

Thursday, November 6, 2025

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

3:30 PM

Agenda: <https://go.boarddocs.com/wa/cocp/Board.nsf/goto?open&id=DKCPU86644F3>

Meeting may be viewed at:

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

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

Zoom Attendee Link: <https://us06web.zoom.us/j/84056395869>

Or you may call this number to listen: 1-669-900-9128 ID#840 5639 5869

Phone controls: *6 - toggle mute/un-mute and *9 - raise hand

1. Opening Items

Subject :	1.01 Call To Order
Meeting :	Nov 6, 2025 - Lodging Tax Advisory Commission Meeting Agenda - Hybrid (In-Person & Online)
Category :	1. Opening Items
Access :	Public
Type :	Procedural

Public Content

The Chair will call the meeting to order.

Subject :	1.02 Roll Call
Meeting :	Nov 6, 2025 - Lodging Tax Advisory Commission Meeting Agenda - Hybrid (In-Person & Online)
Category :	1. Opening Items
Access :	Public
Type :	Information

Public Content

LTAC Members:

Position #1 - Monica Boyle, City Council Member (Chair) - term expires 12/31/2025

Position #2 - Steve Owens, Columbia Rea - term expires 12/31/2025

Position #3 - Groover Snell, Fort Walla Walla Museum - term expires 12/31/2025

Position #4 - Anne Marie Bauman - term expires 12/31/2025

Position #5 - Michael Laizure - term expires 12/31/2025

Support Staff:

Maryelizabeth Garcia - City Clerk

Subject :	1.03 Public Comment
Meeting :	Nov 6, 2025 - Lodging Tax Advisory Commission

Meeting Agenda - Hybrid (In-Person & Online)

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 6, 2025
Meeting :	Nov 6, 2025 - Lodging Tax Advisory Commission Meeting Agenda - Hybrid (In-Person & Online)
Category :	2. Consent Agenda
Access :	Public
Type :	Action (Consent)
Subject :	2.02 Approve Minutes from August 7, 2025
Meeting :	Nov 6, 2025 - Lodging Tax Advisory Commission Meeting Agenda - Hybrid (In-Person & Online)
Category :	2. Consent Agenda
Access :	Public
Type :	Action (Consent), Minutes
Recommended Action :	Motion to approve the minutes from August 7, 2025.
Minutes :	View Minutes for Aug 7, 2025 - Lodging Tax Advisory Commission Meeting Agenda - H

File Attachments

[8-7-2025 LTAC Meeting Minutes.pdf \(697 KB\)](#)

Subject :	2.03 Retroactively excusing the Absence of Commission
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	Member Laizure from the August 7, 2025 Meeting
Meeting :	Nov 6, 2025 - Lodging Tax Advisory Commission Meeting Agenda - Hybrid (In-Person & Online)
Category :	2. Consent Agenda
Access :	Public
Type :	Action (Consent)
Recommended Action :	Motion to excuse the absence of Commission Member Laizure from the August 7, 2025 Commission Meeting.
Subject :	2.04 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 6, 2025 - Lodging Tax Advisory Commission Meeting Agenda - Hybrid (In-Person & Online)
Category :	2. Consent Agenda
Access :	Public
Type :	Action (Consent)
Recommended Action :	Motion to approve the consent agenda.

3. Reports

Subject :	3.01 2025 Walla Walla Movie Crush Report
Meeting :	Nov 6, 2025 - Lodging Tax Advisory Commission Meeting Agenda - Hybrid (In-Person & Online)
Category :	3. Reports
Access :	Public
Type :	Discussion, Information

Public Content

See Attached.

File Attachments

[Movie Crush YAMAS - GREEK EATERY__Online Receipt \(1\).pdf \(206 KB\)](#)
[Movie Crush Farris Engraving Receipt.pdf \(50 KB\)](#)

[Movie Crush Invoice Exhibit 4.pdf \(275 KB\)](#)

Subject :	3.02 2025 Power House Theatre Report
Meeting :	Nov 6, 2025 - Lodging Tax Advisory Commission Meeting Agenda - Hybrid (In-Person & Online)
Category :	3. Reports
Access :	Public
Type :	Discussion, Information

Public Content

See Attached.

File Attachments

[2025 City of College Place LTAC Wrap-Up Report_FINAL.pdf \(436 KB\)](#)
[2025 Exhibit 2_Power House Theatre.pdf \(304 KB\)](#)
[2025 List of Invoices & Receipts for reimbursement.pdf \(42 KB\)](#)
[2025 LTAC Acknowledgement Example on emails.png \(584 KB\)](#)
[2025 LTAC Acknowledgement Example on website.png \(371 KB\)](#)
[2025_Exhibit_4_LTAC_Invoice_Form_from Power House Theatre_SIGNED.pdf \(1,354 KB\)](#)
[Copies of invoices for City of CP LTAC reimbursement.pdf \(2,878 KB\)](#)
[Entertainer Aug 25.pdf \(4,073 KB\)](#)

Subject :	3.03 2025 Visit Walla Walla Report
Meeting :	Nov 6, 2025 - Lodging Tax Advisory Commission Meeting Agenda - Hybrid (In-Person & Online)
Category :	3. Reports
Access :	Public
Type :	Discussion, Information

Public Content

See Attached.

File Attachments

[VisitWallaWalla College Place LTAC 2025.pdf \(3,749 KB\)](#)

Subject :	3.04 2025 Little Theatre of Walla Walla Report
Meeting :	Nov 6, 2025 - Lodging Tax Advisory Commission Meeting Agenda - Hybrid (In-Person & Online)
Category :	3. Reports
Access :	Public
Type :	Discussion, Information

Public Content

See Attached.

File Attachments

[CoCP Reimbursement - Pt 1.pdf \(246 KB\)](#)
[Thread Theory 2.pdf \(536 KB\)](#)
[Thread Theory 1.pdf \(537 KB\)](#)
[doc00019320251003154754.pdf \(391 KB\)](#)

Subject :	3.05 2025 College Place Freedom Festival Report
Meeting :	Nov 6, 2025 - Lodging Tax Advisory Commission Meeting Agenda - Hybrid (In-Person & Online)
Category :	3. Reports
Access :	Public
Type :	Discussion, Information

Public Content

Historical Perspective:

College Place Freedom Festival is an annual event that was started in 2018 and has run fairly consistently over the years since then, except for a few years' recession due to the COVID 19 Pandemic. Freedom Festival appears to have always featured live music, vendors, and a fireworks show sponsored by Columbia REA.

Information for Consideration:

This year, Deputy City Clerk Beardemphl and City Clerk Garcia decided to deviate from previous years vendors which were mostly informational and/or political. We had 30 vendors this year including more than 25 were retail and food vendors. This year, Paris Olympics Silver Medalist Kenneth Rooks attended the event and made an official appearance. Mr. Rooks received a warm welcome and Key to the City from Mayor Hernández, did a Community Q&A, signed autographs and did photos in front of the backdrop we made for him, and ran a few laps around the track with a group of inspired people.

File Attachments

[2025 Freedom Festival Kenneth Rooks Announcement.png \(2.577 KB\)](#)
[Freedom Fest Flyer.png \(2.246 KB\)](#)
[Press Release - Silver Medal Olympian Kenneth Rooks to Appear at Freedom Fest.pdf \(164 KB\)](#)
[1.jpg \(92 KB\)](#)
[2.jpg \(325 KB\)](#)
[3.jpg \(291 KB\)](#)
[4.jpg \(425 KB\)](#)
[5.jpg \(389 KB\)](#)
[6.jpg \(338 KB\)](#)
[7.jpg \(541 KB\)](#)
[8.jpg \(409 KB\)](#)

[9.jpg \(363 KB\)](#)
[10.jpg \(466 KB\)](#)
[11.jpg \(256 KB\)](#)
[12.jpg \(291 KB\)](#)
[13.jpg \(320 KB\)](#)
[14.jpg \(291 KB\)](#)
[15.jpg \(410 KB\)](#)

Subject : 3.06 Updated 2026 Application Documents - Ms. Garcia
Meeting : Nov 6, 2025 - Lodging Tax Advisory Commission
Meeting Agenda - Hybrid (In-Person & Online)
Category : 3. Reports
Access : Public
Type : Discussion, Information

Public Content

Historical Perspective:

Every year, the LTAC reviews College Place Lodging Tax Grant application materials including the current year's Application, Award Contract, and Invoice Form.

Information for Consideration:

At the August 7, 2025 LTAC meeting, commission members requested the following amendments be made to the FY 2026 application materials:
Removing from all application documents all language requiring an oral presentation and instead encouraging an optional oral presentation,
Removing from all application documents mentions of any reporting requirement deadline in September,
Adding in the award contract "If a funded agency would like to give a presentation to City Council, please make arrangements with the Clerk,"
Adding to application question #6 "If yes, describe the collaboration with local organizations or businesses," and
Removing the redundant information in the Reporting Requirements from page six of the Application document.
City Clerk Garcia has made the requested changes and attached them below for Commission review.

File Attachments

[2025 Application for City of College Place Lodging Tax Funds_Fillable.pdf \(1,736 KB\)](#)
[2025_College-Place_AwardContract-Final.pdf \(1,217 KB\)](#)
[2025_Exhibit_4_LTAC_Invoice_Form_Fillable.pdf \(264 KB\)](#)

Subject : 3.07 Request for Proposals Report
Meeting : Nov 6, 2025 - Lodging Tax Advisory Commission
Meeting Agenda - Hybrid (In-Person & Online)
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 16, 2025 and October 14, 2025. 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, August 25, 2025 along with the 2025 Application for Lodging Tax Funds.

File Attachments

[City of CP Lodging Tax RFP Notice-2025BudgetYear.pdf \(210 KB\)](#)

[2025_RFP_Order_confirmation.pdf \(1.121 KB\)](#)

[2025_RFP_Distribution_List.pdf \(93 KB\)](#)

Subject :	3.08 Lodging Tax Funds Report
Meeting :	Nov 6, 2025 - Lodging Tax Advisory Commission Meeting Agenda - Hybrid (In-Person & Online)
Category :	3. Reports
Access :	Public
Type :	Information

Public Content

The attached reports show the total projected funds received for Lodging Tax during 2025 with estimates for final year totals.

Fund 130 - Hotel/Motel Tax

	<u>Revenue</u>
\$114,954	2025 Starting Balance
	2025 Revenue (Jan-Sept)
\$ 39,669	
	<u>2025 Revenue Forecast (Oct-Dec)</u>
\$ 14,219	
\$ 168,843	Total Available for 2025 Expenditure
	<u>Expenses</u>
\$ 42,849	Year-To-Date Expenses
	Remaining 2025 Grant Reimbursements
	<u>(still need to be paid out)</u>
\$ 30,000	
\$ 72,849	Estimated Total 2025 Expenses
\$ 95,994	Est Ending 2025 FundBalance
	-20% Reserve
\$ 76,795	Amount Available for 2026 Funding

4. Grant Applications

Subject :	4.01 City of College Place Freedom Festival Application
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Meeting : Nov 6, 2025 - Lodging Tax Advisory Commission Meeting Agenda - Hybrid (In-Person & Online)

Category : 4. Grant Applications

Access : Public

Type : Discussion, Information

Public Content

See attached.

File Attachments

[2025 Application for City of College Place Lodging Tax Funds - Freedom Festival Final.pdf \(419 KB\)](#)

Subject : 4.02 City of College Place Event Marketing Application

Meeting : Nov 6, 2025 - Lodging Tax Advisory Commission Meeting Agenda - Hybrid (In-Person & Online)

Category : 4. Grant Applications

Access : Public

Type : Discussion, Information

Public Content

See attached.

File Attachments

[2025 Application for City of College Place Lodging Tax Funds - Event Marketing 2.pdf \(430 KB\)](#)

Subject : 4.03 Fort Walla Walla Museum Application

Meeting : Nov 6, 2025 - Lodging Tax Advisory Commission Meeting Agenda - Hybrid (In-Person & Online)

Category : 4. Grant Applications

Access : Public

Type : Discussion, Information

Public Content

See attached.

File Attachments

[2025 Application for City of College Place Lodging Tax Funds_Fillable.pdf \(1,368 KB\)](#)

[2025 Budget.pdf \(111 KB\)](#)

[501\(c\)\(3\) determination letter copy.pdf \(355 KB\)](#)

Subject :	4.04 Power House Theatre Application
Meeting :	Nov 6, 2025 - Lodging Tax Advisory Commission Meeting Agenda - Hybrid (In-Person & Online)
Category :	4. Grant Applications
Access :	Public
Type :	Discussion, Information

Public Content

See attached.

File Attachments

[2025 Application for City of College Place Lodging Tax Funds from Power House Theatre Walla Walla packet.pdf \(1.795 KB\)](#)

Subject :	4.05 Visit Walla Walla Application
Meeting :	Nov 6, 2025 - Lodging Tax Advisory Commission Meeting Agenda - Hybrid (In-Person & Online)
Category :	4. Grant Applications
Access :	Public
Type :	Discussion, Information

Public Content

See attached.

File Attachments

[2025 Application for City of College Place Lodging Tax Funds_ Visit Walla Walla.pdf \(1.280 KB\)](#)

Subject :	4.06 Downtown College Place Association Application
Meeting :	Nov 6, 2025 - Lodging Tax Advisory Commission Meeting Agenda - Hybrid (In-Person & Online)
Category :	4. Grant Applications
Access :	Public
Type :	Discussion, Information

Public Content

See attached.

File Attachments

[2025 Application for City of College Place Lodging Tax Funds - DCPA General Operating Support.pdf \(547 KB\)](#)
[501\(c\)3 Letter DCPA.pdf \(62 KB\)](#)

Subject :	4.07 City of College Place 2026 Fall Festival Application
Meeting :	Nov 6, 2025 - Lodging Tax Advisory Commission Meeting Agenda - Hybrid (In-Person & Online)
Category :	4. Grant Applications
Access :	Public
Type :	Discussion, Information

Public Content

See attached.

File Attachments

[ToT 26 LTAC Application.pdf \(1,890 KB\)](#)

Subject :	4.08 Walla Walla Movie Crush Application
Meeting :	Nov 6, 2025 - Lodging Tax Advisory Commission Meeting Agenda - Hybrid (In-Person & Online)
Category :	4. Grant Applications
Access :	Public
Type :	Information

Public Content

See Attached.

File Attachments

[2025 Application for City of College Place Lodging Tax Funds_WW Movie Crush.pdf \(1,039 KB\)](#)
[WW Movie Crush signed front page.pdf \(70 KB\)](#)

5. Action Items

Subject :	5.01 FY 2026 Funding Recommendations to City Council
Meeting :	Nov 6, 2025 - Lodging Tax Advisory Commission Meeting Agenda - Hybrid (In-Person & Online)
Category :	5. Action Items
Access :	Public
Type :	Action, Information
Recommended Action :	Motion to recommend College Place City Council approves awarding Fiscal Year 2026 Lodging Tax funding as follows: Award \$XXXX to XXXX Organization, Award \$XXXX to

XXXX Organization, Award \$XXXX to XXXX Organization, Award \$XXXX to XXXX Organization, and Award \$XXXX to XXXX Organization.

Public Content

Make a motion to recommend funding as Commission decides.

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:

Eight proposals were received:

- City of College Place in the amount of \$18,000 for the College Place Freedom Festival event for marketing/promotion, promotional items, and live entertainment.
- City of College Place in the amount of \$9,000 for Community Event Marketing.
- Fort Walla Walla Museum in the amount of \$7,000 for General Operating Support.
- Power House Theatre in the amount of \$15,500 for General Operating Support.
- Visit Walla Walla in the amount of \$15,000 for the Visit Walla Walla 2026 Strategic Marketing Budget.
- Downtown College Place Association in the amount of \$30,000 for General Operating Support.
- City of College Place in the amount of \$3,800 for 2026 College Place Fall Festival (Halloween Event).
- Walla Walla Movie Crush in the amount of \$10,000 in general operating support for the 10th Annual Walla Walla Movie Crush event.

The total of all eight requests is \$108,300.

Fund 130 - Hotel/Motel Tax Estimated 2026 Available Funds: \$76,795

File Attachments

[2025_RFP_Order_confirmation.pdf \(1.121 KB\)](#)

6. Closing Items

Subject :	6.01 Conclude - Motion to conclude the meeting.
Meeting :	Nov 6, 2025 - Lodging Tax Advisory Commission Meeting Agenda - Hybrid (In-Person & Online)
Category :	6. Closing Items
Access :	Public
Type :	Procedural

Lodging Tax Advisory Commission Meeting Agenda - Hybrid (In-Person & Electronic) (Thursday, August 7, 2025)

Generated by Maryelizabeth Garcia on Tuesday, July 29, 2025

1. Opening Items

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

Procedural: 1.02 Roll Call

Present:

LTAC Members

Monica Boyle, Chair;
Groover Snell;
Anne-Marie Baumann;

Staff

Maryelizabeth Garcia, City Clerk

Absent:

Steve Owens; Michael Laizure

Procedural: 1.03 Public Comment - None

2. Consent Agenda

Action (Consent): 2.01 Approve Agenda for August 7, 2025

Action (Consent), Minutes: 2.02 Approve Minutes from November 7, 2024

Action (Consent), Minutes: 2.03 Excusing the Absence of Commission Member Owens

Action (Consent): 2.04 Approve Consent Agenda - Our adopted rules of Parliamentary Procedure, The Standard Code of Parliamentary Procedure, provide for a consent agenda listing several items for approval of the Lodging Tax Commission by a single motion. Most of the items listed under the consent agenda have gone through previous review either at a workshop, or by subcommittee review and recommendation. Documentation concerning these items has been provided to all Planning Commission and the public in advance to assure an extensive and thorough review. Items may be removed from the consent agenda at the request of any Lodging Tax Advisory Commission member.

Commission Member Snell made a motion to approve the consent agenda. Second by Member Baumann and the motion passed 3-0.

3. Reports

Information: 3.01 Early Estimates of Funding Availability for 2025 Budget

Chair Boyle reviewed estimates for funding this year.

Discussion, Information: 3.02 Freedom Festival Report - Ms. Garcia

City Clerk Garcia reviewed the reported outcomes from 2025 Freedom Festival.

4. Action Agenda

Action: 4.01 2026 Budget Application Documents and Timeline Development

Chair Boyle reviewed the proposed timeline and application documents. The Commission agreed to have award recipients present to LTAC the following year.

Discussion ensued.

Commission Member Baumann made a motion to approve the proposed timeline and 2026 application as amended with the proposed changes: removing from all application documents all language requiring an oral presentation and instead encouraging an optional oral presentation, removing from all application documents mentions of any reporting requirement deadline in September, Adding in the award contract "If a funded agency would like to give a presentation to City Council, please make arrangements with the Clerk," and adding to application question #6 "If yes, describe the collaboration with local organizations or businesses," and removing the second paragraph from page six of the Application document. Second by Member Snell and the motion passed 3-0.

Action: 4.02 Language of Request for Proposals and Advertisement Plan

Chair Boyle reviewed the proposed Request for Proposals and Advertisement Plan as presented. Commission Member Snell discussed recent staff changes at Fort Walla Walla Museum and provided a generic email address to email RFP documents.

Discussion ensued.

Commission Member Snell made a motion to approve the proposed RFP advertisement locations and language. Second by Member Baumann and the motion passed 3-0.

5. Closing Items

Procedural: 5.01 Conclude - Motion to conclude the meeting.

Commission Member Snell made a motion to conclude the meeting at 4:12 PM. Second by Member Baumann, 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 August 7, 2025. Further detail may be obtained by reviewing the actual audio recording made during this session.



YAMAS - GREEK EATERY

[7 SOUTH 1ST AVENUE](#)
[WALLA WALLA, WA 99362](#)
[+1 509-876-2200](#)
[yamasgreekeats.com](#)

Movie Crush 2025 \$1,200.00

Subtotal \$1,200.00

Sales Tax 8.90% \$106.80

Total \$ 1,306⁸⁰

PAYMENT ID: 4V1JQ3AX8WKTP

[Hide Details](#)

Card: MASTERCARD 8704
July 12, 2025
Method: INTERNET TRANSACTION
Auth ID: 129863
Reference ID: 519300500286
Authorizing Network: MASTERCARD

DATE	MASTERCARD
July 12, 2025 9:35 am	 8704

View the Privacy Policies for
[Clover](#)



INVOICE



Farris Engraving
paul@farrisengraving.com

Invoice No#: 1745
Invoice Date: Jul 7, 2025
Due Date: Jul 7, 2025



PAID

\$0.00

AMOUNT DUE

BILL TO
na***@wallawallamoviecrush.com

#	ITEMS & DESCRIPTION	QTY/HRS	PRICE	AMOUNT(\$)
1	WW Movie Crush Medallions 8 x \$158.00 WWC 8.9% (\$112.50) 8 regular awards, deadline July 13 mid day!	8	\$158.00	\$1,264.00
2	WW Movie Crush Short Order Medallion 1 x \$158.00 WWC 8.9% (\$14.06) Audience Choice	1	\$158.00	\$158.00
Subtotal				\$1,422.00
Tax WWC (8.9%)				\$126.56
TOTAL			\$1,548.56 USD	
Amount paid				\$1,548.56
AMOUNT DUE				\$0.00 USD

LTAC Grant
Reimbursement
Form 2025



City of College Place
INVOICE VOUCHER

AGENCY NAME
CITY OF COLLEGE PLACE
VENDOR OR CLAIMANT (Warrant is to be payable to)
Entity Name: Walla Walla Movie Crush Address: 9316 28th Ave NW City, State, & Zip Code: Seattle, WA 98117

	AGENCY USE ONLY	
Vendor No.		Grant/Job Code

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

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

BY:

Nancy Dragun, Executive Director9/1/25

Name & TitleDate

Reporting Period			Received By:		Date Received
Reporting Period Date RangeJuly - September 2025					
Date	DESCRIPTION	Budget	Previously Requested	Amount of this invoice	Award Remaining
		\$ -	\$ -	\$ -	\$ -
7/12/2025	Event catering, Yamas Greek Eatery		\$6000.00	\$1306.80	\$4693.20
7/7/2025	Award medallions, Farris Engraving			\$1548.56	\$3144.64
9/2/2025	Rental & staffing, Gesa Power House Theater			\$3331.00	\$0
Totals		\$ -	\$ -	\$ -	\$ -

August 27, 2025

City of College Place
Attn: Maryelizabeth Garcia, City Clerk
625 S College Avenue
College Place, WA 99324

Dear Maryelizabeth:

This letter is to fulfill the reporting requirement for the LTAC funding from the 2025 Budget Year approved by the City of College Place's Lodging Tax Advisory Commission.

