

LODGING TAX ADVISORY COMMITTEE AGENDA
November 21, 2024
5:00 PM
Sedro-Woolley Municipal Building
Council Chambers
325 Metcalf Street

- a. Call to Order**
- b. Roll Call**
 - 1. Committee Members: Cheryl Brue, Damond Morris, Betsy Anorbe, Sandy Kish, Mayor Julia Johnson
- c. Unfinished Business**
- d. New Business**
 - 1. Review Lodging Tax Grant Applicants
- 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.

Join Zoom Meeting:

<https://zoom.us/j/91786850179?pwd=Vys0Y29XalZmQTRmemJBM2txVDIUQT09>

or dial by location at:

- +1 253 215 8782 US (Tacoma)
- +1 669 900 6833 US (San Jose)
- +1 346 248 7799 US (Houston)
- +1 929 205 6099 US (New York)
- +1 301 715 8592 US (Washington DC)
- +1 312 626 6799 US (Chicago)

Meeting ID: 917 8685 0179

Passcode: 091845

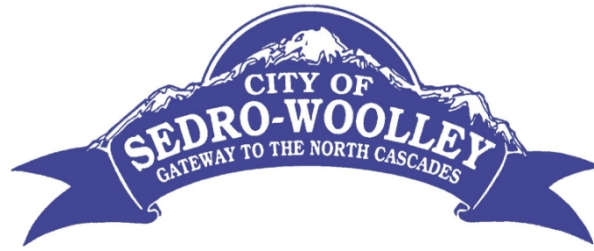


2025 Lodging Tax Advisory Committee Volunteers

RCW 67.28.1817 requires the City to have a Lodging Tax Advisory Committee (LTAC), appointed by the City Council, of:

- At least two members who are representatives of businesses required to collect tax under this chapter,
- At least two members who are involved in activities authorized to be funded by revenue received under this chapter,
- The number of representatives from the two groups must be equal and the Committee must be chaired by an elected official.

Name	Representation	Description
Cheryl Brue	Organization	Sedro-Woolley Museum
Damond Morris	Organization	Lincoln Theatre Center Foundation
Betsy Anorbe	Business	Airbnb/Vrbo Host
Sandy Kish	Business	Manager Fairfield Inn & Suites
Mayor Julia Johnson	Elected Official	City of Sedro-Woolley



Lodging Tax Advisory Committee Agenda Item

Agenda Item No.: d.1.

Date: November 21, 2024

From: Kelly Kohnken, Finance Director / City Clerk

Subject: Review Lodging Tax Grant Applicants

RECOMMENDED ACTION:

Motion to approve Lodging Tax Grant Awards in the amount of \$xx,xxx.xx to the following organizations:

Chamber of Commerce: \$xx

Sedro-Woolley Farmers' Market: \$xx

Lincoln Theatre: \$xx

Sedro-Woolley Loggerodeo: \$xx

Northwest Crusher Fastpitch: \$xx

Sedro-Woolley Public Works Department: \$xx

Shakespearean Festival: \$xx

Sedro-Woolley Museum: \$xx

Skagit Valley Tulip Festival: \$xx

ISSUE:

Lodging Tax Advisory Committee will recommend lodging tax grant awards for the City Council to approve in a regular council meeting.

BACKGROUND/SUMMARY INFORMATION:

Lodging Tax Revenue

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. Tourist visits to our city helps ensure the economic vitality of businesses and the livelihood of downtown Sedro-Woolley. The City also intends lodging tax funds to:

- Increase hotel occupancy in Sedro-Woolley by extending length and frequency of overnight stays.
- Provide visitor attractions and/or promote the area's existing attractions.
- Partner with other Sedro-Woolley organizations including government, nonprofit and for-profit enterprises.
- Attract more businesses to Sedro-Woolley to generate additional business for hotels and motels.
- Improve the City's overall image to stimulate positive customer awareness.
- Demonstrate capacity to implement a successful and sustainable event or program.

Eligible Applicants

The 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.

Lodging Tax Advisory Committee

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- At least two members who are involved in activities authorized to be funded by revenue received under this chapter,
- The number of representatives from the two groups must be equal and the Committee must be chaired by an elected official.

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.

FISCAL IMPACT, IF APPROPRIATE:

As of November 15, 2024, the City has received \$32,393 in hotel motel lodging revenue in 2024. The Finance Director projects 2024 revenue to total approximately \$40,000.

Based on the current fund balance and expected 2024 expenditures, the Finance Director estimates the ending fund balance (cash available in Fund 108 Lodging Tax as of December 31, 2024) as \$67,192.

The City typically funds lodging tax grants with prior years' revenues and cash reserves, estimated at \$67,192. The Finance Director advises leaving a reserve of at least \$10,000 in Fund 108 Lodging Tax. The Finance Director advises the committee to recommend total 2025 awards of less than \$57,192.

ATTACHMENTS:

1. Application Summary and Recommended Awards
2. History of Prior Awards
3. ChamberCommerce_ \$20,000
4. FarmersMarket_ \$2,500
5. LincolnTheatre_ Application_ \$2,000
6. Loggerodeo_ Application_ \$11,000
7. NW Crushers Fastpitch_ Application_ \$4,000
8. PublicWorksDepartment_ Application_ \$10,000
9. ShakespeareanFestival_ Application_ \$1,000
10. SWMuseum_ \$3,500
11. TulipFestival_ Application_ \$5,000



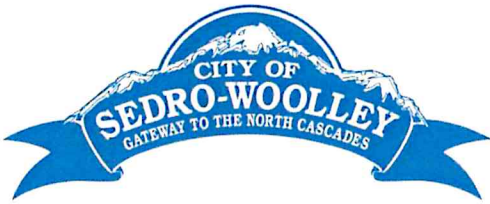
Application Summary and Recommended Awards

Organization	Requested Amount	Description	Notes	Recommended Award
Chamber of Commerce	\$ 20,000	Visitor Center, Blast from the Past, Christmas Festival, Bike/Walking Tour		
SW Farmers' Market	\$ 2,500	Sedro-Woolley Farmers' Market		
Lincoln Theatre	\$ 2,000	Lincoln Theatre Arts Education, Skagit Theatre Camp		
SW Loggerodeo	\$ 11,000	July 4th Celebration		
NW Crusher Fastpitch	\$ 4,000	NSA Fastpitch Tournament		
SW Public Works Department	\$ 10,000	Time/Materials to Operate Various Facilities		
Shakespearean Festival	\$ 1,000	Shakespearean Variety Show/Min Renaissance Faire		
SW Museum	\$ 3,500	Tourism Related Activities (Year Round)		
Skagit Valley Tulip Festival	\$ 5,000	Tulip Festival		
Total	\$ 59,000			



History of Prior Awards

Organization	2020	2021	2022	2023	2024
Sedro-Woolley Loggerodeo	7,000	7,000	9,325	10,000	10,000
Sedro-Woolley Chamber of Commerce	11,500	11,500	11,325	12,000	15,000
Sedro-Woolley Farmers Market	2,250	2,250	2,250	2,250	2,500
Sedro-Woolley Museum	2,500	2,500	2,500		2,500
Sedro-Woolley Rotary	4,500	4,500		4,500	5,000
Skagit Tulip Festival	100	100	100	100	
Sedro-Woolley Riding Club	2,500	2,500	2,500	6,150	
Lincoln Theatre					500
Sedro-Woolley Public Works Department					9,000
Total	30,350	30,350	28,000	35,000	44,500



Application for Sedro-Woolley Lodging Tax Funds

Amount of Lodging Tax Requested: \$ 20,000

Organization/Agency Name: Sedro-Woolley Chamber of Commerce			
Federal Tax ID Number: 91-0712764			
Event or Activity Name (if applicable): Visitor Center, Blast from the Past, Christmas Festival, Bike/Walking Tour			
Contact Name and Title: Monique Brigham			
Mailing Address: 810 Metcalf Street	City: Sedro-Woolley	State: WA	Zip: 98284
Phone: 360-855-1841		Email Address: Director@Sedro-Woolley.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: <i>Monique Brigham</i>	Date: <i>10/30/2024</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: 50,000	<input type="checkbox"/> Direct Count <input checked="" type="checkbox"/> Indirect Count <input checked="" type="checkbox"/> Representative Survey <input 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: 20,000	<input type="checkbox"/> Direct Count <input checked="" type="checkbox"/> Indirect Count <input checked="" type="checkbox"/> Representative Survey <input checked="" type="checkbox"/> Informal Survey <input checked="" 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: 5,000	<input type="checkbox"/> Direct Count <input type="checkbox"/> Indirect Count <input checked="" 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: 1000	<input type="checkbox"/> Direct Count <input checked="" type="checkbox"/> Indirect Count <input checked="" 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: 39,000	<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 30, 2024 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.

