

Application to the City of Long Beach for Use of 2022 Lodging Tax Funds

Event or Activity Name (if applicable):	Destination marketing, management & development
Amount of Lodging Tax Requested:	31% of 2021 collection - approx. \$360,000
Applicant Organization:	Visit Long Beach Peninsula
Federal Tax ID Number OR SSN:	91-1298641
Mailing Address:	POB 562 Seaview, WA 98644
Primary Contact Name:	Andi Day
Primary Contact Phone:	360-642-2400
Primary Contact Email Address:	Andi@VisitLBP.com

Check all the service categories that apply to this application:

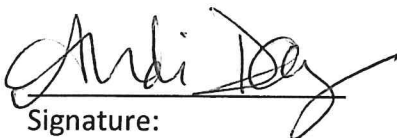
- Tourism promotion or marketing.
- Operation of a special event or festival designed to attract tourists.
- Operation of a tourism-related facility owned or operated by a non-profit organization.
- Operation and/or capital costs of a tourism-related facility owned by a municipality or a public facilities district.

Check which one of the following applies to your agency:

- An entity engaged in tourist marketing or tourism promotion.
- Non-Profit (501(c)(3) or 501 (c)(6)) (Note: Attach a copy of your current non-profit corporate registration from the Washington Secretary of State Office)
- Municipality (City, Town, or County of Washington State)

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

- I am proposing a tourism-related service for 2022. If awarded, my organization intends to enter into a services contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City; and file for a permit for use of City property, if applicable.
- My agency will be required to submit a report documenting economic impact results in a format determined by the City within 30 days of the festival or event.


Signature:

9/30/21
Date:

1) Describe your tourism-related activity or event. *Please see attached*

2) City of Long Beach's brand signature experience is built on the following themes:

- *Family Entertainment*
- *Outdoor Recreation*
- *Shopping*
- *Lodging and overnight stays*
- *Fun with Friends*
- *Food & Drink*

Describe how your event, activity, or festival builds on one or all the themes listed above:

- 3) If an event, list the event name, date(s), and projected overall attendance.
- 4) Is your event/activity/facility focusing on attracting overnight tourists, day tourists, or both?
- 5) Describe why visitors will travel to Long Beach to attend your event/activity/facility.
- 6) Describe the geographic target of the visitors you hope to attract (locally, regionally, nationally, and/or internationally).
- 7) Describe the prior success of your event/activity/facility in attracting tourists.
- 8) If this your first time holding the event/activity/facility provide background on why you think it will be successful.
- 9) Describe how you will promote lodging establishments, restaurants, retailers, and entertainment establishments in the City of Long Beach.
- 10) As part of the City's branding process, the City committed to using the Long Beach, WA. name above other names often used to describe the City (or parts of the City), Long Beach Peninsula.
 - a) If you are an existing entity currently operating in the City does your entity list its physical location as being in the City of Long Beach?
 - b) If you are proposing a new activity, festival, or event will it be described as occurring in the "City of Long Beach?"

- c) If you are proposing a marketing program please outline how the “City of Long Beach” name will be used, promoted, used in promotional materials and used in social media.

Measurements and Metrics (Note: You will be required to report these metrics as part of the close out of the agreement between your organization and the City.) What methodology did you use to calculate the estimates? (For example, some entities may ask for zip codes on ticket sales, put up a map at your event for visitors to pinpoint their home, or would your event be able to be tracked by a partner hotel who offers a special rate?)

As a direct result of your proposed tourism-related service, provide an estimate of:	
a. Overall attendance at your proposed event/activity/facility.	800,000
b. Number of people who will travel fewer than 50 miles for your event/activity.	184,000
c. Number of people who will travel more than 50 miles for your event/activity.	612,500
d. Of the people who travel more than 50 miles, the number of people who will travel from another country or state.	220,000
e. Of the people who travel more than 50 miles, the number of people who will stay overnight in the City of Long Beach	80,000
f. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast) in the City of Long Beach.	240,000

- 11) What methodologies did you use to calculate the estimates and what methodologies will you use to track outcomes, such as total participants, estimated visitor spending, etc.?

Geo fencing data, lodging tax collections, lodging inventory, visitor surveys, ADR

- 12) Are you applying for lodging tax funds from another community or entity (represent tourism promotion or marketing, host a special event or operate a tourism related facility)? If so, which communities or entity and in what amounts?

yes, see attached

- 13) What is the overall budget for your event/activity/facility? What percent of the budget are you requesting from the City of Long Beach? Please attach your current revenue and expenses to this application.

see attached



STATE of WASHINGTON SECRETARY of STATE

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

CERTIFICATE OF INCORPORATION

to

PENINSULA VISITORS BUREAU

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

Corporation Number: 2-364614-4

Date: August 15, 1985

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

1797

310-312

Ralph Munro, Secretary of State

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

COPY
DEPARTMENT OF THE TREASURY

Date: JUL 12 1999

PENINSULA VISTORS BUREAU
PO BOX 562
LONG BEACH, WA 98631-0562

Employer Identification Number:
91-1298641

DLN:
17053086733009

Contact Person:
JOHN JENNEWEIN

ID# 31307

Contact Telephone Number:
(877) 829-5500

Internal Revenue Code
Section 501(c)(6)

Accounting Period Ending:
December 31

Form 990 Required:
Yes

Addendum Applies:
No

Dear Applicant:

Based on information supplied, and assuming your operations will be as stated in your application for recognition of exemption, we have determined you are exempt from Federal income tax under section 501(a) of the Internal Revenue Code as an organization described in the section indicated above.

Unless specifically excepted, you are liable for taxes under the Federal Insurance Contributions Act (social security taxes) for each employee to whom you pay \$100 or more during a calendar year. And, unless excepted, you are also liable for tax under the Federal Unemployment Tax Act for each employee to whom you pay \$50 or more during a calendar quarter if, during the current or preceding calendar year, you had one or more employees at any time in each of 20 calendar weeks or you paid wages of \$1,500 or more in any calendar quarter. If you have any questions about excise, employment, or other Federal taxes, please address them to this office.

If your sources of support, or your purposes, character, or method of operation change, please let us know so we can consider the effect of the change on your exempt status. In the case of an amendment to your organizational document or bylaws, please send us a copy of the amended document or bylaws. Also, you should inform us of all changes in your name or address.

In the heading of this letter we have indicated whether you must file Form 990, Return of Organization Exempt From Income Tax. If Yes is indicated, you are required to file Form 990 only if your gross receipts each year are normally more than \$25,000. However, if you receive a Form 990 package in the mail, please file the return even if you do not exceed the gross receipts test. If you are not required to file, simply attach the label provided, check the box in the heading to indicate that your annual gross receipts are normally \$25,000 or less, and sign the return.

If a return is required, it must be filed by the 15th day of the fifth month after the end of your annual accounting period. A penalty of \$20 a day is charged when a return is filed late, unless there is reasonable cause for the delay. However, the maximum penalty charged cannot exceed \$10,000 or 5

Letter 948 (DO/CG)

PENINSULA VISTORS BUREAU

percent of your gross receipts for the year, whichever is less. For organizations with gross receipts exceeding \$1,000,000 in any year, the penalty is \$100 per day per return, unless there is reasonable cause for the delay. The maximum penalty for an organization with gross receipts exceeding \$1,000,000 shall not exceed \$50,000. This penalty may also be charged if a return is not complete, so please be sure your return is complete before you file it.

You are not required to file Federal income tax returns unless you are subject to the tax on unrelated business income under section 511 of the Code. If you are subject to this tax, you must file an income tax return on Form 990-T, Exempt Organization Business Income Tax Return. In this letter we are not determining whether any of your present or proposed activities are unrelated trade or business as defined in section 513 of the Code.

The law requires you to make your annual return available for public inspection without charge for three years after the due date of the return. You are also required to make available for public inspection a copy of your exemption application, any supporting documents and this exemption letter to any individual who requests such documents in person or in writing. You can charge only a reasonable fee for reproduction and actual postage costs for the copied materials. The law does not require you to provide copies of public inspection documents that are made widely available, such as by posting them on the Internet (World Wide Web). You may be liable for a penalty of \$20 a day for each day you do not make these documents available for public inspection (up to a maximum of \$10,000 in the case of an annual return).

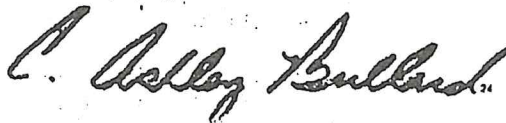
You need an employer identification number even if you have no employees. If an employer identification number was not entered on your application, a number will be assigned to you and you will be advised of it. Please use that number on all returns you file and in all correspondence with the Internal Revenue Service.

If we have indicated in the heading of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

Because this letter could help resolve any questions about your exempt status, you should keep it in your permanent records.

If you have any questions, please contact the person whose name and telephone number are shown in the heading of this letter.

Sincerely yours,



District Director

Dear Honorable Mayor and City Council:

Thank you for the opportunity to present this Lodging Tax funding request on behalf of Visit Long Beach Peninsula – the destination marketing organization serving the City of Long Beach and our visitor destination in good faith for over 36 years with a mission to grow Pacific County through sustainable destination marketing and economic development.

This is a proposal to contract with Visit Long Beach Peninsula (Visit LBP) for 2022 destination marketing, promotion, management and development services on a percentage-based funding model. Key to this request is the fact that the City of Long Beach is home to the overwhelming majority of lodging and other tourism-related businesses in Pacific County and therefore benefits most from the work undertaken by Visit LBP. We'd also like to acknowledge the City's many years of support as our area has grown into one of the top leisure-travel destinations in the state.

The attached proposal details the full scope of services provided by Visit LBP. Here is an overview of the deliverables:

- **A digital-first, comprehensive marketing and promotion plan including:**
 - Public and media relations
 - Website creation, management, optimization, maintenance
 - Acquisition, production, management of digital assets
 - Creation & distribution of consumer-direct digital enews
 - Social media campaigns and management
 - Cross-channel content development
 - Digital marketing: SEM, paid social, paid enews, digi display, OTT, geotargeting
 - Advertising
 - Promotional activities, items, partnerships and co-ops
 - Visitor Services support materials: visitor guides, maps, event info., etc.

- **Destination development and management services including:**
 - Crisis planning, management, communications, response
 - National Rec. Trails, Scenic Byways, Scenic Bikeways, and Made in Pac. Co. initiatives; trails symposium
 - Hospitality/workforce training programs
 - Visitor-related messaging/guidelines including beach safety, July 4, wildlife, etc.
 - Overtourism, mitigation, flow messaging
 - Local digital readiness
 - Continued onboarding/outreach for BookDirect
 - Local and industry research and data sharing

- **Reporting:**

- Monthly or quarterly reporting available with invoicing upon request
- Annual report – available online
http://www.pacificcountytourism.org/wp-content/uploads/2021/06/PCT_AnnReport_2020_v4.pdf
- “Metrics that Matter” dashboard – available online 24/7
<http://www.pacificcountytourism.org/results/>
- Annual meeting – recorded and posted
<https://www.youtube.com/watch?v=yC1ewkvWG6s>

Visit LBP is also happy to discuss any specific campaigns or activities outside the proposed scope of work. These would be considered “Special Projects.”

In 2018 and 2019, the City of Long Beach funded Visit LBP at 34% of the prior year’s Lodging Tax collection. While it is still early in the year, a conservative estimate of funding for 2022 would be \$340,000.

We are suggesting a return to the previous funding model for several reasons: (1) increase efficiencies and reduce the amount of administration required, (2) allow for more flexibility in the types of work we do, and (3) increase the resiliency of our communities.

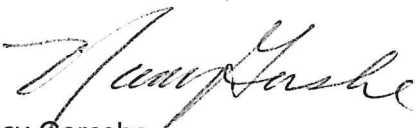
For instance, a multi-year service agreement leverages positive impact by making it possible to implement marketing campaigns that cross over calendar years (i.e. a campaign designed to increase off-season tourism). It also makes us as nimble and flexible as peer DMOs, who are competing for the same visitors and who are already funded in this manner.

As a tourism destination, we are inherently interdependent with our surrounding communities. This percentage-based funding model would put the City of Long Beach on par with the City of Ilwaco’s funding rate and would approach Pacific County’s level of funding, which ranges between 50 to 52% of its Lodging Tax receipts.

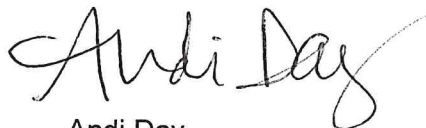
We welcome the opportunity to discuss this service agreement proposal in more detail and answer any questions you may have either in a workshop or on an individual basis. Please reach out to us with your questions, comments and suggestions.

Thank you in advance for your consideration and support.

Respectfully submitted,



Nancy Gorcshe
Board President



Andi Day
Executive Director

PROPOSED SCOPE OF WORK

Contracted agency agrees to **strategically plan, implement and report on a comprehensive annual destination digital-first marketing plan** promoting the City of Long Beach and Pacific County WA which **includes:**

1) consumer direct marketing activities and channels

2) media and public relations

3) tourism industry and trade representation, development and reporting

The **objectives** of the plan are to increase awareness of our tourism product, reach targeted audiences and inspire them to visit our area thereby to increase overnight visitors, increase engagement, extend length of stay and grow lodging tax collections and overall visitor spending. The strategy and objectives are expertly planned with wide-based stakeholder and community input to provide the best and greatest return on investment of tourism marketing and promotion funds while preserving our tourism assets, natural resources and local heritage and traditions.

Annual work will include the following marketing activities:

1. Consumer direct channels

- a.* Consistent, professional, compelling **place branding**
- b.* Creation, production and distribution of marketing materials such as:
 - i. "Beach Visitors Guide"
 - ii. Tourism event calendar
 - iii. Inspiration brochure
 - iv. Way-finding tools like "Discovery Maps"
 - v. Branded promotional items
- c.* Planning, creation, negotiation and placement of professionally **branded advertising** may include:
 - i. Digital media: search engine marketing, banner ads, enews, targeting, geo-fencing, adwords, etc.
 - ii. Print media – guides, magazines, books, newspapers, etc.
 - iii. Sponsored content, print and/or digital
 - iv. Advertising on social media channels

d. Social Media Marketing and Management,

- i. Facebook
- ii. Twitter
- iii. Instagram
- iv. YouTube
- v. TikTok (development & launch)

e. Strategically plan, create and distribute *consumer-direct digital newsletter* designed to inspire visits, increase engagement, encourage return visits, extend night stay, etc.

- i. Increase opt-in subscriber base
- ii. Maintain or increase open rate, click through rate
- iii. Develop content based on target audiences' travel planning window
- iv. Respectfully observe and fully comply with all privacy and email marketing regulations

f. Visitor Services and in-person contacts

- i. Operate visitor center
- ii. Train staff and volunteers to provide visitor information and tourism business services and benefits serving visitors and local business and communities for our own *and other* visitor centers in our communities
- iii. Connect visitors to their expectations and improve visitor satisfaction, help increase engagement, increased local spending, inspire and/or extend night stays, connect visitors with local businesses, services, activities and attractions
- iv. Serve as a distribution hub for local and regional business information/materials and visitor information/materials.
- v. Engage with visitors at events and consumer trade shows to increase awareness of and inspire visitors to our area
- vi. Answer inquiries and fulfill requests for information and/or materials via email, telephone, in person, social media messaging, google check-ins/reviews, etc.

g. Manage and host all aspects of *destination marketing website* strategically designed to inspire and facilitate visitors to our area.

Work includes:

- i. Planning and development
- ii. Design and responsiveness
- iii. Regularly test, repair and maintain all functions and links
- iv. Optimize all content and images for search and voice search
- v. New content creation and update of existing
- vi. Regularly procure and update effective images
- vii. Provide links and listings for local business partners, activities and attractions
- viii. Monitor and report traffic, analytics, trends, conversions and referrals to partner websites

h. Promotion

- i. Participate in local, regional, state and national co-op advertising and marketing programs and sales missions
- ii. Create, edit, and/or procure highest quality image for “signature images” reflecting brand and brand messaging and professionally evaluated in terms of trend, style, and technical specifications
- iii. Create and/or procure high quality images and video for print, digital content to be used in various marketing channels
- iv. Procure, manage and comply with all rights and licensing permissions and use restriction and required credits for all digital assets (images and video)
- v. Consumer events and travel trade shows: such as RV Shows, Food Events, Outdoor Rec Show, etc.

2. **Media and Public Relations** work to increase awareness of and visitors to our area by increasing our “earned” (unpaid or not advertising) media. Earned media has a higher degree of influence and oftentimes a higher rate of return on investment for relevant/viable audiences. Work includes:

- a. Pitching to publishers, editors, and writers
- b. Monitoring and responding to **media inquiry** platforms
- c. Planning and organizing and in some cases hosting **media visits**
- d. Fielding media inquiries, requests, research and **fact checking**
- e. Planning and organizing **group and individual media familiarity tours**
- f. Researching, creating and distributing **press releases and media alerts**

- g. Create and implement **annual PR plan**
- h. Other **content creation and special projects** as needed
- i. **Representation** at travel writer events and conferences
- j. Continually update and expand destination product **knowledge** and identify trending and/or relevant products and subjects for targeted markets and audiences

3. Tourism industry representation, advocacy and professional development both in and out of area

a. *In area activities* include:

- i. Researching and reporting tourism metrics according to global and national professional industry standards.
- ii. Plan and host annual meeting with reporting, education, and industry recognition
- iii. Plan and host county-wide tourism summit every other year with professional development information and collaboration sessions
- iv. Plan and host gatherings of tourism industry sectors to facilitate information sharing, collaboration, professional development and product updates for marketing work
- v. Attend, participate and collaborate with community and stakeholder groups throughout Pacific County
- vi. Create and implement partnership and community programs and benefits designed to support and enhance tourism related businesses and grow visitor spending
- vii. Ongoing professional development of marketing team
- viii. Conduct over 10,000 visitor surveys annually to determine visitor origins, numbers, night stays, inspiration source, demographics, and media channels
- ix. Data collection and cross reference from other local sources
- x. Conduct annual county wide lodging inventory
- xi. Conduct weekly occupancy survey
- xii. Conduct weekly vacancy survey and referral system mid-April through mid-Sept

b. *Regional partnerships, associations, & marketing collaborations include:*

- i. Membership, partnership or active leadership roles with the following industry organizations and others as needed:
 - Washington State Assoc. of DMO's, (Past-President)
 - Washington Tourism Alliance, (President 2021-22)
 - Port of Seattle (past grant recipient)
 - DMA-West
 - WHA
 - AWACC (Advisory board member)
 - Oregon Coast Visitors Association
 - Destinations International
 - U.S. Travel/Brand USA

4. Destination Development and management:

- a. Crisis planning, management, communications, response
- b. National Rec. Trails, Scenic Byways, Scenic Bikeways, and Made in Pac. Co. initiatives; trails symposium
- c. Hospitality/workforce training programs
- d. Visitor-related messaging/guidelines including beach safety, July 4, wildlife, etc.
- e. Overtourism, mitigation, flow messaging
- f. Local digital readiness
- g. Continued onboarding/outreach for BookDirect
- h. Local and industry research and data sharing

Proposed 2022 Budget: 34% of 2021 lodging taxes collected by the City of Long Beach; estimated \$340,000

Pacific County Tourism Bureau (dba Long Beach Peninsula Visitors Bureau) is the designated Destination Marketing Organization (**DMO**) serving Pacific County. PCTB is a 501 c 6 whose board of directors is comprised of both tourism industry sector representatives and stakeholder/funding group representatives.

Mission

To Grow Pacific County through sustainable destination marketing and economic development

Vision

To be a favorite year-round Pacific Northwest Destination for regional and global visitors and to strengthen to economy through sustainable tourism growth by promoting authentic experiences while protecting and preserving natural resources and heritage.

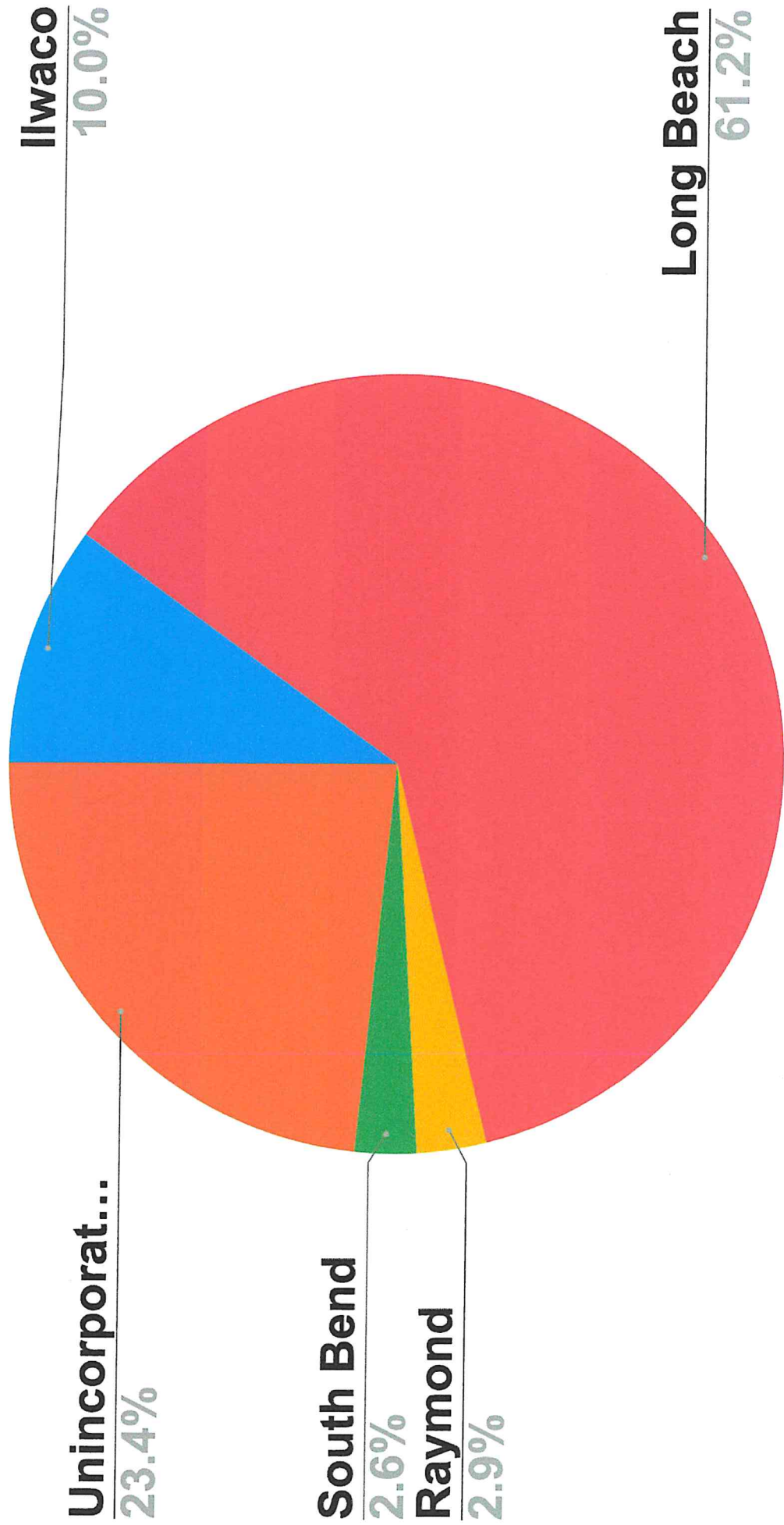
Goals: The Big 4

1. Support sustainable tourism growth
2. Apply marketing resources in the most effective manner for the greatest possible return on investment
3. Increase visitor spending in Pacific County
4. Unite and lead the tourism industry in Pacific County

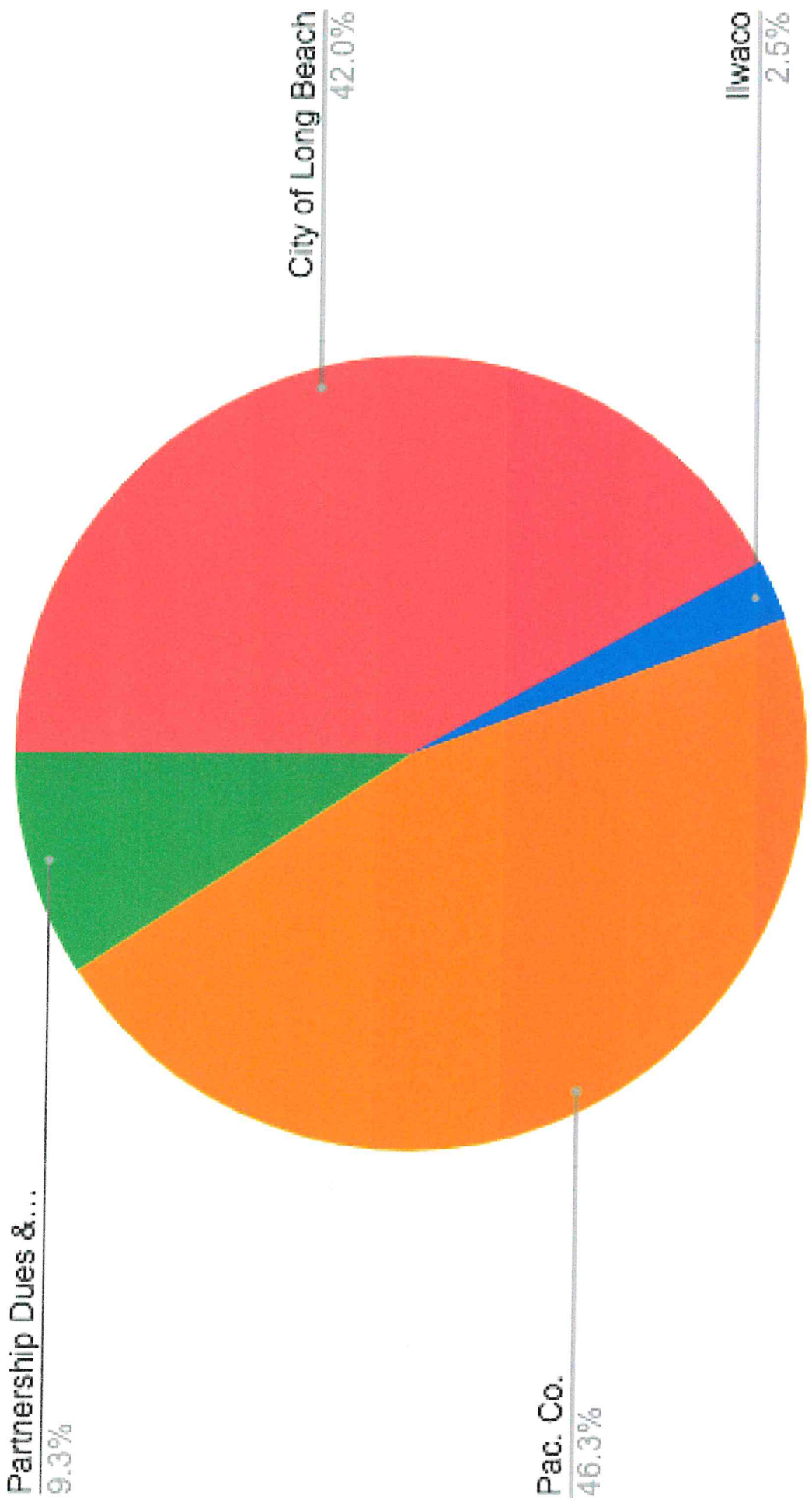
Pacific County Tourism Bureau
Board of Directors 2021

