



LODGING TAX ADVISORY COMMITTEE AGENDA

December 4, 2025

9:30 AM

Sedro-Woolley Municipal Building

Skagit Conference Room

325 Metcalf Street

- a. Call to Order**
- b. Roll Call**
- c. Unfinished Business**
- d. New Business**
 - 1. 2026 Lodging Tax Review
- e. Adjournment**

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

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



Lodging Tax Advisory Committee Agenda Item

Agenda Item No.: d.1.

Date: December 4, 2025

From: Kelly Kohnken, Finance Director / City Clerk

Subject: 2026 Lodging Tax Review

RECOMMENDED ACTION:

BACKGROUND/SUMMARY INFORMATION:

All prospective lodging tax recipients must apply to the city for funding. The entities that may apply for lodging tax funding are:

- Convention and visitors' bureaus
- Destination marketing organizations
- Nonprofits, including main street organizations, lodging associations, or chambers of commerce
- Municipalities (defined as any city, town, or county)
- (Statute does not explicitly prohibit for-profit entities from applying)

All applications must include estimates of how funding the activity would result in increases to the number of people staying overnight, traveling 50 miles or more, or visiting from other states or countries.

There is no requirement that funding priority be given to applicants expected to generate the largest number of tourists. Lodging tax revenue may still be awarded to services that indirectly increase tourism, such as destination marketing organizations.

The Lodging Tax Advisory Committee receives all applications for lodging tax revenue and recommends a list of candidates and funding levels to city council for final determination. The statute says that the city council "may choose only *recipients* from the list of candidates and recommended amounts provided by the local lodging tax advisory committee".

FISCAL IMPACT, IF APPROPRIATE:

The City recommends awarding funding up to \$60,000.

ATTACHMENTS:

1. 2026 LTAC Member

2. History of Awards
3. 2026 Application Summary and Recommended Awards
4. Lincoln Theatre Foundation_ \$2,000
5. Loggerodeo_ \$12,000
6. Northwest Fishing_ \$18,200
7. Public Works Department_ \$10,000
8. Skagit Valley Tulip Festival_ \$6,000
9. SW Chamber of Commerce_ \$40,000
10. SW Farmers Market_ \$3,500
11. SW Museum_ \$8,000
12. SW Rotary_ Revised_ \$5,000
13. SW School District_ \$250,000
14. Willowbrook Manor_ \$7,500
15. 2025.07.09_ LTAC Presentation_ Tourism Bureau



2026 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
Dottie Chandler	Organization	Loggerodeo
Jeremy Kindlund	Organization	Sedro-Woolley Farmers Market
Betsy Anorbe	Business	Airbnb/Vrbo Host
Alia Rossi	Business	The Kulshan Hotel
Mayor Julia Johnson	Elected Official	City of Sedro-Woolley



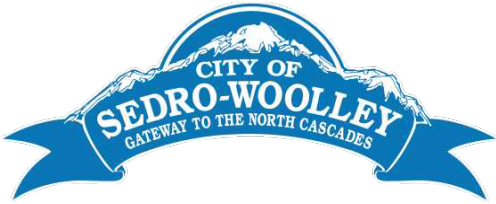
History of Prior Awards

Organization	2020	2021	2022	2023	2024	2025
Sedro-Woolley Loggerodeo	7,000	7,000	9,325	10,000	10,000	11,000
Sedro-Woolley Chamber of Commerce	11,500	11,500	11,325	12,000	15,000	20,000
Sedro-Woolley Farmers Market	2,250	2,250	2,250	2,250	2,500	3,000
Sedro-Woolley Museum	2,500	2,500	2,500		2,500	3,500
Sedro-Woolley Rotary	4,500	4,500		4,500	5,000	
Skagit Tulip Festival	100	100	100	100		5,000
Sedro-Woolley Riding Club	2,500	2,500	2,500	6,150		
Lincoln Theatre					500	2,000
Sedro-Woolley Public Works Department					9,000	7,000
Shakespearan Festival						-
Northwest Crusher Fastpitch						4,000
Total	30,350	30,350	28,000	35,000	44,500	55,500



Application Summary and Recommended Awards

Organization	Requested Amount	Description	Predicted to Attend	Estimated Attendance 50+ Miles	Notes	Recommended Award
Lincoln Theatre Foundation	\$ 2,000	Skagit Theatre Camp	45,000	2,500		
Sedro-Woolley Loggerodeo	\$ 12,000	4th of July Celebration	50,000	9,000		
Digital Anglers LLC	\$ 18,200	Northwest Fishing TV	N/A	300+ hotel stays for people over 50 miles		
Sedro-Woolley Public Works Department	\$ 10,000	Time / materials to operaet various public facilities	12,000	5,000		
Skagit Valley Tulip Festival	\$ 6,000	Skagit Valley Tulip Festival	450,000	140,000		
Sedro-Woolley Chamber of Commerce	\$ 40,000	Blast from the Past, Christmas Parade, Visitor Information Center	100,000	58,000		
Sedro-Woolley Farmers Market	\$ 3,500	Sedro-Woolley Farmers Market	5,500	350		
Sedro-Woolley Museum	\$ 8,000	Tourism through exhibits: restore two significant outdoor exhibits: the Mac Tuggar and a historic steam donkey	5,000	500		
Sedro-Woolley Rotary	\$ 5,000	Sedro-Woolley Summer Concert Series 2026	2,500	500		
Sedro-Woolley School District	\$ 250,000	Future softball and baseball tournament at Janicki Fields	1,200	1,000		
Willowbrook Manor	\$ 7,500	Red Falcon Road video market tool	10,000 Online Viewers	3,500		
Total	\$ 362,200					



Application for Sedro-Woolley Lodging Tax Funds

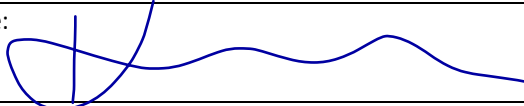
Amount of Lodging Tax Requested: \$ 2,000

Organization/Agency Name: Lincoln Theatre Foundation			
Federal Tax ID Number: 94-3052481			
Event or Activity Name (if applicable): Skagit Theatre Camp			
Contact Name and Title: Kelsey Taylor, Development			
Mailing Address: PO Box 2312	City: Mount Vernon	State: WA	Zip: 98273
Phone: (360) 419-1729	Email Address: ci@lincoltheatre.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: 11/10/25
Printed or Typed Name: Kelsey Taylor	

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: 45,000	<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
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: 2,500	<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
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: 450	<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: 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
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 type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input checked="" type="checkbox"/> Informal Survey <input checked="" type="checkbox"/> Structured Estimate

**Sedro-Woolley LTAC Funding Application 2026 - Lincoln Theatre Foundation
Supplemental Information**

1. Description and itemized budget

The Lincoln Theatre Foundation respectfully requests funding from the Sedro-Woolley LTAC Funds to help cover program expenses for Skagit Theatre Camp. Grant funds would be applied to camp marketing and essential supplies such as props, sets and staging materials.

Lincoln Theatre Foundation - Skagit Theatre Camp Budget

Revenue

Registration & Performance tickets	\$22,500.00
Philanthropy & Grants	\$4,500.00
Total revenue:	\$27,000.00

Expenses

Scholarships	\$5,000.00
Instructor Fees	\$13,500.00
Marketing	\$1,500.00
Supplies	\$3,000.00
Salaries/wages	\$4,000.00
Total expenses:	\$27,000.00

Net Income: \$0.00

2. Non-profit status - please see page 5.

3. Skagit Theatre Camp Plan and Lincoln annual operating budget

Hosted each summer by the historic Lincoln Theatre, Skagit Theatre Camp offers two intensive two-week sessions for students ages 7–14. Each camp welcomes up to 35 participants who explore all aspects of stagecraft including acting, singing, dancing, costume design, set and prop building, lighting, and sound. Instruction is led by three experienced theatre professionals with support from four-to-six high-school and college interns, and training is tailored to every age and experience level. Students rehearse and present a fully staged musical performance for family, friends, and the community on the Lincoln’s main stage. Volunteers and Lincoln staff help

facilitate camp, staging and final performance.

The Lincoln also provides need-based scholarships to eliminate barriers to participation. Each year, the Lincoln provides at least three full-tuition scholarships (\$450 per student) and one partial scholarship per camp session, costs that are typically absorbed by the Lincoln.

The Skagit Theater Camp program is designed to offer significant benefits to the community by building confidence, fostering creativity, and providing a platform of expression through the arts. The camp creates a unique opportunity for children of all backgrounds to come together, develop their talents, and engage in a positive, enriching experience. Camp provides local youth with a platform to express themselves creatively, build self-esteem, and enhance their communication and teamwork skills. The skills developed at the camp, such as creativity, problem-solving, and confidence, can have lasting effects on academic success and future career paths, especially in areas like performing arts, public speaking, and leadership.

Please see page 6 for annual budget.

INTERNAL REVENUE SERVICE
DISTRICT DIRECTOR
P O BOX 36001 STOP SF-4-4-44
SAN FRANCISCO, CA 94102

DEPARTMENT OF THE TREASURY

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 WHANG
Contact Telephone Number:
(415) 556-0228

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

Dear Applicants:

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).

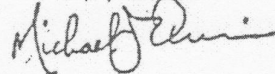
You are required to file Form 990 only if your gross receipts each year are normally more than \$25,000. For guidance in determining whether your gross receipts are "normally" more than \$25,000, see the instructions for Form 990. If a return is required, it must be filed by the 15th day of the fifth 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 Center Foundation
Fiscal Year Ending June 30, 2026
FINAL OPERATING BUDGET

Budget FYE 26

Event Revenues 989,000.00

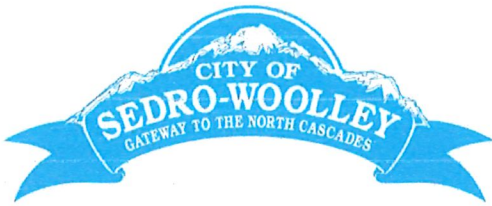
Advertising, Sponsorships, Memberships, Grants, Donations 300,000.00

Cost of Goods (620,000.00)

Payroll (457,000.00)

Other Overhead (212,000.00)

-
=====



Application for Sedro-Woolley Lodging Tax Funds

Amount of Lodging Tax Requested: \$ 12,000

Organization/Agency Name: <i>LOGGERDEE, INC DBA SEDRO-WOOLLEY LOGGERDEE</i>			
Federal Tax ID Number: <i>91-6054011</i>			
Event or Activity Name (if applicable): <i>4TH of JULY 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>sedrowoolley/loggerdee@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>10-27-25</i>
Printed or Typed Name: <i>DOTTIE CHANDLER</i>	

Application Overview

Provide us with an overview of your request:

Attach:

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

This proposal and all documents filed with the City are public records. The City may choose to post on its website copies of the proposals and attached documents.

