

LODGING TAX ADVISORY COMMITTEE AGENDA
January 10, 2024
8:00 AM
Sedro-Woolley Municipal Building
Council Chambers
325 Metcalf Street

- a. Call to Order**
- b. Roll Call**
- c. Unfinished Business**
- d. New Business**
 - 1. 2024 Lodging Tax Grant Application Review and Recommendation
- e. Adjournment**

The City of Sedro-Woolley complies with applicable Federal civil rights laws and does not discriminate on the basis of race, color, national origin, limited English proficiency, age, disability, or sex. The City of Sedro-Woolley doesn't exclude people or treat them differently because of race, color, national origin, limited English proficiency, age, disability, or sex.

The City of Sedro-Woolley also complies with applicable state laws and doesn't discriminate on the basis of creed, gender, gender expression or identity, sexual orientation, marital status, religion, honorably discharged veteran or military status, or the use of a trained dog guide or service animal by a person with a disability.



Lodging Tax Advisory Committee Agenda Item

Agenda Item No.: d.1.

Date: January 10, 2024

From: Kelly Kohnken, Finance Director / City Clerk

Subject: 2024 Lodging Tax Grant Application Review and Recommendation

RECOMMENDED ACTION:

A motion recommending a listing of applicants and award amounts for 2024 lodging tax grants to bring to the City Council for approval.

ISSUE:

BACKGROUND/SUMMARY INFORMATION:

The City of Sedro-Woolley collects a tax on the furnishing of lodging by hotels, motels, rooming houses, private campgrounds, RV parks, and similar facilities. State law (RCW 67.28.1816) allows the City to spend that lodging tax revenue only on tourism marketing and other related activities. The City's goals for the use of the lodging tax funds is to attract visitors to Sedro-Woolley, both for overnight stays and day trips. The Lodging Tax Grant Program is open to applications from virtually any public or private non-profit entity with the demonstrated capacity to accomplish the proposed project. This includes public and private agencies such as museums and galleries, historical societies, art groups, and chambers of commerce.

RCW 67.28.1817 requires the City to have a Lodging Tax Advisory Committee (LTAC). The LTAC receives all applications for lodging tax grants and recommends a list of candidates and funding levels to the City Council for a final determination. The City Council is not required to fund the full list of recommended recipients and may choose to make awards to only some or even none of the recommended recipients, but the City Council may not award funds to any recipient that is not recommended by LTAC.

The deadline for applications closed on December 20, 2023.

FISCAL IMPACT, IF APPROPRIATE:

As of December 21, 2023, the City has collected \$50,120 in lodging tax. Finance Director Kelly Kohnken recommends the total award amount be \$45,000 or less to ensure financial stability within the Lodging Tax Fund. The total amount requested from the seven grant applicants is \$45,500.

ATTACHMENTS:

1. Application Summary
2. Award History
3. All Applications



CITY OF SEDRO-WOOLLEY
 Sedro-Woolley Municipal Building
 325 Metcalf Street
 Sedro-Woolley, WA 98284
 Phone (360) 855-1661
 Fax (360) 855-0707

Kelly Kohnken
 Finance Director / City Clerk

Meeting Date: January 10, 2024

Objective: Document the review of the 2024 lodging tax applications and recommendations made by the Lodging Tax Advisory Committee for 2024 awards.

Organization	Amount Requested	Summary	Notes	Amount Recommended
Sedro-Woolley Chamber of Commerce	\$15,000	Blast from the Past and Keeping the Joy in Christmas		
Sedro-Woolley Farmers Market	\$2,500	Farmers Market		
Lincoln Theatre Center Foundation	\$500	Lincoln Theatre School		
Sedro-Woolley Loggerodeo	\$10,000	July 4 th Celebration		
Sedro-Woolley Museum	\$2,500	Tourism Related Activities (Year Round)		
Sedro-Woolley Rotary Foundation	\$5,000	Sedro-Woolley Summer Concert Series 2024		
City of Sedro-Woolley Public Works Department	\$10,000	Time/Materials to operate various public facilities		

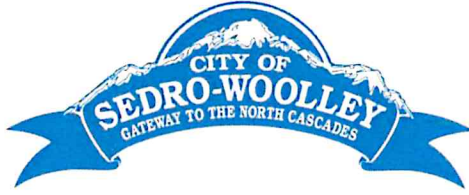


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Kelly Kohnken
 Finance Director / City Clerk

Lodging Tax Award History:

Organization	2020	2021	2022	2023
Sedro-Woolley Loggerodeo	\$7,000	\$7,000	\$9,325	\$10,000
Sedro-Woolley Chamber of Commerce	\$11,500	\$11,500	\$11,325	\$12,000
Sedro-Woolley Farmers Market	\$2,250	\$2,250	\$2,250	\$2,250
Sedro-Woolley Museum	\$2,500	\$2,500	\$2,500	
Sedro-Woolley Rotary	\$4,500	\$4,500		\$4,500
Skagit Tulip Festival	\$100	\$100	\$100	\$100
Sedro-Woolley Riding Club	\$2,500	\$2,500	\$2,500	\$6,150
Total	\$30,350	\$30,350	\$28,000	\$35,000



Application for Sedro-Woolley Lodging Tax Funds

Amount of Lodging Tax Requested: \$ 15,000

Organization/Agency Name: <i>Sedro-Woolley Chamber of Commerce</i>			
Federal Tax ID Number:			
Event or Activity Name (if applicable): <i>Blast from the Past + Keeping the Joy in Christmas</i>			
Contact Name and Title: <i>Monique Brigham</i>			
Mailing Address: <i>810 Metcalf</i>	City: <i>Sedro-Woolley</i>	State: <i>WA</i>	Zip: <i>98284</i>
Phone: <i>360-855-1841</i>	Email Address: <i>Director@Sedro-Woolley.com</i>		
<input checked="" type="checkbox"/> Non-Profit <input type="checkbox"/> For-Profit <input type="checkbox"/> Public Agency			

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 Municipal Services Contract with the City and provide liability insurance for the duration of the contract naming the City as an additional insured and in an amount determined by the City.
- The City of Sedro-Woolley will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and a signed Request for Reimbursement form (or other form acceptable to the City) has been submitted to the City, including copies of invoices and payment documentation,
- 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>Monique Brigham</i>	Date: <i>11/13/23</i>
Printed or Typed Name: <i>Monique Brigham</i>	

Application Overview

Provide us with an overview of your request:

Attach:

1. Description and itemized budget showing how you intend to use the amount requested from the City of Sedro-Woolley (income and expenses).
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. A copy of your organization's business plan (please limit to not more than two pages) and annual budget.
4. Brochures or other information about your event/activity/facility, in particular items showing recent tourism promotion efforts. (Optional)

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.

Tell us who you expect to attract:

The State of Washington requires an estimate for the following questions below:

As a direct result of your proposed tourism-related service, provide an estimate of:		What method was used to determine attendance in previous years?
a. Overall Attendance Enter the total number of people predicted to attend this activity, and select the method used to determine the attendance.	Predicted: 100,000	<input type="checkbox"/> Direct Count <input checked="" type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input checked="" type="checkbox"/> Informal Survey <input checked="" type="checkbox"/> 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 the attendance.	Predicted: 1,000	<input checked="" type="checkbox"/> Direct Count <input type="checkbox"/> Indirect Count <input checked="" type="checkbox"/> Representative Survey <input type="checkbox"/> Informal Survey <input type="checkbox"/> Structured Estimate
c. Attendance, Out of State, Out of Country 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: 100	<input checked="" type="checkbox"/> Direct Count <input checked="" type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input type="checkbox"/> Informal Survey <input checked="" type="checkbox"/> 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: 100	<input type="checkbox"/> Direct Count <input type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input type="checkbox"/> Informal Survey <input type="checkbox"/> 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: 50	<input checked="" type="checkbox"/> Direct Count <input type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input checked="" type="checkbox"/> Informal Survey <input checked="" type="checkbox"/> Structured Estimate

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).

Actual data will be required with your final reimbursement.

Application Timeline

Application Deadline: Wednesday, December 20, 2023 by 4:30 p.m. received at Sedro-Woolley City Hall.

To be eligible for consideration, your complete proposal must be received by the deadline. The Committee will review proposals in a public meeting, date to be determined.

Submit a PDF and one original signed copy to:

City of Sedro-Woolley Lodging Tax Advisory Committee
c/o Kelly Kohnken, Finance Director/City Clerk
325 Metcalf Street
Sedro-Woolley, WA 98284
Email: cityclerk@sedro-woolley.gov

- ⇒ **You must complete and sign the cover sheet with this packet**
- ⇒ **You may use the Supplemental Form or type the questions and answers on separate sheets of paper.**
- ⇒ **Please number each page in your packet, except for the optional brochures/information.**

City of Sedro-Woolley Lodging Tax Fund Overview

Sedro-Woolley's Lodging Tax Fund is the primary source of City funding for activities, operations, and expenditures designed to increase tourism. The Sedro-Woolley City Council has created a Lodging Tax Advisory Committee to conduct an annual process to solicit and recommend Lodging Tax funded services for City Council consideration.

HIGH 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 Sedro-Woolley. Preference may be given to during shoulder season.
- Promote Sedro-Woolley and/or events, activities, and places in the City of Sedro-Woolley to potential tourists from outside Skagit County.
- Have demonstrated or high potential from the Committee's perspective to result in documented economic benefit to Sedro-Woolley.
- Have a demonstrated history or success in Sedro-Woolley, 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.

Sedro-Woolley Lodging Tax Advisory Committee Considerations

In developing its recommendations, the Committee 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 Sedro-Woolley Lodging Tax funded proposals, if any.
- Projected economic impact within the City of Sedro-Woolley, in particular projected overnight stays in Sedro-Woolley lodging establishments.

- The applicant's financial stability.
 - The applicant's history of tourism promotion success.
 - Committee member general knowledge of the community and tourism-related activities.
-

State Law Excerpts

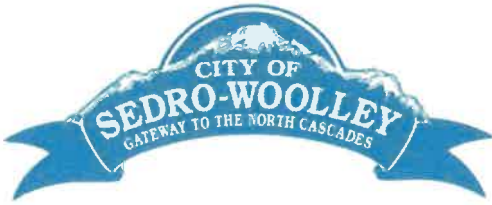
RCW 67.28.1816 – Use of Lodging Tax Fund.

