Thursday, November 7, 2024
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/81605559582

Or you may call this number to listen: 1-669-900-9128 ID#81605559582
Phone controls: *6 - toggle mute/un-mute and *9 - raise hand

1. Opening Items

Subject :	1.01 Call To Order
Meeting :	Nov 7, 2024 - Lodging Tax Advisory Commission Meeting Agenda - Hybrid (In-Person & Electronic)
Category :	1. Opening Items
Access :	Public
Type :	Procedural

Public Content

LTAC Members:
Position 1:Monica Boyle, Chair
Position 2:Steve Owens, Columbia REA
Position 3:Groover Snell, Fort Walla Walla Museum
Position 4: Vacant
Position 5: Vacant
Support Staff:
Maryelizabeth Garcia; City Clerk

Subject :	1.02 Roll Call
Meeting :	Nov 7, 2024 - Lodging Tax Advisory Commission Meeting Agenda - Hybrid (In-Person & Electronic)
Category :	1. Opening Items
Access :	Public
Type :	Procedural

Public Content

Position 1 - Monica Boyle

Position 2 - Steve Owens

Position 3 - Groover Snell

Position 4 - Vacant

Position 5 - Vacant

Staff:

Maryelizabeth Garcia - City Clerk

Subject :	1.03 Public Comment
Meeting :	Nov 7, 2024 - 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 7, 2024
Meeting :	Nov 7, 2024 - 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 September 12, 2024
Meeting :	Nov 7, 2024 - Lodging Tax Advisory Commission Meeting Agenda - Hybrid (In-Person & Electronic)
Category :	2. Consent Agenda

Access :	Public
Type :	Action (Consent), Minutes
Minutes :	View Minutes for Sep 12, 2024 - Lodging Tax Advisory Commission Meeting Agenda - H

File Attachments

2024-9-12 LTAC Mins.pdf (733 KB)

Subject :	2.03 Approve Consent Agenda - Our adopted rules of Parliamentary Procedure, The Standard Code of Parliamentary Procedure, provide for a consent agenda listing several items for approval of the Lodging Tax Advisory Commission by a single motion. Most of the items listed under the consent agenda have gone through previous review either at a workshop, or by subcommittee review and recommendation. Documentation concerning these items has been provided to all Lodging Tax Advisory Commission members and the public in advance to assure an extensive and thorough review. Items may be removed from the consent agenda at the request of any Lodging Tax Advisory Commission member.
Meeting :	Nov 7, 2024 - 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 7, 2024 - 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 2024 with estimates for final year totals.

File Attachments

2024 LTAC Fund 130 Budget Report.pdf (693 KB)
2024 Budget Report - Fund 130 Summary.pdf (110 KB)

Subject :	3.02 Request for Proposals
Meeting :	Nov 7, 2024 - 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 September 19, 2024. The RFP for Lodging Tax Funds was published on our five social media channels and also sent to the members on the RFP Distribution List on Monday, September 16, 2024 along with the 2024 Application for Lodging Tax Funds.

File Attachments

2024 Application for City of College Place Lodging Tax Funds.pdf (840 KB)
2024_RFP_Distribution_List.xlsx (12 KB)
City of CP Lodging Tax RFP Notice-2024BudgetYear.pdf (956 KB)
LTAC Publish Order_confirmation.pdf (2,554 KB)

Subject :	3.03 2025 LTAC Funding Recommendations for Council
Meeting :	Nov 7, 2024 - Lodging Tax Advisory Commission Meeting Agenda - Hybrid (In-Person & Electronic)
Category :	3. Reports
Access :	Public
Type :	Information

Public Content

Following this meeting, the report below will be completed and sent to Council for adoption at the November 12, 2024 Regular Council Meeting.

To be included in expenditures for Fund 130 in the 2025 Budget:

Historical Perspective:

The Lodging Tax Advisory Commission reviews applications each year to recommend funding from the lodging tax funds received by the City.

Information for Consideration:

A Request for Proposals (RFP) for Lodging Tax Funds was published in the Walla Walla Union Bulletin on September 19, 2024. The RFP was also published on our five social media channels and sent to the members on the RFP Distribution List on Monday, September 16, 2024 along with the 2024 Application for Lodging Tax Funds.The deadline for applications was October 24, 2024.

Nine proposals were received:

- City of College Place in the amount of $15,000 for the College Place Freedom Festival event for marketing/promotion, promotional items, and live entertainment.
- Walla Walla Valley Chamber of Commerce in the amount of $18,000 for General Operating Support of the Film Walla Walla Valley/Taste of WW Valley/Tour D' Farm projects with emphasis on College Place.
- Power House Theatrein the amount of $15,500 for General Operating Support.
- Little Theatre of Walla Wallain the amount of $5,000forGeneral Operating Support.
- City of College Place in the amount of $9,926 for the Refresh, Renew, Restore Welcome Pamphlet/Visitor's Guide for the City of College Place.
- Visit Walla Walla in the amount of $10,000for the Valley Wide Branding project and the Walla Walla Visitor's Guide with additional emphasis onCollege Place promotion.
- Walla Walla Movie Crush in the amount of $6,000 for General Operating Support with emphasis on College Place businesses.
- CoWalla in the amount of $10,204 for General Operating Support with additional emphasis on College Place's creative sector.
- Fort Walla Walla Museum in the amount of $5,000 for General Operating Support.

The total of all nine requests is $94,630. The Lodging Tax Advisory Commission had a meeting on November 7, 2024; they reviewed and recommended .

Fund 130 - Hotel/Motel Tax

Estimated 2025 Available Funds $79,955.61

2025 Funding Requests Total -$

Estimated Fund 130 Balance $

File Attachments

2024-9-19_Notice of LTAC Grant Opening.pdf (79 KB)
2024_RFP_Distribution_List.pdf (92 KB)
2024 LTAC Fund 130 Budget Report.pdf (693 KB)
2024 Budget Report - Fund 130 Summary.pdf (110 KB)

4. Regular Agenda

Subject :	4.01 City of College Place Freedom Festival Application
Meeting :	Nov 7, 2024 - 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_Freedom_Festival.pdf (966 KB)

Subject :	4.02 Walla Walla Valley Chamber of Commerce Application
Meeting :	Nov 7, 2024 - Lodging Tax Advisory Commission Meeting Agenda - Hybrid (In-Person & Electronic)
Category :	4. Regular Agenda
Access :	Public
Type :	

Public Content

See attached.

File Attachments

2024.2025 College Place LTAC Grant APplication WWV Chamber.pdf (2,278 KB)

Subject :	4.03 Power House Theatre Application
Meeting :	Nov 7, 2024 - 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 2024 Budget Year from Power House Theatre Walla Walla_PACKET.pdf (3,139 KB)

Subject :	4.04 Little Theatre of Walla Walla Application
Meeting :	Nov 7, 2024 - Lodging Tax Advisory Commission

	Meeting Agenda - Hybrid (In-Person & Electronic)
Category :	4. Regular Agenda
Access :	Public
Type :	

Public Content

See attached.

File Attachments

LTWW SOS Annual Report 2024.pdf (303 KB)
Budget proposal 2024-25 - Working copy (1).xlsx (95 KB)
LTWW CoCP LTAC 2024.pdf (1,578 KB)

Subject :	4.05 City of College Place Refresh, Renew, Restore Pamphlet Application
Meeting :	Nov 7, 2024 - 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 CPR.pdf (979 KB)
Info Session Flyer.png (504 KB)
Info Session Letter.png (502 KB)
DCP Logo 1-2.png (1,999 KB)

Subject :	4.06 Visit Walla Walla Application
Meeting :	Nov 7, 2024 - 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 Visit Walla Walla Application for City of College Place Lodging Tax Funds.pdf (1,772 KB)]

Subject :	4.07 Walla Walla Movie Crush Application
Meeting :	Nov 7, 2024 - 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.pdf (912 KB)]

Subject :	4.08 CoWalla Application
Meeting :	Nov 7, 2024 - 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

[CoWalla College Place LTAC submission.pdf (988 KB)]

Subject :	4.09 Fort Walla Walla Museum Application
Meeting :	Nov 7, 2024 - 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

[Fort Walla Walla Museum 2024 Operations Budget.pdf (106 KB)]
[IRS Determination Letter dated Nov 20 2007.pdf (356 KB)]
[2024 Application for City of College Place Lodging Tax Funds.pdf (920 KB)]

Subject :	4.10 Funding Recommendations to City Council
Meeting :	Nov 7, 2024 - 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 7, 2024 - Lodging Tax Advisory Commission Meeting Agenda - Hybrid (In-Person & Electronic)
Category :	5. Closing Items
Access :	Public
Type :	Procedural

Lodging Tax Advisory Commission Meeting Agenda - Hybrid (In-Person & Electronic) (Thursday, September 5, 2024)
Generated by Maryelizabeth Garcia on Wednesday, September 4, 2024

1. Opening Items

Procedural: 1.01 Call To Order

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

Procedural: 1.02 Roll Call

Present:	LTAC Members	Monica Boyle, Chair Steve Owens, Columbia REA Groover Snell, Fort Walla Walla Museum
	Staff	Maryelizabeth Garcia, City Clerk
Absent:		

Procedural: 1.03 Public Comment - None

2. Consent Agenda

Action (Consent): 2.01 Approve Agenda for September 5, 2024

Action (Consent), Minutes: 2.02 Approve Minutes from November 2, 2023

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.

Commission Member Owens made a motion to approve the consent agenda. Second by Member Snell and the motion passed unanimously.

3. Reports

Information: 3.01 Early Estimates of Funding Availability for 2025 Budget
Chair Boyle reviewed estimates for funding this year and what still needs to be paid out for last year. Discussion ensued.

Discussion, Information: 3.02 2023 Fort Walla Walla Museum Report for Lodging Tax Funds
Commission Member Snell presented on Fort Walla Walla's use of their lodging tax award from last year.

Discussion, Information: 3.03 2024 City of College Place Freedom Festival Report for Lodging Tax Funds
City Clerk Garcia reviewed the reported outcomes from 2024 Freedom Festival.

4. Action Agenda

Action: 4.01 2025 Budget Application Documents and Timeline Development
Chair Boyle reviewed the proposed timeline and application documents. Discussion ensued.

Commission Member Snell made a motion to approve the proposed timeline and 2025 application. Second by Member Owens and the motion passed unanimously.

Action: 4.02 Language of Request for Proposals and Advertisement Plan
Commission Member Owens made a motion to approve the proposed RFP advertisement locations and language. Second by Member Owens and the motion passed unanimously.

5. Closing Items

Procedural: 5.01 Conclude - Motion to conclude the meeting.
Commission Member Owens made a motion to conclude the meeting at 3:48PM. Second by Member Snell, and with no objection, the meeting concluded.

Approved:

Monica Boyle - Commission Chair

Attest:

Maryelizabeth Garcia - City Clerk

The foregoing minutes are the official record of the Lodging Tax Advisory Commission meeting that occurred September 5, 2024. Further detail may be obtained by reviewing the actual audio recording made during this session.

Budget Report
Account Summary

City of College Place, WA

For Fiscal: 2024 Period Ending: 11/30/2024

		Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Used
Fund: 130 - Hotel/Motel Tax							
Revenue							
130-308-31-00-03	Beginning Balance - Hotel/Motel Ta	63,644.83	63,644.83	0.00	0.00	-63,644.83	0.00 %
130-313-31-00-01	Hotel/Motel Lodging	20,000.00	20,000.00	0.00	19,063.23	-936.77	95.32 %
130-313-31-00-02	Transient Rental	20,000.00	20,000.00	0.00	18,812.12	-1,187.88	94.06 %
130-361-10-00-30	Unrealized Gain/Loss	0.00	0.00	0.00	407.69	407.69	0.00 %
130-361-11-01-30	Investment Interest	500.00	500.00	0.00	1,993.22	1,493.22	398.64 %
130-361-30-00-30	Realized Gain/Loss On Investments	0.00	0.00	0.00	-74.99	-74.99	0.00 %
130-361-41-00-30	Investment Interest - Purchased	0.00	0.00	0.00	57.69	57.69	0.00 %
	Revenue Total:	**104,144.83**	**104,144.83**	**0.00**	**40,258.96**	**-63,885.87**	**38.66%**
Expense							
130-508-31-00-03	Ending Balance - Hotel/Motel Tax	65,741.83	65,741.83	0.00	0.00	65,741.83	0.00 %
130-557-30-31-30	Community Services - Office & Ope	0.00	0.00	0.00	0.00	0.00	0.00 %
130-557-30-41-30	Professional Financial / Banking Co	3.00	3.00	0.00	22.08	-19.08	736.00 %
130-557-30-44-30	Tourism Advertising	1,900.00	1,900.00	0.00	1,530.00	370.00	80.53 %
130-557-30-49-01	Contributions To Other Agencies -	22,500.00	22,500.00	0.00	0.00	22,500.00	0.00 %
130-557-30-49-30	City Event Entertainment	14,000.00	14,000.00	0.00	9,776.64	4,223.36	69.83 %
	Expense Total:	**104,144.83**	**104,144.83**	**0.00**	**11,328.72**	**92,816.11**	**10.88%**
	Fund: 130 - Hotel/Motel Tax Surplus (Deficit):	**0.00**	**0.00**	**0.00**	**28,930.24**	**28,930.24**	**0.00%**
	Report Surplus (Deficit):	**0.00**	**0.00**	**0.00**	**28,930.24**	**28,930.24**	**0.00%**

Group Summary

Account Type	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Used
Fund: 130 - Hotel/Motel Tax						
Revenue	104,144.83	104,144.83	0.00	40,258.96	-63,885.87	38.66%
Expense	104,144.83	104,144.83	0.00	11,328.72	92,816.11	10.88%
Fund: 130 - Hotel/Motel Tax Surplus (Deficit):	**0.00**	**0.00**	**0.00**	**28,930.24**	**28,930.24**	**0.00%**
Report Surplus (Deficit):	**0.00**	**0.00**	**0.00**	**28,930.24**	**28,930.24**	**0.00%**

Fund Summary

Fund	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)
130 - Hotel/Motel Tax	0.00	0.00	0.00	28,930.24	28,930.24
Report Surplus (Deficit):	**0.00**	**0.00**	**0.00**	**28,930.24**	**28,930.24**

Fund 130 Hotel/Motel Tax

Amount		Remark
$	92,328.62	Actual 2024 Beginning Balance
$	40,258.96	YTD 2024 Revenues
$	3,085.65	Estimated Additional 2024 Revenues
$	135,673.23	**Estimated Total 2024 Revenues**
	11,328.72	YTD 2024 Expenditures
$	24,400.00	Estimated Additional 2024 Expenditures
$	35,728.72	**Estimated Total 2024 Expenditures**
$	**99,944.51**	**Estimated Ending Fund Balance**
$	19,988.90	Policy 20% Reserve Minimum
$	**79,955.61**	**Estimated 2025 Available Funds**

Application for City of College Place Lodging Tax Funds

Application Deadline: Thursday, October 24, 2024 by 4P.M.
received at College Place City Hal l or emailed to mgarcia@cpwa.us.
To be eligible for consideration, your complete proposal must be received by the deadline.

Amount of Lodging Tax Requested: $_______________

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

ELIGIBLE ENTITY ◉ ◯ Public Agency ◯ Non-Profit	ELIGIBLE ACTIVITY Check all that apply to this application ☐ Tourism promotion/marketing ☐ Operation of special event/festival designed to attract tourists ☐ Operation of a tourism-related facility owned or operated by a non-profit ☐ Operation and/or capital costs of a tourism-related facility owned by a municipality

CERTIFICATION

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

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

Signature:	**Title:**
Printed or Typed Name:	**Date:**

Application Questions

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

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

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

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

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

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

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

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

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

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

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

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

Description of Methods

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

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

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

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

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

Application Schedule

Application Deadline: Thursday, October 24, 2024 by 4 P.M.
received at College Place City Hall or emailed to mgarcia@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
mgarcia@cpwa.us

College Place Lodging Tax Application

TIMELINE FOR 2024 (2023 BUDGET)

September 16	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 7	LTAC meeting to recommend applicants for 2024 funding
November 12	City Council discussion
November 26	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)

Expenses

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

Organization	Contact
Sherwood Trust	Julia Levitt
Sherwood Trust	Brian Hunt
Blue Mountain Community Foundation	Kol Medina
Blue Mountain Community Foundation	Megan Patnode
WW Valley Chamber of Commerce	Arlene Arlen
Port of Walla Walla	Paul Gerola
Port of Walla Walla	Pat Reay
United Way of Blue Mountains	Jodi
Walla Walla Union Bulletin	Classified staff
Walla Walla Union Bulletin	Simon Sizer
Fort Walla Walla Museum	Katy Sassara
Power House Theatre Walla Walla	Monica Boyle
Visit Walla Walla	Guy Glaeser
Milton-Freewater Chamber Downtown Alliance	

Title	Email
Program Director	julia@sherwoodtrust.org
CEO	brian@sherwoodtrust.org
President & CEO	kol@bluemountainfoundation.org
Grant's Manager	meg@bluemountainfoundation.org
President & CEO	ceo@wwvchamber.com
Economic Development Director	pg@portwallawalla.com
Executive Director	pr@portwallawalla.com
Director of Development	jodi@uwbluemt.org
NA	classified@wwub.com
Legal & Obituary Clerk	ssizer@yakimaherald.com
Executive Assistant	katy@fwwm.org
Executive Director	monica@phtww.org
Executive Director	guy@wallawalla.org
	info@mfcda.org

CITY of COLLEGE PLACE

REQUEST FOR PROPOSALS

Contacts: Maryelizabeth Garcia, City Clerk
509-394-8569 / mgarcia@cpwa.us

Monica Boyle, LTAC Chair
mboyle@cpwa.us

LODGING TAX FUNDS – REQUEST FOR PROPOSALS

The City of College Place is requesting proposals from parties interested in competing for estimated lodging tax funds available in the 2024 fiscal year. Lodging tax revenue under this chapter may be used, directly by any municipality or indirectly through a convention and visitors bureau or destination marketing organization for:

a. Tourism marketing,

b. The marketing and operations of special events and festivals designed to attract tourists,

c. Supporting the operations and capital expenditures of tourism-related facilities owned or operated by a municipality or a public facilities district created under chapters 35.57 and 36.100 RCW,

or

d. Supporting the operations of tourism-related facilities owned or operated by nonprofit organizations described under 26 U.S.C. Sec. 501(c)(3) and 26 U.S.C. Sec. 501(c)(6) or the internal revenue code of 1986, as amended.

Such proposals are to be submitted using the city provided form available on the city website www.cpwa.us Navigate to Government/Boards And Commissions / Lodging Tax Advisory Commission. Application deadline is Thursday, October 24th 2024 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 Maryelizabeth Garcia, City Clerk at 509-394-8569.

Walla Walla Union-Bulletin

112 S 1st Ave
Walla Walla, WA 99362

City Of College Place
Maryelizabeth Garcia
625 S College Ave
College Place, WA 99324
USA

Order Confirmation

Order #:	85418
Order Ref #:	
Date:	9/16/2024
Advertiser #:	22369
Advertiser Name:	City Of College Place
Agency #:	
Agency Name:	
Account Manager:	Simon Sizer ssizer@yakimaherald.com

$ 97.94

Ad No.	Date	Description	Position	Format
454678	9/19/2024	City of College Place's Fiscal Year 2024 Lodging Tax Funds Grant Application Is Open!!! Application Here: https://cms6.revize.	Walla Walla Union Bulletin Broadsheet - CL-Legals	1.67 × 7.39 in × 1.0000 col.
454679	9/19/2024	City of College Place's Fiscal Year 2024 Lodging Tax Funds Grant Application Is Open!!! Application Here: https://cms6.revize.	Walla Walla Union-Bulletin CL Online - CL-Legals	1.67 × 7.39 in × 1.0000 col.

