



**White Salmon Lodging Tax Advisory Committee
A G E N D A**

November 16, 2023 – 5:00 PM

100 N Main Ave

Meeting ID: 875 9016 5642

Call In: 1 253 215 8782 US (Tacoma)

Zoom Link: <https://us02web.zoom.us/j/87590165642>

Call to Order

Public Comment

Discussion and Action Items

- 1.** 2024 Lodging Tax Grant Application Review
 - A. Mt. Adams Chambers of Commerce - Big Art in White Salmon
 - B. Mt. Adams Chambers of Commerce - 2024 White Salmon Events
 - C. Mt. Adams Chambers of Commerce - 2024 White Salmon Tourism

Adjournment

File Attachments for Item:

1. 2024 Lodging Tax Grant Application ReviewA. Mt. Adams Chambers of Commerce - Big Art in White SalmonB. Mt. Adams Chambers of Commerce - 2024 White Salmon EventsC. Mt. Adams Chambers of Commerce - 2024 White Salmon Tourism



City of White Salmon Office of City Hall

Lodging Tax Grant Program 2024 GRANT PROGRAM GUIDELINES

Goal

To invest in facilities, events and activities that increase overnight and day-visitors to the City of White Salmon and result in increased tourism-related revenues.

Background

RCW 67.28.180 allows municipalities to impose up to a 4% lodging tax on stays of less than 30 days at hotels, motels, bed & breakfasts, campgrounds and RV Parks. This also includes short-term rentals. The City of White Salmon has implemented the first 2% portion of the authorized 4% lodging tax.

State Requirements

Authorized uses for lodging taxes are:

- Tourism marketing including operation of a destination marketing organization (DMO)
- Marketing and operation of special events and festival designed to attract tourists
- Operations and capital expenditures of tourism-related facilities owned or operated by a municipality or by a public facilities district
- Operations of tourism-related facilities

Program requirements include:

- Organizations eligible to receive funds are municipalities, destination marketing organizations, or non-profit organizations (which include main street organizations, lodging associations and chamber of commerce).
- All applicants, including municipalities, must follow the same applicant process.

City Grant Guidelines

- Organizations may submit more than one application each year but there must be a separate application form for each project/activity.
- Matching funds are not required but are encouraged as a sign of community support and organization commitment.
- Grants must be for a minimum of \$2,500. Total grant funding available for program in 2024 is \$80,500.
- Special events/festivals, capital projects or facilities requesting operating funds must be located inside the City limits.
- Special events/festivals:

100 North Main Street PO Box 2139 White Salmon WA 98672
Office: (509) 493-1133 Web Site: www.whitesalmonwa.gov

- Grants funds can be used for operational expenses, including marketing and promotion with the exception of salaries and/or benefits for event organizers or other key staff, insurance and travel. Funds may be used for security staff, traffic control, etc.;
- Funds are available beginning in February of each year and must be spent within the calendar year.
- For existing special events – in operation for more than three years – proposals must be for expansion or enhancement for the event and those expansions and/or enhancements must be clearly defined and measurable.
- All advertising must acknowledge the City of White Salmon as sponsor.

Criteria for Grant Awards

Priority will be given to lodging tax grant proposals that:

- Demonstrate potential to result in overnight stays by tourists in lodging facilities within the City of White Salmon or to attract day visitors from outside Klickitat County.
- Provide, maintain, operate or enhance City-owned tourist related facilities or infrastructure.
- Promote the City of White Salmon and/or events, activities and places in the city to potential tourists from outside the region.
- Have a demonstrated potential to result in economic benefit to White Salmon. Successful proposals will show specific strategies to draw visitors.
- Provide funds from sources other than lodging tax funding.
- Are sponsored by an organization that has a successful track record with similar projects or events.

Applicants will be invited to give a five (5) minute presentation on their proposal to the Lodging Tax Advisory Committee, who makes grant funding recommendations to the City Council. The Lodging Tax Advisory Committee will meet in November.

