

Thursday, August 6, 2026

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

3:30 PM

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

Agenda: <https://go.boarddocs.com/wa/cocp/Board.nsf/goto?open&id=D9DLRT57DA92>

Meeting may be viewed at: Live Stream on City of College Place, Washington YouTube at https://www.youtube.com/channel/UCbx3qrqzLDL_05NusReSl-g/featured

Zoom Attendee Link: <https://us06web.zoom.us/j/87199440889>

Or you may call this number to listen: 1-669-900-9128 ID#87199440889

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

LTAC

1. Opening Items

Subject :	1.01 Call To Order
Meeting :	Aug 6, 2026 - Lodging Tax Advisory Commission Meeting Agenda - Hybrid (In-Person & Online)
Category :	1. Opening Items
Access :	Public
Type :	Procedural

Public Content

LTAC Members:

Monica Boyle, Chair

Groover Snell, Fort Walla Walla Museum

Anne Marie Bauman,

Terra Luthi, Walla Walla Vacation Rentals

Support Staff:

Carolyn Holm; City Clerk

Subject :	1.02 Roll Call
Meeting :	Aug 6, 2026 - Lodging Tax Advisory Commission Meeting Agenda - Hybrid (In-Person & Online)
Category :	1. Opening Items
Access :	Public
Type :	Information

Public Content

Position 1 - Monica Boyle

Position 2 - Terra Luthi

Position 3 - Groover Snell

Position 4 - Anne Marie Baumann

Position 5 -

Staff:

Carolyn Holm, City Clerk
Brian Carleton, Finance Director

Subject : 1.03 Public Comment
Meeting : Aug 6, 2026 - 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 August 6th, 2026
Meeting : Aug 6, 2026 - Lodging Tax Advisory Commission
Meeting Agenda - Hybrid (In-Person & Online)
Category : 2. Consent Agenda
Access : Public
Type : Action (Consent)

Recommended Action : Approve Agenda for August 6, 2026.

Subject : 2.02 Approve Minutes from November 6, 2025
Meeting : Aug 6, 2026 - Lodging Tax Advisory Commission
Meeting Agenda - Hybrid (In-Person & Online)
Category : 2. Consent Agenda
Access : Public
Type : Action (Consent)
Preferred Date : Nov 07, 2024
Absolute Date : Nov 07, 2024

Fiscal Impact :	No
Recommended Action :	Approve minutes from November 6, 2025.

File Attachments

[LTAC minutes-11-6-2025-draft.pdf \(603 KB\)](#)

Subject :	2.03 Approve Consent Agenda - Our adopted rules of Parliamentary Procedure, The Standard Code of Parliamentary Procedure, provide for a consent agenda listing several items for approval of the Lodging Tax Commission by a single motion. Most of the items listed under the consent agenda have gone through previous review either at a workshop, or by subcommittee review and recommendation. Documentation concerning these items has been provided to all Planning Commission and the public in advance to assure an extensive and thorough review. Items may be removed from the consent agenda at the request of any Lodging Tax Advisory Commission member.
Meeting :	Aug 6, 2026 - 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 Lodging Tax Funds Report
Meeting :	Aug 6, 2026 - Lodging Tax Advisory Commission Meeting Agenda - Hybrid (In-Person & Online)
Category :	3. Reports
Access :	Public
Type :	Information

Public Content

The attached report shows early estimates of funding availability for the 2026 budget.

	Opening balance 2026\$ (121,964.25)
add from July to Dec hotel/motel	\$ (13,495.07)
add from July to Dec transient	\$ (13,530.89)
add from July to Dec unrealized gain/loss	\$ (4,607.81)
add from July to Dec investment interest	\$ (1,648.02)
add from July to Dec realized gain/loss on investments	\$ -
add from July to Dec investmentinterest purchased	\$ -

projected revenues 2026	\$ (155,246.04)
FY2026 other agencies still to claim	\$ 71,227.60
	\$ 71,227.60
	\$ (84,018.44)

File Attachments

[overall fund report.pdf \(55 KB\)](#)

[Detail Report. 2026-RECONCILIATION.update.pdf \(97 KB\)](#)

Subject :	3.02 Award Recipient-College Place Event- Freedom Festival Report - Ms. Holm
Meeting :	Aug 6, 2026 - 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 traditionally features live music, vendors, and a fireworks show sponsored by Columbia REA.

Information for Consideration:

This year, Deputy City Clerk Jiminez and City Clerk Holm organized the event with face painting, College Place High School Cheer Group Kids Zone, 43 vendors, The Jitters band, and a Columbia Rural Electric Association (CREA) sponsored fireworks show. Overall, the event was a big success with weather cooperating, winds picked up toward the end of the evening. We had several staff participate to help run the event: Amber Brooker-Human Resources Manager, Captain Kris Schweigert, Officer Daniel Watkins, Officer Tanner Harris, Fire Marshall-John Boose, Firefighter Patrick Evensen and the Firefighter Association volunteers. In addition, to these individuals helping at the event there were many other staff who helped behind the scenes during the planning process.