Summary	
Total Net Amount	**$ 97.94**
Taxes	$ 0.00
Total Amount	$ 97.94

Remittance Address:

Walla Walla Union-Bulletin
PO Box 3627
Seattle, WA 98124
Tel: (206) 464-2550

Walla Walla Union-Bulletin

112 S 1st Ave
Walla Walla, WA 99362

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

Classified Category: Legals|Public Notices

City of College Place's Fiscal Year 2024 Lodging Tax Funds Grant Application Is Open!!!

Application Here: https://cms6.revize.com/revize/collegeplace/2024%20Application%20for%20City%20of%20College%20Place%20Lodging%20Tax%20Funds.pdf

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.

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(85418) September 19, 2024

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

AFFIDAVIT OF PUBLICATION

Maryelizabeth Garcia
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.

09/19/2024

Agent Frankie Flight Signature

Subscribed and sworn to before me on 9/19/2024

Monica Fritcher Monica Fritcher

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

Publication Cost:	$96.28
Order No:	85418
Customer No:	22369
PO #:	

MONICA FRITCHER
Notary Public
State of Washington
Commission # 24023569
My Comm. Expires Aug 18, 2028

City of College Place's Fiscal Year 2024 Lodging Tax Funds Grant Application Is Open!!!

Application Here: https://www.cpwa.us/government/boards_and_commissions/lodging_tax_advisory_commission.php

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.

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(85418) September 19, 2024

Publication Cost:	$96.28
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Organization	Contact
Sherwood Trust	Julia Levitt
Sherwood Trust	Brian Hunt
Blue Mountain Community Foundation	Kol Medina
Blue Mountain Community Foundation	Megan Patnode
WW Valley Chamber of Commerce	Arlene Arlen
Port of Walla Walla	Paul Gerola
Port of Walla Walla	Pat Reay
United Way of Blue Mountains	Jodi
Walla Walla Union Bulletin	Classified staff
Walla Walla Union Bulletin	Simon Sizer
Fort Walla Walla Museum	Katy Sassara
Power House Theatre Walla Walla	Monica Boyle
Visit Walla Walla	Guy Glaeser
Milton-Freewater Chamber Downtown Alliance	

Title	**Email**
Program Director	julia@sherwoodtrust.org
CEO	brian@sherwoodtrust.org
President & CEO	kol@bluemountainfoundation.org
Grant's Manager	meg@bluemountainfoundation.org
President & CEO	ceo@wwvchamber.com
Economic Development Director	pg@portwallawalla.com
Executive Director	pr@portwallawalla.com
Director of Development	jodi@uwbluemt.org
NA	classified@wwub.com
Legal & Obituary Clerk	ssizer@yakimaherald.com
Executive Assistant	katy@fwwm.org
Executive Director	monica@phtww.org
Executive Director	guy@wallawalla.org
	info@mfcda.org

City of College Place, WA

Budget Report
Account Summary
For Fiscal: 2024 Period Ending: 11/30/2024

		Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Used
Fund: 130 - Hotel/Motel Tax							
Revenue							
130-308-31-00-03	Beginning Balance - Hotel/Motel Ta	63,644.83	63,644.83	0.00	0.00	-63,644.83	0.00 %
130-313-31-00-01	Hotel/Motel Lodging	20,000.00	20,000.00	0.00	19,063.23	-936.77	95.32 %
130-313-31-00-02	Transient Rental	20,000.00	20,000.00	0.00	18,812.12	-1,187.88	94.06 %
130-361-10-00-30	Unrealized Gain/Loss	0.00	0.00	0.00	407.69	407.69	0.00 %
130-361-11-01-30	Investment Interest	500.00	500.00	0.00	1,993.22	1,493.22	398.64 %
130-361-30-00-30	Realized Gain/Loss On Investments	0.00	0.00	0.00	-74.99	-74.99	0.00 %
130-361-41-00-30	Investment Interest - Purchased	0.00	0.00	0.00	57.69	57.69	0.00 %
	Revenue Total:	**104,144.83**	**104,144.83**	**0.00**	**40,258.96**	**-63,885.87**	**38.66%**
Expense							
130-508-31-00-03	Ending Balance - Hotel/Motel Tax	65,741.83	65,741.83	0.00	0.00	65,741.83	0.00 %
130-557-30-31-30	Community Services - Office & Ope	0.00	0.00	0.00	0.00	0.00	0.00 %
130-557-30-41-30	Professional Financial / Banking Co	3.00	3.00	0.00	22.08	-19.08	736.00 %
130-557-30-44-30	Tourism Advertising	1,900.00	1,900.00	0.00	1,530.00	370.00	80.53 %
130-557-30-49-01	Contributions To Other Agencies -	22,500.00	22,500.00	0.00	0.00	22,500.00	0.00 %
130-557-30-49-30	City Event Entertainment	14,000.00	14,000.00	0.00	9,776.64	4,223.36	69.83 %
	Expense Total:	**104,144.83**	**104,144.83**	**0.00**	**11,328.72**	**92,816.11**	**10.88%**
	Fund: 130 - Hotel/Motel Tax Surplus (Deficit):	**0.00**	**0.00**	**0.00**	**28,930.24**	**28,930.24**	**0.00%**
	Report Surplus (Deficit):	**0.00**	**0.00**	**0.00**	**28,930.24**	**28,930.24**	**0.00%**

Group Summary

Account Type	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)	Percent Used
Fund: 130 - Hotel/Motel Tax						
Revenue	104,144.83	104,144.83	0.00	40,258.96	-63,885.87	38.66%
Expense	104,144.83	104,144.83	0.00	11,328.72	92,816.11	10.88%
Fund: 130 - Hotel/Motel Tax Surplus (Deficit):	**0.00**	**0.00**	**0.00**	**28,930.24**	**28,930.24**	**0.00%**
Report Surplus (Deficit):	**0.00**	**0.00**	**0.00**	**28,930.24**	**28,930.24**	**0.00%**

Fund Summary

Fund	Original Total Budget	Current Total Budget	Period Activity	Fiscal Activity	Variance Favorable (Unfavorable)
130 - Hotel/Motel Tax	0.00	0.00	0.00	28,930.24	28,930.24
Report Surplus (Deficit):	**0.00**	**0.00**	**0.00**	**28,930.24**	**28,930.24**

Fund 130 Hotel/Motel Tax

Amount		Remark
$	92,328.62	Actual 2024 Beginning Balance
$	40,258.96	YTD 2024 Revenues
$	3,085.65	Estimated Additional 2024 Revenues
$	135,673.23	**Estimated Total 2024 Revenues**
	11,328.72	YTD 2024 Expenditures
$	24,400.00	Estimated Additional 2024 Expenditures
$	35,728.72	**Estimated Total 2024 Expenditures**
$	**99,944.51**	**Estimated Ending Fund Balance**
$	19,988.90	Policy 20% Reserve Minimum
$	**79,955.61**	**Estimated 2025 Available Funds**

Application for City of College Place Lodging Tax Funds

Application Deadline: Thursday, October 24, 2024 by 4P.M.
received at College Place City Hal l or emailed to mgarcia@cpwa.us.
To be eligible for consideration, your complete proposal must be received by the deadline.

Amount of Lodging Tax Requested: $_______________

Organization/Agency Name:			
Federal Tax ID Number:			
Event or Activity Name (if applicable):			
Contact Name and Title:			
Mailing Address:	City:	State:	Zip:
Phone:	Email Address:		
ELIGIBLE ENTITY ○ Public Agency ○ Non-Profit	ELIGIBLE ACTIVITY Check all that apply to this application ☐ Tourism promotion/marketing ☐ Operation of special event/festival designed to attract tourists ☐ Operation of a tourism-related facility owned or operated by a non-profit ☐ Operation and/or capital costs of a tourism-related facility owned by a municipality		

CERTIFICATION

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

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

Signature:	**Title:**
Printed or Typed Name:	**Date:**

Application Questions

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

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

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

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

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

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

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

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

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

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

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

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

Description of Methods

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

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

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

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

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

Application Schedule

Application Deadline: Thursday, October 24, 2024 by 4 P.M.
received at College Place City Hall or emailed to mgarcia@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
mgarcia@cpwa.us

College Place Lodging Tax Application

TIMELINE FOR 2024 (2023 BUDGET)

September 16	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 7	LTAC meeting to recommend applicants for 2024 funding
November 12	City Council discussion
November 26	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)

Expenses

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

Application for City of College Place Lodging Tax Funds

Application Deadline: Thursday, October 24, 2024 by 4P.M.
received at College Place City Hal l or emailed to mgarcia@cpwa.us.
To be eligible for consideration, your complete proposal must be received by the deadline.

Amount of Lodging Tax Requested: $18,000

Organization/Agency Name: Walla Walla Valley Chamber of Commerce			
Federal Tax ID Number: 91-0457015			
Event or Activity Name (if applicable): Film WWV / Taste of WWV / Tour D' Farm			
Contact Name and Title: Arlene Alen, President & CEO			
Mailing Address: 29 E. Sumach	City: Walla Walla	State: WA	Zip: 99362
Phone: 509.525.0850	Email Address: ceo@wwvchamber.com		
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

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- 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: Arlene Alen	**Title:** President & CEO
Printed or Typed Name: Arlene Alen	**Date:** 10.19.24

WWV Chamber of Commerce
Introduction of Key Achievements in 2024

One of our most notable accomplishments in 2024 was the launch of **Film WWV – The Walla Walla Valley Production Alliance**. This initiative marks a transformative moment in the region's economic trajectory, positioning Walla Walla as an emerging destination for high-quality film production. In collaboration with influential partners such as Visit Walla Walla, the Downtown Foundation, and the Walla Walla Valley Wine Alliance, we have strategically laid the foundation for a thriving local film industry. Notably, the generous rural film incentives from Washington Filmworks, which offer up to 45% in production rebates, significantly enhance Walla Walla's appeal to filmmakers across the nation.

Our efforts culminated in a successful familiarization tour, hosting a distinguished group of Film Location Managers alongside Washington Filmworks executives. This exclusive event showcased our city's vast potential as a prime filming destination, establishing meaningful connections with key industry players. From the scenic farmlands and charming historic downtown to our vibrant wine culture and diverse architectural styles, Walla Walla offers an unparalleled variety of landscapes for diverse film genres. The economic ripple effect is undeniable: film production drives substantial local revenue through hotel stays, dining, and retail, bringing "heads in beds" and "feet on the street" to our local economy.

Looking Ahead: A Vision for 2025

In 2025, we will focus on streamlining the film permitting process and standardizing regulations countywide to ensure Walla Walla is known as an efficient, "film-friendly" community. Your continued investment will empower us to further market Walla Walla as a premier destination for filmmakers, unlocking new revenue streams while amplifying economic vitality. Already, our project has seen promising early returns, with familiarization tour participants returning for personal exploration, resulting in multiple 2–3-day visits. We are also excited about an upcoming scouting visit planned for November 2024, exploring commercial locations for a 2025-2026 production and beyond.

Expanding Tourism with Signature Events

In addition to the successes of **Film WWV**, we are introducing several signature events designed to attract both local attendees and visitors from beyond the valley, further enhancing Walla Walla's cultural and economic landscape.

- **A Shot in the Dark**, our inaugural glow-golf experience, debuted in 2024 as part of the Annual Business Classic Tournament. While initially targeted toward the local community, in 2025 we plan to expand its reach, drawing visitors from outside the area and solidifying Walla Walla's reputation for unique, family-friendly experiences.

- In 2025, we will introduce **Tour D' Farm**, a two-day, self-guided exploration of Walla Walla's farms, vineyards, and animal-centric locations. Inspired by a highly successful program I developed in another region, this event will spotlight the valley's rich agricultural heritage and provide an immersive agritourism experience. Beyond drawing visitors, it will encourage residents to discover and support local farmers and artisans, promoting direct-to-consumer sales of farm goods and further invigorating our local economy.

- November 2025 will see the inaugural relaunch of a **Taste of Walla Walla**, a celebration of the region's diverse culinary and beverage offerings. This multi-tiered event will highlight local food service providers, representing a broad spectrum of price points, while featuring a curated selection of beverages—from craft beers and meads to regional whiskies and, of course, our celebrated wines. By attracting visitors during the shoulder season, this event will provide a critical economic boost while showcasing the depth and richness of Walla Walla's food and beverage scene.

Collaborations and Technological Advancements

We continue our fruitful collaboration with Visit Walla Walla on our **Agritourism** initiative, promoting new and returning events to wider audiences in 2025. These efforts are designed to create unforgettable visitor experiences, drive repeat tourism, and generate consistent revenue for local businesses.

Additionally, we have made great strides in enhancing our **Visitor Information Services**. In 2024, we distributed over 5,000 copies of our new map and community brochure, alongside an online version that reached more than 5,000 businesses. Looking ahead, we are working with Team Walla Walla Valley partners to launch an innovative digital map platform in 2025, which will allow visitors to generate custom itineraries, integrate with existing maps, and offer a streamlined, app-based experience. This technological advancement will further enhance visitor engagement and support local businesses.

Conclusion

We respectfully request your continued support for these exciting initiatives. Your investment will not only elevate the Walla Walla Valley as a premier destination for film production and tourism but will also drive sustained economic growth, benefiting our entire community. Thank you for the opportunity to present our vision, and we look forward to partnering with you to achieve these ambitious goals.

Application Questions

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

Film WWV is a long term project for both Tourism & Economic Development in the WWV.
Taste of WWV is a revival of a former popular event with a wider scope to start 2025 small and grow in 3 years to a major tourism draw from well ourside our state enhancing our non-wine focussed visitor offerings and assisting our local food resources in showcasing their food and locations.
Tour D' Farm: A new event in collaboration with a new project from Visit and Team WWV. This is a two day self-guided driving tour of our Vallies participating farms, vinyards, farm stands, animal-centric locations. You buy a map/car ticket to participate and drive to the various participating locations throughout the valley.

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

Many visitors to our area bypass College Place on their "must do" itinerary because they are u naware of the beauty and experiences that are located here. By includiing College Placae in all these programs we will widely market this community and promote visitor inclusion as well as enhancng revenue for College Place businesses. With these 3 projects in 2025 that are visitor-centric as well as our other efforts we seek to enhance the sense of place and desirability of college place to our visitors as well as quality of life and experiences for our residents.

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

Last year, College Place provided us with the balance of the funds needed for the Chamber and or Team Walla Walla partners, Visit WW. With those funds and other investments plus Team WWV's investments we were able to doo a Familiarization Tour (Film Fam) for 14 location managers and4 executives from Washington FIlmwowrks who drive the rural f(Chamber, Visit, Wine ALliance & Downtown)ilm incentives and assistance inlocation selections for the State and well beyond. Sinice then, several have been back ono their own to explore more in depth and for recreation with a ptential short film and commerical on the way. Since film works years out, this is a 10 year program for our organizations.
Our 2 other projects in this grant are new for 2025.

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

Film WWV: national location scouts and database entities serving the film industry as well as statewide organization including Washington FIlmworks databasae.
Taste of WWV: Washington State, local and surrounding areas. (Idaho& Oregon most heavily.)
Tour D' Farm: Regional and Washington State plus WWV.

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

Film WWV is promoted mostly statewide and regional through industry specific websites, companies and individuals.
Taste of WWV will be marketed regionally as well as within the State as will Tour D' Farm.We have VBN weekly and First Friday digital productions. CEO's bi-weekly UB column, state and regional US Chambers with reciprical marketing , the UB and PR to all our statewide publications, media and news resources, plus radio and television.

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

While the Chamber is spearheading these activities, our partner in all of them with inkind and fiscal input is Team WWV: the Chamber, Visit WW, the WWV Wine Alliance and the Downtown Foundation. With our comobined efforts our marketing reach is enormous and has proven to be productive, especially with our first joint project, Film WWV

7) Is this a ticketed event?

Film WWV: is not ticketed the other two definitely are.

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

Film WWV: $30,000 for 2025
Taste of WWV year 1 2025 $32,000 & Tour D' Farm 2025, year 1 $22,700 apoximated

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

We will cut back the scale and scope of the projects and if absolutely necessary, postpone one for 2026 roll-out.

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

We have requested similar funds from both the City and County to meet the fiscal goals of mounting and marketing these events as well as inkind and fiscal contributions from our Team WWV partners as well as the Chamber Membership.
The attendance figures below are for all events together and two are first year so structured estimates predicated on having produced these events for another Chamber prior. Direct Count will be used for 2025 ticketed events plus surveys of registrants.

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: 2400	☐ 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: 1500	☐ 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: 300	☐ Direct Count ☐ Indirect Count ☐ Representative Survey ☐ Informal Survey ☑ Structured Estimate
d. Attendance, Paid for Overnight Lodging a. Enter the number of predicted to attend this activity and pay for overnight lodging, and select the method used to determine the attendance.	Predicted: 500	☑ Direct Count ☐ Indirect Count ☐ Representative Survey ☐ Informal Survey ☑ Structured Estimate
e. Attendance, Did Not Pay for Overnight Lodging a. Enter the number of predicted to attend this activity without paying for overnight lodging, and select the method used to determine the attendance.	Predicted: 1000	☐ 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: Thursday, October 24, 2024 by 4 P.M.
received at College Place City Hall or emailed to mgarcia@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
mgarcia@cpwa.us

College Place Lodging Tax Application

TIMELINE FOR 2024 (2023 BUDGET)

September 16	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 7	LTAC meeting to recommend applicants for 2024 funding
November 12	City Council discussion
November 26	City Council decision

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)
TBD	Chamber	Y
TBD	Team WWV	Y
18,000	City of Walla Walla	N
18000	City of College Place	N
18000	Walla Walla County	N

Expenses

Activity	Lodging Tax	Other Funds (total above)	Total
Personnel	1500	inkind other entities	5,000
Administration	0	inkind other entitites	6,000
Marketing/Promotion	13000	inkind other entities	39,500
Travel	1000	other entities	3,000
Consultants	500	inkind other entities	2,500
Other (identify)			
Transportation,lodging, food, security,permits, equipt etc+all 3 projects	2000	other entities	8,000
TOTAL	18,000		64,000

WASHINGTON
Secretary of State
Corporations & Charities Division

Corporations and Charities Division
Physical/Overnight address:
801 Capitol Way S
Olympia, WA 98501-1226
Mailing address:
PO Box 40234
Olympia, WA 98504-0234
Tel: 360.725.0377
sos.wa.gov/corps

09/22/2023

WALLA WALLA VALLEY CHAMBER FOUNDATION
WALLA WALLA VALLEY CHAMBER OF COMMERCE FOUNDATION
29 E SUMACH ST
WALLA WALLA WA 99362-1932

UBI Number: 602 745 297
Business Name: WALLA WALLA VALLEY CHAMBER FOUNDATION
Expiration Date: 07/31/2024

Greetings WALLA WALLA VALLEY CHAMBER OF COMMERCE FOUNDATION,

Thank you for your recent submission. This letter is to confirm that the following documents have been received and successfully filed:

REINSTATEMENT

You can view and download your filed document(s) for no charge at our website, www.sos.wa.gov/ccfs

To file online, request certified copies and certificates, conduct searches, subscribe to corporation and/or charities and receive filing status updates, please create a user account at www.sos.wa.gov/ccfs If you already have an account created, simply sign in to access these features.