Per the confirmation of funding received in February 2025, Power House Theatre Walla Walla spent \$15,500.00 on tourism promotion including our marketing and advertising efforts intended to bring people to the Walla Walla Valley. See below for a summary of expenditures totaling \$15,500.00 (see attached for copies of the receipts and invoices):

Out-of-area bridal shows Portland & Tri-Cities: \$1,648.33

Walla Walla arts commercial filming & post-production/editing: \$1,600.00

Marketing contractor time for social media & video content creation: \$8,105.92

Print ad in The Entertainer: \$529.00

Print & digital ads in Union Bulletin: \$1,040.00

Print & digital ads in Tri-City Herald: \$2,043.00

Print ad in the rodeo program for the 2025 Fair & Frontier Days: \$500.00

Website contractor for web support of theater website: \$33.75

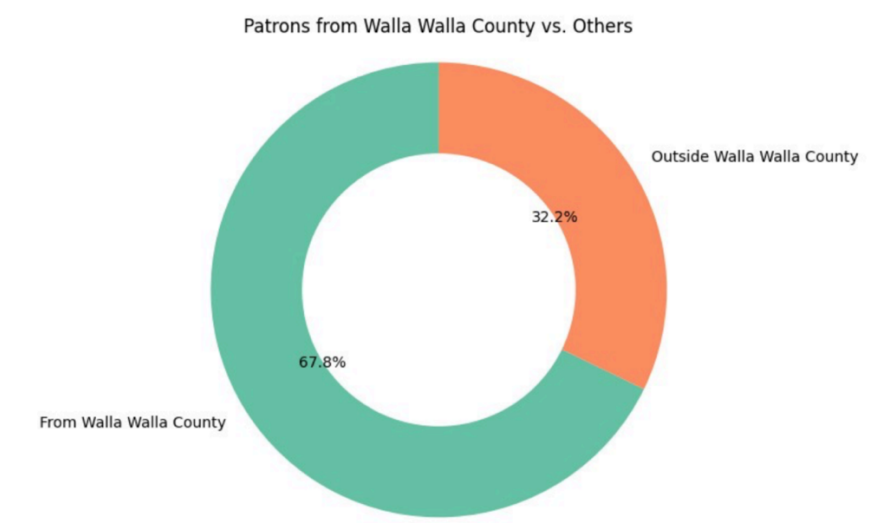
Total: \$15,500.00

Thanks to the LTAC grant from the City of College Place, our 2025 season included a robust continuation of expanded out-of-area marketing efforts. Your generous support ensured continued tourism to our area as we presented 100+ shows and events at our theater that complimented the wine tourism industry in our region.

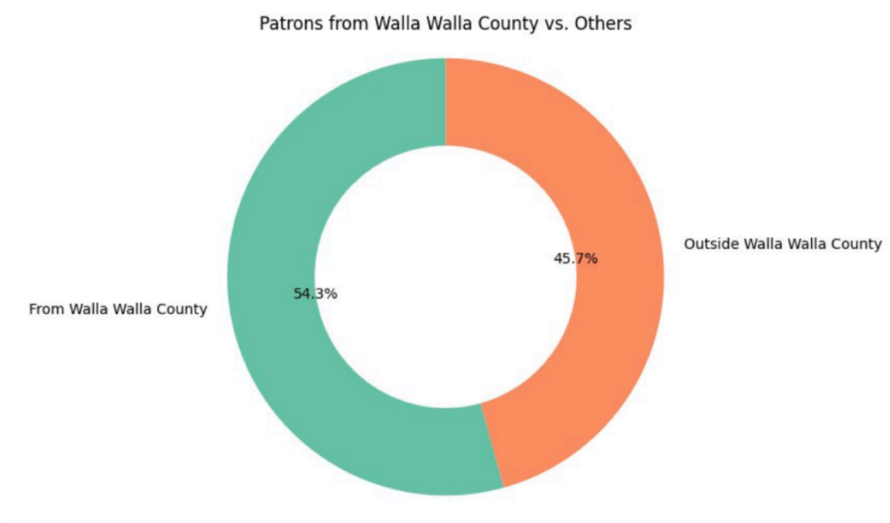
Data from the Arts & Economic Prosperity 5 Calculator estimates that our theater's economic impact supports 40 full-time jobs, creates \$1.3M in expenditures, generates \$51k for local and \$71k for state governments, and adds \$830k to local household incomes. Additionally, the Americans for the Arts study estimates that a typical theatre patron spends \$31.47 in addition to their event admission for a show, further supporting tourism and spending in our area.

A spotlight on the significant impact of this support on our marketing efforts can be seen from the examples included below of several well-attended concerts hosted at our theater in during the shoulder season for tourism that attracted a high percentage of out-of-town visitors:

Patron attendance breakdown based on zip code data from ticket sales from International Guitar Night concert in February 2025:



Patron attendance breakdown based on zip code data from ticket sales from Skerryvore concert in March 2025:



Below is a year-over-year comparison of theater patron data as of 7/31/25:

Patron Demographics	Pre-pandemic average	2021	2022	2023	2024	2025
Attending from 45+ miles away:	13%	19%	18%	25%	19%	18% (as of 7/31/25)
Attending from out of state:	10%	6%	12%	11%	10%	9% (as of 7/31/25)

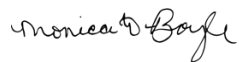
As of 7/31/25 additional key marketing statistics for 2025 also include:

- We have already welcomed more than 670 out-of-area visitors to our theater from 25 different states (i.e. Alaska, Arizona, California, Colorado, Florida, Georgia, Hawaii, Idaho, Illinois, Kansas, Kentucky, Maryland, Michigan, Montana, Nevada, New York, Ohio, Oregon, Pennsylvania, South Carolina, South Dakota, Texas, Utah, Virginia, Wyoming) plus an additional 23 international guests from countries including Canada and Australia.
- There are more than 50 additional events & shows that will take place at our theater this year and we estimate that our theater will be in use for more than 140 days out of the year hosting a wide variety of different events, performances, meetings, and/or rehearsals, attracting tourists to visit & stay overnight in our community.
- Our theater and on-going events were also featured in 2 different SEA-TAC airport ads for more than 6 months in 2025, with an estimate of 142.4M annual impressions.
- To date, the theater website has had more than 101,000 views according to Google Analytics, and we estimate that the website traffic will well exceed last year's number of annual webpage visitors of 120k+.
- Our Google ads promoting the theater and the Walla Walla Valley have received more than 55,900 impressions with a value of \$20,200 of ad spend received through a Google ads grant we received in 2025.

The City of College Place was recognized throughout the year for this generous LTAC support on our website and via our event marketing emails sent to our more than 12k subscribers (see attached for examples).

On behalf of the theater team, thank you for empowering the arts in our community.

With gratitude,



Monica H. Boyle
Executive Director

Exhibit 2
Final Report on Numbers of Visitors and Paid Room Nights

Actual (or Estimated)

Total Overall Attendance	7,999 as of 7/31/25
Select the method used to determine the attendance from the chart below. **	Direct Count & Structured Estimate

Attendees who traveled 50 miles or more to attend

Total	1,452 as of 7/31/25
Of total, attendees who traveled from another state or country	753 from a different state; 23 international
Select the method used to determine the attendance from the chart below. **	Direct Count & Structured Estimate

Attendees who stayed overnight

Paid Lodging Nights*	1,016 (70% of attendees 50+ miles away as of 7/31/25)
*one lodging night = one or more persons occupying one room for one night	
Select the method used to determine the attendance from the chart below. **	Structured Estimate

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

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

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

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

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

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

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

Other: (please describe)

**Exhibit 2–
Continued
Use of
Funds**

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

CATEGORY	LTAC AMOUNT RECEIVED	ENTITY MATCH*	TOTAL*
To be filled out by Entity: Power House Theatre Walla Walla			
Tourism promotion/marketing	\$ 15,500	\$ 21,530.62	\$ 37,030.62
Special event/festival(s)	\$	\$	\$
Operation/capital costs of tourism-related facility(ies)	\$	\$	\$
TOTALS	\$ 15,500	\$ 21,530.62	\$ 37,030.62

Please describe how funds received under this Agreement were used:

List of invoices/receipts from Power House Theatre Walla Walla

Ad Placement	Promoting	start date	end date	Cost	Invoice #
Bridal show table supplies	Out-of-area bridal shows: Tri-Cities	1/12/25	1/12/25	\$ 13.94	n/a
Bridal show staff time to attend	Out-of-area bridal shows: Tri-Cities	1/12/25	1/12/25	\$ 238.39	n/a
Bridal expo registration	Out-of-area bridal shows: Portland	3/27/25	3/27/25	\$ 1,396.00	n/a
Entertainer - August	Jason Lyle Black	8/1/25	8/31/25	\$ 529.00	2676
Tri-City Herald print & digital	Jen Kober	2/4/25	2/14/25	\$ 843.00	1225471
Tri-City Herald digital ads	Anthony Nunziata	3/18/25	3/18/25	\$ 1,200.00	1225693
Thread Theory Production Company	Walla Walla arts commercial	2/17/25	2/17/25	\$ 1,600.00	5
Thread Theory Production Company	February social media & marketing design, support	2/15/25	3/15/25	\$ 4,500.00	9
Thread Theory Production Company	April social media & marketing design, support	4/15/25	5/15/25	\$ 2,122.90	34
Thread Theory Production Company	June social media & marketing design, support	6/15/25	7/15/25	\$ 1,483.02	94
UB Hotel Wrap	General ad for GPHT	4/30/24	12/31/24	\$ 500.00	71211
UB Digital ads	General ad for GPHT	6/1/25	6/30/25	\$ 540.00	73848
Website consultant	Web support for theater website	1/23/25	1/23/25	\$ 33.75	1122
WW Fair & Frontier Days Rodeo Printed Program	Jimmie Allen	8/27/25	8/31/25	\$ 500.00	2543
2025 Total for City of College Place:				\$ 15,500.00	



WILD RUMOURS

—A FLEETWOOD MAC BAND EXPERIENCE—

Friday, September 5 at 7PM

Centered around the concept of performing entire albums, faithfully and in sequence. The core of a Wild Rumours show features all the classic material from both the 1975 Fleetwood Mac and 1978 Rumours albums, along with other hit songs from the FM catalog. Wild Rumours focuses on the apex Buckingham-Nicks era material, creating an authentic concert experience with dramatic crescendos and moments of quiet intimacy. The band, comprised of an all-star cast of Seattle-based musicians, takes liberty with the material, adding their personal stamp on some of the greatest pop music ever created.

[Buy Tickets](#)

— Gesa —

POWER HOUSE THEATRE

SEASON SPONSORS



COLDWELL BANKER
WALLA WALLA



Gesa

F O U N D R Y
V I N E Y A R D S



PACIFIC POWER



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Honda of Walla Walla



UMPQUA BANK



MARGARITA



NORTHWEST
PUBLIC BROADCASTING



Columbia REA



THE MARCUS WHITMAN



ERITAGE
RESORT

*Inquisi***Tours**

Additional support provided by:



City of
Walla
Walla



*Each Coldwell Banker Office is independently owned and operated.



DONATE

EVENTS

JOIN

Season Sponsors



COLDWELL BANKER
WALLA WALLA



UMPQUA BANK



Columbia REA



InquisiTours



COURTYARD
BY MARRIOTT

Additional support provided by

Walla Walla County, Port of Walla Walla, City of Walla Walla, City of College Place

*Each Coldwell Banker Office is Independently Owned and Operated

Gesa Power House Theatre
111 North 6th Avenue
Walla Walla, WA 99362

(509) 529-6500
Contact Us

Join Our Mailing List

Email Address:

First Name:



LTAC Grant
Reimbursement
Form 2025



City of College Place
INVOICE VOUCHER

AGENCY NAME

CITY OF COLLEGE PLACE

VENDOR OR CLAIMANT (Warrant is to be payable to)

Entity Name: Power House Theatre Walla Walla
Address: 111 N 6th Ave
City, State, & Zip Code: Walla Walla, WA 99362

AGENCY USE ONLY	
Vendor No.	Grant/Job Code

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

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

BY:

Kim Kelly 8-21-2025
Name & Title Date

Reporting Period

Reporting Period Date Range January 1, 2025 - July 31, 2025

Received By:

Date Received

Date	DESCRIPTION	Budget	Previously Requested	Amount of this invoice	Award Remaining
1/1/25-12/31/25	See attached for details	\$ 15,500.00 -	\$ 0.00 -	\$ 15,500.00 -	\$ 0.00 -
Totals		\$ 15,500.00 -	\$ 0.00 -	\$ 15,500.00 -	\$ 0.00 -

\$13.94 from this receipt requested for reimbursement for bridal show table supplies

You could win a \$1000 GiftCard!
Visit survey.walmart.com/#7VMZRV15LNX5
For more details, see back of receipt.



WM Supercenter
509-543-7934 Mgr. AURELIO
4820 N ROAD 68
PASCO WA 99301
ST# 03380 OP# 009001 TE# 01 TR# 03087

ITEMS SOLD 3
TC# 4595 5231 1911 8725 3919



SMARTIES	011206044200 F	3.97 N
MXD CHSGR VB	040000605190 F	9.97 N
12FT STRING	883652912310	14.97 X

	SUBTOTAL	28.91
TAX1	8.9000 %	1.33
	TOTAL	30.24
	VISA TEND	30.24
	CHANGE DUE	0.00

VISA CREDIT- 4744 I 2 APPR#42687G
30.24 TOTAL PURCHASE
REF # 501217068564
TRANS ID - 465012657132490
VALIDATION - RCN4
PAYMENT SERVICE - E
AID A0000000031010
TERMINAL # 19048413
*No Signature Required
01/12/25 10:15:13



Get free delivery
from this store
with Walmart+

Scan for 30-day free trial.

Low prices You Can Trust. Every Day.
01/12/25 10:15:19

*\$238.39 requested for reimbursement from staff time at out of area wedding expo

Alerionna Roberg Timecard

<u>Day of week</u>	<u>Date</u>	<u>Time In</u>	<u>Time Out</u>	<u>Total Time</u>	<u>Event</u>	<u>Task</u>	<u>PHT Production / Rental / Admin/Volunteers</u>
Wednesday	1/1/25	9:00 AM	5:00 PM	8:00	Holiday	New Years Day	Holiday
Thursday	1/2/25	9:00 AM	4:00 PM	7:00		Admin	Admin
Friday	1/3/25	11:00 AM	4:00 PM	5:00		Admin	Admin
Tuesday	1/7/25	11:00 AM	4:00 PM	5:00		Admin	Admin
Tuesday	1/7/25	4:15 PM	6:00 PM	1:45		Volunteer Orientation	Volunteers
Wednesday	1/8/25	9:30 AM	4:30 PM	7:00		Admin	Admin
Thursday	1/9/25	9:00 AM	4:00 PM	7:00		Admin	Admin
Friday	1/10/25	7:30 AM	12:00 PM	4:30		Admin/Bridal Fair Prep	Admin
Friday	1/10/25	2:15 PM	4:30 PM	2:15		Admin	Admin
Sunday	1/12/25	8:30 AM	5:30 PM	9:00	Bridal Fair	Pasco Bridal Expo	PHT Production
Tuesday	1/14/25	9:45 AM	3:00 PM	5:15		Admin	Admin
Tuesday	1/14/25	4:00 PM	5:30 PM	1:30		Admin	Admin
Wednesday	1/15/25	10:00 AM	1:00 PM	3:00		Admin	Admin
Wednesday	1/15/25	2:00 PM	4:30 PM	2:30	KYP	Setup	PHT Production
Wednesday	1/15/25	6:00 PM	9:30 PM	3:30	KYP	Know Your Place	PHT Production
				0:00			
				72:15	TOTAL		
				8:00	Holiday		9:00 Bridal Fair
				1:45	Volunteers		6:00 KYP
				47:30	Admin		
				15:00	PHT Production		
				72:15			

Thank you for your payment. A receipt has been emailed to you. You can also print a receipt.

Company Information

Company Name:	Gesa Power House Theatre
Company Address:	111 N 6th Ave
Company City:	Walla Walla
Company State:	Washington
Company Zip Code:	99362
First Name:	Monica
Last Name:	Boyle
Email:	monica@phtww.org
Phone:	(509) 529-6500

Billing Information

Billing Name:	Gesa Power House Theatre
Billing Address:	111 N 6th Ave
Billing City:	Walla Walla
Billing State:	Washington
Billing Zip Code:	99362
First Name:	Monica
Last Name:	Boyle
Email:	monica@phtww.org

Show Name & Date

Portland Bridal & Wedding Expo

6/1/2025

Portland Expo Center - Hall E1

Payment Details

Invoice Number:	
Amount Paid:	\$1,396.00
Date:	Mar 27, 2025

Statewide Media Group LLC

2724 Kyle Rd
Kennewick, WA 99338
(509) 734-1186
support@statewideyp.com

**INVOICE**

BILL TO
Power House Theatre
111 N 6th Ave
Walla Walla, WA 99362

INVOICE #	DATE	TERMS	DUE DATE
2676	08/04/2025	Net 15	08/19/2025

ACCOUNT SUMMARY

07/06/2025	Balance Forward	529.00
	Other payments and credits after 07/06/2025 through 08/03/2025	-529.00
08/04/2025	Other invoices from this date	0.00
	New charges (details below)	529.00
	Total Amount Due	529.00

DATE		DESCRIPTION	QTY	RATE	AMOUNT
08/01/2025	Advertising in The Entertainer	Event: Jason Lyle Black Ad Size: Quarter Page Issue: Aug 2025	1	459.00	459.00
08/01/2025	Advertising in The Entertainer	Front Page Tab	1	70.00	70.00
08/01/2025	Advertising in The Entertainer	Article: 210 words	1	0.00	0.00

Thank you for your business!

TOTAL OF NEW CHARGES 529.00

BALANCE DUE **\$529.00**



Jenna Ables <jenna@phtww.org>

Fwd: Order #1225471 submitted

1 message

Monica Boyle <monica@phtww.org>

Tue, Feb 4, 2025 at 2:18 PM

To: Heather Schermann <heather@phtww.org>, Jenna Ables <jenna@phtww.org>

McClatchy receipt for Jen Kober ads. \$600 in digital, \$243 for print in TC Herald.

----- Forwarded message -----

From: **McClatchy Ad Manager** <no-reply.danads@mcclatchy.com>

Date: Tue, Feb 4, 2025 at 12:17 PM

Subject: Order #1225471 submitted

To: <monica@phtww.org>**McClatchy** ^{AD}
MANAGER

Order confirmation

Hi Monica Boyle,

Thank you for submitting your order with McClatchy Ad Manager. The amount **\$843,00 (USD)** has been charged for your order #1225471.

Please note, before your campaign can go live at least one of your creatives must be approved. As a reminder, please review our **Creative Guidelines** to ensure your creative adheres to our approval requirements.

For more information about the order, please check the **Order details**. There you will also find your receipt for the payment.

In case of any issues or cancellations (either by you or McClatchy Ad Manager), please check the Order details page to see if you qualify for a refund. Refunds will be issued within 7 business days from the end date.

In case there are multiple campaigns under this order, the end date is equal to the end date of the last campaign.

If you have any questions, please contact inbound@mcclatchy.com .

Best regards,
McClatchy Ad Manager
inbound@mcclatchy.com

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McClatchy Ad Manager is powered by **DanAds™**.



*\$1,200 of this invoice requested for reimbursement

Jenna Ables <jenna@phtww.org>

Fwd: Order #1225693 submitted

1 message

Monica Boyle <monica@phtww.org>

Tue, Mar 18, 2025 at 4:29 PM

To: Jenna Ables <jenna@phtww.org>, Heather Schermann <heather@phtww.org>

\$600 Skerryvore

\$1,200 Power Up/Anthony Nunziata

----- Forwarded message -----

From: **McClatchy Ad Manager** <no-reply.danads@mcclatchy.com>

Date: Tue, Mar 18, 2025 at 2:28 PM

Subject: Order #1225693 submitted

To: <monica@phtww.org>

McClatchy ^{AD}
MANAGER

Order confirmation

Hi Monica Boyle,

Thank you for submitting your order with McClatchy Ad Manager. The amount \$1,800,00 (USD) has been charged for your order #1225693.

Please note, before your campaign can go live at least one of your creatives must be approved. As a reminder, please review our **Creative Guidelines** to ensure your creative adheres to our approval requirements.

For more information about the order, please check the **Order details**. There you will also find your receipt for the payment.

In case of any issues or cancellations (either by you or McClatchy Ad Manager), please check the Order details page to see if you qualify for a refund. Refunds will be issued within 7 business days from the end date.

In case there are multiple campaigns under this order, the end date is equal to the end date of the last campaign.

If you have any questions, please contact inbound@mcclatchy.com .

Best regards,
McClatchy Ad Manager
inbound@mcclatchy.com

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McClatchy Ad Manager is powered by **DanAds™**.



THREAD THEORY
THE INTERSECTION OF CULTURE & CONTENT

Thread Theory
206-999-3298

Billed To
Monica Boyle
Powerhouse Theatre Walla Walla
111 North 6th Avenue
Walla Walla, WA 99362

Date of Issue
02/17/2025

Due Date
02/20/2025

Invoice Number
0000005

Amount Due (USD)

\$0.00

Description	Rate	Qty	Line Total
Walla Walla Theatre Project (1/5 downpayment)	\$1,600.00	1	\$1,600.00
Subtotal			1,600.00
Tax			0.00
Total			1,600.00
Amount Paid			1,600.00
Amount Due (USD)			\$0.00

Terms

Payments are preferred online, checks are acceptable, please note if you send a physical check please account for travel time so we can receive payment in a timely manner. Thank you!



THREAD THEORY
THE INTERSECTION OF CULTURE & CONTENT

Thread Theory
206-999-3298

Billed To
Monica Boyle
Powerhouse Theatre Walla Walla
111 North 6th Avenue
Walla Walla, WA 99362

Date of Issue
03/03/2025

Due Date
03/03/2025

Invoice Number
0000009

Amount Due (USD)
\$0.00

Description	Rate	Qty	Line Total
Thread Theory Marketing + Social Media (Feb 15 - March 15 2025)	\$4,500.00	1	\$4,500.00

Subtotal 4,500.00

Tax 0.00

Total 4,500.00

Amount Paid 4,500.00

Amount Due (USD) \$0.00

Notes

Thank you so much for a prompt payment. Thread Theory is grateful for your business!

