



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

**November 07, 2022 – 5:30 PM**

**100 N. Main and Via Zoom Teleconference**

**Meeting ID: 841 4625 7542 Passcode: 998434**

**Call in Numbers:**

**669-900-6833**

**929-205-6099**

**301-715-8592**

**346-248-7799**

**253-215-8782**

**312-626-6799**

**The committee will meet both in person and via Zoom Teleconference. The majority of individuals will meet via Zoom. However, if you wish to attend in person that option is being provided at City Hall at 100 N. Main.**

**Call to Order**

**Public Comment**

**Discussion and Action Items**

- 1.** Grant Applications
  - A. White Salmon Arts Council on Behalf of White Salmon Business Alliance - Main Street America Membership
  - B. Mt. Adams Chamber of Commerce - 2023 White Salmon Tourism
  - C. Mt. Adams Chamber of Commerce - 2023 White Salmon Events

**Adjournment**

**File Attachments for Item:**

1. Grant Applications

A. White Salmon Arts Council on Behalf of White Salmon Business Alliance (Main Street America)

B. Mt. Adams Chamber of Commerce - 2023 White Salmon Tourism

C. Mt. Adams Chamber of Commerce - 2023 White Salmon Events



# City of White Salmon Office of City Hall

## Lodging Tax Grant Program 2023 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 owned or operated by non-profit organizations

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 2023 is \$78,000.
- Special events/festivals, capital projects or facilities requesting operating funds must be located inside the City limits.
- Special events/festivals:
  - Must be sponsored by a non-profit or the City

- 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 October.

### **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 31<sup>st</sup> 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**

August 26	Lodging tax grant applications are available
September 30	Lodging tax grant applications are due
October	Lodging Tax Advisory Committee review of applications
November 16	City Council approval of grants
February 2023	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 2023 Lodging Tax Grant Application

<b>About the Organization</b>	
Organization Name: White Salmon Business Alliance	
Address:	
Phone: 978-846-1780	Email: chris@dtwines.com
Contact Person: Christopher Stiffler	Title: President
Project Name: Main Street Association	Project Dates: Continual 2023
Please list the names and titles of Board Members (if applicable):	
Christopher Stiffler - President	
Julie Burgmeier – Vice President	
Has this organization received Lodging (Hotel/Motel) tax funding in the past: Yes No	
If so, for which years and project name:	
Are you a nonprofit organization exempt from taxation under IRS 501(c)(3) code? Yes No	
<b>Request for Funding</b>	
Description of Activity, event schedule and amounts requested (please attached additional paper if more space is required):	
White Salmon Business Association would like to become part of the Main Street America.	
Total Project Cost \$1000	Total Amount Requested \$1000
Submit Excel Budget Spreadsheet in addition to this application	
<b>Projected Tourism Benefits</b>	
Expected number of participant/spectators:	

Expected number of out-of-town participants/spectators (traveling more than 50 miles or staying overnight):		
Expected number of room nights generated:		
Explain how your organization will collect and verify the above information (i.e. surveys, registration, hotels, etc.)		
Explain how this project meets the guidelines and criteria for lodging (hotel/motel) tax funding.		
Main Street Association has strategies and guidelines to revive, renew, and update existing downtown main street or thorough fares in a way that aligns with the communities needs and goals. More organization between business and community in town will make for a welcoming environment for tourists to visit for multiple days. A Main Street Association will allow for the businesses to organize and plan events such as Dreaming of White Salmon and the Wildflower Festival.		
Describe the advertising method by name and location of service (if applicable):		
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: Christopher Stilller	Title: President	Date: 9/30/22
Signature: 		

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

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



**White Salmon Business Alliance Maint St Association Budget Breakdown**

Total Budget	\$1,000
Main Street Dues	\$375
Non Profit Set Up	\$40
Other Profesional Fees (CPA, Contract Lawyer, etc)	\$585

## Jan Brending

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**From:** Juris Sarins <juris@whitesalmonarts.org> on behalf of Juris Sarins  
**Sent:** Friday, October 14, 2022 12:45 PM  
**To:** janb@ci.white-salmon.wa.us; Christopher Stiffler  
**Subject:** Lodging Tax Grant  
**Attachments:** Lodging Tax Grant Application 2023.pdf  
  
**Flag Status:** Flagged

Dear Ms. Brending:

Following up on your communication with Chris Stiffler, the White Salmon Arts Council has agreed to partner with the White Salmon Business Association to secure membership in the Main Street America organization. thus please see the attached funding application.