Reporting

All lodging tax fund recipients must submit a report to the City describing the results of the project program or event. For events/festivals, report must be submitted within 90-days after the event. For all other project or facilities, the report is submitted annual, due by January 31st of the year following the funding year. Per state requirements, the report must include the following information:

- The number of people attending the event or visiting the facility;
- The number of people attending the event or visiting the facility who stayed overnight in paid accommodations;
- For day visitors, the number of people attending the event or visiting the facility who came fifty (50) miles or more, one-way, from their residence or business; or
- The number of people attending the event or visiting the facility who came from another country or state outside of their place of residence or business;

- An explanation of how attendance figures were calculated.

Contracting Requirements

Organizations receiving lodging tax funds, with the exception of the City itself, are required to enter into an agreement with the City of White Salmon.

- Funding is provided on a reimbursable basis and copies of receipts must be included with the reimbursement request. Expenses that are not in accordance with the approved scope of work and agreement will not be eligible for reimbursement.
- Reimbursements will be made within approximately 30-days of submittal of request and receipts.
- Costs incurred prior to the grants being approved by the City Council and the execution of the agreement are not eligible for reimbursement.
- The applicant must have liability insurance, in an amount commensurate with the risk exposure of the project, and which names the City of White Salmon as an additional insured.
- Funds awarded for year-round operations of a program or facility will be dispersed quarterly.

Timeline

| | |
|---------------|---|
| September 18 | Lodging tax grant applications are available |
| October 27 | Lodging tax grant applications are due |
| November | Lodging Tax Advisory Committee review of applications |
| December 6 | City Council approval of grants |
| February 2024 | Funding is available |

Definitions

“Capital Improvements” can include wayfinding and other signage, restrooms, and transportation options.

“Municipality” means any county, city or town in the state of Washington.

“Special event/festival operations” can include any expenses associated with the operation of the event or festival with the exception of staffing expenses (salaries, benefits, travel, etc.) or insurance.

“Tourist” is defined by RCW 67.28 as people who travel more than 50 miles, one way, from their place of residence or business for the day or who stay overnight in paid accommodations.

“Tourism” means economic activity resulting from people visiting the community and includes sales of overnight lodging, meals, tours, gifts or souvenirs.

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

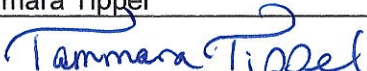
“Tourism-Related Facility” is real or tangible personal property with a usable life of three or more years that is 1) owned by a public entity or non-profit organization including a non-profit business organization, DMO, main street organization, lodging association or chamber of commerce; and 2) is used to support tourism or performing arts or to accommodate tourist activities.



City of White Salmon

2024 Lodging Tax Grant Application

| | |
|--|--|
| About the Organization | |
| Organization Name: Mt. Adams Chamber of Commerce | |
| Address: 1 Heritage Plaza / PO Box 449 White Salmon, WA 96872 | |
| Phone: 509-493-3630 | Email: mtadamschamber@gmail.com |
| Contact Person: Tammara Toppel | Title: Executive Director |
| Project Name: Big Art in White Salmon | Project Dates: 1-1-2024 through 12-31-2024 |
| Please list the names and titles of Board Members (if applicable): | |
| Vern Mohlis, President / James Szubski, Vice President / Kip Miller, Secretary / Karalee Holtmann, Treasurer / | |
| Board Members: Dawn McSweyn, Elizabeth Jones-Ferguson, Dawn Carmichael, Deb Michaelson, | |
| Linda Ingebo-Anderson | |
| Has this organization received Lodging (Hotel/Motel) tax funding in the past: Yes | |
| If so, for which years and project name: 2022, 2023 White Salmon Tourism and White Salmon Events | |
| Are you a nonprofit organization exempt from taxation under IRS 501(c)(3) code? No – MACC is a 501c(6) | |
| We do have our own 501c3 – Northshore Community Foundation | |
| Request for Funding | |
| Description of Activity, event schedule and amounts requested (please attached additional paper if more space is required): | |
| <p>This money will be used to establish and start up the Art of Community Northshore Big Art Outdoor Gallery in downtown White Salmon. Big Art inspires public engagement and creates a sense of place. There will be celebration of each piece as it is introduced, building into existing downtown events to increase the vibrancy. A walking tour of our downtown area will encourage visitors and locals alike to experience more of our local shops and spaces. There is a hard copy map to updated and printed. There will be an online version.</p> | |
| Total Project Cost \$10,000 - \$12,000 | Total Amount Requested \$3,000 |
| Submit Excel Budget Spreadsheet in addition to this application | |
| Projected Tourism Benefits | |
| Expected number of participant/spectators: 1,500 | |