Representative	Phone	Email	Term Expires	Committee
Holly Beller Treasurer, City of Ilwaco	360.642.3145	treasurer@ilwaco-wa.gov	12/31/2022	
Jenna Austin, Queen La De Da's Ilwaco Merchants Assoc	503.298.9319	ilwacomerchantsassociation@gmail.com	31-Dec-2022	Marketing & Governance
Karla Jensen Martin, Mermaid Inn Long Beach Merchants Assoc	360.642.2600	mermaidInnRVPark@gmail.com	31-Dec-2022	Partnership
Guy Glenn Manager, Port of Ilwaco	360.642.3143 360.642.3148	gglenn@portofilwaco.org	31-Dec-2022	Governance
David Glasson City of Long Beach	360.642.4421 360.244.9041	finance@longbeachwa.gov	Secretary:12/31/2021 Director:12/31/2022	Governance
Susan Yirku Pacific County EDC	503.519.7811	syirku@gmail.com	12/31/2023	
Susie Goldsmith Boreas Bed & Breakfast	360.642.8069 360.751.2161	boreas@boreasinn.com	Vice Pres:12/31/2021 Director:12/31/2021	Partnership, Chair
Nancy Gorshe The Depot Restaurant	360.665.2368 503.807.2965	nancygorshe@reachone.com	President:12/31/2021 Director:12/31/2021	Marketing, Chair
Tiffany Turner Adrift Hotel	503.298.7915	tiffany@adrifthotel.com	Past Pres:12/31/2021 Director:12/31/2021	
Michelle Layman Willapa Harbor CC	360.942.5580 360.942.5419	info@willapaharbor.org	12/31/2023	Partnership
Thandi Rosenbaum Southwester Lodge RV Park	360.642.2542	jthandir@gmail.com	12/31/2023	Marketing
Julez Orr Salt Hotel, Recreation	360.301.1707	thepub@salt-hotel.com	12/31/2023	Marketing
Mike Cassinelli Beacon Fishing Charters	360.642.2138 503.970.1284	beacon@willapabay.org	Treasurer:12/31/2021 Director:12/31/2021	Governance, Chair
Diana Thompson Harmony Soapworks	360.665.0102	diana@harmonysoapworks.com	12/31/2021	
Matt Winters Chinook Observer	360.642.8181	mwinters@chinookobserver.com	Advisory, non-voting	
Madeline Moore Columbia Pacific Heritage Museum	360.642.3446	madeline@cphm-ilwaco.org	Advisory, non-voting	
Laurie Anderson Pacific Co. LTAC	360.777.3312	chinabeachretreat@gmail.com	Board Emeritus non-voting	Governance
Aarron Webster Cape Disappointment	360.642.3029	Aaron.webster@parks.wa.gov	Advisory, non-voting	

Number of rooms/units/spaces (all lodging) by L Tax Zone/All Pacific County



Estimated / Requested 2022 Revenues for Visit LBP



A	B	C	D	E	F	G	H	I	J	K	L	M
Key County state/tax collections	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Lodging tax collections (Dor) Total County	86,292.00	89,872.00	90,459.00	119,561.79	138,376.00	203,116.00	185,422	188,407				
City of LB lodging tax collections	51,575.00	49,869.00	51,766.00	74,160.29	68,416.00	134,684.00	113,351	88,435				
City of Ilwaco lodging tax collections	1,793.00	2,441.00	2,473.00	3,239.00	6,017.00	6,011.09	7,482	11,213				
Unincorporated Pacific County	32,479.00	37,169.00	35,170.00	40,957.88	63,416.00	61,773.00	63,721	87,607				
City of Raymond	-	491.00	603.00	535.69	766.00	646.00	866	1,150				
City of South Bend	443.00	-	445.00	668.93	-			0				
PCTB - Destination Marketing	Jan	Feb	Mar	April	May	June	July	Aug	Sept	Oct	Nov	Dec
Key Performance Indicators (KPI's)												
Website unique visitors/sessions	14959	14973	20113	22080/30035	25981/35003	34181/45461	22,821/30344	30794/41108				
Goggle Search Performance impr/clicks	527K/12K	470K/11K	587K/16K	651K/17.2K	713K/19.2K	792K/25.7K	932K/33.1K	852K/30.5K				
Google My Business interactions/views		64/10622	99/13926	94/15726	120/19543	106/12601	98/13864	581/10755				
Facebook likes/followers	16809/16577	16807/16582	16855/16648	16921/16695	17007/16789	17057/16847	17144/16938	17286/18253				
Facebook posts/ave post reach per post	7/425	19/1286	24/1043	26/1688	27/2875	44/2481	19/2828	23/1593				
Enews subscribers	23552	23619	24313	24321	23638	23704	23732	23768				
In person contacts	128	143	148	71	256	493	767	617				
Print materials produced	0	0	0	0	0	75	0	4				
Print materials distributed	646	709	556	2901	2673	1903	3167	2698				
Digi-Material Downloads (maps/guides)	1226	1250	1390	1340	1352	1504	662	4				
Advertising placements/impressions												
Earned media impressions	32.2m											
Media visits												
Influencer visits						1	1	0				
Familiarity visits							3	1				
Partners	272	273	274	274	275	276	276	0				
Blogs posted/visits	1/37,158	1/36,368	1/53,491	1/62,760	0/65,049	0/84,272	0/46,351	1/67,691				
Twitter followers/posts	1385/0	1385/0	1385/0	1384/8	1384/0	1392/0	1398/0	1399/0				
Instagram followers/posts	/4	/6	2306/6	2333/20	2414/16	2484/13	2532/9	2583/13				

PACIFIC COUNTY TOURISM

Destination Organization

"Do the best you can until you know better.
Then when you know better, do better."

—Maya Angelou



ANNUAL REPORT 2020



MISSION

To grow Pacific County through sustainable destination marketing and economic development.

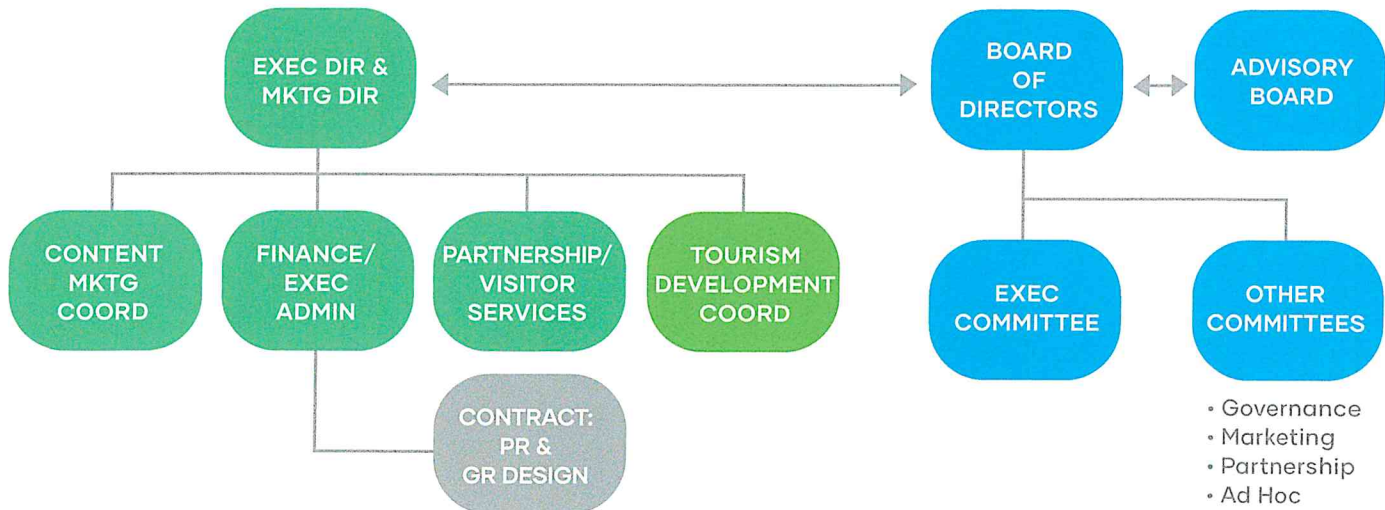
VISION

To be a favorite year-round Pacific Northwest Destination for regional and global visitors and to strengthen the economy through sustainable tourism growth by promoting authentic experiences while protecting and preserving natural resources and heritage.

DIVERSITY, EQUITY & INCLUSION

We value and welcome diversity and consider ourselves strong allies in the quest for equality and acceptance of all people in this community. As the Pacific County Tourism Bureau, on our behalf of our tourism industry, we encourage and invite all people to experience the abundant natural resources, our foods, our hospitality, culture, history and arts. We acknowledge that this community is rural and that we represent a small population in the State of Washington. We also know we can do more, do better to be more inclusive. It is the right thing to do and the only path forward. **We are a community that cares.**

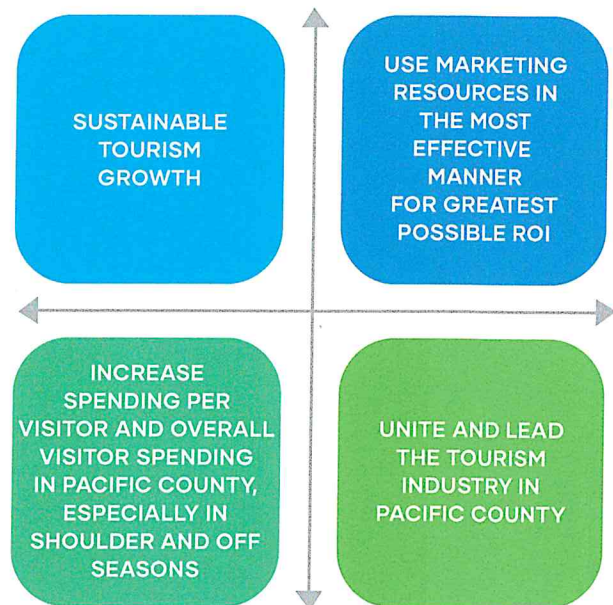
ORGANIZATION STRUCTURE



WHAT IS PACIFIC COUNTY TOURISM BUREAU?

- DESTINATION MARKETING ORGANIZATION, COMMONLY REFERRED TO AS A DMO, CVB, VB
- ONE OF ABOUT 30 IN WASHINGTON
- NONPROFIT 501 (C) (6)
- SERVING PACIFIC COUNTY, CITY OF LONG BEACH, CITY OF ILWACO
- MEMBERSHIP BASED: NEARLY 300 "CO-INVESTORS"
- COLLABORATE WITH CHAMBERS AND MERCHANT ASSOCIATIONS FOR OUT OF AREA MARKETING OF TOURISM EVENTS AND ATTRACTIONS
- COLLABORATE WITH PORTS AND EDC ON DEVELOPMENT OF TOURISM ASSETS

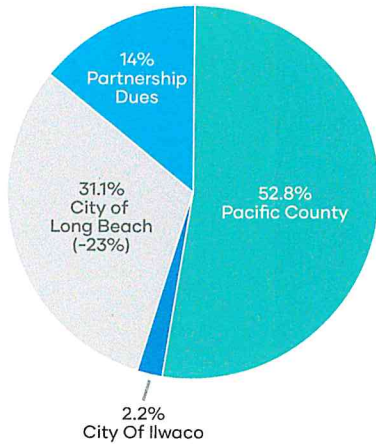
GOALS



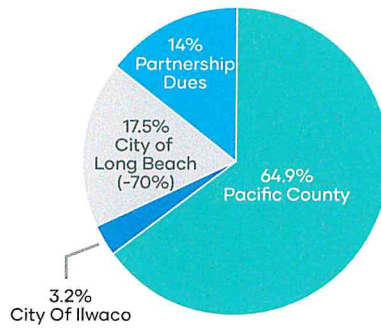
2020 FUNDING AND FINANCE

BUDGET REVENUE

Budgeted Revenue
\$670,000



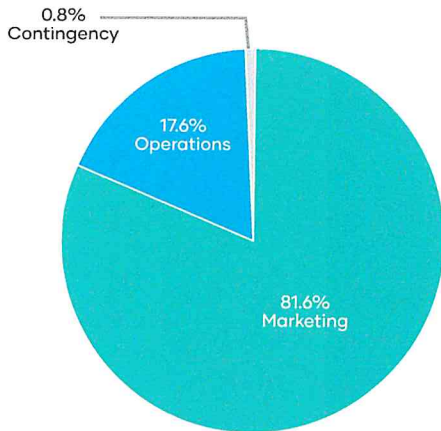
Actual Revenue
438,000



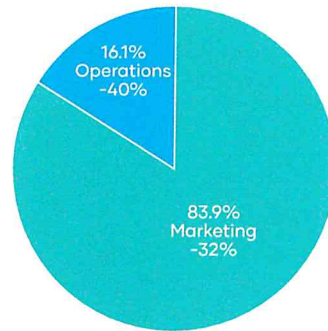
\$232,000 Revenue Loss of 35% due to terminated service contract - City of LB

BUDGET EXPENSES

Budgeted Expenses
\$670,000



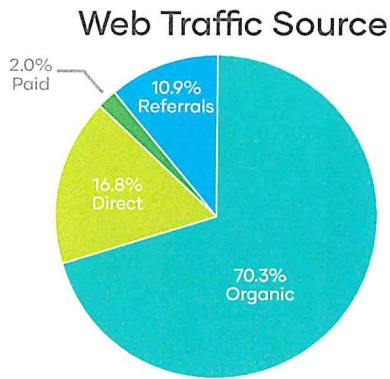
Actual Expenses
438,000



35% Decrease

2020 WORK & MEASURABLE OUTCOMES

WEBSITE



Organic: From optimized content and organic searches.

Direct: People saw our url (advertisement, article, print, brochure, etc.)

Referrals: Social media, emails, and referrals (WTA, Brand USA)

Paid: Digital marketing agency - contracted by City of Long Beach

OVER **217,000** users
12% increase over 2019

\$7.6 MILLION | **ROI**

\$304 direct local spending
 FOR EACH \$1 SPENT ON WEBSITE

SOCIAL MEDIA

f | **ORGANIC FOLLOWERS**
16,532 | **LIKES** **16,793**
 UP 5% OVER 2019

1,500 Twitter followers
 UP 5% OVER 2019

1114 Instagram followers
 ↓ 63% FROM 2019

E-NEWS

21,548
 OPT-IN SUBSCRIBERS

20% OPEN RATE

18% CLICK THRU

9% increase over 2019

2020 WORK & MEASURABLE OUTCOMES

PRINT MATERIALS

117,281
PIECES
produced and distributed

↓ **65%**
From 2019

- Beach Visitors Guides
- Annual Events Calendars
- Discovery Trail Maps
- Beach Guest Directories
- Wedding Planners
- Meeting Planners
- Lure Brochure

\$690 thousand
Local Economic Impact
from Beach Visitors
Guides distributed 2020

Visitor Guides
ROI: \$34.5
in local spending
for each \$1 spent

35,389
Digital
Downloads

MEDIA RELATIONS

23
Media
HOSTED

Earned Media Value: Over \$8 Million

Comprised of:

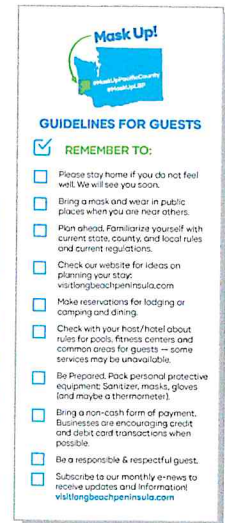
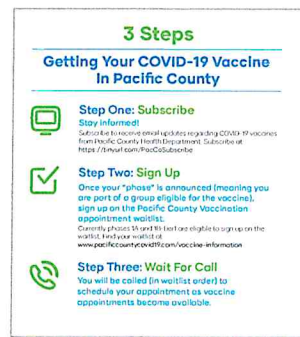
- Newspaper/radio
- Blogs/features
- Magazine articles
- Third party emails/enews
- Books
- TV segments and/or commercials
- 50+ media inquiries fielded
- press releases
- media alert
- bylines
- Media e-news to subscribers

ROI: \$107
IN EARNED
MEDIA VALUE
FOR EACH \$1 SPENT

2020 - THE YEAR OF "THE PIVOT"

WHAT THE PCTB DID: Shift from "MARKETING" to "MANAGEMENT"

- Created, shared and implemented a crisis response and recovery plan
- Convened tourism industry partners by sector
- Create and distribute multi-media branded, audience specific materials to facilitate:
 - Increased safety for all
 - Reduced friction between residents, business, and government
 - Increased relevant and accurate information for all
- Connected businesses to emergency funding and relief resources
- Collected, compiled and reported economic injury data to state and federal legislature and industry associations
- Advocated for industry relief and resources
- Suspended/adjusted consumer-facing marketing
- Revised and reduced annual budget and annual work plan



POSITIVE OUTCOMES (Good News)

- Pac. Co. businesses have received equal or higher share of resources on per capita basis.
- Case counts on LBP have remained low. To date no cases have been directly attributed to paid tourism.
- Most local businesses were able to quickly pivot, adapt and re-open safely. Pacific Co. has consistently led reopen phases statewide.
- Pacific Co. and Ilwaco honored 2020 funding agreements and maintained or increased 2021 funding.
- Lodging tax collections county-wide were only down 2.5%, City of LB only down 1.5% from 2019. State was down 40%.
- 2021 lodging tax collections through May are up over 50% higher than same time in 2019.
- DMO has worked hard to acquire emergency relief funding from Pac. Co., EDC, PPP, EIDL, and WTA (pending) (or has amend contracts) and has nearly reached pre-covid funding levels allowing us to rebuild our team in 2021.

NEGATIVE OUTCOMES (Not so good news)

- Many businesses are still operating at restricted capacity and/or with much higher costs.
- City of Long Beach terminated the 2020 DMO funding contract in April, resulting in a 40% revenue loss for our organization, restricting critical work at a time most needed, putting additional pressure on businesses that are hard-pressed to pay partnership dues and fees. 2021 funding from the City of LB has been reestablished at a level 30% lower than the original 2020 contract and 46% lower than 2019. The 2020 funding is approximately 18% of LB lodging taxes collected.
- The organization still has a tremendous backlog of work due to funding cuts and time lost as hiring searches, onboarding and training processes are continued.
- We are one of the only DMO's in the state NOT to receive any CaresAct or ARP funding from our cities or county. Therefore, as the industry recovers and flight travel once again becomes an option, competing destinations will likely have much better funding and resources.

2020 ECONOMIC IMPACT OF TOURISM IN PACIFIC COUNTY* - OUTSTANDING RESILIANCY



Pacific Co. Visitor
Spending In 2019

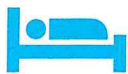
↓ 4.5% from 2019**

WA STATE ↓ 40.4%

Visitor spending

\$5,947.98 PER PACIFIC. CO.
RESIDENT

PER WA STATE
RESIDENT **\$1,709.12**

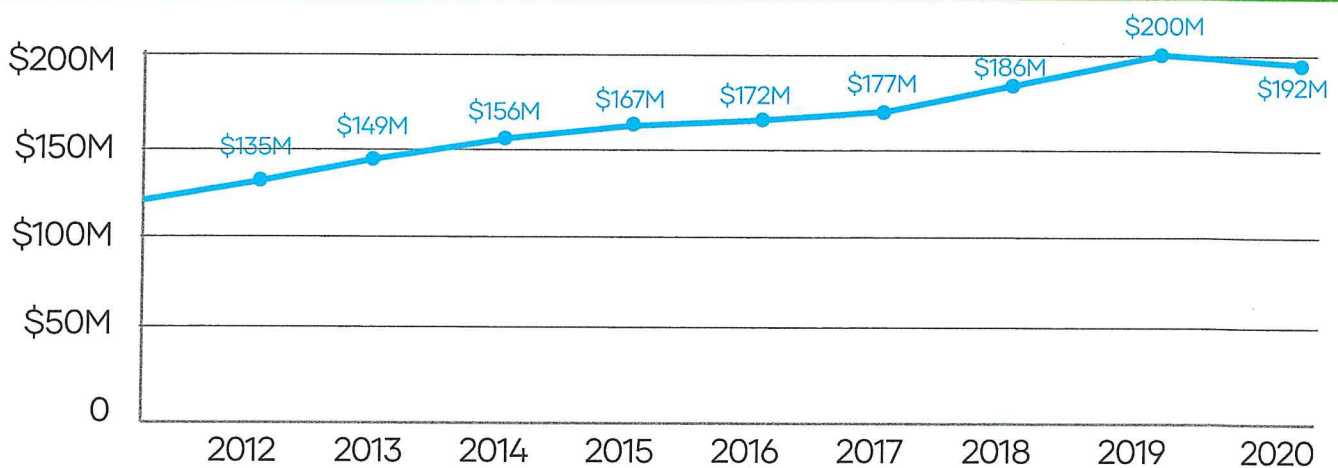


\$61.5 million
in Lodging Sales

Lodging taxes collected in Pacific Co.

\$1.32 million ↓ 2% from 2019

VISITOR SPENDING IN MILLIONS



*Dean Runyan Associates, Washington State
Travel Impacts & Visitor Volume 2010 - 2018p

**Tourism Economics 2020

**PACIFIC
COUNTY
TOURISM** BUREAU

PACIFIC COUNTY TOURISM

Destination Organization

ANNUAL REPORT 2019

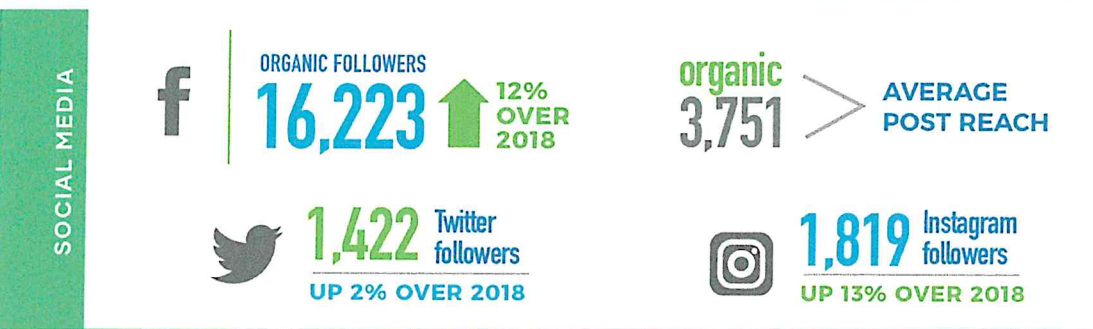
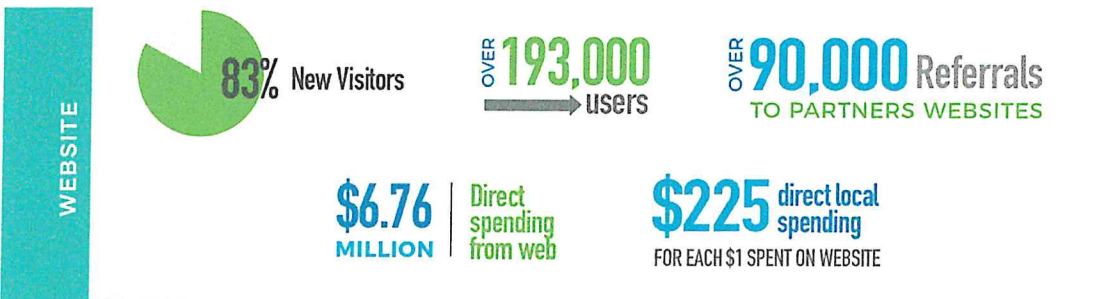
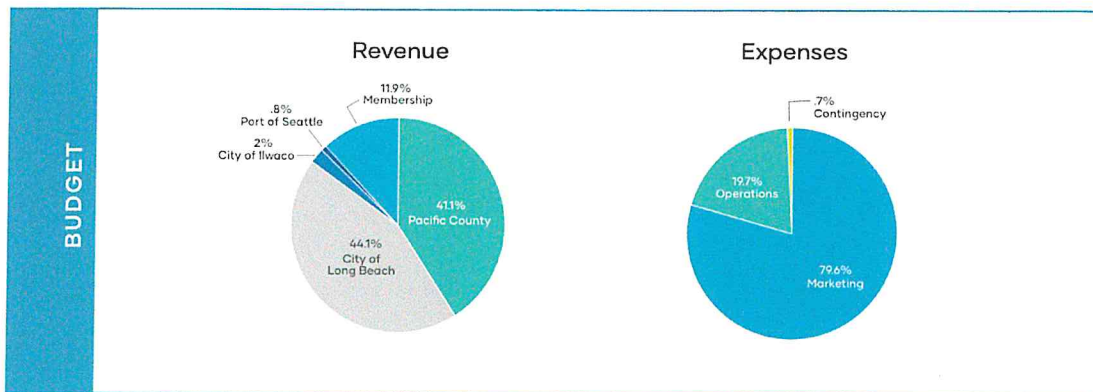
MISSION

To plan, collaborate and implement destination marketing to inspire and connect visitors with unique experiences and local products and generate sustainable tourism growth county-wide.

VISION

To be a favorite year-round Pacific Northwest destination for regional and global visitors and to strengthen the county economy through sustainable tourism growth by promoting authentic experiences while protecting and preserving natural resources and heritage.

2019 WORK & MEASURABLE OUTCOMES



PACIFIC COUNTY TOURISM

Destination Organization

ANNUAL REPORT 2019 CONTINUED

2019 WORK & MEASURABLE OUTCOMES

PRINT MATERIALS

337,674
PIECES

produced and distributed

- Beach Visitors Guides
- Annual Events Calendars
- Discovery Trail Maps
- Beach Guest Directories
- Wedding Planners
- Meeting Planners
- Lure Brochure

15,777
Digital Downloads

\$2.2 million

Local Economic Impact for Beach Visitors Guides distributed 2019

ROI: \$110 IN LOCAL SPENDING FOR EACH \$1 SPENT

MEDIA RELATIONS

23 HOSTED
Media

Earned Media Value: Over \$8 Million

PR/MR Activities

- Newspaper/radio
- Blogs/features
- Magazine articles
- Third party emails/enews
- Books
- TV segments and/or commercials
- 50+ media inquiries fielded
- Press releases
- Media alerts
- Bylines
- Media e-news to subscribers

ROI: \$107

IN EARNED MEDIA VALUE FOR EACH \$1 SPENT

2019 HIGHLIGHTS

2019 Special Campaign Grant Take YOUR Time
from Pacific County Tourism Fund
(CONTINUED)

Shoulder & Off-Season Growth October-April*  **30% increase year over year**

2019-20 Special project grant for Pacific County Tourism Fund
for Business Travel and Outdoor Recreational Development (collaboration with Pac. Co EDC)

*Best year ever for visitor spending and lodging tax collection

ECONOMIC IMPACT OF TOURISM IN PACIFIC COUNTY*

 Pacific Co. Visitor Spending In 2019
\$200.3 million
 **7.7% Over 2018**

 **Visitor spending per Pacific Co. resident**
\$9,053  **10% in 2019**

 **Over 2,440 Jobs In Pacific County**

Visitor Spending has grown by **50%** or **\$51 million** since 2013

WA State  **4.5%**
#5 GROWTH IN STATE

Lodging taxes collected in Pacific Co.