Thank you for your attention in this matter, and we look forward to working with you.

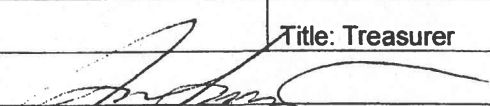
Juris

Juris Sarins, Treasurer, WSAC  
773 882 7678



# City of White Salmon 2023 Lodging Tax Grant Application

<b>About the Organization</b>	
Organization Name : White Salmon Arts Council	
Address: PO Box 1223, White Salmon, WA 98672	
Phone: 773 882 7678	Email: juris@whitesalmonarts.org
Contact Person: Juris Sarins	Title: Treasurer
Project Name: Partnership with White Salmon Business Association to secure membership in Main Street America	Project Dates: 2023
Please list the names and titles of Board Members (if applicable):	
Kyla Ray Chrystal, President	
Charles Kitchings, Vice President	
Juris Sarins, Treasurer	
Has this organization received Lodging (Hotel/Motel) tax funding in the past: <b>No</b>	
If so, for which years and project name:	
Are you a nonprofit organization exempt from taxation under IRS 501(c)(3) code? <b>Yes</b>	
EIN: 06-1781270	
<b>Request for Funding</b>	
Description of Activity, event schedule and amounts requested (please attached additional paper if more space is required):	
Partner with White Salmon Business Association to become member of Main Street America in order to access development grant(s).	
Total Project Cost \$1,000	Total Amount Requested \$1,000
Submit Excel Budget Spreadsheet in addition to this application	
Projected Tourism Benefits: Provide funding to expand advertising and development of city as arts and recreation destination	
Expected number of out-of-town participants/spectators (traveling more than 50 miles or staying overnight):	

Expected number of room nights generated:		
Explain how your organization will collect and verify the above information (i.e. surveys, registration, hotels, etc.)		
Explain how this project meets the guidelines and criteria for lodging (hotel/motel) tax funding.		
Main Street Americas has provided grants and guidance for embellishment of rural city centers to expand tourism.		
Describe the advertising method by name and location of service (if applicable):		
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: Juris Sarins	Title: Treasurer	Date: 14 Oct 22
Signature: 		

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

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



Charities Program • 801 Capitol Way S • PO Box 40234 • Olympia, WA 98504-0234  
Phone: 360-725-0378 • Fax: 360-664-4250 • E-mail: [charities@sos.wa.gov](mailto:charities@sos.wa.gov)  
Web Address: [www.sos.wa.gov/charities](http://www.sos.wa.gov/charities)

May 1, 2012

White Salmon Arts Council  
P.O. Box 2221  
White Salmon, WA 98672

**Registration Number: 32442**

Dear White Salmon Arts Council,

The information submitted on behalf of White Salmon Arts Council claiming exemption from registration requirements under Washington's Charitable Solicitations Act, RCW 19.09, has been received and filed.

Any changes to the organization's registration information (e.g. name, address, telephone number, etc.) must be reported to the Charities Program in writing within 30 days. The organization can download an *Amendment* form for this purpose at [http://www.sos.wa.gov/charities/charities\\_forms.aspx](http://www.sos.wa.gov/charities/charities_forms.aspx)

As an "exempt" organization, White Salmon Arts Council is not required to renew annually or provide our office with copies of its financial information (e.g. IRS federal returns). However, if the organization engages in one or more of the following activities, its exemption from registration is invalid and annual registration will be required:

- Raising \$50,000 or more in any accounting year (nationally)
- Paying officers, employees or other persons
- Contracting with a paid commercial fundraiser or fundraising entity

If the organization's exemption becomes invalid, please contact the Charities Program for the appropriate form and instructions.

Please contact our office at [charities@sos.wa.gov](mailto:charities@sos.wa.gov) or (360) 725-0378 if you have any questions.