| | | |
|--|---------------------------|------------------|
| Expected number of out-of-town participants/spectators (traveling more than 50 miles or staying overnight): 400 | | |
| Expected number of room nights generated: 200 | | |
| Explain how your organization will collect and verify the above information (i.e. surveys, registration, hotels, etc.) | | |
| Visitor Center guest logs, local business surveys, hotel feedback | | |
| Explain how this project meets the guidelines and criteria for lodging (hotel/motel) tax funding. | | |
| Big Art inspires public engagement and creates a sense of place. The marketing of these public artwork pieces will increase awareness of White Salmon as a destination. The people who are motivated to visit our local Art Walk will potentially be guests of lodging in White Salmon. Day visitors will also enjoy the public art and be inclined to spend more time in downtown White Salmon as it increase its vibrancy with these installations. | | |
| Describe the advertising method by name and location of service (if applicable): | | |
| <ol style="list-style-type: none"> 1. Mt Adams Chamber of Commerce, White Salmon, WA 2. Big Art of Community, Hood River OR 3. Skagit Marketing, White Salmon WA 4. Columbia Gorge News 5. Social media outlets | | |
| Provide a budget for the project you are requesting funding for (see Excel Budget Spreadsheet). | | |
| You may use additional sheets of paper if necessary, to complete this application. You may also attach any additional information about your organization or project you think is relevant to this application. | | |
| I understand the Washington State Limitations placed on use of Lodging (Hotel/Motel) Tax funds and certify the requested funds will be use only for the purposes described in this application or as approved by the City Council. I understand use of the funds is subject to audit by the State of Washington and/or the City of White Salmon. I further understand that the printed and hard-copy verification of advertising publication is required for release of funds and there will be no advance payments. All recipients will be required to note on any advertising material the "tourism support provided by the City of White Salmon lodging tax funds" or the event will not be funded. All funds granted are to be used by the end of the City's fiscal year, which ends December 31, and there will be no carry over. I agree to perform the required evaluation after the event/project is over to determine actual room stays generated by this event/project as required by state law (RCW 67.28) prior to reimbursement of costs. | | |
| | | |
| Name: Tammara Toppel | Title: Executive Director | Date: 10/26/2023 |
| Signature:  | | |

Lodging Tax Fund Application

2024 Project Budget

| | |
|--|------------------------------|
| Applicant: | Mt Adams Chamber of Commerce |
| Project Name: | Big Art in White Salmon |
| Instructions: Please total the lines in this spreadsheet both across and down. Submit this completed budget form with your Lodging Tax Grant Application. If your application is for a special event, please fill in the expense, revenue and in-kind (if applicable) portions of this form. If your application is not for a special event, please fill in the expense portion and | |

EXPENSE BUDGET (please total lines across and down)

| | Lodging Tax Funded | Applicant Funded | External Partner | Total Cost |
|--------------------------|--------------------|------------------|------------------|-------------|
| STAFF COSTS | | | | |
| Salaries/wages | Not eligible | | \$ 1,000.00 | \$ 1,000.00 |
| Benefits | Not eligible | | | \$ - |
| | | | | \$ - |
| Total Staff Costs | \$ - | \$ - | \$ 1,000.00 | \$ 1,000.00 |

MATERIALS, SUPPLIES & EQUIPMENT COSTS (itemize below)

| | | | | |
|------------------------|-------------|------|------|-------------|
| | \$ 1,000.00 | | | \$ 1,000.00 |
| | | | | \$ - |
| | | | | \$ - |
| Total MSE Costs | \$ 1,000.00 | \$ - | \$ - | \$ 1,000.00 |