\$1,358,000

=

Approximately **\$61.6 million** in Lodging Sales

Pacific County Visitor Spending in Millions



*Dean Runyan Associates, Washington State Travel Impacts & Visitor Volume 2010 - 2018p

Washington's **LONG BEACH PENINSULA** **PACIFIC COUNTY TOURISM BUREAU**

VisitLongBeachPeninsula.com

Page
Break

Application to the City of Long Beach for Use of 2022 Lodging Tax Funds

Event or Activity Name (if applicable):	Coming Home: Youth generated historic walking tours
Amount of Lodging Tax Requested:	\$2,500
Applicant Organization:	Columbia Pacific Heritage Museum
Federal Tax ID Number OR SSN:	91-1217397
Mailing Address:	PO Box 153 Ilwaco Washington 98624
Primary Contact Name:	Madeline Moore
Primary Contact Phone:	360-642-3446
Primary Contact Email Address:	madeline@cphm-ilwaco.org

Check all the service categories that apply to this application:

- Tourism promotion or marketing.
- Operation of a special event or festival designed to attract tourists.
- Operation of a tourism-related facility owned or operated by a non-profit organization.
- Operation and/or capital costs of a tourism-related facility owned by a municipality or a public facilities district.

Check which one of the following applies to your agency:

- An entity engaged in tourist marketing or tourism promotion.
- Non-Profit (501(c)(3) or 501 (c)(6)) (Note: Attach a copy of your current non-profit corporate registration from the Washington Secretary of State Office)
- Municipality (City, Town, or County of Washington State)

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

- I am proposing a tourism-related service for 2022. If awarded, my organization intends to enter into a services contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City; and file for a permit for use of City property, if applicable.
- My agency will be required to submit a report documenting economic impact results in a format determined by the City within 30 days of the festival or event.



Signature:

9-20-21

Date:

1) Describe your tourism-related activity or event.

In September 2021, CPHM was accepted to the Smithsonian's Museums on Main Street Coming Home Project which encourages rural youth to create multimedia projects to tell stories about their communities. CPHM submitted a proposal that would create teams of local youth, led by local educators and museum staff, to create multimedia videos about historical spots and events along the Long Beach Peninsula. These videos will then be compiled into walking or driving tours and accessible via the nationally recognized Clio app. A youth advisory committee will help to determine what topics and stories will be covered and any theme associated with the tours.

This project is in partnership with Washington State Parks and interpreter Aaron Webster who will help train students on technology to create the videos. Museum staff will train students on how to utilize the museum collection and other first person sources for research.

The final tours will be marketed through local tourism agencies and hoteliers who will be able to provide visitors with a QR code to scan with their phone for easy access to the free tours. These tours will add increased cultural enrichment and understanding to a visitor's stay in our region.

Not only will this project create a polished useable product for tourists and locals to use to learn more about our area, but it will also turn local youth into "tourism ambassadors" with an understanding of local history and culture.

We plan to start this project in Winter 2021 with the first tours accessible by summer 2022. City of Long Beach LTAC funds would help cover marketing costs for the project: Brochures for distribution locally at hotels and visitor center, signs, posters, and window clings with QR codes for easy access to the app for hotels and businesses to display.

2) City of Long Beach's brand signature experience is built on the following themes:

- *Family Entertainment*
- *Outdoor Recreation*
- *Shopping*
- *Lodging and overnight stays*
- *Fun with Friends*
- *Food & Drink*

Describe how your event, activity, or festival builds on one or all the themes listed above:

The historic walking and driving tours created by local youth and accessible via the Clio app builds on a number of City of Long Beach's brand signature experience including family entertainment, outdoor recreation, and fun with friends. It will also encourage visitors to explore areas they may not have otherwise which could lead them to discovering new businesses to shop, eat or stay at. As an outdoor, family friendly activity that can be done completely on the visitors own time, the tours will be a very accessible activity to enrich stays.

3) If an event, list the event name, date(s), and projected overall attendance.

4) Is your event/activity/facility focusing on attracting overnight tourists, day tourists, or both?

The walking tours would be easily accessible for both overnight tourists and day tourists. They would allow visitors to explore the area on their own time, without the need to fit into open hours for the museum or other organizations. It is also a very covid friendly activity allowing visitors who want minimal interaction with others, something to do.

5) Describe why visitors will travel to Long Beach to attend your event/activity/facility.

Many visitors to our area visit the museum to get a deeper understanding and a larger context of the place they are visiting. These walking tours would continue to deepen that regional understanding and context and would be accessible at times that the museum is not. Many visitors to Long Beach have a long family history of visiting the area and these tours would let them explore our community in a new and meaningful way.

6) Describe the geographic target of the visitors you hope to attract (locally, regionally, nationally, and/or internationally).

The walking tours would be targeted at any and all visitors to the City of Long Beach and the broader peninsula area. We would work with local hoteliers and visitor centers to target visitors through brochures, QR codes that would easily access the app, and marketing tools such as window clings for local businesses to display.

7) Describe the prior success of your event/activity/facility in attracting tourists.

8) If this your first time holding the event/activity/facility provide background on why you think it will be successful.

While these digital walking tours are new territory for the museum, we have had great success with previous guided tours and self guided tours such as our Clamshell Railroad Driving tour map. Visitors are often looking for other activities that bring them more cultural enrichment and these walking tours will be ideal for that.

9) Describe how you will promote lodging establishments, restaurants, retailers, and entertainment establishments in the City of Long Beach.

Engaging local business owners and hoteliers will be a key part of our marketing strategy for the digital tours. We will provide advertising materials and QR code signage to businesses and lodging establishments to promote the tours. And while routes have not been determined yet, they will encourage visitors to explore our community more deeply which will lead them to find new businesses to patronize along the way.

10) As part of the City's branding process, the City committed to using the Long Beach, WA. name above other names often used to describe the City (or parts of the City), Long Beach Peninsula.

a) If you are an existing entity currently operating in the City does your entity list its physical location as being in the City of Long Beach?

We are located in Ilwaco. We will refer to the City of Long Beach in any tours existing in city limits.

b) If you are proposing a new activity, festival, or event will it be described as occurring in the "City of Long Beach?"

Yes

c) If you are proposing a marketing program please outline how the “City of Long Beach” name will be used, promoted, used in promotional materials and used in social media.

Any parts of the walking or driving tours that have spots located in Long Beach will be promoted as such. Business and hoteliers in the City of Long Beach will be engaged to market and utilize the tours as added activities for their guests.

Measurements and Metrics (Note: You will be required to report these metrics as part of the close out of the agreement between your organization and the City.) What methodology did you use to calculate the estimates? (For example, some entities may ask for zip codes on ticket sales, put up a map at your event for visitors to pinpoint their home, or would your event be able to be tracked by a partner hotel who offers a special rate?)

With this being a new program, it will be hard to accurately estimate the usage before the tours go live. However views and usage of the tours are easy to track via the app and will provide ample data for determining the reach and use of the finished product. For the below statistics I will use visits to our museum facility as the data point because we track that closely at the museum via zip codes.

As a direct result of your proposed tourism-related service, provide an estimate of:

- a. Overall attendance at your proposed event/activity/facility.
9,000
- b. Number of people who will travel fewer than 50 miles for your event/activity.
5,000
- c. Number of people who will travel more than 50 miles for your event/activity.

4,000

- d. Of the people who travel more than 50 miles, the number of people who will travel from another country or state.

2,500

- e. Of the people who travel more than 50 miles, the number of people who will stay overnight in the City of Long Beach

4,000

- f. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast) in the City of Long Beach.

2,500

11) What methodologies did you use to calculate the estimates and what methodologies will you use to track outcomes, such as total participants, estimated visitor spending, etc.?

I used previous JLARC projections for museum attendance. We track the zip codes of all visitors to the museum. For the walking tours, we will be able to view the number of uses and views of uploaded tours and sites to the app.

12) Are you applying for lodging tax funds from another community or entity (represent tourism promotion or marketing, host a special event or operate a tourism related facility)? If so, which communities or entity and in what amounts?

We are applying for a standard funding grant, additional funding grant and special project grant through Pacific County LTAC. The Special Funding Grant would allow us to hire a part time Digital Program and Outreach Manager who would work with the director to implement the walking tour program. We are also applying to Ilwaco LTAC for general operating funds.

13) What is the overall budget for your event/activity/facility? What percent of the budget are you requesting from the City of Long Beach? Please attach your current revenue and expenses to

this application.

The overall budget for the museum is about \$180,000. The budget for the walking tour program is projected at about \$8,000 which includes staff time, a program fee to the Smithsonian, and marketing funds. If the City of Long Beach approves this grant for \$2,500, it would make up about 30% of the project budget or just over 1% of our overall facility budget.

Completed applications should be submitted no later than October 1st at 5:00PM to:

City of Long Beach, WA c/o Ariel Smith
P.O. Box 310
Long Beach, WA. 98631

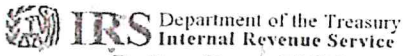
Or,

asmith@longbeachwa.gov

Questions?

Contact:

Ariel Smith (360) 642-4421



Department of the Treasury
Internal Revenue Service
P.O. Box 2508
Cincinnati OH 45201

In reply refer to: 0248667582
Dec. 02, 2009 LTR 4168C E0
91-1217397 000000 00

00018540
BODC: TE

ILWACO HERITAGE FOUNDATION
COLUMBIA PACIFIC HERITAGE MUSEUM
PO BOX 153
ILWACO WA 98624-0153

*red
9/23
K*



18053

Employer Identification Number: 91-1217397
Person to Contact: Mr. Miller
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your Nov. 20, 2009, request for information regarding your tax-exempt status.

Our records indicate that your organization was recognized as exempt under section 501(c)(3) of the Internal Revenue Code in a determination letter issued in August 1984.

Our records also indicate that you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section(s) 509(a)(1) and 170(b)(1)(A)(vi).

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Beginning with the organization's sixth taxable year and all succeeding years, it must meet one of the public support tests under section 170(b)(1)(A)(vi) or section 509(a)(2) as reported on Schedule A of the Form 990. If your organization does not meet the public support test for two consecutive years, it is required to file Form 990-PF, Return of Private Foundation, for the second tax year that the organization failed to meet the support test and will be reclassified as a private foundation.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

**Columbia Pacific Heritage Museum
Cash Flow Report**

	<u>AUG 2021</u>	<u>AUG 2020</u>	<u>YTD 2020</u>	<u>YTD 2021</u>	<u>Annual Budget</u>
Ordinary Income/Expense					
4000 · Direct Public Support					
4005 · Admissions	0.00	0.00	537.50	0.00	0.00
4010 · Contributions Unrestricted	573.70	1,271.87	7,776.04	10,583.31	10,000.00
4015 - Annual Appeal	0.00	0.00	2,930.00	2,540.00	6,000.00
4030 · Memorials	0.00	100.00	200.00	350.00	1,000.00
4040 · Individual Membership	1,220.00	1,285.00	10,050.00	8,990.00	20,000.00
4045 · Business Membership	50.00	100.00	1,550.00	1,050.00	5,000.00
4050 - Gifts in Kind -Goods	0.00	0.00	0.00	0.00	0.00
4075 · Underwriting	0.00	0.00	1,500.00	25.00	5,000.00
Total 4000 · Direct Public Support	1,843.70	2,756.87	24,543.54	23,538.31	47,000.00
4100 · Museum Store Sales					
4124 · CPHM Store Sales	409.67	0.00	456.94	1,798.55	6,000.00
4125 · Wholesale	0.00	0.00	48.46	48.96	250.00
4128 · Cash Over/Short	-8.73	0.00	1.11	-15.11	0.00
4131 · Consignment Sales	150.66	0.00	229.54	373.07	5,000.00
Total 4100 · Museum Store Sales	551.60	0.00	736.05	2,205.47	11,250.00
4200 · Private Grants					
4220 · Corder	0.00	0.00	2,500.00	3,000.00	3,000.00
4230 - Templin Foundation	0.00	0.00	18,000.00	25,000.00	25,000.00
4240 · Private Foundation	0.00	0.00	0.00	0.00	0.00
4260 - SBA Loan	0.00	0.00	0.00	0.00	0.00
4270 - Humanities WA	0.00	0.00	5,000.00	0.00	0.00
Total 4200 · Private Grants	0.00	0.00	25,500.00	28,000.00	28,000.00
4300 · Endowments					
4310 · Keller Trust	0.00	5,541.20	5,541.20	0.00	5,000.00
Total 4300 · Endowments	0.00	5,541.20	5,541.20	0.00	5,000.00
4500 · Public Grants					
4597 - ArtsWA-Cares Grant	0.00	0.00	0.00	5,000.00	5,000.00
4596 - NCR Arts Fund	0.00	0.00	0.00	20,000.00	20,000.00
4542 · City of Ilwaco	0.00	0.00	0.00	0.00	8,000.00
4550 - City of Long Beach	2,500.00	0.00	0.00	2,500.00	2,500.00
4544 · Pacific County Tourism Grant	1,100.78	5,519.10	12,669.34	20,000.00	20,000.00
4590 · Other Grants	2,000.00	0.00	1,940.00	2,000.00	7,634.00
4595 - SBA Grant/Loan	0.00	0.00	17,400.01	0.00	0.00
Total 4500 · Public Grants	5,600.78	5,519.10	32,009.35	49,500.00	40,634.00
5000 · Earned Revenue					
5110 · Facility Rental	275.00	-300.00	570.00	900.00	2,000.00
5025 - Miscellaneous Revenue	0.00	0.00	0.00	0.00	0.00
Total 5000 · Earned Revenue	275.00	-300.00	570.00	900.00	2,000.00

**Columbia Pacific Heritage Museum
Cash Flow Report**

	<u>AUG 2021</u>	<u>AUG 2020</u>	<u>YTD 2020</u>	<u>YTD 2021</u>	<u>Annual Budget</u>
5200 · Program Service Income/Fees					
5220 · Archive fees	0.00	10.00	431.65	1,000.00	600.00
5225 · Clamshell Railroad Days	0.00	0.00	0.00	1,455.00	1,000.00
5230 · Community Historian	0.00	0.00	1,600.00	0.00	0.00
5250 · Model Railroad Coin	0.00	0.00	0.00	0.00	300.00
Total 5200 · Program Service Income/Fees	0.00	10.00	2,031.65	2,455.00	1,900.00
5800 · Special Events					
5810 · Cranberrian Festival	0.00	0.00	0.00	0.00	4,000.00
5850 · Artist Project	0.00	0.00	0.00	0.00	20,000.00
Total 5800 · Special Events	0.00	0.00	0.00	0.00	24,000.00
Total Income	8,271.08	13,527.17	90,931.79	106,598.78	159,784.00
Operating Expenses					
Event Expense					
8425 · Artist Project	0.00	0.00	0.00	0.00	1,500.00
8410 · Cranberrian	0.00	0.00	0.00	0.00	500.00
	0.00	0.00	0.00	0.00	2,000.00
6500 · Programs					
6515 · Nahcotta Preservation	0.00	0.00	0.00	0.00	1,000.00
6520 · Archive Supplies	0.00	0.00	284.61	1,119.93	2,500.00
6545 · Education	0.00	0.00	1,189.10	0.00	500.00
6550 · Community Historian Project	0.00	0.00	527.00	0.00	500.00
6570 · Permanent Exhibit	0.00	0.00	0.00	4,759.40	0.00
6575 · Model Railroad Exhibit Main	0.00	0.00	0.00	0.00	0.00
6580 · Clamshell Railroad Days	0.00	0.00	0.00	250.66	500.00
6585 · Special Exhibits	0.00	0.00	399.51	346.77	2,000.00
Total 6500 · Programs	0.00	0.00	2,400.22	6,476.76	7,000.00
7200 · Payroll					
Total 7200 · Payroll	9,177.83	6,877.74	66,154.82	72,302.66	111,880.00
8100 · Admin					
8112 · Newsletter	0.00	0.00	535.50	0.00	800.00
8120 · Advertising and Promotion	280.00	175.00	1,492.50	1,894.93	6,000.00
8121 · Volunteer Expense	0.00	0.00	495.00	0.00	500.00
8140 · Supplies	0.00	0.00	1,208.64	1,154.88	2,000.00
8143 · Fundraising	303.00	0.00	0.00	313.00	0.00
8145 · Telephone, Telecommunicator	281.75	308.87	2,470.96	2,843.86	4,500.00
8155 · Postage, Mailing Service	0.00	0.00	335.98	427.74	1,200.00

**Columbia Pacific Heritage Museum
Cash Flow Report**

	<u>AUG 2021</u>	<u>AUG 2020</u>	<u>YTD 2020</u>	<u>YTD 2021</u>	<u>Annual Budget</u>
8170 · Office Equipment/Repairs	0.00	0.00	2,483.59	775.51	2,500.00
5420 · Credit Card Processing	18.35	9.01	83.47	105.15	1,200.00
8175 · Miscellaneous	0.00	0.00	-485.00	483.96	500.00
4126 · Discounts to Members	0.00	0.00	5.20	91.38	100.00
5410 · Inventory Adjustments	149.58	0.00	142.62	-82.06	2,000.00
5426 · Store Expenses	0.00	0.00	0.00	191.01	0.00
8180 · Insurance	0.00	0.00	1,773.25	1,771.00	8,400.00
6690 - Reconciliation Discrepancies	0.00	0.00	600.00	0.00	0.00
62110 - Accounting Fees	0.00	0.00	1,800.66	1,939.86	2,500.00
62150 - Outside Contract Services	0.00	0.00	500.00	0.00	0.00
Total 8100 · Admin	1,032.68	492.88	13,442.37	11,910.22	32,200.00
8200 · Maintenance of Facility					
8205 · Custodial Supplies	0.00	0.00	0.00	58.57	0.00
8210 · Rent	0.00	0.00	1.00	1.00	1.00
8221 - Electric	475.51	370.10	6,208.47	6,107.51	9,000.00
8222 - Propane	0.00	0.00	64.86	64.86	150.00
8223 - Sanitation	48.93	46.51	372.08	381.76	575.00
8225 - Water/Sewer	97.44	140.66	1,059.53	963.03	2,000.00
8230 Main Street Properties	0.00	0.00	596.68	468.04	650.00
8270 · Security Monitoring	0.00	0.00	125.70	89.80	300.00
8282 · Bldg/Grounds Repair & Maint	135.13	0.00	3,967.74	4,144.29	15,000.00
Total 8200 · Maintenance of Facility	757.01	557.27	12,396.06	12,278.86	27,676.00
Total Expense	10,870.08	7,927.89	86,465.58	102,871.06	203,276.00
Net Ordinary Income	-2,599.00	5,599.28	-9,060.96	3,727.72	-32,806.00
5355 - WA State Grant Roof	0.00	0	0	0.00	
5353 - Insurance Claim	-	-	30,904.19	-	
5323 - Gain/Loss on Sale of Securities	5,416.04	12,299.28	(25,473.80)	47,104.60	
5321 - Interest?Dividend Securities	719.43	675.66	7,201.91	7,856.04	
Total Other Income	6,135.47	12,974.94	12,632.30	54,960.64	
6281 - Depreciation Expense	35,665.00			35,665.00	
Other Expense - 9610 - 2020 Phone System	-	-	-	1,269.99	1,000.00
Other Expense - 9612 - Security System	-	-	-	3,408.80	2,300.00
Other Expense - 9566 - Advisory Fee on Secur	-	-	3,398.66	4,847.98	
Other Expense - 9565 - Foreign Tax w/h	3.09	2.38	183.55	133.52	
Other Expense - HVAC Replacements	-	-	18,880.76	-	
Total Other Expense	37,494.22	2.38	22,462.97	45,325.29	
Net Income	(32,131.62)	18,571.84	(13,292.36)	13,363.07	

Page
Break

Application to the City of Long Beach for Use of 2022 Lodging Tax Funds

Event or Activity Name (if applicable):	Wings Over Willapa plus 3 new events
Amount of Lodging Tax Requested:	\$7000
Applicant Organization:	Friends of Willapa National Wildlife Refuge
Federal Tax ID Number OR SSN:	91-2065402
Mailing Address:	P.O. Box 845. Ocean Park, WA 98640
Primary Contact Name:	Joanna Taylor
Primary Contact Phone:	814-321-5977
Primary Contact Email Address:	joannataylor@gmail.com

Check all the service categories that apply to this application:

- Tourism promotion or marketing.
- Operation of a special event or festival designed to attract tourists.
 - Operation of a tourism-related facility owned or operated by a non-profit organization.
 - Operation and/or capital costs of a tourism-related facility owned by a municipality or a public facilities district.

Check which one of the following applies to your agency:

- An entity engaged in tourist marketing or tourism promotion.
- Non-Profit (501(c)(3) or 501 (c)(6)) (Note: Attach a copy of your current non-profit corporate registration from the Washington Secretary of State Office)
- Municipality (City, Town, or County of Washington State)

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

- I am proposing a tourism-related service for 2022. If awarded, my organization intends to enter into a services contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City; and file for a permit for use of City property, if applicable.
- My agency will be required to submit a report documenting economic impact results in a format determined by the City within 30 days of the festival or event.

Joanna Taylor
Signature:

September 30, 2021
Date:

1) Describe your tourism-related activity or event.

The Friends of Willapa National Wildlife Refuge (Friends) is an environmental 501(c)(3) nonprofit organization established 21 years ago with a mission to provide assistance to Willapa National Wildlife Refuge (Refuge) and its programs and to enhance awareness and appreciation of the Refuge. The Friends celebrated its 20th anniversary in 2020, and over those two decades has helped to engage thousands of children and adults in nature-based learning and outdoor recreation programs on the Refuge, Long Beach Peninsula and Pacific County. In 2018, in an effort to increase awareness and appreciation of the Refuge, the Friends created a new nature-based outreach event called Wings Over Willapa (Wings) held in late September during the fall bird migration season at locations throughout the Long Beach Peninsula, the Refuge and in the southern portions of Pacific County.

On the heels of a successful Wings festival in 2018 & 2019, and with financial assistance from the City of Long Beach Lodging Tax Grant in 2019, Wings Over Willapa Festival became an established multi-day bird festival hosted by the Friends of Willapa National Wildlife Refuge. Sadly both 2020 and 2021 experienced worryingly high numbers of Covid-19 cases with our health care facilities becoming overwhelmed. Out of an abundance of concern for our visitors, volunteers and community we canceled in-person events for both of these years. For 2022, we are proposing the 3 additional events to increase tourism to Long Beach, the Peninsula and the Willapa National Wildlife Refuge with and to increase lodging in the City of Long Beach.

Looking ahead into 2022 and if awarded funding, the Friends will continue to plan the three-day, three-night annual Wings Over Willapa Festival and develop and offer three new ecotourism events with the goals of having 45% of participants to all four events coming from more than 50 miles away with 35% staying in paid lodging and strengthening the Refuge as a county destination. The sequence and details of the 2020 events follows.

1. International Migratory Bird Day event in April/May featuring an expert in bird watching and/or wildlife photography. The event would span two days and include an evening speaking event located in a Long Beach venue followed by a field trip to the Willapa National Wildlife Refuge the next day. The goal of this event is to bring in a well-known expert to appeal to visitors from more than 50 miles away and bridge a connection for the Refuge as a must-see County destination.
2. Exploration of Long Island in June. A 15-minute boat ride, departing from Cutthroat Creek (former headquarters location) at Willapa National Wildlife Refuge, will offer a six-mile round trip hike through the heart of Long Island and the Ancient Cedar Grove, one of the last remnants of the old growth coastal forest in southwest Washington. Since Long Island can only be accessed by boat, this event has a strong visitor appeal and is in fact the most popular activity also offered in the September Wings event.
3. Friends Membership Barge Trip to Long Island in August. Departing from Cutthroat Creek (former headquarters location) at Willapa National Wildlife Refuge, visitors will journey by boat around the southern shoreline of Long Island. Upon reaching Smokey Hollow, visitors will hike to the Ancient Cedar Grove, one of the last remnants of the old growth

coastal forest in southwest Washington. Since Long Island can only be accessed by boat, this event has a strong visitor appeal and is in fact the most popular activity also offered in the September Wings event. This event will be a Friends membership drive event to help build the capacity of the Friends and increase participation in future Friends events and activities.

4. Wings Over Willapa Festival scheduled for September 23-25, 2022. A three-day, three-night birding and nature festival featuring outdoor recreation tours, nature and artist workshops, wildlife and nature presentations, and environmental and educational kids' activities, all in and around the Long Beach Peninsula, Willapa Bay and Willapa National Wildlife Refuge. As part of our events, we plan to rent the Veteran's Field in the City of Long Beach to use for our Nature Play Day on Saturday, providing activities for local and visiting families and kids and increasing visitation to the restaurants, shops and lodging.

2) City of Long Beach's brand signature experience is built on the following themes:

- *Family Entertainment*
- *Outdoor Recreation*
- *Shopping*
- *Lodging and overnight stays*
- *Fun with Friends*
- *Food & Drink*

Describe how your event, activity, or festival builds on one or all the themes listed above:

Our Wings Over Willapa Festival addresses each of the themes of the City of Long Beach's brand signature. As a multi-day event, Wings offers family entertainment and fun with friends with a focus on outdoor recreation and environmental education. Attendees of our festival spend one to three nights in local lodging, primarily in the City of Long Beach, eating, drinking and shopping in local restaurants, shops and stores. During Wings, we hold several of our functions in local lodging establishments or restaurants/pubs. Our art events are held in local galleries, thus introducing visitors to some of the great local art and shopping options. Our proposed three new events for 2022 will include an evening presentation with outdoor recreation activities the following day, thus encouraging at least one overnight stay with shopping, eating and drinking opportunities before and after the scheduled events.

3) If an event, list the event name, date(s), and projected overall attendance.

1. International Migratory Bird Day event (evening presentation with next day activity)
April/May
Projected Day 1 (evening) Participants: 30
Projected Day 2 (field trip) Participants: 30
2. Exploration of Long Island (15-minute boat ride with hiking and exploring opportunities)

June

Projected Day 1 (evening) Participants: 60

Projected Day 2 (field trip) Participants: 100

3. Friends Membership Barge Trip to Long Island (26% of our members live greater than 50 miles from Long Beach)

August

Projected Participants: 75

4. Wings Over Willapa Festival (3-day, 3-night birding and nature festival)

September 24 to 26, 2022

3-Day, 3-Night Total Projected Participants: 300

4) Is your event/activity/facility focusing on attracting overnight tourists, day tourists, or both?

Each of our events are focused on bringing in visitors for overnight stays. Our hope is the attendees for the Wings Over Willapa event will stay for the entire festival (3 nights). Our surveys of past attendees show that approximately 45% come from greater than 50 miles and 35% stay in paid lodging. However, we anticipate there will be some day tourists as well. Our new events for 2022 are designed to encourage overnight tourists with the structure and timing of the events making it less likely to be attended by same day travelers.

5) Describe why visitors will travel to Long Beach to attend your event/activity/facility.

Our activities are all focused on sharing the wonders of our natural environment with others. Long Beach, the peninsula and the Refuge provide outstanding opportunities for outdoor recreation activities, including photography, hiking, bicycling, kayaking and bird and wildlife watching.

Willapa National Wildlife Refuge has been recognized as an area of international importance by the Western Hemisphere Shorebird Reserve Network and an Important Bird Area by the National Audubon Society. Building our events around these outdoor activities will bring visitors in to explore unique opportunities to explore and experience our rich diversity of environments. During both spring and fall our beaches become home to thousands of migrating birds attracting birdwatching and photography visitors to observe and document their movement.

Birdwatching is one of the fastest growing hobbies, with people of all ages actively participating and many traveling to locations away from their home, with the specific goal of watching and identifying birds. The September Wings festival coincides with the peak of fall bird migration along the Pacific Flyway and the April/May Migratory Bird Day event coincides with the peak of spring bird migration. Promoting both events, which also fall on the fall and spring shoulder visitor season respectively, will enhance the birding reputation of our county and increase tourism.