Tell us who you expect to attract: *carvers, visitors from our state & other states & countries families from out of the area*

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>50,000</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>9,000</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>100-200</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>30</i> 50 ,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

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.

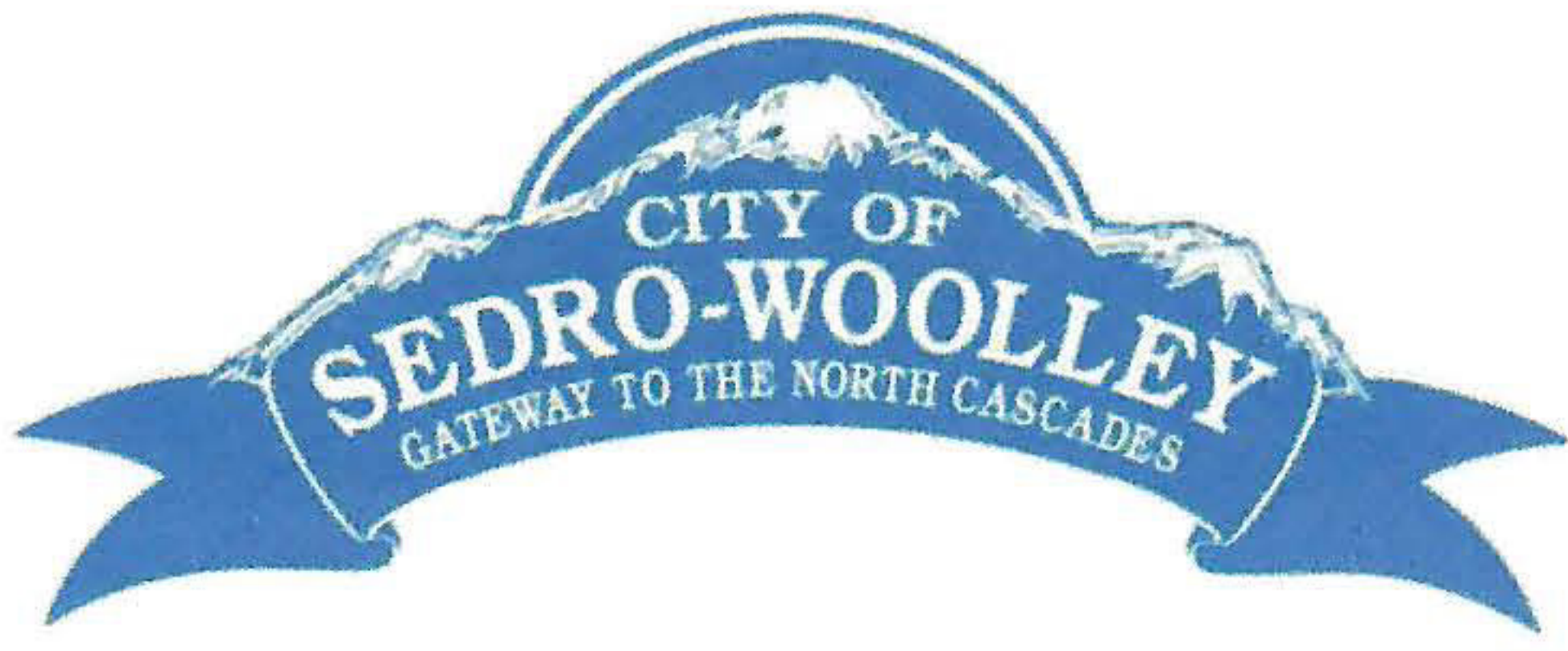
RCW 67.28.080 – Definitions.

- "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.

Loggerodeo estimated cost 2026

Fireworks	\$25,000
Street dance	1,500
Pie eating contest	300
Kiddies and Grand parade	2,500
Sound	500
Pacific Party Canopies	4,300
Honey Bucket	6,500
Pacific Security	7,000
Skagit Publishing and other magazines	4,000
Wood carvings contest (includes wood, prizes, auctioneer, lunches, etc.	12,000
Sign Pro	1,000
KAPS/KBRC	1,000
Log Show Demonstration	3,000
T-shirts, mugs, hat, etc. (after sponsorship)	3,500
Motel (rooms for carvers and auctioneer)	800
Sandcarving Awards	3,000
McGowan Allied (insurance for event and rental)	<u>15,000.00</u>
Total	\$90,900

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



Application for Sedro-Woolley Lodging Tax Funds

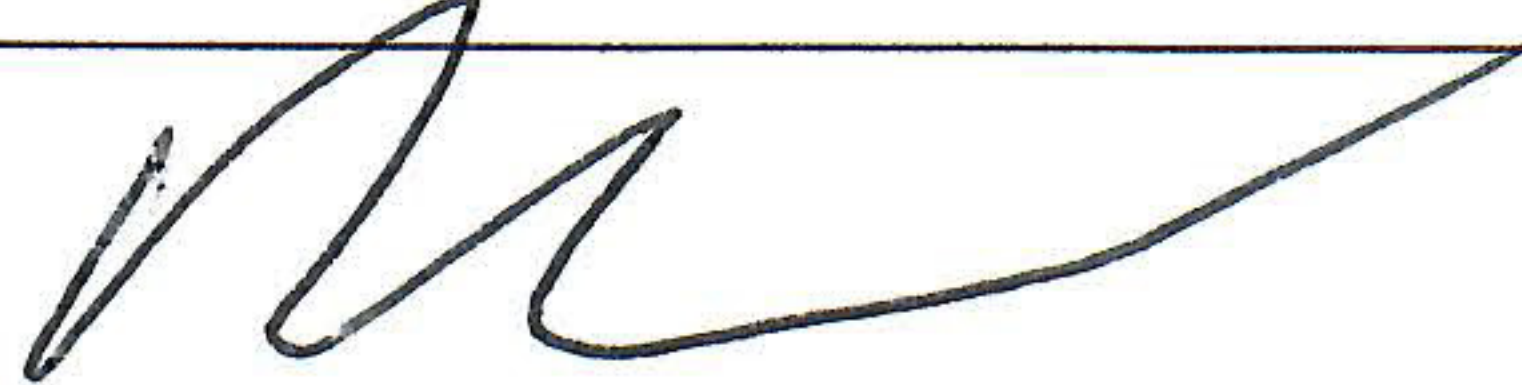
Amount of Lodging Tax Requested: \$ 18,200

Organization/Agency Name: Digital Anglers LLC			
Federal Tax ID Number: 26-1273507			
Event or Activity Name (if applicable): Northwest Fishing TV			
Contact Name and Title: Rob Holman			
Mailing Address: 12904 East Nora Ave Unit B	City: Spokane Valley	State: WA	Zip: 99216
Phone: 509.251.7170	Email Address: robh@nwfishing.net		
<input type="checkbox"/> Non-Profit <input checked="" type="checkbox"/> For-Profit <input type="checkbox"/> Public Agency			

CERTIFICATION

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

- I am proposing a tourism-related service. If awarded, my organization intends to enter into a Municipal Services Contract with the City and provide liability insurance for the duration of the contract naming the City as an additional insured and in an amount determined by the City.
- The City of Sedro-Woolley will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and a signed Request for Reimbursement form (or other form acceptable to the City) has been submitted to the City, including copies of invoices and payment documentation.
- Funds must be expended within the calendar year.
- Reporting requirements meeting state guidelines outlined in this application must be submitted with final request for reimbursement.

Signature: 	Date: 11/16/2025
Printed or Typed Name: Rob Holman	

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: N/A	<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: N/A	<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: N/A	<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: 300+ hotel stays from people over 50 miles away	<input type="checkbox"/> Direct Count <input type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input checked="" type="checkbox"/> Informal Survey <input type="checkbox"/> Structured Estimate
e. Attendance, Did Not Pay for Overnight Lodging Enter the number of predicted to attend this activity without paying for overnight lodging, and select the method used to determine the attendance.	Predicted: N/A	<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, November 12, 2025 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.

Supplementing proposal/organization information on behalf of Digital Anglers LLC/Northwest Fishing Sedro-Woolley LTAC 2026 grant application

Northwest Fishing TV is the most widely available broadcast television sport fishing show in the region. We propose to film and produce one (1) half-hour episode for airing across the region on our major broadcast network partners to promote one (1) county destination fishery. The episode will be broadcast at least twice, then distributed through social media and other digital channels. A minimum of one (1) article will be published in Northwest Fishing magazine.

Northwest Fishing TV on major market affiliates (FOX, NBC, etc.) and market coverage area includes nearly 10 million homes in the following TV markets: Seattle, Portland, Yakima/Tri-Cities, Medford, Eugene, Boise, Missoula, Billings, Helena, Alberta, and British Columbia. We estimate 300+ hotel stays from people over 50 miles away: 90% of Northwest Fishing's viewership is 50+ miles outside of the Sedro-Woolley region, and we average this based on the typical 2 night fishing trip that includes multiple people.

Our history producing this show allows us to confidently anticipate an influx of tourism to your city as a result of our episode being hosted there. Our viewership consists of sportfishing and travel enthusiasts alike, and through our spotlight of your local area, we expect a noticeable increase in lodging and goods revenue from a previously unreached market that we have amassed.