Sedro-Woolley Chamber of Commerce	
INCOME	
	BUDGET
	Cash
<i>Blast from the Past</i>	7500
Christmas	7500
Bike Tour Adversing & equipment	5000
TOTAL INCOME	\$20,000.00
EXPENSES	
	BUDGET
	Cash
Blast Adversing & Entertainment	\$7,500.00
Christmas Advertising, Lighting & Entertainment	\$7,500.00
Bike Tour Adversing & equipment	\$5,000.00
TOTAL EXPENSES	\$20,000.00

10/30/2024



City of Sedro-Woolley

Sedro-Woolley, WA 98284

Good afternoon,

On behalf of the Sedro-Woolley Chamber of Commerce, I am requesting \$20,000 in lodging tax funds to support our efforts in enhancing Sedro-Woolley's vibrant event lineup. This year, in addition to hosting the much-anticipated *Blast from the Past* and *Christmas Festival*, we are excited to be looking into two new initiatives: a historical bike tour and a downtown walking tour. These additions are designed to celebrate our city's rich heritage and offer engaging experiences that draw in both local residents and visitors.

Our efforts are yielding strong results, with record attendance at this year's Blast from the Past and high expectations for our upcoming Christmas Festival. Additionally, our visitor center has seen a marked increase in out-of-town visitors, reflecting the growing reach of our events.

With the lodging tax funds, we aim to cover essential event costs, marketing, and improvements that will ensure our events continue to thrive and contribute to Sedro-Woolley's tourism and economy. We are also implementing new strategies for tracking attendance and visitor impact in the coming year, providing valuable insights into our success and growth areas.

Thank you for your time and consideration. We are grateful for your support in helping us make Sedro-Woolley an unforgettable destination.

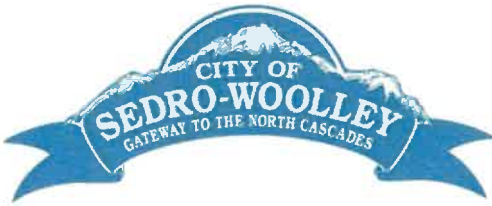
Warm regards,

Monique

Executive Director

Sedro-Woolley Chamber of Commerce

360-855-1841



Application for Sedro-Woolley Lodging Tax Funds

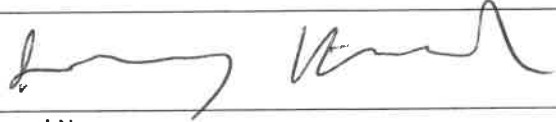
Amount of Lodging Tax Requested: \$ 2,500

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: 10-29-24
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.
4. Brochures or other information about your event/activity/facility, in particular items showing recent tourism promotion efforts. (Optional)

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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: 100	<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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Actual data will be required with your final reimbursement.

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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.**
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City of Sedro-Woolley Lodging Tax Fund Overview

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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.
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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:

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- 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

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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.

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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.

Sedro-Woolley Farmers Market 2025 Lodging Tax Expenses	
Print ads	\$800
Targeted social media ads	\$400
Website	\$400
Memberships - WSFMA, Chamber of Commerce	\$500
Digital ads	\$400
Total:	\$2,500

6

STATE of WASHINGTON



SECRETARY of STATE

I, *SAM REED*, Secretary of State of the State of Washington and custodian of its seal,

hereby issue this

CERTIFICATE OF INCORPORATION

to

SEDRO WOOLLEY FARMERS MARKET

A Washington Non-Profit Corporation. Articles of Incorporation were filed for record in this office on the date indicated below

UBI Number: 602 151 069

Date: September 10, 2001



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

A handwritten signature in cursive script that reads "Sam Reed".

Sam Reed, Secretary of State

The Sedro-Woolley Farmers Market encourages local agriculture by providing a congenial marketplace where shoppers may find locally grown, healthy produce and handcrafted products at affordable prices, thus enhancing our local economy and helping to re-vitalize our community. We do this through leveraging local connections, thoughtful planning and strategic marketing. The market has seen measurable growth over the years from these efforts and will continue to thrive with the Board of Directors and Market Manager's direction.

The market runs from late May through mid-October on Wednesdays at Hammer Heritage Square in downtown Sedro-Woolley. We are a gathering place for local producers to market their products to the public. We place a priority on farmers from Skagit County and everything must be from Washington State. Our processor and craft vendors must produce their products themselves. These hyper-local practices are popular with both locals and visitors because of the uniqueness they offer. We are not only a place for the community to gather to celebrate all that this area has to offer, but also a destination for travelers looking to experience the area.

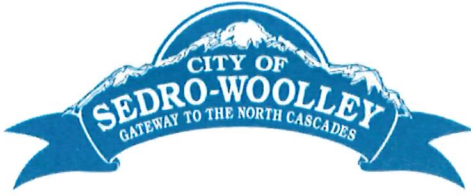
Over the past decade the market has focused on more social issues as well. We started by offering customers the opportunity to use their food stamps at the market, and through grant funding we have had successful programs to give them extra produce to supplement their shopping. We have also offered programs for prescriptions to infants and at-risk adults. These programs have been successful in allowing shoppers access to healthy produce and put more money in the farmers pockets.

Farmers markets have become very popular over the years, and there is competition from other markets. The Sedro-Woolley Farmers Market is one of the longest running markets in the area. Having just finished our 23rd year in operation, the market has a very strong customer base and a great reputation for quality products. Our vendors have seen sales consistently increasing over the years. We utilize social media, our website, print and radio to reach new customers. Our marketing committee meets every year to produce a marketing plan to present to the Board of Directors. The goal is to reach local customers as well as spread awareness about the market to people visiting the area.

Sedro-Woolley Farmers Market 2024 Budget

Expenses	
Marketing	\$3,700
Market Manager and clerk salary	\$5,100
Appreciation events and meetings	\$800
Supplies	\$1,500
Merchant fees - credit/EBT	\$800
Total:	\$11,900

Income	
Vendor stall fees	\$ 8,353.00
Membership dues	\$ 735.00
Lodging Tax	\$ 2,500.00
Administrative fees from Washington State Health	\$ 800.00
	\$12,388.00



Application for Sedro-Woolley Lodging Tax Funds


Amount of Lodging Tax Requested: \$ 2,000

Organization/Agency Name: Lincoln Theatre Center Foundation			
Federal Tax ID Number: 94-3052481			
Event or Activity Name (if applicable): Lincoln Theatre Arts Education, Skagit Theatre Camp			
Contact Name and Title: Damond Morris, Executive Director			
Mailing Address: POB 2312	City: Mount Vernon	State: WA	Zip: 98273
Phone: 360.419.7129 ext. 103	Email Address: damond@lincolnthatre.org		
<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: Damond Morris 	Date: 10.7.24
Printed or Typed Name: Damond Morris	

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: 37,307 and 800+ free event	<input checked="" 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: 7,623 (+30% over 2023)	<input checked="" 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: 1,113 out of state 518 out of country	<input checked="" 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
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: 1500	<input checked="" 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: 800	<input checked="" 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

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 30, 2024 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.