If you have questions, need assistance, or would like to provide feedback, please visit the Corporations Division website at www.sos.wa.gov/corps email corps@sos.wa.gov or call 360-725-0377.

Sincerely,
Washington Secretary of State
Corporations and Charities Division
corps@sos.wa.gov

Application for City of College Place Lodging Tax Funds

Application Deadline: Thursday, October 24, 2024 by 4P.M.
received at College Place City Hal l or emailed to mgarcia@cpwa.us.
To be eligible for consideration, your complete proposal must be received by the deadline.

Amount of Lodging Tax Requested: $ 15,500.00

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: Lizzett Zaragoza, Marketing Manager			
Mailing Address: 111 N 6th Ave	City: Walla Walla	State: WA	Zip: 99362
Phone: 509-529-6500 ext. 7	Email Address: lizzett@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: LZaragoza	**Title:** Marketing Manager
Printed or Typed Name: Lizzett Zaragoza	**Date:** 10/18/2024

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 events. Multiple times, nearly every week of the year, we connect and strengthen our rural community by breaking down access barriers to the arts with our mission driven work to generate a strong, inclusive community. Each year, we welcome a total of approximately 18,000 patrons to our theater for 150+ annual performances, events, fundraisers, and much more. In 2023, our theater was in use for a total of 166 days out of the year with 191 total events. In 2024, we project that our theater usage will be 129 days out of year with 150 total events. Our 2025 season will include more than 40 presented shows and events, plus numerous rental events hosted at our theater, many of which we anticipate will welcome sold-out crowds of 200+ attendees.

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

We are a well-established destination location that attracts out-of-area tourists with our arts programming events that span the entire calendar year from January through December. Our events and shows include high-profile entertainers, corporate events, films, and a destination location for weddings. Our historical ticketing data shows 1 in 4 patrons are patrons from locations outside of the Walla Walla Valley, which is consistent with our anticipated data from 2024 at 24% local versus 76% of attendees from at least 50 miles away from the theater. Out of state visitors continues to be an area for growth with 11% of our annual total patrons. Additionally, 27 of our annually scheduled events in 2025 will enhance tourism in our area by promoting visits during the shoulder tourism season for our area (i.e. November - March).

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 & 2024. Our success can be measured by growth in our total annual attendance of 18,090 in 2023 to an estimated total of 18,782 in 2024. Out-of-state visitors continues to be an area of growth as we welcomed tourists from 23 different states across the US 4 international visitors from Canada in 2024 as of 7/31/24 attendance data.

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

Our target market varies based on each event being promoted 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 advertised 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. To date, our website has over 100,000 views with website traffic from visitors across the US, Canada, and from other countries around the world.

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, Idaho Statesman, The Seattle Times), 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. New as of 2024, we are also utilizing Google ads to target audiences to attend our events and rent our venue.

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

We present shows at our theater and also partner with local organizations and businesses to serve as a host venue for their events. In 2023, we hosted a total of 43 rental events. In 2024, we will host 50 fundraisers, meetings, and events for 26 different nonprofits and businesses. Additionally, this includes use of our theater for conferences, meetings, corporate dinners, and as a destination wedding location, drawing out-of-town guests to our area.

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

Our ticket structure includes both ticketed and non-ticketed events. In 2024, 48.7.% of events held at our theater were non-ticketed. Of the 150 total events in 2024, 76% were events we presented by our theater and 24% were rentals of our venue.

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

Our total marketing budget in 2024 was $159,400. While budget preparations for 2025 are currently underway, we anticipate the marketing budget to be approximately $168,972 in the FY25 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 are seeking a 2-year LTAC funding from the City of Walla Walla for 2025-2026. 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: 18,782 (all event estimated attendance in 2025)	☑ 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: 4,508 (estimate of 24% of total 2025 attendance)	☑ Direct Count ☑ Indirect Count ☐ Representative Survey ☐ Informal Survey ☐ Structured Estimate
c. Attendance, Out of State, Out of Country a. Enter the number of people from outside the state and country predicted to attend this activity, and select the method used to determine the attendance.	Predicted: 2,066 (estimate of 11% of total 2025 attendance)	☑ 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: 1,916 (estimate of 85% of the half of +50 miles attendance to stay overnight)	☑ 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: 338 (estimate of 15% of the half of 50+ miles attendance staying with friends/family)	☑ 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

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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.

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Submit a PDF and one original signed copy to:

City of College Place
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625 S College Ave
College Place WA 99324
mgarcia@cpwa.us

College Place Lodging Tax Application

TIMELINE FOR 2024 (2023 BUDGET)

September 16	Applications available online at www.cpwa.us
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November 7	LTAC meeting to recommend applicants for 2024 funding
November 12	City Council discussion
November 26	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)
$35,000 per year, for 2 years	City of Walla Walla LTAC	No
$20,000	Walla Walla County LTAC	No
$2,000	Port of Walla Walla LTAC	No
$96,472	Estimated production income from ticket sales & concessions in 2025	No

Expenses

Activity	Lodging Tax	Other Funds (total above)	Total
Personnel		$64,272	$64,272
Administration			
Marketing/Promotion	$13,500	$79,050	$92,550
Travel			
Consultants	$2,000	$5,000	$7,000
Other (identify)		$5,150	$5,150
Trade shows (i.e. weddings)			
TOTAL	$15,500	$153,472	$168,972

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
111 North 6th Avenue
Walla Walla, WA 99362
www.phtww.org / info@phtww.org

Strategic Plan 2024-2029

Gesa Power House Theatre, community-owned and operated by the 501(c)(3) nonprofit Power House Theatre Walla Walla, is the only professional, presenting nonprofit theater in southeastern Washington/northeast Oregon that offers year-round arts and cultural programming for people of all ages. We bring arts and cultural experiences to our community that may not otherwise be available in our rural area.

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.

CORE VALUES:

- We value collaboration and partnership.
- We strive for integrity and quality.
- We are dedicated to creating the best possible experiences in a welcoming environment for all.

Intended Impacts:

OVERARCHING

1.Power House Theatre Walla Walla (PHTWW) aims to build connections and understanding within our local community and our visitors through shared audience experiences and diverse and multicultural performances throughout the year.

FINANCIAL STABILITY

2.By 2030, PHTWW will become financially sustainable by increasing annual contributed revenues to be more than 70% of income received to support daily operations at the theater and allow for approachable, affordable arts programming.

OPERATIONAL EXCELLENCE

3.Over the next 3-5 years, upgrade theater technical elements to meet industry standards and be able to welcome more technically advanced shows in order to increase the diversity, variety, and quality of offerings on our stage.

4.Over the next 3-5 years, through its marketing and outreach efforts, PHTWW will be recognized as a leader in the community for presenting diverse and high-quality arts experiences that resonate with and reflect the community we live in. PHTWW will also strive to create awareness and understanding of our mission and programs and be recognized.

DIVERSITY, EQUITY, & INCLUSION

5.Through a combination of programming, PHTWW will promote performances and cultural experiences that highlight diverse points of view and lived experiences, including those that are historically underrepresented. PHTWW will also provide opportunities to experience many forms of the performing arts, including honoring our roots in Shakespeare and live theater.

*As the 2025 budget is not board approved at the time of submission, a copy of the 2024 operational budget is included.

Power House Theatre Walla Walla
2024 Budget Profit & Loss

	2024 Budget Jan - Dec 24 Budget
Ordinary Income/Expense	
Income	
Total Concessions*	150.00
Total Contributed Revenue	826,609.00
Total Interest	400.00
Total Rental Events (Other Items)	80,800.00
Total Productions	139,000.00
Total Rent	54,000.00
Total Income	1,100,959.00
Gross Profit	1,100,959.00
Expense	
Total Development	36,000.00
Total Facilities and Equipment	109,759.00
Total Marketing	159,400.00
Total Overhead	343,559.00
Total Productions	192,129.00
Total Rental Events	69,312.00
Total Expense	910,159.00
Net Ordinary Income	190,800.00
Net Income	**190,800.00**

Notes:

- 19% 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.

- Net Income represents the amount of committed contributions that will pay down the mortgage principal in 2024

- Contributed Revenue includes In Kind Contribution for artist hospitality meals

* The majority of concessions revenue is received as contributed revenue

WASHINGTON
Secretary of State
Corporations & Charities Division

Filed
Secretary of State
State of Washington
Date Filed: 05/30/2024
Effective Date: 05/30/2024
UBI #: 601 206 389

Annual Report

BUSINESS INFORMATION

Business Name:
THE LITTLE THEATRE OF WALLA WALLA

UBI Number:
601 206 389

Business Type:
WA NONPROFIT CORPORATION

Business Status:
ACTIVE

Principal Office Street Address:
1130 E SUMACH ST, WALLA WALLA, WA, 99362-9463, UNITED STATES

Principal Office Mailing Address:
PO BOX 39, WALLA WALLA, WA, 99362-0001, UNITED STATES

Expiration Date:
05/31/2025

Jurisdiction:
UNITED STATES, WASHINGTON

Formation/Registration Date:
05/26/1994

Period of Duration:
PERPETUAL

Inactive Date:

Nature of Business:
CULTURAL, THEATRICAL PERFORMING ARTS FOR THE COMMUNITY

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: **91-6033581**

REGISTERED AGENT RCW 23.95.410

Registered Agent Name	Street Address	Mailing Address

EXECUTIVE DIRECTOR	1130 E SUMACH ST, WALLA WALLA, WA, 99362-9463, UNITED STATES	PO BOX 39, WALLA WALLA, WA, 99362-0001, UNITED STATES

PRINCIPAL OFFICE

Phone:
5098762316

Email:
EXECUTIVE.DIRECTOR@LTWW.ORG

Street Address:
1130 E SUMACH ST, WALLA WALLA, WA, 99362-9463, USA

Mailing Address:
PO BOX 39, WALLA WALLA, WA, 99362-0001, USA

GOVERNORS

Title	Type	Entity Name	First Name	Last Name
GOVERNOR	INDIVIDUAL		JAN	CROUTER
GOVERNOR	INDIVIDUAL		EILEEN	SETTLE
GOVERNOR	INDIVIDUAL		MARJORIE	SANBORN
GOVERNOR	INDIVIDUAL		NICHOLAS	HOLCE

NATURE OF BUSINESS

- CULTURAL
- THEATRICAL PERFORMING ARTS FOR THE COMMUNITY

REPORTING CHANGES FOR THE CHARITABLE NONPROFIT CORPORATION

Does the Nonprofit Corporation meet exemptions of reporting as outlined in RCW 24.03A.075? **- No**

REPORTING QUESTIONS

Has the Nonprofit Corporation filed an Amendment in the last year that changed one or more purposes of the corporation recorded in its initial Articles of Incorporation?
- No

Has the Nonprofit Corporation operated a significant program or activity that is different from:
a. A program or activity that the Nonprofit has previously operated; and
b. A program or activity described in the most recent application for recognition of exemption from federal tax income?
- No

CONTROLLING INTEREST

1. Does this entity own (hold title) real property in Washington, such as land or buildings, including leasehold improvements?
- Yes
2. In the **past 12 months**, has there been a transfer of at least 16-2/3 percent of the ownership, stock, or other financial interest in the entity?
- No
   a. If "Yes", in the **past 36 months**, has there been a transfer of controlling interest (50 percent or greater) of the ownership, stock, or other financial interest in the entity?
- No
3. If you answered "Yes" to question 2a, has a controlling interest transfer return been filed with the Department of Revenue?
- No

You **must** submit a Controlling Interest Transfer Return form if you answered â€œyesâ€ to questions 1 **and** 2a.

Failure to report a Controlling Interest Transfer is subject to penalty provisions of RCW 82.45.220.

For more information on **Controlling Interest**, visit www.dor.wa.gov/REET.

RETURN ADDRESS FOR THIS FILING

Attention:
MARTIN FORTNEY
Email:
EXECUTIVE.DIRECTOR@LTWW.ORG
Address:
PO BOX 39, WALLA WALLA, WA, 99362-0001, USA

UPLOAD ADDITIONAL DOCUMENTS

Do you have additional documents to upload? **- No**

AUTHORIZED PERSON

☑ I am an authorized person.

Person Type:
ENTITY

First Name:
MARTIN

Last Name:
FORTNEY

Entity Name:
THE LITTLE THEATRE OF WALLA WALLA

Title:
EXECUTIVE DIRECTOR

☑ This document is hereby executed under penalty of law and is to the best of my knowledge, true and correct.

The Little Theatre of Walla Walla: Budget Proposal 2024-2025

	LAST FISCAL YEAR			D/N/M*	CURRENT	PROPOSED		
	Actual: Prior Fiscal Year (PFY)	PFY_Budget	Over/Under Budget		Budget (23-24)	Budget (Projected, W/ Add to Staff)	Budget (Projected, W/O Add to Staff)	*Comments/Assumptions*
Revenue								
4000 Contributions & Support			0.00	D				
4010 Individual Contributions	13,862.33	0.00	13,862.33	D	$0.00			
4011 Donor Restricted Individual			0.00	D				
4011.3 New Seats Contributions	11,425.00	23,256.00	-11,831.00	D	$23,256.00	$23,000.00	$23,000.00	*New seats remaining for sale, 40 * $575 = $23,000*
4011.5 Other Donor Restricted								
4011.52 Use Restricted Contributions								
Total 4011.5 Other Donor Restricted								
4011.6 Show Sponsorship Individual								
Total 4011 Donor Restricted Individual	**$ 11,425.00**	**$ 23,256.00**	**$ -11,831.00**	D	**$23,256.00**	**$23,000.00**	**$23,000.00**	
4012 Unrestricted Individual			0.00	D				
4012.1 Appeal Letter Individual		0.00	0.00	D	$0.00	$15,000.00	$10,000.00	*Annual appeal letter used to bring in $20-22,000. Would like this practice reintroducedSpoke with Kay. Dev Comm will take on*
4012.2 Audience View Individual	11,006.38	12,375.00	-1,368.62	D	$12,375.00	$15,000.00	$12,000.00	*These are donations collected as part of ticket purchase or through website, Active social media will increase donation levels. We actually collected (AV number) $34,915.00.*
4012.3 Intermission tips-donations	2,079.00	2,025.00	54.00	D	$2,025.00	$2,500.00	$2,500.00	
4012.4 Other Unrestricted Individual	5,075.00	0.00	5,075.00	D	$0.00			
4012.5 Special Events Individual								
4012.6 Ind - Unrestricted - Stock		0.00	0.00	D	$0.00			
Total 4012 Unrestricted Individual	**$ 18,160.38**	**$ 14,400.00**	**$ 3,760.38**	D	**$14,400.00**	**$32,500.00**	**$24,500.00**	
Total 4010 Individual Contributions	**$ 43,447.71**	**$ 37,656.00**	**$ 5,791.71**	D	**$37,656.00**	**$55,500.00**	**$47,500.00**	
4020 Business Contributions			0.00	D				
4021 Donor Restricted - Business			0.00	D				
4021.5 Other Donor Restricted								
4021.6 Show Sponsorship Business	10,400.00	23,000.00	-12,600.00	D	$23,000.00	$15,000.00	$12,000.00	*High number attributed to Next 1 Normal projected show sponsorships $25,000*

	Actual: Prior Fiscal Year (PFY)	PFY_Budget	Over/Under Budget			Budget (23-24)	Budget (Projected, W/ Add to Staff)	Budget (Projected, W/O Add to Staff)	*Comments/Assumptions*
Total 4021 Donor Restricted - Business	$ 10,400.00	$ 23,000.00	$ -12,600.00		D	$23,000.00	$15,000.00	$12,000.00	
4022 Unrestricted Business			0.00		D				
4022.2 Cash Rebates from Credit/Debit	266.87	225.00	41.87		D	$225.00	$300.00	$300.00	
4022.3 Other Unrestricted Business									
Total 4022 Unrestricted Business	$ 266.87	$ 225.00	$ 41.87		D	$225.00	$300.00	$300.00	
Total 4020 Business Contributions	$ 10,666.87	$ 23,225.00	$ -12,558.13		D	$23,225.00	$15,300.00	$12,300.00	
4030 Foundation Contributions	3,000.00	14,999.99	-11,999.99		D	$14,999.99			*Foundation - Wild Horse, Sherwood, BMCF, etc*
4031 Donor Restricted Foundation			0.00		D				
4031.3 New Seats		0.00	0.00		D	$0.00	$0.00	$0.00	
4031.5 Other Restricted Foundation			0.00		D				
4031.52 Use Restricted Foundation	575.00	0.00	575.00		D	$0.00	$0.00	$0.00	
Total 4031.5 Other Restricted Foundation	$ 575.00	$ 0.00	$ 575.00		D	$0.00	$0.00	$0.00	*Discussion - FC estimated an Annual Projection of $60,000 total grants with add to staff. Decreased to $40,000 for no add to staff*
Total 4031 Donor Restricted Foundation	$ 575.00	$ 0.00	$ 575.00		D	$0.00	$0.00	$0.00	
4032 Unrestricted Foundation									
Total 4030 Foundation Contributions	$ 3,575.00	$ 14,999.99	$ -11,424.99		D	$14,999.99	$0.00	$0.00	
Total 4000 Contributions & Support	$ 57,689.58	$ 75,880.99	$ -18,191.41		D	$75,880.99	$70,800.00	$59,800.00	
4100 Goods & Services In-Kind		0.00	0.00		D	$0.00			
4120 Other Services		1,875.01	-1,875.01		D	$1,875.01			
4130 Professional Services									
Total 4100 Goods & Services In-Kind	$ 0.00	$ 1,875.01	$ -1,875.01		D	$1,875.01			
4200 Grant Contributions	1,948.00	75,000.00	-73,052.00		D	$75,000.00	$60,000.00	$40,000.00	
4210 Business Grant Contributions			0.00		D				
4211 Donor Restricted Business Grant		15,000.00	-15,000.00		D	$15,000.00	$15,000.00	$12,000.00	
4212 Unrestricted Business Grant									
Total 4210 Business Grant Contributions	$ 0.00	$ 15,000.00	$ -15,000.00		D	$15,000.00	$15,000.00	$12,000.00	
4220 Foundation & Trust Grants									
4221 Donor Restricted Foundation									
4222 Unrestricted Foundation Grant									
Total 4220 Foundation & Trust Grants									
4230 Governmental Grants			0.00		D				