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 Sedro-Woolley Lodging Tax Funds


Amount of Lodging Tax Requested: \$ 2,500

Organization/Agency Name: Sedro-Woolley Farmers Market			
Federal Tax ID Number: 91-2148278			
Event or Activity Name (if applicable): Sedro-Woolley Farmers Market			
Contact Name and Title: Jeremy Kindlund, Market Manager			
Mailing Address: PO Box 20	City: Sedro-Woolley	State: WA	Zip: 98284
Phone: 360 840-8601	Email Address: sedrowoolleyfarmersmarket@gmail.com		
<input checked="" type="checkbox"/> Non-Profit <input type="checkbox"/> For-Profit <input type="checkbox"/> Public Agency			

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 Municipal Services Contract with the City and provide liability insurance for the duration of the contract naming the City as an additional insured and in an amount determined by the City.
- The City of Sedro-Woolley will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and a signed Request for Reimbursement form (or other form acceptable to the City) has been submitted to the City, including copies of invoices and payment documentation.
- 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: 	Date: 12-14-23
Printed or Typed Name: Jeremy Kindlund	

Application Overview

Provide us with an overview of your request:

Attach:

1. Description and itemized budget showing how you intend to use the amount requested from the City of Sedro-Woolley (income and expenses).
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. A copy of your organization's business plan (please limit to not more than two pages) and annual budget.
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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 the attendance.	Predicted: 270	<input type="checkbox"/> Direct Count <input type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input checked="" type="checkbox"/> Informal Survey <input type="checkbox"/> Structured Estimate
c. Attendance, Out of State, Out of Country Enter the number of people from outside the state and country predicted to attend this activity, and select the method used to determine the attendance.	Predicted: 200	<input type="checkbox"/> Direct Count <input type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input checked="" type="checkbox"/> Informal Survey <input type="checkbox"/> 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: 70	<input type="checkbox"/> Direct Count <input type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input checked="" type="checkbox"/> Informal Survey <input type="checkbox"/> 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: 230	<input type="checkbox"/> Direct Count <input type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input checked="" type="checkbox"/> Informal Survey <input type="checkbox"/> Structured Estimate

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- a. Tourism marketing;
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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.



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Kelly Kohnken
City Clerk

CITY OF SEDRO-WOOLLEY 2023 LODGING TAX/TOURISM PROMOTION FUNDING APPLICATION AND GUIDANCE

2023 funding requests are now being accepted by the City of Sedro-Woolley.

Applications for Lodging Tax/Tourism Promotion Funding are due October 26, 2022 at the Finance Office in City Hall.

What Can be Funded with Lodging Tax Revenue?

Lodging taxes can be used for:

- tourism marketing,
- marketing and operations of special events and festivals,
- operations of tourism-related facilities owned or operated by nonprofit organizations,
- operations and capital expenditures of tourism related facilities owned by the City of Sedro-Woolley.

Who May Apply?

The 2023 funding program is open to organizations with the demonstrated ability to achieve tourism goals as outlined below.

- Increase hotel occupancy in Sedro-Woolley by creating overnight stays.
- Increase overnight stays during the off season.
- Provide visitor attractions and/or promote the area's existing attractions.
- Attract more businesses to Sedro-Woolley and thereby generate additional business for hotels and motels.

All applications must include estimates of how funding the activity will result in increases to people staying overnight, travelling 50 miles or more, or coming from another state or country.

Selection and Award Process

Funding of the program and specific awards are dependent on recommendations of the City's Lodging Tax Advisory Committee (LTAC). The LTAC will receive all applications and recommend a list of candidates and funding levels that will be forwarded to the Sedro-Woolley City Council for final determination. **Funds will be awarded on a competitive basis**, and applicants will be notified following City Council decision. Grant awards will be distributed on a reimbursement basis.

The LTAC and City Council will make awards based on the most competitive applications that meet the criteria for funding. The City and/or LTAC may amend or waive any eligibility or evaluation criteria or irregularity to award grants.

Application Requirements

All organizations seeking funding under this program must submit a completed application form to be considered for funding. Incomplete applications will not be considered by the Lodging Tax Advisory Committee.

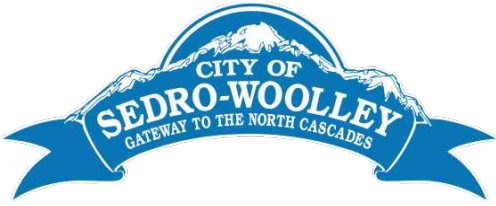
Applications must be received at Sedro-Woolley City Hall by 4:30 p.m. on October 26, 2022. Please submit only one fully completed and signed original. All applications must be able to be clearly reproduced in black and white.

Sedro-Woolley City Hall mailing address: Lodging Tax Advisory Committee
Finance Department
325 Metcalf Street
Sedro-Woolley, WA 98284

For more information contact Kelly Kohnken, Finance Director/City Clerk at 360-855-3165 or by email at cityclerk@ci.sedro-woolley.wa.us

Organizations awarded funds will be required to:

- execute a contractual agreement that will set out the performance expectations, level of funding and the mechanism for invoicing for payment,
- obtain all legally required special events permits, licenses, insurance and approvals,
- acknowledge the City's contribution in formal promotional materials and efforts (ie: City logo, etc.),
- submit a post-event activity report to the City describing the total number of travelers generated in each visitor category. The City will report this information in its annual report to the State of Washington Joint Legislative Audit and Review Committee (JLARC).



Application for Sedro-Woolley Lodging Tax Funds

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:		
<input type="checkbox"/> Non-Profit <input type="checkbox"/> For-Profit <input type="checkbox"/> Public Agency			

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 Municipal Services Contract with the City and provide liability insurance for the duration of the contract naming the City as an additional insured and in an amount determined by the City.
- The City of Sedro-Woolley will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and a signed Request for Reimbursement form (or other form acceptable to the City) has been submitted to the City, including copies of invoices and payment documentation.
- 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: Damond Morris	Date: 10/25/2023
Printed or Typed Name:	

Application Overview

Provide us with an overview of your request:

Attach:

1. Description and itemized budget showing how you intend to use the amount requested from the City of Sedro-Woolley (income and expenses).
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. A copy of your organization's business plan (please limit to not more than two pages) and annual budget.
4. Brochures or other information about your event/activity/facility, in particular items showing recent tourism promotion efforts. (Optional)

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.

Tell us who you expect to attract:

The State of Washington requires an estimate for the following questions below:

As a direct result of your proposed tourism-related service, provide an estimate of:		What method was used to determine attendance in previous years?
a. Overall Attendance Enter the total number of people predicted to attend this activity, and select the method used to determine the attendance.	Predicted:	<input type="checkbox"/> Direct Count <input type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input type="checkbox"/> Informal Survey <input type="checkbox"/> 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 the attendance.	Predicted:	<input type="checkbox"/> Direct Count <input type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input type="checkbox"/> Informal Survey <input type="checkbox"/> Structured Estimate
c. Attendance, Out of State, Out of Country 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:	<input type="checkbox"/> Direct Count <input type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input type="checkbox"/> Informal Survey <input type="checkbox"/> 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:	<input type="checkbox"/> Direct Count <input type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input type="checkbox"/> Informal Survey <input type="checkbox"/> 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:	<input type="checkbox"/> Direct Count <input type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input type="checkbox"/> Informal Survey <input type="checkbox"/> Structured Estimate

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).

Actual data will be required with your final reimbursement.

Application Timeline

Application Deadline: Wednesday, October 26, 2022 by 4:30 p.m. received at Sedro-Woolley City Hall.

To be eligible for consideration, your complete proposal must be received by the deadline. The Committee will review proposals in a public meeting, date to be determined.

Submit a PDF and one original signed copy to:

City of Sedro-Woolley Lodging Tax Advisory Committee
c/o Kelly Kohnken, Finance Director/City Clerk
325 Metcalf Street
Sedro-Woolley, WA 98284
Email: cityclerk@sedro-woolley.gov

- ⇒ **You must complete and sign the cover sheet with this packet**
- ⇒ **You may use the Supplemental Form or type the questions and answers on separate sheets of paper.**
- ⇒ **Please number each page in your packet, except for the optional brochures/information.**

City of Sedro-Woolley Lodging Tax Fund Overview

Sedro-Woolley's Lodging Tax Fund is the primary source of City funding for activities, operations, and expenditures designed to increase tourism. The Sedro-Woolley City Council has created a Lodging Tax Advisory Committee to conduct an annual process to solicit and recommend Lodging Tax funded services for City Council consideration.

HIGH 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 Sedro-Woolley. Preference may be given to during shoulder season.
- Promote Sedro-Woolley and/or events, activities, and places in the City of Sedro-Woolley to potential tourists from outside Skagit County.
- Have demonstrated or high potential from the Committee's perspective to result in documented economic benefit to Sedro-Woolley.
- Have a demonstrated history or success in Sedro-Woolley, 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.

Sedro-Woolley Lodging Tax Advisory Committee Considerations

In developing its recommendations, the Committee 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 Sedro-Woolley Lodging Tax funded proposals, if any.
- Projected economic impact within the City of Sedro-Woolley, in particular projected overnight stays in Sedro-Woolley lodging establishments.

- The applicant’s financial stability.
 - The applicant’s history of tourism promotion success.
 - Committee member general knowledge of the community and tourism-related activities.
-

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.

Description and itemized budget showing how you intend to use the amount requested from the City of Sedro-Woolley (income and expenses).

Monies from Sedro Woolley lodging tax will be used to promote Skagit Theatre Camp, promoting arts education and the students from the Sedro Woolley School District that participate in the course.