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	Two Summer Theatre Camps
Projected Budget	
Summer 2025	

BUDGET
Expenses

Advertising and Publicity	
Facebook	500
Flyers/Posters	350
Other (Cascadia Weekly, SVH, Skagit Kids Insider)	1000

Staff	For two camps	
	Camp Director	4000
	Camp Director	4000
	Camp Conductor - Music	4000
	6 camp councilors	4000
	House Manager	800
	Tech Assistant	1500
Copyrights		1500
Rental		200
Hospitality		1500
Playbill		400
Sets & Costume Material		2000
	Total Expenses	26750

Revenue

60 Campers @ \$400		24000
Sponsors	Supporting campers	6000
Grants		1000
Performances (4)	200 tickets @ \$8.00	1600

Total Revenue 32600

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.

Date: JUN. 4, 1991

THE LINCOLN THEATRE CENTER
FOUNDATION
712 S FIRST STREET
MOUNT VERNON, WA 98273

Employer Identification Number:
94-3052481
Case Number:
951114509
Contact Person:
PATRICE NHANG
Contact Telephone Number:
(415) 556-0228

Our Letter Dated:
Jan. 22, 1988
Addendum Applies:
No

Dear Applicant:

This modifies our letter of the above date in which we stated that you would be treated as an organization which is not a private foundation until the expiration of your advance ruling period.

Your exempt status under section 501(a) of the Internal Revenue Code as an organization described in section 501(c)(3) is still in effect. Based on the information you submitted, we have determined that you are not a private foundation within the meaning of section 509(a) of the code because you are an organization of the type described in sections 509(a)(1) and 170(b)(1)(A)(vi).

Grantors and contributors may rely on this determination unless the Internal Revenue Service publishes notice to the contrary. However, if you lose your section 509(a)(1) status, a grantor or contributor may not rely on this determination if he or she was in part responsible for, or was aware of, the act or failure to act, or the substantial or material change on the part of the organization that resulted in your loss of such status, or if he or she acquired knowledge that the Internal Revenue Service had given notice that you would no longer be classified as a section 509(a)(1) organization.

As of January 1, 1984, you are liable for taxes under the Federal Insurance Contributions Act (social security taxes) on remuneration of \$100 or more you pay to each of your employees during a calendar year. You are not liable for the tax imposed under the Federal Unemployment Tax Act (FUTA).

You are required to file Form 990 only if your gross receipts each year are normally more than \$25,000. For guidance in determining whether your gross receipts are "normally" more than \$25,000, see the instructions for Form 990. If a return is required, it must be filed by the 15th day of the fifth month after the end of your annual accounting period. A penalty of \$10 a day is charged when a return is filed late, unless there is reasonable cause for the delay. However, the maximum penalty charged cannot exceed \$5,000 or 5 percent of your gross receipts for the year, whichever is less. This penalty may also be charged if a return is not complete, so please be sure your return is complete before you file it.

If we have indicated in the heading of this letter that an addendum applies, the addendum enclosed is an integral part of this letter.

Because this letter could help resolve any questions about your private foundation status, please keep it in your permanent records.

If you have any questions, please contact the person whose name and telephone number are shown above.

Sincerely yours,



Michael J. Quinn
District Director

LINCOLN THEATRE
Profit & Loss Budget Overview
 July 2024 through June 2025

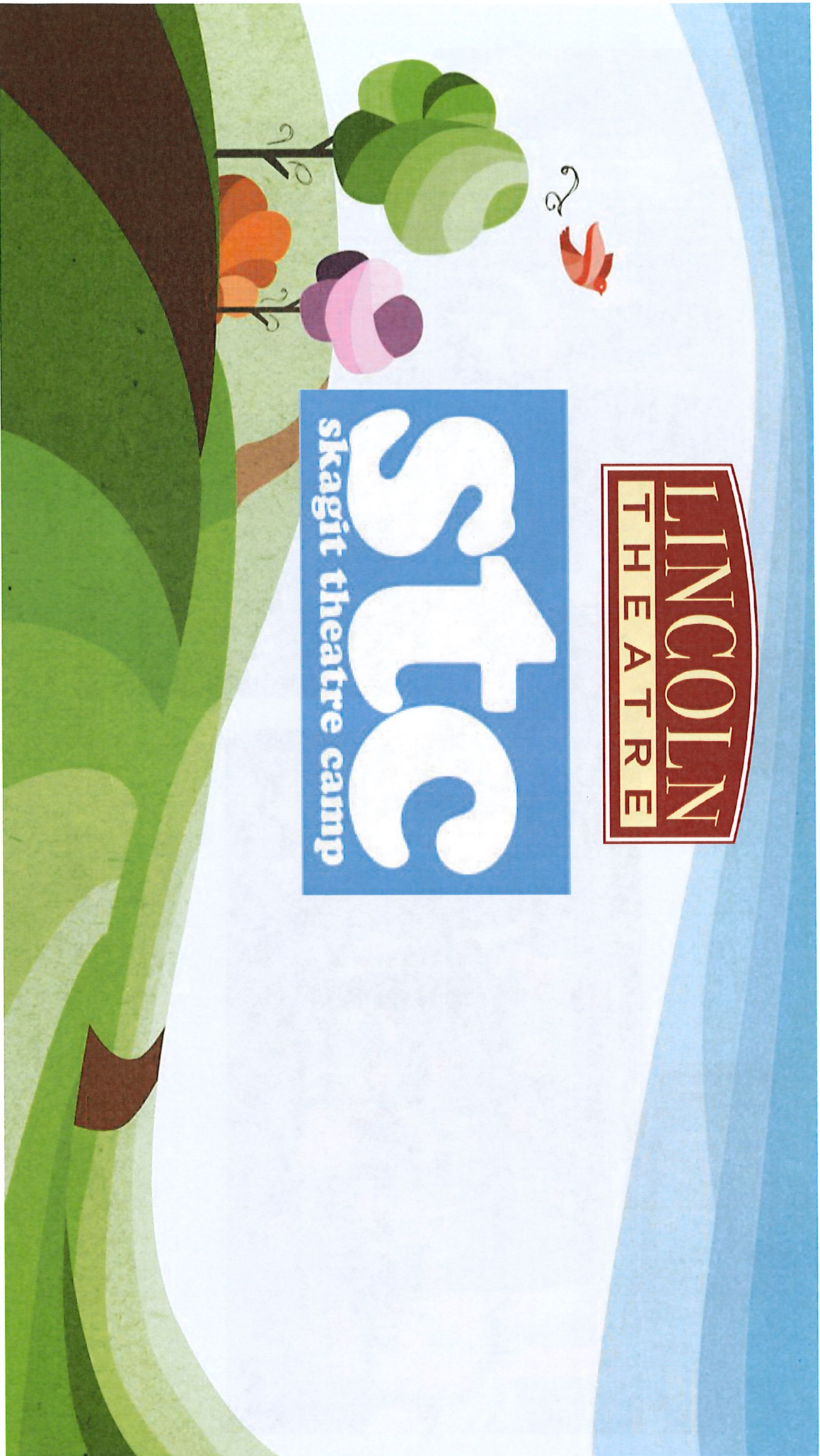
	<u>Jul '24 - Jun 25</u>
Ordinary Income/Expense	
Income	
Total 4100 Live Events	302,500.00
Total 4200 Films and Broadcasts	65,500.00
Total 4300 Education	40,000.00
Total 4400 · Rentals	120,000.00
Total 4500 · Concessions	165,000.00
Total 4600 · Grants, Sponsors, Members	284,750.00
Total 4700 · Ticket Handling Fees	65,500.00
Total 4800 · Capital Income	450,000.00
Total 4900 · Interest Income	15,100.00
4998 · Other Income (For other Revenues)	0.00
Total Income	<u>1,508,350.00</u>
Cost of Goods Sold	
Total 5100 Live Events	225,000.00
Total 5200 Films and Broadcasts	47,750.00
Total 5300 Education	25,500.00
Total 5400 Rentals	10,000.00
Total 5500 Ticket Handling	65,000.00
Total 5600 Concessions	75,000.00
Total 5700 Capital Renovate / Restore	250,000.00
Total 5800 Development	25,000.00
Total 5900 Marketing	35,000.00
Total 5000 · Expenses	0.00
Total COGS	<u>758,250.00</u>
Gross Profit	<u>750,100.00</u>