	Actual: Prior Fiscal Year (PFY)	PFY_Budget	Over/Under Budget			Budget (23-24)	Budget (Projected, W/ Add to Staff)	Budget (Projected, W/O Add to Staff)	*Comments/Assumptions*
4234 State Grants			0.00		D				
4234.2 Unrestricted State Grants	2,000.00	0.00	2,000.00		D	$0.00			
Total 4234 State Grants	**$ 2,000.00**	**$ 0.00**	**$ 2,000.00**		D	**$0.00**			
Total 4230 Governmental Grants	**$ 2,000.00**	**$ 0.00**	**$ 2,000.00**		D	**$0.00**			
4240 Nonprofit Organization Grants		0.00	0.00		D	$0.00			
Total 4200 Grant Contributions	**$ 3,948.00**	**$ 90,000.00**	**$ -86,052.00**		D	**$90,000.00**	**$75,000.00**	**$52,000.00**	
5000 Revenue			0.00		D				
5100 Program Revenues			0.00		D				
5110 Ad Income		9,000.00	-9,000.00		D	$9,000.00	$7,500.00	$7,500.00	*We stopped selling program ads, need to reinstate? (Sales by Marketing Committee)*
5120 LTWW Membership Dues	60.00	1,810.00	-1,750.00		D	$1,810.00	$1,660.00	$1,660.00	*Purchase for $5, included with season ticket purchase. Sold 314 season tix . Budgeted 350 x 5 = $1600 plus $60 membership donation only* *Projection based on current bylaw definition of membership*
5130 Ticket Sales	26,278.00	0.00	26,278.00		D	$0.00			
5130.1 Audience View Ticket Sales	63,191.50	58,598.00	4,593.50		D	$58,598.00	$78,470.00	$78,470.00	*Actual sales to date for season shows is $81,680. That does not include Youth programming.* *Calculated at 184 seats, 35 shows, 65% average attendance, 75% adult ticket sales, 25% student*
5130.3 Season Passes	21,988.00	19,500.00	2,488.00		D	$19,500.00	$22,750.00	$22,750.00	*Actual this past season was $21,980 less membership fee = $20,410. Projecting 350 season tickets, season ticket prices remain at $70*
5130.31 Select Your Seat									
5130.32 Flex Pass									
Total 5130.3 Season Passes									
5130.4 Refunds & Reimbursements	-286.00	0.00	-286.00		D	$0.00	$0.00	$0.00	
5130.6 Sold Show	3,750.00	2,000.00	1,750.00		D	$2,000.00	$3,680.00	$1,840.00	*Budget 2 sold shows* *Sold show is 50% of house at adult ticket price* *184 seats * $20/2=$1,840* ****Discussion. We have a proposal for sold show at $2,000, musical $2,500*
Total 5130 Ticket Sales	**$ 114,921.50**	**$ 80,098.00**	**$ 34,823.50**		D	**$80,098.00**	**$104,900.00**	**$103,060.00**	
5130.5 Audience View (AC) Clearing									

	Actual: Prior Fiscal Year (PFY)	PFY_Budget	Over/Under Budget			Budget (23-24)	Budget (Projected, W/ Add to Staff)	Budget (Projected, W/O Add to Staff)	*Comments/Assumptions*
5130.51 AV Clearing - Credit Card Sales									
5130.52 AV Clearing - Check Sales									
Total 5130.5 Audience View (AC) Clearing									
5140 Special Events		22,000.00	-22,000.00		D	$22,000.00	$72,000.00	$72,000.00	*WD&D projected at $36,000 net ($72,000 gross). Any additional events planned?* ******Suggest leaving at this. Sponsorships are lagging for WD&D***
Total 5100 Program Revenues	**$ 114,981.50**	**$ 112,908.00**	**$ 2,073.50**		D	**$112,908.00**	**$186,060.00**	**$184,220.00**	
5200 Taxable Sales	91.18	0.00	91.18		D	$0.00			
5210 Other Inventory Sales	-58.71	0.00	-58.71		D	$0.00			
5210.1 Logo Attire Sales	-39.14	675.00	-714.14		D	$675.00	$1,500.00	$1,500.00	*(Purchase of stock for sales; see 5240.1)*
Total 5210 Other Inventory Sales	**$ -97.85**	**$ 675.00**	**$ -772.85**		D	**$675.00**	**$1,500.00**	**$1,500.00**	
5220 Alcohol Sales	4,454.87	2,452.00	2,002.87		D	$2,452.00	$12,000.00	$12,000.00	*Martin's projection based on this year's sales*
5240 Cost of Inventory Sold	-19.57	0.00	-19.57		D	$0.00			
5240.1 Other Inventory		0.00	0.00		D	$0.00	($500.00)	($500.00)	*Logo attire stock*
5240.2 Alcohol -Cost of Inventory Sold	-5,835.90	-1,743.53	-4,092.37		D	($1,743.53)	($4,000.00)	($4,000.00)	
Total 5240 Cost of Inventory Sold	**$ -5,855.47**	**$ -1,743.53**	**$ -4,111.94**		D	**($1,743.53)**	**($4,500.00)**	**($4,500.00)**	
Total 5200 Taxable Sales	**$ -1,407.27**	**$ 1,383.47**	**$ -2,790.74**		D	**$1,383.47**	**$9,000.00**	**$9,000.00**	
Total 5000 Revenue	**$ 113,574.23**	**$ 114,291.47**	**$ -717.24**		D	**$114,291.47**	**$195,060.00**	**$193,220.00**	
5300 Investment Income			0.00		M				
5310 Interest	546.26	0.00	546.26		M	$0.00			
5320 Dividends Earned		0.00	0.00		M	$0.00			
5330 Realized Gains/Losses		0.00	0.00		M	$0.00			*Investment Income not estimated*
5340 Unrealized Gains/Losses		0.00	0.00		M	$0.00			
Total 5300 Investment Income	**$ 546.26**	**$ 0.00**	**$ 546.26**		M	**$0.00**			
6000 Other Revenues			0.00		M				
6100 Net Assets Released	21,306.00	0.00	21,306.00		D	$0.00			
6110 Released from Board Designated		22,000.00	-22,000.00		D	$22,000.00	$22,000.00	$22,000.00	This is BMCF annual operational draw. FC recommends continuing.
6110.1 Released from S-T Board			0.00		D				
6110.11 Landscape Project Released		0.00	0.00		D	$0.00			
6110.12 Lighting Replacement Released	-3,782.10	5,400.00	-9,182.10		D	$5,400.00			

	Actual: Prior Fiscal Year (PFY)	PFY_Budget	Over/Under Budget			Budget (23-24)	Budget (Projected, W/ Add to Staff)	Budget (Projected, W/O Add to Staff)	Comments/Assumptions
Total 6110.1 Released from S-T Board	$ -3,782.10	$ 5,400.00	$ -9,182.10		D	$5,400.00			
6110.2 Released from L-T Board									
6110.24 Unscheduled Maintenance Tech									
Total 6110.2 Released from L-T Board									
6110.3 Released from Board Reserves			0.00		D				
6110.32 L-T Maintenance - Lights/Sound		0.00	0.00		D	$0.00	$4,700.00	$4,700.00	*House Amplifier, Wireless Intercom (Brian)*
6110.33 L-T Maintenance - Theatre		63,749.97	-63,749.97		D	$63,749.97	$25,000.00	$25,000.00	*Replacement Curtains (Brian)*
Total 6110.3 Released from Board Reserves	$ 0.00	$ 63,749.97	$ -63,749.97		D	$63,749.97	$29,700.00	$29,700.00	
Total 6110 Released from Board Designated	$ -3,782.10	$ 91,149.97	$ -94,932.07		D	$91,149.97	$51,700.00	$51,700.00	
6120 Released from Donor Restriction			0.00		D				
6120.3 New Seats Released		116,000.00	-116,000.00		D	$116,000.00	$0.00	$0.00	*Project complete*
Total 6120 Released from Donor Restriction	$ 0.00	$ 116,000.00	$ -116,000.00		D	$116,000.00	$0.00	$0.00	
Total 6100 Net Assets Released	$ 17,523.90	$ 207,149.97	$ -189,626.07		D	$207,149.97	$51,700.00	$51,700.00	*BMCF draw, LT maintenance projects*
Total 6000 Other Revenues	$ 17,523.90	$ 207,149.97	$ -189,626.07			$207,149.97	$51,700.00	$51,700.00	
Uncategorized Income									
Total Revenue	$ 193,281.97	$ 489,197.44	$ -295,915.47			$489,197.44	$392,560.00	$356,720.00	
Cost of Goods Sold									
50000 Cost of Goods Sold									
Total Cost of Goods Sold									
Gross Profit	$ 193,281.97	$ 489,197.44	$ -295,915.47			$489,197.44	$392,560.00	$356,720.00	
Expenditures									
66000 Payroll Expenses									
Taxes									
Wages									
Total 66000 Payroll Expenses									
7200 Personnel Expenses		0.00	0.00		D	0.00			*Personnel expenses calculated at 150% to cover a PT add-to-staff for admin and bookkeeping support, eliminating current bookkeeping services expense. This will also enable us to take advantage of the Chambers access to employee health care for orgs*
7210 Gross Wages	11,916.66	53,624.97	-41,708.31		D	53,624.97	$80,437.46	$56,306.22	
7230 Payroll Tax Expense	6,533.08	5,085.00	1,448.08		D	5,085.00	$7,627.50	$5,339.25	
Total 7200 Personnel Expenses	$ 18,449.74	$ 58,709.97	$ -40,260.23		D	$58,709.97	$88,064.96	$61,645.47	

	Actual: Prior Fiscal Year (PFY)	PFY_Budget	Over/Under Budget			Budget (23-24)	Budget (Projected, W/ Add to Staff)	Budget (Projected, W/O Add to Staff)	***Comments/Assumptions***
7500 Professional Fees	123.46	0.00	123.46		D	$0.00			
7510 Accounting Services		1,400.00	-1,400.00		D	$1,400.00	$1,500.00	$1,500.00	*Actual after corrections, $3,125. about half of these could be automated througn QB, this is cost for 990*
7520 Board Training/Consulting		7,500.00	-7,500.00		D	$7,500.00	$9,000.00	$9,000.00	*Eileen request - board training, strategic plans, etc*
7530 Bookkeeping Services	4,690.00	2,925.00	1,765.00		D	$2,925.00			*Actual after corrections,$5,225*
7540 Design Services	5,500.00	2,250.00	3,250.00		D	$2,250.00	$3,000.00	$3,000.00	*Matt McKern. Paid previous year as well as current*
7550 Legal Fees		1,500.00	-1,500.00		D	$1,500.00	$1,500.00	$1,500.00	*Contingency*
7560 Other Professional Fees		1,500.00	-1,500.00		D	$1,500.00			
Total 7500 Professional Fees	**$ 10,313.46**	**$ 17,075.00**	**$ -6,761.54**		D	**$17,075.00**	**$15,000.00**	**$15,000.00**	
8100 Nonpersonnel Expenses			0.00		D				
8110 Bank Fees	60.00	45.00	15.00		M	$45.00			*Wire fees for seats project paid to BBNB. Important to note: first overdraft charges this month totaling $140*
8120 Books, Reference Materials including mag subs	1,828.15	200.00	1,628.15		D	$200.00	$200.00	$200.00	*Reading materials other than scripts and printed matter subscriptions*
8140 Merchant Account Fees	2,728.50	1,890.00	838.50		M	$1,890.00	$3,500.00	$3,500.00	*Direct correlation to revenue numbers. Necessary, but we can control fees based on our choice of processors. We currently use Square and Card Connect/Cardpointe. Calculations put fees at 2.50% for CardPointe. Avg 4% with WD%D. Estimate based on $100,000 of card useage*
8145 AV Ticket Fees	14,768.40	0.00	14,768.40		M	0.00	$7,953.40	$7,953.40	*Projected actual charges based on ticket sales estimates ($1.90/ticket)*
8150 Office Supplies	590.45	1,192.50	-602.05		M	1,192.50	$5,000.00	$5,000.00	*Increased costs; recommend upgrade to printer, potential spending for upgraded scanners/iPads*
8160 Postage, Shipping & Mailing	455.44	675.00	-219.56		M	675.00	$1,250.00	$1,250.00	*Higher postage this year. Recommend investigating mail machine for bulk mailing*
8170 Printing and Copying	31.84	1,368.72	-1,336.88		M	1,368.72	$1,800.00	$1,800.00	*May be less with enhancced printer*
8180 Telephone & Internet	1,619.64	1,620.00	-0.36		M	1,620.00	$1,700.00	$1,700.00	*Must have, but we have a choice of vendor*
Total 8100 Nonpersonnel Expenses	**$ 22,082.42**	**$ 6,991.22**	**$ 15,091.20**			**$6,991.22**	**$21,403.40**	**$21,403.40**	
8200 Occupancy exp-Facility & Equip			0.00						
8210 Rent, Parking & Other Occupancy	4,786.00	4,725.00	61.00		M	$4,725.00	$7,128.00	$7,128.00	*Includes storage rental units @$594/mo. Discussion - added need with WD&D décor*
8220 Utilities Expense	13,978.72	11,981.25	1,997.47		N	$11,981.25	$12,000.00	$12,000.00	

	Actual: Prior Fiscal Year (PFY)	PFY_Budget	Over/Under Budget			Budget (23-24)	Budget (Projected, W/ Add to Staff)	Budget (Projected, W/O Add to Staff)	*Comments/Assumptions*
8230 Equipmnt Rental &Facility Mtnce	5,770.29	0.00	5,770.29		M	$6,000.00	$6,000.00	$6,000.00	*Includes premises cleaning*
8230.2 Theatre Property	2,200.25	0.00	2,200.25		M	$0.00			
8230.3 Shop Expenses	66.62	675.00	-608.38		D	$675.00	$500.00	$500.00	*Tools, etc.*
Total 8230 Equipmnt Rental &Facility Mtnce	$ 26,801.88	$ 17,381.25	$ 9,420.63			$ 23,381.25	$ 25,628.00	$ 25,628.00	
8230.4 Yard Care Maintenance	4,052.97	4,050.00	2.97		M	$4,050.00	$6,000.00	$6,000.00	
8231 Repairs & Maintenance	11,065.77	3,750.03	7,315.74		M	$3,750.03	$7,500.00	$7,500.00	
8250 Health and Safety - Premises	2,322.44	1,050.03	1,272.41		M	$1,050.03	$500.00	$500.00	
8260 Security-Premises	3,832.74	13,000.00	-9,167.26		M	$13,000.00	$1,000.00	$1,000.00	
Total 8200 Occupancy exp-Facility & Equip	$ 48,075.80	$ 39,231.31	$ 8,844.49			$ 45,231.31	$ 40,628.00	$ 40,628.00	
8300 Program Expenses			0.00		D				
8310 General Production Expenses			0.00		D				
8311 General Costume	10.89	225.00	-214.11		D	$225.00	$300.00	$300.00	
8312 General Furniture		225.00	-225.00		D	$225.00	$500.00	$500.00	*Carryover noted by Carol, 2022 sale of desk*
8313 General Lights & Sound	28,422.48	4,275.00	24,147.48		D	$4,275.00	$3,500.00	$3,500.00	
8314 General Misc. Program		974.97	-974.97		D	$974.97	$500.00	$500.00	
8315 General Props	91.90	300.00	-208.10		D	$300.00	$300.00	$300.00	
8316 General Set	83.11	225.00	-141.89		D	$225.00	$1,000.00	$1,000.00	*Budget request from Carol - paint, $500, and $500 for miscellaneous unexpected, with note "must be approved as general set expense, not assumed.*
8317 Show Selection & Review Expense			0.00		D				
8317.1 General Scripts									
8317.2 Directors Review Panel		150.03	-150.03		D	$150.03	$250.00	$250.00	
Total 8317 Show Selection & Review Expense	$ 0.00	$ 150.03	$ -150.03			$150.03	$250.00	$250.00	
Total 8310 General Production Expenses	$ 28,608.38	$ 6,375.00	$ 22,233.38			$6,375.00	$6,350.00	$6,350.00	
8320 Program Advertising & Marketing			0.00						
8322 Season Market Brochure	836.84	375.03	461.81		D	$375.03	$750.00	$750.00	
8323 Show Specific Advertising	3,937.25	15,149.97	-11,212.72		D	15,149.97	$6,000.00	$6,000.00	*We've historically allocated $5,000 per show. Actual spending is significantly lower. Suggest $1,200 per show plus additional $1000 for special events*

	Actual: Prior Fiscal Year (PFY)	PFY_Budget	Over/Under Budget		Budget (23-24)	Budget (Projected, W/ Add to Staff)	Budget (Projected, W/O Add to Staff)	*Comments/Assumptions*
Total 8320 Program Advertising & Marketing	**$ 4,774.09**	**$ 15,525.00**	**$ -10,750.91**		**$15,525.00**	**$6,750.00**	**$6,750.00**	
8330 Other Program Expenses			0.00					
8332 Cash Short/Long		12.00	-12.00	D	$12.00			
8333 House Supplies	964.48	375.03	589.45	D	$375.03	$1,200.00	$1,200.00	*Paper goods, bar supplies, etc*
8334 Patron Services	4,020.00	712.53	3,307.47	D	$712.53	$3,500.00	$3,500.00	*Intermission supplies*
8335 Volunteer Management		0.00	0.00		$0.00			
8335.1 Misc Volunteer Committee Exp	130.43	150.03	-19.60	D	$150.03	$250.00	$250.00	
8335.2 Volunteer Recognition Event	75.08	0.00	75.08	D	$0.00			*See Events Committee 8336.1.*
8335.3 Volunteer Appreciation - GIfts		524.97	-524.97	D	$524.97	$750.00	$750.00	
8335.4 Volunteer Training/Orientation		250.00	-250.00	D	$250.00	$250.00	$250.00	
Total 8335 Volunteer Management	**$ 205.51**	**$ 925.00**	**$ -719.49**		**$925.00**	**$5,950.00**	**$5,950.00**	
8336 Events Committee			0.00					
8336.1 Volunteer Appreciation Event		2,000.00	-2,000.00	D	$2,000.00	$3,000.00	$3,000.00	*We spent $2,257.74 on this year's event.*
8336.2 Community Events		1,500.03	-1,500.03	D	$1,500.03	$3,000.00	$3,000.00	*Parade of Lights, Halloween, 4th of July, Variety Show, Misc*
Total 8336 Events Committee	**$ 0.00**	**$ 3,500.03**	**$ -3,500.03**		**$3,500.03**	**$6,000.00**	**$6,000.00**	
8337 Community Outreach			0.00	D				
8337.1 Workshops	146.85	900.00	-753.15		$900.00	$1,000.00	$1,000.00	
Total 8337 Community Outreach	**$ 146.85**	**$ 900.00**	**$ -753.15**		**$900.00**	**$1,000.00**	**$1,000.00**	
Total 8330 Other Program Expenses	**$ 5,336.84**	**$ 6,424.59**	**$ -1,087.75**		**$6,424.59**	**$17,650.00**	**$17,650.00**	
8340 Specific Show Program Expense			0.00					
8341 Costumes	3,090.45	4,750.00	-1,659.55	D	$4,750.00	$2,900.00	$2,500.00	
8342 Lights & Sound		600.00	-600.00	D	$600.00	$200.00	$400.00	
8343 Makeup	598.66	650.00	-51.34	D	$650.00	$250.00	$250.00	
8344 Misc.Show	2,115.33	1,550.00	565.33	D	$1,550.00	$400.00	$800.00	
8345 Music & Musicians	2,500.00	2,850.00	-350.00	D	$2,850.00	$6,000.00	$6,000.00	
8346 Photos	112.59	225.00	-112.41	D	$225.00	$250.00	$250.00	
8347 Posters	725.07	575.00	150.07	D	$575.00	$850.00	$850.00	*Spent $919 on posters last year*
8348 Programs & Tickets			0.00	D				