Our 2025 finances can be broken down as so:

Revenue: \$300,000

Expenses: \$280,000

Net Profit: \$20,000

Our project budget for this proposal can be broken down as so:

\$1000 Insurance, Admin, Overhead

\$3200 Travel, Lodging, Meals

\$7000 Talent, Camera & Sound Crew

\$6000 Post Production & Editing (Music, Grfx, Sound + Time)

\$1000 Closed Captioning & Show Delivery

Total: \$18,200

The above project budget includes all costs for this "episode" of Northwest Fishing TV. It is one of 22 planned in 2026 for our 10th season on-air. The City of Sedro-Woolley

Tourism logo will be displayed in show credits. Please note there are no costs listed for the distribution of the show. Typically, shows air within 12 months of filming. A single 30 second commercial in Northwest Fishing TV in all broadcast markets we distribute to is currently valued at \$2150. Full episodes are not available to "buy". Northwest Fishing receives other funding sources from commercial sponsors, advertisers, and partners.

Upon funding, Northwest Fishing will endeavor to partner with Sedro-Woolley area sport fishing charters and guides, lodging, and dining properties in the production of the show. In addition, we reach out to area WDFW officers, tribal resources, and others to schedule production, and coordinate area experts for appearances in the production. Final guests list TBD.

Northwest Fishing will feature a destination fishery in Sedro-Woolley, pending seasons and the best potential outcome for stakeholders and Sedro-Woolley tourism efforts. Most likely, filming occurs in Spring - Summer of 2026 with broadcast in 2027.

Distribution of Northwest Fishing TV is measured through Nielsen Ratings, Digital Metrics, viewer comments, and partner feedback. The potential to add a destination offer or code for promotion and tracking would require lodging partner buy-in. Northwest Fishing is dependent on area stakeholders to provide feedback on our efforts to promote the area to evaluate how many of our broadcast and digital viewers and readers are attracted to the area. We are also able to provide reporting of our social and online media interactions centered around your region's episode. We are leveraged to solidly anticipate improved overall awareness of Sedro-Woolley area fishing opportunities through Northwest Fishing's reach.

Attached is our 2024-25 Media Kit that summarizes our service reach.



MEDIA KIT

2024-25

10 ISSUES/YR
50,000 READERSHIP PER ISSUE

PRINTED MAGAZINE

DIGITAL MAGAZINE

BROADCAST TELEVISION

8 + MILLION TOTAL HOUSEHOLDS

We know one thing for sure, if you are interested in fishing, we have everything you need. Fishing is a lifestyle and at NW Reel Life we cover topics from Boise, Idaho to Homer, Alaska and beyond. Each issue contains articles from professional journalist and outdoor enthusiast turned outdoor writers, on sport fishing topics that cover the entire Northwest, fishing reports, and sport fishing tips & techniques.

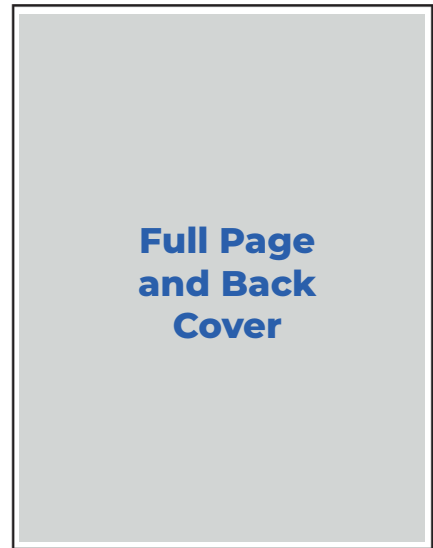
As part of Northwest Fishing family, you can trust our history of providing engaging content, that readers love, since 1997. **FREE digital delivery of our magazine to nearly 30,000 email subscribers and nearly 20,000 printed copies distributed at key locations**, enables solid measurement of your ad dollars working and continues the NWF mission to promote sport fishing in the northwest. The power is in your hands. Promote your business and be seen by anglers all over.

SIZES

Magazine Trim Size	8.25"x9.75"
Full Page/Back cover*	8.25"x9.75"
<i>*Full Page Text Safe Zone - 7.75"x9.25"</i>	
<i>*Bleed Size - 8.75x10.25</i>	
1/2 Page	7.25"x4.2"
1/3 Page (Square)	4.6"x4.2"
1/3 Page (Vertical)	2.2"x8.75"
1/6 Page (Horizontal)	2.0"x4.75"
1/6 Page (Vertical)	2.325"x4.265"

DISTRIBUTION
50,000/ISSUE
PRINT+EMAIL

30K DIGITAL SUBSCRIBERS
20K PRINT COPIES @350 LOCATIONS



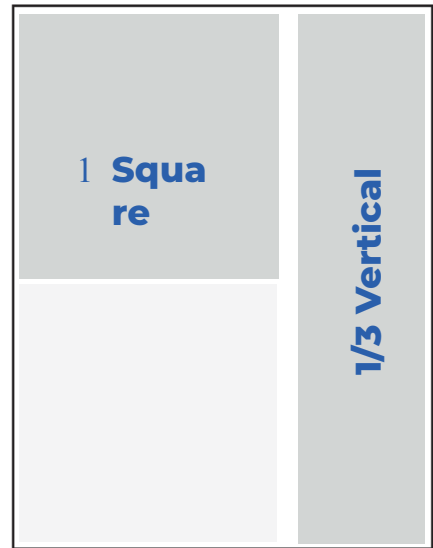
DIRECTORY LISTING PRINT & ONLINE

For Advertisers only. \$100/Per Listing/Per Mo.
Text only to include company name, phone, web address and one sentence bio.

ART CHARGES FOR NON CAMERA READY AD
\$100 PER AD CREATED INCLUDES 2 PROOFS

REQUIREMENTS

- File types accepted: TIFF or PDF
- Images must be 300 dpi
- Color mode must be CMYK
- Smallest font size: 7 pt
- Ads accepted via file transfer or email by your sales rep

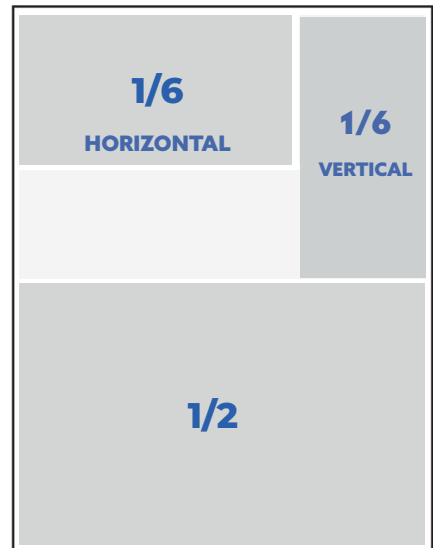


MONTHLY PRICING

FREQUENCY	1-3 per Month	4-9 Months	10 ISSUES (ONE YEAR)
1/6 Page	\$350	\$300	\$250
1/3 Page	\$500	\$400	\$325
1/2 Page	\$650	\$500	\$450
Full Page	\$1100	\$950	\$850
Back Page	\$2000	\$1500	\$1200

Pre-pay and receive a 5% Discount.
All ads include one link per ad on digital version.

PREMIUM PAGES (GLOSSY PAGES)			
Inside Front Cover	\$1500	\$1200	\$1000
Inside Back Cover	\$1500	\$1200	\$1000
Back Cover	\$2000	\$1500	\$1200



Custom options may be available for your business category. Reach a larger audience and save money through bundling your advertising with banner ads and much more. Graphic design available. Inquire for current pricing.

All advertising products subject to availability and the advertising policy

CONTACT US

ericm@nwfishing.net
robh@nwfishing.net
hillaryh@nwfishing.net

BROADCAST TV MARKETS

TV ADVERTISING RATES

ALL STATIONS (8+ million broadcast TV households)

COMMERCIALS

TV spots:	1x	10x	26x
30 seconds	\$2250	\$1750	\$1420
15 seconds	\$1345	\$1040	\$855

FOX13 SEATTLE

Approximately 2.1 Million Households

Seattle / Tacoma, WA. DMA



Commercials:	1x	10x	26x
30 seconds	\$450	\$400	\$350
15 seconds	\$225	\$200	\$175

ROOT SPORTS

WA, OR, ID, MT & AK



Commercials:	1x	10x	26x
30 seconds	\$500	\$350	\$250
15 seconds	\$300	\$225	\$175

