



White Salmon Lodging Tax Advisory Committee Meeting

A G E N D A

November 27, 2024 – 5:30 PM

100 N Main Ave and Zoom Teleconference

Meeting ID: 826 8885 3789

Call In: 1 253 215 8782 US (Tacoma)

Zoom Link: <https://us02web.zoom.us/j/82688853789>

- I. **Call to Order**

- II. **Business Items**
 - A. Review of 2 Lodging Tax Applications**
 - 1. Mt Adams Chamber Tourism Application
 - 2. Mt Adams Chamber Events Application
 - 3. Discussion
 - 4. Action

- III. **Adjournment**

File Attachments for Item:

A. Review of 2 Lodging Tax Applications
1. Mt Adams Chamber Tourism Application
2. Mt Adams Chamber Events Application
3. Discussion
4. Action



City of White Salmon 2025 Lodging Tax Grant Application

| | |
|---|--|
| About the Organization | |
| Organization Name: Mt Adams Chamber of Commerce | |
| Address: 1 Heritage Plaza / PO Box 449 White Salmon, WA 98672 | |
| Phone: 509-493-3630 | Email: mtadamschamber@gmail.com |
| Contact Person: Tammara Toppel | Title: Executive Director |
| Project Name: 2025 White Salmon Tourism | Project Dates: 1/1/2025 through 12/31/2025 |
| Please list the names and titles of Board Members (if applicable): | |
| James Szubski, President / Vern Mohlis, Treasurer / Dawn Carmichael / Zack Walker / Deb Michaelson / Lisa Smith / Tim Regua | |
| Has this organization received Lodging (Hotel/Motel) tax funding in the past: Yes | |
| If so, for which years and project name: 2022, 2023, 2024: WS Tourism and WS Events | |
| Are you a nonprofit organization exempt from taxation under IRS 501(c)(3) code? No - MACC is a 501c(6) We do have a 501c(3) - The Northshore Community Foundation if needed. | |
| Request for Funding Total Amount Requested \$39,436 | |
| Description of Activity, event schedule and amounts requested (please attached additional paper if more space is required): | |
| <p>1: Promotional Support – Visitor Information Center \$6,000/annually (\$500/month)</p> <p>Event coordination (engaging community groups and volunteers) - White Salmon Wildflower Festival, Dreaming of a White Salmon, 4th of July, Halloween (logistics/permits/insurance), White Salmon Wine Walk, Nights in White Salmon Makers Market, Mountain Town Throwdown</p> <p>Call out on mtadamschamber.com with WS logo and link to website</p> <p>Administration of Lodging Tax \$ including invoicing and media buys</p> <p>Chamber representative attending WSBA monthly meetings</p> <p>Represent White Salmon businesses at CGTA (Columbia Gorge Tourism Alliance)</p> <p>Represent White Salmon businesses at Bi-State Recreational Advisory Group Maintenance & growth of WA Gorge Food Trail (includes White Salmon lodging/restaurants/brewery)</p> <p>% of Rent/Phone/Copy</p> | |

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

2: Billboard Advertising | \$9636

Panel #20001 A WF - 184/Fairview exit 14
\$803/month (Jan-Dec)

3: Print and Digital Advertising | \$10,000

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 \$39,436

Total Amount Requested \$39,436

Submit Excel Budget Spreadsheet in addition to this application

| |
|---|
| Projected Tourism Benefits |
| Expected number of participant/spectators: 10,000 |
| Expected number of out-of-town participants/spectators (traveling more than 50 miles or staying overnight): 6,000 |
| Expected number of room nights generated: 2,000 |
| Explain how your organization will collect and verify the above information (i.e. surveys, registration, hotels, etc.) |
| <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> |
| Explain how this project meets the guidelines and criteria for lodging (hotel/motel) tax funding. |
| <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.</p> <p>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.</p> <p>Our 2022 , 2023 and 2024 Explore White Salmon billboards all had a return value measured by a large increase in website visits. We look forward to an updated promotion of Explore White Salmon Tourism this year with new images obtained through a Washington State Rural Assets Production Grant.</p> <p>The MACC Visitor Center operates in a prime location year round to provide resources to both tourists and locals.</p> <p>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, keeping 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</p> |

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

The City of White Salmon is an equal opportunity employer and provider.

bring visitors to our town. They answer phone calls, emails and send visitor packets on request. We promote White Salmon whenever possible on Gorge local radio. 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 brings awareness and is 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.