	Actual: Prior Fiscal Year (PFY)	PFY_Budget	Over/Under Budget			Budget (23-24)	Budget (Projected, W/ Add to Staff)	Budget (Projected, W/O Add to Staff)	*Comments/Assumptions*
8348.1 Programs	6,481.02	3,695.00	2,786.02		D	$3,695.00	$5,500.00	$5,500.00	*We spent $7,425.40 (twice budget) on programs last year. Recommend obtaining bids and considering alternatives (Full season brochure with insert for specific show?)*
8348.2 Tickets									
Total 8348 Programs & Tickets	**$ 6,481.02**	**$ 3,695.00**	**$ 2,786.02**			**$3,695.00**	**$5,500.00**	**$5,500.00**	
8349 Props/Furniture	272.27	900.00	-627.73			$900.00	$900.00	$1,450.00	
8350 Royalties & Scripts	500.00	0.00	500.00		D	$0.00			
8350.1 Royalties	16,216.03	25,994.50	-9,778.47		D	$25,994.50	$12,206.55	$12,206.55	*Actuals from Cheryl*
8350.2 Scripts	112.95	875.00	-762.05		D	$875.00			
Total 8350 Royalties & Scripts	**$ 16,828.98**	**$ 26,869.50**	**$ -10,040.52**			**$26,869.50**	**$12,206.55**	**$12,206.55**	
8351 Set	773.77	1,800.00	-1,026.23		D	$1,800.00	$6,800.00	$6,800.00	
Total 8340 Specific Show Program Expense	**$ 33,498.14**	**$ 44,464.50**	**$ -10,966.36**			**$44,464.50**	**$36,256.55**	**$37,006.55**	
Total 8300 Program Expenses	**$ 72,217.45**	**$ 72,789.09**	**$ -571.64**			**$72,789.09**	**$67,006.55**	**$67,756.55**	
8400 Fundraising Expenses		19.85	-19.85		D	$19.85			
8410 Development Committee	275.95	6,000.00	-5,724.05		D	$6,000.00	$36,000.00	$36,000.00	*WD&D*
8410.2 Donor Appreciation Events	2,351.47	1,874.97	476.50		D	$1,874.97	$1,500.00	$1,500.00	
Total 8410 Development Committee	**$ 2,627.42**	**$ 7,874.97**	**$ -5,247.55**			**$7,894.82**	**$37,500.00**	**$37,500.00**	
8420 Capital Campaign Expense		0.00	0.00		D	$0.00			
Total 8400 Fundraising Expenses	**$ 2,627.42**	**$ 7,894.82**	**$ -5,267.40**			**$7,894.82**	**$37,500.00**	**$37,500.00**	
8500 Travel & Meeting Expense			0.00						
8510 Conferences, Conventions		1,000.00	-1,000.00		D	$1,000.00	$2,000.00	$1,000.00	
8520 Travel		700.00	-700.00		D	$700.00	$1,500.00	$750.00	
Total 8500 Travel & Meeting Expense	**$ 0.00**	**$ 1,700.00**	**$ -1,700.00**			**$1,700.00**	**$3,500.00**	**$1,750.00**	
8600 Other Expenses			0.00						
8610 Executive Director Expenses		0.00	0.00		D	$0.00			
8610.1 ED Community Involvement	393.27	375.03	18.24		D	$375.03	$500.00	$500.00	
8610.2 Misc Expenses	172.60	375.03	-202.43		D	$375.03	$500.00	$500.00	
Total 8610 Executive Director Expenses	**$ 565.87**	**$ 750.06**	**$ -184.19**			**$750.06**			
8620 General Advertising & Marketing	79.00	0.00	79.00			$0.00			
8620.1 Advertising - In-Kind		1,200.00	-1,200.00		D	$1,200.00			
8620.3 Advertising - Other	572.00	13,275.00	-12,703.00		D	$13,275.00	$15,000.00	$15,000.00	
8620.4 Advertising - Tourism Grant	5,773.95	0.00	5,773.95		D	$0.00	$10,000.00	$10,000.00	

	Actual: Prior Fiscal Year (PFY)	PFY_Budget	Over/Under Budget			Budget (23-24)	Budget (Projected, W/ Add to Staff)	Budget (Projected, W/O Add to Staff)	Comments/Assumptions
8620.5 Advertising -Website Design, Mt		5,000.00	-5,000.00		D	$5,000.00	$1,500.00	$1,500.00	*Spent $10,026.65 on new website design; budgeting for enhancements/updates*
Total 8620 General Advertising & Marketing	**$ 6,424.95**	**$ 19,475.00**	**$ -13,050.05**			**$19,475.00**	**$26,500.00**	**$26,500.00**	
8630 Gifts		0.00	0.00		D	$0.00	$500.00	$500.00	
8640 Insurance	6,584.50	6,981.75	-397.25		M	$6,981.75	$15,000.00	$15,000.00	*Spent $14,271.61 on insurance payments*
8650 Interest, Finance Charges & Fee	1,407.00	49.46	1,357.54		M	$49.46			
8660 Investment Expenses			0.00		M				
8660.2 Foundation Administrative Fees		2,625.03	-2,625.03		M	$2,625.03	$5,000.00	$5,000.00	
8660.3 Investment Banking Fees		0.00	0.00		M	$0.00	$1,800.00	$1,800.00	
8660.4 Investment Management Fees		1,125.00	-1,125.00		M	$1,125.00			
Total 8660 Investment Expenses	**$ 0.00**	**$ 3,750.03**	**$ -3,750.03**			**$3,750.03**	**$6,800.00**	**$6,800.00**	
8670 Membership Dues & Subscriptions	564.00	600.03	-36.03		D	$600.03	$700.00	$700.00	
8675 Software Subscription or purch	662.98	2,625.03	-1,962.05		M	$2,625.03	$2,500.00	$2,500.00	*WIX, QB, Adobe, etc*
8680 Misc Committee Expenses		749.97	-749.97		D	$749.97			
8690 Taxes & Licenses			0.00						
8690.1 Licenses & Permits	162.31	524.97	-362.66		N	$524.97	$1,500.00	$1,500.00	*WA State B&O, SoS, Liquor Board, et.*
Total 8690 Taxes & Licenses	**$ 162.31**	**$ 524.97**	**$ -362.66**			**$524.97**	**$1,500.00**	**$1,500.00**	
Total 8600 Other Expenses	**$ 16,371.61**	**$ 35,506.30**	**$ -19,134.69**			**$35,506.30**			
8700 Organizational Expenses			0.00						
8710 Annual Meeting		0.00	0.00		D	$0.00			
8720 Historian	226.39	300.00	-73.61		D	$300.00	$2,800.00	$2,800.00	*Standard budget plus previously approved for 80th year display(s)*
8740 LTWW Charitable Donation(s)	-200.00	0.00	-200.00		D	$0.00			
8750 Board Development									
Total 8700 Organizational Expenses	**$ 26.39**	**$ 300.00**	**$ -273.61**			**$300.00**			
Software Subscription or purcht									
Total Expenditures	**$ 190,164.29**	**$ 240,197.71**	**$ -50,033.42**			**$246,197.71**	**$273,102.91**	**$245,683.42**	
Net Operating Revenue	**$ 3,117.68**	**$ 248,999.73**	**$ -245,882.05**			**$242,999.73**	**$119,457.10**	**$111,036.58**	
Other Revenue									
9000 Asset Sales			0.00						
9020 Furniture		0.00	0.00		D	$0.00			

	Actual: Prior Fiscal Year (PFY)	PFY_Budget	Over/Under Budget		Budget (23-24)	Budget (Projected, W/ Add to Staff)	Budget (Projected, W/O Add to Staff)	***Comments/Assumptions***
9030 Other Asset Sales		0.00	0.00	D	$0.00			
Total 9000 Asset Sales	**$ 0.00**	**$ 0.00**	**$ 0.00**		**$0.00**			
Total Other Revenue	**$ 0.00**	**$ 0.00**	**$ 0.00**		**$0.00**			
Other Expenditures								
9500 Fixed Operating Asset Purchases			0.00					
9510 Capital Asset Purchases - Other		0.00	0.00	D	$0.00			
9520 Lights & Sound Purchases		9,000.00	-9,000.00	D	$9,000.00			
9530 New Seats Purchases	135,830.51	116,000.00	19,830.51	M	$116,000.00			*This is considered to be a capital purchase - adds to theatre property value*
9540 Office/Executive Director Equip		0.00	0.00		$0.00			
Total 9500 Fixed Operating Asset Purchases	**$ 135,830.51**	**$ 125,000.00**	**$ 10,830.51**		**$125,000.00**			
9600 Additions to Designated/Reserve			0.00					
9610 Additions to S-T Board			0.00	D				
9610.1 Landscape Project Additions		0.00	0.00	D	$0.00			
9610.2 Lighting Replacement Additions		0.00	0.00	D	$0.00			
Total 9610 Additions to S-T Board	**$ 0.00**	**$ 0.00**	**$ 0.00**		**$0.00**			
Total 9600 Additions to Designated/Reserve	**$ 0.00**	**$ 0.00**	**$ 0.00**		**$0.00**			
9999 SUSPENSE	50,718.13	0.00	50,718.13		$0.00			*Suspense is used as a clearing account. $45,000 was a single entry - transfer to reserves (Fidelity). Other items are credit card purchases which need to be moved (awaiting receipts) to appropriate categories*
Total Other Expenditures	**$ 186,548.64**	**$ 125,000.00**	**$ 61,548.64**		**$125,000.00**	**$0.00**	**$0.00**	
Net Other Revenue	**$ -186,548.64**	**$ -125,000.00**	**$ -61,548.64**		**($125,000.00)**	**$0.00**	**$0.00**	
Net Revenue	**$ -183,430.96**	**$ 123,999.73**	**$ -307,430.69**		**$117,999.73**	**$119,457.10**	**$111,036.58**	*This is deceiving. We budgeted to pull money out of LT Maintenance and also supported the New Seats Project. For numbers outside those projects, please see* Net Operating Revenue.

* D = Discretionary, either Revenue of Expense. We don't have to do it
N = No choice, no negotiation. Required
M = Mandatory have to do it, but do have options in vendors

	Date	Transaction Type	Num
Ordinary Revenue/Expenditures			
Expenditures			
8300 Program Expenses			
8320 Program Advertising & Marketing			
8322 Season Market Brochure			
	10/19/2023	Bill	24589
Total for 8322 Season Market Brochure			
Total for 8320 Program Advertising & Marketing			
8340 Specific Show Program Expense			
8347 Posters			
	07/13/2023	Bill	24301
	11/03/2023	Check	5384
	02/08/2024	Check	5422
	03/07/2024	Check	5430
	05/02/2024	Check	5455
Total for 8347 Posters			
8348 Programs & Tickets			
8348.1 Programs			
	09/19/2023	Check	5701
	11/09/2023	Check	5390
	11/21/2023	Check	5395
	11/21/2023	Check	5395
	01/30/2024	Check	5418
	03/20/2024	Check	5439
	03/28/2024	Check	5440
	05/17/2024	Check	5467
	06/04/2024	Check	5473
Total for 8348.1 Programs			
Total for 8348 Programs & Tickets			
Total for 8340 Specific Show Program Expense			
Total for 8300 Program Expenses			
Total for Expenditures			
Net Revenue			

The Little Theatre of Walla Walla
Statement of Activity Detail:Integrity Design
July 2023 - June 2024

Name	Class
Integrity Design & Copyworks, LLC	2023 - 2024 Season
Integrity Design & Copyworks, LLC	2023 - 2024 Season:Special Show:Terry Knox
Integrity Design & Copyworks, LLC	2023 - 2024 Season:1 - Legally Blonde
Integrity Design & Copyworks, LLC	2023 - 2024 Season:2 - Shawshank
Integrity Design & Copyworks, LLC	2023 - 2024 Season:3 - Pride & Prejudice
Integrity Design & Copyworks, LLC	2023 - 2024 Season:4 - Next to Normal
Integrity Design & Copyworks, LLC	2022-2023 Season:4 - Clue
Integrity Design & Copyworks, LLC	2023 - 2024 Season:1 - Legally Blonde
Integrity Design & Copyworks, LLC	2023 - 2024 Season:1 - Legally Blonde
Integrity Design & Copyworks, LLC	2023 - 2024 Season:1 - Legally Blonde
Integrity Design & Copyworks, LLC	2023 - 2024 Season:2 - Shawshank
Integrity Design & Copyworks, LLC	2023 - 2024 Season:3 - Pride & Prejudice
Integrity Design & Copyworks, LLC	2023 - 2024 Season:3 - Pride & Prejudice
Integrity Design & Copyworks, LLC	2023 - 2024 Season:4 - Next to Normal
Integrity Design & Copyworks, LLC	2023 - 2024 Season:4 - Next to Normal

Memo/Description	Split	Amount	Balance
500 ea. 2023 season brochures	2010 Payables:Accounts Payable	763.33	763.33
		$ 763.33	
		$ 763.33	
	2010 Payables:Accounts Payable	151.32	151.32
100 Legally Blonde Posters	1020 Cash:Cash in BBB - Checking	183.99	335.31
Shawshank Posters	1020 Cash:Cash in BBB - Checking	194.88	530.19
Posters	1020 Cash:Cash in BBB - Checking	194.88	725.07
100 Next to Normal posters	1020 Cash:Cash in BBB - Checking	194.88	919.95
		$ 919.95	
Inv 24226	1020 Cash:Cash in BBB - Checking	626.67	626.67
350 LB Programs	1020 Cash:Cash in BBB - Checking	932.13	1,558.80
Inv #24637 - 500 Programs	1020.2 Cash:Cash in BBB - Checking:Unrestricted	1,324.17	2,882.97
Inv #24673 - 250 Programs	1020.2 Cash:Cash in BBB - Checking:Unrestricted	667.50	3,550.47
450 programs	1020 Cash:Cash in BBB - Checking	1,046.47	4,596.94
300 programs	1020 Cash:Cash in BBB - Checking	700.17	5,297.11
350 P & P show programs	1020.2 Cash:Cash in BBB - Checking:Unrestricted	814.52	6,111.63
400 programs	1020 Cash:Cash in BBB - Checking	932.13	7,043.76
150 show programs	1020 Cash:Cash in BBB - Checking	381.64	7,425.40
		$ 7,425.40	
		$ 7,425.40	
		$ 8,345.35	
		$ 9,108.68	
		$ 9,108.68	
		$ -9,108.68	

The Little Theatre of Walla Walla
Profit and Loss by Show 2023-2024 Seas

April 1, 2023 - September 10, 2024

Note: Since we start incurring expenses in the previous fiscal year, I extended the range to show a clearer picture. of this.

	1 - Legally Blonde	2 - Shawshank	3 - Pride & Prejudice
Revenue			
4000 Contributions & Support			
4010 Individual Contributions			
4011 Donor Restricted Individual			
4011.5 Other Donor Restricted			
4011.52 Use Restricted Contributions			
Total 4011.5 Other Donor Restricted	**$ 0.00**	**$ 0.00**	**$ 0.00**
4011.6 Show Sponsorship Individual			
Total 4011 Donor Restricted Individual	**$ 0.00**	**$ 0.00**	**$ 0.00**
4012 Unrestricted Individual		3,785.00	
4012.3 Intermission tips-donations	2,044.00		
Total 4012 Unrestricted Individual	**$ 2,044.00**	**$ 3,785.00**	**$ 0.00**
Total 4010 Individual Contributions	**$ 2,044.00**	**$ 3,785.00**	**$ 0.00**
4020 Business Contributions			
4021 Donor Restricted - Business			
4021.5 Other Donor Restricted			
4021.6 Show Sponsorship Business			
Total 4021 Donor Restricted - Business	**$ 0.00**	**$ 0.00**	**$ 0.00**
Total 4020 Business Contributions	**$ 0.00**	**$ 0.00**	**$ 0.00**
Total 4000 Contributions & Support	**$ 2,044.00**	**$ 3,785.00**	**$ 0.00**
5000 Revenue			
5100 Program Revenues			
5130 Ticket Sales	1,237.00	12,657.00	12,384.00
5130.1 Audience View Ticket Sales	28,920.00	27,411.00	
5130.3 Season Passes	140.00		
5130.32 Flex Pass		140.00	
Total 5130.3 Season Passes	**$ 140.00**	**$ 140.00**	**$ 0.00**
5130.4 Refunds & Reimbursements	-150.00	-70.00	80.00
5130.6 Sold Show			3,000.00
Total 5130 Ticket Sales	**$ 30,147.00**	**$ 40,138.00**	**$ 15,464.00**
5130.5 Audience View (AC) Clearing		-22,956.00	-2,216.00
5130.51 AV Clearing - Credit Card Sales			2,735.00
5130.52 AV Clearing - Check Sales			790.00
Total 5130.5 Audience View (AC) Clearing	**$ 0.00**	**-$ 22,956.00**	**$ 1,309.00**
Total 5100 Program Revenues	**$ 30,147.00**	**$ 17,182.00**	**$ 16,773.00**
5200 Taxable Sales			
5210 Other Inventory Sales	-58.71		

5210.1 Logo Attire Sales	-39.14		
Total 5210 Other Inventory Sales	**-$ 97.85**	**$ 0.00**	**$ 0.00**
5220 Alcohol Sales	1,972.03	933.00	1,448.00
5240 Cost of Inventory Sold		-19.57	
5240.2 Alcohol -Cost of Inventory Sold	-2,199.40	-2,022.00	-1,254.50
Total 5240 Cost of Inventory Sold	**-$ 2,199.40**	**-$ 2,041.57**	**-$ 1,254.50**
Total 5200 Taxable Sales	**-$ 325.22**	**-$ 1,108.57**	**$ 193.50**
Total 5000 Revenue	**$ 29,821.78**	**$ 16,073.43**	**$ 16,966.50**
Total Revenue	**$ 31,865.78**	**$ 19,858.43**	**$ 16,966.50**
Cost of Goods Sold			
50000 Cost of Goods Sold			85.65
Total Cost of Goods Sold	**$ 0.00**	**$ 0.00**	**$ 85.65**
Gross Profit	**$ 31,865.78**	**$ 19,858.43**	**$ 16,880.85**
Expenditures			
8100 Nonpersonnel Expenses			
8140 Merchant Account Fees	64.29		17.29
Total 8100 Nonpersonnel Expenses	**$ 64.29**	**$ 0.00**	**$ 17.29**
8200 Occupancy exp-Facility & Equip			
8230 Equipmnt Rental &Facility Mtnce	120.00	765.00	787.50
Total 8200 Occupancy exp-Facility & Equip	**$ 120.00**	**$ 765.00**	**$ 787.50**
8300 Program Expenses			
8310 General Production Expenses			
8311 General Costume			10.89
8315 General Props	62.37	25.18	4.35
8316 General Set			60.76
Total 8310 General Production Expenses	**$ 62.37**	**$ 25.18**	**$ 76.00**
8320 Program Advertising & Marketing		225.00	
8323 Show Specific Advertising	1,260.00	234.00	1,641.25
Total 8320 Program Advertising & Marketing	**$ 1,260.00**	**$ 459.00**	**$ 1,641.25**
8330 Other Program Expenses			
8333 House Supplies		69.90	14.15
8334 Patron Services	210.99	403.92	609.28
8335 Volunteer Management			
8335.1 Misc Volunteer Committee Exp	6.06		
Total 8335 Volunteer Management	**$ 6.06**	**$ 0.00**	**$ 0.00**
8336 Events Committee		-74.57	
Total 8330 Other Program Expenses	**$ 217.05**	**$ 399.25**	**$ 623.43**
8340 Specific Show Program Expense			
8341 Costumes	918.59	247.87	2,071.57
8343 Makeup		192.54	78.28
8344 Misc.Show	221.34	249.62	193.48
8345 Music & Musicians	2,500.00		
8346 Photos		7.84	
8347 Posters	183.99	194.88	256.61