LINCOLN THEATRE
Profit & Loss Budget Overview
 July 2024 through June 2025

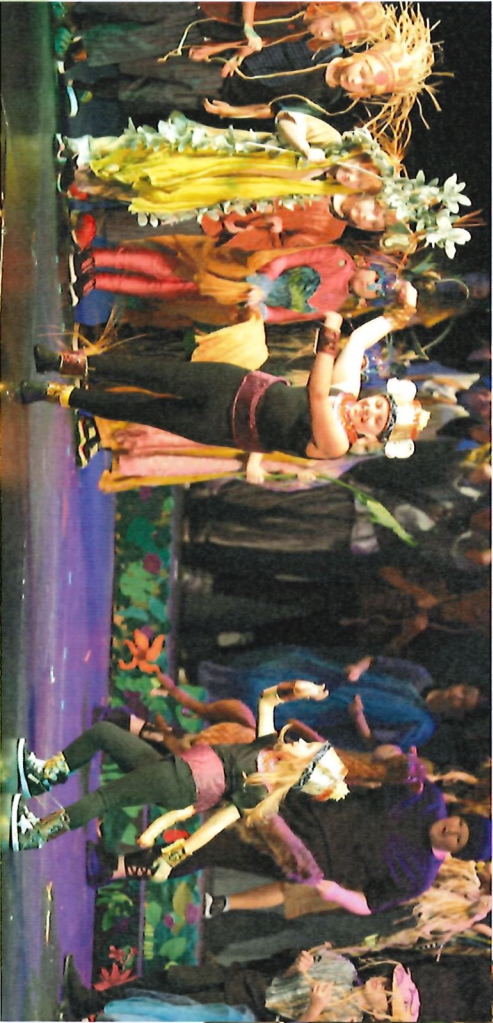
	Jul '24 - Jun 25
Expense	
6000 · Overhead	
Total 6100 · Personnel Expense	642,000.00
Total 6200 · Professional Services	15,150.00
6250 · Volunteer Support	2,000.00
6300 · Rent	12.00
6310 · In-kind Lease Expense	120,000.00
6350 · Liability Ins & Employee Bond	12,000.00
Total 6400 · Maintenance and Repair	20,000.00
Total 6450 · Supplies	12,000.00
6480 · Office Expense	10,000.00
6500 · Utilities	20,000.00
6550 · Telephone	0.00
6560 · Computer System	5,000.00
6565 · Computer Software	5,000.00
6570 · Computer Hardware	10,000.00
6600 · Postage	1,000.00
6605 · Cash Over / Short	0.00
6610 · Printer Lease (Ricoh Pro C751Serial # S9811100001)	4,000.00
6650 · Licenses/Permits/Property tax	1,000.00
6651 · Business Taxes	1,500.00
6700 · Dues and Subscriptions	5,000.00
6750 · Staff Development and Travel	300.00
6755 · Board Mtg Costs	1,000.00
Total 6850 · Bank Fees	0.00
6880 · Gift Card Fees	250.00
6890 · Interest / Late Fee / Penalty	0.00
6900 · Depreciation	40,000.00
6000 · Overhead - Other	0.00
Total 6000 · Overhead	927,212.00
66910 · Bank Service Charges	0.00
Total Expense	927,212.00
Net Ordinary Income	(177,112.00)
Other Income/Expense	
Total Other Income	1,000.00
Total Other Expense	0.00
Net Other Income	1,000.00
Net Income	(176,112.00)

LINCOLN
THEATRE

stc
skagit theatre camp

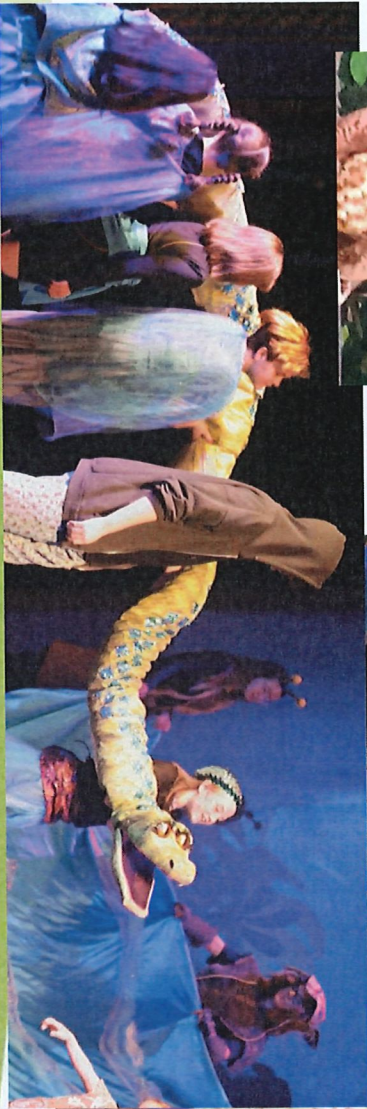


Teaching Choreography, Dance and Music!



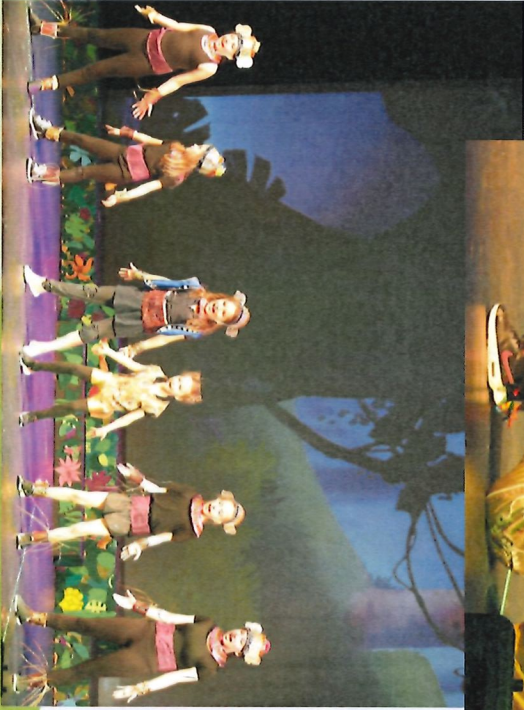
LINCOLN
THEATRE


Puppetry Arts



LINCOLN
THEATRE

Connecting to Character – Acting and singing!



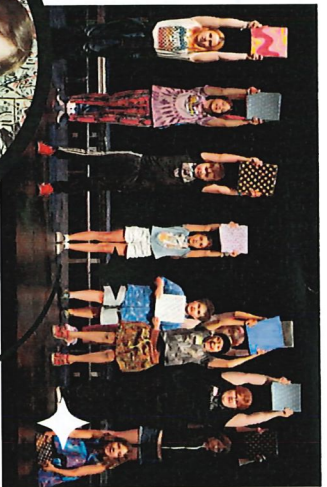
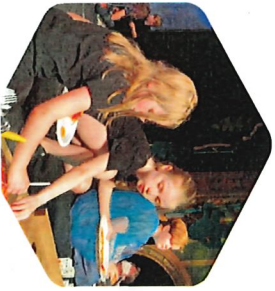


Thank you for your support

Skagit Theatre Camp will feature:

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

◆ Educate Engage ◆



LINCOLN PLAYERS THEATRE
SCHOOL HAS FALL, WINTER
AND SPRING COURSES
TAUGHT BY EDUCATED AND
SKILLED PROFESSIONALS.