SERVICES (itemize below)

| | | | | |
|-----------------------------|-------------|------|------|-------------|
| Temporary Help | | | | \$ - |
| Consultants | \$ 500.00 | | | \$ 500.00 |
| Advertising | \$ 1,500.00 | | | \$ 1,500.00 |
| | | | | \$ - |
| | | | | \$ - |
| Total Services Costs | \$ 2,000.00 | \$ - | \$ - | \$ 2,000.00 |

| | | | | |
|----------------------------|-------------|------|-------------|-------------|
| Total Construction/ | | | | \$ - |
| Expense Total | \$ 3,000.00 | \$ - | \$ 1,000.00 | \$ 4,000.00 |

| | | | |
|---|-----|----|-----|
| Percentage of Total Expense Budget | 75% | 0% | 25% |
|---|-----|----|-----|

| REVENUE BUDGET | |
|-----------------------------|-------------|
| TYPE OF REVENUE | AMOUNT |
| Admission Fees/Ticket Sales | N-A |
| Sales Revenue | N-A |
| Grants | |
| Sponsorships | Anticipated |
| Miscellaneous Income | |
| Lodging Tax Grant | \$ 3,000.00 |
| TOTAL | \$ 3,000.00 |

| In-Kind Contributions | |
|-----------------------|-------|
| TYPE OF CONTRIBUTION | VALUE |
| | |
| | |
| | |
| TOTAL | \$ - |



City of White Salmon

2024 Lodging Tax Grant Application

| | |
|--|--|
| About the Organization | |
| Organization Name: Mt. Adams Chamber of Commerce | |
| Address: 1 Heritage Plaza / PO Box 449 White Salmon, WA 96872 | |
| Phone: 509-493-3630 | Email: mtadamschamber@gmail.com |
| Contact Person: Tammara Tippel | Title: Executive Director |
| Project Name: 2024 White Salmon Events | Project Dates: 1-1-2024 through 12-31-2024 |
| Please list the names and titles of Board Members (if applicable): | |
| Vern Mohlis, President / James Szubski, Vice President / Kip Miller, Secretary / Karalee Holtmann, Treasurer / | |
| Board Members: Dawn McSweyn, Elizabeth Jones-Ferguson, Dawn Carmichael, Deb Michaelson, | |
| Linda Ingebo-Anderson | |
| Has this organization received Lodging (Hotel/Motel) tax funding in the past: Yes | |
| If so, for which years and project name: 2022, 2023 White Salmon Tourism and White Salmon Events | |
| Are you a nonprofit organization exempt from taxation under IRS 501(c)(3) code? No – MACC is a 501c(6) | |
| We do have our own 501c3 if needed. | |
| Request for Funding | |
| Description of Activity, event schedule and amounts requested (please attached additional paper if more space is required): | |
| <p>1) White Salmon Wildflower Festival \$13,000 (Month-long Festival in May)</p> <ul style="list-style-type: none"> • Consultant \$5000 • Marketing (&Graphics) \$2000 – Poster, Media Card, Logo, Program, Ad design • Marketing (Printing) \$500 – Poster, Media cards • Marketing (Advertising) \$3,500 – Print and Digital • Marketing (Website) \$2,000 – Uploading month-long events, writing copy, uploading images, updating event <p>2) Wine Walk Spring Wine Walk and Holiday Wine Walk \$13,000</p> <ul style="list-style-type: none"> • Consultant \$3,500 • Website \$1000 • Advertising \$3500 • Printing \$500 | |

- Tasting Glasses \$1500
- Insurance
- LCB Permits \$1600
- Portable Restrooms
- Live Music

3) Moonlight Makers Market | 2nd Saturdays \$11,000

- Beginning in May on 2nd Saturday – (Wine Walk/WF Fest)
- Consultant \$3500
- Advertising
- Signage
- Restrooms

4) White Salmon Octoberfest |\$13,200 (October 12th 2024)

- Rentals – Tents/Tables/Chairs/Restrooms/Fencing
- Insurance / LCB permits
- Music
- Beer
- Tasting Glasses
- Graphic Design
- Print
- Wrist Bands/Tickets
- Advertising

Total Project Cost \$53,000

Total Amount Requested \$50,200

Submit Excel Budget Spreadsheet in addition to this application

Projected Tourism Benefits

Expected number of participant/spectators: 4900

Expected number of out-of-town participants/spectators (traveling more than 50 miles or staying overnight): 2400

Expected number of room nights generated: 1300

Explain how your organization will collect and verify the above information (i.e. surveys, registration, hotels, etc.)