Skagit Theater Camp Projected Budget Summer 2024
--

BUDGET
Expenses

Advertisiting and Publicity		
	Facebook	300
	Flyers/Posters	350
	Other (Cascadia Weekly, SVH, Skagit Kids Insider)	800

Staff		
	Camp Director	2000
	Camp Director	2000
	Camp Conductor - Music	2000
	6 Interns @ \$300 stipend	1800
	House Manager	400
	Tech Assistant	600
Copyrights	Paid in 2020	1500
Rental		200
Hospitality		1000
Playbill		200
Sets & Costume Material	SVC borrowed costumes	1000
	Total Expenses	14150

Revenue

40 Campers @ \$400		16000
Sponsors		10000
Grants		
Performances (2)	100 tickets @ \$8.00	800
	Total Revenue	26800

If your agency is a non-profit a copy of your agency's current non-profit corporate registration with the Washington Secretary of State.

Current 501(c)3. Federal Tax ID number: 94-3052481

A copy of your organization's business plan (please limit to not more than two pages) and annual budget.

Proposal

The Lincoln Theatre Center Foundation is asking for operational assistance to support arts education at the Lincoln Theatre. The Lincoln Theatre has an active programming schedule, including yearlong theatre arts education for youth aged 7-16. In the summer months Skagit Theatre Camp employs three professional Directors and six interns to teach 40 students the crafts of theatre, culminating in performances by the children on the Lincoln Theatre stage. The success of Skagit Theatre Camp led to the creation of the Lincoln Players Theatre School, bringing arts education to children throughout the year. The goal of the Theatre School is to provide arts education to every child, regardless of their family's ability to pay tuition. The Lincoln Theatre is requesting financial assistance to promote marketing to Sedro Woolley School District Students and then marketing to bring audiences to see the students on stage.

Narrative

Built in 1926, generations of patrons hail the historic Lincoln Theatre for its originality and beauty, and return to the Lincoln year after year to enjoy movies, live performances and community events. Hosting over 30,000 attendees per year, the Lincoln was the recipient of the 2022 Governor's Heritage Award for an organization, with Gov. Inslee identifying the historic theatre as "a cultural cornerstone of historic downtown Mount Vernon, and a central performing arts venue for the entire region." Thanks to a multi-year restoration program, strongly supported by our local community, this architectural beauty is as vital now as it was when it opened in 1926. Daily operations are supported by committed volunteers, six full-time administrators, three part-time staff and several on-call theatre technicians.

Originally a center for silent film and vaudeville entertainment, these days the Lincoln still prides itself on its adaptability on stage, screen and in the classroom, featuring art house film programming, National Theatre and Metropolitan Opera screenings, and world-renowned artists – including productions (both nationally known and locally written) from local community theatre organizations. Arts education is a central part of the Lincoln Theatre's mission statement, and we actively engage youth throughout the year with Skagit Theatre Camp and the newly created Lincoln Players Theatre School. Each course, from camp to Theatre School instruction, is assessed through learning outcomes and parental and student feedback following the class.

It is the mission of the Lincoln Theatre Center Foundation to entertain, inform and inspire our diverse Skagit County community through cinema, live performances, and education programs, while preserving the historic Lincoln Theatre.

Brochures or other information about your event/activity/facility, in particular items showing recent tourism promotion efforts. (Optional)

See attached.

Ordinary Income/Expense

Income

4100 · Concert/Live Events Ticket Sale	
4150 · CD SALES	\$2,500.00
4100 · Concert/Live Events Ticket Sale - Other	\$320,000.00
Total 4100 · Concert/Live Events Ticket Sale	<u>\$322,500.00</u>
4200 · Film Ticket Sales	
4210 · First Run Film Ticket Sales	\$35,000.00
4230 · Special Projects-Ticket Sales	\$15,000.00
4250 · Met Opera Broadcasts	\$10,000.00
4251 · National Theatre Broadcasts	\$5,000.00
Total 4200 · Film Ticket Sales	<u>\$65,000.00</u>
4300 · Education Income	
4310 · Ticket Sales	\$2,000.00
4320 · Video / Film Rental	
4330 · Theatre Camp	\$20,000.00
4340 · Theater School	\$2,500.00
Total 4300 · Education Income	<u>\$24,500.00</u>
4400 · Rentals	
4405 · rental deposit	\$9,000.00
4410 · Rental Fee	\$50,000.00
4415 · EQUIPMENT RENTAL	\$200.00
4420 · Billable Labor Charges	\$35,000.00
4430 · Billable Other Charges	\$3,800.00
4450 · Ticket Sales	\$450,000.00
4460 · Poster/Printing Fees (Printing fees for having us print	\$20,000.00
4400 · Rentals - Other	\$0.00
Total 4400 · Rentals	<u>\$568,000.00</u>
4500 · Concessions	
4510 · Regular Concessions	\$65,000.00
4520 · Wine Bar Concessions	\$75,000.00
4550 · VIDEO RENTAL	\$200.00
4560 · Gift Shop	\$4,500.00
Total 4500 · Concessions	<u>\$144,700.00</u>
4600 · Grants, Sponsors, Members	
4610 · Memberships	\$75,000.00
4620 · City Funding - Hotel/Motel Tax	\$36,000.00
4630 · County Funding -Hotel/Motel Tax	\$11,000.00
4650 · Individual Contributions	\$55,000.00
4655 · INST-BUS DONATIONS-OTHER GRANTS	\$60,000.00
4660 · Sponsorships	
4661.2 · On Screen Sponsors-Power Point	\$1,200.00
4662 · Education Grants/Sponsors	\$12,000.00
4664 · Concert/Annual Sponsorships	\$2,000.00
4665 · Feature Film Sponsors	\$2,500.00

4660 · Sponsorships - Other	\$3,000.00
Total 4660 · Sponsorships	\$20,700.00
4670 · Fundraising	
4672 · Events - Spnsrs-Tickets-Bids	
4672.2 · Brewfest-Sponsors & Tickets	\$55,000.00
4672.4 · Misc Fundraising	\$0.00
4672 · Events - Spnsrs-Tickets-Bids - Other	
Total 4672 · Events - Spnsrs-Tickets-Bids	\$56,500.00
4670 · Fundraising - Other	\$10,000.00
Total 4670 · Fundraising	\$66,500.00
4680 · Endowment Fund (Endowment Donations)	\$1,200.00
Total 4600 · Grants, Sponsors, Members	\$325,400.00
4700 · Ticket Handling Fees	
4710 · Rental Ticket Handling Fees	\$34,000.00
4720 · Non-Member Ticket Handling Fees	
4700 · Ticket Handling Fees - Other	\$1,560.00
Total 4700 · Ticket Handling Fees	\$38,620.00
4800 · Capital Income	
4840 · Grants	\$9,000.00
4850 · Preservation Fund	\$95,000.00
Total 4800 · Capital Income	\$104,000.00
4900 · Interest Income	
4910 · General Account	\$140.00
4920 · Interest - Capital Campaign	\$125.00
Total 4900 · Interest Income	\$300.00
Total Income	\$1,593,020.00
Cost of Goods Sold	
5000 · Expenses	
5100 · Concerts/Live Events	
5110 · Artistic Fees	\$145,000.00
5115 · Sound Fees	\$5,000.00
5120 · Payroll	\$9,000.00
5130 · Marketing	\$10,000.00
5140 · Other	\$6,000.00
5150 · Hospitality	\$10,000.00
5100 · Concerts/Live Events - Other	\$1,500.00
Total 5100 · Concerts/Live Events	\$186,500.00
5200 · FEATURE FILMS	
5210 · Payroll	\$25,000.00
5220 · Fees - Agent, % Shipping (% , agent,ship,taxes)	
5225 · Film Rental Costs	\$18,000.00
5220 · Fees - Agent, % Shipping (% , agent,ship,taxes)	\$5,000.00
Total 5220 · Fees - Agent, % Shipping (% , agent,ship,taxe	23,000.00
5230 · Projectors R&M	\$500.00
5240 · Marketing	\$500.00
5250 · Met Opera Broadcasts	\$4,000.00
5251 · National Theatre Broadcasts	\$2,000.00

5270 · Labor-Broadcasts	\$2,800.00
5280 · Equipment Repair	
Total 5200 · FEATURE FILMS	57,800.00
5300 · EDUCATION	
5320 · Payroll - House Mgr, tech	\$4,200.00
5340 · Other (Hospitality / piano)	\$500.00
5350 · Video / Film Supplies	\$100.00
5360 · Skagit Theatre Camp	\$12,000.00
Total 5300 · EDUCATION	\$16,800.00
5400 · Rental Expenses	
5405 · RENTAL ADVANCE	\$4,000.00
5410 · Payroll - HM/Tech	\$27,300.00
5420 · Renters Ticket Sales	\$450,000.00
5430 · Services/Misc	\$700.00
5445 · MARKETING	\$1,000.00
5400 · Rental Expenses - Other	\$5,000.00
Total 5400 · Rental Expenses	\$488,000.00
5500 · Ticket Handling Costs	
5510 · Payroll - Box Office	\$2,400.00
5520 · Credit Card Fees	\$32,500.00
5530 · Software Contract / Materials	\$50.00
5500 · Ticket Handling Costs - Other	
Total 5500 · Ticket Handling Costs	\$34,950.00
5600 · Concessions Expense	
5610 · Goods	\$42,000.00
5615 · INGREDIENTS	\$6,000.00
5620 · Supplies	\$6,000.00
5630 · Taxes	\$11,000.00
5660 · Gift Shop	\$3,000.00
5600 · Concessions Expense - Other	\$1,850.00
Total 5600 · Concessions Expense	\$69,850.00
5800 · Development	
5820 · Membership	
5825 · MARKETING	\$550.00
5820 · Membership - Other	\$1,000.00
Total 5820 · Membership	\$1,550.00
5830 · Donor Marketing	\$5,000.00
5840 · Fundraising Events	
5841 · Payroll - HM/Tech	\$2,400.00
5842 · Fees & Supplies	
5842.2 · Brewfest Costs	\$20,000.00
5842.4 · Misc Fundraising Costs	\$100.00
5842.5 · New Fundraiser Costs	\$2,000.00
5842 · Fees & Supplies - Other	\$500.00
Total 5842 · Fees & Supplies	\$22,600.00
5843 · marketing	\$2,000.00
5840 · Fundraising Events - Other	\$100.00