Sincerely,

Paige Kneeland  
Charities Program  
Office of the Secretary of State

INTERNAL REVENUE SERVICE  
P. O. BOX 2508  
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: **AUG 22 2008**

WHITE SALMON ARTS COUNCIL  
PO BOX 2221  
WHITE SALMON, WA 98672-2221

Employer Identification Number:  
06-1781270  
DLN:  
17053172312028  
Contact Person:  
DIANE M GENTRY ID# 31361  
Contact Telephone Number:  
(877) 829-5500  
Accounting Period Ending:  
December 31  
Public Charity Status:  
509(a)(2)  
Form 990 Required:  
Yes  
Effective Date of Exemption:  
April 13, 2006  
Contribution Deductibility:  
Yes  
Addendum Applies:  
No

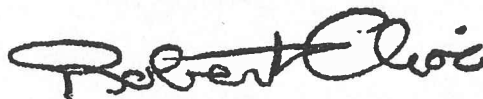
Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

Please see enclosed Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, for some helpful information about your responsibilities as an exempt organization.

Sincerely,



Robert Choi  
Director, Exempt Organizations  
Rulings and Agreements

Enclosures: Publication 4221-PC

Letter 947 (DO/CG)

Rec. 9/30/2022



# City of White Salmon 2023 Lodging Tax Grant Application

<b>About the Organization</b>	
Organization Name: <b>Mt Adams Chamber of Commerce</b>	
Address: 1 Heritage Plaza / PO Box 449 White Salmon, WA 98672	
Phone: 509-493-3630	Email: <a href="mailto:mtadamschamber@gmail.com">mtadamschamber@gmail.com</a>
Contact Person: Tammara Toppel	Title: Executive Director
Project Name: <b>2023 White Salmon Tourism</b>	Project Dates: 1-1-2023 to 12-31-2023
Please list the names and titles of Board Members (if applicable):	
Chair: <b>Dawn Carmichael</b> , Summit Embroidery Works	
Vice-Chair: <b>Vern Mohlis</b> , Columbia Bank	
Secretary: <b>Kip Miller</b> , Insitu	
Treasurer: <b>Karalee Holtmann</b> , First Interstate Bank	
Past Chair: <b>Dawn McSweyn</b> , Realtor	
<b>Ruth Shafer</b> , White Salmon Valley Community Library	
<b>Jeff Meier</b> , Acct-N-Tax	
<b>Chris Wiggins</b> , Ruby June Inn	
<b>Elizabeth Jones-Ferguson</b> , Blackbird & Ivory Boutique	
<b>Stephanie Saur</b> , Union Event Co.	
Has this organization received Lodging (Hotel/Motel) tax funding in the past: <b>Yes</b>	
If so, for which years and project name: 2022 White Salmon Tourism	
Are you a nonprofit organization exempt from taxation under IRS 501(c)(3) code?    Yes    No - <b>501(c)(6)</b>	
<b>Request for Funding</b>	
Description of Activity, event schedule and amounts requested (please attached additional paper if more space is required):	
<p><b>The following bullet points outline the 2023 White Salmon Tourism project which will only focus on businesses located in White Salmon with a focus on the downtown business section.</b></p> <p><b>1: Project Support – Heritage Plaza Visitor Center   \$6,000/annually (\$500/month)</b></p> <ul style="list-style-type: none"> <li>• Event liason (engaging community groups) – potential events like ‘White Salmon Wildflower Festival’ and existing: Dreaming of a White Salmon, 4th of July, Halloween (logistics/permits/arrange for staffing to block streets/coordinate volunteers),</li> <li>• Support the development of, coordinate and promote a monthly one day event (for example, first</li> </ul>	

Wednesdays)

- Call out on homepage of mtadamschamber.com with WS logo and link to website
- Administration of Lodging Tax \$ including invoicing and media buys
- Chamber representative attends White Salmon Business Alliance (WSBA) Meeting monthly
- Represent interests of businesses in White Salmon at CGTA (Columbia Gorge Tourism Alliance) meetings
- Represent interests of businesses in White Salmon with the 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 WS businesses/events)

## **2: Billboard Advertising | \$14,000**

- Panel #31098 – I84/Troutdale
- \$3500/4 weeks @ 12 weeks
- Continue the success of the 2022 billboard but with more traction over a longer period.

