



## White Salmon Lodging Tax Advisory Committee Meeting

### A G E N D A

November 18, 2021 – 5:30 PM

Via Zoom Teleconference

Meeting ID: 871 0389 4551 Passcode: 699537

Call in Numbers:

669-900-6833

929-205-6099

301-715-8592

346-248-7799

253-215-8782

312-626-6799

### Call to Order/Roll Call

### Discussion and Action Items

1. 2022 Lodging Tax Grant Application
  1. Presentation - Mt. Adams Chamber of Commerce
  2. Discussion
  3. Action
2. Additional 2% Lodging Tax
  - A. Presentation
  - B. Discussion

### Adjournment

Members of the public will be allowed to interact with the committee members during the committee meeting to ask questions or make suggestions regarding the topics on the agenda. Please use the chat or raise hand feature in Zoom to indicate that you have a comment or a question. The Chair of the committee may ask members of the public to wait for comments or questions until after the initial discussion takes place between committee members

**File Attachments for Item:**

1. 2022 Lodging Tax Grant Application
  - A. Presentation - Mt. Adams Chamber of Commerce
  - B. Discussion
  - C. Action



# City of White Salmon 2022 Lodging Tax Grant Application

RECEIVED NOV 08 2021  
3:00pm *admes*

<b>About the Organization</b>	
Organization Name: Mt Adams Chamber of Commerce	
Address: PO Box 449 – 1 Heritage Plaza, White Salmon. WA 98672	
Phone: 509-493-3630	Email: mtadamschamber@gmail.com
Contact Person: Tammara Tippel	Title: Executive Director
Project Name: <b>White Salmon Tourism</b>	Project Dates: Jan 1 – Dec 31, 2022
Please list the names and titles of Board Members (if applicable):	
Chair: <b>Dawn McSweyn</b> , Windermere Realtor Vice-Chair: <b>Elizabeth Jones-Ferguson</b> , Blackbird & Ivory Boutique Secretary: <b>Kip Miller</b> , Insitu Treasurer: <b>Karalee Holtmann</b> , First Interstate Bank Past Chair: <b>Ruth Shafer</b> , White Salmon Valley Community Library	
Jeff Meier, Acct-N-Tax Sharon Saltoon, Wet Planet Whitewater Chris Wiggins, Ruby June Inn Stephanie Saur, Union Event Co. Kirsten Poole, Kirsten's Critter Care Dawn Carmichael, Summit Embroidery Works	
Has this organization received Lodging (Hotel/Motel) tax funding in the past: Yes	
If so, for which years and project name: 2021 Klickitat County Tourism	
Are you a nonprofit organization exempt from taxation under IRS 501(c)(3) code? Yes	
<b>Request for Funding</b>	
Description of Activity, event schedule and amounts requested (please attached additional paper if more space is required):	

**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.

White Salmon Tourism will be the hub of marketing for White Salmon as a destination.

Website: explorewhitesalmon.com \$4200

Social Media: \$9600

Visitor Info Center: \$6,000

Print Map of Downtown & Distribution: \$7,500

Advertising (print & online): \$12,700

Total Project Cost \$40,000	Total Amount Requested \$40,000
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Submit Excel Budget Spreadsheet in addition to this application

**Projected Tourism Benefits**

Expected number of participant/spectators: Website – 15,000 New Users (last year of data 14,419 New Users)

Expected number of out-of-town participants/spectators (traveling more than 50 miles or staying overnight): Website: 42% OR (45% from PDX; 12% HR, 12%TD, 31% Other Cities in OR), 30% WA (33% Seattle, 9% Vancouver, 6% WS, 52% Other Cities in WA), 10% CA, 18% Other States

Expected number of room nights generated: 1072 page views of Stay – Anticipated increase in overnight stays w/ campaign

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.

Print Map w/ Distribution: Certified Folder Display Service Inc reporting on flow of product.

Advertising: Media Kits w/ Analytics

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

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. 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.