**Lincoln
Players**
Theatre School

"THEATRE CAMP REALLY
HELPED MY KIDDO
COME OUT OF HIS SHELL.
HE MADE FRIENDS &
SURPRISED US WITH HIS SOLO!"



"WE LOVED MAKING FRIENDS,
LEARNING THE SONGS,
AND DANCES,
AND THE SUPPORTIVE"
DIRECTORS AND INTERNS."



Educate Entertain Inspire

**Lincoln Theatre
Arts Education**

Lincoln Theatre School

Skagit Theatre Camp

◆ Inspire ◆



“

We loved this year's show. - It offered so many children a chance to shine. We enjoyed learning all the songs and are amazed at how the entire team - teachers and interns - are able to guide everyone to success!

”



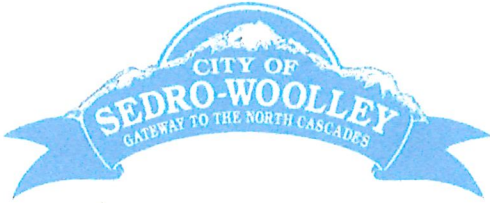
DAMOND MORRIS
EXECUTIVE DIRECTOR
EDUCATION DIRECTOR
DAMOND@LINCOLNTHEATRE.ORG/
HTTPS://LINCOLNTHEATRE.ORG/
EDUCATION-AND-COMMUNITY



**Boosting self-confidence
through collaboration**

**Afirming the child's
imagination through theatre**





Application for Sedro-Woolley Lodging Tax Funds

Amount of Lodging Tax Requested: \$ 11,000

Organization/Agency Name: <i>SEDRO-WOOLLEY LOGGERDEO</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>sedrowoolleyloggerdeo@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>10-22-2024</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.

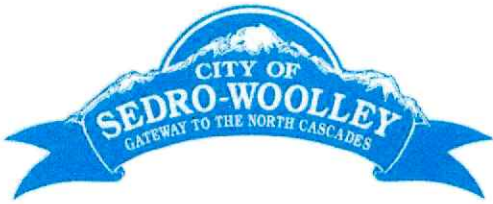
Tell us who you expect to attract: *families from local county, state & out of county & states. converts, visitors from Canada & other states & countries*
 The State of Washington requires an estimate for the following questions below:

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>45,000</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>10,000</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>1,000</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>150</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>33,000</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

Loggerodeo estimated 2025

Fireworks	\$25,000
Street dance	1,500
Pie eating contest	300
Kiddies and Grand parade	3,100
Sound	500
Pacific Party Canopies	1,850
Honey Bucket	6,300
Pacific Security	7,000
Skagit Publishing and other magazines	3,000
Wood for carvings	10,000
Sign Pro	150
KAPS/KBRC	1,000
Log Show Demonstration	3,000
T-shirts, mugs, hat, etc. (after sponsorship)	3,200
Motel (rooms for carvers and auctioneer)	3,300
Sandcarving Awards	2,275
McGowan Allied (insurance for event and rental)	<u>14,413.46-15,000.00</u>
Total	\$87,475

This does not include other miscellaneous costs that we accure or our monthly expendenitures or maintenance costs. These are costs of putting this event on.



Application for Sedro-Woolley Lodging Tax Funds

Amount of Lodging Tax Requested: \$ 4,000.00

Organization/Agency Name: NW Crushers Fastpitch			
Federal Tax ID Number: 88-3146716			
Event or Activity Name (if applicable): NSA Fastpitch Tournament			
Contact Name and Title: Ashley Queen, VP and Treasurer			
Mailing Address: 905 Beachley Rd	City: Sedro Woolley	State: WA	Zip: 98284
Phone: (360) 854-8772	Email Address: nwcrushersfastpitch@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: <i>Ashley Queen</i>	Date: 10/29/2024
Printed or Typed Name: Ashley Queen	

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: 850	<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: 300	<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: 150	<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: 200	<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: 650	<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

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 30, 2024 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.

NW Crushers Fastpitch Organization

NW Crushers was a softball program in the early 2000's that provided opportunities to players in the Skagit area to play select softball at a competitive level. In 2022-2023, NW Crushers was re-formed by a previous player, Kaylee Lamphiear, who was on the early 2000's team. This is the third season since the original organization dissolved where it is up and running, providing opportunities to youth in this area to play competitive fastpitch.

The 12U & 14U NW Crushers teams focus on hitting mechanics, conditioning, fielding fundamentals, pitching/catching practice, tournament play, and discussions/homework relating to the mental side of the game. NW Crushers creates an environment to shape holistic and game-smart softball players that respect the game and opponents they face. Each player will be pushed and challenged to build their skills while having fun.

This 2024/2025 season the organization has grown to compasses three teams: 14A Lamphiear out of Skagit, 12B Diamond out of Skagit, and 12C Capps out of Whatcom.

NSA Fastpitch Tournaments

Last season 14U Lamphiear hosted two tournaments ran by Steve Jensen with National Softball Association (NSA) at Janicki fields where 20 teams attended ages 10U and 14U. Due to the high demand for softball fields in the area, Steve reached out to inquire about NW Crushers hosting the event but we soon realized that the price to maintain a dirt field is much larger than relying on turf fields like others that NSA typically uses. To help alleviate cost for NSA, the NW Crushers organization was able to set up the fields beforehand and maintain the fields throughout the day with parent and coach volunteers. Even with those efforts, we were not able to profit as an organization due to NSA's budget on how much they are able to pay for field use as they typically pay anywhere from \$1,000 to \$1,200 for a weekend whereas Janicki costs roughly \$1,750 per weekend event.

There was estimated to be around 8 teams that would be travelling from 50+ miles away and roughly 4 teams came down from Canada last year to attend the tournament. The organization was able to get Kona Ice and Dane Good Coffee Co. to attend as vendors for the event. Going forward, the goal is to add more local vendors from Sedro Woolley or surrounding areas to be able to benefit from the tournament.

We are reaching out to Sedro Woolley Lodging Tax Funds to obtain a grant to help allow us to bring softball tournaments back into Sedro Woolley. The coaches of 14A Lamphiear, Ashley Queen and Kaylee Lamphiear, used to play travel ball similarly to the teams now and remember having tournaments right in our back yard at Janicki Fields. Not only could this grant help bring back softball to Sedro Woolley, it will simultaneously stimulate the local economy while also supporting the Sedro Woolley School District.

2025 NSA SOFTBALL TOURNAMENT BUDGET	
NW CRUSHERS FASTPITCH	
905 BEACHLEY RD	
SEDRO WOOLLEY, WA 98284	
360-630-6273 or 360-854-8772	
nwcrushersfastpitch@gmail.com	
REVENUE	PROJECTED INCOME
NSA Payment	\$2,400.00
Sedro Woolley Loding Tax Grant	\$4,000.00
TOTAL REVENUE	\$6,400.00
EXPENSES	PROJECTED EXPENSES
Janicki Fields Tournament Fee	\$1,400.00
SWSD Custodial Support	\$792.00
SWSD Grounds/Maintenance Support	\$840.00
Janicki Fields Temporary Fencing Set-Up	\$120.00
Janicki Field Paint/Chalk Fee	\$714.00
Additional Insurance	\$400.00
Additional Chalk Bags	\$100.00
NW Crushers Fee for Hosting	\$2,000.00
TOTAL YEARLY EXPENSES	\$6,366.00
TOTAL REVENUE	\$6,400.00
TOTAL EXPENSES	\$6,366.00
OVERAGE/SURPLUS	\$34.00



Filed
 Secretary of State
 State of Washington
 Date Filed: 08/21/2024
 Effective Date: 08/21/2024
 UBI #: 604 951 072