Total 5840 · Fundraising Events	\$27,100.00
Total 5800 · Development	\$33,650.00
5900 · Marketing -General	
5950 · General Marketing	\$40,000.00
5960 · Guide	
Total 5900 · Marketing -General	\$40,000.00
Total 5000 · Expenses	\$927,550.00
Total COGS	\$927,550.00
Gross Profit	\$665,470.00
Expense	
6000 · Overhead	
6100 · Personnel Expense	
6149 · Payroll Expenses	
6146 · BONUS	\$6,000.00
6148 · Employee Benefits (Health plan costs)	\$4,500.00
6149 · Payroll Expenses - Other	\$22,000.00
Total 6149 · Payroll Expenses	\$32,500.00
6100 · Personnel Expense - Other	
Total 6100 · Personnel Expense	\$32,500.00
6150 · Personnel Taxes	\$45,000.00
6200 · Professional Services	
6210 · Audit / Accounting Fees	\$7,500.00
6220 · CLEANING SERVICE	\$300.00
Total 6200 · Professional Services	\$7,800.00
6250 · Volunteer Support	\$2,500.00
6300 · Rent	\$12.00
6350 · Liability Ins & Employee Bond	\$8,500.00
6400 · Maintenance and Repair	\$10,000.00
6450 · Supplies	
6460 · Theatre Supplies	\$25,000.00
6470 · Office Supplies and Expenses	\$20,000.00
Total 6450 · Supplies	\$45,000.00
6500 · Utilities	\$20,000.00
6550 · Telephone	\$3,000.00
6560 · Computer System	\$3,000.00
6600 · Postage	\$1,000.00
6610 · Printer Lease (Ricoh Pro C751Serial # S9811100001)	\$4,582.00
6650 · Licenses/Permits/Property tax	\$3,500.00
6700 · Dues and Subscriptions	\$5,000.00
6750 · Staff Development and Travel	\$2,000.00
6755 · Board Mtg Costs	\$1,000.00
6850 · Bank Fees	
6860 · NSF Checks	\$50.00
6850 · Bank Fees - Other	\$800.00
Total 6850 · Bank Fees	\$850.00
6000 · Overhead - Other	\$500.00
Total 6000 · Overhead	\$195,744.00

66910 - Bank Service Charges	<u>\$400.00</u>
Total Expense	<u>\$196,144.00</u>
Net Ordinary Income	\$469,326.00
Other Income/Expense	
Other Expense	
Reportable Qual. Small ER HRA	<u>\$20,000.00</u>
Total Other Expense	<u>\$20,000.00</u>
Net Other Income	<u>-\$20,000.00</u>
Net Income	<u><u>\$449,326.00</u></u>



Lincoln Players Theatre School

CLASSES STARTING SOON:

Musical Theatre Spooktacular: Singing & Dancing

Wednesdays for seven weeks, 9/13 - 10/25, 4:00 - 6:00 PM • Ages 12 - 18

Learn a variety of songs and pair them with dance moves to match. Class will feature time with two instructors—vocal instructor Jennifer Campbell and choreographer Jana Goetsch—to give each student the opportunity to grow as a performer!

Audition and Performance Masterclass

Mondays for six weeks, 10/3 - 11/13, 5:00 - 6:00 PM • Ages 11+

Build a solid set of techniques, and shine through the audition and performance process. Instructor Mike Marlin will help you develop strength and confidence on stage with sensible practice in character building and stage presences.

Our Classes Offer:

- Trained professional theatre artists who are experts in their field
- Small class sizes to allow for direct one-on-one training
- Beginning-to-adult training that is age and experience appropriate.
- Skills-based courses in theatre crafts that meet student where they are
- Learning outcomes for each course that challenge students
- A warm and friendly classroom inside the Historic Lincoln Theatre

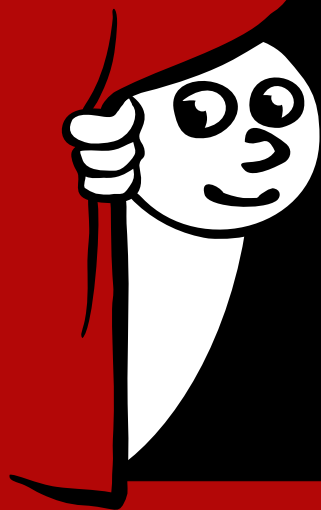


712 S. First St.

Questions? Contact Damond Morris at
360.419.7129 x 103 or damond@lincolnthatre.org,
visit LincolnTheatre.org/education-and-community, or scan here:

The Lincoln Theatre is recognized as a nonprofit corporation under chapter 501(c)3. This event / activity is NOT being sponsored by the school district, and the district assumes no responsibility for the conduct or safety of the event / activity. In consideration for the privilege to distribute these materials, the school district shall be held harmless from any cause of action, claim, or petition filed in any court or administrative tribunal arising out of the distribution of these materials, including all costs, attorneys' fees, and judgements or awards.





Lincoln Players Theatre School

CLASSES STARTING SOON:

Musical Theatre: Acting Through Song

Tuesdays for six weeks, 1/17 - 2/28/2023, 4:15 - 5:30 • Ages 8 - 13

Express inner emotions through challenging musical numbers.

Audition Workshop: Stand Out in the Crowd

Tuesdays for six weeks, 1/17 - 2/28/2023, 5:30 - 6:45 pm • Ages 10 - 18

Learn the basics of auditioning, including monologue work, cold reading, and self-tape audition tips.

Acting: Creating a Character

Wednesdays for six weeks, 1/18 - 3/1/2023, 4:00 - 5:15 pm • Ages 14+

Create transformative characters through movement, theatre exercises, and collaborative creation.

Stagecraft: The Magic of Design

Wednesdays for six weeks, 1/18 - 3/1/2023, 5:30 - 6:30 pm • Ages 11+

Have fun with the creative process of theatre exploring the elements of design in fields such as Scenery, Costumes, Lighting, Sound, and Make-up.

Our Classes Offer:

- Trained professional theatre artists who are experts in their field
- Small class sizes to allow for direct one-on-one training
- Beginning-to-adult training that is age and experience appropriate.
- Skills-based courses in theatre crafts that meet student where they are
- Learning outcomes for each course that challenge students
- A warm and friendly classroom inside the Historic Lincoln Theatre



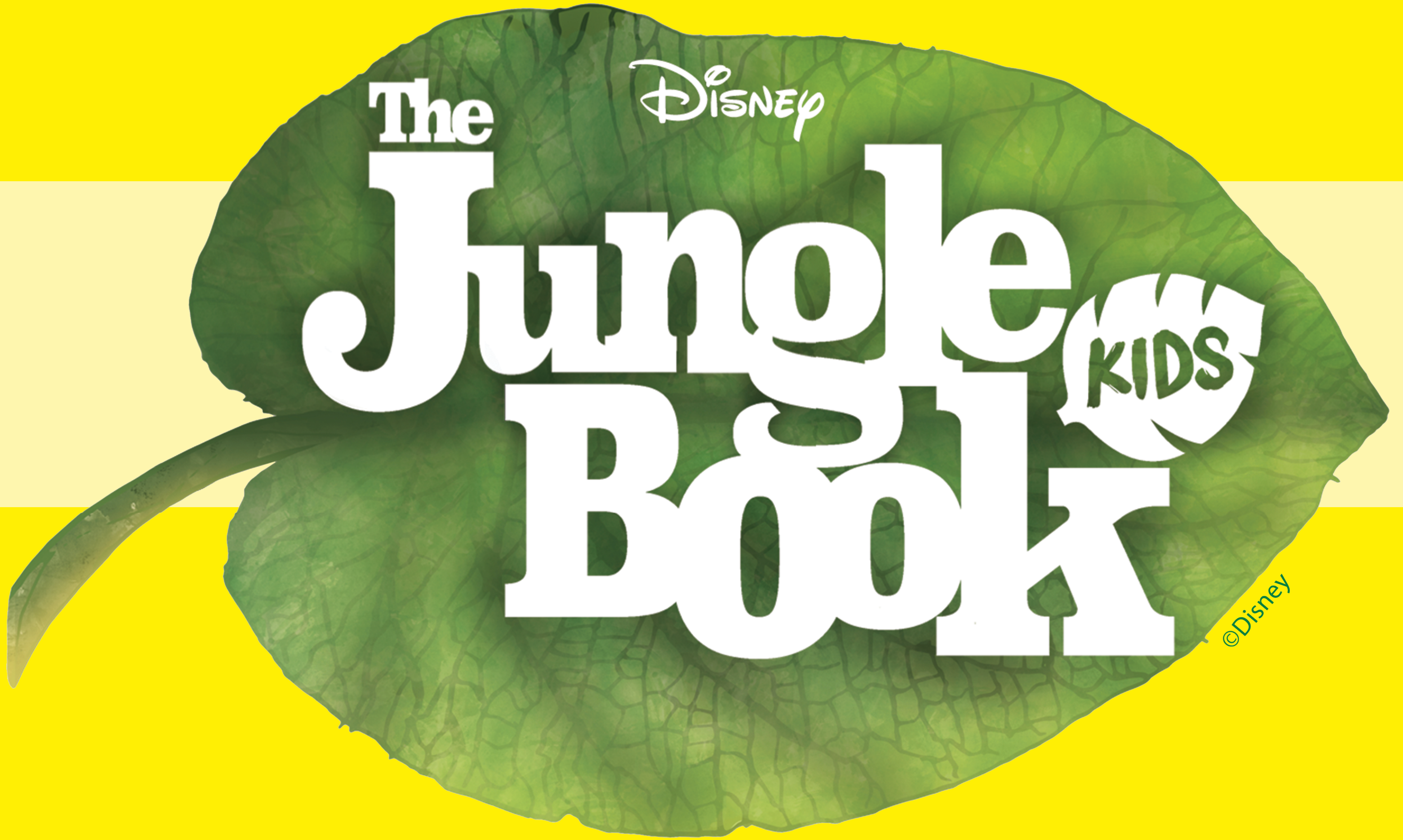
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THE HISTORIC
LINCOLN THEATRE PRESENTS
SIC SKAGIT THEATRE CAMP



LIVE ON STAGE!