File Attachments

[Still 2026-06-05 101415 7.1.1.jpg \(1,211 KB\)](#)

[Freedom Fest.png \(1,844 KB\)](#)

[2026 Freedom Festival Vendor Map \(14 x 8.5 in\).png \(2,643 KB\)](#)

Subject :	3.03 Award Recipient-Gesa PowerHouse Report
Meeting :	Aug 6, 2026 - Lodging Tax Advisory Commission Meeting Agenda - Hybrid (In-Person & Online)
Category :	3. Reports
Access :	Public
Type :	Information

Public Content

Jenna Ables, Grant Support staff for Gesa Powerhouse provided the attached report.

File Attachments

[2026 City of College Place LTAC Wrap-Up Report_FINAL.pdf \(209 KB\)](#)

Subject :	3.04 Award Recipient- College Place Marketing funds- Ms. Holm
Meeting :	Aug 6, 2026 - Lodging Tax Advisory Commission Meeting Agenda - Hybrid (In-Person & Online)
Category :	3. Reports
Access :	Public
Type :	Information

Public Content

The City contracted with Walla Walla Marketing Solutions, and they provided photos and social media information for two farmers markets, the Block Party and Freedom Festival. For the second half of the year, the city will use the Deputy City Clerk for photos and social media information. For busier events, we plan to contract with other photographer/social media businesses in the valley.

4. Regular Agenda

Subject :	4.01 2026 Application Documents and Timeline Development
Meeting :	Aug 6, 2026 - Lodging Tax Advisory Commission Meeting Agenda - Hybrid (In-Person & Online)
Category :	4. Regular Agenda
Access :	Public
Type :	Action
Recommended Action :	Motion to approve the proposed timeline and 2026 application.

Public Content

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

August 24, 2026 - Applications available online - Advertisement in UB in September and October.

October 22, 2026 - Applications due to City

October 23 - 30, 2026 - Staff Review & LTAC Meeting Packet Prepared/Distributed

November 5, 2026 - LTAC meeting to recommend funding awards

November 10, 2026 - Recommendations introduced to Council for discussion

November 24, 2026 - Action from Council and direction on Budget provided to Finance Director

File Attachments

[Application for City of College Place Lodging Tax Funds-ADAcompliant.pdf \(272 KB\)](#)

[Exhibit 4 LTAC Invoice Form Fillable-2026.pdf \(216 KB\)](#)

[2026 College-Place AwardContract-Final-TEMPLATE.pdf \(515 KB\)](#)

Subject :	4.02 Language of Request for Proposals and Advertisement Plan
Meeting :	Aug 6, 2026 - Lodging Tax Advisory Commission Meeting Agenda - Hybrid (In-Person & Online)
Category :	4. Regular Agenda
Access :	Public
Type :	Action
Recommended Action :	Motion to approve the proposed RFP advertisement locations and language as presented.

Public Content

Proposed Request for Proposals (RFP) Advertisement Locations:

To be published once in mid-September and once in mid-October in the WWUB as well as the city website, city social media, the 2026 email RFP Distribution List, or other places as recommended by the LTAC.

Proposed RFP Language:

LODGING TAX FUNDS - REQUEST FOR PROPOSALS

The City of College Place is requesting proposals from parties interested in competing for estimated lodging tax funds available in the 2027 fiscal year. Lodging tax revenue under this chapter may be used, directly by any municipality or indirectly through a convention and visitors bureau or destination marketing organization for:

- a. Tourism marketing,
 - b. The marketing and operations of special events and festivals designed to attract tourists,
 - c. Supporting the operations and capital expenditures of tourism-related facilities owned or operated by a municipality or a public facilities district created under chapters 35.57 and 36.100 RCW,
- or

d. Supporting the operations of tourism-related facilities owned or operated by nonprofit organizations described under 26 U.S.C. Sec. 501(c)(3) and 26 U.S.C. Sec. 501(c)(6) or the internal revenue code of 1986, as amended. Such proposals are to be submitted using the city provided form available on the city website www.cpwa.us . Navigate to Government/Boards And Commissions / Lodging Tax Advisory Commission. Application deadline is Thursday, October 22nd, 2026 by 4:00PM, to be received electronically at clerk@cpwa.us or in person at City Hall, Attn: City Clerk, 625 S. College Ave, College Place WA 99324. Questions may be directed to Carolyn Holm, City Clerk at 509-394-8569.

File Attachments

[2026 RFP Distribution List.pdf \(93 KB\)](#)

5. Closing Items

Subject :	5.01 Conclude - Motion to conclude the meeting.
Meeting :	Aug 6, 2026 - Lodging Tax Advisory Commission Meeting Agenda - Hybrid (In-Person & Online)
Category :	5. Closing Items
Access :	Public
Type :	Procedural

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

Generated by Maryelizabeth Garcia on Monday, October 27, 2025

DRAFT

1. Opening Items

Procedural: 1.01 Call To Order

Chair Boyle called the meeting to order at 3:35 PM.