In the United States alone, more than 45 million people watch birds around their homes and away from home, according to the findings of the 2016 National Survey of Fishing, Hunting and Wildlife Associated Recreation produced by the U.S. Fish & Wildlife Service, joining other wildlife watchers in contributing a total of nearly \$80 billion to the U.S. economy. Furthermore, Birding in the United States: A Demographic and Economic Analysis, also produced by the U.S. Fish and Wildlife Service, shows that birdwatchers spend nearly \$41 billion annually on trips and equipment. An estimated 18 million birders travel away from home within the U.S. for birding at least once annually. Also, wildlife viewing and photography ranked as the activity with the highest trip and equipment expenditures. It is clear to see why birding, the Wings Over Willapa festival and other wildlife events should be considered an incredible draw for ecotourism. Local community economies benefit from the \$14.9 billion that birdwatchers spend on food, lodging and transportation. Every year, communities throughout Washington receive between \$216 billion and \$264 billion per year in environmental benefits from public outdoor recreation lands.

6) Describe the geographic target of the visitors you hope to attract (locally, regionally, nationally, and/or internationally).

Our target audience includes individuals and families residing regionally, locally and nationally. In 2019, the last year we held an in-person event, we had one couple from Belgium, and although we are not targeting international publicity, the nature of birding and eco-tourism social media means that our festival will be seen by travelers outside of our nation. During the 2020 virtual Wings festival, we had attendees from Guatemala, Australia and Singapore in addition to the United States. Before we made the decision to cancel our 2021 festival, we had 44% of our registrants from greater than 50 miles with 5 states represented, including North Carolina and Kansas. Our 2019, 2020 and 2021 events were advertised on our websites, Facebook and birding sites across the region and nation. Similar promotion will be used to target and attract visitors for our 2022 events and festival.

7) Describe the prior success of your event/activity/facility in attracting tourists.

We have held two Wings Over Willapa festivals; one in 2018 and one in 2019. Our third and fourth festival was postponed because of the pandemic. In 2018 we had over 180 attendees, and in 2019 we had 225. Our data gathering in 2018 was anecdotal, but in 2019 we surveyed participants and determined that 44% traveled from a distance greater than 50 miles away and 24% were from states other than Washington. Prior to cancelation of our fourth festival in 2021, our registrants reflected very similar numbers and registrations were from five different states.

8) If this is your first time holding the event/activity/facility provide background on why you think it will be successful.

Wings Over Willapa Festival and the Friends Membership Barge Trip are established events, however we are modifying the Membership Barge trip to attract new members. The other two events, the Migratory Bird Day event and the Long Island Exploration trip, while new proposed

annual events, are not outside of what we have offered on occasion previously and have always been highly attended.

From previous experience, we feel confident that inviting a well-known birdwatching or nature photography speaker for Migratory Bird Day followed by a next day outing will draw many registrants. Spring bird migration along the Pacific Flyway brings hundreds of thousands of spectacular birds to our area, having great appeal to both the birding and photography eco-tourist communities.

It has been our experience through previous Wings festivals that the guided trip to Long Island is the most popular activity, which is why we are proposing to repeat it as a separate event. The Friends Membership Barge trip is an activity that fills each year with members of the Friends. The large barge will hold up to 100 registrants and travels slowly to allow the visitors a shorter guided visit to the old growth cedar stand. Twenty-six percent of our members are from greater than 50 miles, and some of these contribute to lodging, eating and drinking.

9) Describe how you will promote lodging establishments, restaurants, retailers, and entertainment establishments in the City of Long Beach.

The Wings festival website was re-designed prior to our 2019 festival and was substantially updated again in 2020. The website has a resource tab which includes a link to the Long Beach Visitors Bureau with listings of lodging, restaurants, activities and entertainment. Additionally, we list all our sponsors on our website and provide lists of establishments at registration. We also hold a variety of our workshops and presentations at local establishments, thus acquainting visitors with businesses they may not have frequented.

10) As part of the City's branding process, the City committed to using the Long Beach, WA. name above other names often used to describe the City (or parts of the City), Long Beach Peninsula.

a) If you are an existing entity currently operating in the City does your entity list its physical location as being in the City of Long Beach?

In promotional materials, we refer to our events as occurring on the Long Beach Peninsula because we host activities in the City of Long Beach, the Refuge as well as other locations on the Peninsula. The mailing address of Willapa National Wildlife Refuge is Long Beach and the mailing address of Friends of Willapa National Wildlife Refuge is Ocean Park.

b) If you are proposing a new activity, festival, or event will it be described as occurring in the "City of Long Beach?"

We will support the branding efforts of the City of Long Beach, and include the logo provided to us in print advertisements and on our websites (Friends, Wings, Wings Auction and Refuge websites).

- c) **If you are proposing a marketing program please outline how the “City of Long Beach” name will be used, promoted, used in promotional materials and used in social media.**

Although we are not exclusively proposing a marketing program, there will be marketing of each of our events. The marketing approach will include distribution of posters and save-the-date cards locally where they will be seen by tourists visiting for other events, and in the Olympia/Tacoma/Seattle area as well as Portland and surrounding areas. These areas are ones which draw many overnight visitors to our area. Our marketing also includes posting on our social media sites as well as on online national birding and nature festival calendars such as the National Wildlife Refuge System, Birding Digest, National Audubon Society Chapters and a host of other photography and outdoor recreation online calendar sites.

Measurements and Metrics (Note: You will be required to report these metrics as part of the close out of the agreement between your organization and the City.) What methodology did you use to calculate the estimates? (For example, some entities may ask for zip codes on ticket sales, put up a map at your event for visitors to pinpoint their home, or would your event be able to be tracked by a partner hotel who offers a special rate?)

As a direct result of your proposed tourism-related service, provide an estimate of:	
a. Overall attendance at your proposed event/activity/facility.	505
b. Number of people who will travel fewer than 50 miles for your event/activity.	320
c. Number of people who will travel more than 50 miles for your event/activity.	261
d. Of the people who travel more than 50 miles, the number of people who will travel from another country or state.	140
e. Of the people who travel more than 50 miles, the number of people who will stay overnight in the City of Long Beach	209
f. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast) in the City of Long Beach.	150+

- 11) What methodologies did you use to calculate the estimates and what methodologies will you use to track outcomes, such as total participants, estimated visitor spending, etc.?**

Our website program allows individual tracking of registrants and attendees with registration address and zip codes. We have also based our estimates on survey results of attendees at the 2019 festival, as well as registration data from 2021 prior to the event cancelation, and Friends of Willapa NWR membership data. We will again survey attendees regarding travel distance and lodging arrangements during our 2022 events. Our hope is that planned broader geographic marketing will lead to a greater number of people traveling from greater than 50 miles and paying for Lodging in the City of Long Beach.

12) Are you applying for lodging tax funds from another community or entity (represent tourism promotion or marketing, host a special event or operate a tourism related facility)? If so, which communities or entity and in what amounts?

We are requesting \$47,133 from the Pacific County Lodging Tax grant for 2022 for 1) salaries for a new part-time events coordinator position and the continuation of salary support for a part-time Friends and festival administrative assistant, 2) the 5th annual Wings festival and 3) three new proposed annual tourism events. Of the \$47,133 county request, the Friends-only related expenses are approximately \$15,000 and are all being requested through the county grant.

13) What is the overall budget for your event/activity/facility? What percent of the budget are you requesting from the City of Long Beach? Please attach your current revenue and expenses to this application.

The proposed Friends operating budget for 2022 is a draft and is \$98,742. Of that, the proposed 2022 events budget is \$48,417. Different from earlier years, a significant change in next year's events budget includes hiring an events coordinator and the addition of three new events. We have determined the time demands of coordinating Wings plus three events is beyond reasonable expectations for volunteers. The role of the position would be to lead the coordination of all four events, increase public awareness of the Refuge as a visitor destination, and promote increased event attendance and tourism to the Peninsula and the City of Long Beach.

We are requesting 14% of the total events budget of \$48,417 from the City of Long Beach. In past years we have requested between \$5000- \$8000 to support the Wings festival alone. This year we are requesting \$7,000 to assist in covering the costs of promoting the Wings festival plus three new events to increase tourism to our area with overnight lodging in the City of Long Beach.

The \$7,000 will be dedicated to marketing materials and advertising with the City of Long Beach branding as well as specific events hosted in the City of Long Beach. Specific marketing will be done for our Nature Play Day on Saturday September 24th, 2022. This event will be held at the Veteran's Field in Long Beach and open to all without any fees. The Nature Play Day features

arts, crafts, nature education and activities and will be advertised in areas appealing to families with the goal of bringing tourists to the City of Long Beach who will become returning visitors for years to come. Additional use of the funds will be dedicated to promotion of our three new events bringing more visitation to the City of Long Beach throughout the year, including a fall and spring shoulder season event.

Please see the attached 2020 Friends Profit and Loss Statement, the 2022 Friends Events Budget worksheet, the 2021 Friends Annual Operating Budget, and the 2022 Draft Friends Annual Operating Budget.

Completed applications should be submitted no later than October 1st at 5:00PM to:

City of Long Beach, WA
c/o Ariel Smith
P.O. Box 310
Long Beach, WA. 98631

Or,

asmith@longbeachwa.gov

Questions?

Contact:
Ariel Smith
(360) 642-4421

**FRIENDS OF WILLAPA NATIONAL WILDLIFE REFUGE
2021 Annual Operating Budget - Detailed**

Operating Income		
Membership		
101	Membership - Individual/Family	\$ 3,500.00
Program Sponsorship		
240	Wings Over Willapa	\$ 1,000.00
Donations		
310	Donations - Admin General	\$ 1,750.00
313	Donations - Admin Board Members	\$ 500.00
380	Donations - Scholarship Program	\$ 250.00
Grants		
410	Trust/Foundation	\$ 7,500.00
412	Government - Administration	\$ 27,645.00
442	Government - Wings	\$ 11,000.00
Fundraising		
514	Admin - Refuge Projects Other	\$ 1,500.00
541	WOW - Event Fees	\$ 2,500.00
Merchandise Sales		
610	Administration	\$ 100.00
Real Estate		
710	Property Interest	\$ 1,200.00
Interest and Investment		
810	Savings Interest	\$ 5.00
Total Income		\$ 58,450.00

Operating Expenses		
Internships		
1110	Biological Intern	\$ 7,500.00
Service Contracts		
1210	Administrative Assistant - Mead	\$ 8,000.00
1211	Administrative Support - Lexa	\$ 2,500.00
1212	Volunteer Coordinator - Lexa	\$ 2,000.00
1230	Environmental Education - Williams	\$ 3,000.00
1240	Administrative Assistant - Mead	\$ 3,250.00
1241	Administrative Support - Lexa	\$ 2,500.00
Professional Fees		
1310	Admin - Bookkeeping	\$ 1,500.00
1312	Admin -Tax Preparation	\$ 650.00
Advertising and Printing		
1410	Admin - Printing	\$ 3,000.00
1440	Wings - Advertising	\$ 250.00
1440	Wings - Printing	\$ 250.00

Bank and Credit Card Fees		
1510	Admin - Pay Pal Fees	\$ 150.00
Dues and Subscriptions		
1710	Administration	\$ 400.00
Digital/Website Support		
1810	Administration	\$ 5,000.00
1840	Wings Over Willapa	\$ 800.00
Insurance		
2110	Directors & Officers Liability	\$ 900.00
2111	General Liability	\$ 800.00
Merchandise Costs		
2410	Administration	\$ 500.00
2440	Wings Over Willapa	\$ 500.00
Postage and Shipping		
2510	Administration	\$ 150.00
Rent		
2640	Wings - Event Venue	\$ 300.00
Supplies and Materials		
2710	Administration	\$ 300.00
2730	Environmental Education	\$ 200.00
2740	Wings Over Willapa	\$ 250.00
Taxes		
2810	Administration	\$ 100.00
Scholarship Award		
3210	Administration	\$ 1,500.00
Events Expenses		
3319	Admin - Misc Refuge Projects	\$ 3,000.00
3340	Wings - Speaker Fees	\$ 250.00
Total Expenses		\$ 49,500.00
Net Revenue		\$8,950.00

FINAL 2/18/2021

FRIENDS OF WILLAPA NATIONAL

If you have any questions, please contact the person whose name and telephone number are shown in the heading of this letter.

Sincerely yours,

~~Steven T. Miller~~
Steven T. Miller
Director, Exempt Organizations

Enclosure(s):
Form 872-C

FRIENDS OF WILLAPA NATIONAL

that you exceed the \$25,000 filing threshold even if your sources of support do not satisfy the public support test specified in the heading of this letter.

If a return is required, it must be filed by the 15th day of the fifth month after the end of your annual accounting period. A penalty of \$20 a day is charged when a return is filed late, unless there is reasonable cause for the delay. However, the maximum penalty charged cannot exceed \$10,000 or 5 percent of your gross receipts for the year, whichever is less. For organizations with gross receipts exceeding \$1,000,000 in any year, the penalty is \$100 per day per return, unless there is reasonable cause for the delay. The maximum penalty for an organization with gross receipts exceeding \$1,000,000 shall not exceed \$50,000. This penalty may also be charged if a return is not complete. So, please be sure your return is complete before you file it.

You are not required to file federal income tax returns unless you are subject to the tax on unrelated business income under section 511 of the Code. If you are subject to this tax, you must file an income tax return on Form 990-T, Exempt Organization Business Income Tax Return. In this letter we are not determining whether any of your present or proposed activities are unrelated trade or business as defined in section 513 of the Code.

You are required to make your annual information return, Form 990 or Form 990-EZ, available for public inspection for three years after the later of the due date of the return or the date the return is filed. You are also required to make available for public inspection your exemption application, any supporting documents, and your exemption letter. Copies of these documents are also required to be provided to any individual upon written or in person request without charge other than reasonable fees for copying and postage. You may fulfill this requirement by placing these documents on the Internet. Penalties may be imposed for failure to comply with these requirements. Additional information is available in Publication 557, Tax-Exempt Status for Your Organization, or you may call our toll free number shown above.

You need an employer identification number even if you have no employees. If an employer identification number was not entered on your application, we will assign a number to you and advise you of it. Please use that number on all returns you file and in all correspondence with the Internal Revenue Service.

If we said in the heading of this letter that an addendum applies, the addendum enclosed is an integral part of this letter.

Because this letter could help us resolve any questions about your exempt status and foundation status, you should keep it in your permanent records.

FRIENDS OF WILLAPA NATIONAL

a final determination of your foundation status.

If we publish a notice in the Internal Revenue Bulletin stating that we will no longer treat you as a publicly supported organization, grantors and contributors may not rely on this determination after the date we publish the notice. In addition, if you lose your status as a publicly supported organization, and a grantor or contributor was responsible for, or was aware of, the act or failure to act, that resulted in your loss of such status, that person may not rely on this determination from the date of the act or failure to act. Also, if a grantor or contributor learned that we had given notice that you would be removed from classification as a publicly supported organization, then that person may not rely on this determination as of the date he or she acquired such knowledge.

If you change your sources of support, your purposes, character, or method of operation, please let us know so we can consider the effect of the change on your exempt status and foundation status. If you amend your organizational document or bylaws, please send us a copy of the amended document or bylaws. Also, let us know all changes in your name or address.

As of January 1, 1984, you are liable for social security taxes under the Federal Insurance Contributions Act on amounts of \$100 or more you pay to each of your employees during a calendar year. You are not liable for the tax imposed under the Federal Unemployment Tax Act (FUTA).

Organizations that are not private foundations are not subject to the private foundation excise taxes under Chapter 42 of the Internal Revenue Code. However, you are not automatically exempt from other federal excise taxes. If you have any questions about excise, employment, or other federal taxes, please let us know.

Donors may deduct contributions to you as provided in section 170 of the Internal Revenue Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

Donors may deduct contributions to you only to the extent that their contributions are gifts, with no consideration received. Ticket purchases and similar payments in conjunction with fundraising events may not necessarily qualify as deductible contributions, depending on the circumstances. Revenue Ruling 67-246, published in Cumulative Bulletin 1967-2, on page 104, gives guidelines regarding when taxpayers may deduct payments for admission to, or other participation in, fundraising activities for charity.

You are not required to file Form 990, Return of Organization Exempt From Income Tax, if your gross receipts each year are normally \$25,000 or less. If you receive a Form 990 package in the mail, simply attach the label provided, check the box in the heading to indicate that your annual gross receipts are normally \$25,000 or less, and sign the return. Because you will be treated as a public charity for return filing purposes during your entire advance ruling period, you should file Form 990 for each year in your advance ruling period

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

DEPARTMENT OF THE TREASURY

Date:

SEP 08 2000

FRIENDS OF WILLAPA NATIONAL
WILDLIFE REFUGE
PO BOX 627
OCEAN PARK, WA 98640

Employer Identification Number:
91-2065402
DLN:
17053237041040
Contact Person:
DEL TRIMBLE ID# 31309
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Foundation Status Classification:
509(a)(1)
Advance Ruling Period Begins:
August 17, 2000
Advance Ruling Period Ends:
December 31, 2004
Addendum Applies:
No

Dear Applicant:

Based on information you supplied, and assuming your operations will be as stated in your application for recognition of exemption, we have determined you are exempt from federal income tax under section 501(a) of the Internal Revenue Code as an organization described in section 501(c)(3).

Because you are a newly created organization, we are not now making a final determination of your foundation status under section 509(a) of the Code. However, we have determined that you can reasonably expect to be a publicly supported organization described in sections 509(a)(1) and 170(b)(1)(A)(vi).

Accordingly, during an advance ruling period you will be treated as a publicly supported organization, and not as a private foundation. This advance ruling period begins and ends on the dates shown above.

Within 90 days after the end of your advance ruling period, you must send us the information needed to determine whether you have met the requirements of the applicable support test during the advance ruling period. If you establish that you have been a publicly supported organization, we will classify you as a section 509(a)(1) or 509(a)(2) organization as long as you continue to meet the requirements of the applicable support test. If you do not meet the public support requirements during the advance ruling period, we will classify you as a private foundation for future periods. Also, if we classify you as a private foundation, we will treat you as a private foundation from your beginning date for purposes of section 507(d) and 4940.

Grantors and contributors may rely on our determination that you are not a private foundation until 90 days after the end of your advance ruling period. If you send us the required information within the 90 days, grantors and contributors may continue to rely on the advance determination until we make

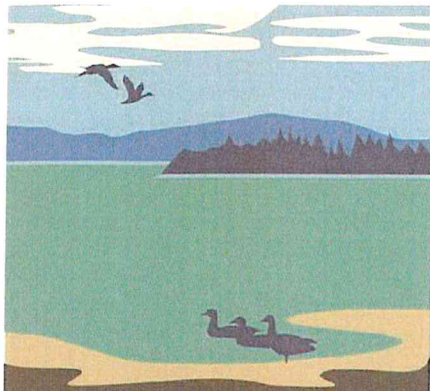
Letter 1045 (DO/CG)

Friends of Willapa National Wildlife Refuge

Profit & Loss Budget vs. Actual

January through December 2020

	<u>Jan - Dec 20</u>	<u>Budget</u>	<u>\$ Over Budget</u>	<u>% of Budget</u>
Ordinary Income/Expense				
Income				
100 · Membership	4,068.82	1,500.00	2,568.82	271.26%
200 · Program Sponsorship	0.00	3,000.00	-3,000.00	0.0%
300 · Donation	6,241.64	3,150.00	3,091.64	198.15%
400 · Grants	41,969.65	83,616.26	-41,646.61	50.19%
500 · Fundraising	0.00	20,500.00	-20,500.00	0.0%
600 · Merchandise Sales	115.00	1,050.00	-935.00	10.95%
700 · Real Estate	1,228.32	1,200.00	28.32	102.36%
800 · Interest & Investment	6.67	5.00	1.67	133.4%
Total Income	<u>53,630.10</u>	<u>114,021.26</u>	<u>-60,391.16</u>	<u>47.04%</u>
Expense				
1100 · Internships	8,163.03	26,000.00	-17,836.97	31.4%
1200 · Service Contracts	6,504.89	14,000.00	-7,495.11	46.46%
1300 · Professional Fees	1,208.60	4,200.00	-2,991.40	28.78%
1400 · Advertising & Printing	515.29	3,300.00	-2,784.71	15.62%
1500 · Bank & CC Fees	129.30			
1700 · Dues & Subscriptions	379.50	300.00	79.50	126.5%
1800 · Digital/Website Suppor	5,813.12	1,250.00	4,563.12	465.05%
1900 · Equipment & Vehicles	0.00	1,500.00	-1,500.00	0.0%
2000 · Food & Beverage	0.00	6,000.00	-6,000.00	0.0%
2100 · Insurance	1,655.69	5,700.00	-4,044.31	29.05%
2200 · Licenses & Permits	10.00	175.00	-165.00	5.71%
2400 · Merchandise	0.00	3,500.00	-3,500.00	0.0%
2500 · Postage & Shipping	110.75	150.00	-39.25	73.83%
2600 · Rent	300.00	800.00	-500.00	37.5%
2700 · Supplies & Materials	712.62	3,950.00	-3,237.38	18.04%
2800 · Taxes	864.41	500.00	364.41	172.88%
2900 · Travel	0.00	2,200.00	-2,200.00	0.0%
3000 · Training	0.00	600.00	-600.00	0.0%
3200 · Scholarship Award	1,718.32	1,500.00	218.32	114.56%
3300 · Event Expenses	34,497.19	26,510.00	7,987.19	130.13%
Total Expense	<u>62,582.71</u>	<u>102,135.00</u>	<u>-39,552.29</u>	<u>61.27%</u>
Net Ordinary Income	<u>-8,952.61</u>	<u>11,886.26</u>	<u>-20,838.87</u>	<u>-75.32%</u>
Other Income/Expense				
Other Income				
900 · Reimbursement/Refund	318.32			
Total Other Income	<u>318.32</u>			
Net Other Income	<u>318.32</u>			
Net Income	<u><u>-8,634.29</u></u>	<u><u>11,886.26</u></u>	<u><u>-20,520.55</u></u>	<u><u>-72.64%</u></u>



FRIENDS OF
WILLAPA
NATIONAL WILDLIFE REFUGE

PO Box 845
Ocean Park
WA 98640
360-484-3482

FriendsOfWillapaRefuge.org

October 1, 2021

City of Long Beach Mayor and Council
C/O Ariel Smith, Community Development Director
P.O. Box 310
Long Beach, WA 98631

Dear Mayor Phillips and Commissioners,

The Friends of Willapa National Wildlife Refuge (Friends) is a 501(c)(3) nonprofit organization with the mission of supporting Willapa National Wildlife Refuge (Refuge). Our work in support of the Refuge has a strong emphasis on enhancing awareness and appreciation of the Refuge through public outreach and education programs such as the annual Wings Over Willapa birding festival held each September. Through this event and the generous support received from the Lodging Tax Grant Funds in previous years, the Friends is building capacity to do more and the Refuge is increasingly becoming an important ecotourism destination.

For next year, we are proposing to expand our outreach programming from one to four, multi-day, annual events spaced throughout the year. In this application, we are requesting \$7,000 to help us with event marketing and the promotion of ecotourism with the goal of attracting an increased number of visitors from outside of Long Beach and having them stay overnight in lodging. Our 2022 events are spaced out to include one in each shoulder season - the 5th annual Wings Over Willapa Festival scheduled in September and a new International Bird Migratory Day event to be held in April or May. The two other events will be held in June and August and all four events combined include a proposed 170% increase in participants from the Wings event alone. In our attached application, you will find detailed information about all these events and our estimated tourism goals.

We could not do this without your continued support and financial assistance through lodging tax grants, our dedicated sponsors and our generous donors. Thank you so much for providing us with the opportunity to continue to work with you to accomplish our mutual goals. And thank you for your time and consideration of our application of the great things we can accomplish together in 2022.

Sincerely,

Joanna Taylor

Joanna Taylor
Board Director, Friends of Willapa National Wildlife Refuge

2610 Administration - Event Venue (\$ 200.00) 2640 Wings - Event Venue (\$
300.00) **Supplies and Materials**
2710 Administration (\$ 500.00) 2730 Environmental Education (\$ 200.00) 2740
Wings Over Willapa (\$ 1,800.00) **Taxes**
2810 Administration (\$ 100.00) **Travel**
2911 Administration - Presenters (\$ 1,000.00) 2940 Wings Over Willapa (\$
2,000.00) **Scholarship Award**
3210 Administration (\$ 1,500.00) **Events Expenses**
3318 Admin - Fees Non Friends Event (\$ 100.00) 3321 Admin - Refuge Events (\$ 2,000.00)
3320 Admin - Speaker Fees (\$ 700.00) 3340 Wings - Speaker Fees (\$ 1,900.00) **Total**
Expenses (\$ 92,850.00)

Net Revenue \$5,892.00) 9/14/2021

**FRIENDS OF WILLAPA NATIONAL WILDLIFE REFUGE 2022 Proposed
Annual Operating Budget - Detailed**

Operating Income

Membership

101 Membership - Individual/Family (\$ 4,500.00) **Program Sponsorship**
240 Wings Over Willapa (\$ 4,000.00) **Donations**
310 Donations - Admin General (\$ 1,500.00) 313 Donations - Admin Board Members (\$
500.00) 380 Donations - Scholarship Program (\$ 250.00) **Grants**
412 Government - Administration (\$ 23,437.00) 442 Government - Wings (\$ 48,000.00)

Fundraising

514 Admin - Refuge Events (\$ 3,650.00) 541 Wings Over Willapa - Event (\$ 10,000.00)

Merchandise Sales

610 Administration (\$ 100.00) 640 Wings Over Willapa (\$ 1,600.00) **Real Estate**
710 Property Interest (\$ 1,200.00) **Interest and Investment**
810 Savings Interest (\$ 5.00) **Total Income (\$ 98,742.00)**

Operating Expenses

Internships

1110 Biological Intern (\$ 7,500.00) **Service Contracts**
1210 Administrative Assistant - Mead (\$ 9,000.00) 1211 Administrative
Support - Lexa (\$ 2,500.00) 1212 Volunteer Coordinator - Lexa (\$ 2,000.00)
1213 Events Coordinator (\$ 2,900.00) 1230 Environmental Education -
Williams (\$ 3,000.00) 1240 Administrative Assistant - Mead (\$ 10,000.00) 1241
Administrative Support - Lexa (\$ 2,500.00) 1242 Events Coordinator (\$
17,000.00) **Professional Fees**
1310 Admin - Bookkeeping (\$ 1,600.00) 1312 Admin -Tax Preparation (\$
750.00) **Advertising and Printing**
1410 Admin - Advertising and Printing (\$ 2,500.00)
1440 Wings - Advertising and Printing (\$ 1,700.00) **Bank and Credit Card Fees**
1510 Admin - Pay Pal, Wild Apricot (\$ 250.00) 1540 Wings - Square, Stripe (\$
200.00) **Dues and Subscriptions**
1710 Administration (\$ 500.00) **Digital/Website Support**
1810 Administration (\$ 8,000.00) 1840 Wings Over Willapa (\$ 900.00) **Food &
Beverage**
2010 Administration (\$ 800.00) 2040 Wings Over Willapa (\$ 600.00) **Insurance**
2110 Directors & Officers Liability (\$ 900.00) 2111 General Liability (\$ 800.00)
2113 Other (\$ 900.00) 2140 Specialty Risk (\$ 400.00) 2141 Other (\$ 1,000.00)
Merchandise Costs
2410 Administration (\$ 1,000.00) 2440 Wings Over Willapa (\$ 1,000.00)
Postage and Shipping
2510 Administration (\$ 150.00) 2540 Wings Over Willapa (\$ 200.00) **Rent**

					1226				2598	3824
PROFESSIONAL SERVICES										
operations under other						Events speakers		750		
						Wings Keynote speaker		2000		
								2750		2750
										48417

Friends of Willapa National Wildlife Refuge 2022 EVENTS BUDGET

OPERATIONS	\$\$	MARKETING	\$\$	EVENT	\$\$	TOTAL
SALARY		SALARY		SALARY		
		Salary Long Island. AA	325	Salary long island Coord	675	
		Salary Barge Trip AA	325	Salary Barge trip Coord	675	
		Salary Brid day Mar AA	408	Salary Bird Day	925	
Salary Wings OP AA	2160	Salary Wings Mar AA	900	Salry Wings Event. AA	2700	
Salary Wings OP Coord	1250	Salary Wings Mar Coord	2150	Salary Wings Event Coord	10000	
Friends AA oerations	3375	Friends Mar AA	3375			
Friends Coord operations	600					
	7385		7483		14975	29843
OTHER				OTHER		
annual website hosting	900			Insurance Long Island	400	
new friends website	5000			insurance barge tip	400	
bookkeeping	1500			Insurance Bird day	100	
				insurnce Wings	1400	
	7400				2300	9700
SUPPLIES						
printing, stamps, paper,	400	Posters, printing, paper, ink	800	signs, lamnting, name badges	1100	
	400		800		1100	2300
TRAVEL TRAINING						
		225 mi @ .56/mi	126	175 mi @ .56/mi	98	
		WingsAdvertisement	1100	event speakers hotel	450	
				event speakers travel	800	
				bird day ref=refreshments	200	
				Wings hotel	450	
				Wings refreshments	600	

Page
Break

Application to the City of Long Beach for Use of 2022 Lodging Tax Funds

Event or Activity Name (if applicable):	
Amount of Lodging Tax Requested:	\$15,500
Applicant Organization:	World Kite Museum
Federal Tax ID Number OR SSN:	91-14164585
Mailing Address:	POB 9604 303 Sid Snyder Dr. W, LB WA 98631
Primary Contact Name:	Blaine Walker
Primary Contact Phone:	360-642-4020
Primary Contact Email Address:	cafenbistro42@gmail.com

Check all the service categories that apply to this application:

- Tourism promotion or marketing.
- Operation of a special event or festival designed to attract tourists.
- Operation of a tourism-related facility owned or operated by a non-profit organization.
- Operation and/or capital costs of a tourism-related facility owned by a municipality or a public facilities district.