DIRECTED BY AMANDA EBERT AND NATHAN HAMER
MUSICAL DIRECTION BY JENNIFER CAMPBELL
STARRING THE SKAGIT THEATRE CAMP KIDS

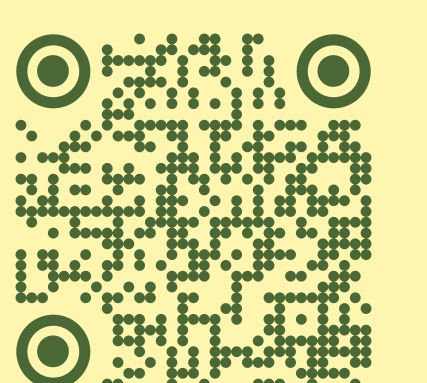
JULY 30 • 10 AM & 12 NOON

\$10 GENERAL / \$8 MEMBER / \$5 AGE 6-17
KIDS 5 & UNDER FREE

lincolntheatre.org OR 360.336.8955



712 SOUTH FIRST STREET • MOUNT VERNON





Skagit Theatre Camp 2022



THE HISTORIC
LINCOLN THEATRE PRESENTS
SIC SKAGIT THEATRE CAMP



LIVE ON STAGE!

DIRECTED BY AMANDA EBERT AND NATHAN HAMER
MUSICAL DIRECTION BY JENNIFER CAMPBELL
STARRING THE SKAGIT THEATRE CAMP KIDS

JULY 30 • 10 AM & 12 NOON

5.00 GENERAL / 3.00 MEMBER lincolnthatre.org or 360.336.8955



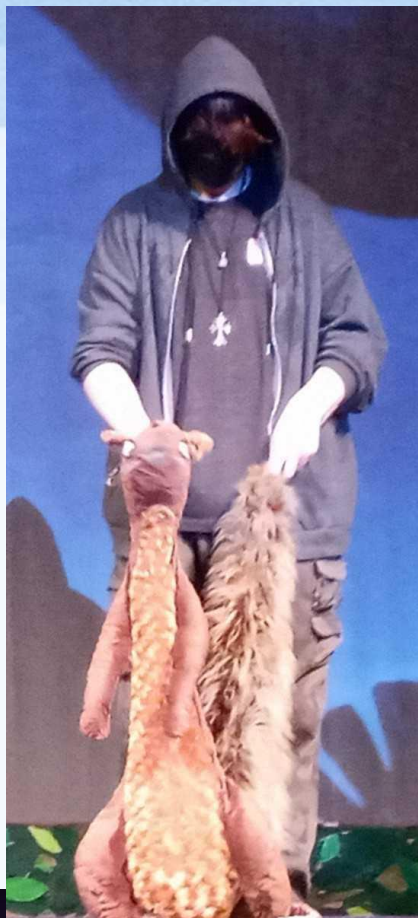
712 SOUTH FIRST STREET - MOUNT VERNON



Teaching Choreography, Dance and Music!



Puppetry Arts



Connecting to Character – Acting and singing!



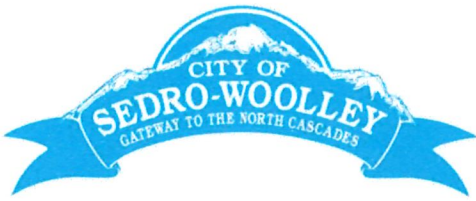
LINCOLN
THEATRE

Thank you for your support



Skagit Theatre Camp 2023 will feature:

- *Two weeks of fun filled arts creation*
- *40 campers, 25% on scholarship*
- *3 camp directors*
- *6 camp interns*
- *Two live performances in the Lincoln Theatre*
- *Memories for a lifetime!*



Application for Sedro-Woolley Lodging Tax Funds

Amount of Lodging Tax Requested: \$ 10,000

Organization/Agency Name: <i>SEDRO-WOOLLEY LOGGERDEE</i>			
Federal Tax ID Number: <i>91-605-4011</i>			
Event or Activity Name (if applicable): <i>July 4th Celebration</i>			
Contact Name and Title: <i>DOTTIE CHANDLER - PRESIDENT</i>			
Mailing Address: <i>P.O. Box 712</i>	City: <i>SEDRO-WOOLLEY</i>	State: <i>WA</i>	Zip: <i>98284</i>
Phone: <i>360-770-8452</i>	Email Address: <i>sedrowoolleyloggerdee@frontier.com</i>		
<input checked="" type="checkbox"/> Non-Profit <input type="checkbox"/> For-Profit <input type="checkbox"/> Public Agency			

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 Municipal Services Contract with the City and provide liability insurance for the duration of the contract naming the City as an additional insured and in an amount determined by the City.
- The City of Sedro-Woolley will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and a signed Request for Reimbursement form (or other form acceptable to the City) has been submitted to the City, including copies of invoices and payment documentation.
- 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>Dottie Chandler</i>	Date: <i>11-20-2023</i>
Printed or Typed Name: <i>Dottie Chandler</i>	

Application Overview

Provide us with an overview of your request:

Attach:

1. Description and itemized budget showing how you intend to use the amount requested from the City of Sedro-Woolley (income and expenses).
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. A copy of your organization's business plan (please limit to not more than two pages) and annual budget.
4. Brochures or other information about your event/activity/facility, in particular items showing recent tourism promotion efforts. (Optional)

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.

Tell us who you expect to attract:

carvers, families from local counties & other counties in the state, visitors from Canada, California & other states

The State of Washington requires an estimate for the following questions below:

As a direct result of your proposed tourism-related service, provide an estimate of:		What method was used to determine attendance in previous years?
a. Overall Attendance Enter the total number of people predicted to attend this activity, and select the method used to determine the attendance.	Predicted: <i>40,000</i>	<input type="checkbox"/> Direct Count <input checked="" type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input checked="" type="checkbox"/> Informal Survey <input type="checkbox"/> 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 the attendance.	Predicted: <i>10,000</i>	<input type="checkbox"/> Direct Count <input checked="" type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input checked="" type="checkbox"/> Informal Survey <input type="checkbox"/> Structured Estimate
c. Attendance, Out of State, Out of Country 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: <i>1,000</i>	<input type="checkbox"/> Direct Count <input checked="" type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input checked="" type="checkbox"/> Informal Survey <input type="checkbox"/> 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: <i>150</i>	<input type="checkbox"/> Direct Count <input type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input checked="" type="checkbox"/> Informal Survey <input checked="" type="checkbox"/> 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: <i>35,000</i>	<input type="checkbox"/> Direct Count <input checked="" type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input checked="" type="checkbox"/> Informal Survey <input type="checkbox"/> Structured Estimate

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).

Actual data will be required with your final reimbursement.

Application Timeline

Application Deadline: Wednesday, December 20, 2023 by 4:30 p.m. received at Sedro-Woolley City Hall.

To be eligible for consideration, your complete proposal must be received by the deadline. The Committee will review proposals in a public meeting, date to be determined.

Submit a PDF and one original signed copy to:

City of Sedro-Woolley Lodging Tax Advisory Committee
c/o Kelly Kohnken, Finance Director/City Clerk
325 Metcalf Street
Sedro-Woolley, WA 98284
Email: cityclerk@sedro-woolley.gov

- ⇒ You must complete and sign the cover sheet with this packet
- ⇒ You may use the Supplemental Form or type the questions and answers on separate sheets of paper.
- ⇒ Please number each page in your packet, except for the optional brochures/information.

City of Sedro-Woolley Lodging Tax Fund Overview

Sedro-Woolley's Lodging Tax Fund is the primary source of City funding for activities, operations, and expenditures designed to increase tourism. The Sedro-Woolley City Council has created a Lodging Tax Advisory Committee to conduct an annual process to solicit and recommend Lodging Tax funded services for City Council consideration.

HIGH 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 Sedro-Woolley. Preference may be given to during shoulder season.
- Promote Sedro-Woolley and/or events, activities, and places in the City of Sedro-Woolley to potential tourists from outside Skagit County.
- Have demonstrated or high potential from the Committee's perspective to result in documented economic benefit to Sedro-Woolley.
- Have a demonstrated history or success in Sedro-Woolley, 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.

Sedro-Woolley Lodging Tax Advisory Committee Considerations

In developing its recommendations, the Committee 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 Sedro-Woolley Lodging Tax funded proposals, if any.
- Projected economic impact within the City of Sedro-Woolley, in particular projected overnight stays in Sedro-Woolley lodging establishments.

- The applicant's financial stability.
 - The applicant's history of tourism promotion success.
 - Committee member general knowledge of the community and tourism-related activities.
-

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.

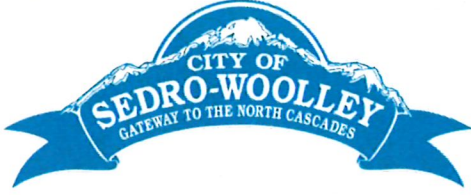
Approximately \$70,000.00 total for 2024 Loggerodeo

Fireworks:	\$25,000
Street Dance:	\$1,000
Skagit Publishing:	\$2,000
Point Roberts Press:	\$500
Pens.com:	\$500
McGowan Allied:	\$11,000
Cedar logs:	\$10,000
KAPS radio:	\$750

Advertising
Advertising
Advertising
insurance
advertising

this is a partial list.