8348 Programs & Tickets			
8348.1 Programs	2,923.80	1,415.86	1,514.69
8348.2 Tickets			-1,680.00
Total 8348 Programs & Tickets	**$ 2,923.80**	**$ 1,415.86**	**-$ 165.31**
8349 Props/Furniture	128.39	72.91	
8350 Royalties & Scripts			2,381.00
8350.1 Royalties	6,923.81	2,550.00	
Total 8350 Royalties & Scripts	**$ 6,923.81**	**$ 2,550.00**	**$ 2,381.00**
8351 Set	333.05	163.20	198.36
Total 8340 Specific Show Program Expense	**$ 14,132.97**	**$ 5,094.72**	**$ 5,013.99**
Total 8300 Program Expenses	**$ 15,672.39**	**$ 5,978.15**	**$ 7,354.67**
8600 Other Expenses			
8610 Executive Director Expenses			
8610.1 ED Community Involvement			145.63
Total 8610 Executive Director Expenses	**$ 0.00**	**$ 0.00**	**$ 145.63**
8620 General Advertising & Marketing			
8620.4 Advertising - Tourism Grant	1,420.00	1,001.00	1,001.00
Total 8620 General Advertising & Marketing	**$ 1,420.00**	**$ 1,001.00**	**$ 1,001.00**
Total 8600 Other Expenses	**$ 1,420.00**	**$ 1,001.00**	**$ 1,146.63**
8700 Organizational Expenses			
8720 Historian	56.02		
Total 8700 Organizational Expenses	**$ 56.02**	**$ 0.00**	**$ 0.00**
Total Expenditures	**$ 17,332.70**	**$ 7,744.15**	**$ 9,306.09**
Net Operating Revenue	**$ 14,533.08**	**$ 12,114.28**	**$ 7,574.76**
Other Expenditures			
9999 SUSPENSE	251.18		
Total Other Expenditures	**$ 251.18**	**$ 0.00**	**$ 0.00**
Net Other Revenue	**-$ 251.18**	**$ 0.00**	**$ 0.00**
Net Revenue	**$ 14,281.90**	**$ 12,114.28**	**$ 7,574.76**

on

Not all expenses necessarily crossfoot becayse

4 - Next to Normal	Total 2023 - 2024 Season	TOTAL
	0.00	0.00
	0.00	0.00
300.00	300.00	300.00
	0.00	0.00
150.00	150.00	150.00
$ 150.00	**$ 150.00**	**$ 150.00**
100.00	100.00	100.00
$ 550.00	**$ 550.00**	**$ 550.00**
	3,785.00	3,785.00
	2,044.00	2,044.00
$ 0.00	**$ 5,829.00**	**$ 5,829.00**
$ 550.00	**$ 6,379.00**	**$ 6,379.00**
	0.00	0.00
	0.00	0.00
200.00	200.00	200.00
1,150.00	1,150.00	1,150.00
$ 1,350.00	**$ 1,350.00**	**$ 1,350.00**
$ 1,350.00	**$ 1,350.00**	**$ 1,350.00**
$ 1,900.00	**$ 7,729.00**	**$ 7,729.00**
	0.00	0.00
	0.00	0.00
125.00	26,403.00	26,403.00
	56,331.00	56,331.00
	140.00	140.00
	140.00	140.00
$ 0.00	**$ 280.00**	**$ 280.00**
	-140.00	-140.00
	3,000.00	3,000.00
$ 125.00	**$ 85,874.00**	**$ 85,874.00**
	-25,172.00	-25,172.00
10,695.00	13,430.00	13,430.00
450.00	1,240.00	1,240.00
$ 11,145.00	**-$ 10,502.00**	**-$ 10,502.00**
$ 11,270.00	**$ 75,372.00**	**$ 75,372.00**
	0.00	0.00
	-58.71	-58.71

	-39.14	-39.14
$ 0.00	**-$ 97.85**	**-$ 97.85**
911.00	5,264.03	5,264.03
-45.15	-64.72	-64.72
-149.20	-5,625.10	-5,625.10
-$ 194.35	**-$ 5,689.82**	**-$ 5,689.82**
$ 716.65	**-$ 523.64**	**-$ 523.64**
$ 11,986.65	**$ 74,848.36**	**$ 74,848.36**
$ 13,886.65	**$ 82,577.36**	**$ 82,577.36**
	85.65	85.65
$ 0.00	**$ 85.65**	**$ 85.65**
$ 13,886.65	**$ 82,491.71**	**$ 82,491.71**
	0.00	0.00
31.52	113.10	113.10
$ 31.52	**$ 113.10**	**$ 113.10**
	0.00	0.00
	1,672.50	1,672.50
$ 0.00	**$ 1,672.50**	**$ 1,672.50**
	0.00	0.00
	0.00	0.00
	10.89	10.89
40.08	131.98	131.98
383.06	443.82	443.82
$ 423.14	**$ 586.69**	**$ 586.69**
	225.00	225.00
	3,135.25	3,135.25
$ 0.00	**$ 3,360.25**	**$ 3,360.25**
	0.00	0.00
	84.05	84.05
675.76	1,899.95	1,899.95
	0.00	0.00
	6.06	6.06
$ 0.00	**$ 6.06**	**$ 6.06**
	-74.57	-74.57
$ 675.76	**$ 1,915.49**	**$ 1,915.49**
	0.00	0.00
	3,238.03	3,238.03
	270.82	270.82
478.97	1,143.41	1,143.41
	2,500.00	2,500.00
	7.84	7.84
194.88	830.36	830.36

			0.00		0.00
	1,313.77		7,168.12		de
			-1,680.00		-1,680.00
$	**1,313.77**	**$**	**5,488.12**	**$**	**5,488.12**
	263.63		464.93		464.93
			2,381.00		2,381.00
	9,002.22		18,476.03		18,476.03
$	**9,002.22**	**$**	**20,857.03**	**$**	**20,857.03**
	65.30		759.91		759.91
$	**11,318.77**	**$**	**35,560.45**	**$**	**35,560.45**
$	**12,417.67**	**$**	**41,422.88**	**$**	**41,422.88**
			0.00		0.00
			0.00		0.00
			145.63		145.63
$	**0.00**	**$**	**145.63**	**$**	**145.63**
	582.00		582.00		582.00
	419.00		3,841.00		3,841.00
$	**1,001.00**	**$**	**4,423.00**	**$**	**4,423.00**
$	**1,001.00**	**$**	**4,568.63**	**$**	**4,568.63**
			0.00		0.00
			56.02		56.02
$	**0.00**	**$**	**56.02**	**$**	**56.02**
$	**13,450.19**	**$**	**47,833.13**	**$**	**47,833.13**
$	**436.46**	**$**	**34,658.58**	**$**	**34,658.58**
	560.33		811.51		811.51
$	**560.33**	**$**	**811.51**	**$**	**811.51**
-$	**560.33**	**-$**	**811.51**	**-$**	**811.51**
-$	**123.87**	**$**	**33,847.07**	**$**	**33,847.07**

	1 - The Play That Goes Wrong	2 - Guys and Dolls (Musical)	3 - The Father	4 - The Nerd	Total 2024- 2025 Season	
8340 Specific Show Program Expense						
8341 Costumes	$ 400.00	$ 1,800.00	$ 300.00	$ 400.00	**$ 2,900.00**	
8342 Lights & Sound	$ 100.00	$ 100.00	$ 200.00	$ 200.00	**$ 600.00**	
8343 Makeup	$ 100.00	$ 150.00			**$ 250.00**	
8344 Misc.Show	$ 200.00	$ 300.00	$ 300.00	$ 400.00	**$ 1,200.00**	
8345 Music & Musicians		$ 6,000.00			**$ 6,000.00**	
8349 Props/Furniture	$ 300.00	$ 300.00	$ 300.00	$ 550.00	**$ 1,450.00**	
8350 Royalties & Scripts					**$ -**	
8350.1 Royalties	$ 2,355.00	$ 6,580.55	$ 1,689.00	$ 1,582.00	**$ 12,206.55**	
8350.2 Scripts					**$ -**	
8351 Set	$ 2,400.00	$ 1,400.00	$ 1,500.00	$ 1,500.00	**$ 6,800.00**	Paint estimates included in set
Total 8340 Specific Show Program Expense	**$ 5,855.00**	**$ 16,630.55**	**$ 4,289.00**	**$ 4,632.00**	**$ 31,406.55**	

	Committees	Development Committee	Murder Mystery 2024
Revenue			
4000 Contributions & Support			
4020 Business Contributions			
4022 Unrestricted Business			
4022.3 Other Unrestricted Business			9,100.00
Total 4022 Unrestricted Business	$ 0.00	$ 0.00	$ 9,100.00
Total 4020 Business Contributions	$ 0.00	$ 0.00	$ 9,100.00
Total 4000 Contributions & Support	$ 0.00	$ 0.00	$ 9,100.00
5000 Revenue			
5100 Program Revenues			
5130 Ticket Sales			
5130.1 Audience View Ticket Sales			500.00
Total 5130 Ticket Sales	$ 0.00	$ 0.00	$ 500.00
Total 5100 Program Revenues	$ 0.00	$ 0.00	$ 500.00
Total 5000 Revenue	$ 0.00	$ 0.00	$ 500.00
6000 Other Revenues			
6100 Net Assets Released			
6110 Released from Board Designated			
6110.1 Released from S-T Board			
6110.12 Lighting Replacement Released			
Total 6110.1 Released from S-T Board	$ 0.00	$ 0.00	$ 0.00
Total 6110 Released from Board Designated	$ 0.00	$ 0.00	$ 0.00
Total 6100 Net Assets Released	$ 0.00	$ 0.00	$ 0.00
Total 6000 Other Revenues	$ 0.00	$ 0.00	$ 0.00
Total Revenue	$ 0.00	$ 0.00	$ 9,600.00
Gross Profit	$ 0.00	$ 0.00	$ 9,600.00
Expenditures			
8100 Nonpersonnel Expenses			
8150 Office Supplies		54.71	73.98
8160 Postage, Shipping & Mailing		39.60	
8170 Printing and Copying			426.44
Total 8100 Nonpersonnel Expenses	$ 0.00	$ 94.31	$ 500.42
8200 Occupancy exp-Facility & Equip			
8230 Equipmnt Rental &Facility Mtnce			
8230.1 Henry's House			
8230.2 Theatre Property			
Total 8230 Equipmnt Rental &Facility Mtnce	$ 0.00	$ 0.00	$ 0.00

8231 Repairs & Maintenance			
8260 Security-Premises			
Total 8200 Occupancy exp-Facility & Equip	**$ 0.00**	**$ 0.00**	**$ 0.00**
8300 Program Expenses			
8310 General Production Expenses			
8313 General Lights & Sound			
8315 General Props			409.45
8317 Show Selection & Review Expense			
8317.1 General Scripts			
Total 8317 Show Selection & Review Expense	**$ 0.00**	**$ 0.00**	**$ 0.00**
Total 8310 General Production Expenses	**$ 0.00**	**$ 0.00**	**$ 409.45**
8330 Other Program Expenses			
8333 House Supplies			1,006.76
8334 Patron Services		37.04	
8335 Volunteer Management			
8335.1 Misc Volunteer Committee Exp		5.49	
8335.2 Volunteer Recognition Event			
8335.3 Volunteer Appreciation - GIfts			
Total 8335 Volunteer Management	**$ 0.00**	**$ 5.49**	**$ 0.00**
8336 Events Committee		392.02	
8336.1 Volunteer Appreciation Event			
8336.2 Community Events		178.99	
Total 8336 Events Committee	**$ 0.00**	**$ 571.01**	**$ 0.00**
8337 Community Outreach			
8337.1 Workshops			
Total 8337 Community Outreach	**$ 0.00**	**$ 0.00**	**$ 0.00**
Total 8330 Other Program Expenses	**$ 0.00**	**$ 613.54**	**$ 1,006.76**
8340 Specific Show Program Expense			
8344 Misc.Show			9.97
8347 Posters			
8348 Programs & Tickets			50.93
8350 Royalties & Scripts			
8350.2 Scripts		112.95	
Total 8350 Royalties & Scripts	**$ 0.00**	**$ 112.95**	**$ 0.00**
Total 8340 Specific Show Program Expense	**$ 0.00**	**$ 112.95**	**$ 60.90**
Total 8300 Program Expenses	**$ 0.00**	**$ 726.49**	**$ 1,477.11**
8400 Fundraising Expenses			978.52
8410 Development Committee		389.92	
8410.1 Appeal Letter		85.37	42.08
8410.2 Donor Appreciation Events		706.63	1,658.52
Total 8410 Development Committee	**$ 0.00**	**$ 1,181.92**	**$ 1,700.60**
Total 8400 Fundraising Expenses	**$ 0.00**	**$ 1,181.92**	**$ 2,679.12**
8600 Other Expenses			
8630 Gifts		200.38	

8675 Software Subscription or purch			
8690 Taxes & Licenses			
8690.1 Licenses & Permits			
Total 8690 Taxes & Licenses	**$ 0.00**	**$ 0.00**	**$ 0.00**
Total 8600 Other Expenses	**$ 0.00**	**$ 200.38**	**$ 0.00**
8700 Organizational Expenses			
8710 Annual Meeting		52.27	
Total 8700 Organizational Expenses	**$ 0.00**	**$ 52.27**	**$ 0.00**
Total Expenditures	**$ 0.00**	**$ 2,255.37**	**$ 4,656.65**
Net Operating Revenue	**$ 0.00**	**-$ 2,255.37**	**$ 4,943.35**
Other Expenditures			
9999 SUSPENSE			-11.71
Total Other Expenditures	**$ 0.00**	**$ 0.00**	**-$ 11.71**
Net Other Revenue	**$ 0.00**	**$ 0.00**	**$ 11.71**
Net Revenue	**$ 0.00**	**-$ 2,255.37**	**$ 4,955.06**

The Little Theatre of Walla Walla
Profit and Loss by Selected Class
April 1, 2023 - September 10, 2024 (extended period of WD&D)

Total Development Committee	Director's Review Panel	Events Committee	House and Grounds	HR Committee	IT Committee
0.00					
0.00					
0.00					
9,100.00					
$ 9,100.00	**$ 0.00**	**$ 0.00**	**$ 0.00**	**$ 0.00**	**$ 0.00**
$ 9,100.00	**$ 0.00**	**$ 0.00**	**$ 0.00**	**$ 0.00**	**$ 0.00**
$ 9,100.00	**$ 0.00**	**$ 0.00**	**$ 0.00**	**$ 0.00**	**$ 0.00**
0.00					
0.00					
0.00					
500.00					
$ 500.00	**$ 0.00**	**$ 0.00**	**$ 0.00**	**$ 0.00**	**$ 0.00**
$ 500.00	**$ 0.00**	**$ 0.00**	**$ 0.00**	**$ 0.00**	**$ 0.00**
$ 500.00	**$ 0.00**	**$ 0.00**	**$ 0.00**	**$ 0.00**	**$ 0.00**
0.00					
0.00					
0.00					
0.00					
0.00					
$ 0.00	**$ 0.00**	**$ 0.00**	**$ 0.00**	**$ 0.00**	**$ 0.00**
$ 0.00	**$ 0.00**	**$ 0.00**	**$ 0.00**	**$ 0.00**	**$ 0.00**
$ 0.00	**$ 0.00**	**$ 0.00**	**$ 0.00**	**$ 0.00**	**$ 0.00**
$ 0.00	**$ 0.00**	**$ 0.00**	**$ 0.00**	**$ 0.00**	**$ 0.00**
$ 9,600.00	**$ 0.00**	**$ 0.00**	**$ 0.00**	**$ 0.00**	**$ 0.00**
$ 9,600.00	**$ 0.00**	**$ 0.00**	**$ 0.00**	**$ 0.00**	**$ 0.00**
0.00					
128.69				54.71	
39.60					
426.44					
$ 594.73	**$ 0.00**	**$ 0.00**	**$ 0.00**	**$ 54.71**	**$ 0.00**
0.00					
0.00					
0.00			637.41		
0.00			1,950.23		
$ 0.00	**$ 0.00**	**$ 0.00**	**$ 2,587.64**	**$ 0.00**	**$ 0.00**

0.00			3,164.47		
0.00			581.00		
$ 0.00	**$ 0.00**	**$ 0.00**	**$ 6,333.11**	**$ 0.00**	**$ 0.00**
0.00					
0.00					
0.00					
409.45					
0.00					
0.00	21.74				
$ 0.00	**$ 21.74**	**$ 0.00**	**$ 0.00**	**$ 0.00**	**$ 0.00**
$ 409.45	**$ 21.74**	**$ 0.00**	**$ 0.00**	**$ 0.00**	**$ 0.00**
0.00					
1,006.76					
37.04					
0.00					
5.49					
0.00					
0.00					
$ 5.49	**$ 0.00**	**$ 0.00**	**$ 0.00**	**$ 0.00**	**$ 0.00**
392.02		30.45			
0.00					
178.99		269.80			
$ 571.01	**$ 0.00**	**$ 300.25**	**$ 0.00**	**$ 0.00**	**$ 0.00**
0.00					
0.00					
$ 0.00	**$ 0.00**	**$ 0.00**	**$ 0.00**	**$ 0.00**	**$ 0.00**
$ 1,620.30	**$ 0.00**	**$ 300.25**	**$ 0.00**	**$ 0.00**	**$ 0.00**
0.00					
9.97					
0.00					
50.93					
0.00					
112.95					
$ 112.95	**$ 0.00**	**$ 0.00**	**$ 0.00**	**$ 0.00**	**$ 0.00**
$ 173.85	**$ 0.00**	**$ 0.00**	**$ 0.00**	**$ 0.00**	**$ 0.00**
$ 2,203.60	**$ 21.74**	**$ 300.25**	**$ 0.00**	**$ 0.00**	**$ 0.00**
978.52					
389.92					
127.45					
2,365.15					
$ 2,882.52	**$ 0.00**	**$ 0.00**	**$ 0.00**	**$ 0.00**	**$ 0.00**
$ 3,861.04	**$ 0.00**	**$ 0.00**	**$ 0.00**	**$ 0.00**	**$ 0.00**
0.00					
200.38					

	0.00										887.85
	0.00										
	0.00				60.00						
$	**0.00**	**$**	**0.00**	**$**	**60.00**	**$**	**0.00**	**$**	**0.00**	**$**	**0.00**
$	**200.38**	**$**	**0.00**	**$**	**60.00**	**$**	**0.00**	**$**	**0.00**	**$**	**887.85**
	0.00										
	52.27				26.14						
$	**52.27**	**$**	**0.00**	**$**	**26.14**	**$**	**0.00**	**$**	**0.00**	**$**	**0.00**
$	**6,912.02**	**$**	**21.74**	**$**	**386.39**	**$**	**6,333.11**	**$**	**54.71**	**$**	**887.85**
$	**2,687.98**	**-$**	**21.74**	**-$**	**386.39**	**-$**	**6,333.11**	**-$**	**54.71**	**-$**	**887.85**
	-11.71										
-$	**11.71**	**$**	**0.00**	**$**	**0.00**	**$**	**0.00**	**$**	**0.00**	**$**	**0.00**
$	**11.71**	**$**	**0.00**	**$**	**0.00**	**$**	**0.00**	**$**	**0.00**	**$**	**0.00**
$	**2,699.69**	**-$**	**21.74**	**-$**	**386.39**	**-$**	**6,333.11**	**-$**	**54.71**	**-$**	**887.85**