## **3: Print and Digital Advertising | \$13,000**

Year-round print and digital advertising promoting overnight stays in White Salmon. Seasonal marketing messages promoting White Salmon as a destination to stay are planned to be in publications and their digital products such as 1889 Washington State, NW Food & Travel Guide, Portland Monthly and other regional marketing tools.

## **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, Events, and Community. Explore White Salmon focuses on local businesses, the art community, outdoor activities/recreation, festival/events promotion, points of interest, and parks.
- White Salmon Tourism 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) (Facebook, Instagram, YouTube)**

- Featuring posts, stories, and reels highlighting rotating White Salmon businesses, Events and Things To Do
- Engagement
- Photography and Video (Assets are made available to businesses for their marketing purposes)



Total Project Cost \$46,800	Total Amount Requested \$46,800
Submit Excel Budget Spreadsheet in addition to this application	
<b>Projected Tourism Benefits</b>	
Expected number of participant/spectators: 2500	
Expected number of out-of-town participants/spectators (traveling more than 50 miles or staying overnight): 1600	
Expected number of room nights generated: 800	
Explain how your organization will collect and verify the above information (i.e. surveys, registration, hotels, etc.)	
<p>Website: Google Analytics                  Social Media: FB &amp; IG Insights                  Visitor Info Center: Data logs &amp; 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</p> <p>Much of this project will be validated by the increased lodging taxes collected. 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><b>Year-round marketing and advertising promoting White Salmon as an overnight destination.</b>                  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 billboard showed value and we look forward to a longer session of this promotion to Explore White Salmon. We will be reusing the vinyl from 2022 to decrease costs.</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</p>	

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.

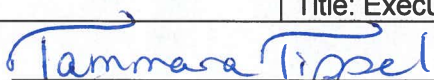
Describe the advertising method by name and location of service (if applicable):

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. Currently using Gorge Digital Media Services, Hood River OR

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.

Tammara Toppel	Title: Executive Director	9/28/2022
Signature:		

# Lodging Tax Fund Application

## 2023 Project Budget

<b>Applicant:</b>	Mt Adams Chamber of Commerce
<b>Project Name:</b>	2023 White Salmon Tourism
<b>Instructions:</b> 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	

### EXPENSE BUDGET (please total lines across and down)

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

### MATERIALS, SUPPLIES & EQUIPMENT COSTS (itemize below)

				\$ -
				\$ -
<b>Total MSE Costs</b>	\$ -	\$ -	\$ -	\$ -

### SERVICES (itemize below)

Temporary Help				\$ -
Consultants	\$ 6,000.00			\$ 6,000.00
Advertising	\$ 40,800.00			\$ 40,800.00
				\$ -
<b>Total Services Costs</b>	\$ 46,800.00	\$ -	\$ -	\$ 46,800.00

### Expense Total

\$ 46,800.00	\$ -	\$ -	\$ 46,800.00
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Percentage of Total Expense Budget

100%	0%	0%
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### REVENUE BUDGET

TYPE OF REVENUE	AMOUNT
Admission Fees/Ticket Sales	
Sales Revenue	
Grants	
Sponsorships	
Miscellaneous Income	
Lodging Tax Grant	\$ 46,800.00
<b>TOTAL</b>	\$ 46,800.00