Annual Report

BUSINESS INFORMATION

Business Name:
NW CRUSHERS FASTPITCH

UBI Number:
604 951 072

Business Type:
WA NONPROFIT CORPORATION

Business Status:
ACTIVE

Principal Office Street Address:
905 BEACHLEY RD, SEDRO WOOLLEY, WA, 98284-9304, UNITED STATES

Principal Office Mailing Address:
905 BEACHLEY RD, SEDRO WOOLLEY, WA, 98284-9304, UNITED STATES

Expiration Date:
08/31/2025

Jurisdiction:
UNITED STATES, WASHINGTON

Formation/Registration Date:
08/09/2022

Period of Duration:
PERPETUAL

Inactive Date:

Nature of Business:
ATHLETIC

NONPROFIT GROSS REVENUE CERTIFICATION

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

NONPROFIT CORPORATION'S EIN

Nonprofit EIN: **88-3146716**

REGISTERED AGENT [RCW 23.95.410](#)

Registered Agent Name	Street Address	Mailing Address
-----------------------	----------------	-----------------

ASHLEY QUEEN 905 BEACHLEY RD, SEDRO WOOLLEY, WA, 98284-9304, UNITED STATES

905 BEACHLEY RD, SEDRO WOOLLEY, WA, 98284-9304, UNITED STATES

PRINCIPAL OFFICE

Phone:
3608548772

Email:
NWCRUSHERSFASTPITCH@GMAIL.COM

Street Address:
905 BEACHLEY RD, SEDRO WOOLLEY, WA, 98284-9304, USA

Mailing Address:
905 BEACHLEY RD, SEDRO WOOLLEY, WA, 98284-9304, USA

GOVERNORS

Title	Type	Entity Name	First Name	Last Name
GOVERNOR	INDIVIDUAL		ASHLEY	QUEEN
GOVERNOR	INDIVIDUAL		KAYLEE	LAMPHEAR

NATURE OF BUSINESS

- ATHLETIC

REPORTING CHANGES FOR THE CHARITABLE NONPROFIT CORPORATION

Does the Nonprofit Corporation meet exemptions of reporting as outlined in [RCW 24.03A.075](#)? - Yes

CONTROLLING INTEREST

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

You **must** submit a Controlling Interest Transfer Return form if you answered "yes" to questions 1 and 2a.

Failure to report a Controlling Interest Transfer is subject to penalty provisions of [RCW 82.45.220](#).

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

RETURN ADDRESS FOR THIS FILING

Attention:
Email:
NWCRUSHERSFASTPITCH@GMAIL.COM
Address:
905 BEACHLEY RD, SEDRO WOOLLEY, WA, 98284-9304, USA

UPLOAD ADDITIONAL DOCUMENTS

Do you have additional documents to upload? - No

EMAIL OPT-IN

By checking this box, I hereby opt into receiving all notifications from the Secretary of State for this entity via email only. I acknowledge that I will no longer receive paper notifications.

AUTHORIZED PERSON

I am an authorized person.

Person Type:

INDIVIDUAL

First Name:

ASHLEY

Last Name:

QUEEN

Title:

MEMBER

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

2024/2025 14U BUDGET

NW CRUSHERS FASTPITCH

905 BEACHLEY RD

SEDRO WOOLLEY, WA 98284

360-630-6273

nwcrushersfastpitch@gmail.com

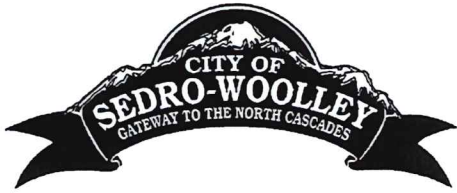
FISCAL YEAR

2024/2025

REVENUE	YEARLY BUDGET	YTD ACCRUALS	YTD REMAINING
Player Fees (10 @ 1800, 3 @ 2100)	\$24,050.00	\$14,750.00	\$9,300.00
Sponsors	\$6,000.00	\$3,291.00	\$2,709.00
Wreaths/Poinsettia's	\$2,000.00	\$488.00	\$1,512.00
Mother's Day Hanging Baskets	\$3,000.00		\$3,000.00
Rollover from 2023/2024 Season	\$1,166.73	\$1,166.73	\$0.00
12U Reimbursement	\$558.23	\$558.23	\$0.00
TOTAL REVENUE	\$36,774.96	\$20,253.96	\$16,521.00

EXPENSES	TOTAL EXPENSES	YTD ACCRUALS	YTD REMAINING
Tournament Fees	\$10,500.00	\$3,996.48	\$6,503.52
Office Supplies	\$575.00	\$36.84	\$538.16
Equipment	\$1,500.00	\$271.07	\$1,228.93
Team Uniforms	\$4,750.00	\$4,485.94	\$264.06
Outside Field Use/ Scrimmages	\$1,000.00		\$1,000.00
Facility Rental Fees (BBP & Janicki)	\$6,800.00	\$320.00	\$6,480.00
Insurance & Registration	\$1,212.41	\$1,212.41	\$0.00
Coaches Travel/Gear	\$2,700.00	\$550.92	\$2,149.08
Team Snap	\$79.99	\$79.99	\$0.00
Amy Suiter Training	\$491.40		\$491.40
Team Website - Site 123	\$84.54	\$84.54	\$0.00
Steve Laszlo	\$1,200.00		\$1,200.00
Misc. Costs	\$1,500.00	\$188.91	\$1,311.09
End of Year Gifts	\$600.00		\$600.00
Team Dinner's	\$2,000.00	\$421.70	\$1,578.30
TOTAL YEARLY EXPENSES	\$34,993.34	\$11,648.80	\$23,344.54

	CURRENT BUDGET	CURRENT ACCRUALS
TOTAL REVENUE	\$36,774.96	\$20,253.96
TOTAL EXPENSES	\$34,993.34	\$11,648.80
OVERAGE/SURPLUS	\$1,781.62	\$8,605.16



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

September 20th, 2024

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

Dear Lodging Tax Committee:

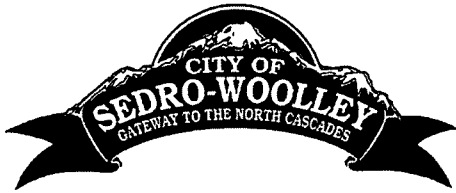
Accompanying this letter is an estimate of the staff time and resources that our department puts into the various community events and tourist activities throughout the year. As I'm sure you are aware we provide a large amount of support for these events, and we consider our contributions as vital to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

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 2025.

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

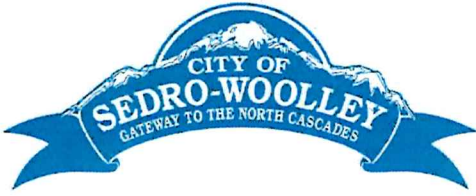
Materials, Supplies, Utilities \$1000.00

Off Leash Dog Area for entire Year

Staff: \$500

Materials, Supplies, Utilities: \$400.00

Total Amount Requested for 2025: \$10,000.00



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: 9-20-24
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

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.**

General 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

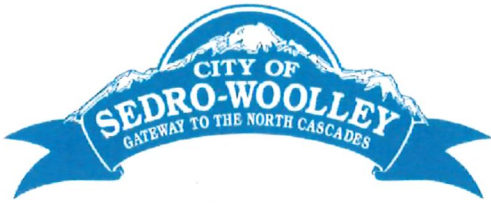
RCW 67.28.1816 – Use of Lodging Tax Fund.

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.