Terms

Payments are preferred online, checks are acceptable, please note if you send a physical check please account for travel time so we can receive payment in a timely manner. Thank you!

*\$2,122.90 of this invoice requested for reimbursement



THREAD THEORY
THE INTERSECTION OF CULTURE & CONTENT

Thread Theory
206-999-3298

Billed To
Monica Boyle
Powerhouse Theatre Walla Walla
111 North 6th Avenue
Walla Walla, WA 99362

Date of Issue
04/29/2025

Due Date
05/01/2025

Invoice Number
0000034

Amount Due (USD)

\$0.00

Description	Rate	Qty	Line Total
Thread Theory Marketing + Social Media (April 15 - May 15 2025)	\$4,500.00	1	\$4,500.00

Subtotal 4,500.00

Tax 0.00

Total 4,500.00

Amount Paid 4,500.00

Amount Due (USD) \$0.00

Notes

Thank you so much for a prompt payment. Thread Theory is grateful for your business!

Terms

Payments are preferred online, checks are acceptable, please note if you send a physical check please account for travel time so we can receive payment in a timely manner. Thank you!

*1,483.02 of this invoice requested for reimbursement



THREAD THEORY
THE INTERSECTION OF CULTURE & CONTENT

Thread Theory
206-999-3298

Billed To
Monica Boyle
Powerhouse Theatre Walla Walla
111 North 6th Avenue
Walla Walla, WA 99362

Date of Issue
07/25/2025

Due Date
08/01/2025

Invoice Number
0000094

Amount Due (USD)

\$0.00

Description	Rate	Qty	Line Total
Thread Theory Marketing + Social Media (August 2025)	\$4,500.00	1	\$4,500.00
Subtotal			4,500.00
Tax			0.00
Total			4,500.00
Amount Paid			4,500.00
Amount Due (USD)			\$0.00

Notes

Thank you so much for a prompt payment. Thread Theory is grateful for your business!

Terms

Payments are preferred online, checks are acceptable, please note if you send a physical check please account for travel time so we can receive payment in a timely manner. Thank you!

\$500.00 from this invoice requested for reimbursement

Walla Walla Union-Bulletin

112 S 1st Ave
Walla Walla, WA 99362



**WALLA WALLA
UNION-BULLETIN**
We Bring the Valley to You

**Gesa Power House Theatre
Heather Schermann
111 N 6Th Ave
Walla Walla, WA 99362
USA**

**Our remittance address has changed. Please update
your records with the new address at the bottom of
this invoice. Thank you!**

INVOICE	
Invoice #:	71211
Invoice Date:	4/30/2025
Advertiser #:	22388
Advertiser Name:	Gesa Power House Theatre
Agency #:	
Agency Name:	
Amount Due:	\$ 2,040.00
Due Date:	6/14/2025

Print - Order 90173

Ad No.	Date	Description	Position	Format	Net Amount
472596	4/3/2025	2025 Weekly Half Page Ads	Walla Walla Union Bulletin Broadsheet - A Sect - Main WWB	10.62 × 10.50 in × 6.0000 col.	\$ 250.00
472597	4/10/2025	2025 Weekly Half Page Ads	Walla Walla Union Bulletin Broadsheet - A Sect - Main WWB	10.62 × 10.50 in × 6.0000 col.	\$ 250.00
472598	4/17/2025	2025 Weekly Half Page Ads	Walla Walla Union Bulletin Broadsheet - A Sect - Main WWB	10.62 × 10.50 in × 6.0000 col.	\$ 250.00
472599	4/24/2025	2025 Weekly Half Page Ads	Walla Walla Union Bulletin Broadsheet - A Sect - Main WWB	10.62 × 10.50 in × 6.0000 col.	\$ 250.00
476198	4/12/2025	2025 Weather Page Ads	Walla Walla Union Bulletin Broadsheet - A Sect - Main WWB	5.25 × 9.00 in × 3.0000 col.	\$ 0.00
476199	4/19/2025	2025 Weather Page Ads	Walla Walla Union Bulletin Broadsheet - A Sect - Main WWB	5.25 × 9.00 in × 3.0000 col.	\$ 0.00
493169	4/19/2025	2025 Hotel Wrap	Walla Walla Union Bulletin Broadsheet - Hotel Wrap Front Page - WWB	10.62 × 10.50 in × 6.0000 col.	\$ 500.00
495315	4/26/2025	2025 Weather Page Ads	Walla Walla Union Bulletin Broadsheet - A Sect - Main WWB	5.25 × 9.00 in × 3.0000 col.	\$ 0.00

Digital - Order 95107

Ad No.	Date	Description	Position	Format	Net Amount
492033	4/1/2025 - 4/30/2025	GESA Powerhouse Theatre Digital Campaign 2025 - April	WWB-Union-Bulletin.com - WWUB - Digital Ad Network Local WWUB.com	320 × 50 px	\$ 300.00
492469	4/2/2025 - 6/30/2025	Digital Ad Network Extended WWUB - April	WWB-Union-Bulletin.com - WWUB - Digital Ad Network Extended WWUB	1 × 1 px	\$ 240.00

Walla Walla Union-Bulletin

112 S 1st Ave

Walla Walla, WA 99362



**WALLA WALLA
UNION-BULLETIN**
We Bring the Valley to You

If you would like to receive your invoices via e-mail, call (206) 464-2550 or e-mail credit@yakimaherald.com with your Accounts Payable e-mail address.

Summary	
Total Net Amount	\$ 2,040.00
Taxes	\$ 0.00
Total Amount	\$ 2,040.00
Payments/Credits	\$ 0.00
Amount Due	\$ 2,040.00

----- Please Return Below Portion With Your Payment -----

Invoice #	Advertiser #	Advertiser Name	Agency #	Agency Name	Amount Due
71211	22388	Gesa Power House Theatre			\$ 2,040.00

Remittance Address:	Please indicate any changes to billing information:
Walla Walla Union-Bulletin PO Box 3627 Seattle, WA 98124 Tel: (206) 464-2550	

*\$540 of this invoice requested for reimbursement

Walla Walla Union-Bulletin

PO Box 3627
Seattle, WA 98124



**WALLA WALLA
UNION-BULLETIN**
We Bring the Valley to You

**Gesa Power House Theatre
Heather Schermann
111 N 6Th Ave
Walla Walla, WA 99362
USA**

**Our remittance address has changed. Please update
your records with the new address at the bottom of
this invoice. Thank you!**

INVOICE	
Invoice #:	73848
Invoice Date:	6/30/2025
Advertiser #:	22388
Advertiser Name:	Gesa Power House Theatre
Agency #:	
Agency Name:	
Amount Due:	\$ 1,540.00
Due Date:	8/14/2025

Print - Order 90173 - 2025 Weekly Half Page Ads

Ad No.	Date	Description	Position	Format	Net Amount
472605	6/5/2025	2025 Weekly Half Page Ads	Walla Walla Union Bulletin Broadsheet - A Sect - Main WWB	10.62 × 10.50 in × 6.0000 col.	\$ 250.00
472606	6/12/2025	2025 Weekly Half Page Ads	Walla Walla Union Bulletin Broadsheet - A Sect - Main WWB	10.62 × 10.50 in × 6.0000 col.	\$ 250.00
472607	6/19/2025	2025 Weekly Half Page Ads	Walla Walla Union Bulletin Broadsheet - A Sect - Main WWB	10.62 × 10.50 in × 6.0000 col.	\$ 250.00
472608	6/26/2025	2025 Weekly Half Page Ads	Walla Walla Union Bulletin Broadsheet - A Sect - Main WWB	10.62 × 10.50 in × 6.0000 col.	\$ 250.00

Print - Order 90876 - 2025 Weather Page Ads

Ad No.	Date	Description	Position	Format	Net Amount
476202	6/14/2025	2025 Weather Page Ads	Walla Walla Union Bulletin Broadsheet - A Sect - Main WWB	5.25 × 9.00 in × 3.0000 col.	\$ 0.00
476203	6/28/2025	2025 Weather Page Ads	Walla Walla Union Bulletin Broadsheet - A Sect - Main WWB	5.25 × 9.00 in × 3.0000 col.	\$ 0.00

Digital - Order 95107 - GESA Powerhouse Theatre Digital Campaign 2025 - 2nd Quarter

Ad No.	Date	Description	Position	Format	Net Amount
492035	6/1/2025 - 6/30/2025	GESA Powerhouse Theatre Digital Campaign 2024 - June	WWB-Union-Bulletin.com - WWUB - Digital Ad Network Local WWUB.com	320 × 50 px	\$ 300.00
492499	6/1/2025 - 6/30/2025	Digital Ad Network Extended WWUB - June	WWB-Union-Bulletin.com - WWUB - Digital Ad Network Extended WWUB	1 × 1 px	\$ 240.00

Walla Walla Union-Bulletin
PO Box 3627
Seattle, WA 98124



WALLA WALLA
UNION-BULLETIN
We Bring the Valley to You

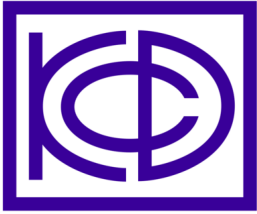
If you would like to receive your invoices via e-mail, call (206) 464-2550 or e-mail credit@yakimaherald.com with your Accounts Payable e-mail address.

Summary	
Total Net Amount	\$ 1,540.00
Taxes	\$ 0.00
Total Amount	\$ 1,540.00
Payments/Credits	\$ 0.00
Amount Due	\$ 1,540.00

----- Please Return Below Portion With Your Payment -----

Invoice #	Advertiser #	Advertiser Name	Agency #	Agency Name	Amount Due
73848	22388	Gesa Power House Theatre			\$ 1,540.00

Remittance Address:	Please indicate any changes to billing information:
Walla Walla Union-Bulletin PO Box 3627 Seattle, WA 98124 Tel: (206) 464-2550	



INVOICE

Kevin Coleman Design
811 Alvarado Terrace
Walla Walla, Washington 99362
United States

Mobile: 509-956-8105
kevincoleman.io

BILL TO
Gesa Power House Theatre

accounting@phtww.org

Invoice Number: 1122

Invoice Date: January 23, 2025

Payment Due: February 23, 2025

Amount Due (USD): \$33.75

 [Pay Securely Online](#)

Product	Quantity	Price	Amount
Brand Development Domain transfer (and the year's registration) for phtww.org, phtww.com, and powerhousewallawalla.com	1	\$33.75	\$33.75

Total: \$33.75

Amount Due (USD): **\$33.75**

Pay Securely Online



link.waveapps.com/8dbtf2-cwz6hf



INVOICE

Date	Invoice #
7/31/2025	2543

Bill To
Gesa Power House Theatre

Ship Date	Due Date
8/15/2025	8/15/2025

Item	Quantity	Description	Rate	Amount
Advertising Income	1	full page ad in 2025 Rodeo Program	500.00	500.00
			Total	\$500.00
			Payments/Credits	\$0.00
			Balance Due	\$500.00

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www.TheEntertainerNewspaper.com

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SEE PAGE 2

Calendar of Events

LIVE MUSIC & NIGHT LIFE

Aug 1	Jon White, 3 Eyed Fish, Richland.....	4-6pm
Aug 1	Fallout, Avennia Winery, Benton City.....	5-7pm
Aug 1	Dan Myers, Emerald of Siam, Richland	5-8pm
Aug 1	Stone Country, Pasco Eagles	6-9pm
Aug 1	Side Hustle, Tranche Winery, Walla Walla.....	6-9pm
Aug 1	Rachel Montgomery, The Peacock, Kennewick.....	6:30pm
Aug 1	House Red, At Michelle's, Richland	7-10pm
Aug 1-2	Back Roads, The Branding Iron, Kennewick	8pm
Aug 2	Chelsea Spence-Harpist, Emerald of Siam, Richland.....	5-8pm
Aug 2	Diego Romero Band, Tranche Winery, Walla Walla	6pm
Aug 2	Gregory Rawlins, 3 Eyed Fish, Richland.....	6-9pm
Aug 2	The Skydogs, Woody's Bullpen, Kennewick.....	6-9pm
Aug 2	Beer Choir, Sage Brewing, Pasco	6:30pm
Aug 2	Colorblind, Milton-Freewater Music Fest, Yantis Park.....	7pm
Aug 2	The Knutzen Brothers, At Michele's, Richland	7-10pm
Aug 2	Fallout, The Dugout, Richland	8-11pm
Aug 3	Metalachi & Estilo Diferente, Clover Island Stage, Richland	7pm
Aug 5	Duggi, 3 Eyed Fish, Richland.....	11am-2pm
Aug 5	Melissa Cunnington, Mercer Tasting Room, Walla Walla	5-8pm
Aug 5	The Deneckes, Emerald of Siam, Richland	6pm
Aug 6	Jack Rothwell, Powers Winery, Kennewick.....	4-8pm
Aug 6	Thunder on the Island: Blue Tattoo, Clover Island Stage, Kenn	6-9pm
Aug 6	Gabriel Knutzen, The Social, Richland.....	6:30pm
Aug 7	Live @5: Joel Gibson Jr, John Dam Plaza, Richland.....	5-9pm
Aug 7	Jim Basnight, 3 Eyed Fish, Richland.....	6-9pm
Aug 7	The Hipocrats, Tagaris Winery, Richland.....	7-10pm
Aug 8	Jitensha, Emerald of Siam, Richland.....	5pm
Aug 8	Desert Moondogs, Tranche Estates, Walla Walla	6-9pm
Aug 8	Dutch Donley, 3 Eyed Fish, Richland.....	6-9pm
Aug 8	Lo-Tek Blues, Rattlesnake Mountain Brewing, Richland	7-10pm
Aug 8	Stephanie Steele Quintet, At Michele's, Richland	7-10pm
Aug 8-9	Fallout, The Branding Iron, Kennewick	8pm
Aug 8	Dueling Pianos w/Rock Dee House, Southridge Dugout, Kennewick.....	8-11pm
Aug 9	Vital Pines, Tranche Winery, Walla Walla.....	6-9pm
Aug 9	Tyron Benoit Band, Wit Cellars, Prosser	7pm
Aug 9	Regression Band, 3 Eyed Fish, Richland	7-9pm
Aug 9	Faith Martin, At Michele's, Richland	7-10pm
Aug 10	Albany Opal, 3 Eyed Fish, Richland.....	11am-2pm
Aug 10	Phil Lynch, Henry Early Estate Wines, Walla Walla	2-4pm
Aug 10	Not.GREENDAY w/Colorblind, Clover Island Stage, Kennewick.....	7pm
Aug 10	Dueling Pianos, The Hub, Kennewick.....	7-10pm
Aug 12	Andru Gomez, Mercer Tasting Room, Walla Walla	5-8pm
Aug 12	Luke Basile, Emerald of Siam, Richland	6pm
Aug 13	Josee & Spencer, Powers Winery, Kennewick.....	5:30-7:30pm
Aug 13	Thunder on the Island: Tyler & The Train Robbers, Clover Island Stage, Kenn.....	6-9pm
Aug 13	Gabriel Knutzen, The Social, Richland.....	6:30pm
Aug 14	American Honey, The Palm Bar, Benton City	7pm
Aug 14	Grace Notes Combo, Tagaris Winery, Richland.....	7-10pm
Aug 15	Jeff Peterson, Emerald of Siam, Richland	5pm
Aug 15	Soul Patch the Duo, Tranche Winery, Walla Walla	6-9pm
Aug 15	Shawn Loomis, 3 Eyed Fish, Richland	7-9pm
Aug 15	Kat, The Boys & Brass, At Michele's, Richland	7-10pm
Aug 15-16	Stoney Lonesome, The Branding Iron, Kennewick	8pm
Aug 16	Mary Lou & Stevie, Emerald of Siam, Richland.....	5:30pm
Aug 16	Payton Drury, 3 Eyed Fish, Richland.....	6-9pm
Aug 16	Stonsey, Tranche Winery, Walla Walla	6-9pm
Aug 16	The Skydogs Band, Woody's Bullpen, Kennewick.....	6-9pm
Aug 16	Fastlane, Wit Cellars, Prosser	6-9:30pm
Aug 16	The Knutzen Brothers, Tucannon Cellars, Benton City.....	6:30-9:30pm
Aug 16	Got Your Six, At Michele's, Richland	7-10pm
Aug 17	Frank & Debi Eng, 3 Eyed Fish, Richland	11am-2pm
Aug 17	512 The Selena Experience w/Fonozi's, Clover Island Stage, Kenn.....	7pm
Aug 17	Groove Principal, Tapp'd, West Richland	7-10pm
Aug 19	Paul Gregutt, Mercer Tasting Room, Walla Walla.....	5-8pm
Aug 19	One Trick Pony, Emerald of Siam, Richland.....	6pm
Aug 20	Payton Drury, Powers Winery, Kennewick.....	5pm
Aug 20	Gabriel Knutzen, The Social, Richland.....	6:30pm
Aug 21	Love, Dean, Brewminatti, Prosser	7-9pm
Aug 22	Kate Turner, At Michele's, Richland	7-10pm
Aug 22	DEAL: Grateful Dead Tribute Band, Emerald of Siam, Richland.....	9pm
Aug 22-23	Nighthawks Duo, The Branding Iron, Kennewick.....	8pm
Aug 23	Michael Parker, At Michele's, Richland.....	7-10pm
Aug 23	The Shades, Tapp'd, Richland	7-10pm
Aug 24	Paper Flowers: Fleetwood Mac Tribute Band, Clover Island Stage, Kenn	6pm
Aug 27	Thunder on the Island: Groove Principal, Clover Island Stage, Kenn	6-9pm
Aug 29	Zac Grooms, Elk Haven Winery, Benton City.....	6-9pm
Aug 29	Les Stress & The Testers, At Michele's, Richland	7-10pm
Aug 30	John Roberts Y Pan Blanco, Fiction Bookwalter Winery, Richland	6-9pm
Aug 30	Sammy Steele, Coyote Canyon Winery, Prosser	6-9pm
Aug 30	Fallout, At Michele's, Richland	7-10pm

COMEDY

Aug 1-2	Erik Escobar, Jokers Comedy Club, Richland.....	7:30pm
Aug 6	Open Mic, Daisy Ranch Saloon, Richland.....	8pm
Aug 8-9	John Buehler, Jokers Comedy Club, Richland	7:30pm
Aug 13	Open Mic, Daisy Ranch Saloon, Richland.....	8pm
Aug 15-16	Cory Robinson, Jokers Comedy Club, Richland	7:30pm
Aug 20	Open Mic, Daisy Ranch Saloon, Richland.....	8pm
Aug 22-23	Key Lewis, Jokers Comedy Club, Richland.....	7:30pm
Aug 27	Open Mic, Daisy Ranch Saloon, Richland.....	8pm
Aug 29-30	Leif Skyving, Jokers Comedy Club, Richland	7:30pm
Sept 19	Ron White, Clearwater Resort, Lewiston ID.....	7:30pm

CONCERTS

Aug 2	Beatles vs. Stones-A Musical Showdown, Capitol Theatre, Yakima.....	7pm
Aug 5	Joe Bonamassa, Northern Quest Resort, Airway Heights.....	7:30pm
Aug 6	Waylon Wyatt, Umatilla County Fairgrounds, Hermiston OR.....	9pm
Aug 7	Chase Matthew, Umatilla County Fairgrounds, Hermiston OR.....	9pm
Aug 8	Better Than Ezra, Umatilla County Fairgrounds, Hermiston OR	9pm
Aug 12	"Weird Al" Yankovic, Northern Quest Resort, Airway Heights	7:30pm
Aug 14	Lynyrd Skynyrd, Northern Quest Resort, Airway Heights	7:30pm
Aug 15	Scotty McCreery, Legends Casino Event Center, Toppenish	8pm
Aug 15	Eden Munoz, Toyota Center, Kennewick	8pm
Aug 15-16	Wheatstock Music Festival, Quantum 9 Arena, Helix OR.....	wheatstock.org

Aug 19	Jake Owen, Benton Franklin Fair, ICCU Stage, Kennewick	7:45pm
Aug 20	Daughtry, Benton Franklin Fair, ICCU Stage, Kennewick.....	7:45pm
Aug 21	Park McCollum, Northern Quest Resort, Airway Heights	7:30pm
Aug 21	Wynonna, Benton Franklin Fair, ICCU Stage, Kennewick	7:45pm
Aug 22	Smash Mouth/Sir Mix-A-Lot, Benton Franklin Fair, ICCU Stage, Kenn.....	7:45pm
Aug 23	Blues Traveler & Gin Blossoms, Northern Quest Resort, Airway Heights.....	7:30pm
Aug 23	Banda Carnaval, Benton Franklin Fair ICCU Stage, Kennewick.....	7:45pm
Aug 28	Goo Goo Dolls, Northern Quest Resort, Airway Heights	7:30pm
Aug 29	Toto/Christopher Cross/Men at Work, WA State Fair, Puyallup	7:30pm
Aug 29-31	Tumbleweed Music Festival, Howard Amon Park, Richland	tumbleweedfest.com
Aug 30	Riley Green w/Josh Ross, WA State Fair, Puyallup.....	7:30pm
Aug 30	The Beach Boys, Northern Quest Resort, Airway Heights.....	7:30pm
Aug 30	Stone Temple Pilots, Legends Casino Event Center, Toppenish.....	8pm
Aug 31	Meghan Trainor w/ellis, WA State Fair, Puyallup	7:30pm
Sept 20	ABRA Cadabra: Tribute to ABBA, Capitol Theatre, Yakima.....	7:30pm
Sept 25	Old Dominion, Toyota Center, Kennewick	7pm
Sept 26	Jason Lyle Black Electric Trio, Power House Theatre, Walla Walla	7pm
Sept 26-28	Rock the Locks Music Festival, Umatilla OR.....	rockthelocks.org
Sept 27	YSO Classical: Tales from the Vienna Woods, Capitol Theatre, Yakima	7:30pm
Oct 10	Cole Swindell, Toyota Center, Kennewick	7pm
Oct 17	Zach Williams, Toyota Center, Kennewick	8pm
Oct 25	Stephen Williams, Toyota Center, Kennewick	8pm
Nov 30	Mannheim Steamroller Christmas, Toyota Center, Kennewick	6pm