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

n/a

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: 11/5/2021

Signature:

<b>WHITE SALMON TOURISM 2022</b>	<b>BUDGET</b>	<b>JAN</b>	<b>FEB</b>	<b>MARCH</b>	<b>APRIL</b>	<b>MAY</b>	<b>JUNE</b>	<b>JULY</b>	<b>AUGUST</b>	<b>SEPT</b>	<b>OCT</b>	<b>NOV</b>	<b>DEC</b>
Website Hosting/Updates/Blog	\$4,200	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350	\$350
Social Media	\$9,600	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800	\$800
VIC/Administration	\$6,000	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500	\$500
Illustrated Downtown Map & Distribution	\$7,500		\$2,000		\$2,000	\$1,500	\$2,000						
Advertising & Design Ads	\$12,700		\$6,000			\$3,350				\$3,350			
<b>TOTAL</b>	<b>\$40,000</b>												

Mt Adams Chamber  
 of Commerce  
 1 Heritage Plaza, POB 449  
 White Salmon, WA 98672



**Mt Adams Chamber of Commerce 2022 Annual Budget**

November 7, 2021

City of White Salmon  
Lodging Tax Advisory Committee

Dear Lodging Tax Advisory Committee,

The Mt. Adams Chamber of Commerce Board of Directors respectfully submits the 2022 Budget for the Mt. Adams Chamber of Commerce & Visitor Center operations, as approved by this board.

<b>Income/Expenses</b>	<b>12/31/2022</b>
	<b>Budget</b>
<b>BEGINNING BALANCE</b>	
<b>Income:</b>	
County Contract Visitor Center	16,000.00
WS LTAC funds	6,000.00
Event Income	2,000.00
Lodging Tax/County Support	32,000.00
Membership Dues	29,000.00
Sno Park Permits	40.00
Visitor Center Sales/Services	2,000.00
<b>Total Income</b>	<b>87,040.00</b>
<b>Expenses:</b>	
Bank Service Charges/Card Fees	500.00
Education & Training/Zoom	100.00
Insurance	2,620.00
Licenses/Fees	250.00
Marketing	1,000.00
Mileage expense	500.00
Office Expense/ Supplies	1,800.00
Office Printing Copier	900.00
Payroll Expense	61,000.00
Postage & Delivery	750.00
Professional Fees/CPA	3,300.00
Rents	4,600.00



Taxes ( B & O, Property, Sales )	700.00
Telephone & Internet Host	1,650.00
Website Development/Maintenance	3,720.00
<b>Total Expenses:</b>	<b>83,390.00</b>
Ending Balance:	3,650.00

Submitted by Exec Director, Tammara Tippel

Tammara Tippel

Sincerely,

Dawn McSweyn

Dawn McSweyn  
President

Ruth Shafer

Ruth Shafer  
Board Member

Sharon Saltoon

Sharon Saltoon  
Board Member

Kirsten Poole

Kirsten Poole  
Board Member

Kip Miller

Kip Miller  
Secretary

Jeff Meier  
Board Member

JC Wiggins

Chris Wiggins  
Board Member

Stephanie Laur  
Board Member

Karalee Holtmann  
Treasurer

Elizabeth Jones-Ferguson  
Vice President

Dawn Carmichael

Dawn Carmichael  
Board Member



**TITLE** MACC - Signature REQUIRED  
**FILE NAME** 2022 MACC Annual Budget.docx  
**DOCUMENT ID** b5211115fbee3e0caca03525c75f1e85a06c1e61  
**AUDIT TRAIL DATE FORMAT** MM / DD / YYYY  
**STATUS** ● Out For Signature

Document History



11 / 07 / 2021  
18:32:48 UTC

Sent for signature to Dawn McSweyn (dawnmcsweyn@windermere.com), Kip Miller (kipmiller@yahoo.com), Ruth Shafer (rshafer@fvrl.org), Karalee Holtmann (karalee.holtmann@fib.com), Jeff Meier (acctntax1@gmail.com), Sharon Saltoon (sharon@wetplanetwhitewater.com), Stephanie Laur (stephanie@unioneventco.com), Chris Wiggins (c.wiggins@comcast.net), Elizabeth Jones-Ferguson (elizabeth@ivorytrunk.design), Kirsten Poole (kirsten@wagap.org), Dawn Carmichael (info@summitembroideryworks.com) and Tammara Toppel (mtadamschamber@gmail.com) from mtadamschamber@gmail.com  
 IP: 68.186.105.67