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Application for Sedro-Woolley Lodging Tax Funds

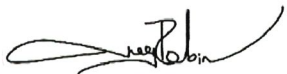
Amount of Lodging Tax Requested: \$ 1,000⁰⁰

Organization/Agency Name: The Washington Shakespearean Festival			
Federal Tax ID Number: EIN: 87-4644306. UBI: 603-226-277			
Event or Activity Name (if applicable): Shakespearean Variety Show/Mini Renaissance Faire			
Contact Name and Title: GregRobin Smith, Managing Director - The Washington Shakespearean Festival			
Mailing Address: 1416 NE 63rd St	City: Seattle	State: WA	Zip: 98115
Phone: 206-291-6205	Email Address: GRSmith@WashingtonShakespeareanFestival.org		
<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: 08/29/2024
Printed or Typed Name: GregRobin (GR) Smith	

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: **Fans of Renaissance Faires, History and Shakespeare enthusiasts, Kids & Adults**

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: 250 Audience	<input type="checkbox"/> Direct Count <input type="checkbox"/> Indirect Count <input checked="" type="checkbox"/> X Rep. 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: 10%	<input type="checkbox"/> Direct Count <input type="checkbox"/> Indirect Count <input checked="" type="checkbox"/> X Rep. 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: 1%	<input type="checkbox"/> Direct Count <input type="checkbox"/> Indirect Count <input checked="" type="checkbox"/> X Rep. 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: 15%	<input type="checkbox"/> Direct Count <input type="checkbox"/> Indirect Count <input checked="" type="checkbox"/> X Rep. 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: 85%	<input type="checkbox"/> Direct Count <input type="checkbox"/> Indirect Count <input checked="" type="checkbox"/> X Rep. Survey <input type="checkbox"/> Informal Survey <input type="checkbox"/> Structured Estimate

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The Washington Shakespearean Festival

Mini Renaissance Faire & Shakespearean Variety Program



Bring a Bit of Shakespeare to your Community!

Our mobile Renaissance Faire-on-Wheels is at your service!!!

We are thrilled to introduce you to The Washington Shakespearean Festival and our unique Mobile Renaissance Faire & Shakespearean Variety Program for 2024-2025. This program offers local communities a fun and interactive program to bring Tourists to downtowns for an afternoon of interactive programs and festivities. Local Merchants are encouraged to join in the fun with decorations, specialty items, and simple costumes. We involve the Audience with our interactive performances, then those Audience members wander the town and get food, go shopping, and enjoy the local ambiance.

The Company:

- Greg Robin (G.R.) Smith: A seasoned union performer (AGVA - The American Guild of Variety Artists). Performing and teaching since 1973 is the Managing Director and creator of this program.
- Eleanor Stallcop-Horrox: (AGMA - The American Guild of Musical Artists) is a renowned Soprano, bringing her extensive operatic and performance expertise to the Program.
- The Troupe Director, Stage Management, and the Performers will be local talent, trained to our methods based on decades of performance experience at Renaissance Faires, Interactive School Programs, and Period Performances.

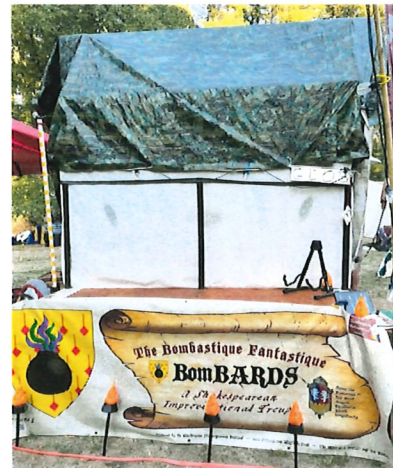
Mini Renaissance Faire & Shakespeare Variety Show Program

BUDGET: \$1,000.00 per 2-Hour Performance.
(Longer, or Repeat performances/events can be arranged)

\$100 to each Performer, the Director, and Stage Manager
(\$700.00)

\$100 towards our Prop/Costume Expenses

\$200 towards our Insurance, Fees, and Incidentals. including
transportation of our Portable Stage
(With awning, our performance trailer is ~15' X 25')



Images are representative. Cast and Stage may change.



STATE OF WASHINGTON

BUSINESS LICENSE

Nonprofit Corporation

THE WASHINGTON SHAKESPEARE FESTIVAL CELEBRATION
THE WASHINGTON SHAKESPEAREAN FESTIVAL
BLDG SHAKESPEAREROOMS
1416 NE 63RD ST
SEATTLE WA 98115-6720

REGISTERED TRADE NAMES:

- THE O' FOR A MUSE OF FIRE LIMPICS & SHAKESPEARE GAMES
- THE SKAGIT 'EVERYTHING RENAISSANCE' FESTIVAL - SERF'S-UP
- THE VLA-SHAKESPEARE ASSOCIATION
- THE WASHINGTON SHAKESPEARE FESTIVAL GUILDS & I WANT MY MT.V FESTIVAL PRODUCTS
- THE WASHINGTON SHAKESPEAREAN FESTIVAL

Issue Date: May 04, 2024

Unified Business ID #: 603226277

Business ID #: 001

Location: 0002

Expires: Apr 30, 2025

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

Director, Department of Revenue

UBI: 603226277 001 0002

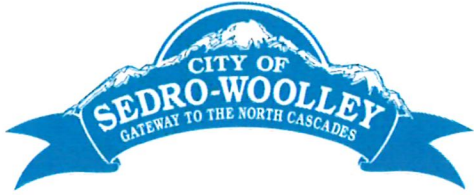
STATE OF WASHINGTON

Expires: Apr 30, 2025

THE WASHINGTON SHAKESPEARE
FESTIVAL CELEBRATION
THE WASHINGTON
SHAKESPEAREAN FESTIVAL
BLDG SHAKESPEAREROOMS
1416 NE 63RD ST
SEATTLE WA 98115-6720

TAX REGISTRATION - ACTIVE
SEDRO WOOLLEY NONPROFIT
BUSINESS - ACTIVE
MOUNT VERNON NONPROFIT
BUSINESS - ACTIVE
GOLD BAR GENERAL BUSINESS -
NON-RESIDENT - ACTIVE
BURLINGTON GENERAL BUSINESS -
NON-RESIDENT - ACTIVE
HAMILTON GENERAL BUSINESS -
NON-RESIDENT - ACTIVE
LA CONNER GENERAL BUSINESS -
NON-RESIDENT - ACTIVE

Page 76 of 90



Application for Sedro-Woolley Lodging Tax Funds

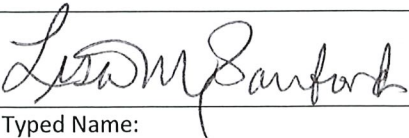
Amount of Lodging Tax Requested: \$ 3,500

Organization/Agency Name: Sedro-Woolley Museum			
Federal Tax ID Number: 91-1525572			
Event or Activity Name (if applicable): Tourism Related Activities (Year Round)			
Contact Name and Title: Lisa Sanford, Secretary			
Mailing Address: 725 Murdock St.	City: Sedro-Woolley	State: WA	Zip: 98284
Phone: 360-855-2390	Email Address: swmuseum@comcast.net		
<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: 10/30/2024
Printed or Typed Name: Lisa Sanford	

Overview of Request

The Sedro-Woolley Museum is a nonprofit 501(c)(3) organization dedicated to preserving and sharing the unique history of Sedro-Woolley and surrounding communities. Recently voted Best Museum in Skagit County, we proudly serve as a cultural centerpiece, attracting both locals and tourists. This year has marked remarkable growth for the museum; while we originally projected 1,200 visitors, we have welcomed over 1,800. Our recent updates, including exterior improvements and refreshed exhibits, have sparked a renewed interest in local history, drawing visitors eager to discover what's new.

As a dynamic institution, we continue to evolve by regularly adding new exhibits and interactive experiences, encouraging visitors to return again and again to see what's changed. We actively join Sedro-Woolley's local festivities, such as Loggerodeo and Blast from the Past, creating a welcoming atmosphere that invites visitors to experience something new. Special exhibits, tailored to highlight local heritage, enrich the community's celebrations and make the museum a memorable part of these events.