PERFORMING ARTS

Aug 6	Jay Alexander's Mind Tricks Live, 4th Street Theatre, Yakima.....	7pm
Aug 7-8	Little Shop of Horrors, Power House Theatre, Walla Walla	7pm
Aug 9	Little Shop of Horrors, Power House Theatre, Walla Walla	2pm/7pm
Aug 10	Little Shop of Horrors, Power House Theatre, Walla Walla	7pm
Aug 11	The Night the Curtain Fell: A Golden Commemoration, Capitol Theatre, Yakima	7pm
Sept 8-9	Suffs the Musical, Capitol Theatre, Yakima	7:30pm

SPECIAL EVENTS

Aug 1	51st Annual Vintiques NW Nationals, Yakima State Fair Park	statefairpark.org
Aug 6-9	Farm City Pro Rodeo, 1705 E Airport Rd, Hermiston OR.....	farmcityprorodeo.com
Aug 6-9	Umatilla County Fair, 1705 E Airport Rd, Hermiston OR.....	umatillacountyfair.net
Aug 8-9	Conscious Living Expo, HAPO Center, Pasco	11am-5pm
Aug 9	Trading Cards Show, Tee Time Miniature Golf, Kennewick	10am-8pm
Aug 9-10	Lewis & Clark Living History Weekend, Fort Walla Walla Museum	10am-5pm/3pm
Aug 10	Annual Kids Fest, Summer's Hub, Kennewick	11am-3pm
Aug 11-16	Grant County Fair, 3953 Airway Dr NE, Moses Lake.....	gcfair.fun
Aug 14	Sip & Stroll, Downtown Walla Walla	5-8pm
Aug 15-16	Wheatstock Music Festival, Quantum 9 Arena, Helix OR.....	wheatstock.org
Aug 16	Melon Fest, Downtown Hermiston OR.....	9am-3pm
Aug 16	Annual Benton Franklin Co Fair Parade, Downtown Kennewick.....	10am-1pm
Aug 16	Mid-Columbia Ballet Garden Party, REACH Museum, Richland	7:30pm
Aug 19-23	Benton Franklin Fair, Benton County Fairgrounds, Kenn.....	bentonfranklinfair.com
Aug 21	REACH Foundation Annual Fundraiser: Spuds & Suds, REACH Museum, Rhld.....	5:30-9pm
Aug 25-31	Morrow County Fair, Heppner OR	morrowcountyfair.org
Aug 27-31	Ellensburg Rodeo, 1010 E 8th St, Ellensburg.....	ellensburgrodeo.com
Aug 27-31	Walla Walla Fair & Frontier Days, Walla Walla County Fairgrounds.....	wallawallafairgrounds.com
Aug 28-31	Kittitas County Fair, 901 E 7th St, Ellensburg.....	10am-Varies
Aug 28-31	Pig Out In the Park, Riverfront Park, Spokane	pigoutinthepark.com
Aug 29-31	Tumbleweed Music Festival, Howard Amon Park, Richland	tumbleweedfest.com
Aug 29-31	Washington State Fair, Puyallup.....	thefair.com
Sept 1	Ellensburg Rodeo, 1010 E 8th St, Ellensburg.....	ellensburgrodeo.com
Sept 1	Kittitas County Fair, 901 E 7th St, Ellensburg.....	10am-Varies
Sept 1	Pig Out In the Park, Riverfront Park, Spokane	pigoutinthepark.com
Sept 1-21	Washington State Fair, Puyallup.....	thefair.com
Sept 2-6	Lewiston Roundup, 2100 Tammany Creek Rd, Lewiston ID	lewistonroundup.com
Sept 5	Wheelin' Walla Walla Friday Night Cruise, Historic Downtown Walla Walla	6-7pm
Sept 5-6	PBR Kennewick Challenger Series, Toyota Center	8pm
Sept 5-7	Hells Canyon Mule Days, Wallowa County Fairgrounds, Enterprise OR.....	Varies
Sept 6	Wheelin' Walla Walla Weekend: Show n' Shine, Downtown Walla Walla.....	9am-4pm
Sept 10-13	Othello Fair & Rodeo, 831 S Reynolds Rd, Othello	othellofair.org
Sept 10-13	Pendleton Round Up, Happy Canyon Arena, Pendleton.....	pendletonroundup.com
Sept 13	Corvettes on the Columbia, Columbia Park, Kennewick	9am-2pm
Sept 19-28	Central Washington State Fair, Yakima State Park	statefairpark.org
Sept 19-21	Wallowa County Plein Air Festival, Joseph OR	josephy.org
Sept 20	SOCO Creative Arts Festival, Historic Downtown Kennewick	10am-4pm
Sept 20	Annual Truck Show, Fort Walla Walla Museum	10am-4pm
Sept 26-28	Great Prosser Balloon Rally, Prosser Airport	6:15am

SPORTING EVENTS

Aug 1	Tri-City Dust Devils vs Vancouver Canadians, Gesa Stadium, Pasco	7pm
Aug 2	Tri-City Dust Devils vs Vancouver Canadians, Gesa Stadium, Pasco	7pm
Aug 3	Tri-City Dust Devils vs Vancouver Canadians, Gesa Stadium, Pasco	7pm
Aug 12	Tri-City Dust Devils vs Eugene Emeralds, Gesa Stadium, Pasco.....	7pm
Aug 13	Tri-City Dust Devils vs Eugene Emeralds, Gesa Stadium, Pasco.....	7pm
Aug 14	Tri-City Dust Devils vs Eugene Emeralds, Gesa Stadium, Pasco.....	7pm
Aug 15	Tri-City Dust Devils vs Eugene Emeralds, Gesa Stadium, Pasco.....	7pm
Aug 15-17	2025 Wildhorse Ladies Golf Classic, Wildhorse Resort, Pendleton.....	wildhorseresort.com
Aug 16	Tri-City Dust Devils vs Eugene Emeralds, Gesa Stadium, Pasco.....	7pm
Aug 17	Tri-City Dust Devils vs Eugene Emeralds, Gesa Stadium, Pasco.....	7pm
Sept 2	Tri-City Dust Devils vs Hillsboro Hops, Gesa Stadium, Pasco.....	6:30pm
Sept 3	Tri-City Dust Devils vs Hillsboro Hops, Gesa Stadium, Pasco.....	6:30pm
Sept 4	Tri-City Dust Devils vs Hillsboro Hops, Gesa Stadium, Pasco.....	6:30pm
Sept 5	Tri-City Dust Devils vs Hillsboro Hops, Gesa Stadium, Pasco.....	6:30pm
Sept 6	Tri-City Dust Devils vs Hillsboro Hops, Gesa Stadium, Pasco.....	6:30pm
Sept 7	Tri-City Dust Devils vs Hillsboro Hops, Gesa Stadium, Pasco.....	1:30pm

CLASSES & ACTIVITIES

Aug 3	Living History: Father J.B.A. Brouillet, Fort Walla Walla Museum.....	2-3pm
Aug 4	Dinosaurs: A Story of Survival, CBC Planetarium D-Bldg, Pasco.....	2pm
Aug 5	Unseen Universe, CBC Planetarium D-Bldg, Pasco	2pm
Aug 6	Dynamic Earth, CBC Planetarium D-Bldg, Pasco	2pm
Aug 7	Dinosaurs: A Story of Survival, CBC Planetarium D-Bldg, Pasco.....	2pm
Aug 8	Messages of Peace, REACH Museum, Richland	12-3:30pm
Aug 8	Supervolcanoes, CBC Planetarium D-Bldg, Pasco	2pm
Aug 9	STEAM Workshop: Dig Into Agriculture, REACH Museum, Richland.....	10am-12pm
Aug 9	Violent Universe, CBC Planetarium D-Bldg, Pasco	2pm
Aug 9-10	Lewis & Clark: Living History Weekend, Fort Walla Walla Museum	10am-3pm
Aug 10	Living History: Sister Catherine, Fort Walla Walla Museum	2-3pm
Aug 11	Edge of Darkness, CBC Planetarium D-Bldg, Pasco	2pm

Visit phtww.org for tickets or call 509-529-6500

Founded by internationally acclaimed pianist, bandleader and composer Jason Lyle Black, the trio brings together drums, guitar and piano to reimagine the concert experience for modern audiences. Their signature performance, “From Blockbusters to Broadway: 100 Hits of Stage & Screen,” takes audiences on a fast-paced journey through 100 of the most iconic themes in music history — from

Reserve your tickets online at phtww.org or by calling (509) 529-6500.

Heppner is just over an hour's drive from the Tri-Cities via I-82 and Oregon Route 207. For schedules, entry forms and information, visit co.morrow.or.us/fair.

**BACK TO OUR ROOTS
IN COWBOY BOOTS**



The Bubble Fairy

KC Anderson

2025 Morrow County Fair and Oregon Trail Pro Rodeo Queen

10am Morrow County Parade Downtown
11am Buyers Registration opens for auction
12pm-1:30pm Buyers Appreciation Lunch - Live Music -Cory Peterson
1:15pm FFA Awards Program
2pm MCLG Youth Livestock Auction @Wilkenson Arena
Sale Order: Sheep, Market Goat, Beef, Swine
7pm - NPRA- Oregon Trail Pro Rodeo



Visit Walla Walla
103 E Main St STE 303
Walla Walla, WA 99362
info@wallawalla.org
wallawalla.org

July 21, 2025

City of College Place
Attn: Maryelizabeth Garcia, City Clerk
625 S College Avenue
College Place, WA 99324

Dear Maryelizabeth:

This letter is to fulfill the reporting requirement for the LTAC funding from the 2025 Budget Year approved by the City of College Place's Lodging Tax Advisory Commission.

Per the confirmation letter received in December 2024, Visit Walla Walla spent \$10,000.00 on tourism promotion including our general marketing and advertising efforts, intended to bring people to the Walla Walla Valley. See below for a summary of expenditures totaling \$10,172.50 (see attached for receipts)

\$2,210.00 Media Buy Tri Cities Broadcast Online Radio KONA KORD, KISS, KEYW News, Women, Country, Promote Local Events.

\$2,210.00 Town Square Media - Media Buy

\$2,200.00 Media Buy OPB Online and E Newsletter Placement Events

\$1,092.50 Union Bulletin East of the Cascades Magazine ad slot

\$900.00 NW Public Broadcasting Media Buy on Air Mention of Regional Events

\$800.00 OPB Media Buy

\$510.00 Boise Ad Design

\$250.00 Ad Buy in Regional Map

On behalf of Visit Walla Walla, I would like to express our sincere appreciation for the funding provided through the City of College Place's LTAC grant. Your support has been instrumental in helping us promote tourism and sustain economic activity across the Walla Walla Valley during a period of nationwide decline in travel.

With this funding, we were able to execute a series of strategic advertising campaigns across multiple media platforms. These campaigns targeted key

visitation markets including Seattle, Spokane, Tri-Cities, Boise, and Portland. These markets continue to be vital to our region's tourism economy.

Rather than focusing on individual events, our efforts are designed to promote the Valley as a whole. As such, we measure our impact through hotel room occupancy and demand. We are pleased to report that, despite broader economic challenges, tourism levels in the Valley remained consistent with those of 2024. This outcome reflects the effectiveness of our outreach and the value of your investment.

We are grateful for the City of College Place's continued partnership and commitment to regional tourism. Your support enables us to share the unique experiences of the Walla Walla Valley with a wider audience and contribute meaningfully to the local economy.

Warm regards,



Guy Glaeser
Executive Director



Cara Jacobson
Marketing Director



Terran Villaro
Office Administrator

Exhibit 2

Final Report on Numbers of Visitors and Paid Room Nights

Actual (or Estimated)

Total Overall Attendance

See Attached

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

Direct Count & Structured Estimate

Attendees who traveled 50 miles or more to attend

Total

See Attached

Of total, attendees who traveled from another state or country

See Attached

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

Direct Count & Structured Estimate

Attendees who stayed overnight

*Paid Lodging Nights**

~ 93,000

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

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

Direct Count & Structured Estimate

*2025 data date range: 1/1/25 - 6/30/25

***Paid Lodging Nights** is data directly taken from monthly Smith Travel Research (STR) reports. The STR provides hotel market data for the Walla Walla Valley.

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

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

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

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

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

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

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

Other: (please describe)

**Exhibit 2–
Continued**

**Use of
Funds**

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

CATEGORY	LTAC AMOUNT RECEIVED	ENTITY * MATCH	TOTAL *
To be filled out by Entity :			
Tourism promotion/marketing	\$ 10,000	\$ 10,172.50	\$ 10,172.50
Special event/festival(s)	\$	\$	\$
Operation/capital costs of tourism-related facility(ies)	\$	\$	\$
TOTALS	\$ 10,000	\$ 10,172.50	\$ 10,172.50

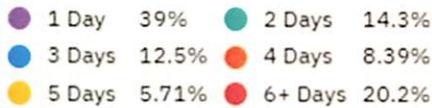
Please describe how funds received under this Agreement were used:

LTAC funds were used to promote the Walla Walla Valley to tourism markets 50+ miles away. Promotions range from radio and podcast ads to magazine ad placements. Seattle, Spokane, Yakima, Boise, and Portland were some of the largest markets we targeted with our ad campaigns.

TOP AGE GROUP	TOP INCOME LEVEL	TOP HOUSEHOLD GROUP	TOP EDUCATION LEVEL	TOP ETHNICITY
45-64 32.6%	\$0-\$50K 36.4%	1-2 53.6%	High School 58.7%	White 81.7%



Visitor's Length of Stay



First-hand Data:

Our visitor information booth talks with hundreds of tourists a month. We have met visitors from all 50 States and many countries around the world. Some this year include:

- Canada
- Mexico
- United Kingdom
- Germany
- Netherlands
- Sweden
- Norway
- Netherlands
- Portugal
- Spain
- Denmark
- Belgium
- Russia
- Philippines
- Brazil
- Bermuda Island (UK Overseas territory)

Visitors by DMA

(Designated Market Area)

DMA	Share of Trips
Spokane	19.5%
Seattle-Tacoma	14%
Yakima-Pasco-RchInd-Knnwck	12.5%
Portland- OR	11.9%
Boise	2.79%
Los Angeles	1.71%
Phoenix -Prescott	1.03%
Salt Lake City	0.99%
San Francisco-Oak-San Jose	0.9%
Sacramnto-Stkton-Modesto	0.88%

Visitors by State

State	Share of Trips
Washington	46.2%
Oregon	14.9%
Idaho	9.39%
California	5.35%
Texas	2.21%
Arizona	1.5%
Montana	1.45%
Florida	1.17%
Colorado	1.05%
Utah	1%

LTAC Grant Reimbursement Form 2023		City of College Place INVOICE VOUCHER
--	---	--

AGENCY NAME
CITY OF COLLEGE PLACE
VENDOR OR CLAIMANT (Warrant is to be payable to)
Entity Name: Tourism Walla Walla d.b.a Visit Walla Walla Address: 103 E Main St STE 303 City, State, & Zip Code: Walla Walla, WA 99362

AGENCY USE ONLY	
Vendor No.	Grant/Job Code

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

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

BY:

Terran Villaro, Office Admin 7/21/25

Name & Title Date

Reporting Period			Received By:		Date Received
Reporting Period Date Range January 1, 2025 - June 30, 2025					
Date	DESCRIPTION	Budget	Previously Requested	Amount of this Invoice	Award Remaining
1/1/25-6/30/25	See attached	\$ 10,000.00 -	\$ 0.00 -	\$ 10,0172.50	\$ 0.00 -
Totals		\$ 10,000.00 -	\$ 0.00 -	\$ 10,172.50	\$ 0.00 -



**Visit Walla Walla
College Place 2025 LTAC Report**

VENDOR	INVOICE #	AMOUNT	DESCRIPTION
Town Square Media	5566971-4	\$2,210.00	Media Buy Tri Cities Broadcast Onlnie Radio KONA KORD, KISS, KEYW News, Women, Country, Promote Local Events.
Townsquare Media	5566971-3	\$2,210.00	Media Buy
Oregon Public Broadcasting	MCC-1250541313	\$2,200.00	Media Buy OPB Online and E Newsletter Placement Events
Union Bulletin	70116	\$1,092.50	Magazine ad slot
NW Public Broadcasting	81885	\$900.00	Media Buy On Air Mention of Regional Events
Oregon Public Broadcasting	MCC-1250441159	\$800.00	Media Buy
Wilson Design Company	3408	\$510.00	Boise Ad Design
Mass Marketing Inc	109851	\$250.00	Ad Buy - Map of Walla Walla Area
Total:		\$10,172.50	

INVOICE

Townsquare Media Tri-Cities
2621 West A Street
Pasco, WA 99301
WOpayments3@townsquaremedia.com
Main: (509) 547-9791
Billing: (203) 900-5644

Tri-Cities

Billing Address:

Visit Walla Walla
Attention: Cara Jacobson
103 E. Main Street
St #303
Walla Walla, WA 99362

Send Payment To:

Townsquare Media Tri-Cities
******REMIT TO ADDRESS******
PO Box 731298
Dallas, TX 75373-1298
WOpayments3@townsquaremedia.com

Property	Tri-Cities	Order #	5566971
Invoice #	5566971-4	Alt Order #	
Invoice Date	05/31/25	Ext. Opp. ID	
Invoice Month	May 2025	Deal #	
Invoice Period	05/01/25 - 05/31/25	Flight Dates	02/03/25 - 12/31/25
Advertiser	Visit Walla Walla		
Product	AirShare		
Estimate #			
Account Executive	Todd Frantz		
Sales Office	Local Tri-Cities		
Sales Region	Local		
Agency Code			
Advertiser Code			
Billing Calendar	Calendar		
Billing Type	Cash, Billing Group		
Special Handling			
Agency Ref			
Advertiser Ref			
Product 1			
Product 2			

WO Payments Quick Pay Link: payments.wocentral.com/findQuick Pay Code: [U6YAJNAER8](#)**Summary:**

Property	Invoice Number	Total Spots	Product Description	Gross Total	Commission	Net Total	Tax 1	Tax 2	Invoice Total
KEYW-FM	5566971D-4	70	AirShare	\$375.00	\$0.00	\$375.00	\$0.00	\$0.00	\$375.00
KXRX-FM	5566971E-4	20	AirShare	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
KONA-FM	5566971C-4	70	AirShare	\$350.00	\$0.00	\$350.00	\$0.00	\$0.00	\$350.00
KONA-AM	5566971A-4	70	AirShare	\$250.00	\$0.00	\$250.00	\$0.00	\$0.00	\$250.00
Tri-Cities	5566971F-14		AirShare	\$100.00	\$0.00	\$100.00	\$0.00	\$0.00	\$100.00
Tri-Cities	5566971F-16		AirShare	\$50.00	\$0.00	\$50.00	\$0.00	\$0.00	\$50.00
Tri-Cities	5566971F-15		AirShare	\$50.00	\$0.00	\$50.00	\$0.00	\$0.00	\$50.00
Tri-Cities	5566971G-8		AirShare	\$660.00	\$0.00	\$660.00	\$0.00	\$0.00	\$660.00
KORD-FM	5566971B-4	70	AirShare	\$375.00	\$0.00	\$375.00	\$0.00	\$0.00	\$375.00
Totals:		300		\$2,210.00	\$0.00	\$2,210.00	\$0.00	\$0.00	\$2,210.00

Net Due upon Receipt

Net Total \$2,210.00
Invoice Balance as of 06/02/25 12:45:58 PM CT \$2,210.00

We warrant that the actual broadcast information shown on this invoice was taken from the program log.

We have implemented an AR portal and changed to a paperless invoicing system. The advantage of an electronic format for you is that you are able to log on to the portal, view, print, and pay your Townsquare Media invoices via ACH.

Effective 1/1/25, the admin fee will increase to 2.5% at the time of payment if you choose to pay by credit card. There is no fee to pay by ACH.

INVOICE

Property	Tri-Cities	Order #	5566971
Invoice #	5566971-3	Alt Order #	
Invoice Date	04/30/25	Ext. Opp. ID	
Invoice Month	April 2025	Deal #	
Invoice Period	04/01/25 - 04/30/25	Flight Dates	02/03/25 - 12/31/25
Advertiser	Visit Walla Walla		
Product	AirShare		
Estimate #			
	Account Executive	Todd Frantz	
	Sales Office	Local Tri-Cities	
	Sales Region	Local	
	Agency Code		
	Advertiser Code		
	Billing Calendar	Calendar	
	Billing Type	Cash, Billing Group	
	Special Handling		
	Agency Ref		
	Advertiser Ref		
	Product 1		
	Product 2		



Townsquare Media Tri-Cities
2621 West A Street
Pasco, WA 99301
WOpayments3@townsquaremedia.com
Main: (509) 547-9791
Billing: (203) 900-5644

Tri-Cities

Billing Address:

Visit Walla Walla
Attention: Cara Jacobson
103 E. Main Street
St #303
Walla Walla, WA 99362

Send Payment To:

Townsquare Media Tri-Cities
******REMIT TO ADDRESS******
PO Box 731298
Dallas, TX 75373-1298
WOpayments3@townsquaremedia.com

WO Payments Quick Pay Link: payments.wocentral.com/findQuick Pay Code: [MG9A9JA397](#)**Summary:**

Property	Invoice Number	Total Spots	Product Description	Gross Total	Commission	Net Total	Tax 1	Tax 2	Invoice Total
KEYW-FM	5566971D-3	70	AirShare	\$375.00	\$0.00	\$375.00	\$0.00	\$0.00	\$375.00
KXRX-FM	5566971E-3	20	AirShare	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
KONA-FM	5566971C-3	70	AirShare	\$350.00	\$0.00	\$350.00	\$0.00	\$0.00	\$350.00
KONA-AM	5566971A-3	70	AirShare	\$250.00	\$0.00	\$250.00	\$0.00	\$0.00	\$250.00
Tri-Cities	5566971F-10		AirShare	\$100.00	\$0.00	\$100.00	\$0.00	\$0.00	\$100.00
Tri-Cities	5566971F-12		AirShare	\$50.00	\$0.00	\$50.00	\$0.00	\$0.00	\$50.00
Tri-Cities	5566971F-11		AirShare	\$50.00	\$0.00	\$50.00	\$0.00	\$0.00	\$50.00
Tri-Cities	5566971G-6		AirShare	\$660.00	\$0.00	\$660.00	\$0.00	\$0.00	\$660.00
KORD-FM	5566971B-3	70	AirShare	\$375.00	\$0.00	\$375.00	\$0.00	\$0.00	\$375.00
Totals:		300		\$2,210.00	\$0.00	\$2,210.00	\$0.00	\$0.00	\$2,210.00

Net Due upon Receipt

Net Total \$2,210.00
Invoice Balance as of 05/01/25 5:13:18 PM CT \$2,210.00

We warrant that the actual broadcast information shown on this invoice was taken from the program log.