*security
honey bucket
Pacific Party Canopy
Parade
Sand covered (Awards)
Sound System for Parade
Pie eating supplies
lunches for carvers*



Application for Sedro-Woolley Lodging Tax Funds

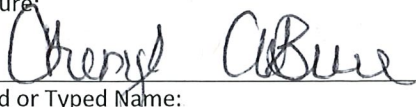
Amount of Lodging Tax Requested: \$ 2500

Organization/Agency Name: <p style="text-align: center;">Sedro-Woolley Museum</p>			
Federal Tax ID Number: <p style="text-align: center;">91-1525572</p>			
Event or Activity Name (if applicable): <p style="text-align: center;">Tourism Related Activities (Year Round)</p>			
Contact Name and Title: <p style="text-align: center;">Cheryl A. Brue, Treasurer</p>			
Mailing Address: 725 Murdock Street	City: <p style="text-align: center;">Sedro-Woolley</p>	State: <p style="text-align: center;">WA</p>	Zip: <p style="text-align: center;">98284</p>
Phone: <p style="text-align: center;">360-855-2390</p>	Email Address: <p style="text-align: center;">swmuseum@comcast.net</p>		
<input checked="" type="checkbox"/> Non-Profit <input type="checkbox"/> For-Profit <input type="checkbox"/> Public Agency			

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 Municipal Services Contract with the City and provide liability insurance for the duration of the contract naming the City as an additional insured and in an amount determined by the City.
- The City of Sedro-Woolley will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and a signed Request for Reimbursement form (or other form acceptable to the City) has been submitted to the City, including copies of invoices and payment documentation.
- 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: 	Date: <p style="text-align: center;">10/6/2023</p>
Printed or Typed Name: <p style="text-align: center;">Cheryl A. Brue, Treasurer</p>	

Application Overview

Provide us with an overview of your request:

Attach:

1. Description and itemized budget showing how you intend to use the amount requested from the City of Sedro-Woolley (income and expenses).
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. A copy of your organization's business plan (please limit to not more than two pages) and annual budget.
4. Brochures or other information about your event/activity/facility, in particular items showing recent tourism promotion efforts. (Optional)

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.

Tell us who you expect to attract:

The State of Washington requires an estimate for the following questions below:

As a direct result of your proposed tourism-related service, provide an estimate of:		What method was used to determine attendance in previous years?
a. Overall Attendance Enter the total number of people predicted to attend this activity, and select the method used to determine the attendance.	Predicted: 1200	<input type="checkbox"/> Direct Count <input type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input type="checkbox"/> Informal Survey <input type="checkbox"/> 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 the attendance.	Predicted: 150	<input type="checkbox"/> Direct Count <input type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input type="checkbox"/> Informal Survey <input type="checkbox"/> Structured Estimate
c. Attendance, Out of State, Out of Country 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: 75 (Out of State) 30 (Out of Country)	<input type="checkbox"/> Direct Count <input type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input type="checkbox"/> Informal Survey <input type="checkbox"/> 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: 50	<input type="checkbox"/> Direct Count <input type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input type="checkbox"/> Informal Survey <input type="checkbox"/> 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: 100	<input type="checkbox"/> Direct Count <input type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input type="checkbox"/> Informal Survey <input type="checkbox"/> Structured Estimate

Attachment to Sedro-Woolley Museum Application for Sedro-Woolley Lodging Tax Funds

Provide us with an overview of your request:

The Sedro-Woolley Museum is a 501©3 Corporation registered with the State of Washington. The purpose of the Museum shall be to collect, catalogue, preserve, exhibit, disseminate and maintain materials and artifacts of historical and cultural significance to Sedro-Woolley and surrounding communities.

The Museum is open regular hours, year-round. The purpose of the 2023 Lodging Tax/Tourism Promotion Funds would be to advertise our extensive exhibits and events in a number of publications which attract tourists from far and near. We publish and distribute a museum brochure that is regularly updated and have plans to coordinate with other local museums on a brochure highlighting all museums in the area.

The Museum has a small gift shop that is utilized to sell historical books, publications and souvenirs which are enjoyed by tourists.

We also offer monthly events and/or exhibit openings. Some of these events include Bingo Night using a vintage bingo set once owned by the Knight of Pythias, Love that Train highlighting our model train village, Downtown Journey thru Time, Blast from the Past, Loggerodeo. We've also held an exhibit opening for the Upper Skagit Indian Tribe and the exhibit re-opening of the Skagit Steel room.

Through our advertising, we hope to attract out-of-town visitors and hope that this will benefit the local economy in terms of lodging and meals and also attract them to other events happening locally. We will also be purchasing books and souvenirs that promote the history and culture of our city and surrounding areas.

Tell us who you expect to attract:

The Museum has become an attraction for local residents, as well as people from outside the county, state and foreign countries. We have hosted visitors from Italy, Canada, Germany, Poland, New Zealand, United Kingdom, Nova Scotia, France, Australia, Switzerland, Japan and the Ukraine. We have also hosted visitors from a number of states within the United State and our very own neighboring counties.

We attract visitors of all ages that are interested in local history and many times are researching their own family history.

The Museum has become a favorite destination as well for the local elementary schools for walking field trips.

Attendance Estimate:

The estimated attendance is based on a guest book that we ask each guest to sign their name and where they are from. The guest book is utilized as a source to track attendance to the Museum and our events.

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.

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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).

Actual data will be required with your final reimbursement.

Application Timeline

Application Deadline: Wednesday, October 26, 2022 by 4:30 p.m. received at Sedro-Woolley City Hall.

To be eligible for consideration, your complete proposal must be received by the deadline. The Committee will review proposals in a public meeting, date to be determined.

Submit a PDF and one original signed copy to:

City of Sedro-Woolley Lodging Tax Advisory Committee
c/o Kelly Kohnken, Finance Director/City Clerk
325 Metcalf Street
Sedro-Woolley, WA 98284
Email: cityclerk@sedro-woolley.gov

- ⇒ You must complete and sign the cover sheet with this packet
- ⇒ You may use the Supplemental Form or type the questions and answers on separate sheets of paper.
- ⇒ Please number each page in your packet, except for the optional brochures/information.

General Information

City of Sedro-Woolley Lodging Tax Fund Overview

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HIGH 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 Sedro-Woolley. Preference may be given to during shoulder season.
- Promote Sedro-Woolley and/or events, activities, and places in the City of Sedro-Woolley to potential tourists from outside Skagit County.
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- Have a demonstrated history or success in Sedro-Woolley, 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.

Sedro-Woolley Lodging Tax Advisory Committee Considerations

In developing its recommendations, the Committee 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 Sedro-Woolley Lodging Tax funded proposals, if any.
- Projected economic impact within the City of Sedro-Woolley, in particular projected overnight stays in Sedro-Woolley lodging establishments.

- The applicant's financial stability.
 - The applicant's history of tourism promotion success.
 - Committee member general knowledge of the community and tourism-related activities.
-

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
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RCW 67.28.080 – Definitions.

- "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.
- "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.

Maintenance
October 1, 2022 – September 30, 2023

Furnace Repair	Repair of Furnace	\$302.18
Decal Removal	Removal Decals from Front Windows	\$200.00
Window Cleaning	Window Cleaning on Interior and Exterior of Building Front	\$150.00
Bunk House	Board up windows and repair doors on Bunk House after vandalism (Volunteer Labor)	\$45.47
Flowers	Remove and replace dirt and plant new plants in front beds (Volunteer Labor)	\$323.44
Office	Replace flooring in office after discovery of mold with LVP flooring (Volunteer Labor)	\$406.12
River Room Floor	Remove loose floor tiles, seal and level areas missing the flooring, paint with specialty paint for floors (two coats), distribute sprinkles to give flooring depth and apply sealer (two coats) (Volunteer Labor)	\$404.98
Bath Room	Paint (two coats) to walls and ceiling. Apply epoxy paint to countertop (two coats) (Volunteer Labor)	\$282.51

Equipment Upgrades
October 1, 2022 – September 30, 2023

Computer System	Install new wiring throughout the building, new monitors, firewall & Wi-Fi. (Volunteer Labor)	\$8,099.93
Security System	Install new security cameras throughout the building. Allows for iPad monitoring at Host Desk and security alerts during vacant hours. (Volunteer Labor)	\$1,529.95
Library	Purchase of specialty boxes for proper storage of archived items	\$2,700.29

Exhibits
October 1, 2022 – September 30, 2023

Fire of 1911	Utilized Hallway to Bath Room to make new exhibit of the downtown Fire of 1911. Exhibit shows artifacts found while the Glenn Allen Jewler's building was being remodeled from Flossie's Dress Shop and the adjoining Barber Shop. (Volunteer Labor)	\$139.72
Upper Skagit Indian Tribe Exhibit	In cooperation with the Upper Skagit Indian Tribe the River Room was rearranged to tell the story of the Skagit River, Dams, Stern wheeling and the history of the Upper Skagit Indian Tribe. Exhibit Opening was held on August, 2023 with the Tribal Elders performing a blessing and speaking on the importance of the teaching of customs, traditions and being family. (Volunteer Labor)	\$745.96
Skagit Room Re-Opening	The Skagit Room exhibit was refurbished with more complete information and the addition of a structure with a Plexi-glass surround to hold the _____. A re-opening event was held on September 16, 2023 with a presentation from Don Wudtke who hold several patents from his career with Skagit. (Volunteer Labor)	\$902.30

Events
October 1, 2022 – September 30, 2023

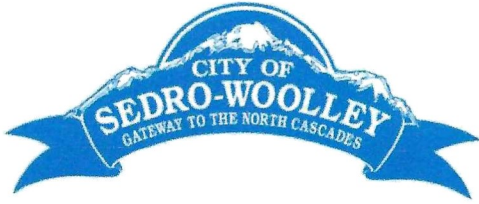
Christmas Float 2022	Entry in the Sedro-Woolley Christmas Parade to advertise the Museum.	\$219.81
Craft with Santa	Children's Event to make Christmas Ornaments. Santa was available for pictures and a surprise gift bag was distributed.	\$30.36
Bingo	Old Fashion BINGO was played using the Knights of Pythias Bingo Set. Prizes given to BINGO winners.	\$91.62
Love That Train	Conductor Lincoln was on duty to run the train and answer questions. Treats served.	\$37.52
History of Seeds	Packets of various seeds and information on the history of farming in the Skagit Valley was attached.	\$39.03
Easter Egg Hunt	The First Annual Easter Egg Hunt was held with over 100 in attendance. Kids hunted candy filled easter eggs throughout the Museum. Treats were available for all.	\$129.51
Mother's Day Flowers	An event to make tissue paper flowers in a colorful vase. Treats served.	\$132.90
Downtown History Tour	A walking tour to downtown businesses gave bits of history with participants picking up bookmarks to enter into a drawing for prizes donated from the businesses.	\$0
Wood Fest	Participated in Wood Fest with a vendor booth with items from the gift shop. Also, information was available on volunteer positions and memberships.	\$25.00
Upper Skagit Indian Tribe Exhibit	The opening of the Upper Skagit Indian Tribe exhibit was held on August 19, 2023. The Tribe Elders gave a blessing and historical talk. This collaboration was cultivated by Sedro-Woolley Museum Executive Director JoEllen Kesti and Scott Schuyler of the Upper Skagit Indian Tribe. Approximately 100 people were in attendance coming from as far away as Kent. Cake and Coffee were served.	\$57.96
Sedro-Woolley School District Reading & Resources	Participated in the Reading and Resources event sponsored by the Sedro-Woolley School District. Handed out stickers to the school age children in attendance. Information was also available on the Museum and upcoming events.	\$0
Presentation by Don Wudtke and re-opening of the Skagit Room Exhibit	The event was held on September 16, 2023 with a presentation by Don Wudtke, a former Skagit employee. He spoke on his travels and experiences during his career with Skagit. He was an inventor and holds several patents for equipment manufactured during his tenure. The event was attended by approximately 75 people. Cookies and Coffee were served.	\$55.18