Check which one of the following applies to your agency:

- An entity engaged in tourist marketing or tourism promotion.
- Non-Profit (501(c)(3) or 501 (c)(6)) (Note: Attach a copy of your current non-profit corporate registration from the Washington Secretary of State Office)
- Municipality (City, Town, or County of Washington State)

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

- I am proposing a tourism-related service for 2022. If awarded, my organization intends to enter into a services contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City; and file for a permit for use of City property, if applicable.
- My agency will be required to submit a report documenting economic impact results in a format determined by the City within 30 days of the festival or event.


Signature:


Date:

- 1) Describe your tourism-related activity or event.
- 2) City of Long Beach’s brand signature experience is built on the following themes:
 - *Family Entertainment*
 - *Outdoor Recreation*
 - *Shopping*
 - *Lodging and overnight stays*
 - *Fun with Friends*
 - *Food & Drink*

Describe how your event, activity, or festival builds on one or all the themes listed above:

- 3) If an event, list the event name, date(s), and projected overall attendance.
- 4) Is your event/activity/facility focusing on attracting overnight tourists, day tourists, or both?
- 5) Describe why visitors will travel to Long Beach to attend your event/activity/facility.
- 6) Describe the geographic target of the visitors you hope to attract (locally, regionally, nationally, and/or internationally).
- 7) Describe the prior success of your event/activity/facility in attracting tourists.
- 8) If this your first time holding the event/activity/facility provide background on why you think it will be successful.
- 9) Describe how you will promote lodging establishments, restaurants, retailers, and entertainment establishments in the City of Long Beach.
- 10) As part of the City’s branding process, the City committed to using the Long Beach, WA. name above other names often used to describe the City (or parts of the City), Long Beach Peninsula.
 - a) If you are an existing entity currently operating in the City does your entity list its physical location as being in the City of Long Beach?
 - b) If you are proposing a new activity, festival, or event will it be described as occurring in the “City of Long Beach?”

City of Long Beach 2022 Lodging Tax Funding - Answers

1. This will be the 17th year of operation for the World Kite Museum and its roster of “off-season” events which typically contributes thousands of “heads in beds” overnight each year.
2. The World Kite Museum provides family entertainment, education, shopping, as well as outdoor recreation for visitors, as well as local residence, vital to understanding and enjoying the beauty of our area. It educates visitors in the beauty, science and joys of kite flying, as well as why Long Beach is considered one of the best places to world to fly kites. Steady winds are a kite flyers friend.
3. We operate and are open Friday through Monday every week as an educational resource and supply store for kite flyers as well as tourists in general.
4. The Museum advertises itself to both out of the area people interested in visiting Long Beach and to local hotels and restaurants whose guests are interested in what to with their free unplanned time,
5. Kite flyers from around the world come to Long Beach and the World Kite Museum to marvel at its collection of kites from around the world; it’s Hall of Fame of internationally renowned kites and because it is the only museum in North America dedicated to what they love to do.
6. We do print advertising in western Washington as well as western Oregon, generally focusing on the 150-mile radius from Long Beach. In addition, we market the area through Facebook and our website.
7. In 2019 we worked diligently to transform the space in the museum. In 2020 our focus, once open was on safety and surrounding while still allowing patrons to visit. In the coming year, the focus will remain with all of this and moving into building and expanding the technology and research side of the museum.
8. This is our 17th year of operation at our current location. Our location on Sid Snyder Boulevard with the Adrift and the Worldmark by Wyndym resort nearby; we are in a great location and continue to be successful.
9. Though we do not directly promote local lodging, restaurants, and retailers, etc., we do maintain a Visitors Bureau Guide for guests with questions, as well as spend a good amount of time simply answering questions that visitors have.
10. A. We are listed a physically located in Long Beach. Everywhere
B. Yes, absolutely: 303 Sid Snyder Drive
C. Yes, if we promote an event or exhibit at the museum we have to let everyone know where we are located and how to get there.
11. We ask every museum visitor to sign in; including where they are from (ie zip code), ad if they are staying in Long Beach, along with how many nights.
12. We applied for \$20,000.00 in LTAC funds from Pacific County
13. Budget: \$182,250, requesting 11%

- c) If you are proposing a marketing program please outline how the “City of Long Beach” name will be used, promoted, used in promotional materials and used in social media.

Measurements and Metrics (Note: You will be required to report these metrics as part of the close out of the agreement between your organization and the City.) What methodology did you use to calculate the estimates? (For example, some entities may ask for zip codes on ticket sales, put up a map at your event for visitors to pinpoint their home, or would your event be able to be tracked by a partner hotel who offers a special rate?)

As a direct result of your proposed tourism-related service, provide an estimate of:	
a. Overall attendance at your proposed event/activity/facility.	12,000
b. Number of people who will travel fewer than 50 miles for your event/activity.	1,000
c. Number of people who will travel more than 50 miles for your event/activity.	11,000
d. Of the people who travel more than 50 miles, the number of people who will travel from another country or state.	1,000
e. Of the people who travel more than 50 miles, the number of people who will stay overnight in the City of Long Beach	7,000
f. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast) in the City of Long Beach.	5,000

- 11) What methodologies did you use to calculate the estimates and what methodologies will you use to track outcomes, such as total participants, estimated visitor spending, etc.?
- 12) Are you applying for lodging tax funds from another community or entity (represent tourism promotion or marketing, host a special event or operate a tourism related facility)? If so, which communities or entity and in what amounts?
- 13) What is the overall budget for your event/activity/facility? What percent of the budget are you requesting from the City of Long Beach? Please attach your current revenue and expenses to this application.



Filed
Secretary of State
State of Washington
Date Filed: 08/03/2021
Effective Date: 08/03/2021
UBI #: 601 107 409

Annual Report

BUSINESS INFORMATION

Business Name:
WORLD KITE MUSEUM AND HALL OF FAME

UBI Number:
601 107 409

Business Type:
WA NONPROFIT CORPORATION

Business Status:
ACTIVE

Principal Office Street Address:
303 SID SNYDER DR W, LONG BEACH, WA, 98631, UNITED STATES

Principal Office Mailing Address:
PO BOX 964, LONG BEACH, WA, 98631, UNITED STATES

Expiration Date:
09/30/2022

Jurisdiction:
UNITED STATES, WASHINGTON

Formation/Registration Date:
09/09/1988

Period of Duration:
PERPETUAL

Inactive Date:

Nature of Business:
CULTURAL

REGISTERED AGENT [RCW 23.95.410](#)

Registered Agent Name	Street Address	Mailing Address
BLAINE WALKER	303 SID SNYDER DR, LONG BEACH, WA, 98631-3725, UNITED STATES	PO BOX 964, LONG BEACH, WA, 98631-0000, UNITED STATES

PRINCIPAL OFFICE

Phone:
3606424020

Email:

INFO@WORLDKITEMUSEUM.COM

Street Address:

303 SID SNYDER DR W, LONG BEACH, WA, 98631, USA

Mailing Address:

PO BOX 964, LONG BEACH, WA, 98631, USA

GOVERNORS

Title	Type	Entity Name	First Name	Last Name
GOVERNOR	INDIVIDUAL		LINDA	KAINO
GOVERNOR	INDIVIDUAL		JIM	SAYCE
GOVERNOR	INDIVIDUAL		BLAINE	WALKER
GOVERNOR	INDIVIDUAL		JANE	HOLEMAN
GOVERNOR	INDIVIDUAL		GREG	HOLMES

NATURE OF BUSINESS

- CULTURAL

EFFECTIVE DATE

Effective Date:

08/03/2021

CONTROLLING INTEREST

1. Does your entity own real property such as land or buildings (including leasehold interests) in Washington?

YES

2. As of January 1, 2019, has there been a transfer of stock, other financial interest change, or an option agreement exercised that resulted in a transfer of at least 16? percent interest in the entity?

NO

a. If "yes", has the transfer of stock, other financial interest change, or an option agreement exercised resulted in a transfer of controlling interest (50 percent or greater)?

NO

3. As of January 1, 2019, has an option agreement been executed allowing for the future purchase or acquisition of the entity?

NO

You must report a [Controlling Interest Transfer Return](#) IF: you answered "yes" to questions 1 AND 2a.

Failure to report a Controlling Interest Transfer is subject to penalty provisions of [RCW 82.45.220](#).

For more information on **Controlling Interest**, visit www.dor.wa.gov/REET.

RETURN ADDRESS FOR THIS FILING

Attention:

BLAINE WALKER

Email:

INFO@WORLDKITEMUSEUM.COM

Address:

This document is a public record. For more information visit www.sos.wa.gov/corps

Work Order #: 2021080300466578 - 1

Received Date: 08/03/2021

Amount Received: \$10.00

PO BOX 964, LONG BEACH, WA, 98631-0964, USA

UPLOAD ADDITIONAL DOCUMENTS

Do you have additional documents to upload? No

AUTHORIZED PERSON

I am an authorized person.

Person Type:

INDIVIDUAL

First Name:

JANE

Last Name:

HOLEMAN

Title:

BOARD OF DIRECTORS

This document is hereby executed under penalty of law and is to the best of my knowledge, true and correct.



Secretary of State
Tim Wynn

Washington Secretary of State
Corporations and Charities Division
801 Capitol Way South
PO Box 40234
Olympia, WA 98504-0234
(360) 725-0377
corps@sos.wa.gov

08/03/2021

WORLD KITE MUSEUM AND HALL OF FAME
BLAINE WALKER
PO BOX 964
LONG BEACH WA 98631-0964

UBI Number: 601 107 409

Business Name: WORLD KITE MUSEUM AND HALL OF FAME

Expiration Date: 09/30/2022

Dear BLAINE WALKER,

Thank you for your recent submission. This letter is to confirm that the following documents have been received and successfully filed:

ANNUAL REPORT

You can view and download your filed document(s) for no charge at our website, www.sos.wa.gov/ccfs

If you haven't already, please sign up for a user account on our website, www.sos.wa.gov/ccfs to file online, conduct searches, and receive status updates.

Please contact our office at corps@sos.wa.gov or (360) 725-0377 if you have any questions.

Sincerely,

Corporations and Charities Division
Office of the Secretary of State
www.sos.wa.gov/corps

Internal Revenue Service
District Director

Department of the Treasury

P.O. BOX 2350 ROOM 5127 ATTN: E.O.
LOS ANGELES, CA 900532350

Date: DEC. 15, 1989

WORLD KITE MUSEUM AND HALL OF
FAME
115 BOLSTAD
LONG BEACH, WA 98631

Employer Identification Number:
91 1464585
Case Number:
959338049
Contact Person:
CAROL MUCHTZUKI
Contact Telephone Number:
(213) 894-4763 2289
310 894-2289

Accounting Period Ending:
September 30
Form 990 Required:
Yes
Addendum Applies:
No

Dear Applicant:

Based on information supplied, and assuming your operations will be as stated in your application for recognition of exemption, we have determined you are exempt from Federal income tax under section 501(a) of the Internal Revenue Code as an organization described in section 501(c)(3).

We have further determined that you are not a private foundation within the meaning of section 509(a) of the Code, because you are an organization described in section 509(a)(2).

If your sources of support, or your purposes, character, or method of operation change, please let us know so we can consider the effect of the change on your exempt status and foundation status. In the case of an amendment to your organizational document or bylaws, please send us a copy of the amended document or bylaws. Also, you should inform us of all changes in your name or address.

As of January 1, 1984, you are liable for taxes under the Federal Insurance Contributions Act (social security taxes) on remuneration of \$100 or more you pay to each of your employees during a calendar year. You are ~~not liable~~ for the tax imposed under the ~~Federal Unemployment Tax Act (FUTA)~~.

Since you are not a private foundation, you are not subject to the excise taxes under Chapter 42 of the Code. However, you are not automatically exempt from other Federal excise taxes. If you have any questions about excise, employment, or other Federal taxes, please let us know.

Grantors and contributors may rely on this determination unless the Internal Revenue Service publishes notice to the contrary. However, if you lose your section 509(a)(2) status, a grantor or contributor may or may not rely on this determination if he or she was in part responsible for, or was aware of, the act or failure to act, or the substantial material change on the part of the organization that resulted in the loss of such status, or if he or she acquired knowledge that the Internal Revenue Service

Letter 9470001

Page
Break

Application to the City of Long Beach for Use of 2021 Lodging Tax Funds

Event or Activity Name (if applicable):	Long Beach Rodeo
Amount of Lodging Tax Requested:	3000 ⁰⁰
Applicant Organization:	Peninsula Saddle Club
Federal Tax ID Number OR SSN:	91-6055914
Mailing Address:	PO Box 54 Long Beach - 98631
Primary Contact Name:	Cathi Bonney
Primary Contact Phone:	360.783.1380
Primary Contact Email Address:	cathibonney@yahoo.com

Check all the service categories that apply to this application:

- Tourism promotion or marketing.
- Operation of a special event or festival designed to attract tourists.
- Operation of a tourism-related facility owned or operated by a non-profit organization.
- Operation and/or capital costs of a tourism-related facility owned by a municipality or a public facilities district.

Check which one of the following applies to your agency:

- An entity engaged in tourist marketing or tourism promotion.
- Non-Profit (501(c)(3) or 501 (c)(6)) (Note: Attach a copy of your current non-profit corporate registration from the Washington Secretary of State Office) > "B"
- Municipality (City, Town, or County of Washington State)

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

- I am proposing a tourism-related service for 2021. If awarded, my organization intends to enter into a services contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City; and file for a permit for use of City property, if applicable.
- My agency will be required to submit a report documenting economic impact results in a format determined by the City within 30 days of the festival or event.

Cathi Bonney
Signature:

9/29/21
Date:

- 1) Describe your tourism-related activity or event.
* * See Attached Letter "A"
- 2) City of Long Beach's brand signature experience is built on the following themes:

- Family Entertainment
- Outdoor Recreation
- Shopping
- Lodging and overnight stays
- Fun with Friends
- Food & Drink

Describe how your event, activity, or festival builds on one or all the themes listed above:

- 3) If an event, list the event name, date(s), and projected overall attendance.
* * Long Beach Rodeo July 30-31 2022
- 4) Is your event/activity/facility focusing on attracting overnight tourists, day tourists, or both?
* *
- 5) Describe why visitors will travel to Long Beach to attend your event/activity/facility.

- 6) Describe the geographic target of the visitors you hope to attract (locally, regionally, nationally, and/or internationally).
* *

- 7) Describe the prior success of your event/activity/facility in attracting tourists.
* *

- 8) If this your first time holding the event/activity/facility provide background on why you think it will be successful.

- 9) Describe how you will promote lodging establishments, restaurants, retailers, and entertainment establishments in the City of Long Beach.
* *

- 10) As part of the City's branding process, the City committed to using the Long Beach, WA. name above other names often used to describe the City (or parts of the City), Long Beach Peninsula.

Our Name says it all... Long Beach Rodeo!

- a) If you are an existing entity currently operating in the City does your entity list its physical location as being in the City of Long Beach?
- b) If you are proposing a new activity, festival, or event will it be described as occurring in the "City of Long Beach?"

- c) If you are proposing a marketing program please outline how the "City of Long Beach" name will be used, promoted, used in promotional materials and used in social media.

included in overview letter

Measurements and Metrics (Note: You will be required to report these metrics as part of the close out of the agreement between your organization and the City.) What methodology did you use to calculate the estimates? (For example, some entities may ask for zip codes on ticket sales, put up a map at your event for visitors to pinpoint their home, or would your event be able to be tracked by a partner hotel who offers a special rate?)

As a direct result of your proposed tourism-related service, provide an estimate of:	
a. Overall attendance at your proposed event/activity/facility.	2500
b. Number of people who will travel fewer than 50 miles for your event/activity.	1000
c. Number of people who will travel more than 50 miles for your event/activity.	1500
d. Of the people who travel more than 50 miles, the number of people who will travel from another country or state.	700
e. Of the people who travel more than 50 miles, the number of people who will stay overnight in the City of Long Beach	500
f. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast) in the City of Long Beach.	400

- 11) What methodologies did you use to calculate the estimates and what methodologies will you use to track outcomes, such as total participants, estimated visitor spending, etc.?

Pole of Attendees / Collection of Zip codes / License Plate count

- 12) Are you applying for lodging tax funds from another community or entity (represent tourism promotion or marketing, host a special event or operate a tourism related facility)? If so, which communities or entity and in what amounts?

Pacific County \$1,500-

- 13) What is the overall budget for your event/activity/facility? What percent of the budget are you requesting from the City of Long Beach? Please attach your current revenue and expenses to this application.

Proposed Expenses are just under 40,000
(see attached page)

We are requesting³ less than 10%.

→ "C"



PENINSULA SADDLE CLUB

POST OFFICE BOX 54
LONG BEACH, WASHINGTON 98631

2021 Application for Lodging Tax Funds

Long Beach Rodeo July 30-31, 2022

Event Description: After a 2 year Covid hiatus, we are planning for our 75th Annual Rodeo. We produce a quality true rodeo event, unique in Pacific County. It is a family friendly, affordable show. Where else can you take the whole family and the dog of a under \$10.00 per person for an afternoon of fun entertainment. Not only do they get all the rodeo events like bull riding, steer wrestling and bronc riding, we give them the rodeo clown, to quality drill teams that amaze on horse back, mutton busting for the kids and a mechanical bull for the adventurous. A few new acts will be included this year as part of the 75th celebration. Vendors are on the grounds with a variety of goods, including our own T-shirts and sweat shirts with our logo showing the iconic Long Beach Arch. This logo is used in all printed material.

People come from all over SW Washington and North Oregon; Seattle, Portland, up and down the I-5 corridor as well as farther east, Pendleton and Spokane. We have had guests from much further, Mid-West States, New York and even Europe that saw flyers or heard the radio spots and rerouted trips to see their 1st rodeo! Many families have made this a destination weekend for reunions and camp out or stay in condos. I have spoken with couples who came years ago with friends, has such a great time that each year they come back and bring new friends with. Spreading the joy of our lovely area!

We have been very successful in the past with posters throughout Pacific County, up and down the I-5 corridor from Bellingham to Salem and radio spots covering a 5-county area. And word of mouth is great too. Our stands are filled to capacity on Saturday and almost the same for Sunday. After a 2-year break, our advertising efforts will be pumped up.

Working with the Visitors Bureau, we do mail outs that include information on lodging and other activities in the area. At the Rodeo we provide a printed program with adds from our sponsors and local businesses. This enables the attendees to see what else they might want to do while in town; restaurants, shops and motels/campgrounds as well as information on sightseeing. We hope this encourages them to stay even longer or come back at a later date. The sponsors are able to display signs on the arena walls that hang up year-round for continued advertising. Campers that come during the year are able to see these as well as the information left in our check in booth directing them into town for shopping and eating.

"A"

BUSINESS INFORMATION

Business Name:

PENINSULA SADDLE CLUB

UBI Number:

601 127 768

Business Type:

WA NONPROFIT CORPORATION

Business Status:

ACTIVE

Principal Office Street Address:

6403 SANDRIDGE RD, LONG BEACH, WA, 98631, UNITED STATES

Principal Office Mailing Address:

PO BOX 54, LONG BEACH, WA, 98631-0054, UNITED STATES

Expiration Date:

02/28/2022

Jurisdiction:

UNITED STATES, WASHINGTON

Formation/ Registration Date:

02/10/1949

Period of Duration:

PERPETUAL

Inactive Date:

Nature of Business:

HORSE FACILITY

REGISTERED AGENT INFORMATION

Registered Agent Name:

CATHI BONNEY

Street Address:

5409 SANDRIDGE RD, LONG BEACH, WA, 98631, UNITED STATES

Mailing Address:

PO BOX 54, LONG BEACH, WA, 98631-0054, UNITED STATES

GOVERNORS

"B"

Title	Governors Type	Entity Name	First Name	Last Name
GOVERNOR	INDIVIDUAL		MARILYN	CARNAHAN
GOVERNOR	INDIVIDUAL		DIANE	NICHOLS
GOVERNOR	INDIVIDUAL		TERESA	PIERSON
GOVERNOR	INDIVIDUAL		CATHI	BONNEY

Peninsula Saddle Club, Inc
Profit & Loss Budget Overview
 January through December 2021

*Proposed
 2020
 Budget*

*Rodeo
 Income*

	Jan - Dec 21
Ordinary Income/Expense	
Income	
Direct Public Support	
LB Lodging Tax Funds	3,000.00
PacificCoTourismDevelopmentDonatn	1,500.00
Total Direct Public Support	4,500.00
Other Types of Income	
Barrel Races Game showa	4,000.00
Camping	9,000.00
Jr Rodeo Breakfast	750.00
Jr Rodeo Lunch I	750.00
Membership Dues	1,800.00
Trail Course Event	1,500.00
Total Other Types of Income	17,800.00
Program Income - Rodeo	
Beer Garden	4,000.00
Gate Income	7,500.00
Jr Barrels RODEO	1,000.00
Product sales Shirts posters	1,500.00
Rodeo Breakfast	1,500.00
Rodeo Lunch	2,000.00
Sponsorship (Rodeo)	13,000.00
Vendor Rodeo	1,000.00
Total Program Income - Rodeo	31,500.00
Total Income	53,800.00
Gross Profit	53,800.00
Expense	
Business Expenses	
Annual report	10.00
Dues	80.00
Insurance - Liability, D and O	1,210.00
Insurance Property	930.00
License and Permits	100.00
Taxes Property	2,500.00
Total Business Expenses	4,830.00
Contract Services	
Accounting Fees	700.00
Total Contract Services	700.00
Facilities and Equipment	
Equip Rental and Maintenance	300.00
office expenses	400.00
Facilities and Equipment - Other	0.00
Total Facilities and Equipment	700.00

"C"

10:53 AM

09/30/21

Accrual Basis

Peninsula Saddle Club, Inc Profit & Loss Budget Overview January through December 2021

	Jan - Dec 21
Operations	
AdvertisingWebPgVisitorsBureau	220.00
Capital Improvements	10,000.00
Fuel	350.00
Grounds repair & Maint	6,000.00
Janitorial Supplies	300.00
New Kabota Purc/Pacific Tractor	1,798.50
Peninsula Visitors Bureau	150.00
Postage, Mailing Service	200.00
Power/Elec	1,020.00
Propane	150.00
Safe Deposit box	25.00
Sanitation	1,500.00
Water	1,500.00
Web Page	100.00
Total Operations	23,313.50
Other Types of Expenses	
BarrelRaceExp	500.00
Jr Rodeo breakfast e	500.00
Jr Rodeo Lunch	500.00
Trail Course Event	700.00
Washington State Horse Expo	500.00
Total Other Types of Expenses	2,700.00
PETTY Cash	0.00
Rodeo Expenses	
Added Money	7,000.00
Ambulance	400.00
Announcer	1,600.00
Beer Garden	1,500.00
Breakfast RODEO	1,000.00
Clown	1,500.00
Donations	1,000.00
Drill Team	550.00
Entertainment	4,000.00
Family Night	100.00
Hay	300.00
Jr Barrels	600.00
Lunch/Concessions	1,500.00
Misc Rodeo expenses	600.00
Porta Potties	1,500.00
Programs	800.00
Queen/Royalty Expense	300.00
Rodeo Advertising	3,000.00
Shirts Product	1,000.00
Stock Contractor	10,500.00
Water Truck Rental	500.00
Rodeo Expenses - Other	0.00
Total Rodeo Expenses	39,250.00
Total Expense	71,493.50
Net Ordinary Income	-17,693.50
Other Income/Expense	
Other Income	
Savings interest	10.55
Total Other Income	10.55
Net Other Income	10.55
Net Income	-17,682.95

Rodeo
Expense

Page
Break

Application to the City of Long Beach for Use of 2022 Lodging Tax Funds

Event or Activity Name (if applicable):	Beach to Chowder 5/2/101
Amount of Lodging Tax Requested:	\$1,200-
Applicant Organization:	ALL THINGS Fun Sports!
Federal Tax ID Number OR SSN:	84-2874934
Mailing Address:	15127 MAIN ST E Suite 104 PMB 405 SEWINGTON WA 9870
Primary Contact Name:	KIM FIELD
Primary Contact Phone:	253 592-9061
Primary Contact Email Address:	allthingsfunsports@gmail.com

Check all the service categories that apply to this application:

- Tourism promotion or marketing.
- Operation of a special event or festival designed to attract tourists.
- Operation of a tourism-related facility owned or operated by a non-profit organization.
- Operation and/or capital costs of a tourism-related facility owned by a municipality or a public facilities district.

Check which one of the following applies to your agency:

- An entity engaged in tourist marketing or tourism promotion.
- Non-Profit (501(c)(3) or 501 (c)(6)) (Note: Attach a copy of your current non-profit corporate registration from the Washington Secretary of State Office)
- Municipality (City, Town, or County of Washington State)

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

- I am proposing a tourism-related service for 2022. If awarded, my organization intends to enter into a services contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City; and file for a permit for use of City property, if applicable.
- My agency will be required to submit a report documenting economic impact results in a format determined by the City within 30 days of the festival or event.


Signature:

9-13-2021
Date:

1) Describe your tourism-related activity or event.