Information: 1.02 Roll Call

Present:

LTAC Members

Position #1 - Monica Boyle, Chair

Position #2 - Steve Owens

Position #3 - Groover Snell

Position #4 - Anne Marie Bauman

Position #5 - Michael Laizure

Position #6 - Loren Peterson

Maryelizabeth E. Garcia, City Clerk

Brian Carleton, Finance Director

Staff

Also Present:

Absent:

Procedural: 1.03 Public Comment - None.

2. Consent Agenda

Action (Consent): 2.01 Approve Agenda for November 6, 2025

Action (Consent), Minutes: 2.02 Approve Minutes from August 7, 2025

Action (Consent): 2.03 Retroactively excusing the Absence of Commission Member Laizure from the August 7, 2025 Meeting

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 Advisory Commission by a single motion. Most of the items listed under the consent agenda have gone through previous review either at a workshop, or by subcommittee review and recommendation. Documentation concerning these items has been provided to all Lodging Tax Advisory Commission members and the public in advance to assure an extensive and thorough review. Items may be removed from the consent agenda at the request of any Lodging Tax Advisory Commission member.

Commission Member Owens made a motion to approve the consent agenda. Second by Commission Member Bauman and the motion passed 6-0.

3. Reports

Discussion, Information: 3.01 2025 Walla Walla Movie Crush Report

Discussion, Information: 3.02 2025 Power House Theatre Report

Discussion, Information: 3.03 2025 Visit Walla Walla Report

Discussion, Information: 3.04 2025 Little Theatre of Walla Walla Report

Discussion, Information: 3.04 2025 College Place Freedom Festival Report

Discussion, Information: 3.05 Updated 2026 Application Documents - Ms. Garcia

Clerk Garcia presented to the Commission the updated application materials with the Commission's requested changes to include: removing all language requiring an oral presentation and instead encouraging an optional oral presentation; removing the 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 from the Reporting Requirements paragraph on page six of the Application.

Discussion, Information: 3.06 Request for Proposals Report

Clerk Garcia reviewed the process of distributing materials for the 2026 grant cycle.

Information: 3.07 Lodging Tax Funds Report

Clerk Garcia presented the Lodging Tax Funds Report.

***Added Discussion, Information Item: 3.08 Amending Reserve Contingency from 20% to 15%**

Chair Boyle asked the Commission consider amending the reserve amount that is kept in the account, which is currently at 20%. Chair Boyle explained that reserves are kept in the event that long-term projects are funded over the course of several years, and revenue predictions come in significantly lower than anticipated. Chair Boyle reported that surrounding cities' reserves are kept at 15% and suggested the Commission consider doing the same. It was decided that this discussion item would be added for consideration and action to the current agenda during Action Items.

Discussion ensued.

***Added Discussion, Information Item: 3.09 Allotting a percentage of College Place LTAC funds to be distributed to non-College Place organizations**

Chair Boyle asked the Commission consider determining and formally adopting a percentage of annual College Place LTAC funds to be distributed to eligible organizations in neighboring cities. The reason for this is due to the lack of College Place-based eligible organizations, and in the spirit of supporting regional tourism which in turn supports College Place businesses and generates LTAC for the City. It was decided that this discussion item would be added for consideration and possibly action to the current agenda during Action Items.

Discussion ensued.

4. Grant Applications

Discussion, Information: 4.01 City of College Place Freedom Festival Application

The Commission reviewed the City of College Place Freedom Festival application.

Discussion ensued.

Discussion, Information: 4.02 City of College Place Event Marketing Application

The Commission reviewed the City of College Place Event Marketing application.

Discussion ensued.

Discussion, Information: 4.03 Fort Walla Walla Museum Application

The Commission reviewed the Fort Walla Walla Museum General Operating Support application.

Discussion ensued.

Discussion, Information: 4.04 Power House Theatre Application

The Commission reviewed the Power House Theatre General Operating Support application.

Discussion ensued.

Discussion, Information: 4.05 Visit Walla Walla Application

The Commission reviewed the Visit Walla Walla application.

Discussion ensued.

Discussion, Information: 4.06 Downtown College Place Association Application

The Commission reviewed the Downtown College Place Association application.

Discussion ensued.

Discussion, Information: 4.07 City of College Place 2026 Fall Festival Application

The Commission reviewed the City of College Place 2026 Fall Festival Application.

Discussion ensued.

Information: 4.08 2026 Walla Walla Movie Crush Application

The Commission reviewed the Walla Walla Movie Crush application.

Discussion ensued.

5. Action Items

Action: 5.01 Amending Reserve Contingency from 20% to 15%

The Commission deliberated and agreed that lowering the contingency is both common regionally and in the best interest of the community.

Discussion ensued.

Commission Member Bauman made a motion to amend the LTAC Reserve percentage from 20% to 15%. Second by Commission Member Peterson and the motion passed 6-0.

Action: 5.02 FY 2026 Funding Recommendations to City Council

The Commission discussed the funding recommendations at length.