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

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
5. Meadows Advertising. The Dalles OR
6. Wind River Publishing Columbia Gorge Visitor Magazine regionally distributed
7. PDX Pipeline, Portland Or
8. Social media outlets and digital marketing

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

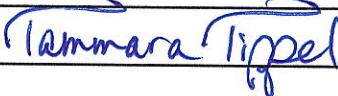
You may use additional sheets of paper if necessary, to complete this application. You may also attach any additional information about your organization or project you think is relevant to this application.

I understand the Washington State Limitations placed on use of Lodging (Hotel/Motel) Tax funds and certify the requested funds will be used 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: 11/06/2024

Signature: 

A. Lodging Tax Fund Application
2025 Project Budget

| | |
|---|------------------------------|
| Applicant: | Mt Adams Chamber of Commerce |
| Project Name: | 2025 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 budget) as requested | |

EXPENSE BUDGET (please total lines across and down)

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

STAFF COSTS

| | | | | |
|--------------------------|--------------|-------------|------|-------------|
| Salaries/wages | Not eligible | \$ 2,500.00 | | \$ 2,500.00 |
| Benefits | Not eligible | | | \$ - |
| | | | | \$ - |
| Total Staff Costs | \$ - | \$ 2,500.00 | \$ - | \$ 2,500.00 |

MATERIALS, SUPPLIES & EQUIPMENT COSTS (itemize below)

| | | | | |
|------------------------|------|------|------|------|
| | | | | \$ - |
| | | | | \$ - |
| Total MSE Costs | \$ - | \$ - | \$ - | \$ - |

SERVICES (itemize below)

| | | | | |
|-----------------------------|--------------|------|------|--------------|
| Temporary Help | | | | \$ - |
| Consultants | \$ 6,000.00 | | | \$ 6,000.00 |
| Advertising | \$ 33,436.00 | | | \$ 33,436.00 |
| | | | | \$ - |
| Total Services Costs | \$ 39,436.00 | \$ - | \$ - | \$ 39,436.00 |

| | | | | |
|----------------------|--------------|-------------|------|--------------|
| Expense Total | \$ 39,436.00 | \$ 2,500.00 | \$ - | \$ 41,936.00 |
|----------------------|--------------|-------------|------|--------------|

| | | | |
|---|-----|----|----|
| Percentage of Total Expense Budget | 94% | 6% | 0% |
|---|-----|----|----|

REVENUE BUDGET

| TYPE OF REVENUE | AMOUNT |
|-----------------------------|--------------|
| Admission Fees/Ticket Sales | |
| Sales Revenue | |
| Grants | |
| Sponsorships | |
| Miscellaneous Income | |
| Lodging Tax Grant | \$ 39,436.00 |
| TOTAL | \$ 39,436.00 |

In-Kind Contributions

| TYPE OF CONTRIBUTION | VALUE |
|----------------------|-------|
| | |
| | |
| TOTAL | \$ - |

A.



City of White Salmon 2025 Lodging Tax Grant Application

| | |
|---|--|
| About the Organization | |
| Organization Name: Mt Adams Chamber of Commerce | |
| Address: 1 Heritage Plaza / PO Box 449 White Salmon, WA 98672 | |
| Phone: 509-493-3630 | Email: mtadamschamber@gmail.com |
| Contact Person: Tammara Toppel | Title: Executive Director |
| Project Name: 2025 White Salmon Events | Project Dates: 1/1/2025 through 12/31/2025 |
| Please list the names and titles of Board Members (if applicable): | |
| James Szubski, President / Vern Mohlis, Treasurer / Dawn Carmichael / Zack Walker / Deb Michaelson / Lisa Smith / Tim Requa | |
| Has this organization received Lodging (Hotel/Motel) tax funding in the past: Yes | |
| If so, for which years and project name: 2022, 2023, 2024: WS Tourism and WS Events | |
| Are you a nonprofit organization exempt from taxation under IRS 501(c)(3) code? No - MACC is a 501c(6) We do have a 501c(3) - The Northshore Community Foundation if needed. | |
| Request for Funding Total Amount Requested \$39,399 | |
| Description of Activity, event schedule and amounts requested (please attached additional paper if more space is required): | |
| 1) White Salmon Wildflower Festival \$7,025 (Month-long Festival in May) Consultant Marketing (& Graphics) Poster, Media Card, Logo, Program, Ad design Marketing (Printing) Poster, Media cards Marketing (Advertising) Print and Digital Marketing (Website) Uploading month-long events, writing copy, uploading images, updating event | |
| 2) Wine Walk Spring Wine Walk and Holiday Wine Walk \$12,700 Consultant Website | |