We have implemented an AR portal and changed to a paperless invoicing system. The advantage of an electronic format for you is that you are able to log on to the portal, view, print, and pay your Townsquare Media invoices via ACH.

Effective 1/1/25, the admin fee will increase to 2.5% at the time of payment if you choose to pay by credit card. There is no fee to pay by ACH.

Visit Walla Walla



Remit To:
Oregon Public Broadcasting
Attn: M Curtis 503-977-7786
7140 S. Macadam Avenue
Portland, OR 97219

Invoice:	MCC-1250541313
E-Invoice:	E41313
Station:	OPB-Radio, OPB-TV
EI Code:	271208
Invoice Date:	5/25/2025
Total Due:	\$2,200.00
Amt Paid:	

----- 8< --- Detach and return with payment. --- >8 -----

VISIT WALLA WALLA
103 East Main Street
Walla Walla, WA 99362

Visit Walla Walla

PO #:
Agy Code:
Est#:
Product:
Buyer: Guy Glaeser

Invoice#:	MCC-1250541313
EI Code:	271208
Date:	5/25/2025
Contract:	11174
Total Due:	\$2,200.00

Payment Terms: Net 30 days
Salesrep: Shelby Gould

INVOICE SUMMARY

Station	Type	Qty	Gross	Total
OPB-Radio				
	Spots	10	\$1,000.00	\$1,000.00
OPB-TV				
	Non-Spots	2	\$1,200.00	\$1,200.00
TOTALS				
	Spots	10	\$1,000.00	\$1,000.00
	Non-Spots	2	\$1,200.00	\$1,200.00
	Grand Totals		\$2,200.00	\$2,200.00

INVOICE DETAIL

OPB-Radio

SPOT DETAILS

Date	Len	Times	Qty	Rate	Total
Mon 5/5/2025	10	11:50AM	1		
Wed 5/7/2025	10	06:49AM 10:19PM	2		
Mon 5/12/2025	10	02:49PM	1		
Tue 5/13/2025	10	12:40PM	1		
Thu 5/15/2025	10	07:50PM	1		
Mon 5/19/2025	10	05:42AM	1		
Tue 5/20/2025	10	09:58AM	1		
Wed 5/21/2025	10	01:19PM	1		
Thu 5/22/2025	10	09:58PM	1		
OPB-Radio SPOT TOTALS:			10		\$1,000.00

OPB-TV

NON-SPOT DETAILS

Date	Ln	Ordered Ln Dates	Line Remarks/Billing Description	Qty	Rate	Total
Sun 5/25/2025	5	5/1/2025-5/25/2025	Article Display Ads - Movie	1	\$300.00	\$300.00
Sun 5/25/2025	6	5/1/2025-5/25/2025	OPB First Look - Movie Crush	1	\$900.00	\$900.00
OPB-TV NON-SPOT TOTAL:						\$1,200.00

IMPORTANT NOTE
Please write the invoice and/or contract number on checks before sending them to OPB.
To pay by credit card: opb.org/give/sponsorship
Paying by check means more of your sponsorship goes to support OPB.

Walla Walla Union-Bulletin
112 S 1st Ave
Walla Walla, WA 99362



**WALLA WALLA
UNION-BULLETIN**
We Bring the Valley to You

Visit Walla Walla
Guy Glaeser
103 E. Main St. #303
Walla Walla, WA 99362
USA

Our remittance address has changed. Please update
your records with the new address at the bottom of
this invoice. Thank you!

INVOICE	
Invoice #:	70116
Invoice Date:	3/31/2025
Advertiser #:	22300
Advertiser Name:	Visit Walla Walla
Agency #:	
Agency Name:	
Amount Due:	\$ 1,092.50
Due Date:	5/15/2025

Print - Order 93501

Ad No.	Date	Description	Position	Format	Net Amount
486176	3/15/2025	2025 East of the Cascades	Walla Walla Union-Bulletin Magazine - East of The Cascades - WWB	8.75 x 11.00 in x 3.0000 col.	\$ 1,092.50

If you would like to receive your invoices via e-mail, call
(206) 464-2550 or e-mail credit@yakimaherald.com with
your Accounts Payable e-mail address.

Summary	
Total Net Amount	\$ 1,092.50
Taxes	\$ 0.00
Total Amount	\$ 1,092.50
Payments/Credits	\$ 0.00
Amount Due	\$ 1,092.50

Please Return Below Portion With Your Payment

Invoice #	Advertiser #	Advertiser Name	Agency #	Agency Name	Amount Due
70116	22300	Visit Walla Walla			\$ 1,092.50

Remittance Address:	Please indicate any changes to billing information:
Walla Walla Union-Bulletin PO Box 3627 Seattle, WA 98124 Tel: (206) 464-2550	



P.O. Box 642530
Pullman, WA 99164-2530
Phone: (509) 335-6567 Fax: (509) 335-3772

CARA JACOBSON
VISIT WALLA WALLA
103 E. MAIN ST. #303
WALLA WALLA, WA 99362

Invoice

81885

Contract 25-02019305-050
Contract Date 02/18/25
Billing Date 03/31/25

2025-2026 ANNUAL

Aired Spots 3/1/2025 thru 3/31/2025

Description	Day	Date	TimeCopy		Status
NET SIMULCAST ME 3/3/25-2/23/26	Mon	03/03/25	7:33:40a	GUITAR FEST	Aired
	Wed	03/05/25	7:50:30a	GUITAR FEST	Aired
	Mon	03/10/25	7:33:40a	GUITAR FEST	Aired
	Wed	03/12/25	7:50:30a	GUITAR FEST	Aired
	Mon	03/17/25	7:07:10a	EVENTS	Aired
	Wed	03/19/25	7:33:40a	DOWNTOWN	Aired
	Mon	03/24/25	7:50:30a	SPRING KICK-OFF	Aired
	Wed	03/26/25	7:33:40a	SPRING KICK-OFF	Aired
	Mon	03/31/25	7:07:10a	SPRING KICK-OFF	Aired
NET SIMULCAST ATC 3/4/25-2/24/26	Tue	03/04/25	4:49:40p	GUITAR FEST	Aired
	Thu	03/06/25	4:49:40p	GUITAR FEST	Aired
	Tue	03/11/25	5:49:40p	GUITAR FEST	Aired
	Tue	03/18/25	5:06:10p	DOWNTOWN	Aired
	Wed	03/19/25	4:06:10p	EVENTS	Aired
	Thu	03/20/25	5:49:40p	DOWNTOWN	Aired
	Tue	03/25/25	5:06:10p	SPRING KICK-OFF	Aired
	Thu	03/27/25	5:49:40p	SPRING KICK-OFF	Aired

Total Number of Spots 17

Total Invoiced for Period	1,125.00
20% Annual Discount	225.00
Net Total Due for this Period	900.00
Amount Paid This Period	\$0.00
Previous Amount Billed	\$0.00
Previous Amount Paid	\$0.00
Amount Due to Keep Contract Current	\$900.00

Original Contract Amount \$13,500.00

Customized Payment Schedule
Next Payment Due 04/2025



NORTHWEST
PUBLIC BROADCASTING

P.O. Box 642530
Pullman, WA 99164-2530
Phone: (509) 335-6567 Fax: (509) 335-3772

Statement

Contract	25-02019305-049
Contract Date	02/22/24
Billed Through	03/31/25
Statement Date	03/31/25

CARA JACOBSON
VISIT WALLA WALLA
103 E. MAIN ST. #303
WALLA WALLA, WA 99362

2024 ANNUAL

Original Contract Amount - 9,984.00

Date	Transaction Type	Description	Amount
03/31/24	Monthly Invoices	Invoice 80552	832.00
04/30/24	Monthly Invoices	Invoice 80672	832.00
05/03/24	Payment	Pay No. 80705 Check Ref CK # 0077178213	-832.00
05/28/24	Payment	Pay No. 80738 Check Ref CK # 0077364523	-832.00
05/31/24	Monthly Invoices	Invoice 80803	832.00
06/17/24	Payment	Pay No. 80852 Check Ref CK # 0077512916	-832.00
06/30/24	Monthly Invoices	Invoice 80918	832.00
07/31/24	Monthly Invoices	Invoice 81023	832.00
07/31/24	Payment	Pay No. 81037 Check Ref CK # 0077717444	-832.00
08/19/24	Payment	Pay No. 81057 Check Ref CK # 0077907525	-832.00
08/31/24	Monthly Invoices	Invoice 81107	832.00
09/23/24	Payment	Pay No. 81149 Check Ref CK # 0078110449	-832.00
09/30/24	Monthly Invoices	Invoice 81208	832.00
10/30/24	Payment	Pay No. 81263 Check Ref CK # 0078307884	-832.00
10/31/24	Monthly Invoices	Invoice 81321	832.00
11/30/24	Monthly Invoices	Invoice 81429	832.00
12/04/24	Payment	Pay No. 81454 Check Ref CK # 0078537570	-832.00
12/31/24	Monthly Invoices	Invoice 81539	832.00
01/06/25	Payment	Pay No. 81571 Check Ref CK # 0078714220	-832.00
01/29/25	Payment	Pay No. 81595 Check Ref CK # 0078834795	-832.00
01/31/25	Monthly Invoices	Invoice 81659	832.00
02/28/25	Monthly Invoices	Invoice 81764	832.00
03/05/25	Payment	Pay No. 81787 Check Ref CK # 9908891794	-832.00
Balance			832.00

Return this portion of the Statement with Payment

Payment Advice

Amount Due to Keep Contract Current

832.00

25-02019305-049 VISIT WALLA WALLA

Account balance may not reflect payments received after the 25th of the month. Cancellation requires 30-days notice. Please return to:
Northwest Public Broadcasting PO Box 642530 Pullman, WA 99164-2530.

Page No. 2



NORTHWEST
PUBLIC BROADCASTING

P.O. Box 642530
Pullman, WA 99164-2530
Phone: (509) 335-6567 Fax: (509) 335-3772

Statement

Contract	25-02019305-050
Contract Date	02/18/25
Billed Through	03/31/25
Statement Date	03/31/25

CARA JACOBSON
VISIT WALLA WALLA
103 E. MAIN ST. #303
WALLA WALLA, WA 99362

2025-2026 ANNUAL

Original Contract Amount - 10,800.00

<i>Date</i>	<i>Transaction Type</i>	<i>Description</i>	<i>Amount</i>
03/31/25	Monthly Invoices	Invoice 81885	900.00
		Balance	900.00

Return this portion of the Statement with Payment

Payment Advice

Amount Due to Keep Contract Current	900.00
-------------------------------------	--------

25-02019305-050 VISIT WALLA WALLA

Account balance may not reflect payments received after the 25th of the month. Cancellation requires 30-days notice. Please return to:
Northwest Public Broadcasting PO Box 642530 Pullman, WA 99164-2530.

Page No. 3



Wilson Design Company
4 1/2 West Main
Suite 6, Walla Walla, WA 99362 United States
summergirl9670@mac.com | (509) 301-0490

Invoice #3408

Issue date
Jan 29, 2025

8.5" x 11.25" Ad for Boise Magazine

We appreciate your business.

Customer

Visit Walla Walla
cjacobson@wallawalla.org
103 E Main
St #303
Walla Walla, WA 99362

Invoice Details

PDF created January 29, 2025
\$510.00

Payment

Due January 29, 2025
\$510.00

Items	Quantity	Price	Amount
Design and Layout	1	\$510.00	\$510.00
Subtotal			\$510.00

Total Due **\$510.00**



Pay online

To pay your invoice go to <https://squareup.com/u/BJwzl3vx>

Or open the camera on your mobile device and place the QR code in the camera's view.



INVOICE DATE	INVOICE NO.	PAGE
5/14/25	109851	1

** INVOICE **

INVOICE DATE	INVOICE NO.	PAGE
5/14/25	109851	1

MASS MARKETING INC.

7209 Dixie Hwy. • Fairfield, Ohio 45014-5596 • (800)-322-6277

Authorization: CARA JACOBSON

Ship to: VISIT WALLA WALLA
26 E. MAIN ST.

WALLA WALLA, WA 99362

Bill to: VISIT WALLA WALLA
26 E. MAIN ST.

WALLA WALLA, WA 99362

Set Description: WALLA WALLA WA/ MILTON & FREEW

Authorization:

CARA JACOBSON

Title:

MKT DIRECTOR

Set Description:

WALLA WALLA WA/ MILTON & FREE

Terms: Due on Receipt

Due Date:

Cust. Name

VISIT WALLA WALLA

509-525-8799

CUSTOMER NO.		ORDER NUMBER	ORDER DATE	SALES REP	PURCHASE ORDER NO.		SALES REP		CUSTOMER NUMBER	
WA1063000062			04/28/25	140			MCHENRY, JU		WA1063000062	
QUANTITY	UNIT	DESCRIPTION			UNIT PRICE		QUANTITY	ITEM CODE		PRICE
1	EACH	3/3 AD ON FRONT COVER			250.00 250.00		1	3/3 F/C 100501		250.00
If this ad incorporates or is derived from layouts or other materials you provided to us, you warrant that you hold all rights necessary for such use and agree to hold us harmless from any claims asserted against us as a result of a breach of this warranty. RETAIN FOR YOUR RECORD					Sub-total		Sub-total			
					Misc. Charge		Misc. Charge			
					Shpg. & Handling		Shpg. & Handling			
					Sales Tax		Sales Tax			
					Total		Total			
					Payment Rec'd		Payment Rec'd			
					Amount Due		Amount Due			

RETAIN FOR YOUR RECORD

You May Make Payment By

Visa _____ Mastercard _____ AmX _____ Discover _____ (please check one)

Visa, Mastercard or Discover number:

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Expiration Date: _____ 3 Digit Code on Back of Card: _____

--	--	--	--

American Express number:

--	--	--	--

Expiration Date: Security Code on Front of Card:

--	--	--	--

Signature: _____

I acknowledge receipt of the product and confirm that the information in the ad is correct and agree that the "amount due" shown above is now due and payable.

I authorize Mass Marketing, Inc. to electronically debit my checking account in the event that the payment/item received is returned unpaid and/or there are not sufficient funds.

If this ad incorporates or is derived from layouts or other materials you provided to us, you warrant that you hold all rights necessary for such use and agree to hold us harmless from any claims asserted against us as a result of a breach of this warranty.

Signature _____ Date _____

☒ I have read and received a copy of this invoice.

Auth. Field Rep. _____ Date _____

RETURN WITH PAYMENT

Make checks payable to:

Mass Marketing Inc.

7209 Dixie Hwy. • Fairfield, Ohio 45014-5596



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

06/30/2025

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER	CONTACT NAME: Philip Oberg PHONE (A/C, No, Ext): (509)529-0935 E-MAIL ADDRESS: phil@paulrichardsonagency.com INSURER(S) AFFORDING COVERAGE INSURER A: Liberty Mutual Insurance INSURER B: INSURER C: INSURER D: INSURER E: INSURER F:	FAX (A/C, No): (509)529-2838 NAIC # 24074
INSURED	Paul Richardson Agency 2 W. Main St Walla Walla, WA 99362 Tourism Walla Walla DBA: Visit Walla Walla 103 E Main St Ste 303 Walla Walla, WA 99362-1900	

COVERAGES

CERTIFICATE NUMBER: 00000976-0

REVISION NUMBER: 8

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	☒ COMMERCIAL GENERAL LIABILITY ☐ CLAIMS-MADE ☒ OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: ☒ POLICY ☐ PROJECT ☐ LOC OTHER:	Y	Y	BKO58026310	09/07/2024	09/07/2025	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 1,000,000 MED EXP (Any one person) \$ 15,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMP/OP AGG \$ 2,000,000
	AUTOMOBILE LIABILITY ☐ ANY AUTO ☐ OWNED AUTOS ONLY ☐ HIRED AUTOS ONLY ☐ SCHEDULED AUTOS ☐ NON-OWNED AUTOS ONLY						COMBINED SINGLE LIMIT (Ea accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$
	UMBRELLA LIAB EXCESS LIAB DED RETENTION \$						EACH OCCURRENCE \$ AGGREGATE \$
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N	N/A				PER STATUTE OTH-ER E.L. EACH ACCIDENT \$ E.L. DISEASE - EA EMPLOYEE \$ E.L. DISEASE - POLICY LIMIT \$

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

Certificate Holder is listed as Additional Insured

CERTIFICATE HOLDER

CANCELLATION

City of College Place 625 S. College Avenue College Place, WA 99324	SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE (PRO)
---	--

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THIS ENDORSEMENT CHANGES THE POLICY. PLEASE READ IT CAREFULLY.

COMMERCIAL GENERAL LIABILITY EXTENSION

This endorsement modifies insurance provided under the following:

COMMERCIAL GENERAL LIABILITY COVERAGE PART

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With respect to coverage afforded by this endorsement, the provisions of the policy apply unless modified by the endorsement.

A. NON-OWNED AIRCRAFT

Under Paragraph 2. Exclusions of Section I - Coverage A - Bodily Injury And Property Damage Liability, exclusion g. Aircraft, Auto Or Watercraft does not apply to an aircraft provided:

1. It is not owned by any insured;
2. It is hired, chartered or loaned with a trained paid crew;
3. The pilot in command holds a currently effective certificate, issued by the duly constituted authority of the United States of America or Canada, designating her or him a commercial or airline pilot; and
4. It is not being used to carry persons or property for a charge.

However, the insurance afforded by this provision does not apply if there is available to the insured other valid and collectible insurance, whether primary, excess (other than insurance written to apply specifically in excess of this policy), contingent or on any other basis, that would also apply to the loss covered under this provision.

B. NON-OWNED WATERCRAFT

Under Paragraph 2. Exclusions of Section I - Coverage A - Bodily Injury And Property Damage Liability, Subparagraph (2) of exclusion g. Aircraft, Auto Or Watercraft is replaced by the following:

This exclusion does not apply to:

- (2) A watercraft you do not own that is:
 - (a) Less than 52 feet long; and
 - (b) Not being used to carry persons or property for a charge.

C. PROPERTY DAMAGE LIABILITY - ELEVATORS

1. Under Paragraph 2. Exclusions of Section I - Coverage A - Bodily Injury And Property Damage Liability, Subparagraphs (3), (4) and (6) of exclusion j. Damage To Property do not apply if such "property damage" results from the use of elevators. For the purpose of this provision, elevators do not include vehicle lifts. Vehicle lifts are lifts or hoists used in automobile service or repair operations.
2. The following is added to Section IV - Commercial General Liability Conditions, Condition 4. Other Insurance, Paragraph b. Excess Insurance:

The insurance afforded by this provision of this endorsement is excess over any property insurance, whether primary, excess, contingent or on any other basis.

D. EXTENDED DAMAGE TO PROPERTY RENTED TO YOU (Tenant's Property Damage)

If Damage To Premises Rented To You is not otherwise excluded from this Coverage Part:

1. Under Paragraph 2. Exclusions of Section I - Coverage A - Bodily Injury and Property Damage Liability:
 - a. The fourth from the last paragraph of exclusion j. Damage To Property is replaced by the following:

Paragraphs (1), (3) and (4) of this exclusion do not apply to "property damage" (other than damage by fire, lightning, explosion, smoke, or leakage from an automatic fire protection system) to:

- (i) Premises rented to you for a period of 7 or fewer consecutive days; or
- (ii) Contents that you rent or lease as part of a premises rental or lease agreement for a period of more than 7 days.

Paragraphs (1), (3) and (4) of this exclusion do not apply to "property damage" to contents of premises rented to you for a period of 7 or fewer consecutive days.

A separate limit of insurance applies to this coverage as described in Section III - Limits of Insurance.

- b. The last paragraph of subsection **2. Exclusions** is replaced by the following:

Exclusions c. through n. do not apply to damage by fire, lightning, explosion, smoke or leakage from automatic fire protection systems to premises while rented to you or temporarily occupied by you with permission of the owner. A separate limit of insurance applies to Damage To Premises Rented To You as described in **Section III - Limits Of Insurance**.

2. Paragraph 6. under **Section III - Limits Of Insurance** is replaced by the following:

6. Subject to Paragraph 5. above, the Damage To Premises Rented To You Limit is the most we will pay under Coverage A for damages because of "property damage" to:

- a. Any one premise:

(1) While rented to you; or

(2) While rented to you or temporarily occupied by you with permission of the owner for damage by fire, lightning, explosion, smoke or leakage from automatic protection systems; or

- b. Contents that you rent or lease as part of a premises rental or lease agreement.

3. As regards coverage provided by this provision **D. EXTENDED DAMAGE TO PROPERTY RENTED TO YOU (Tenant's Property Damage)** - Paragraph 9.a. of **Definitions** is replaced with the following:

9.a. A contract for a lease of premises. However, that portion of the contract for a lease of premises that indemnifies any person or organization for damage by fire, lightning, explosion, smoke, or leakage from automatic fire protection systems to premises while rented to you or temporarily occupied by you with the permission of the owner, or for damage to contents of such premises that are included in your premises rental or lease agreement, is not an "insured contract".

E. MEDICAL PAYMENTS EXTENSION

If **Coverage C Medical Payments** is not otherwise excluded, the Medical Payments provided by this policy are amended as follows:

Under Paragraph 1. **Insuring Agreement** of **Section I - Coverage C - Medical Payments**, Subparagraph (b) of Paragraph a. is replaced by the following:

- (b) The expenses are incurred and reported within three years of the date of the accident; and

F. EXTENSION OF SUPPLEMENTARY PAYMENTS - COVERAGES A AND B

1. Under **Supplementary Payments - Coverages A and B**, Paragraph 1.b. is replaced by the following:

- b. Up to **\$3,000** for cost of bail bonds required because of accidents or traffic law violations arising out of the use of any vehicle to which the Bodily Injury Liability Coverage applies. We do not have to furnish these bonds.

2. Paragraph 1.d. is replaced by the following:

- d. All reasonable expenses incurred by the insured at our request to assist us in the investigation or defense of the claim or "suit", including actual loss of earnings up to **\$500** a day because of time off from work.