Commission Member Owens made a motion to recommend funding as follows: City of College Place Freedom Festival funded at \$18,000; City of College Place Event Marketing funded at \$9,000, Fort Walla Walla Museum funded at \$7,000, Power House Theatre funded at \$15,500; Visit Walla Walla funded at \$15,000; Downtown College Place Association funded at \$16,100; and Walla Walla Movie Crush funded at \$1,000. The grand total of grant funds dispersed was \$81,600. Second by Commission Member Owens and the motion passed 6-0.

Action: 5.03 Allotting a percentage of College Place LTAC funds to be distributed to non-College Place organizations

The Commission revisited the prior discussion and determined not to take action on this item at this time.

6. Closing Items

Procedural: 6.01 Conclude - Motion to conclude the meeting.

Commission Member Peterson made a motion to conclude the meeting at 4:51 PM. Second by Commission Member Bauman, and with no objection, the meeting concluded.

Approved:

Monica Boyle - Commission Chair

Attest:

Maryelizabeth E. Garcia - City Clerk

The foregoing minutes are the official record of the Lodging Tax Advisory Commission meeting that occurred November 6, 2025. Further detail may be obtained by reviewing the actual audio recording made during this session.

DRAFT

[illegible]

Year	Grant type	Organization/Agency Name	\$ requested	\$ awarded	RFP Date	App deadline	LTAC meeting date	Council Adoption	Letter sent	Invoice Date	Invoice Amount	Date paid	\$ paid	Balance in fund	reason	vendor acct
FY2021	LTAC	CP-Light up the Avenue	\$ 10,000.00	\$ 10,000.00	9/30/2020	10/27/2020	11/5/2020	11/10/2020	12/21/2020	6/10/2021	\$ 10,000.00	6/10/2021	\$ 10,000.00	\$ -		
FY2021	LTAC	Fort Walla Walla	\$ 3,500.00	\$ 3,500.00	9/30/2020	10/27/2020	11/5/2020	11/10/2020	12/21/2020	8/25/2021	\$ 3,500.00	8/25/2021	\$ 3,500.00	\$ -		
			\$ 13,500.00	\$ 13,500.00							\$ 13,500.00		\$ 13,500.00	\$ -		
FY2022	LTAC	See Source	\$ 6,000.00	\$ -	9/30/2020	10/26/2021	11/4/2021	11/23/2021	12/21/2020					\$ -	denial	
FY2022	LTAC	Fort Walla Walla	\$ 4,000.00	\$ 4,000.00	9/8/2021	10/26/2021	11/4/2021	11/23/2021	12/21/2020	10/11/2022	\$ 4,000.00	10/11/2022	\$ 4,000.00	\$ -		
FY2022	LTAC	CP-Freedom Festival	\$ 12,500.00	\$ 12,500.00	9/8/2021	10/26/2021	11/4/2021	11/23/2021	12/21/2020	6/30/2022	\$ 7,500.00		\$ 6,500.00			
			\$ 22,500.00	\$ 16,500.00							\$ 11,500.00		\$ 10,500.00			
FY2023	LTAC	Power House Theatre	\$ 1,000.00	\$ 1,000.00	8/14/2022	10/25/2022	11/3/2022	11/22/2022	1/5/2023							
FY2023	LTAC	United Way of the Blue Mountains	\$ 7,923.00	\$ 7,923.00	8/14/2022	10/25/2022	11/3/2022	11/22/2022	1/5/2023	6/23/2023	\$ 3,644.17	6/23/2023	\$ 3,644.17			
FY2023	LTAC	Fort Walla Walla	\$ 5,000.00	\$ 4,500.00	8/14/2022	10/25/2022	11/3/2022	11/22/2022	1/5/2023	10/20/2023	\$ 4,500.00	10/20/2023	\$ 4,500.00	\$ -	shows coded to current expense instead of 130	
FY2023	LTAC	CP-freedom Festival	\$ 14,000.00	\$ 14,500.00	8/14/2022	10/25/2022	11/3/2022	11/22/2022	1/5/2023	various	\$ 9,793.14	7/13/2023	\$ 9,793.14			
			\$ 27,923.00	\$ 27,923.00							\$ 17,937.31		\$ 17,937.31			
FY2024	LTAC	Fort Walla Walla	\$ 5,000.00	\$ 5,000.00	8/24/2023	10/24/2023	11/2/2023	11/28/2023	1/5/2023	12/24/2024	\$ 5,000.00	12/24/2024	\$ 5,000.00	\$ -	personnel and programming	
FY2024	LTAC	Power House Theatre	\$ 10,000.00	\$ 10,000.00	8/24/2023	10/24/2023	11/2/2023	11/28/2023	1/5/2023	12/31/2024	\$ 10,000.00	12/31/2024	\$ 10,000.00	\$ -	marketing/promotion and contractors for web, photography, social media, and video.	
FY2024	LTAC	WW Valley Chamber of Commerce	\$ 7,500.00	\$ 7,500.00	8/24/2023	10/24/2023	11/2/2023	11/28/2023	1/5/2023	12/31/2024	\$ 5,325.80	12/31/2024	\$ 5,325.80		Film WWV event to help cover costs of personnel, administration, and FAM tours.	