2) City of Long Beach's brand signature experience is built on the following themes:

- Family Entertainment
- Outdoor Recreation
- Shopping
- Lodging and overnight stays
- Fun with Friends
- Food & Drink

Describe how your event, activity, or festival builds on one or all the themes listed above:

3) If an event, list the event name, date(s), and projected overall attendance.

Beach to Chowder SKI/OK Run/Walk

4) Is your event/activity/facility focusing on attracting overnight tourists, day tourists, or both?

In 2020 & 2021 80% of registrants traveled more than 50 miles

5) Describe why visitors will travel to Long Beach to attend your event/activity/facility.

THE EVENT HAS A LONG STANDING TRADITION IN THE RUNNING COMMUNITY AND IS MARKETED AS A DESTINATION RUN.

6) Describe the geographic target of the visitors you hope to attract (locally, regionally, nationally, and/or internationally).

our goal is to attract those traveling more than 50 miles - most travel at least 2-3 hours

7) Describe the prior success of your event/activity/facility in attracting tourists.

PLEASE SEE ATTACHED ZIP CODES

8) If this your first time holding the event/activity/facility provide background on why you think it will be successful. ~~5 years~~

9) Describe how you will promote lodging establishments, restaurants, retailers, and entertainment establishments in the City of Long Beach.

Email blast of over 10K address FACEBOOK POST - ALSO WE host PACKET PICKUP ~~at~~ At our Chowder host

10) As part of the City's branding process, the City committed to using the Long Beach, WA. name above other names often used to describe the City (or parts of the City), Long Beach Peninsula.

THE ARCH IS FEATURED IN ALL PRINT AND SOCIAL MEDIA ADVERTISING - on shirts and on medals

a) If you are an existing entity currently operating in the City does your entity list its physical location as being in the City of Long Beach?

b) If you are proposing a new activity, festival, or event will it be described as occurring in the "City of Long Beach?"

c) If you are proposing a marketing program please outline how the "City of Long Beach" name will be used, promoted, used in promotional materials and used in social media.

*The Arch with THE CITY NAME IS ON ALL Print, WEB, & social media
Plus shirts & medals*

Measurements and Metrics (Note: You will be required to report these metrics as part of the close out of the agreement between your organization and the City.) What methodology did you use to calculate the estimates? (For example, some entities may ask for zip codes on ticket sales, put up a map at your event for visitors to pinpoint their home, or would your event be able to be tracked by a partner hotel who offers a special rate?)

As a direct result of your proposed tourism-related service, provide an estimate of:	
a. Overall attendance at your proposed event/activity/facility.	185
b. Number of people who will travel fewer than 50 miles for your event/activity.	50
c. Number of people who will travel more than 50 miles for your event/activity.	120
d. Of the people who travel more than 50 miles, the number of people who will travel from another country or state.	15
e. Of the people who travel more than 50 miles, the number of people who will stay overnight in the City of Long Beach	150 +
f. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast) in the City of Long Beach.	150

11) What methodologies did you use to calculate the estimates and what methodologies will you use to track outcomes, such as total participants, estimated visitor spending, etc.?

Past years of growth trends

12) Are you applying for lodging tax funds from another community or entity (represent tourism promotion or marketing, host a special event or operate a tourism related facility)? If so, which communities or entity and in what amounts? _____

13) What is the overall budget for your event/activity/facility? What percent of the budget are you requesting from the City of Long Beach? Please attach your current revenue and expenses to this application.

185 x \$50 9250. - 15%

Completed applications should be submitted no later than October 1st at 5:00PM to:

City of Long Beach, WA
c/o Ariel Smith
P.O. Box 310
Long Beach, WA. 98631

Or,

asmith@longbeachwa.gov

Questions?

Contact:

Ariel Smith
(360) 642-4421

Estimated expense fr Beach to Chowder 2022

Shirts: \$13 x 185 \$2405

Commemorative race medals \$8 x 185 \$1480

Chowder \$5 per cup x 185 \$985

Total \$4870

Marketting

Databar email blast 3 x \$99 \$297

Facebook Boosts \$100

Graphic design 2.5 hours \$169 per hour x \$422.50
posters \$30

Total \$819.50

Other misc expenses

Insurance \$185

Travel \$500 (includes van rental)

Photographer \$378

Total \$663

Total estimate cost: \$6,352.50

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

DEPARTMENT OF THE TREASURY

Date: SEP 11 2019

ALL THINGS FUN SPORTS
C/O KIMBERLIE A FIELD
15127 MAIN ST E STE 104 PMB 405
SUMNER, WA 98390-0000

Employer Identification Number:
84-2874934

DLN:
26053642002859

Contact Person:
CUSTOMER SERVICE ID# 31954

Contact Telephone Number:
(877) 829-5500

Accounting Period Ending:
December 31

Public Charity Status:
170(b)(1)(A)(vi)

Form 990/990-EZ/990-N Required:
Yes

Effective Date of Exemption:
August 23, 2019

Contribution Deductibility:
Yes

Addendum Applies:
No

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

UNITED STATES OF AMERICA

The State of Washington



Secretary of State

I, KIM WYMAN, Secretary of State of the State of Washington and custodian of its seal, hereby issue this

ARTICLES OF INCORPORATION

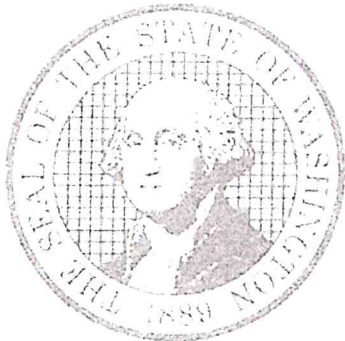
to

ALL THINGS FUN SPORTS!

A WA NONPROFIT CORPORATION, effective on the date indicated below.

Effective Date: 08/23/2019

UBI Number: 604 505 402



Given under my hand and the Seal of the State
of Washington at Olympia, the State Capital

Handwritten signature of Kim Wyman in cursive.

Kim Wyman, Secretary of State

Date Issued: 08/23/2019

ALL THINGS FUN SPORTS!

BEACH TO CHOWDER PARTICIPANT ZIP CODES

State	Zip	City
AZ	85339	Laveen
AZ	85821	Tempe
CA	94005	Brisbane
CA	94005	Brisbane
OR	97015	Clackamas
OR	97048	Rainier
OR	97064	Vernonia
OR	97103	Astoria
OR	97124	Hillsboro
OR	97138	Seaside
OR	97219	Portland
OR	97322	Albany
WA	98001	Algona
WA	98010	Black Diamond
WA	98021	Bothell
WA	98030	Kent
WA	98031	Kent
WA	98033	Kirkland
WA	98036	Lynnwood
WA	98038	Maple Valley
WA	98042	Covington
WA	98042	Kent
WA	98047	Pacific
WA	98051	Ravensdale
WA	98058	Renton
WA	98065	Snoqualmie
WA	98087	Lynnwood
WA	98092	Auburn
WA	98115	Seattle
WA	98133	Seattle
WA	98136	Seattle
WA	98144	Seattle
WA	98146	Seattle

WA	98148	Burien
Wa	98321	Buckley
WA	98370	Poulsbo
WA	98371	Puyallup
WA	98371	Edgewood
WA	98372	Puyallup
WA	98373	Puyallup
WA	98374	Puyallup
WA	98375	Puyallup
WA	98387	Spanaway
WA	98390	Sumner
WA	98391	Lake Tapps
WA	98391	Bonney Lake
WA	98404	Tacoma
WA	98418	Tacoma
WA	98466	University Place
WA	98501	Olympia
WA	98502	Olympia
WA	98503	Olympia
WA	98503	Lacey
WA	98512	Olympia
WA	98516	Lacey
WA	98520	Aberdeen
WA	98532	Chehalis
WA	98550	Hoquiam
WA	98558	McKenna
WA	98564	Mossyrock
WA	98570	Onalaska
WA	98577	Raymond
WA	98579	Rochester
WA	98584	Shelton
WA	98597	Yelm
WA	98605	Bingen
WA	98610	Carson
WA	98614	Chinook
WA	98624	ilwaco
WA	98625	Kalama
WA	98631	Long Beach

WA	98632	Longview
WA	98640	Ocean Park
WA	98641	Oysterville
WA	98661	Vancouver
WA	98683	Vancouver
WA	98685	Vancouver
WA	98908	Yakima
WA	98942	Selah
WA	98944	Sunnyside
WA	98374-9204	Puyallup
WA	99362-8207	Walla Walla

Page
Break

Application to the City of Long Beach for Use of 2022 Lodging Tax Funds

Event or Activity Name (if applicable):	Washington State Int'l Kite Festival
Amount of Lodging Tax Requested:	\$20,000
Applicant Organization:	World Kite Museum/WSIKF
Federal Tax ID Number OR SSN:	91-1464585
Mailing Address:	PO Box 387 Long Beach, WA
Primary Contact Name:	Jocelyn Darland
Primary Contact Phone:	(310)940-7216
Primary Contact Email Address:	jocelyndarland@gmail.com

Check all the service categories that apply to this application:

- Tourism promotion or marketing.
- Operation of a special event or festival designed to attract tourists.
- Operation of a tourism-related facility owned or operated by a non-profit organization
 Operation and/or capital costs of a tourism-related facility owned by a municipality or a public facilities district.

Check which one of the following applies to your agency:

- An entity engaged in tourist marketing or tourism promotion.
 Non-Profit (501(c)(3) or 501 (c)(6)) (Note: Attach a copy of your current non-profit corporate registration from the Washington Secretary of State Office)
- Municipality (City, Town, or County of Washington State)

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

- I am proposing a tourism-related service for 2022. If awarded, my organization intends to enter into a services contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City; and file for a permit for use of City property, if applicable.
- My agency will be required to submit a report documenting economic impact results in a format determined by the City within 30 days of the festival or event.



Sept. 29, 2021

- 1) Describe your tourism-related activity or event.
- 2) City of Long Beach's brand signature experience is built on the following themes:
 - *Family Entertainment*
 - *Outdoor Recreation*
 - *Shopping*
 - *Lodging and overnight stays*
 - *Fun with Friends*
 - *Food & Drink*

Describe how your event, activity, or festival builds on one or all the themes listed above:

- 3) If an event, list the event name, date(s), and projected overall attendance.
- 4) Is your event/activity/facility focusing on attracting overnight tourists, day tourists, or both?
- 5) Describe why visitors will travel to Long Beach to attend your event/activity/facility.
- 6) Describe the geographic target of the visitors you hope to attract (locally, regionally, nationally, and/or internationally).
- 7) Describe the prior success of your event/activity/facility in attracting tourists.
- 8) If this your first time holding the event/activity/facility provide background on why you think it will be successful.
- 9) Describe how you will promote lodging establishments, restaurants, retailers, and entertainment establishments in the City of Long Beach.
- 10) As part of the City's branding process, the City committed to using the Long Beach, WA. name above other names often used to describe the City (or parts of the City), Long Beach Peninsula.
 - a) If you are an existing entity currently operating in the City does your entity list its physical location as being in the City of Long Beach?
 - b) If you are proposing a new activity, festival, or event will it be described as occurring in the "City of Long Beach?"

- a) If you are an existing entity currently operating in the City does your entity list its physical location as being in the City of Long Beach?
- b) If you are proposing a new activity, festival, or event will it be described as occurring in the “City of Long Beach?”
- c) If you are proposing a marketing program please outline how the “City of Long Beach” name will be used, promoted, used in promotional materials and used in social media.

Measurements and Metrics (Note: You will be required to report these metrics as part of the close out of the agreement between your organization and the City.) What methodology did you use to calculate the estimates? (For example, some entities may ask for zip codes on ticket sales, put up a map at your event for visitors to pinpoint their home, or would your event be able to be tracked by a partner hotel who offers a special rate?)

As a direct result of your proposed tourism-related service, provide an estimate of:	
a. Overall attendance at your proposed event/activity/facility.	10,000
b. Number of people who will travel fewer than 50 miles for your event/activity.	2,000
c. Number of people who will travel more than 50 miles for your event/activity.	8,000
d. Of the people who travel more than 50 miles, the number of people who will travel from another country or state.	3,000
e. Of the people who travel more than 50 miles, the number of people who will stay overnight in the City of Long Beach	2,000-4,000
f. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast) in the City of Long Beach.	2,000-4,000

11) What methodologies did you use to calculate the estimates and what methodologies will you use to track outcomes, such as total participants, estimated visitor spending, etc.?

LTAC Application 2022

1. 2022 will be the 41st annual Washington State International Kite Festival.
2. WSIKF's focus is family entertainment and outdoor recreation. Historically, the lodging establishments have been filled for the week long event and provide business for all of the restaurants and bars.
3. 2022 dates: August 15-21. Attendance should be up from last year and perhaps hit 10,000.
4. WSIKF does advertising/marketing to attract both multiple day and day trip attendees.
5. The festival has a 40 year history of attracting participants and an audience for the variety of competitions and demonstrations that populate the week.
6. We target the Puget Sound area, the I5 corridor and approximately a 100 mile radius from Long Beach with print and radio advertising. We also use our website and FaceBook page extensively.
7. WSIKF has grown from an event that started with 8 participants and the use of a flatbed truck for a sound system, to an internationally recognized kite festival with flyers and visitors from international, regional and local areas.
8. N/A
9. The festival Event Program is produced every year. Local businesses are given the opportunity to advertise in the program. We staff the information booth at the festival and give out local information.
10.
 - (a) Yes the physical location is listed as Long Beach, WA.
 - (b) N/A
 - (c) All printed material and radio ads list Long Beach, WA along with our website and FaceBook page.

11. The number of kite flyers is a known number because they must register in order to fly in a field (we generally print about 500 name badges which correlates to the number of flyers who have signed in. We maintain a list of volunteers. The audience is much more difficult to pin down. We can estimate that number based on an extrapolation of a specific count. We utilize the hotel industry standard of a guest spending the equivalent of their room rental every day on food, etc.

12. No

13. Budget \$85,000. Request \$20,000 = 23.5295%



Secretary of State
Tom Wyman

Washington Secretary of State
Corporations and Charities Division
801 Capitol Way South
PO Box 40234
Olympia, WA 98504-0234
(360) 725-0377
corps@sos.wa.gov

08/03/2021

WORLD KITE MUSEUM AND HALL OF FAME
BLAINE WALKER
PO BOX 964
LONG BEACH WA 98631-0964

UBI Number: 601 107 409

Business Name: WORLD KITE MUSEUM AND HALL OF FAME

Expiration Date: 09/30/2022

Dear BLAINE WALKER,

Thank you for your recent submission. This letter is to confirm that the following documents have been received and successfully filed:

ANNUAL REPORT

You can view and download your filed document(s) for no charge at our website, www.sos.wa.gov/ccfs

If you haven't already, please sign up for a user account on our website, www.sos.wa.gov/ccfs to file online, conduct searches, and receive status updates.

Please contact our office at corps@sos.wa.gov or (360) 725-0377 if you have any questions.

Sincerely,

Corporations and Charities Division
Office of the Secretary of State
www.sos.wa.gov/corps



Filed
Secretary of State
State of Washington
Date Filed: 08/03/2021
Effective Date: 08/03/2021
UBI #: 601 107 409

Annual Report

BUSINESS INFORMATION

Business Name:

WORLD KITE MUSEUM AND HALL OF FAME

UBI Number:

601 107 409

Business Type:

WA NONPROFIT CORPORATION

Business Status:

ACTIVE

Principal Office Street Address:

303 SID SNYDER DR W, LONG BEACH, WA, 98631, UNITED STATES

Principal Office Mailing Address:

PO BOX 964, LONG BEACH, WA, 98631, UNITED STATES

Expiration Date:

09/30/2022

Jurisdiction:

UNITED STATES, WASHINGTON

Formation/Registration Date:

09/09/1988

Period of Duration:

PERPETUAL

Inactive Date:

Nature of Business:

CULTURAL

REGISTERED AGENT [RCW 23.95.410](#)

Registered Agent Name	Street Address	Mailing Address
BLAINE WALKER	303 SID SNYDER DR, LONG BEACH, WA, 98631-3725, UNITED STATES	PO BOX 964, LONG BEACH, WA, 98631-0000, UNITED STATES

PRINCIPAL OFFICE

Phone:

3606424020

Email:

INFO@WORLDKITEMUSEUM.COM

Street Address:

303 SID SNYDER DR W, LONG BEACH, WA, 98631, USA

Mailing Address:

PO BOX 964, LONG BEACH, WA, 98631, USA

GOVERNORS

Title	Type	Entity Name	First Name	Last Name
GOVERNOR	INDIVIDUAL		LINDA	KAINO
GOVERNOR	INDIVIDUAL		JIM	SAYCE
GOVERNOR	INDIVIDUAL		BLAINE	WALKER
GOVERNOR	INDIVIDUAL		JANE	HOLEMAN
GOVERNOR	INDIVIDUAL		GREG	HOLMES

NATURE OF BUSINESS

CULTURAL

EFFECTIVE DATE

Effective Date:

08/03/2021

CONTROLLING INTEREST

1. Does your entity own real property such as land or buildings (including leasehold interests) in Washington?

YES

2. As of January 1, 2019, has there been a transfer of stock, other financial interest change, or an option agreement exercised that resulted in a transfer of at least 16? percent interest in the entity?

NO

a. If "yes", has the transfer of stock, other financial interest change, or an option agreement exercised resulted in a transfer of controlling interest (50 percent or greater)?

NO

3. As of January 1, 2019, has an option agreement been executed allowing for the future purchase or acquisition of the entity?

NO

You must report a [Controlling Interest Transfer Return](#) IF: you answered "yes" to questions 1 AND 2a.

Failure to report a Controlling Interest Transfer is subject to penalty provisions of [RCW 82.45.220](#).

For more information on **Controlling Interest**, visit www.dor.wa.gov/REET.

RETURN ADDRESS FOR THIS FILING

Attention:

BLAINE WALKER

Email:

INFO@WORLDKITEMUSEUM.COM

Address:

This document is a public record. For more information visit www.sos.wa.gov/corps

Work Order #: 2021080300466578 - 1

Received Date: 08/03/2021

Amount Received: \$10.00

PO BOX 964, LONG BEACH, WA, 98631-0964, USA

UPLOAD ADDITIONAL DOCUMENTS

Do you have additional documents to upload? **No**

AUTHORIZED PERSON

I am an authorized person.

Person Type:

INDIVIDUAL

First Name:

JANE

Last Name:

HOLEMAN

Title:

BOARD OF DIRECTORS

This document is hereby executed under penalty of law and is to the best of my knowledge, true and correct.

Internal Revenue Service
District Director

Department of the Treasury

PO BOX 2350 ROOM 5127 ATTN: E.O.
LOS ANGELES, CA 900532350

Date: DEC. 15, 1989

WORLD KITE MUSEUM AND HALL OF
FARE
15 BULSTAD
LONG BEACH, WA 98531

Employer Identification Number:
91 1464885
Case Number:
950938049
Contact Person:
CAROL HUCHIUK
Contact Telephone Number:
(213) 894-4753 2289
310 894-2289

Accounting Period Ending:
September 30
Form 990 Required:
Yes
Addendum Applies:
No

Dear Applicant:

Based on information supplied, and assuming your operations will be as stated in your application for recognition of exemption, we have determined you are exempt from Federal income tax under section 501(a) of the Internal Revenue Code as an organization described in section 501(c)(3).

We have further determined that you are not a private foundation within the meaning of section 509(a) of the Code, because you are an organization described in section 509(a)(2).

If your sources of support, or your purposes, character, or method of operation change, please let us know so we can consider the effect of the change on your exempt status and foundation status. In the case of an amendment to your organizational document or bylaws, please send us a copy of the amended document or bylaws. Also, you should inform us of all changes in your name or address.

As of January 1, 1984, you are liable for taxes under the Federal Insurance Contributions Act (social security taxes) on remuneration of \$100 or more you pay to each of your employees during a calendar year. You are ~~not liable~~ for the tax imposed under the ~~Federal Unemployment Tax Act (FUTA)~~.

Since you are not a private foundation, you are not subject to the excise taxes under Chapter 42 of the Code. However, you are not automatically exempt from other Federal excise taxes. If you have any questions about excise, employment, or other Federal taxes, please let us know.

Grantors and contributors may rely on this determination unless the Internal Revenue Service publishes notice to the contrary. However, if you lose your section 509(a)(2) status, a grantor or contributor may or may not rely on this determination if he or she was in part responsible for, or was aware of, the act or failure to act, or the substantial material change on the part of the organization that resulted in the loss of such status, or if he or she acquired knowledge that the Internal Revenue Service

**WA State International Kite Festival
Long Profit & Loss - WSIKF Only
January 1 through September 15, 2021**

Jan 1 - Sep 15, 21

Ordinary Income/Expense			
	Income		
	Income		
	Booth/Retail Sales		49,423.40
	Guest Housing		0.00
	Poster Sales		
	Paypal		0.00
	Postage		0.00
	Posters at WKM		0.00
	Total Poster Sales		0.00
	Vendors Sales		8,950.00
	Total Income		58,373.40
	WKM Supply Rimb		0.00
	Total Income		58,373.40
	Cost of Goods Sold		
	Resale Purchases		28,052.36
	Total COGS		28,052.36
	Gross Profit		30,321.04
	Expense		
	Advertising Expense		
	Broadcasting/Web		537.50
	Print Media		
	Flyers/Brochures/Etc.		5,819.44
	Newspapers		1,074.05
	Total Print Media		6,893.49
	Total Advertising Expense		7,430.99
	Beach Activities		
	Awards		20.00
	Entertainment		4,000.00
	First Aid		78.34
	Pins		149.00
	Supplies		1,930.85
	Total Beach Activities		6,178.19
	Event Expenses		
	Golf Carts Rental/Gas		1,747.89
	Chinese New Year		0.00
	Garbage		1,468.06
	Sanicans		15,000.00
	Security		600.00
	Supplies/Eqpt.		0.00
	Windless		0.00
	Total Event Expenses		18,815.95
	Fundraising		
	Kite Festival Expense		0.00
	Total Fundraising		0.00
	Guests		

WA State International Kite Festival
Long Profit & Loss - WSIKF Only
 January 1 through September 15, 2021

Jan 1 - Sep 15, 21

	Lodging		3,253.19
	Total Guests		3,253.19
	Operating Expenses		
	AKA Sanctioning		200.00
	Bank/Credit Card Fees		320.46
	Bookkeeping		330.00
	Dues & Memberships		211.00
	Insurance		0.00
	Licenses		45.00
	Meeting		0.00
	Office Supplies		0.00
	Postage		46.00
	Repairs		163.98
	WKM		2,528.47
	Total Operating Expenses		3,844.91
	Posters Expense		
	Artist Fees		910.00
	Misc.		337.90
	Printing		0.00
	Shipping Supplies/Postage		138.74
	Total Posters Expense		1,386.64
	Sales Booth Expense		
	Cash for Till		700.00
	Total Sales Booth Expense		700.00
	Vendor Expense		
	Electricity		4,563.30
	License Fees		5,500.00
	Total Vendor Expense		10,063.30
	Total Expense		51,673.17
	Net Ordinary Income		-21,352.13
	Other Income/Expense		
	Other Income		
	WKM Rimb 2021 Expenses		838.67
	WKM Rimb 2021 Payroll		1,560.05
	Total Other Income		2,398.72
	Other Expense		
	Clearing		-209.08
	Total Other Expense		-209.08
	Net Other Income		2,607.80
	Net Income		<u><u>-18,744.33</u></u>

Page
Break

Ned E. Bittner
6905 V Place
Long Beach Wa. 98631

September 28th , 2021

City of Long Beach
PO Box 310
Long Beach Wa 98631

Dear City Council and Mayor:

I'm writing this letter for request of funds for our annual summer tournaments. This approaching summer will be the 15th annual battle at the beach for the girls' basketball program. Also the last 5 summers we've added the boys basketball tournament along with hosting the BNB boys and girls Camp. We have appreciated the support already received by the city and wish to continue the support. As of now we are set to have this coming summer tournaments on June 17-19 and June 24-26. If guidelines allow the BNB Camps will be June 20-23 and 27-30. So there will be a possibility of 14 straight days of Teams, Coaches and Families staying at the Beach!

- 1- Battle at the Beach and BNB camps are boys and girls basketball tournaments and Camps hosted at the OBSD 4 gymnasiums. Also looking to expand once the Dylan Harrell Foundation facility is built.
- 2- City of Long Beach's brand Signature: Family Entertainment, Shopping, Lodging and overnight stays, Fun with Family and Friends.
- 3- Battle at the Beach (Girls) June 17-19, Battle at the Beach (Boys) June 24-26, BNB Camp Girls June 20-23, BNB Camp Boys June 27-30. Overall attendance for each venue is usually around 600-800 people.
- 4- Each of our Events has mainly overnight tourists due to many traveling over 2 hours away. With a hand full of day tourists.
- 5- This is our 15th year putting on the above events. We always have a waiting list for teams to enter our tournament and camps! Once the Dylan Harrell building is built we will be able to host 2X as many teams, players and families.
- 6- We attract teams from Washington, Oregon and Idaho for our events.

- 7- Like stated in the above info.....The Long Beach Peninsula is a destination for everyone!
We retain around 80% of our teams and everyone loves coming to the beach!
- 8- Always successful
- 9- We always promote and communicate with the City of Long Beach Lodging, Restaurants, retailers and entertainment establishments! Always trying to funnel all the Teams, Players and families to spend time in town!
- 10- We use the City of Long Beach Logo and Merchants logo on our tshirts! Fully understand the importance of bringing Families to our Long Beach Community to help our area!
- 11- Methodologies used from past years of hosting our events.
- 12- Not applying anywhere else!
- 13- Our budget for the 2 weekends of the Battle at the Beach alone is roughly \$5000 in officiating fees.Plus we use the funds from the City of Long Beach to purchase our T-shirts and Sweatshirts in which are always a huge hit!

Thanks for your time!

Ned Bittner

Application to the City of Long Beach for Use of 2022 Lodging Tax Funds

Event or Activity Name (if applicable):	BATTLE AT THE BUNCH + bnb CAVALS
Amount of Lodging Tax Requested:	\$3000.00
Applicant Organization:	
Federal Tax ID Number OR SSN:	
Mailing Address:	6905 V PL LB
Primary Contact Name:	NEA BITZNER
Primary Contact Phone:	360-244-0263
Primary Contact Email Address:	bittner77@centurylink.net

Check all the service categories that apply to this application:

- Tourism promotion or marketing.
- Operation of a special event or festival designed to attract tourists.
- Operation of a tourism-related facility owned or operated by a non-profit organization.
- Operation and/or capital costs of a tourism-related facility owned by a municipality or a public facilities district.

Check which one of the following applies to your agency:

- An entity engaged in tourist marketing or tourism promotion.
- Non-Profit (501(c)(3) or 501 (c)(6)) (Note: Attach a copy of your current non-profit corporate registration from the Washington Secretary of State Office)
- Municipality (City, Town, or County of Washington State)

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

- I am proposing a tourism-related service for 2022. If awarded, my organization intends to enter into a services contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City; and file for a permit for use of City property, if applicable.
- My agency will be required to submit a report documenting economic impact results in a format determined by the City within 30 days of the festival or event.