Website: Google Analytics

Social Media: FB & IG Insights

Visitor Info Center: Data logs & Guest logs

Survey of innkeepers - Feedback from the community is very important.

Advertising: Media Kits w/ Analytics

100 North Main Street PO Box 2139 White Salmon WA 98672
Office: (509) 493-1133 Web Site: www.whitesalmonwa.gov

Much of this project will be validated by the increased lodging taxes collected in the next year. These strategies are anticipated to have on-going positive impacts for the businesses in White Salmon.

Explain how this project meets the guidelines and criteria for lodging (hotel/motel) tax funding.

The marketing of these events will increase awareness of White Salmon as a destination. The people who are motivated to take action by these event promotions will seek lodging in White Salmon to be close to the event activities. Several of these events extend into evening hours, and may include alcohol consumption, which should encourage local overnight stays.

Describe the advertising method by name and location of service (if applicable):

NW Life & Travel Magazine, 1889 Washington, Portland Monthly, Portland Mercury, Seattle Met and other regional media productions as well as social media channels, digital marketing, and radio.

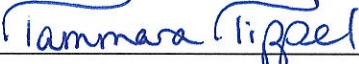
Provide a budget for the project you are requesting funding for (see Excel Budget Spreadsheet).

You may use additional sheets of paper if necessary, to complete this application. You may also attach any additional information about your organization or project you think is relevant to this application.

I understand the Washington State Limitations placed on use of Lodging (Hotel/Motel) Tax funds and certify the requested funds will be use only for the purposes described in this application or as approved by the City Council. I understand use of the funds is subject to audit by the State of Washington and/or the City of White Salmon. I further understand that the printed and hard-copy verification of advertising publication is required for release of funds and there will be no advance payments. All recipients will be required to note on any advertising material the "tourism support provided by the City of White Salmon lodging tax funds" or the event will not be funded. All funds granted are to be used by the end of the City's fiscal year, which ends December 31, and there will be no carry over. I agree to perform the required evaluation after the event/project is over to determine actual room stays generated by this event/project as required by state law (RCW 67.28) prior to reimbursement of costs.

| | | |
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| | | |
|--|--|--|

| | | |
|----------------------|---------------------------|------------------|
| Name: Tammara Toppel | Title: Executive Director | Date: 10/26/2023 |
|----------------------|---------------------------|------------------|

Signature: 

Lodging Tax Fund Application

2024 Project Budget

| | |
|--|------------------------------|
| Applicant: | Mt Adams Chamber of Commerce |
| Project Name: | White Salmon Events |
| Instructions: Please total the lines in this spreadsheet both across and down. Submit this completed budget form with your Lodging Tax Grant Application. If your application is for a special event, please fill in the expense, revenue and in-kind (if applicable) portions of this form. If your application is not for a special event, please fill in the expense portion and then provide your | |

EXPENSE BUDGET (please total lines across and down)

| | Lodging Tax Funded | Applicant Funded | External Partner Funded | Total Cost |
|--|--------------------|------------------|-------------------------|------------|
|--|--------------------|------------------|-------------------------|------------|

80500.00

STAFF COSTS

50200.00

| | | | | |
|--------------------------|--------------|------|------|------|
| Salaries/wages | Not eligible | | | \$ - |
| Benefits | Not eligible | | | \$ - |
| Total Staff Costs | | \$ - | \$ - | \$ - |

people 50+ miles
4900.00 2400.00
1300.00

MATERIALS, SUPPLIES & EQUIPMENT COSTS (itemize below)

| | | | | |
|------------------------|--------------|------|-------------|--------------|
| donated space | | | \$ 3,500.00 | \$ 3,500.00 |
| discounted alcohol | | | \$ 1,500.00 | \$ 1,500.00 |
| M, S, E | \$ 23,300.00 | | | \$ 23,300.00 |
| | | | | \$ - |
| Total MSE Costs | \$ 23,300.00 | \$ - | \$ 5,000.00 | \$ 28,300.00 |