### In-Kind Contributions

TYPE OF CONTRIBUTION	VALUE
<b>TOTAL</b>	\$ -

Rec. 11/30/2022  
AD



# City of White Salmon 2023 Lodging Tax Grant Application

<b>About the Organization</b>	
Organization Name: <b>Mt Adams Chamber of Commerce</b>	
Address: 1 Heritage Plaza / PO Box 449 White Salmon, WA 98672	
Phone: 509-493-3630	Email: <a href="mailto:mtadamschamber@gmail.com">mtadamschamber@gmail.com</a>
Contact Person: Tammara Tippel	Title: Executive Director
Project Name: <b>2023 White Salmon Events</b>	Project Dates: 1-1-2023 to 12-31-2023
Please list the names and titles of Board Members (if applicable):	
Chair: <b>Dawn Carmichael</b> , Summit Embroidery Works	
Vice-Chair: <b>Vern Mohlis</b> , Columbia Bank	
Secretary: <b>Kip Miller</b> , Insitu	
Treasurer: <b>Karalee Holtmann</b> , First Interstate Bank	
Past Chair: <b>Dawn McSweyn</b> , Realtor	
<b>Ruth Shafer</b> , White Salmon Valley Community Library	
<b>Jeff Meier</b> , Acct-N-Tax	
<b>Chris Wiggins</b> , Ruby June Inn	
<b>Elizabeth Jones-Ferguson</b> , Blackbird & Ivory Boutique	
<b>Stephanie Saur</b> , Union Event Co.	
Has this organization received Lodging (Hotel/Motel) tax funding in the past: <b>Yes</b>	
If so, for which years and project name: 2022 White Salmon Tourism	
Are you a nonprofit organization exempt from taxation under IRS 501(c)(3) code?    Yes    No <b>501(c)(6)</b>	
<b>Request for Funding</b>	
Description of Activity, event schedule and amounts requested (please attached additional paper if more space is required):	
<b>This project consists of implementation, marketing and coordination of three specific focus events.</b>	
<ol style="list-style-type: none"> <li><b>White Salmon Wildflower Festival   \$15,450 (Month-long Festival in May)</b> <ul style="list-style-type: none"> <li>Marketing Collateral Creation \$3500 – Logo, Poster, Media Card, Program, Ad Design</li> <li>Website \$2,500</li> <li>Printing \$950 – Poster, Media Cards</li> </ul> </li> </ol>	

- Advertising \$3,500 – Print and Digital
- Consultant \$5,000

**2. Spring Wine Walk and Holiday Wine Walk | \$15,750**

- Consultant \$4,000
- Marketing Collateral Creation \$3,000 – Logo, Poster, Media Card, Logo, Ad Design
- Printing - \$750
- Website \$2,500
- Advertising \$3,500
- Signage \$1,000
- Tasting glasses \$1,000

Total Project Cost \$31,200

Total Amount Requested **\$31,200**

Submit Excel Budget Spreadsheet in addition to this application

**Projected Tourism Benefits**

Expected number of participant/spectators: 2000

Expected number of out-of-town participants/spectators (traveling more than 50 miles or staying overnight): 1600

Expected number of room nights generated: 800

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

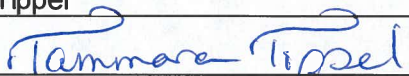
Much of this project will be validated by the increased lodging taxes collected. These strategies are anticipated to have on-going positive impacts for the businesses in White Salmon.

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.

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.		
Tammara Toppel	Title: Executive Director	9/29/2022
Signature: 		

# Lodging Tax Fund Application

## 2023 Project Budget

<b>Applicant:</b>	Mt Adams Chamber of Commerce
<b>Project Name:</b>	2023 White Salmon Events
<b>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</b>	

### EXPENSE BUDGET (please total lines across and down)

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

### MATERIALS, SUPPLIES & EQUIPMENT COSTS (itemize below)

reusable signage	\$ 1,000.00			\$ 1,000.00
Tasting glasses	\$ 1,000.00			\$ 1,000.00
<b>Total MSE Costs</b>	\$ 2,000.00	\$ -	\$ -	\$ 2,000.00

### SERVICES (itemize below)

Temporary Help				\$ -
Consultants	\$ 9,000.00			\$ 9,000.00
Advertising	\$ 7,000.00			\$ 7,000.00
Marketing Development	\$ 13,200.00			\$ 13,200.00
				\$ -
<b>Total Services Costs</b>	\$ 29,200.00	\$ -	\$ -	\$ 29,200.00

<b>Expense Total</b>	\$ 31,200.00	\$ -	\$ -	\$ 31,200.00
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<b>Percentage of Total Expense Budget</b>	100%	0%	0%
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### REVENUE BUDGET

TYPE OF REVENUE	AMOUNT
Admission Fees/Ticket Sales	
Sales Revenue	
Grants	
Sponsorships	
Miscellaneous Income	
Lodging Tax Grant	\$ 31,200.00
<b>TOTAL</b>	\$ 31,200.00

### In-Kind Contributions

TYPE OF CONTRIBUTION	VALUE
<b>TOTAL</b>	\$ -