KZJO-TV SEATTLE

Approximately 2.1 Million Households

Seattle / Tacoma, WA. DMA



Commercials:	1x	10x	26x
30 seconds	\$250	\$195	\$150
15 seconds	\$150	\$100	\$85

KTVB NBC BOISE TWIN FALLS

380,000 Households

Boise & Twin Falls, ID. DMA



Commercials:	1x	10x	26x
30 seconds	\$200	\$150	\$125
15 seconds	\$125	\$90	\$75

CW32 PORTLAND

Approximately 1.3 Million Households

Portland, OR. DMA



Commercials:	1x	10x	26x
30 seconds	\$200	\$180	\$125
15 seconds	\$125	\$90	\$75

SWX Montana

410,000 Households

Missoula, Billings, Butte-Bozeman, Great Falls, Helena, MT. DMA



Commercials:	1x	10x	26x
30 seconds	\$200	\$150	\$125
15 seconds	\$125	\$90	\$75

FOX 28 SPOKANE

Approximately 800,000 Households

Spokane, WA. DMA



Commercials:	1x	10x	26x
30 seconds	\$250	\$175	\$150
15 seconds	\$150	\$100	\$90

FOX 11 TRI-CITIES FOX 41 YAKIMA

256,000 Households

Tri-Cities/Yakima, WA. DMA



Commercials:	1x	10x	26x
30 seconds	\$125	\$90	\$75
15 seconds	\$75	\$60	\$50

FOX 34 EUGENE

263,000 Households

Eugene, OR. DMA



Commercials:	1x	10x	26x
30 seconds	\$200	\$150	\$125
15 seconds	\$125	\$90	\$75

FOX 26

182,000 Households

Medford, Klamath Falls, OR. DMA

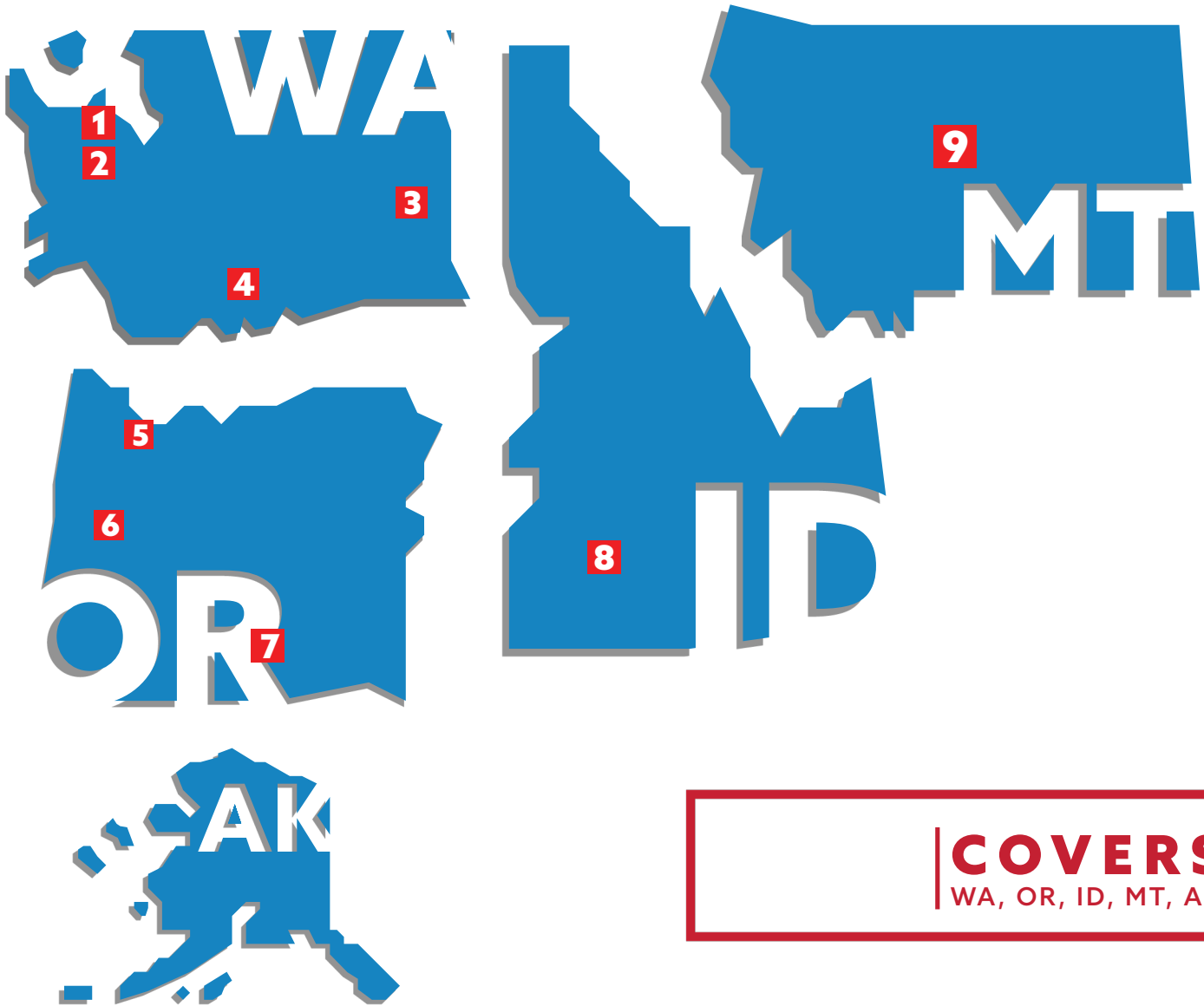


Commercials:	1x	10x	26x
30 seconds	\$125	\$90	\$75
15 seconds	\$75	\$60	\$50

COMMERCIAL PRODUCTION

Northwest Fishing partners with our broadcast affiliates to provide production services. Contact us for details.

COVERAGE MAP



COVERS
WA, OR, ID, MT, AK

STATIONS

1

APPROX. 2.1 MILLION
HOUSEHOLDS
SEATTLE/TACOMA, WA DMA

2

APPROX. 2.1 MILLION
HOUSEHOLDS
SEATTLE/TACOMA, WA DMA

3

APPROX. 800,000
HOUSEHOLDS
SPOKANE, WA DMA

4

APPROX. 256,000
HOUSEHOLDS TRI
CITIES/YAKIMA, WA DMA

5

APPROX. 1.3 MILLION
HOUSEHOLDS
PORTLAND, OR DMA

6

APPROX. 263,000
HOUSEHOLDS
EUGENE, OR DMA

7

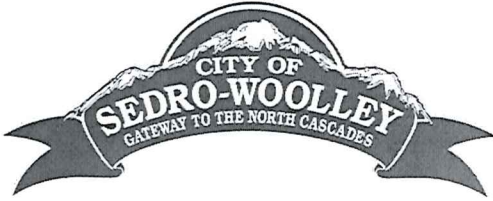
APPROX. 182,000
HOUSEHOLDS
MEDFORD/KLAMATH
FALLS, OR DMA

8

APPROX. 380,000
HOUSEHOLDS
BOISE/TWIN FALLS, ID DMA

9

APPROX. 410,000
HOUSEHOLDS
MISSOULA, BILLINGS,
BOZEMAN, GREAT FALLS,
HELENA, MT DMA



Application for Sedro-Woolley Lodging Tax Funds


Amount of Lodging Tax Requested: \$ 10,000

Organization/Agency Name: City of Sedro-Woolley Parks & Public Works			
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: 10-9-25
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: 1,000	<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
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: 3,000	<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

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, November 12, 2025 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.

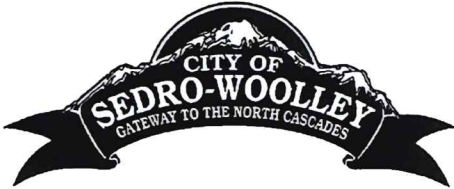
HIGH PRIORITY will be given to tourism activities that:

- 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.



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

October 9th, 2025

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

Dear Lodging Tax Committee:

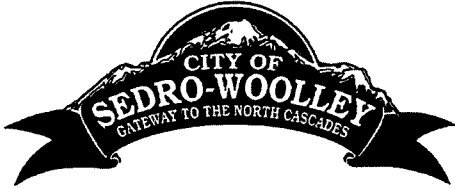
Accompanying this letter is an estimate of the staff time and resources that our department puts into the various community events and tourist activities throughout the year. As I'm sure you are aware we provide a large amount of support for these events, and we consider our contributions as vital to 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 2026.

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 2026: \$10,000.00

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

State Law Excerpts

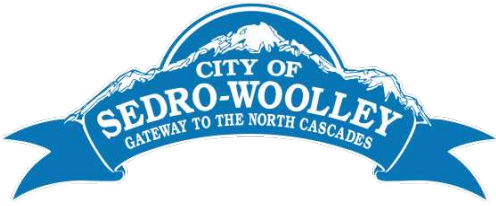
RCW 67.28.1816 – Use of Lodging Tax Fund.

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

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

RCW 67.28.080 – Definitions.

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



Application for Sedro-Woolley Lodging Tax Funds


Amount of Lodging Tax Requested: \$ _____

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: 11/07/2025
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, November 12, 2025 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

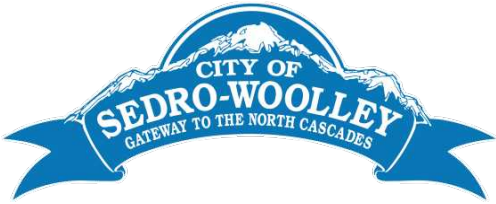
RCW 67.28.1816 – Use of Lodging Tax Fund.

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.



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: <i>Monique Brigham</i>	Date: 11/12/2025
Printed or Typed Name: Monique Brigham	

Application Overview

Provide us with an overview of your request:

Attach:

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

This proposal and all documents filed with the City are public records. The City may choose to post on its website copies of the proposals and attached documents.

Tell us who you expect to attract:

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

As a direct result of your proposed tourism-related service, provide an estimate of:		What method was used to determine attendance in previous years?
a. Overall Attendance Enter the total number of people predicted to attend this activity, and select the method used to determine the attendance.	Predicted: 100,000	<input type="checkbox"/> Direct Count <input 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, November 12, 2025 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

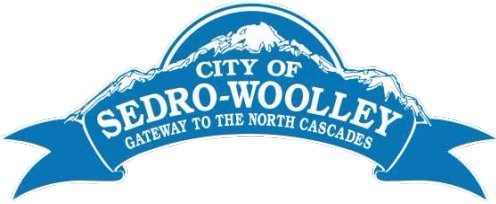
RCW 67.28.1816 – Use of Lodging Tax Fund.

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.



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:
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, November 12, 2025 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 Farmers Market 2026 Lodging Tax Expenses	
Print ads	\$600
Targeted social media ads	\$400
Website	\$450
Memberships - WSFMA, Chamber of Commerce	\$550
Digital ads	\$400
Music	\$1,100
Total:	\$3,500

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.

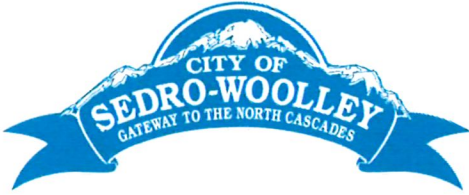
Over the past decade the market has focused on more social issues as well. We started by offering customers the opportunity to use their food stamps at the market, and through grant funding we have had successful programs to give them extra produce to supplement their shopping. We have also offered programs 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 2025 Budget

Expenses	
Marketing	\$3,700
Market Manager and clerk salary	\$5,500
Appreciation events and meetings	\$800
Supplies	\$1,500
Merchant fees - credit/EBT	\$800
Total:	\$12,300

Income	
Vendor stall fees	\$ 10,000.00
Membership dues	\$ 735.00
Lodging Tax	\$ 3,000.00
Administrative fees from Washington State Health	\$ 800.00
	\$ 14,535.00



Application for Sedro-Woolley Lodging Tax Funds


Amount of Lodging Tax Requested: \$ 8,000

Organization/Agency Name: SEDRO-WOOLLEY MUSEUM			
Federal Tax ID Number: 91-1525572			
Event or Activity Name (if applicable): Tourism through exhibits			
Contact Name and Title: Lisa Sanford			
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: 11/10/25
Printed or Typed Name: Lisa Sanford	

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: 5000	<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: 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
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: 250	<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: N/A	<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: N/A	<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

Lodging Tax Advisory Committee
City of Sedro-Woolley

To the Members of the Lodging Tax Advisory Committee:

The Sedro-Woolley Museum respectfully requests \$8,000 in Lodging Tax funding to support tourism-centered programming, strengthen community partnerships, and restore two significant outdoor exhibits: the Mac Tugger and a historic steam donkey used in early logging operations. These restoration efforts will enhance our outdoor interpretive space and create engaging, photo-friendly points of interest for visitors exploring downtown.