Signature:

9-27-21

Date:

- 1) Describe your tourism-related activity or event.
- 2) City of Long Beach’s brand signature experience is built on the following themes:

- *Family Entertainment*
- *Outdoor Recreation*
- *Shopping*
- *Lodging and overnight stays*
- *Fun with Friends*
- *Food & Drink*

Describe how your event, activity, or festival builds on one or all the themes listed above:

- 3) If an event, list the event name, date(s), and projected overall attendance.
- 4) Is your event/activity/facility focusing on attracting overnight tourists, day tourists, or both?
- 5) Describe why visitors will travel to Long Beach to attend your event/activity/facility.
- 6) Describe the geographic target of the visitors you hope to attract (locally, regionally, nationally, and/or internationally).
- 7) Describe the prior success of your event/activity/facility in attracting tourists.
- 8) If this your first time holding the event/activity/facility provide background on why you think it will be successful.
- 9) Describe how you will promote lodging establishments, restaurants, retailers, and entertainment establishments in the City of Long Beach.
- 10) As part of the City’s branding process, the City committed to using the Long Beach, WA. name above other names often used to describe the City (or parts of the City), Long Beach Peninsula.
 - a) If you are an existing entity currently operating in the City does your entity list its physical location as being in the City of Long Beach?
 - b) If you are proposing a new activity, festival, or event will it be described as occurring in the “City of Long Beach?”

- c) If you are proposing a marketing program please outline how the “City of Long Beach” name will be used, promoted, used in promotional materials and used in social media.

Measurements and Metrics (Note: You will be required to report these metrics as part of the close out of the agreement between your organization and the City.) What methodology did you use to calculate the estimates? (For example, some entities may ask for zip codes on ticket sales, put up a map at your event for visitors to pinpoint their home, or would your event be able to be tracked by a partner hotel who offers a special rate?)

As a direct result of your proposed tourism-related service, provide an estimate of:	
a. Overall attendance at your proposed event/activity/facility.	3,000
b. Number of people who will travel fewer than 50 miles for your event/activity.	500
c. Number of people who will travel more than 50 miles for your event/activity.	2500
d. Of the people who travel more than 50 miles, the number of people who will travel from another country or state.	500
e. Of the people who travel more than 50 miles, the number of people who will stay overnight in the City of Long Beach	1800
f. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast) in the City of Long Beach.	1500

- 11) What methodologies did you use to calculate the estimates and what methodologies will you use to track outcomes, such as total participants, estimated visitor spending, etc.?
- 12) Are you applying for lodging tax funds from another community or entity (represent tourism promotion or marketing, host a special event or operate a tourism related facility)? If so, which communities or entity and in what amounts?
- 13) What is the overall budget for your event/activity/facility? What percent of the budget are you requesting from the City of Long Beach? Please attach your current revenue and expenses to this application.

Completed applications should be submitted no later than October 1st at 5:00PM to:

City of Long Beach, WA
c/o Ariel Smith
P.O. Box 310
Long Beach, WA. 98631

Or,

asmith@longbeachwa.gov

Questions?

Contact:
Ariel Smith
(360) 642-4421

Page
Break

Application to the City of Long Beach for Use of 2022 Lodging Tax Funds

Event or Activity Name (if applicable):	ICA Salmon/Sturgeon Derby
Amount of Lodging Tax Requested:	\$5,000.00
Applicant Organization:	Ilwaco Charter Association
Federal Tax ID Number OR SSN:	47-4738155
Mailing Address:	PO Box 9 Ilwaco WA 98624
Primary Contact Name:	Mike Cassinelli
Primary Contact Phone:	503-970-1284
Primary Contact Email Address:	beacon@willapabay.org

Check all the service categories that apply to this application:


- Tourism promotion or marketing.
- Operation of a special event or festival designed to attract tourists.
- Operation of a tourism-related facility owned or operated by a non-profit organization.
- Operation and/or capital costs of a tourism-related facility owned by a municipality or a public facilities district.

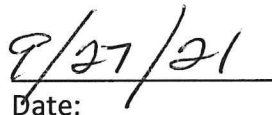
Check which one of the following applies to your agency:

- An entity engaged in tourist marketing or tourism promotion.
- Non-Profit (501(c)(3) or 501 (c)(6)) (Note: Attach a copy of your current non-profit corporate registration from the Washington Secretary of State Office)
- Municipality (City, Town, or County of Washington State)

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

- I am proposing a tourism-related service for 2022. If awarded, my organization intends to enter into a services contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City; and file for a permit for use of City property, if applicable.
- My agency will be required to submit a report documenting economic impact results in a format determined by the City within 30 days of the festival or event.


Signature:


Date:

1/11

1) Describe your tourism-related activity or event.

Questions 1, 2, 3, 4, 5, 6, 7, 8, 9 & 10 Also see attachments 1, 2 & 3

2) City of Long Beach's brand signature experience is built on the following themes:

- *Family Entertainment*
- *Outdoor Recreation*
- *Shopping*
- *Lodging and overnight stays*
- *Fun with Friends*
- *Food & Drink*

Describe how your event, activity, or festival builds on one or all the themes listed above:

3) If an event, list the event name, date(s), and projected overall attendance.

ICA Salmon/Sturgeon Derby attendance 108,000

4) Is your event/activity/facility focusing on attracting overnight tourists, day tourists, or both?

See attached

5) Describe why visitors will travel to Long Beach to attend your event/activity/facility. See attached

6) Describe the geographic target of the visitors you hope to attract (locally, regionally, nationally, and/or internationally). See attached worksheet

7) Describe the prior success of your event/activity/facility in attracting tourists. See attached worksheet

8) If this your first time holding the event/activity/facility provide background on why you think it will be successful.

9) Describe how you will promote lodging establishments, restaurants, retailers, and entertainment establishments in the City of Long Beach. See attached

Over 85% of the lodging in Pacific County is located in the City of Long Beach

10) As part of the City's branding process, the City committed to using the Long Beach, WA. name above other names often used to describe the City (or parts of the City), Long Beach Peninsula.

- a) If you are an existing entity currently operating in the City does your entity list its physical location as being in the City of Long Beach?
- b) If you are proposing a new activity, festival, or event will it be described as occurring in the "City of Long Beach?"
- c) If you are proposing a marketing program please outline how the "City of Long Beach" name will be used, promoted, used in promotional materials and used in social media.

Measurements and Metrics (Note: You will be required to report these metrics as part of the close out of the agreement between your organization and the City.) What methodology did you use to calculate the estimates? (For example, some entities may ask for zip codes on ticket sales, put up a map at your event for visitors to pinpoint their home, or would your event be able to be tracked by a partner hotel who offers a special rate?)

As a direct result of your proposed tourism-related service, provide an estimate of:	
a. Overall attendance at your proposed event/activity/facility.	108,000
b. Number of people who will travel fewer than 50 miles for your event/activity.	20,000
c. Number of people who will travel more than 50 miles for your event/activity.	88,000
d. Of the people who travel more than 50 miles, the number of people who will travel from another country or state.	40,000
e. Of the people who travel more than 50 miles, the number of people who will stay overnight in the City of Long Beach	60,000
f. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast) in the City of Long Beach.	48,000

11) What methodologies did you use to calculate the estimates and what methodologies will you use to track outcomes, such as total participants, estimated visitor spending, etc.? Numbers are taken from WDF&W's records.

12) Are you applying for lodging tax funds from another community or entity (represent tourism promotion or marketing, host a special event or operate a tourism related facility)? If so,

which communities or entity and in what amounts? City of Ilwaco \$4,000 and Pacific County \$5000

13) What is the overall budget for your event/activity/facility? What percent of the budget are you requesting from the City of Long Beach? Please attach your current revenue and expenses to this application. \$26,000

Completed applications should be submitted no later than October 1st at 5:00PM to:

City of Long Beach, WA
c/o Ariel Smith
P.O. Box 310
Long Beach, WA. 98631

Or,

asmith@longbeachwa.gov

Questions?

Contact:
Ariel Smith
(360) 642-4421

ILWACO CHARTER ASSOCIATION

Attachment #1

Objectives for the ICA Salmon Derby

- Continue to add sustainability to the local sports fishing Industry.
- Promote local area business as well as the fishing industry.
 - Example: Donations will help with the following projects: radio ads for Portland, Seattle and Spokane areas, print ads in the same areas and TV commercials that air in prime time.
- The ICA has created new signage for the derby and has garnered more support from local businesses.
- With these funds we can achieve the goals the ICA has to promote the local area and fill hotel/motel rooms.
- The ICA salmon derby (June 1-Labor Day) has been in operation for over 40 years. This has become a tradition for the local sports fishing industry and generates approximately 60,000 visitors, drawn for the derby and the salmon season.

With these goals as our standard, it should be noted that Ilwaco Charter Association boats haul over 45,000 passengers. These passengers come from more than a 50 mile radius from the local area.

The ICA requests your support in the amount of \$5000.00 for the 2022 season.

Thank you for your support

5/11

Ilwaco Charter Association

How Money Is Spent

Attachment #2

The ICA uses the monies from the derby to promote sport fishing In the Willapabay Bay and from the ports of Ilwaco and Chinook. This brings valuable tourist dollars to the local area. The ICA uses this money to send a representative to the many State and Federal Fishers meetings. This helps keep the fisheries, both sports and commercial open not only in Ilwaco and Chinook but up and down the coast. The ICA feels that it takes all fisheries for our local economy to survive.

The number of recreational angler trips for sturgeon and salmon, Chinook and Ilwaco, Ocean and River Oregon and Washington (WDF&W numbers) is 108,000. Of this number 90,000 are for salmon..

The ICA strives to keep the number of fishing visitors staying in Pacific County lodging facilities at 60,000 or more. At \$150 per night stay this equals \$9,000,000 in lodging dollars.

All the money that Pacific County gives The Ilwaco Charter Association helps achieve these goals.

6/11

ILWCO CHARTER ASSOCIATION

Attachment 3

City of Long Beach

This event puts heads in beds from May 1 to October 1 or the entire ocean fishing season. The Charter Association directly brings 60,000 fishing people to the area that stay one or more nights.. At \$150 per person this is \$9,000,000 directly infused into the community. This does not include the other family members that accompany the fishing person. The number that cannot be counted is the number of private boats that come to the area and bring their friends and relatives. We also do not have a way of counting the heads that this puts in beds. What we do know is that these people spend money in the area.

The money from the derby is used to maintain and improve fishing seasons. This will bring more people to the area.

As a footnote, Ilwaco does not have enough beds to accommodate all these people. They are either sent to the hotels in Long Beach or the County.

7/11



Filed
 Secretary of State
 State of Washington
 Date Filed: 02/17/2021
 Effective Date: 02/17/2021
 UBI #: 603 492 688

EXPRESS ANNUAL REPORT WITHOUT CHANGES

BUSINESS INFORMATION

Business Name:
ILWACO CHARTER ASSOCIATION

UBI Number:
603 492 688

Business Type:
WA NONPROFIT CORPORATION

Business Status:
ACTIVE

Principal Office Street Address:
332 ELIZABETH ST, ILWACO, WA, 98624, UNITED STATES

Principal Office Mailing Address:
PO BOX 74, ILWACO, WA, 98624-0074, UNITED STATES

Expiration Date:
03/31/2022

Jurisdiction:
UNITED STATES, WASHINGTON

Formation/Registration Date:
03/30/2015

Period of Duration:
PERPETUAL

Inactive Date:

Nature of Business:
INDUSTRIAL ASSOCIATION

REGISTERED AGENT RCW 23.95.410

Registered Agent Name	Street Address	Mailing Address
MIKE CASSINELLI	332 ELIZABETH AVE SE, ILWACO, WA, 98624-9079, UNITED STATES	PO BOX 394, ILWACO, WA, 98624-0394, UNITED STATES

GOVERNORS

Title	Type	Entity Name	First Name	Last Name
GOVERNOR	INDIVIDUAL		MIKE	CASSINELLI

This document is a public record. For more information visit www.sos.wa.gov/corps

Work Order #: 2021021700111756
 Received Date: 02/17/20
 Amount Received: \$10

8/11

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

DEPARTMENT OF THE TREASURY

DEC 17 2015

Date:

ILWACO CHARTER ASSOCIATION
C/O MIKE CASSINELLI
PO BOX 9
ILWACO, WA 98624

Employer Identification Number:
47-4738155
DLN:
17053225307025
Contact Person:
BRYAN C WOESTE ID# 31660
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Public Charity Status:
170(b)(1)(A)(vi)
Form 990/990-EZ/990-N Required:
Yes
Effective Date of Exemption:
March 30, 2015
Contribution Deductibility:
Yes
Addendum Applies:
No

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

Letter 947

9/11

ILWACO CHARTER ASSOCIATION

Sincerely,



Jeffrey I. Cooper
Director, Exempt Organizations
Rulings and Agreements

Letter 947

10/11

	ICA Derby Budget			
	Derby Budget 2022			
	Income			
	City of Ilwaco	\$4,000.00		
	City of Long Beach	\$4,000.00		
	Derby Income	\$1,500.00		
	Pacific County	\$5,000.00		
	Largest Coho Donations	\$10,000.00		
		\$24,500.00		
	Expenses			
	PUD Electricity	\$890.00		
	Derby Wages	\$3,500.00		
	Derby Prizes	\$15,000.00		
	Brochues/Cards	\$400.00		
	Shipping/Mailing	\$250.00		
	Insurance	\$997.00		
	Building Maintenance	\$1,750.00		
		\$22,787.00		
	Carry over			\$1,713.00

11/11

Page
Break



Water Music Society

ENRICHING SOUTHWEST WASHINGTON WITH MUSIC

September 30, 2020

City of Long Beach Mayor & Council
c/o Ariel Smith
PO Box 310
Long Beach, WA 98631

RE: Water Music Society 2021 - \$1,000 Request for Long Beach Lodging Tax Funds

Dear City of Long Beach Mayor & Council:

The Water Music Society is very appreciative of the City's annual \$1,000 contribution that has assisted with marketing of our events. This contribution helps us to continue to bring high quality artists to our area. We respectfully request \$1,000.00 from the City of Long Beach Lodging Tax Funds for 2021.

Our events attract attendees from all over Washington and Oregon including Seattle and Portland metro areas and other states including Arizona, California, Florida, Nevada and South Carolina. Additionally, people from Canada and Spain also attended events held in 2019. Over 40% of our attendees traveled 50 or more miles with overnight paid stays generating an estimate \$40,000 in paid lodging nights on the peninsula. In 2020 we unfortunately had to cancel all four of our events on the peninsula due to COVID-19 considerations. For 2021, as requested, we will track number of nights paid lodging and impact for City of Long Beach stays only. Our current data indicates that our attendees stay an average of two nights. We will also promote the City of Long Beach in our program brochures and on social media.

Again, thank you for supporting our events, IF you have any questions or need additional information, you can reach me at 503.298.3777 or via email at diane@mission-systems-inc.com.

Sincerely,


Diane Marshall, WMS Board President

Attachments: Application for Long Beach Lodging Tax Funds
WA Secretary of State Office Nonprofit Registration
Current Revenue & Expense Statement

Application to the City of Long Beach for Use of 2021 Lodging Tax Funds

Event or Activity Name (if applicable):	Water Music Society Events
Amount of Lodging Tax Requested:	\$1,000.00
Applicant Organization:	Water Music Society
Federal Tax ID Number OR SSN:	91-1296224
Mailing Address:	PO Box 524, Seaview WA 98644
Primary Contact Name:	Diane Marshall, Board President
Primary Contact Phone:	503-298-3777
Primary Contact Email Address:	diane@mission-systems-inc.com

Check all the service categories that apply to this application:

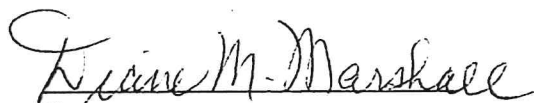
- Tourism promotion or marketing.
- Operation of a special event or festival designed to attract tourists.
- Operation of a tourism-related facility owned or operated by a non-profit organization.
- Operation and/or capital costs of a tourism-related facility owned by a municipality or a public facilities district.

Check which one of the following applies to your agency:

- An entity engaged in tourist marketing or tourism promotion.
- Non-Profit (501(c)(3) or 501 (c)(6)) (Note: Attach a copy of your current non-profit corporate registration from the Washington Secretary of State Office)
- Municipality (City, Town, or County of Washington State)

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

- I am proposing a tourism-related service for 2021. If awarded, my organization intends to enter into a services contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City; and file for a permit for use of City property, if applicable.
- My agency will be required to submit a report documenting economic impact results in a format determined by the City within 30 days of the festival or event.


Signature:

September 30, 2020

Date:

1) Describe your tourism-related activity or event.

The Water Music Society has four tourism-related events planned during the 2021 calendar year on the Long Beach Peninsula. The events include: July 2021 Music in the Gardens tour; August 2021 Jazz & Oysters event; October 2021 three-day Water Music Festival; and a concert during December 2021.

2) City of Long Beach's brand signature experience is built on the following themes:

- *Family Entertainment*
- *Outdoor Recreation*
- *Shopping*
- *Lodging and overnight stays*
- *Fun with Friends*
- *Food & Drink*

Describe how your event, activity, or festival builds on one or all the themes listed above:

Our events are definitely family friendly offering classical music performances and jazz concerts plus the garden tour event covering many private gardens located throughout the peninsula and most sites having appetizers, music and/or art demonstration as part of the activities. Over 25% of the attendees of these event in 2019 stayed overnight on the peninsula.

The Jazz and Oysters outdoor event held at the park at the Port of Nahcotta has great music, food and drink vendors including local oysters for sale. This casual setting is excellent for bringing together families and friends and builds on several of the themes listed above - especially the family entertainment, fun with friends, lodging and overnight stays and food and drink. Top notch jazz performances draw people from the Portland and Seattle metro areas to attend this event.

The three-day Water Music Festival brings nationally known classical artists from out of the area to the peninsula with food and beverages provided at the performances. Local students volunteer at the event and attend the performances at no charge. One of the performers also provides a concert and educational outreach at Hilltop School for middle and high school students. Many attendees purchase tickets for the full three days of concerts and stay overnight locally.

The Christmas/Holiday Concert brings out families and friends for a festive performance that includes seasonal desserts and beverages.

3) If an event, list the event name, date(s), and projected overall attendance.

Our plans for 2021 include:

Music in the Garden Tour: July 17, 2021 with projected 450 attendees for a tour of the masterful gardens of the Peninsula's oceanfront, bay-front and plots in-between. Live music, refreshments, and appetizers are provided. Option to tour by trolley will be available for extra fee.

Jazz and Oysters: August 14, 2021 with projected 360 attendees for an outdoor concert for Jazz enthusiasts. Two to three jazz groups will provide entertainment along with grilled oysters, appetizers, and desserts donated by local restaurants, and beer and wine. Event is planned to be held at the Port of Peninsula in Nahcotta.

Water Music Festival: October 15, 16 & 17, 2021 with projected 250 attendees to hear two to three award winning classical artists/groups at the Eagle's Nest event venue in Ilwaco and at the Oysterville Church. Additionally, a student outreach project with junior high and high school students with one of the artists/groups will take place at the Hilltop School in Ilwaco.

Christmas Concert: December 5, 2021 with projected 110 attendees for a holiday season concert at the Eagle's Nest event venue.

4) Is your event/activity/facility focusing on attracting overnight tourists, day tourists, or both?

Our events are focused on attracting both overnight tourist and day tourist. Historically more than 25 percent of attendees have had overnight stays on the peninsula and over 35% have traveled 50 miles or more to attend the events.

5) Describe why visitors will travel to Long Beach to attend your event/activity/facility.

The Water Music Society has successfully brought great jazz and classical artists to the Long Beach Peninsula for 35 years. The caliber of the artists and the intimacy and uniqueness of the venues attracts attendees from all over Washington and Oregon and many other states. Many of our attendees have been coming to our events for several years and they often recommend our events to their friends (data from previous surveys). In 2019 we increased our marketing in the Seattle metro area and we plan to expand our outreach in the great Vancouver, Washington area during 2021. Our events are listed on the Long Beach Visitor's Bureau website. Combining a trip to coast with classical music or jazz performances by nationally recognized musicians is not readily available elsewhere in the Pacific Northwest.

6) Describe the geographic target of the visitors you hope to attract (locally, regionally, nationally, and/or internationally).

Our primary target is the Pacific Northwest, including British Columbia, and increasingly California.

7) Describe the prior success of your event/activity/facility in attracting tourists.

The Water Music Society events attracts attendees from all areas of Washington and Oregon including the metro areas of Seattle and Portland. In 2018 - 2019 we had attendees from several other states including Arizona, California, Colorado, Florida, Montana, Nevada, South Carolina and Virginia plus attendees from Canada and Spain. Our email distribution sent for each event reaches 2,000 people with approximately 70% to 80% of them 50 plus miles from our local area. Our events feature high quality artists. This event is highly regarded by participants with 85% of attendees stating they would recommend these events to friends.

8) If this your first time holding the event/activity/facility provide background on why you think it will be successful.

This is not a first time event. This is the 36th year for our Water Music Festival. All of the four planned events have been held for several years on the Long Beach peninsula.

9) Describe how you will promote lodging establishments, restaurants, retailers, and entertainment establishments in the City of Long Beach.

Our website and Facebook pages for the four events will have links to the Long Beach Visitor's Bureau. Additionally, we list all of the local businesses that have supported our events in our event programs. We also provide information on local options to those that inquiry about lodging or restaurants.

10) As part of the City's branding process, the City committed to using the Long Beach, WA. name above other names often used to describe the City (or parts of the City), Long Beach Peninsula.

a) If you are an existing entity currently operating in the City does your entity list its physical location as being in the City of Long Beach?

The mailing address for the Water Music Society is for Seaview, Washington.

b) If you are proposing a new activity, festival, or event will it be described as occurring in the "City of Long Beach?"

These are not new events. Events take place in Ilwaco, Nahcotta and Oysterville.

c) If you are proposing a marketing program please outline how the "City of Long Beach" name will be used, promoted, used in promotional materials and used in social media.

The City of Long Beach will be listed as an event funder on our program brochures, on our website and on our Facebook page. Links to the Long Beach Visitor's Bureau will be on our events pages.

Measurements and Metrics (Note: You will be required to report these metrics as part of the close out of the agreement between your organization and the City.) What methodology did you use to calculate the estimates? (For example, some entities may ask for zip codes on ticket sales, put up a map at your event for visitors to pinpoint their home, or would your event be able to be tracked by a partner hotel who offers a special rate?)

As a direct result of your proposed tourism-related service, provide an estimate of:

a. Overall attendance at your proposed event/activity/facility.	1170
b. Number of people who will travel fewer than 50 miles for your event/activity.	720
c. Number of people who will travel more than 50 miles for your event/activity.	450
d. Of the people who travel more than 50 miles, the number of people who will travel from another country or state.	275
e. Of the people who travel more than 50 miles, the number of people who will stay overnight in the City of Long Beach	150
f. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast) in the City of Long Beach.	100

11) What methodologies did you use to calculate the estimates and what methodologies will you use to track outcomes, such as total participants, estimated visitor spending, etc.?

Projected numbers are based on our historical data on numbers for these categories and a projection of number of guests that will stay in the City of Long Beach rather than of other local areas (also contact with the Long Beach Visitor's Bureau on lodging unit numbers). Demographic data including lodging information from online ticket sales and information from raffle forms will be collected. Door count and online ticket sales for total participants.

12) Are you applying for lodging tax funds from another community or entity (represent tourism promotion or marketing, host a special event or operate a tourism related facility)? If so, which communities or entity and in what amounts?

Yes, we have applied to Pacific County for \$2,000 in LTAC funding for expenses related to these four events.

13) What is the overall budget for your event/activity/facility? What percent of the budget are you requesting from the City of Long Beach? Please attach your current revenue and expenses to this application.

Our overall budget for the four events is \$43,485.00 (based on 2020 figures as we have not completed our 2021 budget at this time). The amount requested is 2.3 % of the budget for the four events.

We plan to use the funds provided by the City of Long Beach to assisting in paying for design and printing of marketing materials such as rack cards, posters and flyers; posting and updating of event information on our website and Facebook page and for newspaper and radio advertisements.