The purpose of this funding request is to further increase our outreach through expanded advertising, bringing more visitors to Sedro-Woolley. When guests visit our museum, they often extend their stay to explore the community, visiting local shops and dining spots, and staying overnight in area hotels and Airbnbs. Through exhibits on Northern State Hospital, historic trails, and other local attractions, visitors are inspired to plan additional outings, directly supporting the local economy.

Additionally, we aim to expand our gift shop with locally crafted goods and historic souvenirs that celebrate Sedro-Woolley's heritage. Meeting minimum order requirements is challenging on our current budget, so this support would allow us to stock unique products that enhance the visitor experience and strengthen their connection to the area's history and culture.

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: 2000	<input checked="" 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: 250	<input checked="" 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: 150	<input checked="" 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: 100	<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: 300	<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

Methods

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Sedro-Woolley Lodging Tax Advisory Committee Considerations

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- Thoroughness and completeness of the proposal.
- Percent of the proposal request to the event/facility promotions budget and overall revenues.
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 - The applicant's history of tourism promotion success.
 - Committee member general knowledge of the community and tourism-related activities.
-

State Law Excerpts

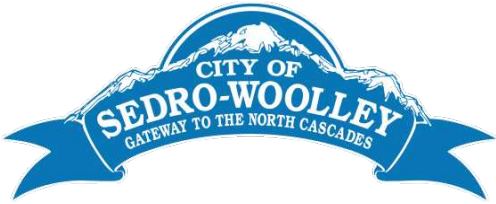
RCW 67.28.1816 – Use of Lodging Tax Fund.

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.
- "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.
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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.



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: 	Date: 10/7/24
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 30, 2024 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.
-

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Business Plan and Project Description for Sedro Woolley LTAC Application
Skagit Valley Tulip Festival - 2025 Marketing and Economic Impact Strategy

Overview

The Skagit Valley Tulip Festival is a premier event in the Pacific Northwest that promotes regional tourism and drives significant economic growth in Skagit County. With over 450,000 visitors annually, the festival generates more than **\$83 million in economic activity**, supporting local businesses across Skagit County, including Sedro Woolley.

Mission:

The Skagit Valley Tulip Festival coordinates and promotes the annual countywide spring celebration of our tulip bloom. We foster community engagement, advocate for our farmers, drive economic growth and showcase the natural wonder of Skagit Valley. Additionally, we support local youth through educational programs that cultivate an appreciation for our farming heritage and community involvement.

Executive Summary:

The Skagit Valley Tulip Festival aims to achieve financial sustainability, enhance marketing and communication strategies, improve operational efficiency and evolve our events. This plan outlines specific goals and actionable steps to secure the festival’s future, engage the community, and strengthen its position as a leading tourism event and economic driver for Skagit County.

Strategic Goals and Objectives

- GOAL 1:** Financial Sustainability
- GOAL 2:** Marketing and Communications
- GOAL 3:** Operational Sustainability
- GOAL 4:** Evolve Event Strategies

GOAL 1: Financial Sustainability: Over the past four years, the Skagit Valley Tulip Festival has faced significant financial challenges, resulting in consistent losses. To ensure the long-term viability of our organization, we must undertake a comprehensive turnaround of our financial model. This involves diversifying our revenue streams, implementing rigorous cost management practices, and enhancing our fundraising efforts. By focusing on these areas, we can stabilize our finances, support sustainable growth, and continue to promote one of the most iconic festivals in the US.

- In 2025 we have completely overhauled our sponsorship model, and are asking more from our sponsors, offering them increased value through more comprehensive and impactful packages. These efforts are crucial to addressing rising operational costs while continuing to deliver high-quality promotions, putting Skagit County on a global map and driving substantial tourism and economic benefit to the region.
- While these changes are essential for our financial sustainability, support from the Lodging Tax Grants remain vital. The Skagit Valley Tulip Festival is more than just a cherished annual event; it’s a cornerstone of our local economy, **generating an estimated \$83 million in revenue for Skagit County.**

This staggering economic impact is felt across numerous sectors, including hospitality, retail, transportation, and dining. The festival attracts tens of thousands of visitors from across the country and around the world, who not only experience the beauty of our tulips but also contribute significantly to our community's economic health.

GOAL 2: Marketing and Communications: Implement a comprehensive marketing strategy that enhances the festival's digital presence and fosters community partnerships. Building on the robust marketing that drew over 450,000 visitors in 2024, we will expand paid media efforts (with an investment of \$50,000), distribute print materials to tens of thousands of people, enhance email marketing, boost organic social content, and engage in targeted public relations. Additionally, website enhancements will highlight key activities and businesses across Sedro Woolley and other towns in Skagit County.

GOAL 3: Operational Sustainability: For over 20 years, the Skagit Valley Tulip Festival has operated with traditional methods that no longer meet the demands of a modern, dynamic event or organization. To ensure operational sustainability, we must embrace innovation and modernization. By doing so, we can increase efficiency, improve visitor and partner experiences, and build a solid foundation for the festival's continued success.

GOAL 4: Evolve Event Strategies: evolve our event strategies to enhance visitor engagement and community participation. By integrating some elements of our existing events into re-imagined events, we aim to create a more dynamic and inclusive festival experience for community members and attendees of all ages.

- **New Event in Sedro Woolley:** In collaboration with Mayor Johnson, we plan to introduce a new art exhibit in Sedro Woolley, displaying original tulip poster art. This will hopefully draw both festival visitors and locals to the city, adding another reason for tourists to visit Sedro Woolley during the festival.

Timing:

The Skagit Valley Tulip Festival officially runs from April 1 to April 30 each year, when the tulips are in full bloom. However, our efforts to make the festival a success extend far beyond the month of April.

Our concerted marketing efforts begin in January, with targeted campaigns designed to build awareness and drive early interest. These efforts intensify as we approach the festival dates, ensuring that our reach is maximized during the peak planning and booking season for visitors.

In addition to our seasonal activities, the Skagit Valley Tulip Festival maintains a year-round presence. We have a dedicated team (of 2) that works throughout the year to plan, coordinate, and manage all aspects of the festival, including sponsorships, partnerships, visitor information, logistics, and community engagement throughout the year. This continuous effort is crucial for sustaining the festival's impact and ensuring its long-term success. We also own several key events such as the Ambassador Event, Opening Ceremony and Tulip Parade.

Budget:

We're requesting approximately 50% of our total budget to come from LTAX dollars across all of Skagit County, for a total request of \$198,500. This \$198,500 is comprised of our marketing budget, including paid media & website investments, software & subscriptions, traffic control expenses like paying sheriff over-time for flagging and operational expenses. The request to Sedro Woolley is 3% of that total, or \$5,000.

Amount	Source	Projected/Confirmed
\$ 13,000	Anacortes LTAX	Projected
\$ 25,000	Burlington LTAX	Projected
\$ 5,000	La Conner LTAX	Projected
\$ 22,000	Mount Vernon LTAX	Projected
\$ 5,000	Sedro LTAX	Projected
\$ 128,500	Skagit County LTAX	Projected

Total Income: \$ 198,500

What percentage of your project budget does your request for Town funds represent? 3 %

Amount	Activity
\$ 35,500	Personnel (salary/benefits)
\$ 6,500	Administration (supplies/utilities/phone/rent/taxes)
\$ 132,500	Marketing/Promotions (paid advertising, brochures, website, promotional items)
\$ 24,000	Traffic Control (Sheriff OT)

Total Expenses: \$ 198,500

Marketing & Collateral Examples:

- **New enhanced and mobile optimized website:** <https://tulipfestival.org/>
- **Brochure:** both printed and a full digital/downloadable brochure that highlights key business, events and map across Skagit County: <https://tulipfestival.org/2024-brochure/>. The printed version is distributed to all WA State Ferries, the SeaTac Airport, along the I-5 corridor at all major rest stops and hotels, as well as local establishments across Skagit County.
- **Post Event Recap:** Please also refer to our [post-event recap](#) that highlights the 2024 initiatives including our paid marketing efforts, digital platforms and events.

THANK YOU!