FY2024	LTAC	CP Freedom Festival	\$ 14,000.00	\$ 14,000.00	8/24/2023	10/24/2023	11/2/2023	11/28/2023	1/5/2023	various	\$ 9,776.14	8/29/2024	\$ 9,776.14		event for marketing/promotion, promotional items, and live entertainment.	
			\$ 36,500.00	\$ 36,500.00							\$ 30,101.94		\$ 30,101.94			
FY2025	LTAC	CP Freedom Festival	\$ 15,000.00	\$ 15,000.00	9/19/2024	10/24/2024	11/7/2024	11/26/2024	11/27/2024	various	\$ 11,010.73	7/31/2025	\$ 11,010.73		event for marketing/promotion, promotional items, and live entertainment.	
FY2025	LTAC	CO Refresh, Renew, Restore Pamphlet	\$ 9,926.00	\$ 3,000.00	9/19/2024	10/24/2024	11/7/2024	11/26/2024	11/27/2024					\$ -	Refresh, Renew, Restore Welcome Pamphlet/Visitor's Guide for the City of College Place.	
FY2025	LTAC	CoWalla Creative District/ArtWalla	\$ 10,204.00	\$ 2,000.00	9/19/2024	10/24/2024	11/7/2024	11/26/2024	11/27/2024						General Operating Support with additional emphasis on College Place's creative sector.	Blue Mountain Arts Alliance
FY2025	LTAC	Fort Walla Walla	\$ 5,000.00	\$ 5,000.00	9/19/2024	10/24/2024	11/7/2024	11/26/2024	11/27/2024	12/29/2025	\$ 5,000.00	12/29/2025	\$ 5,000.00	\$ -	General Operating Support.	
FY2025	LTAC	Little Theatre of WW	\$ 5,000.00	\$ 5,000.00	9/19/2024	10/24/2024	11/7/2024	11/26/2024	11/27/2024						General Operating Support.	
FY2025	LTAC	Power House Theatre	\$ 15,500.00	\$ 15,500.00	9/19/2024	10/24/2024	11/7/2024	11/26/2024	11/27/2024	9/10/2025	\$ 15,500.00	9/10/2025	\$ 15,500.00	\$ -	General Operating Support.	
FY2025	LTAC	Visit Walla Walla	\$ 10,000.00	\$ 10,000.00	9/19/2024	10/24/2024	11/7/2024	11/26/2024	11/27/2024	8/8/2025	\$ 10,000.00	8/8/2025	\$ 10,000.00	\$ -	Valley Wide Branding project and the Walla Walla Visitor's Guide with additional emphasis on College Place promotion.	
FY2025	LTAC	WW Movie Crush	\$ 6,000.00	\$ 6,000.00	9/19/2024	10/24/2024	11/7/2024	11/26/2024	11/27/2024	10/14/2025	\$ 6,000.00	10/14/2025	\$ 6,000.00	\$ -	General Operating Support with emphasis on College Place businesses.	
FY2025	LTAC	WW Valley Chamber of Commerce	\$ 18,000.00	\$ 18,000.00	9/19/2024	10/24/2024	11/7/2024	11/26/2024	11/27/2024						General Operating Support of the Film Walla Walla Valley/Taste of WW Valley/Tour D' Farm projects with emphasis on College Place.	
			\$ 94,630.00	\$ 79,500.00							\$ 47,510.73		\$ 47,510.73	\$ -		
FY2026	LTAC	CP Community Event Marketing	\$ 9,000.00	\$ 9,000.00	9/16/2025	10/23/2025	11/6/2025	11/25/2025	11/26/2025		\$ 5,875.00	7/24/2026	\$ 5,875.00	\$ 3,125.00	WW Marketing solutions (\$5875)	
FY2026	LTAC	Downtown College Place Association	\$ 30,000.00	\$ 16,100.00	9/16/2025	10/23/2025	11/6/2025	11/25/2025	11/26/2025					\$ 16,100.00	no invoice submitted yet	
FY2026	LTAC	CP Freedom Festival	\$ 18,000.00	\$ 18,000.00	9/16/2025	10/23/2025	11/6/2025	11/25/2025	11/26/2025	various	\$ 4,497.40	6/25/2026	\$ 4,497.40	\$ 13,502.60	497.40 cheer prizes, 1000 cheer group, entertainment 3000	
FY2026	LTAC	Power House Theatre	\$ 15,500.00	\$ 15,500.00	9/16/2025	10/23/2025	11/6/2025	11/25/2025	11/26/2025	7/13/2026	\$ 15,500.00			\$ 15,500.00	no invoice submitted yet	
FY2026	LTAC	Visit Walla Walla	\$ 15,000.00	\$ 15,000.00	9/16/2025	10/23/2025	11/6/2025	11/25/2025	11/26/2025					\$ 15,000.00	no invoice submitted yet	
FY2026	LTAC	Fort Walla Walla	\$ 7,000.00	\$ 7,000.00	9/16/2025	10/23/2025	11/6/2025	11/25/2025	11/26/2025					\$ 7,000.00		
FY2026	LTAC	WW Movie Crush	\$ 10,000.00	\$ 1,000.00	9/16/2025	10/23/2025	11/6/2025	11/25/2025	11/26/2025					\$ 1,000.00		
			\$ 104,500.00	\$ 81,600.00							\$ 25,872.40		\$ 10,372.40	\$ 71,227.60	no invoice submitted yet	Nancy Dragun





