis through retail and hospitality. With permits in place, currently under development here, it is easy to aggregate data as to length of stays, costs of production, head counts, etc. There is no question that production brings revenue to any community it embraces. Working visitors, as those in film production, often stay weeks or months at a time growing city dollars invested exponentially.

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3. no

4. Marketing will be through Washington Filmworks and their location portal as well as social and web for production managers and film producers worldwide. The initial audience is Seattle, Vancouver Canada, Portland, Seattle, Denver film production managers as well as the global production market. We will take ads out, as budget allows, in production centric web publications targeted for these markets.

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6. Team Walla Walla is collaboration as the WWV Production Alliance, Film WWV. Our four organizations are committed to a long-term investment to achieve success in this endeavor. Team Walla Walla is an alliance of the Walla Walla Valley Chamber of Commerce, Visit Walla Walla, the Walla Walla Downtown Foundation, and the Walla Walla Valley Wine Alliance. The Chamber has over 450 business members plus it's community businesses, with the other entities also serving hundreds of businesses and members. The Chamber has representatives from all three institutions of higher learning on it's Board of Directors that have and remain training our locals in film production and providing a current and future workforce for production in the WWV.

7.no

8. Overall budget for year one is $40,000 - $60,000, Total will depend on resources aggregated and number of FAM tours to be created year 1as well as final number of FAM participants (Familiarization Tours)

9. If not funded with this full amount, our shoestring budget will mean stretching the launch period of our marketing to accommodate less marketing over a longer timeline and a delay in return on investment for all entities engaged in this project. We have our first meeting relative to a production on October 13th, 2023. While it is a small production it provides early proof of concept.

10. Other funding sources are the four entities involved in this project, Team Walla Walla (The Chamber, Visit Walla Walla, Walla Walla Downtown Foundation and Walla Walla Valley Wine Alliance) as well as other potential LTAC funds from other entities in the Valley and other grants and contributions to this project.

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: $ 14,000

Organization/Agency Name: City of College Place Events			
Federal Tax ID Number: 91-600-1412			
Event or Activity Name (if applicable): College Place Freedom Festival			
Contact Name and Title: Athen Reid - City Events Coordinator			
Mailing Address: 625 S College Avenue	City: College Place	State: WA	Zip: 99324
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: DocuSigned by: Athen Reid F7BC92BE662E4C4...	**Title:** Deputy City Clerk & Events Coordinator
Printed or Typed Name: Athen Reid	**Date:** 10/20/2023

Application Questions

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

Freedom Festival will be held on Sunday, June 30th, 2024; the Sunday before July 4th. An evening of live music, local food and artisan vendors, and kids activities will conclude with a grand firework display.

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

Freedom Festival is the biggest event in College Place. People are willing to travel for unique experiences, entertainment, and low-cost fun - and Freedom Festival is just that! The holiday weekend is great opportunity to offer visiting friends and family entertainment during their stay.

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

Freedom festival received LTAC funds in 2019, 2022, and 2023 Freedom Festivals. Along with the 2021 Winter Fest Event. These events each surpassed 1,500 participants. 2023 specifically saw nearly 2,000 people. 27 vendors had a collective revenue of over $11,000. The increase in entertainment options allows guests to linger, spending more time and money at the event.

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

The Walla Walla Valley, Tricities, Seattle, Western Idaho, Northeast Washington, and Northeast Oregon.

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

The marketing plan includes radio and news outlet advertisement, billboard(s), paid and unpaid social media advertisement, fliers, Walla Walla Union Bulletin Visitor Guide, word of mouth/email to local contacts.

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

Freedom Festival is put on by City of College Place. We partner with College Place Public Schools for the venue, the College Place High School Cheer Team via the Kids Zone Activities, and Columbia REA for fireworks.

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

No. This event is free and open to the public.

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

$23,200. Please see breakdown on page 7.

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

If not awarded the full amount, marketing and entertainment aspects of the event will be minimized.

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

Other potential sources include private donations, sponsorships, volunteer labor, and city funds.

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

Provide impact estimates due to the direct result of your proposed tourism-related service:		What method was used to determine attendance in previous years?
a. Overall Attendance a. Enter the total number of people predicted to attend this activity, and select the method used to determine the attendance.	Predicted: 2,250. ~12.5% growth from 2023.	☑ 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: Based on 2023 survey (n=75 survey participants) ~ 62%. Likely skewed in favor of tourism based on who participated in the data collection. Actual estimate of ~15%.	☐ 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: Based on 2023 survey (n=75) ~ 28%.	☐ 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: Based on 2023 survey (n=75) ~11%	☐ 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: Based on 2023 Survey (n=75): ~89%	☐ Direct Count ☐ Indirect Count ☑ Representative Survey ☐ Informal Survey ☑ Structured Estimate

Description of Methods

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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).

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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.

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625 S College Ave
College Place WA 99324
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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.

Amount	Source	Confirmed (Yes or No)
$300	Vendor Fees	No
$2000	City Staff Time	Yes
$5,000	Fireworks Sponsorship	No

Expenses

Activity	Lodging Tax	Other Funds (total above)	Total
Personnel		$2000	$2000
Administration		$500	$500
Marketing/Promotion	$3,000	$500	$3,500
Travel	0	0	0
Consultants	0	0	0
Other (identify)	Promotional items: $2,000	Rentals (Restrooms, lights, sinks) $1,200	$3,200
Live Entertainment	$7,400; Kid Zone $1,600	Fireworks: $5,000	$14,000
TOTAL	$14,000	$9,200	$23,200