Marketing	Tech (Lights and Sound)	Volunteer Committee	Total Committees	TOTAL
			0.00	0.00
			0.00	0.00
			0.00	0.00
			9,100.00	9,100.00
$ 0.00	**$ 0.00**	**$ 0.00**	**$ 9,100.00**	**$ 9,100.00**
$ 0.00	**$ 0.00**	**$ 0.00**	**$ 9,100.00**	**$ 9,100.00**
$ 0.00	**$ 0.00**	**$ 0.00**	**$ 9,100.00**	**$ 9,100.00**
			0.00	0.00
			0.00	0.00
			0.00	0.00
			500.00	500.00
$ 0.00	**$ 0.00**	**$ 0.00**	**$ 500.00**	**$ 500.00**
$ 0.00	**$ 0.00**	**$ 0.00**	**$ 500.00**	**$ 500.00**
$ 0.00	**$ 0.00**	**$ 0.00**	**$ 500.00**	**$ 500.00**
			0.00	0.00
			0.00	0.00
			0.00	0.00
			0.00	0.00
	-3,782.10		-3,782.10	-3,782.10
$ 0.00	**-$ 3,782.10**	**$ 0.00**	**-$ 3,782.10**	**-$ 3,782.10**
$ 0.00	**-$ 3,782.10**	**$ 0.00**	**-$ 3,782.10**	**-$ 3,782.10**
$ 0.00	**-$ 3,782.10**	**$ 0.00**	**-$ 3,782.10**	**-$ 3,782.10**
$ 0.00	**-$ 3,782.10**	**$ 0.00**	**-$ 3,782.10**	**-$ 3,782.10**
$ 0.00	**-$ 3,782.10**	**$ 0.00**	**$ 5,817.90**	**$ 5,817.90**
$ 0.00	**-$ 3,782.10**	**$ 0.00**	**$ 5,817.90**	**$ 5,817.90**
			0.00	0.00
		34.45	217.85	217.85
		111.00	150.60	150.60
		40.82	467.26	467.26
$ 0.00	**$ 0.00**	**$ 186.27**	**$ 835.71**	**$ 835.71**
			0.00	0.00
			0.00	0.00
			637.41	637.41
			1,950.23	1,950.23
$ 0.00	**$ 0.00**	**$ 0.00**	**$ 2,587.64**	**$ 2,587.64**

			3,164.47	3,164.47
			581.00	581.00
$ 0.00	**$ 0.00**	**$ 0.00**	**$ 6,333.11**	**$ 6,333.11**
			0.00	0.00
			0.00	0.00
	3,642.92		3,642.92	3,642.92
			409.45	409.45
			0.00	0.00
			21.74	21.74
$ 0.00	**$ 0.00**	**$ 0.00**	**$ 21.74**	**$ 21.74**
$ 0.00	**$ 3,642.92**	**$ 0.00**	**$ 4,074.11**	**$ 4,074.11**
			0.00	0.00
			1,006.76	1,006.76
			37.04	37.04
		102.42	102.42	102.42
		899.08	904.57	904.57
		75.08	75.08	75.08
		200.60	200.60	200.60
$ 0.00	**$ 0.00**	**$ 1,277.18**	**$ 1,282.67**	**$ 1,282.67**
			422.47	422.47
		2,257.74	2,257.74	2,257.74
			448.79	448.79
$ 0.00	**$ 0.00**	**$ 2,257.74**	**$ 3,129.00**	**$ 3,129.00**
			0.00	0.00
		182.05	182.05	182.05
$ 0.00	**$ 0.00**	**$ 182.05**	**$ 182.05**	**$ 182.05**
$ 0.00	**$ 0.00**	**$ 3,716.97**	**$ 5,637.52**	**$ 5,637.52**
			0.00	0.00
			9.97	9.97
292.89			292.89	292.89
			50.93	50.93
			0.00	0.00
	21.74		134.69	134.69
$ 0.00	**$ 21.74**	**$ 0.00**	**$ 134.69**	**$ 134.69**
$ 292.89	**$ 21.74**	**$ 0.00**	**$ 488.48**	**$ 488.48**
$ 292.89	**$ 3,664.66**	**$ 3,716.97**	**$ 10,200.11**	**$ 10,200.11**
			978.52	978.52
			389.92	389.92
			127.45	127.45
			2,365.15	2,365.15
$ 0.00	**$ 0.00**	**$ 0.00**	**$ 2,882.52**	**$ 2,882.52**
$ 0.00	**$ 0.00**	**$ 0.00**	**$ 3,861.04**	**$ 3,861.04**
			0.00	0.00
			200.38	200.38

					905.97		1,793.82		1,793.82
							0.00		0.00
							60.00		60.00
$	**0.00**	**$**	**0.00**	**$**	**0.00**	**$**	**60.00**	**$**	**60.00**
$	**0.00**	**$**	**0.00**	**$**	**905.97**	**$**	**2,054.20**	**$**	**2,054.20**
							0.00		0.00
							78.41		78.41
$	**0.00**	**$**	**0.00**	**$**	**0.00**	**$**	**78.41**	**$**	**78.41**
$	**292.89**	**$**	**3,664.66**	**$**	**4,809.21**	**$**	**23,362.58**	**$**	**23,362.58**
-$	**292.89**	**-$**	**7,446.76**	**-$**	**4,809.21**	**-$**	**17,544.68**	**-$**	**17,544.68**
							-11.71		-11.71
$	**0.00**	**$**	**0.00**	**$**	**0.00**	**-$**	**11.71**	**-$**	**11.71**
$	**0.00**	**$**	**0.00**	**$**	**0.00**	**$**	**11.71**	**$**	**11.71**
-$	**292.89**	**-$**	**7,446.76**	**-$**	**4,809.21**	**-$**	**17,532.97**	**-$**	**17,532.97**

GL#/Name	Description	Committee Décor
Revenue		
4012 Individual Contributions Unrestricted 4022 Business Contributions Unrestricted	Money Sponsorships Revenue	
4100 In-Kind Goods and Services	In-kind Sponsorships (Catering, Wine, Silent Auction items)	
5130.1 AV Ticket Sales	Ticket Sales	
5220 Alcohol Sales	Drink Sales	
5140.1 Event Fundraising Activities Revenue	Clue Sales	
5140.1 Event Fundraising Activities (Revenue)	Incidental Sales (Costume Rental, Other)	
5140.1 Event Fundraising Activities Revenue	Auction Revenues	
4012 Individual Contributions Unrestricted 4022 Business Contributions Unrestricted	Extra Donations at Event	
	Total Revenue	**$0.00**
Expenses		
5240.1 Cost of Inventory Sold - Other	Auction Items-purchased	
8410.3 Fundraising - Catering, Food (new)	Catering	
8333 House Supplies	Chips	
8640 Insurance	Commercial Liability Insurance	
8311 General Costumes 8312 Makeup 8315 General Props	Costumes/Props/Makeup	
8316 General Set	Decorations	$9,775.00
8333 House Supplies	Display Materials	
	Emcee	
	Musicians	
	Other Beverages	
	PA system	

8315 General Props	Paddles	
8317.1 General Scripts	Play Royalty/Script	
8170 Printing & Copying	Printing (posters, tickets, sponsorship packages, programs	$1,000.00
8410.4 Fundraising, rentals (tables, dishes, etc.) (new)	Rentals	
	Signs	
	Social Media Marketing	
8410.4 Fundraising, rentals (tables, dishes, etc.) (new)	Tables/cloths	
8333 House Supplies		
	Unspecified	
8410.3 Fundraising - Facility Rental (new)	Venue Rental (Pavillion Exhibit Hall and Rotunda)	
5240.2 Cost of Inventory Sold - Alcohol	Wine and Beer	
	Contingency Funds	
8160 Postage, shipping, mailing		
8620.1 Adv in-kind		
8620.3 Advertising - other		
	Total Expense	**$10,775.00**
Net Income	*(Total Revenue minus Total Expense)*	**($10,775.00)**

Fundraising	General	Logistics	Marketing	Production	
$30,000.00					
$20,000.00					
$20,000.00					
$70,000.00	**$0.00**	**$0.00**	**$0.00**	**$0.00**	**$70,000.00**
$2,000.00					
	$10,640.00				
				$500.00	
				$500.00	
$250.00					

$200.00					
				$300.00	
	$906.88				
$150.00	$375.00				
			$1,750.00		
		$2,225.00			
	$5,000.00				
$2,600.00	**$16,921.88**	**$2,225.00**	**$1,750.00**	**$1,300.00**	**$35,571.88**
$67,400.00	**($16,921.88)**	**($2,225.00)**	**($1,750.00)**	**($1,300.00)**	**$34,428.12**

Comments
From meeting agenda 2/25, Google drive
$125*160 tix: from meeting agenda 2/25 Google Drive
GL currently only set up for Alcohol. Discuss.
Unknown

Sandy's: includes dinnerware, flatware, glassware

Events Committee

Volunteer Appreciation Event	$	3,000.00
Parade of Lights	$	500.00
Variety Show	$	1,000.00
Halloween	$	500.00
Miscellaneous	$	1,000.00
	$	6,000.00

Volunteer Committee

Volunteer Appreciation Event	$	3,000.00

Description	Volunteer Committee 2022-23 Budget
4012.1 · Appeal Letter	
5617 Tourism Grant	
8410.1 Appeal Letter	
8150 · Office Supplies	($350.00)
8160 · Postage, Shipping & Mailing	($200.00)
8170 · Printing and Copying	($75.00)
8313 · General Lights & Sound	
8317.1 General Scripts	
8335.3· Volunteer Appreciation, Gifts (*new*)	($750.00)
5140.1 Special Events - Fundraiser (*new*)	
8410.2 · Special Events *	
8410.3 Donor Appreciation Event (*new*)	
8610 ExDir Equipment	
8620.3 · Advertising - Other	
8320 · Program Advertising & Marketing - Other	
8322 · Season Market Brochure	
8323 · Show Specific Advertising	
8346 Photos	
8347 Posters	
8328.1 Programs	
8620 · General Advertising & Marketing - Other	
TOTAL	($1,375.00)

Note: Same as last year. This is last year
(Recommendation; budget held by Events)

Application for City of College Place Lodging Tax Funds

Application Deadline: Thursday, October 24, 2024 by 4P.M. received at College Place City Hal l or emailed to mgarcia@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: The Little Theatre of Walla Walla			
Federal Tax ID Number: 91-6033581			
Event or Activity Name (if applicable):			
Contact Name and Title: Martin Fortney			
Mailing Address: PO Box	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: [signature]	**Title:** Executive Director
Printed or Typed Name: Martin Fortney	**Date:** 10/23/2024

Application Questions

1) **Provide us an overview of your tourism-related activity, event, or service.**
LTWW is one of the oldest and most respected community theatres in Washington State. Our season consists of 4 productions a season (24 performances), 3 youth productions in the summer, and various special events each year.

2) **How do your proposed services promote and enhance tourism in College Place?**
LTWW has a long history of quality productions with an consistent average of 12.5% of our attendance from outside the area.

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

4) **Who is your target market / Where are they coming from?**
Our target populations are ages 12-85. For marketing outside the area, we are targeting the 25-70 age range, for weekends and entertainment.

5) **Describe how you will promote your event or activity.**
Funds will be used to create a long form advertising feature on the organization to play on social media, which will be boosted outside the area, and to feature on our website. This project is designed to be live and functional for 5 years, before needing to be updated.

6) **Is your activity/event a partnership with other organizations? Describe the collaboration with local organizations or businesses.**
The organization participates in the COWALLA Creative district and plans to use the funds to contract with a local production company to keep the funds in College Place.

7) **Is this a ticketed event?**
All LTWW shows sell tickets and we track information based on zip code as to where tickets are being purchased.

8) **What is the overall budget for this event/activity?**
For this particular project, the budget is $5,000 to $10,000, depending on the quote.

9) **How will you fund this event/activity if not awarded the full amount?**
This project will seek to partner with other agencies to make the project happen, if the full amount is not awarded.

10) **What are your other funding sources for this event/activity?**
Marketing budgeted funds from the organization will be used to supplement the 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: 5300	☑ 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: 650	☑ 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: 260	☑ 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: 450	☐ 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: 200	☐ 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: Thursday, October 24, 2024 by 4 P.M.
received at College Place City Hall or emailed to mgarcia@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
mgarcia@cpwa.us

College Place Lodging Tax Application

TIMELINE FOR 2024 (2023 BUDGET)

September 16	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 7	LTAC meeting to recommend applicants for 2024 funding
November 12	City Council discussion
November 26	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)
$33,800	LTWW Marketing Budget	Yes
$8,000	City of Walla Walla LTAC	No - Approval expected 10/23
$2,000	Port of Walla Walla LTAC	Yes

Expenses

Activity	Lodging Tax	Other Funds (total above)	Total
Personnel	$4,500	$3,500	$8,000
Administration	$500	$500	$1,000
Marketing/Promotion	0	$1,000	$1,000
Travel	0	0	0
Consultants	0	0	0
Other (identify)	0	0	0
TOTAL	$5,000	$5,000	$10,000

Application for City of College Place Lodging Tax Funds

Application Deadline: Thursday, October 24, 2024 by 4P.M.
received at College Place City Hal l or emailed to mgarcia@cpwa.us.
To be eligible for consideration, your complete proposal must be received by the deadline.

Amount of Lodging Tax Requested: $_______________

Organization/Agency Name:			
Federal Tax ID Number:			
Event or Activity Name (if applicable):			
Contact Name and Title:			
Mailing Address:	City:	State:	Zip:
Phone:	Email Address:		
ELIGIBLE ENTITY ◦ ○ Public Agency ○ Non-Profit	ELIGIBLE ACTIVITY Check all that apply to this application ☐ Tourism promotion/marketing ☐ Operation of special event/festival designed to attract tourists ☐ Operation of a tourism-related facility owned or operated by a non-profit ☐ Operation and/or capital costs of a tourism-related facility owned by a municipality		

CERTIFICATION

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

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

Signature:	**Title:**
Printed or Typed Name:	**Date:**

Application Questions

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

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

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

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

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

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

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

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

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

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

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

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

Description of Methods

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

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

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

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

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

Application Schedule

Application Deadline: Thursday, October 24, 2024 by 4 P.M.
received at College Place City Hall or emailed to mgarcia@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
mgarcia@cpwa.us

College Place Lodging Tax Application

TIMELINE FOR 2024 (2023 BUDGET)

September 16	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 7	LTAC meeting to recommend applicants for 2024 funding
November 12	City Council discussion
November 26	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.

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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)

Expenses

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

Info Meeting

Who: People/Parties interested in forming a business-serving Non-Profit Organization
When: November 19, 2024 @9AM
Where: City Hall, 625 S. College Ave 99324

1 BUSINESS DEVELOPMENT& ECONOMIC VITALITY

- Shop Local Campaigns
- Business and Brand Awareness
- Event Support
- Training and Networking Opportunities
- Attracting complementary businesses to College Place

2 COMMUNITY DESIGN & BRANDING

Establish and enhance College Place's unique brand of Tranquility, Safety, and Wellness to include:

- Sunflowers
- Trees
- Fountains
- Murals & Sculptures
- other forms of public art!

3 ORGANIZE TO BENEFIT COLLEGE PLACE

- Find & Manage Grant Funding
- Keep B&O Tax revenue local
- Claim Main Street Tax Credit
- Administer Community Support Programs
- Manage Volunteers
- Business Development, Mentorship, and Support
- NPO Development, Mentorship, and Support

4 TOURISM DEVELOPMENT& PROMOTION

- Promote College Place's healthy, peaceful identity
- Develop annual event celebrating College Place
- Promote locally-owned businesses & brands
- Develop Agritourism
- CoWalla Creative District
- Create event celebrating Olympian Kenneth Rooks

Downtown
College Place
www.cpwa.us

COLLEGE PLACE RESIDENTS, BUSINESS OWNERS, & ENTHUSIASTS-

The City of College Place wishes to develop and nurture a downtown organization dedicated to bringing the College Place business community to its fullest potential through promoting our unique cultural values and cityscape. Additionally, College Place businesses will benefit from claiming the Main Street Tax Credit and be able to pay B&O Tax to the downtown organization instead of the Department of Revenue.

Since our earliest days, thanks to the influence of Walla Walla University, College Place was literally built around a university in our downtown. Walla Walla University promoted a lifestyle of community service, healthy living, higher education, shared purpose, and outdoor recreation. Especially during the 10 months per year students are here, our pedestrian infrastructure is busy with walkers, runners, and cyclists. This beautiful campus attracted residents and businesses that shared those values, resulting today in a downtown district that caters to holistic health and vibrant wellness: massage therapists, chiropractors, salons, dentists, acupuncturists, locally-sourced food, healthy eateries, and coffee in its many glorious forms.

Informed by community surveys and regional tourism efforts, the City of College Place is proud that the top three things our residents appreciate about living here is public safety, parks, and economic and residential growth. The City intends to amplify those qualities as growth continues, as well as to honor and preserve the spirit and history of College Place that led us to where we are today.

The City of College Place is seeking to assist a passionate group of individuals in forming a new non-profit organization serving tourism and businesses in College Place using the Main Street Approach. The City of College Place will provide a reliable and accessible meeting space for the organization, guaranteed annual financial support, mentorship, assistance with the IRS 501 (c)3 application, legal structuring, hiring an Executive Director, and guidance on compliance and governance. The new Non-Profit Organization will have four committees in compliance with Washington Main Street's Main Street Approach. Eventually, the organization will have a Board of Directors and an Executive Director. In its early formation, the activities listed on the front of this flyer are some of the projects the organization will work on collaboratively with the City.

The City invites all interested people and parties to a meeting in the Marge Nyhagen Council Chambers at the City of College Place Municipal Campus (625 S. College Avenue, College Place, WA, 99324) on November 19 from 9-10AM.

For more information, email mgarcia@cpwa.us

CP
COLLEGE PLACE
WALLA WALLA VALLEY

Downtown
College Place

CP
COLLEGE PLACE
WALLA WALLA VALLEY

Downtown
College Place

Application for City of College Place Lodging Tax Funds

Application Deadline: Thursday, October 24, 2024 by 4P.M.
received at College Place City Hal l or emailed to mgarcia@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: Tourism Walla Walla dba Visit Walla Walla			
Federal Tax ID Number: 14-1921202			
Event or Activity Name (if applicable): Visit Walla Walla General Budget with focus on Valley Wide Branding and Visitor's Guide			
Contact Name and Title: Guy Glaeser			
Mailing Address: 103 E Main St # 303	City: Walla Walla	State: Wa	Zip: 99362
Phone: 509-730-6684	Email Address: guy@wallawalla.org		
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:** Executive Director
Printed or Typed Name: Guy Glaeser	**Date:** 10/24/2024

Application Questions

1) **Provide us an overview of your tourism-related activity, event, or service.**
Visit Walla Walla, the official destination marketing organization (DMO) for the Walla Walla Valley, plays a pivotal role in promoting the region's tourism industry through the key pillars of marketing, branding, and destination development. Our mission is to drive tourism growth by highlighting the unique offerings of the area, enhancing visitor experiences, and ensuring the long-term sustainability and appeal of the Walla Walla Valley as a top destination.

2) **How do your proposed services promote and enhance tourism in College Place?**
Visit Walla Walla is looking for support for two initiatives from which College Place will receive a direct benefit.

Our **Valley Wide Branding** efforts are focused on creating a distinct and compelling identity for the entire Valley, encompassing Walla Walla, College Place, Waitsburg, Milton-Freewater, and Dayton. This involves crafting unified messaging and style guide that reflects the region's unique blend of wine, food, culture, history, and outdoor adventure. Through consistent and engaging storytelling, we aim to position the Walla Walla Valley as a must-visit destination for travelers seeking both relaxation and enrichment. To support these efforts, we have secured the services of a professional agency to ensure that our branding aligns with the region's diverse offerings and resonates with a global and regional audience

The **Walla Walla Valley Visitors Guide** is an annual publication produced by Visit Walla Walla, covering the entire Walla Walla Valley. It provides detailed listings for each region, including College Place, and highlights local amenities, events, restaurants, and seasonal attractions. Typically, 20,000 copies are printed and distributed statewide at visitor centers, hotels, tasting rooms, trades hows, and Visit Walla Walla kiosks, as well as mailed directly to individuals upon request. College Place receives dedicated editorial content and purchased ads, ensuring the city's attractions are well represented in the guide.