As an all-volunteer, nonprofit organization, we believe strongly in keeping history accessible. We operate on a suggested donation basis to ensure that no one is turned away. For the current fiscal year, 2026, our annual operating budget is approximately \$20,000. Which is funded through donations, memberships, sales in our gift shop, grants, and events. Our events and exhibits are designed to bring people together, welcome visitors to Sedro-Woolley, and encourage exploration throughout East Skagit County.

In the past year, our programs have drawn regional visitors and strengthened Sedro-Woolley's cultural identity. Initiatives such as the Tusko the Elephant project—which included a published children's book, merchandise line, and the inaugural Outrun Tusko Fun Run—brought families from across the region to experience our local history in a memorable and meaningful way. Our successful community effort to provide a long-overdue headstone for the young victim of the 1914 bank tragedy received regional media coverage and highlighted the museum as a steward of local memory and heritage.

We continue to expand partnerships and programming that support tourism. This year, we are launching A Nite at the Museum in collaboration with NITE Theater, an immersive historical experience designed to attract both visitors and residents.

Lodging Tax funding would directly support:

- Outdoor Restoration and interpretation of the Mac Tugger and small steam donkey outdoor exhibits (\$4,500)
- Event production and outreach to increase visitor attendance (\$1,000)
- Expansion of gift shop merchandise tied to local history and regional tourism (\$1,500)



STATE of WASHINGTON SECRETARY of STATE

I, Ralph Munro, Secretary of State of the State of Washington and custodian of its seal, hereby issue this

CERTIFICATE OF INCORPORATION

to

SEDRO-WOOLLEY MUSEUM

a Washington Non Profit corporation. Articles of Incorporation were filed for record in this office on the date indicated below:

U.B.I. Number: 601 318 056

Date: May 10, 1991

Given under my hand and the seal of the State of Washington, at Olympia, the State Capitol

Ralph Munro, Secretary of State

2-442208-1

601 318 056

1991 MAY 15 91

FILED
STATE OF WASHINGTON

MAY 10 1991 *dlr*
RALPH MUNRO
SECRETARY OF STATE

ARTICLES OF INCORPORATION:
NONPROFIT CORPORATION WITH MEMBERS

ARTICLES OF INCORPORATION
OF

SEDRO-WOOLLEY MUSEUM

The undersigned, acting as an incorporator under the Washington Nonprofit Corporation Act (Revised Code of Washington 24.03) hereby adopts and executes the following Articles of Incorporation.

ARTICLE I

Name

The name of this corporation is SEDRO-WOOLLEY MUSEUM.

ARTICLE II

Duration

The period of duration of this corporation shall be perpetual.

ARTICLE III

Purposes

The purposes for which this corporation, a nonprofit charitable organization, is formed are:

1. To promote through the establishment and maintenance of a museum and allied projects, a program that will bring about a better understanding and appreciation by the community of Sedro-Woolley of its history, art and natural environment; and
2. To engage in any other lawful activity which may hereafter be authorized from time to time by the Board of Directors; provided, however, that the purposes for which the corporation is formed shall at all times be consistent with Section 501(c) (3) of the Internal Revenue Code of 1986, as it now exists or as hereafter amended (the "Code"), including within such purposes the making of distributions to organizations that qualify as exempt organizations under Section 501(d) (3) of the Code.

ARTICLE IV

Powers

This corporation shall have the power to do all lawful acts or things necessary, appropriate, or desirable to carry out and in furtherance of its purposes described in Article III which are consistent with the Washington Nonprofit Corporation Act and Section 501(c)(3) of the Code.

ARTICLE V

Influence Legislation

No substantial part of the activities of this corporation shall be devoted to attempting to influence legislation by propaganda or otherwise, and the corporation shall not participate in, or intervene in (including the publication or distribution of statements with respect to) any political campaign on behalf of or in opposition to any candidate for public office.

ARTICLE VI

Registered Office

The address of the initial registered office of this corporation is 401 Talcott Street, Sedro-Woolley, WA 98284, and the name of its initial registered agent at such address is CAROLYN FREEMAN. The written consent of such person to serve as registered agent is attached hereto.

ARTICLE VII

Board of Directors

The management of this corporation shall be vested in a Board of Directors. The number of directors, and the method of selecting directors, shall be fixed by the Bylaws of this corporation; provided, that the initial directors shall be eight (8) in number and their names and addresses are:

<u>Name</u>	<u>Address</u>
Bob Harrison	846 Harrison Road Sedro-Woolley, WA 98284
Jim Futrell	2262 Wicker Road Sedro-Woolley, WA 98284

Carolyn Freeman	401 Talcott Sedro-Woolley, WA 98284
Pepper Ottman	2226 Wicker Road Sedro-Woolley, WA 98284
Hugh R. Ridgway	P. O. Box 272 Sedro-Woolley, WA 98284
Shirley Grant	1972 Sterling Road Sedro-Woolley, WA 98284
Herman Lumbert	1949 Delvin Hill Road Sedro-Woolley, WA 98284
Ed Marlow	1899-159 Prairie Road Sedro-Woolley, WA 98284

The initial directors shall serve until the first organizational meeting of the Board of Directors and until their successors are appointed and qualified.

ARTICLE VIII

Bylaws

The Board of Directors is authorized to make, alter, amend, or repeal the Bylaws of this corporation and members shall have the power to alter, amend, or repeal such Bylaws only as provided therein.

ARTICLE IX

Limitations

This corporation shall have no capital stock and no part of the net earnings of this corporation shall inure in whole or in part to the benefit of, or be distributable to, an officer, director, or other individual having a personal or private interest in the activities of the corporation, or to any person or organization other than an organization which is exempt from federal income taxation under Sections 501(a) and 501(c)(3) of the Code, except that the corporation shall be authorized and empowered to pay reasonable compensation for services rendered; to make reimbursement for reasonable expenses incurred in its behalf, and to make payments and distributions in furtherance of the purposes stated in Article III.

ARTICLE X

Transactions Involving Directors

1. No contracts or other transactions between this corporation and any other corporation, and no act of this corporation shall in any way be affected or invalidated by the fact that any director of this corporation is pecuniarily or otherwise interested in, or is a trustee, director, or officer of, such other corporation.

2. Any director, individually, or any firm of which any trustee may be a member, may be a party to, or may be pecuniarily, or otherwise interested in, any contracts or transactions of the corporation; provided, that the fact that such director or such firm is so interested shall be disclosed to or shall have been known by the Board of Directors or a majority thereof.

ARTICLE XI

Distributions upon Dissolution

Upon any dissolution of this corporation under provisions of the laws of the State of Washington for nonprofit corporations, all of its assets remaining after payment of creditors shall be distributed to one or more organizations selected by the Board of Directors which are qualified as exempt from taxation under the provisions of Section 501(a) and 501(c)(3) of the Code, or any successor statutes, and which further the purposes set forth in Article III. In no event shall any of the corporation's assets be distributed to the officers, directors, or members of the corporation.

ARTICLE XII

Private Foundation

If this corporation becomes a private foundation within the meaning of Section 509 of the Code, as long as its private foundation status continues, the following provisions shall apply in the management of its affairs:

1. Each year the corporation shall distribute the income of the corporation, for the purposes specified in Article III, at such time and in amounts at least sufficient to avoid liability for the

tax imposed by Section 4942 of the Code;...

2. The corporation shall not engage in any act of "self-dealing" (as defined in Section 4941(d) of the Code) which would give rise to any liability for the tax imposed by Section 4941(a) of the Code;

3. The corporation shall not sell, exchange, distribute, or otherwise dispose of any "excess business holdings" (as defined in Section 49453(c) of the Code) which would give rise to any liability for the tax imposed by Section 4943(a) of the Code;

4. The corporation shall not make any investments which would jeopardize the carrying out of any of its exempt purposes (within the meaning of Section 4944 of the Code) and which would, therefore, give rise to any liability for the tax imposed by Section 4945(a) of the Code.

5. The corporation shall not make any "taxable expenditures" (as defined in Section 4945(d) of the Code) which would give rise to any liability for the tax imposed by section 4945(a) of the Code.

ARTICLE XIII

Amendments

This corporation reserves the right to amend, alter, change, or repeal any provision contained in these Articles of Incorporation by the affirmative vote of a majority of the directors present at a meeting of the Board of Directors.

ARTICLE XIV

Members

This corporation shall have one or more classes of members as defined in the Bylaws.

ARTICLE XV

Incorporator

The name and address of the incorporator is:

Name

Address

Hugh R. Ridgway

P. O. Box 272
Sedro-Woolley, WA 98284

DATED this 2nd day of May, 1991.

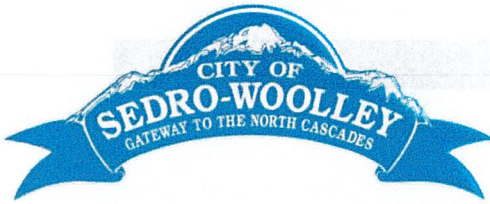
Handwritten signature

CONSENT TO APPOINTMENT OF REGISTERED AGENT

I, CAROLYN FREEMAN, hereby consents to serve as registered agent, in the State of Washington, for the SEDRO-WOOLLEY MUSEUM. I understand that as agent for the corporation, it will be my responsibility to accept service of process in the name of the corporation; to forward all mail and license renewals to the appropriate officer of the corporation; and to immediately notify the Office of the Secretary of State of my resignation or of any changes in the address of the registered office of the corporation for which I am agent.