G. ADDITIONAL INSURED - BY CONTRACT, AGREEMENT OR PERMIT

1. Paragraph 2. under **Section II - Who Is An Insured** is amended to include as an insured any person or organization whom you have agreed to add as an additional insured in a written contract, written agreement or permit. Such person or organization is an additional insured but only with respect to liability for "bodily injury", "property damage" or "personal and advertising injury" caused in whole or in part by:

- a. Your acts or omissions, or the acts or omissions of those acting on your behalf, in the performance of your on going operations for the additional insured that are the subject of the written contract or written agreement provided that the "bodily injury" or "property damage" occurs, or the "personal and advertising injury" is committed, subsequent to the signing of such written contract or written agreement; or

- b. Premises or facilities rented by you or used by you; or
- c. The maintenance, operation or use by you of equipment rented or leased to you by such person or organization; or
- d. Operations performed by you or on your behalf for which the state or political subdivision has issued a permit subject to the following additional provisions:
- (1) This insurance does not apply to "bodily injury", "property damage", or "personal and advertising injury" arising out of the operations performed for the state or political subdivision;
 - (2) This insurance does not apply to "bodily injury" or "property damage" included within the "completed operations hazard".
 - (3) Insurance applies to premises you own, rent, or control but only with respect to the following hazards:
 - (a) The existence, maintenance, repair, construction, erection, or removal of advertising signs, awnings, canopies, cellar entrances, coal holes, driveways, manholes, marquees, hoist away openings, sidewalk vaults, street banners, or decorations and similar exposures; or
 - (b) The construction, erection, or removal of elevators; or
 - (c) The ownership, maintenance, or use of any elevators covered by this insurance.

However:

1. The insurance afforded to such additional insured only applies to the extent permitted by law; and
2. If coverage provided to the additional insured is required by a contract or agreement, the insurance afforded to such additional insured will not be broader than that which you are required by the contract or agreement to provide for such additional insured.

With respect to Paragraph 1.a. above, a person's or organization's status as an additional insured under this endorsement ends when:

- (1) All work, including materials, parts or equipment furnished in connection with such work, on the project (other than service, maintenance or repairs) to be performed by or on behalf of the additional insured(s) at the location of the covered operations has been completed; or
- (2) That portion of "your work" out of which the injury or damage arises has been put to its intended use by any person or organization other than another contractor or subcontractor engaged in performing operations for a principal as a part of the same project.

With respect to Paragraph 1.b. above, a person's or organization's status as an additional insured under this endorsement ends when their written contract or written agreement with you for such premises or facilities ends.

With respects to Paragraph 1.c. above, this insurance does not apply to any "occurrence" which takes place after the equipment rental or lease agreement has expired or you have returned such equipment to the lessor.

The insurance provided by this endorsement applies only if the written contract or written agreement is signed prior to the "bodily injury" or "property damage".

We have no duty to defend an additional insured under this endorsement until we receive written notice of a "suit" by the additional insured as required in Paragraph b. of Condition 2. **Duties In the Event Of Occurrence, Offense, Claim Or Suit under Section IV - Commercial General Liability Conditions.**

2. With respect to the insurance provided by this endorsement, the following are added to Paragraph 2. **Exclusions under Section I - Coverage A - Bodily Injury And Property Damage Liability:**

This insurance does not apply to:

- a. "Bodily injury" or "property damage" arising from the sole negligence of the additional insured.
- b. "Bodily injury" or "property damage" that occurs prior to you commencing operations at the location where such "bodily injury" or "property damage" occurs.
- c. "Bodily injury", "property damage" or "personal and advertising injury" arising out of the rendering of, or the failure to render, any professional architectural, engineering or surveying services, including:
 - (1) The preparing, approving, or failing to prepare or approve, maps, shop drawings, opinions, reports, surveys, field orders, change orders or drawings and specifications; or
 - (2) Supervisory, inspection, architectural or engineering activities.

This exclusion applies even if the claims against any insured allege negligence or other wrongdoing in the supervision, hiring, employment, training or monitoring of others by that insured, if the "occurrence" which caused the "bodily injury" or "property damage", or the offense which caused the "personal and advertising injury", involved the rendering of, or the failure to render, any professional architectural, engineering or surveying services.

- d. "Bodily injury" or "property damage" occurring after:

- (1) All work, including materials, parts or equipment furnished in connection with such work, on the project (other than service, maintenance or repairs) to be performed by or on behalf of the additional insured(s) at the location of the covered operations has been completed; or
- (2) That portion of "your work" out of which the injury or damage arises has been put to its intended use by any person or organization other than another contractor or subcontractor engaged in performing operations for a principal as a part of the same project.

- e. Any person or organization specifically designated as an additional insured for ongoing operations by a separate **ADDITIONAL INSURED -OWNERS, LESSEES OR CONTRACTORS** endorsement issued by us and made a part of this policy.

3. With respect to the insurance afforded to these additional insureds, the following is added to **Section III - Limits Of Insurance:**

If coverage provided to the additional insured is required by a contract or agreement, the most we will pay on behalf of the additional insured is the amount of insurance:

- a. Required by the contract or agreement; or
 - b. Available under the applicable Limits of Insurance shown in the Declarations;
- whichever is less.

This endorsement shall not increase the applicable Limits of Insurance shown in the Declarations.

H. PRIMARY AND NON-CONTRIBUTORY ADDITIONAL INSURED EXTENSION

This provision applies to any person or organization who qualifies as an additional insured under any form or endorsement under this policy.

Condition 4. Other Insurance of **SECTION IV - COMMERCIAL GENERAL LIABILITY CONDITIONS** is amended as follows:

- a. The following is added to Paragraph a. **Primary Insurance:**

If an additional insured's policy has an Other Insurance provision making its policy excess, and you have agreed in a written contract or written agreement to provide the additional insured coverage on a primary and noncontributory basis, this policy shall be primary and we will not seek contribution from the additional insured's policy for damages we cover.

b. The following is added to Paragraph b. Excess Insurance:

When a written contract or written agreement, other than a premises lease, facilities rental contract or agreement, an equipment rental or lease contract or agreement, or permit issued by a state or political subdivision between you and an additional insured does not require this insurance to be primary or primary and non-contributory, this insurance is excess over any other insurance for which the additional insured is designated as a Named Insured.

Regardless of the written agreement between you and an additional insured, this insurance is excess over any other insurance whether primary, excess, contingent or on any other basis for which the additional insured has been added as an additional insured on other policies.

I. ADDITIONAL INSURED - EXTENDED PROTECTION OF YOUR "LIMITS OF INSURANCE"

This provision applies to any person or organization who qualifies as an additional insured under any form or endorsement under this policy.

1. The following is added to Condition 2. Duties In The Event Of Occurrence, Offense, Claim or Suit:

An additional insured under this endorsement will as soon as practicable:

- a. Give written notice of an "occurrence" or an offense that may result in a claim or "suit" under this insurance to us;
- b. Tender the defense and indemnity of any claim or "suit" to all insurers whom also have insurance available to the additional insured; and
- c. Agree to make available any other insurance which the additional insured has for a loss we cover under this Coverage Part.
- d. We have no duty to defend or indemnify an additional insured under this endorsement until we receive written notice of a "suit" by the additional insured.

2. The limits of insurance applicable to the additional insured are those specified in a written contract or written agreement or the limits of insurance as stated in the Declarations of this policy and defined in **Section III - Limits of Insurance** of this policy, whichever are less. These limits are inclusive of and not in addition to the limits of insurance available under this policy.

**J. WHO IS AN INSURED - INCIDENTAL MEDICAL ERRORS / MALPRACTICE
WHO IS AN INSURED - FELLOW EMPLOYEE EXTENSION - MANAGEMENT EMPLOYEES**

Paragraph 2.a.(1) of **Section II - Who Is An Insured** is replaced with the following:

(1) "Bodily injury" or "personal and advertising injury":

- (a) To you, to your partners or members (if you are a partnership or joint venture), to your members (if you are a limited liability company), to a co-"employee" while in the course of his or her employment or performing duties related to the conduct of your business, or to your other "volunteer workers" while performing duties related to the conduct of your business;
- (b) To the spouse, child, parent, brother or sister of that co-"employee" or "volunteer worker" as a consequence of Paragraph (1) (a) above;
- (c) For which there is any obligation to share damages with or repay someone else who must pay damages because of the injury described in Paragraphs (1) (a) or (b) above; or
- (d) Arising out of his or her providing or failing to provide professional health care services. However, if you are not in the business of providing professional health care services or providing professional health care personnel to others, or if coverage for providing professional health care services is not otherwise excluded by separate endorsement, this provision (Paragraph (d)) does not apply.

Paragraphs (a) and (b) above do not apply to "bodily injury" or "personal and advertising injury" caused by an "employee" who is acting in a supervisory capacity for you. Supervisory capacity as used herein means the "employee's" job responsibilities assigned by you, includes the direct supervision of other "employees" of yours. However, none of these "employees" are insureds for "bodily injury" or "personal and



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advertising injury" arising out of their willful conduct, which is defined as the purposeful or willful intent to cause "bodily injury" or "personal and advertising injury", or caused in whole or in part by their intoxication by liquor or controlled substances.

The coverage provided by provision J. is excess over any other valid and collectable insurance available to your "employee".

K. NEWLY FORMED OR ADDITIONALLY ACQUIRED ENTITIES

Paragraph 3. of **Section II - Who Is An Insured** is replaced by the following:

3. Any organization you newly acquire or form and over which you maintain ownership or majority interest, will qualify as a Named Insured if there is no other similar insurance available to that organization. However:
 - a. Coverage under this provision is afforded only until the expiration of the policy period in which the entity was acquired or formed by you;
 - b. Coverage A does not apply to "bodily injury" or "property damage" that occurred before you acquired or formed the organization; and
 - c. Coverage B does not apply to "personal and advertising injury" arising out of an offense committed before you acquired or formed the organization.
 - d. Records and descriptions of operations must be maintained by the first Named Insured.

No person or organization is an insured with respect to the conduct of any current or past partnership, joint venture or limited liability company that is not shown as a Named Insured in the Declarations or qualifies as an insured under this provision.

L. FAILURE TO DISCLOSE HAZARDS AND PRIOR OCCURRENCES

Under **Section IV - Commercial General Liability Conditions**, the following is added to Condition 6. **Representations**:

Your failure to disclose all hazards or prior "occurrences" existing as of the inception date of the policy shall not prejudice the coverage afforded by this policy provided such failure to disclose all hazards or prior "occurrences" is not intentional.

M. KNOWLEDGE OF OCCURRENCE, OFFENSE, CLAIM OR SUIT

Under **Section IV - Commercial General Liability Conditions**, the following is added to Condition 2. **Duties In The Event of Occurrence, Offense, Claim Or Suit**:

Knowledge of an "occurrence", offense, claim or "suit" by an agent, servant or "employee" of any insured shall not in itself constitute knowledge of the insured unless an insured listed under Paragraph 1. of **Section II - Who Is An Insured** or a person who has been designated by them to receive reports of "occurrences", offenses, claims or "suits" shall have received such notice from the agent, servant or "employee".

N. LIBERALIZATION CLAUSE

If we revise this Commercial General Liability Extension Endorsement to provide more coverage without additional premium charge, your policy will automatically provide the coverage as of the day the revision is effective in your state.

O. BODILY INJURY REDEFINED

Under **Section V - Definitions**, Definition 3. is replaced by the following:

3. "Bodily Injury" means physical injury, sickness or disease sustained by a person. This includes mental anguish, mental injury, shock, fright or death that results from such physical injury, sickness or disease.

P. EXTENDED PROPERTY DAMAGE

Exclusion a. of COVERAGE A. BODILY INJURY AND PROPERTY DAMAGE LIABILITY is replaced by the following:

a. Expected Or Intended Injury

"Bodily injury" or "property damage" expected or intended from the standpoint of the insured. This exclusion does not apply to "bodily injury" or "property damage" resulting from the use of reasonable force to protect persons or property.

Q. WAIVER OF TRANSFER OF RIGHTS OF RECOVERY AGAINST OTHERS TO US - WHEN REQUIRED IN A CONTRACT OR AGREEMENT WITH YOU

Under **Section IV - Commercial General Liability Conditions**, the following is added to **Condition 8. Transfer Of Rights Of Recovery Against Others To Us**:

We waive any right of recovery we may have against a person or organization because of payments we make for injury or damage arising out of your ongoing operations or "your work" done under a contract with that person or organization and included in the "products-completed operations hazard" provided:

1. You and that person or organization have agreed in writing in a contract or agreement that you waive such rights against that person or organization; and
2. The injury or damage occurs subsequent to the execution of the written contract or written agreement.

LTAC Grant
Reimbursement
Form 2025



City of College Place
INVOICE VOUCHER

AGENCY NAME

CITY OF COLLEGE PLACE

VENDOR OR CLAIMANT (Warrant is to be payable to)

Entity Name: The Little Theatre of Walla Walla

Address: 1130 E Sumach

City, State, & Zip Code Walla Walla, WA 99362

	AGENCY USE ONLY	
Vendor No.		Grant/Job Code

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

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

BY:

Martin Fortney, Executive Director10/3/2025

Name & TitleDate

Reporting Period			Received By:		Date Received
Reporting Period Date Range01/01/2025 to 12/31/2025					
Date	DESCRIPTION	Budget	Previously Requested	Amount of this invoice	Award Remaining
2/17/2025	Thread Theory Invoice 1	5000 -	5000 -	1600.00 -	3400.00 -
05/08/2025	Thread Theory Invoice 2	5000	5000	1000.00	2400.00
Totals		5000 -	5000 -	2600 -	2400 -



THREAD THEORY
THE INTERSECTION OF CULTURE & CONTENT

Thread Theory
206-999-3298

Billed To
Martin Fortney
Little Theatre of Walla Walla
PO Box 39
Walla Walla, WA 99362

Date of Issue
02/17/2025

Due Date
02/20/2025

Invoice Number
0000006

Amount Due (USD)
\$0.00

Description	Rate	Qty	Line Total
Walla Walla Theatre Project (1/5 downpayment)	\$1,600.00	1	\$1,600.00
Subtotal			1,600.00
Tax			0.00
Total			1,600.00
Amount Paid			1,600.00
Amount Due (USD)			\$0.00

Terms

Payments are preferred online, checks are acceptable, please note if you send a physical check please account for travel time so we can receive payment in a timely manner. Thank you!



THREAD THEORY
THE INTERSECTION OF CULTURE & CONTENT

Thread Theory
206-999-3298

Billed To
Martin Fortney
Little Theatre of Walla Walla
PO Box 39
Walla Walla, WA 99362

Date of Issue
05/05/2025

Due Date
05/08/2025

Invoice Number
0000051

Amount Due (USD)
\$0.00

Description	Rate	Qty	Line Total
Walla Walla Theatre Project (1/5 2nd installment)	\$1,000.00	1	\$1,000.00
Subtotal			1,000.00
Tax			0.00
Total			1,000.00
Amount Paid			1,000.00
Amount Due (USD)			\$0.00

Terms

Payments are preferred online, checks are acceptable, please note if you send a physical check please account for travel time so we can receive payment in a timely manner. Thank you!

**Request for Taxpayer
Identification Number and Certification**

Go to www.irs.gov/FormW9 for instructions and the latest information.

**Give form to the
requester. Do not
send to the IRS.**

Before you begin. For guidance related to the purpose of Form W-9, see *Purpose of Form*, below.

Print or type. See Specific Instructions on page 3.	1 Name of entity/individual. An entry is required. (For a sole proprietor or disregarded entity, enter the owner's name on line 1, and enter the business/disregarded entity's name on line 2.)	
	2 Business name/disregarded entity name, if different from above. <u>THE LITTLE THEATRE OF WALLA WALLA</u>	
	3a Check the appropriate box for federal tax classification of the entity/individual whose name is entered on line 1. Check only one of the following seven boxes. ☐ Individual/sole proprietor ☐ C corporation ☐ S corporation ☐ Partnership ☐ Trust/estate ☐ LLC. Enter the tax classification (C = C corporation, S = S corporation, P = Partnership) Note: Check the "LLC" box above and, in the entry space, enter the appropriate code (C, S, or P) for the tax classification of the LLC, unless it is a disregarded entity. A disregarded entity should instead check the appropriate box for the tax classification of its owner. ☒ Other (see instructions) <u>NON PROFIT</u>	4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3): Exempt payee code (if any) _____ Exemption from Foreign Account Tax Compliance Act (FATCA) reporting code (if any) _____ (Applies to accounts maintained outside the United States.)
	3b If on line 3a you checked "Partnership" or "Trust/estate," or checked "LLC" and entered "P" as its tax classification, and you are providing this form to a partnership, trust, or estate in which you have an ownership interest, check this box if you have any foreign partners, owners, or beneficiaries. See instructions ☐	
	5 Address (number, street, and apt. or suite no.). See instructions. <u>1130 EAST SUMACH</u>	Requester's name and address (optional)
6 City, state, and ZIP code <u>WALLA WALLA WA 99362</u>		
7 List account number(s) here (optional)		

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Note: If the account is in more than one name, see the instructions for line 1. See also *What Name and Number To Give the Requester* for guidelines on whose number to enter.

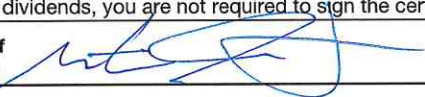
Social security number									
				-					
or									
Employer identification number									
9	1	-	6	0	3	3	5	8	1

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
2. I am not subject to backup withholding because (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
3. I am a U.S. citizen or other U.S. person (defined below); and
4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and, generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here	Signature of U.S. person 	Date <u>10/3/25</u>
------------------	--	---------------------

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to www.irs.gov/FormW9.

What's New

Line 3a has been modified to clarify how a disregarded entity completes this line. An LLC that is a disregarded entity should check the appropriate box for the tax classification of its owner. Otherwise, it should check the "LLC" box and enter its appropriate tax classification.

New line 3b has been added to this form. A flow-through entity is required to complete this line to indicate that it has direct or indirect foreign partners, owners, or beneficiaries when it provides the Form W-9 to another flow-through entity in which it has an ownership interest. This change is intended to provide a flow-through entity with information regarding the status of its indirect foreign partners, owners, or beneficiaries, so that it can satisfy any applicable reporting requirements. For example, a partnership that has any indirect foreign partners may be required to complete Schedules K-2 and K-3. See the Partnership Instructions for Schedules K-2 and K-3 (Form 1065).

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS is giving you this form because they

College Place
FREEDOM
Festival



Paris Olympics Silver Medalist
Kenneth Rooks
Meet-n-Greet

College Place High School Campus
June 29, 2025 6-9 PM



College Place

FREEDOM *Festival*

June 29, 2025 6-10PM

College Place High School Campus

Vendors • Food Trucks • Kid's Zone

1000+ Fireworks Show by Columbia REA!!!

Free Admission!

FEATURING:





-- For Immediate Release --

Contact: Maryelizabeth E. Garcia, City Clerk

Phone: (509) 394-8569

Email: mgarcia@cpwa.us

Press Release: College Place Freedom Festival to be attended by Olympian Kenneth Rooks

College Place, Washington, June 12, 2025: City of College Place Mayor Norma L. Hernández is elated to announce that Silver Medal Olympian and College Place native Kenneth Rooks will make an appearance at the 2025 College Place Freedom Festival at College Place High School from 6-9PM!

Freedom Festival is College Place's Independence Day celebration with four family-friendly hours of food trucks, vendors, the Kid's Zone, an outdoor concert featuring FEEDBACK from 7-10PM, and, as always, our 1000+ fireworks show at 10PM courtesy of Columbia REA. Admission is free, the event is typically held on the last Sunday before July 4th, and runs from 6-10PM.

Mr. Rooks' appearance is scheduled as follows:

- 6-6:30PM – Welcome from Mayor Hernández and Community Q&A
- 6:45-7:45PM – Autographs and Photos
- 8PM – Lap(s) around the track with community members

Mayor Hernández expressed her gratitude and excitement for the community, "I am so proud of College Place's explosive cultural and economic growth over the last few years. Just this year, we've embarked on establishing an official Sister City relationship with Jungapeo, Mexico, completed Lions Park after almost a decade of work, and now we get to welcome Mr. Rooks to our City who is one of the only Olympic athletes from the region!"

Mr. Rooks graduated from College Place High School in 2018. He competed for the district in track and field and won multiple state titles in cross country and track. Mr. Rooks went on to compete professionally in the 3000m Steeplechase for Nike in the 2024 Paris Olympics, and graduated from Brigham Young University with a Bachelors Degree in Civil Engineering in April of this year.

For more information, please contact City Clerk Garcia by emailing mgarcia@cpwa.us or calling 509-394-8569































Application for City of College Place Lodging Tax Funds

Application Deadline: Thursday, October 23, 2025 by 4P.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.

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: 9/1/25

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? If yes, 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 23, 2025 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 2025 (2024 BUDGET)

August 25, 2025	Applications available online at www.cpwa.us
October 23	Applications due to City by 4 p.m.
October 24 – October 28	Internal Staff review and scheduled LTAC meeting to review applications
November 6	LTAC meeting to recommend applicants for 2024 funding
November 12	City Council discussion
November 25	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

No later than thirty (30) days following the conclusion of the proposed subject in this grant application, organizations funded for tourism promotion or tourism-related operations, individual events, festivals, or activities will submit all documents listed below by email to clerk@cpwa.us:

1. Exhibits 2 and 4 of the FY 2026 Grant Award Contract
2. Certificate of Insurance
3. Final written report, including photos and/or media
4. Receipts for Exhibit 4
5. Current year W-9

Funding recipients may be asked to make an oral presentation to the City Council.

State Law Excerpts

RCW 67.28.1816 – Use of Lodging Tax Fund.

Lodging tax revenue under this chapter may be used, directly by any municipality or indirectly through a convention and visitors bureau or destination marketing organization for:

- a. Tourism marketing;
- b. The marketing and operations of special events and festivals designed to attract tourists;
- c. Supporting the operations and capital expenditures of tourism-related facilities owned or operated by a municipality or a public facilities district created under chapters 35.57 and 36.100 RCW; or
- d. Supporting the operations of tourism-related facilities owned or operated by nonprofit organizations described under 26 U.S.C. Sec. 501(c)(3) and 26 U.S.C. Sec. 501(c)(6) or the internal revenue code of 1986, as amended.

RCW 67.28.080 – Definitions.