23300.00

SERVICES (itemize below)

| | | | | |
|-----------------------------|--------------|------|-------------|--------------|
| Temporary Help | | | \$ 1,000.00 | \$ 1,000.00 |
| Consultants | \$ 12,300.00 | | | \$ 12,300.00 |
| Advertising | \$ 14,600.00 | | | \$ 14,600.00 |
| | | | | \$ - |
| | | | | \$ - |
| Total Services Costs | \$ 26,900.00 | \$ - | \$ 1,000.00 | \$ 27,900.00 |

event security

Total Construction/

| | | | | |
|----------------------|--------------|------|-------------|--------------|
| Expense Total | \$ 50,200.00 | \$ - | \$ 6,000.00 | \$ 56,200.00 |
|----------------------|--------------|------|-------------|--------------|

Percentage of Total Expense Budget

| | | |
|-----|----|-----|
| 89% | 0% | 11% |
|-----|----|-----|

REVENUE BUDGET

| TYPE OF REVENUE | AMOUNT |
|-----------------------------|--------|
| Admission Fees/Ticket Sales | |
| Sales Revenue | |
| Grants | |
| Sponsorships | |
| Miscellaneous Income | |
| Lodging Tax Grant | |
| TOTAL | \$ - |

In-Kind Contributions

| TYPE OF CONTRIBUTION | VALUE |
|----------------------|-------------|
| event space | \$ 3,600.00 |
| | |
| | |
| | |
| | |
| TOTAL | \$ 3,600.00 |



City of White Salmon

2024 Lodging Tax Grant Application

| | |
|---|--|
| About the Organization | |
| Organization Name: Mt. Adams Chamber of Commerce | |
| Address: 1 Heritage Plaza / PO Box 449 White Salmon, WA 96872 | |
| Phone: 509-493-3630 | Email: mtadamschamber@gmail.com |
| Contact Person: Tammara Tippel | Title: Executive Director |
| Project Name: 2024 White Salmon Tourism | Project Dates: 1-1-2024 through 12-31-2024 |
| Please list the names and titles of Board Members (if applicable): | |
| Vern Mohlis, President / James Szubski, Vice President / Kip Miller, Secretary / Karalee Holtmann, Treasurer / | |
| Board Members: Dawn McSweyn, Elizabeth Jones-Ferguson, Dawn Carmichael, Deb Michaelson, | |
| Linda Ingebo-Anderson | |
| Has this organization received Lodging (Hotel/Motel) tax funding in the past: Yes | |
| If so, for which years and project name: 2022, 2023 White Salmon Tourism and White Salmon Events | |
| Are you a nonprofit organization exempt from taxation under IRS 501(c)(3) code? No – MACC is a 501c(6) | |
| We do have our own 501c3 if needed. | |
| Request for Funding | |
| Description of Activity, event schedule and amounts requested (please attached additional paper if more space is required): | |
| 1: Promotional Support – Visitor Information Center \$6,000/annually (\$500/month) <ul style="list-style-type: none"> • Event coordination (engaging community groups) –White Salmon Wildflower Festival, Dreaming of a White Salmon, 4th of July, Halloween (logistics/permits/arrange for staffing to block streets/coordinate volunteers), White Salmon Wine Walk, Moonlight Makers Market, Oktoberfest • Call out on mtadamschamber.com with WS logo and link to website • Administration of Lodging Tax \$ including invoicing and media buys • Chamber representative attending WSBA monthly meetings • Represent White Salmon businesses at CGTA (Columbia Gorge Tourism Alliance) • Represent White Salmon businesses at Bi-State Recreational Advisory Group • Maintenance & growth of WA Gorge Food Trail (includes White Salmon lodging/restaurants/brewery) • % of Rent/Phone/Copy | |

- VIC Staff (interaction/engagement with visitors to direct up the hill to specific businesses and events. Responding to visitor requests via phone, mail, email and social media)

2: Billboard Advertising | \$2500

- Panel #31098 – I84/Troutdale
- \$750/month (Oct-Dec)
- *pre-paid thru 10/24

3: Print and Digital Advertising | \$5,000

Year-round print and digital advertising promoting overnight stays in White Salmon. Northshore Guide, Columbia River Gorge Visitor Guide, Northwest Travel Guide, Social Media Ads.