DATED this 2 day of May, 1991.

Carolyn A. Freeman
Registered Agent



Application for Sedro-Woolley Lodging Tax Funds

Amount of Lodging Tax Requested: \$ 5,000.00

Organization/Agency Name: <u>Sedro-Woolley Rotary Foundation</u>			
Federal Tax ID Number: <u>46-1925883</u>			
Event or Activity Name (if applicable): <u>Sedro-Woolley Summer Concert Series 2026</u>			
Contact Name and Title: <u>Kriss Rothenbuhler, Rotarian</u>			
Mailing Address: <u>P.O. Box 726</u>	City: <u>Sedro-Woolley</u>	State: <u>WA</u>	Zip: <u>98284</u>
Phone: <u>(360) 383-7433</u>	Email Address: <u>Kriss@RothenbuhlerEng.com</u>		
<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: <u>7/23/25</u>
Printed or Typed Name: <u>Kriss Rothenbuhler</u>	

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: *Skagit County families*

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

As a direct result of your proposed tourism-related service, provide an estimate of:		What method was used to determine attendance in previous years?
a. Overall Attendance Enter the total number of people predicted to attend this activity, and select the method used to determine the attendance.	Predicted: <i>2-3K</i>	<input type="checkbox"/> Direct Count <input checked="" type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input type="checkbox"/> Informal Survey <input type="checkbox"/> Structured Estimate
b. Attendance, 50+ Miles Enter the number of people who traveled greater than 50 miles predicted to attend this activity, and select the method used to determine the attendance.	Predicted: <i>500</i>	<input type="checkbox"/> Direct Count <input checked="" type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input type="checkbox"/> Informal Survey <input type="checkbox"/> Structured Estimate
c. Attendance, Out of State, Out of Country Enter the number of people from outside the state and country predicted to attend this activity, and select the method used to determine the attendance.	Predicted: <i>100-200</i>	<input type="checkbox"/> Direct Count <input checked="" type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input type="checkbox"/> Informal Survey <input type="checkbox"/> Structured Estimate
d. Attendance, Paid for Overnight Lodging Enter the number of predicted to attend this activity and pay for overnight lodging, and select the method used to determine the attendance.	Predicted: <i>100-200</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>2-2.5K</i> <i>car count each week</i>	<input type="checkbox"/> Direct Count <input checked="" type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input type="checkbox"/> Informal Survey <input checked="" type="checkbox"/> Structured Estimate

BUDGET ESTIMATE FOR 2026 SUMMER CONCERT SERIES

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

Methods

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

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

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

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

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

Actual data will be required with your final reimbursement.

Application Timeline

Application Deadline: Wednesday, 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

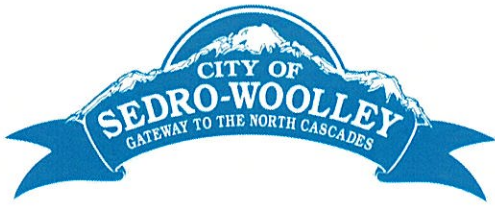
RCW 67.28.1816 – Use of Lodging Tax Fund.

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.



Application for Sedro-Woolley Lodging Tax Funds

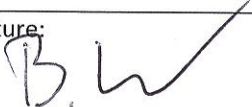
Amount of Lodging Tax Requested: \$ 250,000

Organization/Agency Name: Sedro-Woolley School District			
Federal Tax ID Number: 91-6016044			
Event or Activity Name (if applicable): Future Softball & Baseball Tournaments at Janicki Fields			
Contact Name and Title: Brett Greenwood, Assistant Superintendent, Business & Operations			
Mailing Address: 801 Trail Road	City: Sedro-Woolley	State: WA	Zip: 98284
Phone: 360-855-3500	Email Address: bgreenwood@swsd101.org		
<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: 10/14/25
Printed or Typed Name: Brett Greenwood	

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: 1,200	<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
b. Attendance, 50+ Miles Enter the number of people who traveled greater than 50 miles predicted to attend this activity, and select the method used to determine the attendance.	Predicted: 1,000	<input 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
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: <50	<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
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: 800	<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:	<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

Sedro-Woolley School District

Lodging Tax Grant Application

The Sedro-Woolley School District is pleased to submit this request for Lodging Tax Grant funding from the City of Sedro-Woolley to support the purchase and installation of a new bathroom facility at Janicki Fields. This project represents an important investment in both our school district's facilities and our broader community's ability to host quality recreational events that attract visitors and support the local economy.

Janicki Fields serves as a central hub for youth sports and community recreation in Sedro-Woolley. Each year, the complex provides a safe, welcoming space for hundreds of local athletes and families to gather, play, and connect. Unfortunately, the existing restroom facility has reached the end of its useful life and has not been operational for several years. This limitation has made it increasingly difficult for the district to host regional softball and baseball tournaments, many of which have moved to other nearby communities with more modern amenities.

The installation of a new restroom facility will restore Janicki Fields to full functionality and allow Sedro-Woolley to once again welcome teams and visitors from across the region. These tournaments are more than just athletic events—they are community celebrations that bring energy, activity, and economic benefit to our town. Based on prior tournament participation, we anticipate that these events could bring upwards of 1,200 visitors to Sedro-Woolley each year. These guests contribute directly to our local economy through hotel stays, restaurant dining, fuel purchases, and shopping at local businesses.

In addition to the economic impact, this project supports Sedro-Woolley's identity as a family-friendly, active community that values youth recreation and outdoor engagement. Providing reliable, modern restroom facilities ensures that players, spectators, and families can enjoy the fields in comfort and safety—reflecting positively on both the school district and the city.

The Sedro-Woolley School District is requesting **\$250,000** in Lodging Tax Grant funding to purchase and set up the new bathroom facility at Janicki Fields. This investment will have long-lasting benefits, ensuring that the site remains a desirable location for tournaments and community gatherings for years to come.

A detailed quote for the proposed restroom facility is attached for your review. We deeply appreciate the City's consideration of this request and your continued partnership in supporting projects that strengthen our community's vitality and enhance visitor experiences in Sedro-Woolley.

SWSD Janicki Restroom 12x40

PMSI is pleased to offer the following pricing in conjunction with our KCDA contract requirements.

SCOPE OF WORK:

All work is based on being performed concurrent with on-going activities.

Pricing is based on site being flat, level, and truck accessible.

Foundation is proposed as an above grade pad and pier foundation system with earth tie-down anchors, new pressure treated plywood skirting and assumes asphalt or compacted crushed rock pad at installation site. Ground compaction to be no less than 2000 PSF.

Standard building installation assumes Soils Class 2 - using GW2 auger anchors. If soils are a different classification, or if different earth anchors are required, additional charges may be applicable.

Building pads with a slope of greater than 12" or greater than 30" to finish floor may incur additional costs.

The use of rolling or other specialized equipment is not included, unless noted otherwise.

All plumbing connections outside building perimeter is by the customer. Any required backflow prevention is excluded.

Plumbing manifold to 5' outside the building footprint is by PMSI.

All electrical connections (line voltage and low voltage), including meter, to the panel are by the customer.

Ramp length is based on a typical installation on flat, level building pad. Minor adjustments may be required during installation due to site conditions and will be charged accordingly.

Deviations from the stated conditions above and/or unusual site conditions may require additional costs.

All local permits that are required by local inspection agencies are the responsibility of the customer.

Due to the volatility of material prices and availability, proposals older than 10 days will need to be reviewed by Pacific Mobile for potential pricing increases and availability.

Determination of the correct WUI (Wildland Urban Interface) zone identification is the responsibility of the client.

Building modules that are not delivered to the site (e.g., site not being ready, etc.) within 30 days may be subject to storage fees.

Prices quoted do not include sales tax.

Payment terms will be based on a PMSI schedule of values.

Progress payments will be billed accordingly.



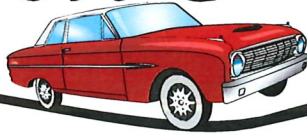
Description	Takeoff Quantity	WA Cat #	Contract Price	Grand Total Amount
KCDA Pricing				
12x40 Open Mobile 2019 Price Under contract #19-255				
12X40 Open	1.00 Ea	WVN16	57,377.81	57,377.81
12x40 Open Mobile 2019 Price Under contract #19-255				57,377.81
Delivery Contract #23-255				
Delivery Change for 12' Wide Mobile Units - Within 25 Mile Radius - Each Unit:	1.00 Ea	WV1	1,694.00	1,694.00
Delivery Change for 12' Wide Mobile Units - Outside of 25 Mile Radius - Per Mile:	531.00 Mi	WV2	18.00	9,558.00
Delivery Contract #23-255				11,252.00
Welcome Ramps Contract #23-255				
Standard 30' offset ramp w/flush end transition: 5'x5' Landing w/30' Ramp Single	1.00 Ea	WCF3	10,933.33	10,933.33
5'x5' Landing with one Rail, Guardrail	1.00 Ea	WCF6	2,253.85	2,253.85
Switchback Landing Option: 5'x10' Switchback Landing with Returns, Handrail	1.00 Ea	WCF8	4,154.41	4,154.41
Additional Ramp Per Lf. - Handrail	12.00 Lf	WCF12	295.38	3,544.56
Upgrade from handrail to guardrail for overheight, per LF	24.00 Lf	WCF14	60.29	1,446.96
Installation Standard 5'x5' Landing with 28' or 30' Ramp	1.00 Ea	WCF22	1,818.18	1,818.18
Installation for Additional Landings, Ramp Sections, Each	7.00 Ea	WCF25	136.36	954.52
Aluminum Welcome Ramp Installation Outside 30 Miles of Kent, WA - per mile	88.00 Mi	WVT1	3.30	290.40
5 step 6 Riser stair	1.00 Ea	WVT4	3,057.24	3,057.24
Welcome Ramps Contract #23-255				28,453.45
KCDA Pricing				97,083.26
Means Pricing				
Building Modifications				98,386.99
Work Performed On-Site				48,707.09
Means Pricing				147,094.08

Estimate Totals

Description	Amount	Totals
Bond - 2%	4,983.21	
Total		249,160.55

Due to the volatility of material prices and availability, proposals older than 10 days will need to be reviewed by Pacific Mobile for potential pricing increases and availability.