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

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

Walla Walla is primarily a drive market, with most visitors coming from major metropolitan areas in the Pacific Northwest, including Seattle, Portland, Boise, Spokane, and the Tri-Cities. Our marketing efforts primarily target these regions, while also expanding into key fly markets such as San Francisco, Los Angeles, and Phoenix to attract a broader audience.

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

The two projects we are seeking support for—Valley-Wide Branding and the Visitors Guide—are foundational components of our overall marketing strategy and resources. As we work to promote the entire Walla Walla Valley as a unified destination, consistent branding will play a critical role across all platforms, including the Visitors Guide, print media, social media, digital, print and broadcast advertising efforts.

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

The Valley-Wide Branding project is a result of a Rural Tourism Support Grant that Visit Walla Walla received from the State of Washington Tourism. This program created a collaborative landscape in which community members, representative from Walla Walla County, Columbia County, the Port of Walla Walla, the Chambers of

Commerce of Walla Walla and Dayton, as well as representatives from the five municipalities. Specifically, the Valley-Wide Branding committee has representatives from Visit Walla Walla, Walla Walla Valley Wine, Waitsburg, Port of Columbia and Maryelizabeth Garcia representing College Place and Milton-Freewater.

7) Is this a ticketed event?

NO

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

Valley Wide Branding: $21,000

Walla Walla Valley Visitors Guide: $27, 5000

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

If College Place is unable to contribute, Visit Walla Walla will draw from its Marketing Budget to complete these essential tasks.

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

As part of the Rural Tourism Support Program, we will receive $10,000 directly for the Valley-Wide Branding Project. Visit Walla Walla is also funded through the City of Walla Walla's Lodging Tax Advisory Committee (LTAC) funds and the Tourism Promotion Assessment (TPA), which supports our broader marketing and promotional efforts.

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

Provide impact estimates due to the direct result of your proposed tourism-related service:		What method was used to determine attendance in previous years?
a. Overall Attendance a. Enter the total number of people predicted to attend this activity, and select the method used to determine the attendance.	Predicted:	☐ Direct Count ☐ Indirect Count ☐ Representative Survey ☐ Informal Survey ☐ Structured Estimate
b. Attendance, 50+ Miles a. Enter the number of people who traveled greater than 50 miles predicted to attend this activity, and select the method used to determine attendance.	Predicted: Projected 2025 via Datafy cell phone tracking:1,700,000 WW Valley	☐ Direct Count ☐ Indirect Count ☐ Representative Survey ☐ Informal Survey ■ Structured Estimate
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Committee Considerations

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- "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)
$10,000	State of Wa Toursim Grant	yes
$38,500	Visit Walla Walla Marketing Budge	yes

Expenses

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

IRS Department of the Treasury
Internal Revenue Service
Cincinnati Service Center
CINCINNATI OH 45999-0038

045014.437567.119464.3032 1 AB 0.547 532

TOURISM WALLA WALLA
% MICHAEL DAVIDSON
103 E MAIN ST STE 303
WALLA WALLA WA 99362

045014

CUT OUT AND RETURN THE VOUCHER IMMEDIATELY BELOW IF YOU ONLY HAVE AN INQUIRY.
DO NOT USE IF YOU ARE MAKING A PAYMENT.

CUT OUT AND RETURN THE VOUCHER AT THE BOTTOM OF THIS PAGE IF YOU ARE MAKING A PAYMENT, EVEN IF YOU ALSO HAVE AN INQUIRY.

The IRS address must appear in the window.
0941521944
BODCD-

Use for inquiries only
Letter Number: LTR4168C
Letter Date : 2024-05-07
Tax Period : 000000

*****1202

TOURISM WALLA WALLA
% MICHAEL DAVIDSON
103 E MAIN ST STE 303
WALLA WALLA WA 99362

INTERNAL REVENUE SERVICE
Cincinnati Service Center
CINCINNATI OH 45999-0038

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The IRS address must appear in the window.
0941521944
BODCD-

Use for payments
Letter Number: LTR4168C
Letter Date : 2024-05-07
Tax Period : 000000

*****1202

TOURISM WALLA WALLA
% MICHAEL DAVIDSON
103 E MAIN ST STE 303
WALLA WALLA WA 99362

INTERNAL REVENUE SERVICE

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IRS Department of the Treasury
Internal Revenue Service
Cincinnati Service Center
CINCINNATI OH 45999-0038

In reply refer to: 0941521944
May 07, 2024 LTR 4168C 0
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BODC: TE

TOURISM WALLA WALLA
% MICHAEL DAVIDSON
103 E MAIN ST STE 303
WALLA WALLA WA 99362

045014

Employer ID number: 14-1921202
Form 990 required: Yes

Dear Taxpayer:

We're responding to your request dated Apr. 26, 2024, about your tax-exempt status.

We issued you a determination letter in November 2020, recognizing you as tax-exempt under Internal Revenue Code (IRC) Section 501(c)(6).

Because you're not an organization described in IRC Section 170(c), donors can't deduct contributions they make to you. You should advise your contributors that their contributions to you aren't deductible.

In the heading of this letter, we indicated whether you must file an annual information return. If you're required to file a return, you must file one of the following by the 15th day of the 5th month after the end of your annual accounting period:

- Form 990, Return of Organization Exempt From Income Tax
- Form 990EZ, Short Form Return of Organization Exempt From Income Tax
- Form 990-N, Electronic Notice (e-Postcard) for Tax-Exempt Organizations Not Required to File Form 990 or Form 990-EZ
- Form 990-PF, Return of Private Foundation or Section 4947(a)(1) Trust Treated as Private Foundation

According to IRC Section 6033(j), if you don't file a required annual information return or notice for 3 consecutive years, we'll revoke your tax-exempt status on the due date of the 3rd required return or notice.

You can get IRS forms or publications you need from our website at www.irs.gov/forms-pubs or by calling 800-TAX-FORM (800-829-3676).

If you have questions, call 877-829-5500 between 8 a.m. and 5 p.m., local time, Monday through Friday (Alaska and Hawaii follow Pacific time).

Thank you for your cooperation.

0941521944
May 07, 2024 LTR 4168C 0
14-1921202 000000 00
00021686

TOURISM WALLA WALLA
% MICHAEL DAVIDSON
103 E MAIN ST STE 303
WALLA WALLA WA 99362

Sincerely yours,

Shelly Hanks

Shelly Hanks
Manager, Special Services

Application for City of College Place Lodging Tax Funds

Application Deadline: Thursday, October 24, 2024 by 4P.M.
received at College Place City Hal l or emailed to mgarcia@cpwa.us.
To be eligible for consideration, your complete proposal must be received by the deadline.

Amount of Lodging Tax Requested: $6000.00

Organization/Agency Name: Walla Walla Movie Crush			
Federal Tax ID Number: 82-5093774			
Event or Activity Name (if applicable): 2025 Walla Walla Movie Crush			
Contact Name and Title: Nancy Dragun			
Mailing Address: 9316 28th Ave NW	City: Seattle	State: WA	Zip: 98117
Phone: 206-910-2312	Email Address: nancy@wallawallamoviecrush.com		
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 Director
Printed or Typed Name: Nancy Dragun	**Date:** 10/23/24

Application Questions

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

The Walla Walla Movie Crush showcases America's most intoxicating blend of short cinema, from vintage filmmakers as well as fresh upstarts. We promise a flight for every fancy. Now in its 9th year, the Movie Crush draws audiences and filmmakers from around the country. For the average tourist, this is their one and only chance to see films that would not otherwise be seen, much less seen in a world-class venue: the Gesa Power House Theatre. In the heat of the Walla Walla summer, the Movie Crush provides a cool, comfortable and engaging respite from wine-tastings and walkabouts.

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

The audience for The Movie Crush continues to grow and or guests — new and returning — are always looking for experiences off the beaten path and beyond Walla Walla ' s downtown. College Place has many AirBnBs and vacation rentals more in keeping with what our out-of-town, particularly Southern Californian visitors are seeking. Additionally, we are looking to consummate partnerships with several local College Place businesses this year, including Happy Wanderer Urban Mexican Food and Northstar Winery, with whom we have already initiated conversations. The Movie Crush actively promotes its hospitality partners (hotels, restaurants, wineries, retailers, etc) with logos and links on our website, in our programs, on screen at the Power House, and through focused email blasts and via our social media outlets. Additionally, all listing moviemakers and VIPs receive a gift bag with partner swag, coupons and collateral. Our goal is to elevate College Place in the hearts and minds of our attendees, expanding the offerings available to them and trumpeting the tremendous diversity of the Walla Walla County.

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

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

- Arts enthusiasts and movie lovers in the Walla Walla regio_
- Walla Walla families and individuals excited about a new community experiencg
- Regional filmmaking students wishing to enhance their film knowledge and access industry professionalX
- Pacific Northwest residents, particularly Washington, Oregon, northern California and IdahV
- Filmmakers and festival influencers across the natio_
-Taste-maker young travelers who are active media consumerX
- Affluent, educated adventurers who are passionate about the arts (film in particular) and who are eager for a new, accessible out-of-town experience to include high-end food, wine, lodging, and scenery

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

The Movie Crush actively promotes its hospitality partners (hotels, restaurants, wineries, retailers, etc) with logos and links on our website, in our programs, on screen at the Power House, and through focused email blasts and via our social media outlets. Additionally, all listing moviemakers and VIPs receive a gift bag with partner swag, coupons and collateral.

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

We are passionate about movies because they have the power to provoke and unite audiences, reminding us of our commonalities and helping us see ways to overcome our differences. When untied, we understand that for any one to succeed, many should. Thus, since day one, The Movie Crush has been emotionally and fiscally invested in partnering with regional businesses and organizations, aware that the health of other institutions strengthens us all. If we can help bring America ' s most populous art form to a broader audience within the county, we can also build greater support for the organizations that understand the value of doing so. In Walla Walla, we have formed significant and mutually beneficial bonds with many including Visit Walla Walla, The City of Walla Walla, The Courtyard by Marriott, The Marcus Whitman Hotel, The Power House Theater, Foundry Vineyards, Bacon & Eggs and the FVC Gallery, not to mention our ongoing support of the local chapter of the non-profit, The Red Badge Project, that serves veterans from College Place and throughout the valley.

7) Is this a ticketed event?

Yes

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

$40,000

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

- reduce or eliminate amount of funding for filmmaker transportation to Washington/Walla Walla
- reduce amount of filmmaker paid lodging in Walla Walla
- reduce or eliminate amount of juror transportation to Washington/Walla Walla
- reduce amount of advertising both in and outside of WA state
- reduce funding for filmmaker hospitality (Friday winery tours, Saturday night VIP gala, Sunday filmmakers' brunch, closing night party)
- reduce amount of Walla Walla-produced wine, food, and goods to be distributed to visiting filmmakers, VIPs, jurors, and award recipients

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

Ticket sales
Sponsorships
Ad sales
Submission fees
Merchandise sales

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: 375	☐ 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: 350	☐ 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: 350	☐ 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: 150	☐ 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: Thursday, October 24, 2024 by 4 P.M.
received at College Place City Hall or emailed to mgarcia@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
mgarcia@cpwa.us

College Place Lodging Tax Application

TIMELINE FOR 2024 (2023 BUDGET)

September 16	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 7	LTAC meeting to recommend applicants for 2024 funding
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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)
$14000	ticket sales	yes
$16000	sponsorships	yes
$2500	submission fees	yes
$2400	donations	no
$1000	ad sales	no
$500	merch sales	no

Expenses

Activity	Lodging Tax	Other Funds (total above)	Total
Personnel	0	2000	2000
Administration		5000	5000
Marketing/Promotion		5000	5000
Travel	4000	11000	15000
Consultants		3000	3000
Other (identify)		8000	
venue, F&B, tech, overhead	2000		10000
TOTAL			$40000

Application for City of College Place Lodging Tax Funds

Application Deadline: Thursday, October 24, 2024 by 4P.M.
received at College Place City Hal l or emailed to mgarcia@cpwa.us.
To be eligible for consideration, your complete proposal must be received by the deadline.

Amount of Lodging Tax Requested: $ 10,204

Organization/Agency Name: ArtWalla / CoWalla Creative District			
Federal Tax ID Number: 91-1575336			
Event or Activity Name (if applicable):			
Contact Name and Title: Tricia Harding, Treasurer, ArtWalla			
Mailing Address: PO Box 2192	City: Walla Walla	State: WA	Zip: 99362
Phone: 509-524-4496	Email Address: tricia.harding@artwalla.com		
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		

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

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- 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:** Treasurer, ArtWalla Board
Printed or Typed Name: Tricia Harding	**Date:** 10/24/2024

Application Questions

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

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

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

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

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

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

7) Is this a ticketed event?

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- Percent of increase over prior year College Place Lodging Tax funded proposals, if any.
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ATTACHMENT

Budget

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

Amount	Source	Confirmed (Yes or No)

Expenses

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

WASHINGTON
Secretary of State
Corporations & Charities Division

Filed
Secretary of State
State of Washington
Date Filed: 10/10/2024
Effective Date: 10/10/2024
UBI #: 601 423 170

Annual Report

BUSINESS INFORMATION

Business Name:
BLUE MOUNTAIN ARTS ALLIANCE

UBI Number:
601 423 170

Business Type:
WA NONPROFIT CORPORATION

Business Status:
ACTIVE

Principal Office Street Address:
130 E ROSE ST STE 102, WALLA WALLA, WA, 99362-2393, UNITED STATES

Principal Office Mailing Address:
PO BOX 2192, WALLA WALLA, WA, 99362-0192, UNITED STATES

Expiration Date:
11/30/2025

Jurisdiction:
UNITED STATES, WASHINGTON

Formation/Registration Date:
11/02/1992

Period of Duration:
PERPETUAL

Inactive Date:

Nature of Business:
CHARITABLE, SUPPORT AND GROW ARTS & CULTURE IN WALLA WALLA VALLEY

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: **91-1575336**

REGISTERED AGENT RCW 23.95.410

Registered Agent Name	Street Address	Mailing Address

TRICIA HARDING	185 BRYANT AVE, WALLA WALLA, WA, 99362-4137, UNITED STATES	185 BRYANT AVE, WALLA WALLA, WA, 99362-4137, UNITED STATES

PRINCIPAL OFFICE

Phone:
5035193812

Email:
TRICIA.HARDING@ARTWALLA.COM

Street Address:
130 E ROSE ST STE 102, WALLA WALLA, WA, 99362-2393, USA

Mailing Address:
PO BOX 2192, WALLA WALLA, WA, 99362-0192, USA

GOVERNORS

Title	Type	Entity Name	First Name	Last Name
GOVERNOR	INDIVIDUAL		SONJA	ROOTRIK
GOVERNOR	INDIVIDUAL		BRENDA	BERNARDS
GOVERNOR	ENTITY	BLUE MOUNTAIN ARTS ALLIANCE	TRICIA	HARDING

NATURE OF BUSINESS

- CHARITABLE
- SUPPORT AND GROW ARTS & CULTURE IN WALLA WALLA VALLEY

REPORTING CHANGES FOR THE CHARITABLE NONPROFIT CORPORATION

Does the Nonprofit Corporation meet exemptions of reporting as outlined in RCW 24.03A.075? **- Yes**

CONTROLLING INTEREST

1. Does this entity own (hold title) real property in Washington, such as land or buildings, including leasehold improvements?
- No
2. In the **past 12 months**, has there been a transfer of at least 16-2/3 percent of the ownership, stock, or other financial interest in the entity?
- No
   a. If "Yes", in the **past 36 months**, has there been a transfer of controlling interest (50 percent or greater) of the ownership, stock, or other financial interest in the entity?
- No
3. If you answered "Yes" to question 2a, has a controlling interest transfer return been filed with the Department of Revenue?
- No

You **must** submit a Controlling Interest Transfer Return form if you answered â€œyesâ€ to questions 1 **and** 2a.

Failure to report a Controlling Interest Transfer is subject to penalty provisions of RCW 82.45.220.

For more information on **Controlling Interest**, visit www.dor.wa.gov/REET.

RETURN ADDRESS FOR THIS FILING

Attention:
TRICIA HARDING
Email:
TRICIA.HARDING@ARTWALLA.COM
Address:
185 BRYANT AVE, WALLA WALLA, WA, 99362-4137, USA

UPLOAD ADDITIONAL DOCUMENTS

Do you have additional documents to upload? **- No**

AUTHORIZED PERSON

☑ I am an authorized person.

Person Type:
ENTITY

First Name:
TRICIA

Last Name:
HARDING

Entity Name:
BLUE MOUNTAIN ARTS ALLIANCE

Title:
TREASURER

☑ This document is hereby executed under penalty of law and is to the best of my knowledge, true and correct.

Fort Walla Walla Museum   2024 Operations Budget

	Income				
	External Support				
			Businesses & Corporations		27500
			AFD/Director's Circle		94500
			Individuals - Others		30000
			Foundation Grants		42200
			Government Grants		34400
			T/R N/A release for operating		83300
	Total External Support				**311900**
	Revenues				
			Admissions		95,000
			Museum in the Classroom		500
			Membership Dues		32000
			Government Lodging Tax Contracts		88000
			Endowment Support-Per Spending		67200
			Facilities Use		1000
			Store Sales		61200
			Interest Income		9900
			Miscellaneous Income		1000
	Total Revenues				**355800**
	Total Income				**667700**
	Expenses				
			Personnel		**421400**
			Occupancy Expenses		56200
			General Administrative Expenses		**76900**
			Program Expenses		**59400**
			Marketing & Publicity Expenses		**11600**
			Store Expenses		**33300**
	Total Expenses				**658800**
	Net Ordinary Income				**8900**

Internal Revenue Service

Date: November 20, 2007

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

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

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

Dear Sir or Madam:

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

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

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

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

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

Sincerely,

Michele M. Sullivan

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

Application for City of College Place Lodging Tax Funds

Application Deadline: Thursday, October 24, 2024 by 4P.M.
received at College Place City Hal l or emailed to mgarcia@cpwa.us.
To be eligible for consideration, your complete proposal must be received by the deadline.

Amount of Lodging Tax Requested: $_______________

Organization/Agency Name:			
Federal Tax ID Number:			
Event or Activity Name (if applicable):			
Contact Name and Title:			
Mailing Address:	City:	State:	Zip:
Phone:	Email Address:		
ELIGIBLE ENTITY ○ Public Agency ○ Non-Profit	ELIGIBLE ACTIVITY Check all that apply to this application ☐ Tourism promotion/marketing ☐ Operation of special event/festival designed to attract tourists ☐ Operation of a tourism-related facility owned or operated by a non-profit ☐ Operation and/or capital costs of a tourism-related facility owned by a municipality		

CERTIFICATION

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

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

Signature: James H. Payne	**Title:**
Printed or Typed Name:	**Date:**

Application Questions

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

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

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

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

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

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

7) Is this a ticketed event?

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

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

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

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

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

Description of Methods

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

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

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

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

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

Application Schedule

Application Deadline: Thursday, October 24, 2024 by 4 P.M.
received at College Place City Hall or emailed to mgarcia@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
mgarcia@cpwa.us

College Place Lodging Tax Application

TIMELINE FOR 2024 (2023 BUDGET)

September 16	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 7	LTAC meeting to recommend applicants for 2024 funding
November 12	City Council discussion
November 26	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)

Expenses

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