★ YOU'RE INVITED! ★

★ JOIN US FOR OUR

★ FREEDOM Festival ★

HOSTED BY THE CITY OF COLLEGE PLACE

CELEBRATING

250

★ *Years of America* ★



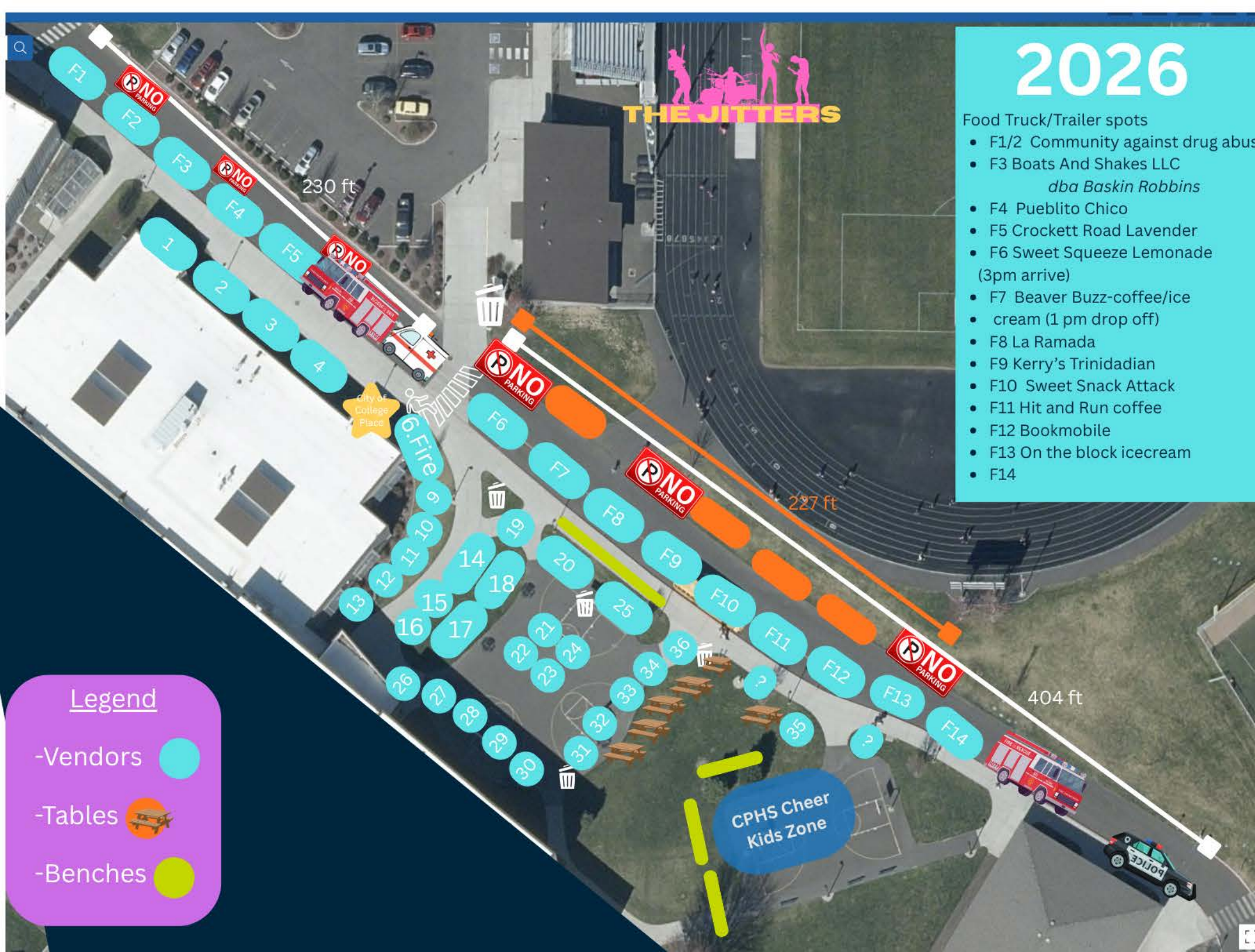
SUNDAY
JUNE 28TH, 2026
6 PM - 10 PM



**COLLEGE PLACE
HIGH SCHOOL**
1755 S COLLEGE AVE
COLLEGE PLACE, WA

HOSTED BY
**CITY OF
COLLEGE PLACE**





2026

Food Truck/Trailer spots

- F1/2 Community against drug abuse
- F3 Boats And Shakes LLC
dba Baskin Robbins
- F4 Pueblito Chico
- F5 Crockett Road Lavender
- F6 Sweet Squeeze Lemonade
(3pm arrive)
- F7 Beaver Buzz-coffee/ice
cream (1 pm drop off)
- F8 La Ramada
- F9 Kerry's Trinidadian
- F10 Sweet Snack Attack
- F11 Hit and Run coffee
- F12 Bookmobile
- F13 On the block icecream
- F14