Red Falcon Road



A YouTube Channel

Debuts May 29th 7:00 at the Concert Theatre

Featuring:



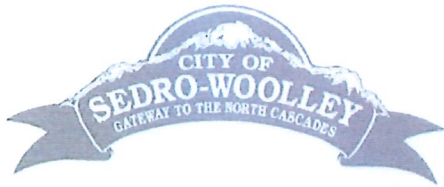
Two Ladies
Two cups of tea
Sharing the backroads
And backstories
Of Skagit Valley & Beyond

CITY OF SEDRO-WOOLLEY
RECEIVED ON

NOV 12 2025

TIME: 10:08 AM
INITIALS: SC

Promoting the small business's and destinations that make Skagit Valley a remarkable place to visit.



Application for Sedro-Woolley Lodging Tax Funds

7500

Amount of Lodging Tax Requested: \$ _____

Organization/Agency Name: Willowbrook Manor			
Federal Tax ID Number: 85-0740690			
Event or Activity Name (if applicable): Red Falcon Road			
Contact Name and Title: Terry Gifford, Owner			
Mailing Address: 27420 Minkler Rd	City: Sedro Woolley	State: WA	Zip: 98284
Phone: 360-941-3782	Email Address: teatime@teaandtour.com		
<input type="checkbox"/> Non-Profit <input checked="" type="checkbox"/> For-Profit <input type="checkbox"/> Public Agency			

CERTIFICATION

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

- I am proposing a tourism-related service. If awarded, my organization intends to enter into a Municipal Services Contract with the City and provide liability insurance for the duration of the contract naming the City as an additional insured and in an amount determined by the City.
- The City of Sedro-Woolley will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and a signed Request for Reimbursement form (or other form acceptable to the City) has been submitted to the City, including copies of invoices and payment documentation.
- Funds must be expended within the calendar year.
- Reporting requirements meeting state guidelines outlined in this application must be submitted with final request for reimbursement.

Signature: 	Date: 11/10/25
Printed or Typed Name: Terry Gifford	

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: 10,000 online viewers	<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: 3500 Based on Willowbrook numbers	<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: 300 based on Willowbrook numbers	<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: 800 hotel survey	<input type="checkbox"/> Direct Count <input type="checkbox"/> Indirect Count <input checked="" type="checkbox"/> Representative Survey <input type="checkbox"/> Informal Survey <input type="checkbox"/> Structured Estimate
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: 3500 based on Willowbrook	<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



When funded, this grant proposal will create a video marketing tool to promote Sedro Woolley as a must-visit travel destination, increasing overnight stays and small business revenue. *Red Falcon Road* is a new travel YouTube channel that already has six episodes online highlighting the amazing places to shop, eat, and sleep in Skagit Valley. With this funding, 2026 will be the year to expand the spotlight on Sedro-Woolley.

Red Falcon Road was created in 2025 with a grant from the Skagit Lodging Tax Fund. Its tagline is, 'Two ladies, two cups of tea, sharing the backroads and backstories of Skagit Valley and beyond.' Each episode begins at Willowbrook Manor with owner Terry Gifford and her mother, author Liz Adair, sharing tea as they announce their upcoming adventure before setting out. A red '63 Ford Falcon Futura provides the vehicle (if you will) to share the places to see, stay, and shop that make vacationing in Skagit County so memorable.

Terry and Liz make a great team. Unpretentious and down to earth, Terry makes viewers feel welcome. Liz is the absolutely adorable, elderly sidekick.

The original six episodes of *Red Falcon Road* feature the towns of Burlington, Sedro Woolley, Concrete, Anacortes, LaConner, and Mount Vernon. In 2026 the concentrated effort of *Red Falcon Road* will be to promote its own hometown of Sedro Woolley. The shops, restaurants, hotels, parks, and community celebrations all have the feel of small-town America, something people are hungry for.

Red Falcon Road appeals to mature people with disposable income who are free and able to travel. It also appeals to families with children who want to plan carefully to make sure the places they go are suitable and safe for children and will fit their budgets. Red Falcon Road plans to highlight hiking and biking trails, so outdoor enthusiasts will be interested as well. State parks and ferry rides are planned for future episodes.

The majority of filming for *Red Falcon Road* is during the off-season. The goal is to increase overnight stays during the slower months of the year. We propose the creation of four 15-minute episodes, each showcasing places to shop, eat and sleep in Sedro Woolley.

When the four episodes are finished, buzz will be generated with a launch party where all new episodes are shared with the public in a celebration including door prizes and a photo shoot with the Red Falcon. Further buzz will be created with social media, newsletter articles and links, and newspaper articles.

After the four videos go live, they will be followed up with eight YouTube short videos, which increase viewers exponentially, grabbing attention and pointing viewers to the original series of Sedro-Woolley videos.

Red Falcon Road has a designated page on the Skagit Tourism Bureau website. We are working with the Sedro-Woolley chamber to get the episode on their website. Creating a Sedro-Woolley series will give more viewing power to each of the segments.

Budget: Four episodes of Red Falcon Road @ \$1700 apiece = \$6800

Eight short videos for promotional use = \$700

Total: \$7500

Optional \$2000 extra for a special episode promoting Sedro-Woolley town celebrations.

Please note, the \$7500 ask covers the cost for the videographer/editor only for four episodes and eight shorts. An additional \$2000 would allow us to highlight the town celebrations of Blast from the Past, Loggerodeo, and the Christmas Parade. Willowbrook Manor pays for all other production expenses (travel, launch parties, and promotion. Liz and Terry's time is donated).

The biggest benefit in funding *Red Falcon Road* is the spotlighting of unique businesses who don't have marketing budgets but have such 'wow factors' that their stories must be shared. In the five short months since *Red Falcon Road* went live on YouTube, 3,500 people have viewed amazing places to shop, eat and sleep in Skagit Valley, and 209 viewers signed up as subscribers. Businesses are saying that people mention *Red Falcon Road* when they visit and 'heads in beds' has been a direct result of *Red Falcon Road*.

Another benefit of funding *Red Falcon Road* is the stretching of lodging tax dollars for video content. Statistics on the Internet quote production costs for YouTube videos ranging from \$1,000- \$10,000 per minute. *Red Falcon Road's* average cost to the city is \$110 per minute.

Statistics also show that 67% of travelers use video to choose destinations (grouptravelleader.com). Greater than 60% of travelers are influenced to book via social media (Statista). SipDo stats show that 83% of destination choices come from video content. *Red Falcon Road* is a budget friendly investment for tourism growth in Sedro-Woolley.

A further benefit of funding Red Falcon Road is that it will bring traffic to downtown Sedro-Woolley where people will spend money in restaurants and shops.

It needs to be remembered that investing in *Red Falcon Road* in 2026 will provide a return in succeeding years because of the nature of YouTube. Not only are people across the nation and around the world discovering Sedro-Woolley through *Red Falcon Road*, but locals as well are finding shops, restaurants and places to stay that they had passed by unnoticed.

Lastly, in our online world of ever-increasing negativity and dread, viewers are grateful for the fresh, down-to-earth connection they get when they watch *Red Falcon Road*. *What* better way to represent the goodness of our small town?

The Concrete chamber sponsored the premier launch party of *Red Falcon Road*, bringing viewers from up to an hour and a half away in all directions. Some stayed overnight. The Sedro Woolley Chamber and Concrete Chamber were well-represented and excited about this new venture of video marketing. The Skagit Tourism Bureau attended the first launch party in Concrete and also the second launch party at White Branches in Mount Vernon. They created a *Red Falcon Road* page on their website to help visitors plan their trips to Skagit Valley. Each featured business has been encouraged to do the same on their website and social media.

The Skagit Valley Herald featured *Red Falcon Road* and the premier launch party on the front page of their newspaper. *The Concrete Herald* also featured a robust article on *Red Falcon Road*.

Red Falcon Road is a cost-effective asset to Sedro-Woolley's marketing efforts, providing a broad spectrum of places and activities for tourists and locals alike to enjoy. We have seen the results. Summer stays at Willowbrook Manor doubled after launching *Red Falcon road*. Off-season stays were previously nonexistent. Now, in between tea events, we have had multiple off-season overnight guests.

We will work closely with the two other hotels in town to gather data to include in our report.

Business Plan/Red Falcon Road Schedule

Upon receiving the grant schedule a planning meeting with city and chamber leaders to map out desired content.

January 2026: Film and edit Episode One.

February 2026: Film and edit Episode Two.

March 2026: Film and edit Episode Three

May 2026: Film and edit Episode Four

May 28, 2026: Launch Party—series is live

June 2026: Willowbrook Manor Scone Booth at Blast from the Past sponsoring public viewing of Red Falcon Road. Also optional filming of community event

July 4, 2026: Red Falcon Road in the Sedro-Woolley Parade promoting the Sedro-Woolley series. Also optional filming of community event.

August through September 2026: Shorts are live

October through November 2026: Gathering Data for report

December 2026: Optional Filming of Community Christmas Event

Recent Promotional Efforts

Every tea guest coming to Willowbrook Manor (averaging 3000 per year) is personally handed a card with information about *Red Falcon Road*.

Skagit Valley Herald

https://www.goskagit.com/news/business/youtube-channel-created-to-showcasesmall-businesses-in-skagit-county/article_ccaad483-8e68-47e8-9c6a-2fec3fba4227.html

Concrete Herald

July 2025 edition <https://concrete-herald.com>

Red Falcon Road landing page

<https://teaandtour.com/redfalconroad/>

Letters we have received:

Terry,

Thank you so much for the Red Falcon Road interview and video. We are seeing people booking because of it, and it is wonderful to take people on a tour and explain the upcoming courtyard renovation.

I have a question about the video itself, and are we able to have it added to our hotel website? What would we need to do in order to do that? I understand if it's not possible to have just our portion on the link- we could have a sentence letting people know our part starts at the time marker.