VIEWED

11 / 07 / 2021  
18:33:08 UTC

Viewed by Tammara Toppel (mtadamschamber@gmail.com)  
 IP: 68.186.105.67



SIGNED

11 / 07 / 2021  
18:34:14 UTC

Signed by Tammara Toppel (mtadamschamber@gmail.com)  
 IP: 68.186.105.67

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<b>STATUS</b>	● Out For Signature

Document History



**11 / 07 / 2021**  
18:38:06 UTC

kipmiller@yahoo.com was changed to kippmiller@yahoo.com after requester reassignment.  
IP: 68.186.105.67



**11 / 07 / 2021**  
18:41:13 UTC

Viewed by Kip Miller (kippmiller@yahoo.com)  
IP: 71.95.105.65



**11 / 07 / 2021**  
18:41:58 UTC

Signed by Kip Miller (kippmiller@yahoo.com)  
IP: 71.95.105.65



**11 / 07 / 2021**  
20:12:16 UTC

Viewed by Chris Wiggins (c.wiggins@comcast.net)  
IP: 63.225.80.177



**11 / 07 / 2021**  
20:12:44 UTC

Signed by Chris Wiggins (c.wiggins@comcast.net)  
IP: 63.225.80.177

<b>TITLE</b>	MACC - Signature REQUIRED
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Document History

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 SIGNED	<b>11 / 08 / 2021</b> 03:31:18 UTC	Signed by Dawn McSweyn (dawnmcsweyn@windermere.com) IP: 70.58.201.122
 VIEWED	<b>11 / 08 / 2021</b> 16:53:02 UTC	Viewed by Sharon Saltoon (sharon@wetplanetwhitewater.com) IP: 67.40.252.188
 SIGNED	<b>11 / 08 / 2021</b> 16:53:23 UTC	Signed by Sharon Saltoon (sharon@wetplanetwhitewater.com) IP: 67.40.252.188
 VIEWED	<b>11 / 08 / 2021</b> 17:04:44 UTC	Viewed by Kirsten Poole (kirsten@wagap.org) IP: 68.177.132.242
 VIEWED	<b>11 / 08 / 2021</b> 17:21:17 UTC	Viewed by Ruth Shafer (rshafer@fvrl.org) IP: 66.96.79.234

<b>TITLE</b>	MACC - Signature REQUIRED
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<b>DOCUMENT ID</b>	b5211115fbee3e0caca03525c75f1e85a06c1e61
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Document History



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Signed by Ruth Shafer (rshafer@fvrl.org)  
IP: 66.96.79.234



**11 / 08 / 2021**  
17:30:41 UTC

Viewed by Karalee Holtmann (karalee.holtmann@fib.com)  
IP: 216.19.205.108



**11 / 08 / 2021**  
19:03:10 UTC

Viewed by Dawn Carmichael (info@summitembroideryworks.com)  
IP: 66.189.144.88



**11 / 08 / 2021**  
19:06:28 UTC

Signed by Dawn Carmichael (info@summitembroideryworks.com)  
IP: 66.189.144.88



**11 / 08 / 2021**  
22:16:13 UTC

Signed by Kirsten Poole (kirsten@wagap.org)  
IP: 68.177.132.242



**11 / 08 / 2021**  
22:16:13 UTC

This document has not been fully executed by all signers.

## Supplemental Information for the White Salmon Lodging Tax Application submitted by Mt Adams Chamber

1. What is the total cost of maintaining [explorewhitesalmon.com](http://explorewhitesalmon.com)?

What does the \$4,200 pay for specifically? | \$4,200/annually (\$350/month)

- Web Hosting
- URL fees
- Updating Listings
- Directing/responding to Contact Requests
- Updating Blog
- Existing Website (SEO Optimized - #2 after City of White Salmon – 35,389 page views annually – 83% Organic Search) connected to existing Instagram & FB accounts.

2. What does the \$9,600 specifically pay for related to social media?

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

- 5 posts/per week
- 2 videos per month
- Professional photography/video equipment
- Hard drive provided with images/video for business use
- Group chat w/ businesses to communicate on posting content, etc.