4: Website explorewhitesalmon.com | \$4,200/annually (\$350/month)

- Hosting
- URL
- Updating Listings
- Directing contact requests
- Updating Blog
- Explorewhitesalmon.com includes categories and listings for Stay, Dine, Shop, Things to Do, Health & Wellness, Services, Events, and Community. Explore White Salmon focuses on local businesses, the art community, outdoor activities/recreation, festival/events promotion, points of interest, and parks. Explore White Salmon is the hub of marketing White Salmon to assist in advancing the overall visitor destination experience in collaboration with community stakeholders to strengthen the local economy, our natural resources, and quality of life.

5: Social Media | \$9600/annually (\$800/month)

- 3 posts/per week + stories
- 1 reel/per week
- Engagement
- Photography/Video

| | |
|---|--|
| Total Project Cost \$27,300 | Total Amount Requested \$27,300 |
| Submit Excel Budget Spreadsheet in addition to this application | |
| Projected Tourism Benefits | |
| Expected number of participant/spectators: 6,000 | |
| Expected number of out-of-town participants/spectators (traveling more than 50 miles or staying overnight): 4,500 | |

100 North Main Street PO Box 2139 White Salmon WA 98672
 Office: (509) 493-1133 Web Site: www.whitesalmonwa.gov

| |
|---|
| Expected number of room nights generated: 1,400 |
| <p>Explain how your organization will collect and verify the above information (i.e. surveys, registration, hotels, etc.)</p> <p>Website: Google Analytics Social Media: FB & IG Insights Visitor Info Center: Data logs & Guest logs Survey of innkeepers - Feedback from the community is very important. Advertising: Media Kits w/ Analytics</p> <p>Much of this project will be validated by the increased lodging taxes collected in the next year. These strategies are anticipated to have on-going positive impacts for the businesses in White Salmon.</p> |
| <p>Explain how this project meets the guidelines and criteria for lodging (hotel/motel) tax funding.</p> <p>Year-round marketing and advertising promoting White Salmon as an overnight destination. Explorewhitesalmon.com will be the official tourism website and Explore White Salmon social media platforms for White Salmon Tourism. Explore White Salmon will promote overnight stays with 4 seasonal marketing campaigns through Explore White Salmon website and social media platforms. Explorewhitesalmon.com includes categories and listings for Stay, Dine, Shop, Things to Do, Events and Community. Explore White Salmon focuses on lodging, local businesses, the art community, outdoor activities/recreation, festival/events promotion, points of interest, and parks. Our 2022 and 2023 billboards had a return value measured by a large increase in website visits. We look forward to a new promotion of Explore White Salmon this year with a new service provider and new images from our downtown photo shoot.</p> <p>The MACC Visitor Center operates in a prime location year round to provide resources to both tourists and local community members. The MACC Visitor Center staff engages with each guest to determine their interests and time availability to customize an itinerary if appropriate, which promotes attractions/activities, wine tasting rooms/breweries, restaurants, lodging and shopping opportunities that are available in White Salmon. Our knowledgeable staff is able to redirect guests from crossing into Oregon and keep them on the Washington side of the river quite often by showcasing the attractions here and directing them to the businesses, just up the hill from our visitor center.</p> <p>Staff dedicates time to social media posts and other projects to promote White Salmon businesses and any events that will bring visitors to our town. They answer phone calls, emails and send visitor packets on request. We promote White Salmon with our local radio ad campaign. The Explore White Salmon website is established and known making it an ideal tool for our campaign to promote White Salmon. The printed map of downtown White Salmon will bring awareness and be an enticement to visitors to come enjoy the local attractions during their stay. All of these activities are in alignment with the guidelines for use of the Lodging Tax funds and will meet the criteria, with a primary focus of increasing overnight stays in White Salmon city limits and encouraging spending at our local businesses. White Salmon Tourism will be the hub of marketing for White Salmon as a destination.</p> |
| <p>Describe the advertising method by name and location of service (if applicable):</p> <ol style="list-style-type: none"> 1. Mt Adams Chamber of Commerce, White Salmon, WA 2. LaMar Media, Portland OR 3. NW Life & Travel Magazine, 1889 Washington, Portland Monthly, Seattle Met and other regional media productions 4. Skagit Marketing, White Salmon WA |