- "Municipality" means any county, city or town of the state of Washington.
- "Operation" includes, but is not limited to, operation, management, and marketing.
- "Person" means the federal government or any agency thereof, the state or any agency, subdivision, taxing district or Municipal Corporation thereof other than county, city or town, any private corporation, partnership, association, or individual.
- "Tourism" means economic activity resulting from tourists, which may include sales of overnight lodging, meals, tours, gifts, or souvenirs.
- "Tourism promotion" means activities and expenditures designed to increase tourism, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding marketing of special events and festivals designed to attract tourists.
- "Tourism-related facility" means real or tangible personal property with a usable life of three or more years, or constructed with volunteer labor, and used to support tourism, performing arts, or to accommodate tourist activities.
- "Tourist" means a person who travels from a place of residence to a different town, city, county, state, or country, for purposes of business, pleasure, recreation, education, arts, heritage, or culture.

ATTACHMENT

Budget

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

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

Expenses

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

TOURISM PROMOTION AGREEMENT WITH THE CITY OF COLLEGE PLACE

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

DEFINITIONS

1. **Tourism Promotion.** "Tourism promotion" means activities, operations, and expenditures designed to increase tourism, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding the marketing of or the operation of special events and festivals designed to attract tourists.

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

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

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

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

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

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

5. **Reporting.** Entity shall, no later than thirty (30) days following the conclusion of the grant proposal subject:

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

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

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

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

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

9. **Invoice, payment and expenditures.** Entity must use City Lodging Tax Invoice Form (Exhibit 4) and must submit adequate proof of expenditures to receive reimbursement of from the City. The City shall reimburse Entity for expenditures made in accordance with the proposal submitted by the Entity (Exhibit 1). The City will not reimburse Entity for expenditures not in compliance with the proposal submitted and/or lacking adequate proof.

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

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

TO CITY:

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

TO ENTITY:

Name:
Phone Number:
Address:
Email:

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Entity hereby certifies that this indemnification provision was mutually negotiated.

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

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

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

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

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

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

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

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

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

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

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

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

The Parties have executed this Agreement this _____ day of _____, 2025.

City of College Place:

Entity:

City Administrator

Authorized Representative

Attest:

Approved as to form:

Maryelizabeth Garcia, City Clerk

Eric Ferguson, City Attorney

Exhibit 1

[On file with the City Clerk]

Exhibit 2

Final Report on Numbers of Visitors and Paid Room Nights

Actual (or Estimated)

Total Overall Attendance

7,999 as of 7/31/25

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

Direct Count & Structured Estimate

Attendees who traveled 50 miles or more to attend

Total

1,452 as of 7/31/25

Of total, attendees who traveled from another state or country

753 from a different state; 23 international

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

1,016 (70% of attendees 50+ miles)

Attendees who stayed overnight

*Paid Lodging Nights**

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

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

Direct Count & Structured Estimate

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

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

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

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

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

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

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

Other: (please describe)

**Exhibit 2–
Continued
Use of
Funds**

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

CATEGORY	LTAC AMOUNT RECEIVED	ENTITY MATCH	TOTAL
To be filled out by Entity :			
Tourism promotion/marketing	\$ 15,500	\$ 21,530.62	\$ 37,030.62
Special event/festival(s)	\$	\$	\$
Operation/capital costs of tourism-related facility(ies)	\$	\$	\$
TOTALS	\$ 15,500	\$ 21,530.62	\$ 37,030.62

Please describe how funds received under this Agreement were used:

7/12/2025

Exhibit 3

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

Exhibit 4

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

LTAC Grant
Reimbursement
Form 2025



City of College Place
INVOICE VOUCHER

AGENCY NAME	
CITY OF COLLEGE PLACE	
VENDOR OR CLAIMANT (Warrant is to be payable to)	
Entity Name: Walla Walla Movie Crush Address: 9316 28th Ave NW City, State, & Zip Code Seattle, WA 98117	

	AGENCY USE ONLY	
Vendor No.		Grant/Job Code

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

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

BY:

Nancy Dragun, Executive Director

9/1/25

Name & Title

Date

Reporting Period			Received By:		Date Received
Reporting Period Date Range July - September 2025					
Date	DESCRIPTION	Budget	Previously Requested	Amount of this invoice	Award Remaining
		\$ -	\$ -	\$ -	\$ -
7/12/2025	Event catering, Yamas Greek Eatery		\$6000.00	\$1306.80	\$4693.20
7/7/2025	Award medallions, Farris Engraving			\$1548.56	\$3144.64
9/2/2025	Rental & staffing, Gesa Power House Theater			\$3331.00	\$0
Totals		\$ -	\$ -	\$ -	\$ -

LTAC Grant
Reimbursement
Form 2025



City of College Place
INVOICE VOUCHER

AGENCY NAME

CITY OF COLLEGE PLACE

VENDOR OR CLAIMANT (Warrant is to be payable to)

Entity Name: Walla Walla Movie Crush

Address: 9316 28th Ave NW

City, State, & Zip Code: Seattle, WA 98117

	AGENCY USE ONLY	
Vendor No.		Grant/Job Code

INSTRUCTIONS TO VENDOR OR CLAIMANT: Submit this form, a current W-9, and adequate proof of expenditures to receive reimbursement. The City will not reimburse Entity for expenditures not in compliance with the proposal submitted and/or lacking adequate proof.

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

BY:

Nancy Dragun, Executive Director

9/1/25

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9/2/2025	Rental & staffing, Gesa Power House Theater			\$3331.00	\$0
Totals		\$ -	\$ -	\$ -	\$ -



CITY of COLLEGE PLACE

REQUEST FOR PROPOSALS

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

Monica Boyle, LTAC Chair
mboyle@cpwa.us

LODGING TAX FUNDS – REQUEST FOR PROPOSALS

The City of College Place is requesting proposals from parties interested in competing for estimated lodging tax funds available in the 2025 fiscal year. Lodging tax revenue under this chapter may be used, directly by any municipality or indirectly through a convention and visitors bureau or destination marketing organization for:

- a. Tourism marketing,
 - b. The marketing and operations of special events and festivals designed to attract tourists,
 - c. Supporting the operations and capital expenditures of tourism-related facilities owned or operated by a municipality or a public facilities district created under chapters 35.57 and 36.100 RCW,
- or
- d. Supporting the operations of tourism-related facilities owned or operated by nonprofit organizations described under 26 U.S.C. Sec. 501(c)(3) and 26 U.S.C. Sec. 501(c)(6) or the internal revenue code of 1986, as amended.

Such proposals are to be submitted using the city provided form available on the city website www.cpwa.us . Navigate to Government/Boards And Commissions / Lodging Tax Advisory Commission. Application deadline is Tuesday, October 23rd 2025 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

PO Box 3627
Seattle, WA 98124

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

Order Confirmation

Order #:	101796
Order Ref #:	
Date:	8/9/2025
Advertiser #:	22369
Advertiser Name:	City Of College Place
Agency #:	
Agency Name:	
Account Manager:	Simon Sizer ssizer@yakimaherald.com

WWUB Legals Open Rate Package 4.22 #1**\$ 228.24**

Ad No.	Date	Description	Position	Format
512702	9/16/2025	CITY of COLLEGE PLACE REQUEST FOR PROPOSALS Contacts: Maryelizabeth Garcia, City Clerk 509-394-8569/ clerk@cpwa.us Monica Bo	Walla Walla Union Bulletin Broadsheet - CL-Legals	1.67 × 8.98 in × 1.0000 col.
512703	10/14/2025	CITY of COLLEGE PLACE REQUEST FOR PROPOSALS Contacts: Maryelizabeth Garcia, City Clerk 509-394-8569/ clerk@cpwa.us Monica Bo	Walla Walla Union Bulletin Broadsheet - CL-Legals	1.67 × 8.98 in × 1.0000 col.
512704	9/16/2025	CITY of COLLEGE PLACE REQUEST FOR PROPOSALS Contacts: Maryelizabeth Garcia, City Clerk 509-394-8569/ clerk@cpwa.us Monica Bo	Walla Walla Union-Bulletin CL Online - CL-Legals	1.67 × 8.98 in × 1.0000 col.
512705	10/14/2025	CITY of COLLEGE PLACE REQUEST FOR PROPOSALS Contacts: Maryelizabeth Garcia, City Clerk 509-394-8569/ clerk@cpwa.us Monica Bo	Walla Walla Union-Bulletin CL Online - CL-Legals	1.67 × 8.98 in × 1.0000 col.

Walla Walla Union-Bulletin

PO Box 3627
Seattle, WA 98124

Summary	
Total Net Amount	\$ 228.24
Taxes	\$ 0.00
Total Amount	\$ 228.24

Remittance Address:

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

Walla Walla Union-Bulletin

PO Box 3627
Seattle, WA 98124

Classified Category: Legals|Public Notices

CITY of COLLEGE PLACE REQUEST FOR PROPOSALS

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

Monica Boyle, LTAC Chair
mboyle@cpwa.us

LODGING TAX FUNDS – REQUEST FOR PROPOSALS

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- a. Tourism marketing,
- b. The marketing and operations of special events and festivals designed to attract tourists,
- c. Supporting the operations and capital expenditures of tourism-related facilities owned or operated by a municipality or a public facilities district created under chapters 35.57 and 36.100 RCW, or
- d. Supporting the operations of tourism-related facilities owned or operated by nonprofit organizations described under 26 U.S.C. Sec. 501(c)(3) and 26 U.S.C. Sec. 501(c)(6) or the internal revenue code of 1986, as amended.

Such proposals are to be submitted using the city provided form available on the city website www.cpwa.us. Navigate to Government/Boards And Commissions / Lodging Tax Advisory Commission. Application deadline is Tuesday, October 23rd 2025 by 4:00 p.m. received electronically at clerk@cpwa.us or in 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.

(101796) September 16 and
October 14, 2025

Organization

Sherwood Trust
Blue Mountain Community Foundation
WW Valley Chamber of Commerce
Port of Walla Walla
Port of Walla Walla
United Way of Blue Mountains
Walla Walla Union Bulletin
Walla Walla Union Bulletin
Fort Walla Walla Museum
Power House Theatre Walla Walla
Visit Walla Walla
Milton-Freewater Chamber Downtown Alliance
Downtown College Place Association

Contact

Brian Hunt
Kol Medina
Arlene Arlen
Paul Gerola
Pat Reay
Jodi
Classified staff
Simon Sizer
Katy Sassara
Monica Boyle
Guy Glaeser
Claudia Osorio
Chloe Congleton

Title

CEO
President & CEO
President & CEO
Economic Development Director
Executive Director
Director of Development
NA
Legal & Obituary Clerk
Executive Assistant
Executive Director
Executive Director
Executive Director
President

Email

brian@sherwoodtrust.org
kol@bluemountainfoundation.org
ceo@wwwchamber.com
pg@portwallawalla.com
pr@portwallawalla.com
jodi@uwbluemt.org
classified@wwub.com
ssizer@yakimaherald.com
katy@fwwm.org
monica@phtww.org
guy@wallawalla.org
info@mfcda.org
chloe@enableart.com



Application for City of College Place Lodging Tax Funds

Application Deadline: Thursday, October 23, 2025 by 4P.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.

Amount of Lodging Tax Requested: \$ 18,000

Organization/Agency Name: City of College Place			
Federal Tax ID Number: 91-600-1412			
Event or Activity Name (if applicable): Freedom Festival			
Contact Name and Title: Rhett Beardemphl, City Events Coordinator			
Mailing Address: 625 S. College Ave	City: College Place	State: WA	Zip: 99324
Phone: 509-394-8511	Email Address: rbeardemphl@cpwa.us		
ELIGIBLE ENTITY  ☒ Public Agency ☐ Non-Profit		ELIGIBLE ACTIVITY Check all that apply to this application ☐ Tourism promotion/marketing ☒ Operation of special event/festival designed to attract tourists ☐ Operation of a tourism-related facility owned or operated by a non-profit ☐ Operation and/or capital costs of a tourism-related facility owned by a municipality	

CERTIFICATION

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

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

Signature: 	Title: City Events Coordinator
Printed or Typed Name: Rhett Beardemphl	Date: 08-25-2025

Application Questions

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

Freedom Festival is College Place's annual 4th of July Festival! Sunday, June 28th will be an evening of local vendors, food trucks, free activities, and a live concert followed by a fireworks show!

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

Freedom Festival brings in locals AND visitors! The free live concert will bring in members of surrounding communities, that will ideally further explore and spend time and money 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.

Freedom Festival received LTAC funds in 2019, 2022, 2023, 2024, and 2025 Freedom Festivals. These events each surpassed 1,500 attendees. 2024 and 2025 saw an estimated 2,000+ people. The increase in entertainment options allows guests to linger, spending more time and money at the event.

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

Beyond Eastern Washington: Western, Central, and Northeast Washington, Eastern Oregon and Western Idaho.

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

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

6) Is your activity/event a partnership with other organizations? If yes, describe the collaboration with local organizations or businesses.

We collaborate with the College Place Public Schools for the Venue and event support, and with the College Place High School Cheer Team operates our Kid Zone activities.

7) Is this a ticketed event?

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

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

\$25,700

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

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

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

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

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

Provide impact estimates due to the direct result of your proposed tourism-related service:		What method was used to determine attendance in previous years?
a. Overall Attendance a. Enter the total number of people predicted to attend this activity, and select the method used to determine the attendance.	Predicted: 2,250	☒ 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: 40%	☐ 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: 15%	☐ 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: 10%	☐ 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: 2,250	☐ 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 23, 2025 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 2025 (2024 BUDGET)

August 25, 2025	Applications available online at www.cpwa.us
October 23	Applications due to City by 4 p.m.
October 24 – October 28	Internal Staff review and scheduled LTAC meeting to review applications
November 6	LTAC meeting to recommend applicants for 2024 funding
November 12	City Council discussion
November 25	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

No later than thirty (30) days following the conclusion of the proposed subject in this grant application, organizations funded for tourism promotion or tourism-related operations, individual events, festivals, or activities will submit all documents listed below by email to clerk@cpwa.us:

1. Exhibits 2 and 4 of the FY 2026 Grant Award Contract
2. Certificate of Insurance
3. Final written report, including photos and/or media
4. Receipts for Exhibit 4
5. Current year W-9

Funding recipients may be asked to make an oral presentation to the City Council.

State Law Excerpts

RCW 67.28.1816 – Use of Lodging Tax Fund.

Lodging tax revenue under this chapter may be used, directly by any municipality or indirectly through a convention and visitors bureau or destination marketing organization for:

- a. Tourism marketing;
- b. The marketing and operations of special events and festivals designed to attract tourists;
- c. Supporting the operations and capital expenditures of tourism-related facilities owned or operated by a municipality or a public facilities district created under chapters 35.57 and 36.100 RCW; or
- d. Supporting the operations of tourism-related facilities owned or operated by nonprofit organizations described under 26 U.S.C. Sec. 501(c)(3) and 26 U.S.C. Sec. 501(c)(6) or the internal revenue code of 1986, as amended.

RCW 67.28.080 – Definitions.

- "Municipality" means any county, city or town of the state of Washington.
- "Operation" includes, but is not limited to, operation, management, and marketing.
- "Person" means the federal government or any agency thereof, the state or any agency, subdivision, taxing district or Municipal Corporation thereof other than county, city or town, any private corporation, partnership, association, or individual.
- "Tourism" means economic activity resulting from tourists, which may include sales of overnight lodging, meals, tours, gifts, or souvenirs.
- "Tourism promotion" means activities and expenditures designed to increase tourism, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding marketing of special events and festivals designed to attract tourists.
- "Tourism-related facility" means real or tangible personal property with a usable life of three or more years, or constructed with volunteer labor, and used to support tourism, performing arts, or to accommodate tourist activities.
- "Tourist" means a person who travels from a place of residence to a different town, city, county, state, or country, for purposes of business, pleasure, recreation, education, arts, heritage, or culture.

ATTACHMENT

Budget

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

<u>Amount</u>	<u>Source</u>	<u>Confirmed (Yes or No)</u>
\$300	Vendor Fees	No
\$2000	City Staff Time	Yes
\$5000	Fireworks Sponsor	No
\$5,000	City Event Operating Expenses	Yes

Expenses

Activity	Lodging Tax	Other Funds (total above)	Total
Personnel	\$500	\$2,650	\$3,150
Administration	\$0	\$2,000	\$2,000
Marketing/Promotion		\$500	\$4,400
Travel	\$0	\$0	\$0
Consultants	\$0	\$0	\$0
Other (identify)	Swag: \$2,000 Rentals: \$3,000 Contingency: \$3,000	Fireworks: \$7,500	\$15,500
	Entertainment: \$4,000 Kids Zone: \$1,600	\$0	\$5,600
TOTAL	\$18,000	\$12,650	\$30,650



Application for City of College Place Lodging Tax Funds

Application Deadline: Thursday, October 23, 2025 by 4P.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.

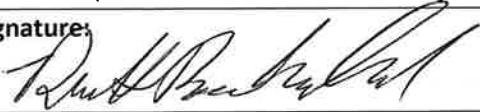
Amount of Lodging Tax Requested: \$ \$9000

Organization/Agency Name: City of College Place			
Federal Tax ID Number: 91-600-1412			
Event or Activity Name (if applicable): Community Event Marketing			
Contact Name and Title: Rhett Beardemphl, City Events Coordinator			
Mailing Address: 625 S. College Ave	City: College Place	State: WA	Zip: 99324
Phone: 509-394-8511	Email Address: rbeardemphl@cpwa.us		
ELIGIBLE ENTITY ☒ Public Agency ☐ Non-Profit	ELIGIBLE ACTIVITY Check all that apply to this application ☒ Tourism promotion/marketing ☐ Operation of special event/festival designed to attract tourists ☐ Operation of a tourism-related facility owned or operated by a non-profit ☐ Operation and/or capital costs of a tourism-related facility owned by a municipality		

CERTIFICATION

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

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

Signature: 	Title: City Events Coordinator
Printed or Typed Name: Rhett Beardemphl	Date: 08-26-2025

Application Questions

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

The City already holds outstanding events that are free-to-the-public, and there is a great need for professional marketing campaigns to be created for Block Party, Freedom Festival, and Winterfest. The overall goal is to increase overall attendance by better-informing the public of the events the City puts the time and effort into.

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

City of College Place events in 2025 have seen over 100+ different vendors sign up for the various events thus far; each vendor represents a small business from professions and specialties that makes them true artisans of their crafts. People come from far and wide to find these niche and high quality products, free community events, live music, and to experience another place. City events are a perfect venue for people to experience the peace and community of College Place for the first time.

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

College Place Freedom Festival received LTAC funds in 2019, 2022, 2023, 2024, and 2025 Freedom Festivals.

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

The Walla Walla Valley region, Tri-Cities, Western Idaho (Freedom Festival), Northern Oregon (Winterfest), and nationally for Block Party, which doubles as a fun and unique Walla Walla University event.

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

The marketing plan is designed to support our goals of increasing visibility, showcasing all the great things City events have to offer, and building a strong content library that staff can use now and in the future. This includes vendor recruitment material, photography services, and content for our various platforms.

6) Is your activity/event a partnership with other organizations? If yes, describe the collaboration with local organizations or businesses.

The City has been working with Walla Walla Marketing Solutions to create a similar campaign for the weekly Market in the Park event, and we will use the same plan for this effort as we did for the market. Other stakeholders include Walla Walla University, the many vendors that make a profit at our annual events, as well as business owners in the downtown district.

7) Is this a ticketed event?

No.

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

\$10,500

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

If not awarded the full amount, we will write grants to other organizations to fund these efforts.

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

College Place LTAC and City of College Place have allocated funds to cover the other costs of the events, aside from the marketing growth aspects. Marketing campaigns are rare expenses with the goal of having campaigns be somewhat evergreen; we should be able to update pictures and language, but use the framework of the campaigns for years to come.

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

Provide impact estimates due to the direct result of your proposed tourism-related service:		What method was used to determine attendance in previous years?
a. Overall Attendance a. Enter the total number of people predicted to attend this activity, and select the method used to determine the attendance.	Predicted: ~2,000/event x 3 events: 6,000	☒ Direct Count ☐ Indirect Count ☐ Representative Survey ☐ Informal Survey ☒ Structured Estimate
b. Attendance, 50+ Miles a. Enter the number of people who traveled greater than 50 miles predicted to attend this activity, and select the method used to determine attendance.	Predicted: 5%	☐ 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: 60	☐ 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: 8,440	☐ 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: 5,500	☐ 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.

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

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- 1) Budget Form
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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 2025 (2024 BUDGET)

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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.

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 - Have a demonstrated history or success in College Place, or are proposed by a group with a demonstrated history or high potential of success with similar activities.
 - Minimize duplication of services where appropriate and encourage cooperative marketing and/or includes an element of cooperation or partnership.
 - Provide, maintain, operate or enhance city-owned tourism facilities or infrastructure.
-

Committee Considerations

In developing its recommendations, the LTAC considers:

- The estimated amount of Lodging Tax Fund available for the coming year as provided by the City's Finance Office.
- Thoroughness and completeness of the proposal.
- Percent of the proposal request to the event/facility promotions budget and overall revenues.
- Percent of increase over prior year College Place Lodging Tax funded proposals, if any.
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2. Certificate of Insurance
3. Final written report, including photos and/or media
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5. Current year W-9

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- b. The marketing and operations of special events and festivals designed to attract tourists;
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- "Municipality" means any county, city or town of the state of Washington.
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- "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.
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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.

<u>Amount</u>	<u>Source</u>	<u>Confirmed (Yes or No)</u>
\$1500	City of College Place - budgeted extra marketing	Yes

Expenses

Activity	Lodging Tax	Other Funds (total above)	Total
Personnel			
Administration			
Marketing/Promotion			
Travel			
Consultants	\$3000 x 3 events = \$9000	\$1500	\$10,500
Other (identify)			
TOTAL	\$9000	\$1500	\$10,500



Application for City of College Place Lodging Tax Funds

Application Deadline: Thursday, October 23, 2025 by 4P.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.