Thanks again- your mother and you have done such an amazing job on these videos and I look forward to seeing more!

p.s.- our part-time gardener works weekends at Asuza and has for years. He joked he should ask the taco place if they need a dishwasher and then he could say he works at all 3! LOL

Therese Lundvall

General Manager

370 W Rio Vista Ave

Burlington, WA 98233

360-757-6044 www.cocusamotel.com

Good evening Ladies...

Oh My Goodness...

I was thrilled and honored when my sister took me to Willowbrook Manor English Tea House to celebrate my birthday. We were treated so special and with the utmost care; every need tended to. I could never have anticipated that the wonderful tea experience would "open up a world" of explorations.

What does that mean, you say? Shortly after the amazing Tea House experience, my sister told me about the Red Falcon Road series. Who? What? Where? When? and Why? The series....is AMAZING! Terry and Liz....you are incredible! Highlighting our wonderful smaller towns, interviewing small business owners, providing insight and sharing your relationship, along with humor and a cup of tea....awesome! I will await more episodes of Red Falcon Road. (Could you please squeeze more episodes into your busy schedule?....Please?)

My sister and I try to meet a couple of times a month; she is in Bellingham, I am in Everett. We both watched the Red Falcon Road series and talked....and talked....and planned. A day later, Amazon delivered the most spectacular cat-eye, polka-dotted sunglasses she had ordered! We talked about dusting off our beret's, scarves, lace gloves; grabbing one of our vintage tea cups, tea pot and "heading out" to places that you two shared in the series.

Today we went to 5B's and took our selfie! (Ok, we are learning...) We did go to Sedro Woolley but were unable to find the mural. (Wouldn't it be great to encourage all small towns to paint murals for selfies? Do you think that is something that you could encourage small business owners to do -- or local artists?)

On behalf of both my sister and I, we sincerely thank you both for inspiring us to explore, to be creative, spend time together laughing and sharing in the "Red Falcon Road" experience!

Teresa and Susan



Dear Terry,

Thank you for Red Falcon Road! We have had so much fun exploring some of the places you visited and adding some of our own. What a creative journey full of lovely people and businesses. It's been interesting learning about Skagit Valley businesses!

We had a great trip to Concrete, seeing the main street, theatre, and having breakfast at the 5 B's. And, of course, purchasing a variety of meals and goodies to go. We took a photo of the Concrete towers and drove under the high school.

In Sedro-Woolley we had breakfast at Bonnie Jo's, went to the delightful Shelley's Shack, Sedro Woolley Flowers, Pam,s Past Time Antiques, Cascade fabrics, and Valley Vintage. We met the nicest people!

Thank you so very much! I am attaching a photo of my Susan M.



pin,

Concrete Launch Party



White Branches Launch Party



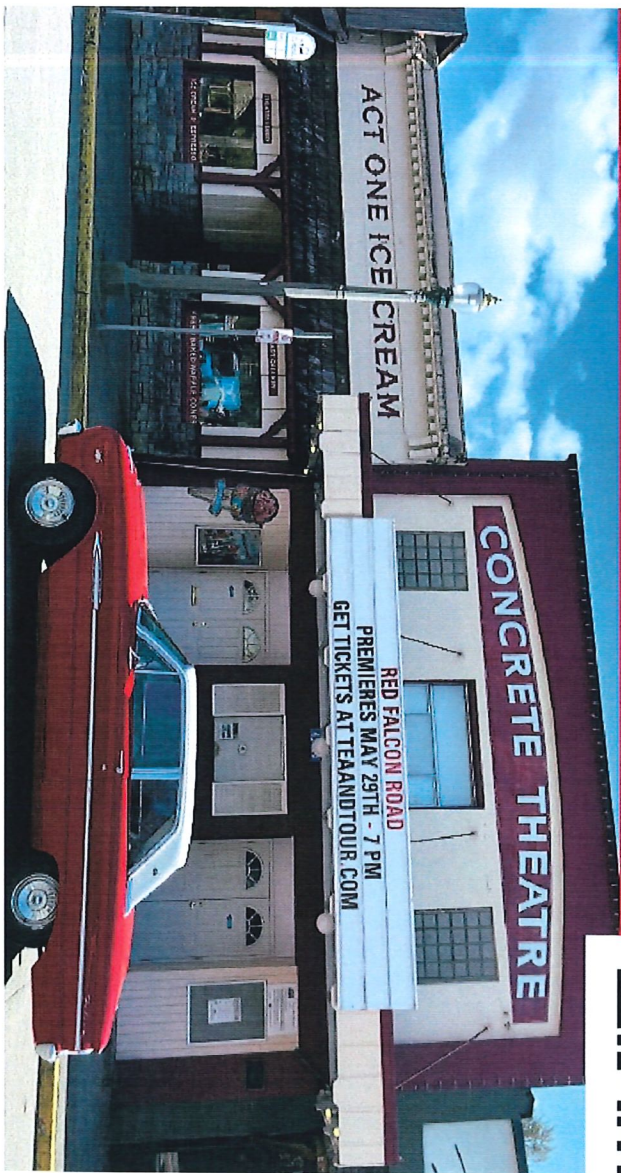
Scan QR code for **FREE** tickets



Scan QR code for **FREE** tickets



OUR BUSINESS IS FEATURED IN RED FALCON ROAD!
Join Us for the Launch Party **May 29th**
7:00 PM at the Concrete Theatre



Scan QR code for FREE tickets



Our business is featured in the YouTube channel **RED FALCON ROAD**.
Come join our launch party!



Red Falcon Road

September 25TH • 6:30 PM at White Branches



Red Falcon Road



A YouTube Channel



RedFalconRoad.com

Funded by a grant from Skagit Co. Lodging Tax Fund

Banner

Red Falcon Road



A YouTube Travel Channel

www.RedFalconRoad.com
RedFalconRoad@gmail.com



Funded by a grant from Skagit Co. Lodging Tax Fund

Business Card Front

Two ladies, two cups of tea, sharing the backroads and backstories of Skagit Valley.



Business Card Back



Fourth of July Parade

MAXIMIZING THE IMPACT OF LTAC IN SEDRO-WOOLLEY

A STRATEGIC APPROACH TO LODGING TAX ALLOCATION

*Presented by Skagit Tourism Bureau
July 9, 2025*

WHAT IS LTAC?

- LTAC stands for Lodging Tax Advisory Committee, as established under RCW 67.28
- Consisting of tourism and hospitality experts, LTAC's advise their municipalities (cities/counties) on responsible use of lodging tax funds
- Funded through local lodging taxes paid by visitors staying in hotels, motels, short-term rentals, RV's etc.
- **Purpose: Promote tourism, visitor facing events, and tourism-related facilities**



WHY LTAC MATTERS

- Lodging taxes are public investments returned through:
 - Increased visitor spending
 - Local business growth
 - Enhanced community identity and pride
- In 2024, Skagit County visitors generated \$386.7 Million in spending with \$106.1 million of that in Lodging. Tourism also provides approximately 3800 jobs to Skagit Valley.
- **LTAC ensures funds are used effectively and transparently.**



HOW THE LTAC COMMITTEE WORKS

- Composition: For Cities with 5000 or more populations
 - Equal representation of lodging businesses & fund recipients
 - Chaired by one elected official from the city council
- Role:
 - Review applications for LTAC funding
 - Make recommendations to the council
 - Ensure funds align with legal and strategic priorities
 - Council approves with thumbs up or thumbs down

APPROPRIATE USE OF LTAC FUNDS

GUIDANCE BASED ON RCW 67.28 AND BEST PRACTICES

ELIGIBLE FOR LTAC FUNDING | NOT ELIGIBLE FOR LTAC FUNDING

Yes – Permitted Uses

- Tourism marketing & promotion
- Operations of tourism-related facilities owned by nonprofits or municipalities
- Event advertising & promotion that targets overnight visitors
- Visitor research & data collection (STR, geo-location, sentiment studies)
- Wayfinding signage, visitor kiosks
- Website and digital content that promotes visitor experiences
- Collaborative tourism campaigns (regional or themed travel itineraries)

No – Prohibited Uses

- General government services (e.g. fire, police, admin salaries)
- Road repair, paving projects, or basic infrastructure maintenance
- Events marketed only to local residents with no tourism impact
- Purchase of capital equipment unrelated to tourism (e.g. fire trucks, city vehicles)
- City festivals that lack overnight draw or a measurable tourism audience
- Parks maintenance not tied to tourism assets
- Emergency response costs, police overtime, or general public safety expenses



BEST PRACTICES FOR LTAC ALLOCATION

- Align funding with destination branding strategy
- Prioritize:
 - Scalable events
 - Collaborative projects
 - Off-season tourism drivers
- Use data-driven evaluations: hotel occupancy and rates, event attendance, media reach, demographics of attendees or media attribution metrics
- Encourage matching investments from grantees



LTAC IN ACTION- EXAMPLES

Events: The Right Approach

- Marketed outside the region\n
 - Designed to attract overnight visitors\n
 - Able to report on attendance, origin of visitors, and overnight impact
-
- **Sedro-Woolley Loggerodeo:** Could qualify with strong tourism metrics and marketing plan
 - **Skagit Valley Tulip Festival:** With countywide reach bringing guests from more than 50 miles away and beyond
 - **Sedro-Woolley Chamber:** Plays a vital role in managing the Visitor Center, your front door to the community and delivering targeted marketing that drives visitation and spending in Sedro-Woolley along with annual events drawing people in—making it a key recipient for strategic LTAC investment.



RECOMMENDATIONS FOR SEDRO- WOOLLEY

1. **Measurement**-Apply the Skagit Tourism Bureau's funding rubric to evaluate applicants, ensuring alignment with key data-driven criteria.
2. **Accountability**- Set annual goals: Overnight stays, seasonal balance, economic spread.
3. **Engagement**-Host an applicant workshop to build stronger proposals and create cohesive vision for tourism in Sedro-Woolley



ACTION

- LTAC is Sedro-Woolley's key tool to shape its local tourism future.
- Thoughtful allocation = more visitors, more dollars, more vibrancy and a larger LTAC fund to support crucial events and projects.
- Let's work together to ensure smart, high-impact investment through LTAC.