100 North Main Street PO Box 2139 White Salmon WA 98672
 Office: (509) 493-1133 Web Site: www.whitesalmonwa.gov

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- 5. Meadows Advertising, The Dalles OR
- 6. Wind River Publishing, Columbia Gorge Visitor Magazine, regionally distributed
- 7. Social media outlets

Provide a budget for the project you are requesting funding for (see Excel Budget Spreadsheet).

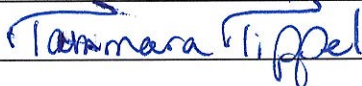
You may use additional sheets of paper if necessary, to complete this application. You may also attach any additional information about your organization or project you think is relevant to this application.

I understand the Washington State Limitations placed on use of Lodging (Hotel/Motel) Tax funds and certify the requested funds will be use only for the purposes described in this application or as approved by the City Council. I understand use of the funds is subject to audit by the State of Washington and/or the City of White Salmon. I further understand that the printed and hard-copy verification of advertising publication is required for release of funds and there will be no advance payments. All recipients will be required to note on any advertising material the "tourism support provided by the City of White Salmon lodging tax funds" or the event will not be funded. All funds granted are to be used by the end of the City's fiscal year, which ends December 31, and there will be no carry over. I agree to perform the required evaluation after the event/project is over to determine actual room stays generated by this event/project as required by state law (RCW 67.28) prior to reimbursement of costs.

Name: Tammara Toppel

Title: Executive Director

Date: 10/25/2023

Signature: 

2024 Project Budget

| | |
|--|------------------------------|
| Applicant: | Mt Adams Chamber of Commerce |
| Project Name: | White Salmon Tourism |
| Instructions: Please total the lines in this spreadsheet both across and down. Submit this completed budget form with your Lodging Tax Grant Application. If your application is for a special event, please fill in the expense, revenue and in-kind (if applicable) portions of this form. If your application is not for a special event, please fill in the expense portion and then provide your organizational budget (or link to the | |

EXPENSE BUDGET (please total lines across and down)

| | Lodging Tax Funded | Applicant Funded | External Partner Funded | Total Cost |
|--------------------------|---------------------|------------------|-------------------------|-------------|
| STAFF COSTS | | | | |
| Salaries/wages | <i>Not eligible</i> | \$ 6,500.00 | | \$ 6,500.00 |
| Benefits | <i>Not eligible</i> | | | \$ - |
| Total Staff Costs | | \$ 6,500.00 | \$ - | \$ 6,500.00 |

MATERIALS, SUPPLIES & EQUIPMENT COSTS (itemize below)

| | | | | |
|--------------------------|-----------|------|------|-----------|
| phone, internet, copier, | \$ 600.00 | \$ - | | \$ 600.00 |
| | | | | \$ - |
| | | | | \$ - |
| Total MSE Costs | \$ 600.00 | \$ - | \$ - | \$ 600.00 |

SERVICES (itemize below)

| | | | | |
|-----------------------------|--------------|------|------|--------------|
| Temporary Help | | | | \$ - |
| Consultants | \$ 3,600.00 | | | \$ 3,600.00 |
| Advertising | \$ 23,100.00 | | | \$ 23,100.00 |
| Total Services Costs | \$ 26,700.00 | \$ - | \$ - | \$ 26,700.00 |

| | | | | |
|----------------------------|------|------|------|------|
| Total Construction/ | \$ - | \$ - | \$ - | \$ - |
|----------------------------|------|------|------|------|

| | | | | |
|----------------------|--------------|-------------|------|--------------|
| Expense Total | \$ 27,300.00 | \$ 6,500.00 | \$ - | \$ 33,800.00 |
|----------------------|--------------|-------------|------|--------------|

| | | | |
|---|-----|-----|----|
| Percentage of Total Expense Budget | 81% | 19% | 0% |
|---|-----|-----|----|