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: <i>Luke Heinan</i>	Title:
Printed or Typed Name:	Date: 9/1/25

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.
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Description of Methods

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ATTACHMENT

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Expenses

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

Fort Walla Walla Museum
Profit & Loss Budget Overview
January through December 2025

	Jan - Dec 25
Ordinary Income/Expense	
Income	
40000 · External Support	
41000 · Contributions & Grants	
41100 · Businesses & Corporations	
41110 · Sponsorships	10,000.00
41100 · Businesses & Corporations - Other	18,000.00
Total 41100 · Businesses & Corporations	28,000.00
41200 · Individuals	
41210 · Annual Operations Fund Drive	
41210.1 · AFD	16,700.00
41210.2 · Director's Circle	71,500.00
Total 41210 · Annual Operations Fund Drive	88,200.00
41230 · Other Individual Contributions	24,000.00
Total 41200 · Individuals	112,200.00
41300 · Foundation Grants	36,700.00
41400 · Government Grants	10,000.00
Total 41000 · Contributions & Grants	186,900.00
42000 · T/R N/A Released for Operating	
42100 · T/R N/A Released Operatin	70,400.00
Total 42000 · T/R N/A Released for Operating	70,400.00
43000 · Board Designated Released	
43100 · Board Building Reserves	28,800.00
Total 43000 · Board Designated Released	28,800.00
Total 40000 · External Support	286,100.00
50000 · Revenues	
51000 · Program Fees & Services Income	
51100 · Admissions	97,400.00
Total 51000 · Program Fees & Services Income	97,400.00
52000 · Membership Dues	28,400.00
53000 · Governmental LTAC Contracts	
53000.1 · LTAC City of College Place	5,000.00
53000.2 · LTAC City of Walla Walla	100,000.00
53000.3 · LTAC Walla Walla County	18,500.00
Total 53000 · Governmental LTAC Contracts	123,500.00
54000 · Endowment Support -Per Spending	74,600.00
56000 · Other Income	
56010 · Facilities Use	2,000.00

Fort Walla Walla Museum
Profit & Loss Budget Overview
 January through December 2025

	Jan - Dec 25
56020 · Store Sales	49,500.00
56030 · Interest Income	9,000.00
56040 · Miscellaneous Income	1,000.00
56000 · Other Income - Other	4,000.00
Total 56000 · Other Income	65,500.00
Total 50000 · Revenues	389,400.00
Total Income	675,500.00
Gross Profit	675,500.00
Expense	
60000 · Personnel	
60100 · Employee Benefits	
60100.1 · Employee Health Benefits	10,800.00
60100.2 · Employee Retirement Benefits	10,500.00
Total 60100 · Employee Benefits	21,300.00
60200 · Payroll Taxes	39,400.00
60300 · Salaries & Wages	391,000.00
Total 60000 · Personnel	451,700.00
61000 · Occupancy Expenses	
61100 · Insurance	4,600.00
61200 · Repairs & Maintenance	13,100.00
61300 · Security	800.00
61400 · Small Tools	1,000.00
61500 · Supplies & Materials	19,000.00
61600 · Use Agreement - City of WW	500.00
61700 · Utilities	20,800.00
Total 61000 · Occupancy Expenses	59,800.00
62000 · General Administration Expenses	
62010 · Advertising	500.00
62020 · Bank Fees	600.00
62030 · Board of Directors	400.00
62040 · Computer Costs	4,000.00
62050 · Dues & Subscriptions	3,200.00
62060 · Licenses and Permits	100.00
62070 · Merchant Account Fees	5,300.00
62080 · Miscellaneous Expense	1,000.00
62090 · Office Supplies	6,000.00
62100 · Professional Fees	
62100.1 · Accounting & Bookkeeping Fees	26,400.00
62100.2 · Audit/Tax Preparation	2,100.00

Fort Walla Walla Museum
Profit & Loss Budget Overview
 January through December 2025

	Jan - Dec 25
62100.3 · Consulting Services	2,100.00
62100.5 · Other Professional Fees	5,500.00
Total 62100 · Professional Fees	36,100.00
62120 · Telephone & Internet	6,800.00
62130 · Travel, Meals & Training	
62130.2 · Training	4,000.00
62130 · Travel, Meals & Training - Other	2,000.00
Total 62130 · Travel, Meals & Training	6,000.00
Total 62000 · General Administration Expenses	70,000.00
63000 · Program Expenses	
63100 · Program Advertising & Promotion	3,500.00
63200 · Artifacts & Collections Expense	1,000.00
63500 · Exhibits	18,600.00
63550 · Library Expenses	1,500.00
63600 · Music, Food, Entertainment	1,100.00
63800 · Program Supplies & Materials	5,000.00
63900 · Volunteer Recognition	1,400.00
Total 63000 · Program Expenses	32,100.00
64000 · Marketing & Publicity Expenses	
64100 · Advertising Costs	14,000.00
64200 · Marketing Supplies & Materials	1,200.00
64500 · Misc Marketing & Publicity Exp	1,500.00
64600 · Postage	1,800.00
64700 · Printing Costs	5,000.00
Total 64000 · Marketing & Publicity Expenses	23,500.00
65000 · Store Expenses	
65100 · Consignment Expense	1,000.00
65200 · Cost of Goods Sold	28,000.00
65400 · Store Supplies	700.00
Total 65000 · Store Expenses	29,700.00
Total Expense	666,800.00
Net Ordinary Income	8,700.00
Net Income	8,700.00

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/Screeners

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.

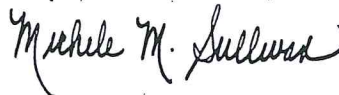
In July 1967 we issued a determination letter that recognized your organization as exempt from federal income tax. Our records indicate that your organization is currently exempt under section 501(c)(3) of the Internal Revenue Code.

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, Oper. Mgr.
Accounts Management Operations 1



Application for City of College Place Lodging Tax Funds

Application Deadline: Thursday, October 23, 2025 by 4P.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.

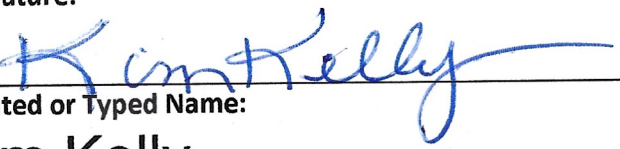
Amount of Lodging Tax Requested: \$ 15,500.00

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: Kim Kelly, Bookkeeper			
Mailing Address: 111 N 6th Ave	City: Walla Walla	State: WA	Zip: 99362
Phone: 509-529-6500	Email Address: grants@phtww.org		
ELIGIBLE ENTITY  Public Agency  Non-Profit	ELIGIBLE ACTIVITY Check all that apply to this application <input checked="" data-bbox="495 1094 532 1136" type="checkbox"/> Tourism promotion/marketing <input data-bbox="495 1142 532 1184" type="checkbox"/> Operation of special event/festival designed to attract tourists <input checked="" data-bbox="495 1190 532 1232" type="checkbox"/> Operation of a tourism-related facility owned or operated by a non-profit <input data-bbox="495 1239 532 1281" type="checkbox"/> 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:

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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: Bookkeeper
Printed or Typed Name: Kim Kelly	Date: 10/14/2025

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

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- 1) Budget Form
- 2) If your agency is a non-profit, a copy of your agency's current non-profit corporate registration with the Washington Secretary of State.
- 3) If available, a copy of your organization's business plan (please limit to not more than two pages) and annual budget.

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:

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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

No later than thirty (30) days following the conclusion of the proposed subject in this grant application, organizations funded for tourism promotion or tourism-related operations, individual events, festivals, or activities will submit all documents listed below by email to clerk@cpwa.us:

1. Exhibits 2 and 4 of the FY 2026 Grant Award Contract
2. Certificate of Insurance
3. Final written report, including photos and/or media
4. Receipts for Exhibit 4
5. Current year W-9

Funding recipients may be asked to make an oral presentation to the City Council.

State Law Excerpts

RCW 67.28.1816 – Use of Lodging Tax Fund.

Lodging tax revenue under this chapter may be used, directly by any municipality or indirectly through a convention and visitors bureau or destination marketing organization for:

- a. Tourism marketing;
- b. The marketing and operations of special events and festivals designed to attract tourists;
- c. Supporting the operations and capital expenditures of tourism-related facilities owned or operated by a municipality or a public facilities district created under chapters 35.57 and 36.100 RCW; or
- d. Supporting the operations of tourism-related facilities owned or operated by nonprofit organizations described under 26 U.S.C. Sec. 501(c)(3) and 26 U.S.C. Sec. 501(c)(6) or the internal revenue code of 1986, as amended.

RCW 67.28.080 – Definitions.

- "Municipality" means any county, city or town of the state of Washington.
- "Operation" includes, but is not limited to, operation, management, and marketing.
- "Person" means the federal government or any agency thereof, the state or any agency, subdivision, taxing district or Municipal Corporation thereof other than county, city or town, any private corporation, partnership, association, or individual.
- "Tourism" means economic activity resulting from tourists, which may include sales of overnight lodging, meals, tours, gifts, or souvenirs.
- "Tourism promotion" means activities and expenditures designed to increase tourism, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding marketing of special events and festivals designed to attract tourists.
- "Tourism-related facility" means real or tangible personal property with a usable life of three or more years, or constructed with volunteer labor, and used to support tourism, performing arts, or to accommodate tourist activities.
- "Tourist" means a person who travels from a place of residence to a different town, city, county, state, or country, for purposes of business, pleasure, recreation, education, arts, heritage, or culture.

ATTACHMENT

Budget

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

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

Expenses

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

UNITED STATES OF AMERICA

The State of Washington

Secretary of State

I, KIM WYMAN, Secretary of State of the State of Washington and custodian of its seal, hereby issue this

CERTIFICATE OF INCORPORATION

to

POWER HOUSE THEATRE WALLA WALLA

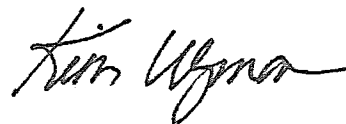
a/an WA Non-Profit Corporation. Charter documents are effective on the date indicated below.

Date: 5/31/2016

UBI Number: 603-622-841



Given under my hand and the Seal of the State of Washington at Olympia, the State Capital

A handwritten signature in cursive script, reading "Kim Wyman".

Kim Wyman, Secretary of State

Date Issued: 6/3/2016

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.

Gesa Power House Theatre Profit & Loss

2025 Budget

PHTWW

Jan - Dec 25
Budget

Ordinary Income/Expense

Income

Total Contributed Revenue	777,804.48
Total Interest	400.00
Total Production Income	142,300.00
Total Rent	54,000.00
Total Rental (other items)	70,500.00

Total Income	1,045,004.48
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Gross Profit	1,045,004.48
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Expense

Total Development	50,728.00
Total Facilities and Equipment	104,913.00
Total Marketing	168,620.00
Total Operations	343,583.25
Total Production Expenses	214,636.00
Total Rental Event Expense	79,350.00

Total Expense	961,830.25
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Net Ordinary Income	83,174.23
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Net Income	83,174.23
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Notes:

- 19% of Total Overhead and Total Development is Administrative Overhead for Executive Director; the Administrative and Fundraising Rate (AFR) is 18.8%

- Only confirmed grants and foundation revenue were included in this budget. Contributed revenue includes revenue from Power Club memberships, sponsorships, Adopt a Seat, and community contributions, LTAC funding from governmental entities, foundations, and other granting agencies.

- Net Income represents the amount of committed contributions that will pay down the mortgage principal in 2025, as well as pay for two small capital projects

- Contributed Revenue includes In Kind Contributions for artist hospitality meals



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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		

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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: <i>Guy Glaeser</i>	Title:
Printed or Typed Name:	Date: 9/1/25

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.
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- 5) Describe how you will promote your event or activity.
- 6) Is your activity/event a partnership with other organizations? If yes, describe the collaboration with local organizations or businesses.
- 7) Is this a ticketed event?
- 8) What is the overall budget for this event/activity?
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Budget

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

Expenses

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Personnel			
Administration			
Marketing/Promotion			
Travel			
Consultants			
Other (identify)			
TOTAL			



Application for City of College Place Lodging Tax Funds

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Amount of Lodging Tax Requested: \$ 30,000

Organization/Agency Name: Downtown College Place Association (DCPA)			
Federal Tax ID Number: 33-4827236			
Event or Activity Name (if applicable): General Operating Support			
Contact Name and Title: Maryelizabeth Garcia, DCPA Secretary			
Mailing Address: 625 S. College Avenue	City: College Place	State: WA	Zip: 99324
Phone: 509-394-8569	Email Address: mgarcia@cpwa.us		
ELIGIBLE ENTITY ☐ Public Agency ☒ Non-Profit	ELIGIBLE ACTIVITY Check all that apply to this application ☒ Tourism promotion/marketing ☒ Operation of special event/festival designed to attract tourists ☒ Operation of a tourism-related facility owned or operated by a non-profit ☐ Operation and/or capital costs of a tourism-related facility owned by a municipality		

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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: Signed by: 	Title: DCPA President
Printed or Typed Name: Maryelizabeth E. Garcia	Date: 10/17/2025

Application Questions

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

Having just received our IRS Determination Letter designating DCPA as a 501(c)3 in early October 2025, DCPA is College Place's newest non-profit bringing the proven Main Street America approach of community revitalization (tourism, economic development, and community identification). We have several goals to complete in the next year, including hiring a full-time Executive Director, before we can become a "Designated Washington Main Street" and receive B&O Tax contributions to the organization, which is how Downtown Walla Walla is funded. B&O Taxes are a reliable and sustainable funding source, but the heaviest financial lift occurs before downtown organizations get to that point. These grant funds are hopefully a one-time ask that will fast-track our organization to financial stability, and allow us to continue trailblazing for the betterment College Place!

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

Main Street organizations like the one in College Place play a vital role in strengthening the economic foundation of communities by positioning the downtown core as both a local gathering place and a regional destination. Through business support programs, public space enhancements like murals, and community-driven events, our local chapter will work to create an inviting environment that draws wellness tourism visitors and encourages local spending. These efforts not only increase foot traffic, heads in beds, and business visibility but also highlight the city's unique character - its history, culture, and welcoming atmosphere. By fostering a vibrant, experience-rich downtown, the program helps stimulate tourism, attract new investment, and sustain a resilient local economy that benefits both visitors and citizens.

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 tourist audience is people who want to go on a health-conscious retreat and find peace in our international community, while dabbling in the world class arts and wine scene within our valley. Our secondary global audience includes other Adventists as well as people from College Place's new Sister City in Jungapeo, MX, who are also primarily Adventist. We would like to attract more wellness-centric businesses including boutiques, spas, and even hoteliers.

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

DCPA will have an organizational website and CRM system, a social media presence, and free activities through which we will communicate with the public. We will continue to partner with the City of College Place for promotion through newsletters, press releases, and their social media presence. We will happily promote the City's efforts to enhance the City as well!

6) Is your activity/event a partnership with other organizations? If yes, describe the collaboration with local organizations or businesses.

DCPA is and will always be fully reliant on the financial support of the community, whom we aim to serve with promotion and activities designed to draw tourists to the downtown. DCPA's Board consists of people deeply invested in the community: Jim Fry-College Place Public Schools, Vicki Zanes-Andy's Market, DeLona Bell-CM Bell Company, Chloe Congleton-Enable Art, Maryelizabeth Garcia-City of College Place, David Lopez-Walla Walla University, Kirk Amick-Spokane Teachers Credit Union (STCU).

7) Is this a ticketed event?

No. All events will be free and open to the public.

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

\$79,100

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

Donations, Sponsorships, Events, Markets, Vendor Fees, Retail Items Promoting College Place for Sale, and possibly a membership program.

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

DCPA plans to write for grants and ask for donations for General Operating Support on a continuous basis. After DCPA hires a full-time Executive Director and has met the requirements outlined by Washington Main Street, DCPA plans to become fully Designated, and will be eligible to receive organizationally sustaining Business & Occupation Taxes and conduct funding campaigns.

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: Our goal is to initially increase 2000 visitors to the downtown per year, estimated by increase in LTAC and sales tax revenue of downtown businesses	☐ 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: 500 - 25% of new attendance, estimated by increase in sales tax revenue at events/on event days	☐ 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 - 15% of new attendance, including visitors from the immediate south in Oregon, estimated by sales tax in downtown district	☐ Direct Count ☐ Indirect Count ☐ Representative Survey ☐ Informal Survey ☒ Structured Estimate
d. Attendance, Paid for Overnight Lodging a. Enter the number of predicted to attend this activity and pay for overnight lodging, and select the method used to determine the attendance.	Predicted: 200 - 10% of new attendance, estimated by lodging tax. In coming years as tourism is developed in CP, this number will increase significantly.	☐ 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: 1800 - 90% of our prospective attendees are local people who are exploring the College Place's bountiful offerings.	☐ Direct Count ☐ Indirect Count ☐ Representative Survey ☐ Informal Survey ☐ Structured Estimate

Description of Methods

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College Place Lodging Tax Application
TIMELINE FOR 2025 (2024 BUDGET)

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General Information

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\$3,500 - Andy's Mural	College Place Community Grant	Yes
\$1,250 - Enable Art Mural	College Place Community Grant	Yes
\$20,000 - 2026 Event Revenue	Various (vendor fees, sponsorships)	No
\$10,000 - Donations	Various Businesses and Individuals	No
\$40,000 - General Operating Support	LTAC, Blue Mtn Comm Foundation, Wildhorse Foundation	No
\$8,495 - Legacy Reimagined LTAC	College Place LTAC Grant	No

Expenses

Activity	Lodging Tax	Other Funds (total above)	Total
Personnel	\$15,000	\$25,000	\$40,000
Administration	\$5,000 - Insurance, Rent, Phone, Office Supplies	\$7000 - Operational Expenses, Technology, and Supplies	\$12,000
Marketing/Promotion		\$5,000 (website, marketing)	\$5,000
Travel		\$5,000 - WMS and MSA Conferences	\$5,000
Consultants		\$4,000 - Signature Downtown Event	\$4,000
Other (identify)		\$14,000 - Mural Programs	\$13,100
TOTAL	\$20,000	\$60,000	\$79,100



Department of the Treasury
Internal Revenue Service
Tax Exempt and Government Entities
P.O. Box 2508
Cincinnati, OH 45201

DOWNTOWN COLLEGE PLACE ASSOCIATION
C/O MARYELIZABETH GARCIA
625 S COLLEGE AVE
COLLEGE PLACE, WA 99324

Date:
September 29, 2025
Employer ID number:
33-4827236
Person to contact:
Name: Magdalen Mallou
ID number: 5172734
Telephone: 877-829-5500
Accounting period ending:
December 31
Public charity status:
170(b)(1)(A)(vi)
Form 990 / 990-EZ / 990-N required:
Yes
Effective date of exemption:
April 22, 2025
Contribution deductibility:
Yes
Addendum applies:
No
DLN:
26053562006085

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

Sincerely,

Stephen A. Martin
Director, Exempt Organizations
Rulings and Agreements



Application for City of College Place Lodging Tax Funds

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Phone:	Email Address:		
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Signature: <i>Rhett Beardemphl</i>	Title:
Printed or Typed Name:	Date: 9/1/25

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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.

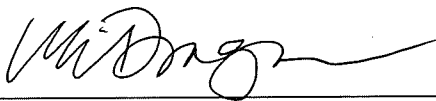
Amount of Lodging Tax Requested: \$ 10,000.00

Organization/Agency Name: Walla Walla Movie Crush			
Federal Tax ID Number: 82-5093774			
Event or Activity Name (if applicable): 10th annual Walla Walla Movie Crush			
Contact Name and Title: Nancy Dragun, Executive Director			
Mailing Address: 9316 28th Ave NW	City: Seattle	State: WA	Zip: 98117
Phone: 206-910-2311	Email Address: nancydragun@gmail.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: 10/22/25

Walla Walla Union-Bulletin

PO Box 3627
Seattle, WA 98124

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

Order Confirmation

Order #:	101796
Order Ref #:	
Date:	8/9/2025
Advertiser #:	22369
Advertiser Name:	City Of College Place
Agency #:	
Agency Name:	
Account Manager:	Simon Sizer ssizer@yakimaherald.com

WWUB Legals Open Rate Package 4.22 #1**\$ 228.24**

Ad No.	Date	Description	Position	Format
512702	9/16/2025	CITY of COLLEGE PLACE REQUEST FOR PROPOSALS Contacts: Maryelizabeth Garcia, City Clerk 509-394-8569/ clerk@cpwa.us Monica Bo	Walla Walla Union Bulletin Broadsheet - CL-Legals	1.67 × 8.98 in × 1.0000 col.
512703	10/14/2025	CITY of COLLEGE PLACE REQUEST FOR PROPOSALS Contacts: Maryelizabeth Garcia, City Clerk 509-394-8569/ clerk@cpwa.us Monica Bo	Walla Walla Union Bulletin Broadsheet - CL-Legals	1.67 × 8.98 in × 1.0000 col.
512704	9/16/2025	CITY of COLLEGE PLACE REQUEST FOR PROPOSALS Contacts: Maryelizabeth Garcia, City Clerk 509-394-8569/ clerk@cpwa.us Monica Bo	Walla Walla Union-Bulletin CL Online - CL-Legals	1.67 × 8.98 in × 1.0000 col.
512705	10/14/2025	CITY of COLLEGE PLACE REQUEST FOR PROPOSALS Contacts: Maryelizabeth Garcia, City Clerk 509-394-8569/ clerk@cpwa.us Monica Bo	Walla Walla Union-Bulletin CL Online - CL-Legals	1.67 × 8.98 in × 1.0000 col.

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Seattle, WA 98124

Summary	
Total Net Amount	\$ 228.24
Taxes	\$ 0.00
Total Amount	\$ 228.24

Remittance Address:

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

Walla Walla Union-Bulletin

PO Box 3627
Seattle, WA 98124

Classified Category: Legals|Public Notices

CITY of COLLEGE PLACE REQUEST FOR PROPOSALS

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

Monica Boyle, LTAC Chair
mboyle@cpwa.us

LODGING TAX FUNDS – REQUEST FOR PROPOSALS

The City of College Place is requesting proposals from parties interested in competing for estimated lodging tax funds available in the 2025 fiscal year. Lodging tax revenue under this chapter may be used, directly by any municipality or indirectly through a convention and visitors bureau or destination marketing organization for:

- a. Tourism marketing,
- b. The marketing and operations of special events and festivals designed to attract tourists,
- c. Supporting the operations and capital expenditures of tourism-related facilities owned or operated by a municipality or a public facilities district created under chapters 35.57 and 36.100 RCW, or
- d. Supporting the operations of tourism-related facilities owned or operated by nonprofit organizations described under 26 U.S.C. Sec. 501(c)(3) and 26 U.S.C. Sec. 501(c)(6) or the internal revenue code of 1986, as amended.

Such proposals are to be submitted using the city provided form available on the city website www.cpwa.us. Navigate to Government/Boards And Commissions / Lodging Tax Advisory Commission. Application deadline is Tuesday, October 23rd 2025 by 4:00 p.m. received electronically at clerk@cpwa.us or in 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.

(101796) September 16 and
October 14, 2025