Vendors

- 1.Smokin Bandits
- 2.Solar Snow
- 3.Schram for Sheriff
- 4.Reeves for Auditor
- 5.City booth
- 6.Fire/EMS/double booth
- 9.Blue Mountain Health
Cooperative
- 10.Service Alternatives
- 11.The Glimmers Store
- 12.Homemade 99324
- 13.Sweet Valley Creations
- 14.A Peace of Heaven
- 15.Amandas Wearables
16. Fried Twice with Sugar
- 17.Mama Monacellis
- 18.Hacienda Zaragoza
19. Bird and Ivy (Hacienda Z)
- 20.TeriyakiMex
- 21 Sheryl Park for Auditor
- 22.Renewal by Anderson
- 23.WW Little League
- 24.David Womack
- 25.Raspados Garcia
- 26.Blue Bonnet Studios
27. Kawaii Beads
- 28.Goosey Girls Creations
- 29.Kraken Krafts by Steph
- 30.MMS & Haydens bracelets
& Keychains
- 31.
- 32.Daschofsky for Sheriff
- 33.JCW Judge
- 34.Woody for WW County Comm
- 35.WW Ice Rink
- 36.

Legend

-Vendors



-Tables



-Benches



July 8, 2026

City of College Place
Attn: Carolyn Holm, City Clerk
625 S College Avenue
College Place, WA 99324

Gesa Power House Theatre
111 North 6th Avenue
Walla Walla, WA 99362-1728
www.phtww.org / info@phtww.org

Dear Caroyln:

This letter is to fulfill the reporting requirement for the LTAC funding from the 2026 Budget Year approved by the City of College Place's Lodging Tax Advisory Commission.

Per the confirmation of LTAC funding received and completed tourism contract, Power House Theatre Walla Walla spent \$15,500.00 on tourism promotion in 2026 supporting our theater's annual marketing and advertising efforts. See attached for copies of the receipts and invoices with an example of the type of ad supported.

Thanks to the LTAC grant from the City of College Place, our 2026 season included a robust continuation of expanded marketing efforts through the use of strategic online ads, enhanced social media presence, and maximization of our website as a key marketing tool for our theater. This generous support ensured the promotion of tourism in our area as we have already presented 85+ different shows, events, and rentals at our theater as of 5/31/2026, complementing wine tourism in our region as we welcomed nearly 8,500 patrons.

The 2026 Americans for the Arts study estimate that a typical theater patron spends an average of \$38.46 per person on food, parking, lodging, etc. not including their theater admission ticket and for non-local (i.e. out of the county in which the arts event took place), that average jumps to \$60.57 per person on spending. This is another example that further supports how our marketing efforts support tourism and our local economy.

Below is a year-over-year comparison of theater patron data as of 5/31/26:

Patron Demographics	2021 *pandemic	2022 *pandemic	2023	2024	2025	2026
Attending from 45+ miles away:	19%	18%	25%	19%	18%	15% *as of 5/31/26
Attending from out of state:	6%	12%	11%	10%	9%	8.3% *as of 5/31/26

As of 5/31/2026 additional key marketing statistics for 2026 also include:

- Since January 2026, we have already welcomed more than 701 out-of-area visitors to our theater from 8 different states (i.e. Oregon, Idaho, California, Arizona, Montana, West Virginia, Hawaii, and Illinois) including international guests from countries including Canada.
- There are more than 66 additional shows, films, performances, and rentals of our facility scheduled and confirmed for 2026.

- We estimate that our theater will be in use for more than 150 days out of the year in 2026, attracting more tourists to visit, stay, and play in our community than ever before.
- To date, our theater and on-going events also continue to be featured in multiple Google ads, thanks to a Google ads grant we received, that has already resulted in 37,800 impressions with 6,720 conversions.
- To date, the theater's website has had more than 142,000 views according to Google Analytics, which is on track to well exceed last year's total number of annual webpage visitors of 180k. This is a direct result of the website optimization, better website hosting service utilized, and accessibility updates recently completed.

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 15k email subscribers (see attached for an example).

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

With gratitude,

A handwritten signature in black ink, appearing to read 'Shanna McEwen', written in a cursive style.