Priority Project 1 – Roof

Warehouse Roof Replacement	Funding has been secured for the roof replacement of the warehouse area. Funding comes from grants and private donations and fundraisers the Museum participated in (Summer Concert Raffles and Paddle Wheel at the Eagles). The roof replacement is scheduled for November, 2023.	
Funding Sources	Grant received from Skagit Community Foundation Private Donation Donation from Sedro-Woolley Eagles Auxiliary Museum Funds McIntyre Family Foundation (to pay balance remaining up to \$25,000.00	\$5,000.00 \$500.00 \$500.00 \$1,000.00

	Admissions	Gift Shop	Membership	Fundraising/Events	Utilities	Publicity/Ads	Office	Newsletter	Maintenance
Income									
11/1/2022	\$ 99.00	\$ 3,191.52	\$ 1,097.00	\$ 155.00	\$ -	\$ -	\$ -	\$ -	\$ -
12/1/2022	\$ 145.00	\$ 2,808.05	\$ 75.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
1/1/2023	\$ 160.00	\$ 1,004.81	\$ -	\$ 285.00	\$ -	\$ -	\$ -	\$ -	\$ -
2/1/2023	\$ 225.00	\$ 950.51	\$ 1,982.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
3/1/2023	\$ 141.93	\$ 1,015.81	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
4/1/2023	\$ 244.94	\$ 404.17	\$ 105.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
5/1/2023	\$ 210.46	\$ 331.53	\$ 30.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
6/1/2023	\$ 499.10	\$ 344.33	\$ 105.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
7/1/2023	\$ 452.54	\$ 573.79	\$ 15.00	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
8/1/2023	\$ 317.85	\$ 1,043.69	\$ 70.00	\$ -	\$ -	\$ -	\$ 40.52	\$ -	\$ -
9/1/2023	\$ 378.84	\$ 542.51	\$ -	\$ -	\$ -	\$ -	\$ 21.60	\$ -	\$ -
10/1/2023									
	\$2,874.66	\$12,210.72	\$ 3,479.00	\$ 440.00	\$ -	\$ -	\$ 62.12	\$ -	\$ -
Expenses									
11/1/2022	\$ -	\$ (1,131.54)	\$ -	\$ (127.89)	\$ (648.75)	\$ (50.00)	\$ (43.37)	\$ -	\$ (614.41)
12/1/2022	\$ -	\$ (1,072.05)	\$ (31.78)	\$ (186.58)	\$ (1,853.17)	\$ -	\$ (279.44)	\$ -	\$ (16.40)
1/1/2023	\$ -	\$ (759.80)	\$ -	\$ (91.64)	\$ (1,881.64)	\$ -	\$ (719.69)	\$ (840.32)	\$ -
2/1/2023	\$ -	\$ (184.28)	\$ -	\$ (115.65)	\$ (1,453.46)	\$ -	\$ (279.89)	\$ -	\$ (406.12)
3/1/2023	\$ -	\$ (187.22)	\$ -	\$ (121.93)	\$ (1,744.33)	\$ -	\$ (340.91)	\$ -	\$ (263.98)
4/1/2023	\$ -	\$ (1,042.24)	\$ (40.00)	\$ (147.19)	\$ (1,178.85)	\$ -	\$ (85.29)	\$ (264.17)	\$ (1,048.82)
5/1/2023	\$ -	\$ (84.00)	\$ -	\$ (38.97)	\$ (1,470.25)	\$ (205.00)	\$ (5,420.37)	\$ -	\$ (335.68)
6/1/2023	\$ -	\$ (667.31)	\$ -	\$ -	\$ (511.41)	\$ -	\$ (4,400.43)	\$ -	\$ (155.25)
7/1/2023	\$ -	\$ (358.11)	\$ -	\$ -	\$ (529.65)	\$ (320.00)	\$ (97.60)	\$ (712.54)	\$ -
8/1/2023	\$ -	\$ (309.62)	\$ -	\$ (68.82)	\$ (687.03)	\$ (140.00)	\$ (590.66)	\$ -	\$ (93.39)
9/1/2023	\$ -	\$ (656.26)	\$ -	\$ (110.07)	\$ (980.63)	\$ -	\$ (43.20)	\$ (53.10)	\$ (21.70)
10/1/2023									
	\$ -	\$ (6,452.43)	\$ (71.78)	\$ (1,008.74)	\$ (12,939.17)	\$ (715.00)	\$ (12,300.85)	\$ (1,870.13)	\$ (2,955.75)

Exhibits	Construction	Insurance/Leases	Library	Donations	Other	Total
\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,987.00	\$ 8,529.52
\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,205.00	\$ 6,233.05
\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,716.29	\$ 4,166.10
\$ -	\$ -	\$ -	\$ -	\$ -	\$ 2,315.57	\$ 5,473.08
\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,157.74
\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 754.11
\$ -	\$ 5,000.00	\$ -	\$ -	\$ 120.00	\$ -	\$ 5,691.99
\$ -	\$ -	\$ -	\$ -	\$ 205.00	\$ -	\$ 1,153.43
\$ -	\$ 1,371.20	\$ -	\$ -	\$ -	\$ -	\$ 2,412.53
\$ 10.85	\$ 10,853.20	\$ -	\$ -	\$ 660.00	\$ -	\$ 12,996.11
\$ -	\$ -	\$ -	\$ -	\$ 181.00	\$ -	\$ 1,123.95
\$ 10.85	\$ 17,224.40	\$ -	\$ -	\$ 1,166.00	\$ 12,223.86	\$ 49,691.61
\$ -	\$ -	\$ -	\$ -	\$ -	\$ (4,802.00)	\$ (7,417.96)
\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ (3,439.42)
\$ -	\$ -	\$ (108.53)	\$ (1,491.47)	\$ -	\$ -	\$ (5,893.09)
\$ -	\$ -	\$ (26.23)	\$ (587.84)	\$ -	\$ -	\$ (3,053.47)
\$ (94.15)	\$ -	\$ (108.53)	\$ (615.23)	\$ -	\$ -	\$ (3,476.28)
\$ (182.44)	\$ -	\$ (163.17)	\$ (63.92)	\$ -	\$ -	\$ (4,216.09)
\$ -	\$ -	\$ (167.21)	\$ -	\$ -	\$ -	\$ (7,721.48)
\$ (42.29)	\$ -	\$ (167.12)	\$ -	\$ -	\$ -	\$ (5,943.81)
\$ (383.11)	\$ -	\$ (179.98)	\$ -	\$ -	\$ -	\$ (2,580.99)
\$ (1,339.91)	\$ (8,612.20)	\$ (469.12)	\$ (72.00)	\$ -	\$ -	\$ (12,382.75)
\$ (496.02)	\$ (163.58)	\$ (124.58)	\$ -	\$ -	\$ -	\$ (2,649.14)
\$ (2,537.92)	\$ (8,775.78)	\$ (1,514.47)	\$ (2,830.46)	\$ -	\$ (4,802.00)	\$ (58,774.48)



2024

Application for Sedro-Woolley Lodging Tax Funds

Amount of Lodging Tax Requested: \$ 5,000.00

Organization/Agency Name: Sedro-Woolley Rotary Foundation			
Federal Tax ID Number: 46-1925883			
Event or Activity Name (if applicable): Sedro-Woolley Summer Concert series 2024			
Contact Name and Title: Kriss Rothembuhler, Member			
Mailing Address: P.O. Box 726	City: Sedro-Woolley	State: WA	Zip: 98284
Phone: (360) 383-7433	Email Address: Kriss@RothembuhlerEng.com		
<input checked="" type="checkbox"/> Non-Profit <input type="checkbox"/> For-Profit <input type="checkbox"/> Public Agency			

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 Municipal Services Contract with the City and provide liability insurance for the duration of the contract naming the City as an additional insured and in an amount determined by the City.
- The City of Sedro-Woolley will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and a signed Request for Reimbursement form (or other form acceptable to the City) has been submitted to the City, including copies of invoices and payment documentation.
- 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: 	Date: 11/8/23
Printed or Typed Name: Kriss Rothembuhler	

Application Overview

Provide us with an overview of your request:

Attach:

1. Description and itemized budget showing how you intend to use the amount requested from the City of Sedro-Woolley (income and expenses).
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. A copy of your organization's business plan (please limit to not more than two pages) and annual budget.
4. Brochures or other information about your event/activity/facility, in particular items showing recent tourism promotion efforts. (Optional)

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.