Which social media sites are being used? Facebook, Instagram, White Salmon YouTube Channel

3. What is the total cost for maintaining the visitor information center? \$82,000 Annually

What does the \$6,000 pay for specifically (or portion of)? Visitor Info Center – Staff Support | \$6,000/annually (\$500/month)

- Obtaining way-finding sign w/ DOT (fee on 2 lane highway is \$364 per business logo and sign cost is approximately \$500) \*welcome to WA sign now at VIC from WADOT (people now stop there for photos) <https://wsdot.wa.gov/business/signs-programs/signage-costs>
- Dedicated Space for White Salmon Tourism in VIC and outside VIC
- Director attending WS Biz Association (WSBA) Meeting monthly
- Represent WSBA and report back from CGTA (Columbia Gorge Tourism Alliance) meetings
- Represent WSBA at Bi-State Recreational Advisory Group and report back
- Implementation & growth of WA Gorge Food Trail (includes White Salmon lodging/restaurants/brewery)
- % of Rent/Phone/Internet/Printer
- Staff (direct interaction/engagement with visitors to guide up the hill to WS businesses)
- Staff - event coordination (engaging community groups) –SpringFEST, 4<sup>th</sup> of July, Halloween (logistics/permits/arrange for staffing to block streets/coordinate volunteers, marketing), potential Art & Wine event, coordinated w/ WS Arts Council.
- Call out on homepage of mtadamschamber.com with WS logo and link to website
- Administration of Lodging Tax \$ including invoicing and media buys

4. Is the Chamber proposing on developing a new map of downtown or is there an existing map that will be redistributed? How will the map be distributed? We are working with illustrators to determine a format for a new map that will focus on the downtown section of WS. We will contract with Certified Distribution.

## Print Map & Distribution | \$7,500

- Driving directions w/map to White Salmon (instead of pulling out large Klickitat Map) and Businesses listing and call-out on map. Design \$4,000 (anticipate less \$ for future years/updates)
- Certified Distribution Services (airports/hotels/visitor centers/welcome centers/brochure kiosks) \$2,000
- Printing 12,000 copies \$1500

## 5. What types and how many items will be provided for in advertising (print and online) for \$12,700? Advertising (Print & Online) | \$12,700

- Year-round marketing and advertising promoting White Salmon as an overnight destination, to include four seasonal campaigns. The White Salmon Downtown Business Committee will approve the ad buys that are recommended. (Chamber Director is a member of this committee.)
- Explorewhitesalmon.com will be the official tourism website and social media platform 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 the local businesses, the art community, outdoor activities/recreation, festival/events promotion, points of interest, and parks.
- White Salmon Tourism will be the hub of marketing White Salmon as a destination.

Does this specifically target the City of White Salmon and/or the businesses located within the city limits of White Salmon? **Yes. White Salmon Tourism marketing program will only focus on businesses located in White Salmon with a focus on the downtown business section.**

6. Can you better explain the numbers and information contained in "Projected Tourism Benefits?" **This is the most challenging answer to provide, as we can only provide estimates to what we believe will happen with these marketing efforts. Room nights are tricky with our majority happening in STR's rather than traditional hotel settings where data is easier collected.**
  - We anticipate 15,000 new users of the Explore White Salmon website as the Expected Number of Participants with the desired outcome that at least 25% or 3750 of these actually visit the destination.
  - Expected # of out of town Visitors: 3000
  - Expected # of room nights generated: 1000
7. Did you apply to Klickitat County for funding? If so, how much? **Klickitat County has not yet opened their application process for 2022. We anticipate asking for \$32,000 from Lodging Tax funds for 2022. (We received \$43,000 in 2021 for Visitor Center Support.)**
8. Of the "Membership Dues", how much comes from businesses/entities located within the city limits of White Salmon? **Currently 74 chamber members list White Salmon as their location and pay \$10,870 in dues. 56 are inside city limits and pay \$8,980 in dues. 37 are in the downtown specific area and they pay \$5,020 in dues. (8980 and 5020 are included in the full \$10,870)**

## White Salmon Lodging Tax Application 2021 | \$40,000

- Website: explorewhitesalmon.com \$4200
- Social Media: \$9600
- Visitor Info Center: \$6,000
- Print Map of Downtown & Distribution: \$7,500
- Advertising (print & online): \$12,700