Shanna McEwen
Operations Manager



Application for Fiscal Year 2027 Lodging Tax Grant Funds

Due no later than 5:00 p.m. on Thursday, October 22, 2026

Application materials may be submitted using any of the following:

As an email attachment sent to clerk@cpwa.us

-OR-

Mailed to the Clerk's Office (Attention: City Clerk), 625 S. College Avenue, College Place, WA 99324

-OR-

Arranged drop-off at City Hall by contacting Carolyn Holm

Lodging Tax Advisory Committee

Council Member Monica Boyle, Chair

Represent Business Authorized to Collect

Terra Luthi, Walla Walla Vacation Rentals

Represent Business Authorized to Receive

Groover Snell, Fort Walla Walla Museum

Anne Marie Bauman,

City Staff Support- Carolyn Holm, City Clerk, cholm@cpwa.us, (509)934-8569

Background

The objective of the City of College Place Lodging Tax Advisory Committee process is to support projects, which encourage eligible tourism and cultural activities and support tourism facilities in College Place. The process is reviewed annually, and the guidelines are updated in accordance with reported success of existing programs, potential for new programs and changes in state law. A calendar for the application process will be established but will allow for emerging opportunities as they arise.

Application Schedule

Application Deadline: Thursday, October 22, 2026, by 4 P.M. received at College Place City Hall or emailed to clerk@cpwa.us.

To be eligible for consideration, your complete proposal must be received by the deadline.

A Complete Proposal is defined as the following:

- 1) Application fully completed.
- 2) Budget Form – Attachment A filled out or add attachments, if needed.
- 3) Expenses Detailed – Attachment B filled out or add attachments, if needed.
- 4) If your agency is a non-profit, a copy of your agency's current non-profit corporate registration with the Washington Secretary of State.
- 5) If available, a copy of your organization's business plan (please limit to no more than two pages) and annual budget.

PLEASE NOTE: 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.

Timeline for 2026 (2027 Budget)

August 24, 2026	Applications available online at www.cpwa.us
October 22, 2026	Applications due to City by 4 p.m.
October 23 – October 30, 2026	Internal Staff review and scheduled LTAC meeting to review applications
November 5, 2026	LTAC meeting to recommend applicants for FY2027 funding
November 10, 2026	City Council discussion
November 24, 2026	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 Walla Walla 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:

- Exhibits 2 and 4 of the FY 2027 Grant Award Contract
- Certificate of Insurance
- Final written report, including photos and/or media
- Receipts for Exhibit 4
- 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:

- Tourism marketing;
- The marketing and operations of special events and festivals designed to attract tourists;
- 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
- 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.



Application for City of College Place Lodging Tax Funds

Application Deadline: Thursday, **October 22, 2026 by 4 P.M.** received at
College Place City Hall or emailed to clerk@cpwa.us.

To be eligible for consideration, your complete proposal must be received by the deadline.

Amount of Lodging Tax Requested: \$ _____

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

Certification

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

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

Signature:	Title:
Printed or Typed Name:	Date:

Application Questions

1.	Provide 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 and 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?

Provide impact estimates due to the direct results of your proposed tourism-related service:			What method was used to determine attendance in previous years? *see below	
a.	Overall Attendance 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 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	Predicted:		Direct Count
				Indirect Count

	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.			Representative Survey
				Informal Survey
				Structured Estimate
d.	Attendance, Paid for Overnight Lodging 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 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

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

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).

ATTACHMENT A

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>

ATTACHMENT B

Expenses

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

LTAC Grant Reimbursement Form 2025		City of College Place INVOICE VOUCHER
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AGENCY NAME
CITY OF COLLEGE PLACE
VENDOR OR CLAIMANT (Warrant is to be payable to)
Entity Name: Address: City, State, & Zip Code

	AGENCY USE ONLY	
Vendor No.		Grant/Job Code

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

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

BY:

Name & Title	Date

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

TOURISM PROMOTION AGREEMENT WITH THE CITY OF COLLEGE PLACE

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

DEFINITIONS

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

TO CITY:

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

TO ENTITY:

Name:
Phone Number:
Address:
Email:

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Entity hereby certifies that this indemnification provision was mutually negotiated.

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

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

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

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

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

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

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

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

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

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

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

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

The Parties have executed this Agreement this _____ day of _____, 2026.

City of College Place:

Entity:

City Administrator

Authorized Representative

Attest:

Approved as to form:

Carolyn Holm, City Clerk

City Attorney

Exhibit 1

[On file with the City Clerk]

Exhibit 2

Final Report on Numbers of Visitors and Paid Room Nights

Actual (or Estimated)

Total Overall Attendance

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

Attendees who traveled 50 miles or more to attend

Total

Of total, attendees who traveled from another state or country

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

Attendees who stayed overnight

*Paid Lodging Nights**

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

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

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

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

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

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

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

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

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

Other: (please describe)

**Exhibit 2–
Continued
Use of
Funds**

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

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

Please describe how funds received under this Agreement were used:

Exhibit 3

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

LTAC Grant Reimbursement Form 2026		City of College Place INVOICE VOUCHER
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AGENCY NAME
CITY OF COLLEGE PLACE
VENDOR OR CLAIMANT (Warrant is to be payable to)
Entity Name: Address: City, State, & Zip Code

	AGENCY USE ONLY	
Vendor No.		Grant/Job Code

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

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

BY:

Name & Title	Date

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

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