Tell us who you expect to attract: *Family and friends of City of Sedro-Woolley*

The State of Washington requires an estimate for the following questions below:

As a direct result of your proposed tourism-related service, provide an estimate of:		What method was used to determine attendance in previous years?
a. Overall Attendance Enter the total number of people predicted to attend this activity, and select the method used to determine the attendance.	Predicted: <i>2-3K</i>	<input type="checkbox"/> Direct Count <input checked="" type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input type="checkbox"/> Informal Survey <input type="checkbox"/> 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 the attendance.	Predicted: <i>500</i>	<input type="checkbox"/> Direct Count <input checked="" type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input type="checkbox"/> Informal Survey <input type="checkbox"/> Structured Estimate
c. Attendance, Out of State, Out of Country 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: <i>100-200</i>	<input type="checkbox"/> Direct Count <input checked="" type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input type="checkbox"/> Informal Survey <input type="checkbox"/> 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: <i>25-50</i>	<input type="checkbox"/> Direct Count <input type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input type="checkbox"/> Informal Survey <input checked="" type="checkbox"/> 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: <i>25-50</i>	<input type="checkbox"/> Direct Count <input type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input type="checkbox"/> Informal Survey <input checked="" type="checkbox"/> Structured Estimate

BUDGET ESTIMATE FOR 2024 SUMMER CONCERT SERIES

DATE	DESCRIPTION OF EXPENSE	TOTAL COST
7/14/2024	SOUND SYSTEM & ENGINEER	\$1,250.00
	BAND	\$1,500.00
	ADDITIONAL ENTERTAINMENT	\$500.00
	ADVERTISING	\$500.00
	FEES/PERMITS	\$250.00
7/21/2024	SOUND SYSTEM & ENGINEER	\$1,250.00
	BAND	\$1,500.00
	ADDITIONAL ENTERTAINMENT	\$500.00
	ADVERTISING	\$500.00
	FEES/PERMITS	\$250.00
7/28/2024	SOUND SYSTEM & ENGINEER	\$1,250.00
	BAND	\$1,500.00
	ADDITIONAL ENTERTAINMENT	\$500.00
	ADVERTISING	\$500.00
	FEES/PERMITS	\$250.00
8/4/2024	SOUND SYSTEM & ENGINEER	\$1,250.00
	BAND	\$1,500.00
	ADDITIONAL ENTERTAINMENT	\$500.00
	ADVERTISING	\$500.00
	FEES/PERMITS	\$250.00
		\$16,000.00

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).

Actual data will be required with your final reimbursement.

Application Timeline

Application Deadline: Wednesday, December 20, 2023 by 4:30 p.m. received at Sedro-Woolley City Hall.
To be eligible for consideration, your complete proposal must be received by the deadline. The Committee will review proposals in a public meeting, date to be determined.

Submit a PDF and one original signed copy to:

City of Sedro-Woolley Lodging Tax Advisory Committee
c/o Kelly Kohnken, Finance Director/City Clerk
325 Metcalf Street
Sedro-Woolley, WA 98284
Email: cityclerk@sedro-woolley.gov

- ⇒ You must complete and sign the cover sheet with this packet
- ⇒ You may use the Supplemental Form or type the questions and answers on separate sheets of paper.
- ⇒ Please number each page in your packet, except for the optional brochures/information.

City of Sedro-Woolley Lodging Tax Fund Overview

Sedro-Woolley's Lodging Tax Fund is the primary source of City funding for activities, operations, and expenditures designed to increase tourism. The Sedro-Woolley City Council has created a Lodging Tax Advisory Committee to conduct an annual process to solicit and recommend Lodging Tax funded services for City Council consideration.

HIGH 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 Sedro-Woolley. Preference may be given to during shoulder season.
- Promote Sedro-Woolley and/or events, activities, and places in the City of Sedro-Woolley to potential tourists from outside Skagit County.
- Have demonstrated or high potential from the Committee's perspective to result in documented economic benefit to Sedro-Woolley.
- Have a demonstrated history or success in Sedro-Woolley, 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.

Sedro-Woolley Lodging Tax Advisory Committee Considerations

In developing its recommendations, the Committee 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 Sedro-Woolley Lodging Tax funded proposals, if any.
- Projected economic impact within the City of Sedro-Woolley, in particular projected overnight stays in Sedro-Woolley lodging establishments.

- The applicant's financial stability.
- The applicant's history of tourism promotion success.
- Committee member general knowledge of the community and tourism-related activities.

State Law Excerpts

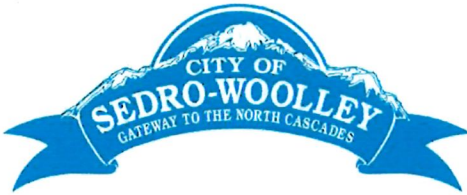
RCW 67.28.1816 – Use of Lodging Tax Fund.

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 Sedro-Woolley Lodging Tax Funds


Amount of Lodging Tax Requested: \$ 10,000

Organization/Agency Name: City of Sedro-Woolley Public Works Department			
Federal Tax ID Number: 91-6001276			
Event or Activity Name (if applicable): Time/Materials to operate various public facilities			
Contact Name and Title: Nathan Salseina, Maintenance & Operations Supervisor			
Mailing Address: 325 Metcalf Street	City: Sedro-Woolley	State: WA	Zip: 98284
Phone: 360-855-0771	Email Address: nsalseina@sedro-woolley.gov		
<input type="checkbox"/> Non-Profit <input type="checkbox"/> For-Profit <input checked="" type="checkbox"/> Public Agency			

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 Municipal Services Contract with the City and provide liability insurance for the duration of the contract naming the City as an additional insured and in an amount determined by the City.
- The City of Sedro-Woolley will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and a signed Request for Reimbursement form (or other form acceptable to the City) has been submitted to the City, including copies of invoices and payment documentation.
- 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: 	Date:
Printed or Typed Name: Nathan Salseina	

Application Overview

Provide us with an overview of your request:

Attach:

1. Description and itemized budget showing how you intend to use the amount requested from the City of Sedro-Woolley (income and expenses).
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. A copy of your organization's business plan (please limit to not more than two pages) and annual budget.
4. Brochures or other information about your event/activity/facility, in particular items showing recent tourism promotion efforts. (Optional)

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.

Tell us who you expect to attract:

The State of Washington requires an estimate for the following questions below:

As a direct result of your proposed tourism-related service, provide an estimate of:		What method was used to determine attendance in previous years?
a. Overall Attendance Enter the total number of people predicted to attend this activity, and select the method used to determine the attendance.	Predicted: 12,000	<input type="checkbox"/> Direct Count <input checked="" type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input type="checkbox"/> Informal Survey <input type="checkbox"/> 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 the attendance.	Predicted: 5,000	<input type="checkbox"/> Direct Count <input checked="" type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input type="checkbox"/> Informal Survey <input type="checkbox"/> Structured Estimate
c. Attendance, Out of State, Out of Country Enter the number of people from outside the state and country predicted to attend this activity, and select the method used to determine the attendance.	Predicted: 2,000	<input type="checkbox"/> Direct Count <input checked="" type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input type="checkbox"/> Informal Survey <input type="checkbox"/> 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: 1,500	<input type="checkbox"/> Direct Count <input checked="" type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input type="checkbox"/> Informal Survey <input type="checkbox"/> 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: 500	<input type="checkbox"/> Direct Count <input checked="" type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input type="checkbox"/> Informal Survey <input type="checkbox"/> Structured Estimate

Methods

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General Information

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Sedro-Woolley Lodging Tax Advisory Committee Considerations

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- The applicant's financial stability.
 - The applicant's history of tourism promotion success.
 - Committee member general knowledge of the community and tourism-related activities.
-

State Law Excerpts

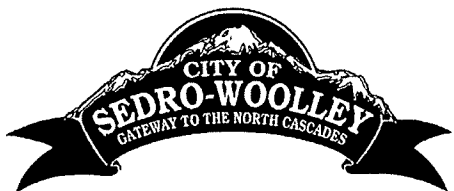
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- Tourism marketing;
- The marketing and operations of special events and festivals designed to attract tourists;
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- "Tourist" means a person who travels from a place of residence to a different town, city, county, state, or country, for purposes of business, pleasure, recreation, education, arts, heritage, or culture.



Nathan Salseina, Maintenance & Operations Supervisor

City of Sedro-Woolley
Public Works Operations Division
409 Alexander Street
Sedro-Woolley, WA 98284
Phone (360) 855-0151
Fax (360) 855-0707

December, 2023

City of Sedro-Woolley Lodging Tax Advisory Committee
325 Metcalf Street
Sedro-Woolley, WA 98284

Dear Lodging Tax Committee:

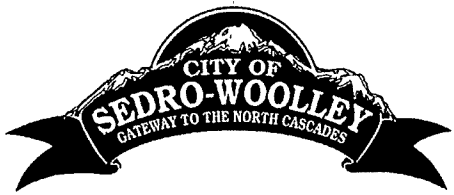
Accompanying this letter is an estimate of the staff time and resources that our department puts into the various community events and tourist activities throughout the year. As I'm sure you are aware we provide a large amount of support for these events, and we consider our contributions as vital to their success.

Our staff provides support in the form of moving picnic tables to different locations around town, cleaning restrooms more than usual during events, cleaning up after events, putting up and maintaining holiday displays and anything else that might come up. We have also included an estimate of supplies and materials that the Public Works Department contributes to each event. The estimate for Loggerodeo includes that fact that we host the Carnival and Fireworks at Riverfront Park, and other events at that location which is takes a large portion of time for set up and clean up. Also included is an estimate for the tourist use of the off leash dog park, the R.V. park and general restroom supplies used throughout the rest of the parks system.

We thank the lodging tax advisory committee for their support and hope that you consider our entire funding request. Please let me know if I can answer any questions related to these requests.

Thank you,

Nathan R. Salseina
Public Works Maintenance & Operations Division Manager
City of Sedro-Woolley



Nathan Salseina, Maintenance & Operations Supervisor

(Handwritten initials)

City of Sedro-Woolley
Public Works Operations Division
501 Alexander Street
Sedro-Woolley, WA 98284
Phone (360) 855-0151
Fax (360) 855-0707

Below is an estimate of staff time and supplies that our department will use to support each community event and tourist activity in 2024.

Blast From the Past

Staff Time: \$400.00

Materials & Supplies: \$300.00

Loggerodeo

Staff: \$3000.00

Materials, Supplies, Utilities \$1800.00

Repairs & Maintenance \$400.00

Christmas Parade & Tree Lighting

Staff: \$2200

Materials, Supplies, Utilities \$1000.00

Off Leash Dog Area for entire Year

Staff: \$500

Materials, Supplies, Utilities: \$400.00

Total Amount Requested for 2024: \$10,000.00