Advertising
 Printing
 Tasting Glasses
 Insurance
 LCB Permits \$1600
 Entertainment

3) Nights in White Salmon Makers Market | \$10,179 3rd Thursdays June - Sept
 Beginning in May on 2nd Saturday - (Wine Walk/WF Fest) Final in Nov with Holiday Wine Walk.
 Consultant
 Advertising
 Signage
 Permits

4) Mountain Town Throwdown | \$9,495 (October 11, 2025)

Rentals - Tents/Tables/Chairs/Restrooms/Fencing Insurance / LCB permits
 Tasting Glasses
 Graphic Design
 Print Media
 Advertising

| | |
|-----------------------------|--|
| Total Project Cost \$39,399 | Total Amount Requested \$39,399 |
|-----------------------------|--|

Submit Excel Budget Spreadsheet in addition to this application

Projected Tourism Benefits

Expected number of participant/spectators: 10,000

Expected number of out-of-town participants/spectators (traveling more than 50 miles or staying overnight): 6,000

Expected number of room nights generated: 2,000

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

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):

- 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
- 5. Meadows Advertising, The Dalles OR
- 6. Wind River Publishing, Columbia Gorge Visitor Magazine, regionally distributed
- 7. PDX Pipeline, Portland Or
- 8. Social media outlets and digital marketing

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 used 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 Tippel | Title: Executive Director | Date: 11/07/2024 |
| Signature: <i>Tammara Tippel</i> | | |

A. Lodging Tax Fund Application
2025 Project Budget

| | |
|--|------------------------------|
| Applicant: | Mt Adams Chamber of Commerce |
| Project Name: | 2025 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 organizational budget (or link to the budget) as requested in the application form. | |

EXPENSE BUDGET (please total lines across and down)

| | Lodging Tax Funded | Applicant Funded | External Partner Funded | Total Cost |
|--------------------------|--------------------|------------------|-------------------------|-------------|
| STAFF COSTS | | | | |
| Salaries/wages | Not eligible | \$ 2,500.00 | | \$ 2,500.00 |
| Benefits | Not eligible | | | \$ - |
| | | | | \$ - |
| Total Staff Costs | \$ - | \$ 2,500.00 | \$ - | \$ 2,500.00 |

MATERIALS, SUPPLIES & EQUIPMENT COSTS (itemize below)

| | | | | |
|-------------------------|-------------|------|------|-------------|
| reusable signage | \$ 1,000.00 | | | \$ 1,000.00 |
| Rental of tents / | \$ 5,000.00 | | | |
| Tasting glasses / totes | \$ 1,000.00 | | | \$ 1,000.00 |
| Total MSE Costs | \$ 7,000.00 | \$ - | \$ - | \$ 7,000.00 |

SERVICES (itemize below)

| | | | | |
|-----------------------------|--------------|------|--------------|--------------|
| Temporary Help | | | \$ 2,500.00 | \$ 2,500.00 |
| Consultants | \$ 15,304.00 | | | \$ 15,304.00 |
| Entertainment | | | | |
| Advertising | \$ 15,145.00 | | \$ 6,000.00 | \$ 21,145.00 |
| Marketing Development | \$ 1,950.00 | | \$ 2,000.00 | \$ 3,950.00 |
| Total Services Costs | \$ 32,399.00 | \$ - | \$ 10,500.00 | \$ 42,899.00 |

| | | | | |
|----------------------|--------------|-------------|--------------|--------------|
| Expense Total | \$ 39,399.00 | \$ 2,500.00 | \$ 10,500.00 | \$ 52,399.00 |
|----------------------|--------------|-------------|--------------|--------------|

| | | | |
|---|-----|----|-----|
| Percentage of Total Expense Budget | 75% | 5% | 20% |
|---|-----|----|-----|

REVENUE BUDGET

| TYPE OF REVENUE | AMOUNT |
|-----------------------------|--------------|
| Admission Fees/Ticket Sales | \$ 9,950.00 |
| Sales Revenue | |
| Grants | |
| Sponsorships | |
| Miscellaneous Income | |
| Lodging Tax Grant | \$ 39,399.00 |
| TOTAL | \$ 49,349.00 |

In-Kind Contributions

| TYPE OF CONTRIBUTION | VALUE |
|----------------------|-------------|
| Volunteers | \$ 2,500.00 |
| Event Space | \$ 2,500.00 |
| TOTAL | \$ 5,000.00 |