BUSINESS INFORMATION

Business Name:

WATER MUSIC SOCIETY

UBI Number:

601 505 008

Business Type:

WA PUBLIC BENEFIT CORPORATION

Business Status:

ACTIVE

Principal Office Street Address:

657 STATE ROUTE 101, CHINOOK, WA, 98614, UNITED STATES

Principal Office Mailing Address:

PO BOX 524, SEAVIEW, WA, 98644-0524, UNITED STATES

Expiration Date:

03/31/2021

Jurisdiction:

UNITED STATES, WASHINGTON

Formation/ Registration Date:

03/27/1985

Period of Duration:

PERPETUAL

Inactive Date:

Nature of Business:

CHARITABLE - MUSIC TO PUBLIC AND SUPPORT MUSIC EDUCATION IN SCHOOLS

REGISTERED AGENT INFORMATION

Registered Agent Name:

CONNIE KOBES

Street Address:

657 SR 101, CHINOOK, WA, 98614, UNITED STATES

Mailing Address:

PO BOX 524, SEAVIEW, WA, 98644-0524, UNITED STATES

GOVERNORS

Title	Governors Type	Entity Name	First Name	Last Name
GOVERNOR	INDIVIDUAL		LINDA	STARK
GOVERNOR	INDIVIDUAL		DIANE	MARSHALL
GOVERNOR	INDIVIDUAL		DIANA	THOMPSON
GOVERNOR	INDIVIDUAL		CONNIE	KOBES

WMS BUDGET SPREADSHEET FOR 2020			
INCOME & EXPENSES 09/30/30	Actual 2019	Budget 2020	Actual 2020
Events Income			
Christmas Concert			
Beverage Sales	606.00	650.00	
Donations and tips	76.00	75.00	
Ticket Sales	1,290.00	1,300.00	
Total Christmas Concert	1,972.00	2,025.00	-
Jazz & Oysters			
Beer & Wine Scrip	3,190.00	3,200.00	
Donations Income	2,100.00	500.00	
Food & Beverage-Kitchen	1,946.04	2,000.00	
Merchandise	2,205.00	2,200.00	
Grill/BBQ Scrip	2,864.00	2,900.00	
Raffle J&O	-	0.00	
Scrip unused	90.00	90.00	
Ticket Sales	9,343.00	9,400.00	
Tips	35.30	35.00	
Vendor Fees Income	-	0.00	
Total Jazz & Oysters	21,773.34	20,325.00	-
Music In The Gardens			
Sponsor donations	2,830.00	1,200.00	
Speaker Ticket Sales		0.00	
Raffle	1,110.00	1,000.00	
Ticket Sales	8,105.00	8,400.00	
Trolley	2,125.00	2,100.00	
Total Music In The Gardens	14,170.00	12,700.00	-
Water Music Festival			
Beer & Wine	1,099.00	1,150.00	
Donations	1,800.00	500.00	
WESTAF (includes paymt for 2019)	2,000.00	2,000.00	2,250.00
WSAC (CARES Funds)	1,500.00	1,500.00	4,000.00

WYSS	8,000.00	8,000.00	
Ticket Sales	7,490.00	9,000.00	
Tips	76.00	75.00	
Total Water Music Festival	21,965.00	22,225.00	6,250.00
Total Events Income	59,880.34	57,275.00	6,250.00
General Income			
Additional Event (Opera)	1,065.00	2,000.00	4,260.00
Gifts & Donations	365.00	300.00	
Merchandise (35th)	795.00	800.00	105.00
Grant City of Long Beach	1,000.00	1,000.00	
Grant LTAC Pacific County	2,000.00	2,000.00	
Total General Income	5,225.00	6,100.00	4,365.00
Member & Sponsor Income			
Membership	1,250.00	1,500.00	975.00
Sponsor - Banner	950.00	1,000.00	600.00
Sponsor - General	1,200.00	1,500.00	600.00
Total Memberships & Sponsors Income	3,400.00	4,000.00	2,175.00
Uncategorizd Wine Income	296.63	0.00	
TOTAL INCOME	68,801.97	67,375.00	12,790.00

EXPENSES		
Events Expense		
Christmas Concert		
Advertising	316.04	300.00
Decorations	228.21	50.00
Fees-ticketing		0.00
Lic & Permits	60.00	60.00
Food & Beverage	404.00	200.00
Musicians	1,700.00	1,475.00
Sound Expense	150.00	150.00
Rent Expense	856.70	650.00
Wine Expense	355.36	350.00
Social Media		0.00
Total Christmas Concert	4,070.31	3,235.00
Jazz & Oysters		
Advertising	1,359.53	1,400.00
Beer & Wine	1,213.49	1,300.00
Cleaning	15.00	40.00
Facility Rental	1,186.84	1,100.00
Food & Beverage	1,614.09	1,650.00
Garbage & Sanitation	745.38	800.00
License & Permits	150.00	150.00
Merchandise	1,983.10	2,000.00
Musicians	4,700.00	5,000.00
Programs	945.82	400.00
Sound	500.00	500.00
Supplies	258.83	250.00
Ticket Processing Fees	234.72	250.00
Travel & Lodging		0.00
Social Media	629.99	630.00
Total Jazz & Oysters	15,536.79	15,470.00
Music in The Gardens		
		-

Advertising	193.10	200.00	
Gifts to Homeowners	21.00	35.00	
Graphic Artist - Spence	500.00	250.00	
Miscellaneous	25.00	50.00	
Musician Lodging		100.00	
Musicians	2,075.00	1,825.00	
Programs and Raffle	473.72	475.00	
Refreshments (Trolley lunches)	583.74	585.00	
Sanitation		200.00	
Supplies/Signage	31.61	150.00	
Trolley Expense	574.25	1,000.00	
Social Media	715.00	715.00	
Total Music in The Gardens	5,192.42	5,585.00	-
Water Music Festival			
Advertising	990.32	900.00	
Beverage Sales	656.00	700.00	
Decorations	205.06	200.00	
Equipment Moving	100.00	100.00	
Facility Rental	1,705.30	1,700.00	
Food & Beverage	338.07	350.00	
License & Permits	120.00	120.00	
Musicians	8,400.00	10,500.00	
Piano Tuning & Relocation	-	2,000.00	
Programs	1,106.33	1,100.00	
Sound Expense	150.00	150.00	
Ticket Processing Fees	28.82	30.00	
Supplies/Gift expense		0.00	
Travel & Lodging	192.84	800.00	
Social Media	545.00	545.00	
Total Water Music Festival	14,537.74	19,195.00	-
Total Events Expense	39,337.26	43,485.00	-
Expense General			

Advertising			
Brochures-Rack Cards	816.08	600.00	
Marketing (incl. 35th)	951.43	400.00	
Merchandise (35th)	1,064.79	200.00	132.95
Website & Internet**	1,275.00	1,000.00	590.00
Total Advertising	4,107.30	2,200.00	722.95
Bank Fees	53.50	50.00	3.24
Christmas Party	193.87	200.00	
Donations & gifts	275.12	200.00	
Dues & Memberships	397.50	400.00	337.50
Educational Outreach	1,300.00	1,200.00	
Extra EVENTS (Opera)	154.92	1,300.00	3,491.65
Ins Dishonesty Bond	114.82	115.00	114.82
Ins Liability	1,033.00	1,033.00	
Ins Officers & Directors	729.00	729.00	729.00
Total this Section	4,251.73	5,227.00	4,676.21
Licenses & Permits			
ASCAP	211.66	215.00	105.36
Secretary of State	50.00	50.00	50.00
Postage			
PO Box Rental	56.00	56.00	56.00
Stamps & Postage	116.90	100.00	63.25
Printing Memb/Sponsor	24.75	25.00	9.44
Professional Fees: Grants Management	1,409.99	1,300.00	700.00
Professional Fees: Tax Prep & filing	150.00	250.00	625.00
School Music Program	7,000.75	8,000.00	-
Savings Endowment		1,000.00	-
Storage	1,350.00	1,350.00	1,350.00
Supplies	880.43	400.00	50.86
Uncategorized Wine Expenses		0.00	
Workshops/Conferences/Retreats	50.00	50.00	
Total this Section	11,300.48	12,796.00	3,009.91

Total General Expense	19,659.51	20,223.00	8,409.07
Total Expense	58,996.77	63,708.00	8,409.07
Net Income	9,805.20	3,667.00	4,380.93

** General and event posting and removal of events due to COVID-19 (Facebook & Web)

Page
Break

Application to the City of Long Beach for Use of 2022 Lodging Tax Funds

Event or Activity Name (if applicable):	Razor Clam Festival, Summerfest, Sandsations, Holidays at the Beach
Amount of Lodging Tax Requested:	\$40,000
Applicant Organization:	Long Beach Merchants Association
Federal Tax ID Number OR SSN:	91-126-4766
Mailing Address:	PO Box 896 Long Beach WA 98631
Primary Contact Name:	Dianna Knight
Primary Contact Phone:	360-777-1226
Primary Contact Email Address:	dknight.lbmerchantservices@outlook.com

Check all the service categories that apply to this application:

- Tourism promotion or marketing.
- Operation of a special event or festival designed to attract tourists.
- Operation of a tourism-related facility owned or operated by a non-profit organization.
- Operation and/or capital costs of a tourism-related facility owned by a municipality or a public facilities district.

Check which one of the following applies to your agency:

- An entity engaged in tourist marketing or tourism promotion.
- Non-Profit (501(c)(3) or 501 (c)(6)) (Note: Attach a copy of your current non-profit corporate registration from the Washington Secretary of State Office)
- Municipality (City, Town, or County of Washington State)

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

- I am proposing a tourism-related service for 2022. If awarded, my organization intends to enter into a services contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City; and file for a permit for use of City property, if applicable.
- My agency will be required to submit a report documenting economic impact results in a format determined by the City within 30 days of the festival or event.

Dianna
Knight

Digitally signed by
Dianna Knight
Date: 2021.10.01
16:47:14 -07'00'

Signature:

10/1/2021

Date:

1) Describe your tourism-related activity or event.

- a. The Long Beach Merchants (LBMA) are planning to host the Long Beach Razor Clam Festival (LBRCF), started in the 1940's and brought back in 2013. This will be the 10th year since starting back up again. LBRCF has become one of the communities and tourists' favorite festivals in the Long Beach area. Each year, pre pandemic, it has grown, and we expect it to continue to grow.
- b. The LBMA are seeking to host Summerfest this year! Having musicians, entertainers, family fun, and Food Carts. Summerfest will start in June and last thru September. Ending with a Community Summer Celebration the last week of September.
- c. Sandsations is a celebration of the remarkable public art of sand sculpting. It comprises three components:
 - i. Solo sculpting which connects sand sculptors with the opportunity to create a sculpture in more time and less pressure than a competition.
 - ii. Lessons Beach offers lessons to children and adults during the week, taught by the master sculptures on how to build sandcastles and sculptures.
 - iii. Sand sculpting competition which encourages participation from children, families, friends and professional sand sculptors to create a masterpiece in limited time.
- d. Holidays at the Beach started as an event for the community and has now grown to be enjoyed by tourists also, especially with the addition of the Santa Run in 2019.

2) City of Long Beach's brand signature experience is built on the following themes:

- *Family Entertainment*
- *Outdoor Recreation*
- *Shopping*
- *Lodging and overnight stays*
- *Fun with Friends*
- *Food & Drink*

Describe how your event, activity, or festival builds on one or all the themes listed above:

All of these events target the City of Long Beach's brand signature experience of family entertainment, outdoor recreation, shopping, lodging, fun with friends, and food & drink. They are all in some capacity outside, they all promote entertainment, shopping, staying overnight, and having fun with friends and family while eating and drinking.

3) If an event, list the event name, date(s), and projected overall attendance.

LBRCF target date at this time is April 29th-May 1st, with an expected 7,000 in attendance (this is digging lessons, clam lessons, chowder contests, and festival at Veteran's Field)

Summerfest June 1st-September 30th, with an expected 10,000 at least to attend (the city might have better numbers on the past)

Sandsations TBD in July, with an expected 2,000 in attendance.

Holidays at the Beach November 25th-27th, with and expected 750 in attendance.

4) Is your event/activity/facility focusing on attracting overnight tourists, day tourists, or both?

Yes, we will focus on attracting both!

5) Describe why visitors will travel to Long Beach to attend your event/activity/facility.

Festivals like this are loved by travelers. We are known as a community to come to for fun and entertainment, these festivals will help to keep them coming back year after year.

6) Describe the geographic target of the visitors you hope to attract (locally, regionally, nationally, and/or internationally).

Our focus is attracting visitors regionally mostly for these events, with locals always being invited for fun at the festivities.

7) Describe the prior success of your event/activity/facility in attracting tourists.

The LBMA has been very successful at planning and executing festivals that benefit our community. All of these festivals have been well attended in the past.

8) If this your first time holding the event/activity/facility provide background on why you think it will be successful.

9) Describe how you will promote lodging establishments, restaurants, retailers, and entertainment establishments in the City of Long Beach.

The LBMA will have a new website with all of our festivals included. There will be a link to the booking engine on the PCTB website, keeping more money in our community and also where the register for the different events at the festivals. Many of them sponsor these festivals and will have their name and logos on brochures, flyers, banners, and posters.

10) As part of the City's branding process, the City committed to using the Long Beach, WA. name above other names often used to describe the City (or parts of the City), Long Beach Peninsula.

a) If you are an existing entity currently operating in the City does your entity list its physical location as being in the City of Long Beach?

. Yes, we are listed in the City of Long Beach

b) If you are proposing a new activity, festival, or event will it be described as occurring in the "City of Long Beach?"

Yes, for Summerfest it will be a "City of Long Beach" event.

c) If you are proposing a marketing program please outline how the "City of Long Beach" name will be used, promoted, used in promotional materials and used in social media.

City of Long Beach will be listed as a major sponsor on ALL marketing materials. Banners, signs, newspaper, radio and many more.

Measurements and Metrics (Note: You will be required to report these metrics as part of the close out of the agreement between your organization and the City.) What methodology did you use to calculate the estimates? (For example, some entities may ask for zip codes on ticket sales, put up a map at your event for visitors to pinpoint their home, or would your event be able to be tracked by a partner hotel who offers a special rate?)

As a direct result of your proposed tourism-related service, provide an estimate of:	
a. Overall attendance at your proposed event/activity/facility.	17,800
b. Number of people who will travel fewer than 50 miles for your event/activity.	8,900
c. Number of people who will travel more than 50 miles for your event/activity.	3,560
d. Of the people who travel more than 50 miles, the number of people who will travel from another country or state.	4,450
e. Of the people who travel more than 50 miles, the number of people who will stay overnight in the City of Long Beach	3,560
f. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast) in the City of Long Beach.	1,780

11) What methodologies did you use to calculate the estimates and what methodologies will you use to track outcomes, such as total participants, estimated visitor spending, etc.?

We added the overall attendance for all 4 festivals used the formula from the JLARC worksheet to automatically calculate the rest (b. - f.)

12) Are you applying for lodging tax funds from another community or entity (represent tourism promotion or marketing, host a special event or operate a tourism related facility)? If so, which communities or entity and in what amounts?

No, we have not.

13) What is the overall budget for your event/activity/facility? What percent of the budget are you requesting from the City of Long Beach? Please attach your current revenue and expenses to this application. Combined LBMA festival Grant 2022

LBMA will host 4 Festivals in 2022, we are asking for \$40,000

Long Beach Razor Clam Fest - (LBRCF) April 28- May 1 \$12,000 / \$37,200- \$1200 event coord- 30%

Long Beach Summer Fest - June- September \$10,000 -\$2000 event coord – 25%
Musicians, entertainers, family activities
Vender services- food trucks

Sandsations - Mid July \$10,000 \$42,700/ \$3200 event coord - 25%

Holidays at the beach – Late November \$8000 / \$750 - 20%

1.) The LBMA will be hosting four festivals in 2022. LBRCF, Long Beach Summerfest, Sandsations, and Holidays at the Beach.

\$7200- Event coordinator cost all – 18% staffing overall

4 festivals \$ 40,000

2022 Summerfest Festival Budget			Budget	Actual
Ordinary Income/Expense			2022	
	Income			
		LTAC - City Tourism	10,000.00	
		Vendors	6,000.00	
		Sponsorships	5,000.00	
	Total Income		21,000.00	
		Gross Profit	21,000.00	
	Expense			
		Advertising	5,000.00	
		Event Organizer	1,200.00	
		Entertainment/costumes	10,000.00	
		Insurance	1,000.00	
		Licenses	400	
		Postage and Delivery	200	
		Supplies & Misc	500	
	Total Expense		18,300.00	
	Net Income		2,700.00	

5 food carts at \$300 a month June-Sept

2022 Sandsations Budget		Budget
Ordinary Income/Expense		
	Income	
	Donations	4,000.00
	Sponsorship \$\$	15,000.00
	Merchandise Sales	2,000.00
	Entry Fees	500.00
	LTAC - Long Beach	10,000.00
	LTAC - Pacific County	2,000.00
	Vendors	300.00
	In Kind Donations	10,000.00
	Total Income	43,800.00
	Gross Profit	43,800.00
	Expense	
	Advertising	1,000.00
	Merchandise Purchase	1,000.00
	Event Organizer	2,500.00
	Music	1,000.00
	Master Sculptors	11,500.00
	Meals & Lodging	12,000.00
	Insurance	1,000.00
	Security	500.00
	Sand	4,000.00
	Postage and Delivery	500.00
	Prizes	5,000.00
	Supplies & Misc	1,000.00
	LBMA	500.00
	Total Expense	41,500.00
	Net Income	2,300.00

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Holiday's at the Beach 2022 Budget		Budget
Ordinary Income/Expense		2022
	Income	
	Wreaths	3,000.00
	Breakfast w/ Santa	2,000.00
	Sponsorships	2,500.00
	Merchandise Sales	1,000.00
	Santa Run	1,500.00
	LTAC - City Tourism	3,000.00
	Income	13,000.00
	Expense	
	Advertising	1,200.00
	Entertainment	1,500.00
	Insurance	500
	Event Organizer	1,250.00
	Merchandise - T Shirts	2,000.00
	Supplies & Misc including wreaths	1,600.00
	Breakfast w/ Santa	1,200.00
	WHY Support & fees	1200
	Replacement lights & Trees	800
		0
	Expense	11,250.00



2022 Razor Clam Festival Budget			Budget
Ordinary Income/Expense			2022
	Income		
	Beer Garden		3,800.00
	Chowder Contest		3,700.00
	BBQ Oysters		2,500.00
	Merchandise Sales		6,600.00
	LTAC - City Tourism		12,000.00
	Amateur Contest		1,000.00
	Vendors		1,500.00
	Sponsorships		6,600.00
	Income		37,700.00
	Gross Profit		37,700.00
	Expense		
	Advertising		7,800.00
	Beer Garden		2,000.00
	Chowder Contest		1,200.00
	Bandwango App		
	BBQ Oysters		1,500.00
	Merchandise Purchase		5,600.00
	Event Organizer		1,200.00
	Entertainment/costumes		3,000.00
	Insurance		2,000.00
	Hall & Tent Rental		5,000.00
	Licenses		400.00
	Postage and Delivery		200.00
	Prizes		1,200.00
	Supplies & Misc		3,600.00
	LBMA Storage ETC		500.00
	stations		2,000.00
	Expense		37,200.00
	Net Income		500

Page
Break



October 1, 2020

City of Long Beach Mayor & Council
c/o Ariel Smith
PO Box 310
Long Beach, W A 98631

RE: Peninsula Arts Association 2021 - \$1,000 Request for Long Beach Lodging Tax Funds

Dear City of Long Beach Mayor & Council:

The Peninsula Arts Association requests \$1,000.00 from the City of Long Beach Lodging Tax Fund for 2021 to assist in marketing our two art shows that are held in the City of Long Beach.

In 2019 our two art shows in the City of Long Beach had over 200 attendees at each event. Many of these individuals stated they were from out of the area. At that time, we did not track lodging nor place of residence but did have data from the raffle tickets for the free drawing on the last day of each art show. We can expand the information collected on the raffle tickets. During 2020 we had to cancel our two arts shows and our member studio tour that is usually held during Thanksgiving holiday weekend due to COVID-19. In 2021, we will track the data required for this funding including paid lodging information. We will also promote the City of Long Beach in our program marketing and on our Facebook page and website.

If you have any questions or need additional information, you can reach me at (360) 214-4238 or via email at jwebs235@aol.com.

Sincerely,

JoAnne Webster, Board President

Attachments: Application for Long Beach Lodging Tax Funds
WA Secretary of State Office Nonprofit Registration
Current Revenue & Expense Statement

Application to the City of Long Beach for Use of 2021 Lodging Tax Funds

Event or Activity Name (if applicable):	PAA Spring & Fall Art Shows
Amount of Lodging Tax Requested:	\$1000.00
Applicant Organization:	Peninsula Arts Association
Federal Tax ID Number OR SSN:	51-0182667
Mailing Address:	PO Box 321, Ocean Park WA 98640
Primary Contact Name:	JoAnne Webster, Board President
Primary Contact Phone:	360-214-4238
Primary Contact Email Address:	penart321@gmail.com

Check all the service categories that apply to this application:

- Tourism promotion or marketing.
- Operation of a special event or festival designed to attract tourists.
- Operation of a tourism-related facility owned or operated by a non-profit organization.
- Operation and/or capital costs of a tourism-related facility owned by a municipality or a public facilities district.

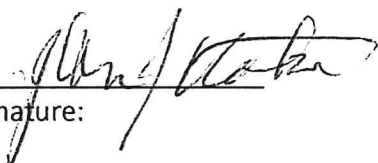
Check which one of the following applies to your agency:

- An entity engaged in tourist marketing or tourism promotion.
- Non-Profit (501(c)(3) or 501 (c)(6)) (Note: Attach a copy of your current non-profit corporate registration from the Washington Secretary of State Office)
- Municipality (City, Town, or County of Washington State)

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

- I am proposing a tourism-related service for 2021. If awarded, my organization intends to enter into a services contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City; and file for a permit for use of City property, if applicable.
- My agency will be required to submit a report documenting economic impact results in a format determined by the City within 30 days of the festival or event.

Signature:



Date:

10/11/2020

1) Describe your tourism-related activity or event.

The PAA Spring and Fall three-day art shows are held at the old train depot building in the City of Long Beach. On display for each show are 50 – 70 pieces of art submitted from members of the association. Categories of visual arts for the shows include but not limited to: Paintings, drawings, photography, clay pieces, fabric and textile art, carvings, and hand-made jewelry. Daily demonstrations by artists are provided and are popular with visitors. Additionally, high school student art is on display at one of the two shows. All art, except for some of the student art, is for sale at the shows. These events are open, at no charge, to the public and the public votes on people choice awards. An artists' reception is held on the last day of the art shows with the public invited to attend and meet the artists and to be present when the people's choice awards are presented. A raffle for one to three pieces of donated art is held for each show and the funds received help cover costs for our annual student scholarship and student art supplies.

2) City of Long Beach's brand signature experience is built on the following themes:

- ***Family Entertainment***
- ***Outdoor Recreation***
- ***Shopping***
- ***Lodging and overnight stays***
- ***Fun with Friends***
- ***Food & Drink***

Describe how your event, activity, or festival builds on one or all the themes listed above:

Family Entertainment & Fun with Friends:

The art shows are free admission and include art by local artists that is for sale. Local art teachers are contacted regarding the event dates and students and families are encouraged to attend. Children are welcome at the event and many attendees bring their family to view the artist demonstrations, such as wood carving and to see the displayed artwork. The public is invited to attend the artists' reception held on the last day for the art shows and during that time the People's Choice Awards are announced.

Shopping:

All of the art displayed, except for some of the student art pieces, are for sale and we have had success in having a good record of sales at the events. Often, we also offer a table that has cards and smaller gift items for sale by our members.

Lodging and Overnight Stays:

As our event is held in the core part of the City of Long Beach, we are often told that people attending are staying in one of the local places of lodging. As most of the motels & hotels have our rack cards and posters displayed, we receive a lot of our traffic from this source. Our events are listed on the Long Beach Visitors Bureau website.

Food & Drink:

We do not allow food and drinks at the event except for the free refreshments we provided at the reception on the last day of the show. We do often provide information to visitors on local restaurants and take-out options.

3) If an event, list the event name, date(s), and projected overall attendance.

Spring Art Show:	April 9, 10 & 11, 2021	225 attendees projected
Fall Art Show:	October 1, 2 & 3, 2021	225 attendees projected

4) Is your event/activity/facility focusing on attracting overnight tourists, day tourists, or both?

Our events focus on attracting both day tourists and overnight stay tourists.

5) Describe why visitors will travel to Long Beach to attend your event/activity/facility.

We are fortunate to have some very talented artists are members of our association and some are very well known outside of our local area. We often have a donation of art, for our raffle, from nationally known artists including Eric Wiegardt & Charles Mulvey. Our events are family friendly at held during a time when visitors to the beach may be seeking an inside event that provides a dry and welcoming respite from the rain.

6) Describe the geographic target of the visitors you hope to attract (locally, regionally, nationally, and/or internationally).

We would like to continue to attract visitors from the Pacific Northwest and especially more visitors from the Portland/Vancouver metro area and the Seattle metro area.

We provide rack cards and posters to the majority of businesses in the City of Long Beach and neighboring communities. We also advertise with the Astoria Chamber of Commerce and via community service announcements and interviews with local radio stations. We frequently have articles and paid advertisements in the Chinook Observer. We wish to expand our targeting of the Portland and Seattle metro areas with radio spots and community services announcements. We have had some of our events listed in the AAA monthly magazine thanks to the Long Beach Visitors Bureau.

7) Describe the prior success of your event/activity/facility in attracting tourists.

During the past five years our arts shows have attracted an average of 200 guests per event and an additional 30 to 40 local artists/members of Peninsula Arts Association. We have been successful in having local newspaper articles and radio interviews regarding our events. We have not tracked place of residence of our guests but estimate from information on raffle cards that about one-third of those attending our events are from out of the area.

- 8) If this your first time holding the event/activity/facility provide background on why you think it will be successful.**

This is not our first time holding these events. We have been holding spring art shows for over 25 years. PAA has been registered with the State of Washington as a nonprofit since 1996. Our event has been successful in attracting local residents and out of town visitors.

- 9) Describe how you will promote lodging establishments, restaurants, retailers, and entertainment establishments in the City of Long Beach.**

We will include a link to the Long Beach Visitor's Bureau on our website and on the promotional materials for the two events

- 10) As part of the City's branding process, the City committed to using the Long Beach, WA. name above other names often used to describe the City (or parts of the City), Long Beach Peninsula.**

- a) If you are an existing entity currently operating in the City does your entity list its physical location as being in the City of Long Beach?**

Our spring and fall art show are held in the Old Depot building in the core of Long Beach. We have been holding these events there for over five years.

- b) If you are proposing a new activity, festival, or event will it be described as occurring in the "City of Long Beach?"**

No, this is an existing event.

If you are proposing a marketing program please outline how the "City of Long Beach" name will be used, promoted, used in promotional materials and used in social media.

We are proposing support for two events. We will conduct marketing along with the planning and implementation of these events.

Financial support for the spring and fall art shows from the City of Long Beach will be noted on our website and Facebook page, on the event rack cards and in our press (print and radio) releases announcing the dates of the events.

Measurements and Metrics (Note: You will be required to report these metrics as part of the close out of the agreement between your organization and the City.) What methodology did you use to calculate the estimates? (For example, some entities may ask for zip codes on ticket sales, put up a map at your event for visitors to pinpoint their home, or would your event be able to be tracked by a partner hotel who offers a special rate?)

As a direct result of your proposed tourism-related service, provide an estimate of:	
a. Overall attendance at your proposed event/activity/facility.	450
b. Number of people who will travel fewer than 50 miles for your event/activity.	300
c. Number of people who will travel more than 50 miles for your event/activity.	150
d. Of the people who travel more than 50 miles, the number of people who will travel from another country or state.	50
e. Of the people who travel more than 50 miles, the number of people who will stay overnight in the City of Long Beach	100
f. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast) in the City of Long Beach.	75

11) What methodologies did you use to calculate the estimates and what methodologies will you use to track outcomes, such as total participants, estimated visitor spending, etc.?

Raffle cards for the drawing for a free piece of art (usually more than one donated for the raffle) will include request for demographic information including place of residence, zip code, over-night stays information (place of lodging, type of lodging and # of nights). We will also do an actual door count on attendance.

12) Are you applying for lodging tax funds from another community or entity (represent tourism promotion or marketing, host a special event or operate a tourism related facility)? If so, which communities or entity and in what amounts?

No, not at this time.

13) What is the overall budget for your event/activity/facility? What percent of the budget are you requesting from the City of Long Beach? Please attach your current revenue and expenses to this application.

The 2020 budget for these events totaled: \$2,750. In 2021 will have these expenses plus equipment moving \$2,950 total. We gave up our paid storage but still need to hire truck to move equipment for art show to depot plus have administrative overhead expenses. Percentage requested from City of Long Beach of the base costs is 33.8 percent. In 2021, should we receive LTAC funding from the City of Long Beach, we will have additional advertising costs as we expand our marketing in the Portland/Vancouver metro area.

We estimate an additional \$550 in print and radio ad costs in for this expansion of effort which will result in a city share of base costs at 29%.

The 2021 budget for these events is based on 2019 costs and 2020 budgeted amounts:

--Spring Art Show: \$1375 + 100 for equipment moving + 225 new ads Total Budget \$1,700

--Fall Art Show: \$1375 + 100 for equipment moving + 225 new ads Total Budget \$1,700

We plan to use the funds from the City of Long Beach to assist in paying for design and printing of rack cards and posters, print and radio advertisements and supplies for hanging of the art.

Completed applications should be submitted no later than October 2nd at 5:00PM to:

City of Long Beach, WA
c/o Ariel Smith
P.O. Box 310
Long Beach, WA. 98631

Or,

asmith@longbeachwa.gov

Questions?

Contact:
Ariel Smith
(360) 642-4421

BUSINESS INFORMATION

Business Name:

PENINSULA ARTS ASSOCIATION

UBI Number:

601 707 319

Business Type:

WA NONPROFIT CORPORATION

Business Status:

ACTIVE

Principal Office Street Address:

18306 SANDRIDGE RD, LONG BEACH, WA, 98631-6905, UNITED STATES

Principal Office Mailing Address:

P.O. BOX 321, LONG BEACH, WA, 98631, UNITED STATES

Expiration Date:

04/30/2021

Jurisdiction:

UNITED STATES, WASHINGTON

Formation/ Registration Date:

04/22/1996

Period of Duration:

PERPETUAL

Inactive Date:

Nature of Business:

CULTURAL, ARTS AND COMMUNITY

REGISTERED AGENT INFORMATION

Registered Agent Name:

JOANNE WEBSTER

Street Address:

18306 SANDRIDGE RD, LONG BEACH, WA, 98631-6905, UNITED STATES

Mailing Address:

PO BOX 321, OCEAN PARK, WA, 98640-0321, UNITED STATES

GOVERNORS

Title	Governors Type	Entity Name	First Name	Last Name
GOVERNOR	INDIVIDUAL		VICKIE	BRANCH
GOVERNOR	INDIVIDUAL		JOANNE	WEBSTER

STATE of WASHINGTON



SECRETARY of STATE

I, **RALPH MUNRO**, Secretary of State of the State of Washington and custodian of its seal,
hereby issue this

CERTIFICATE OF INCORPORATION

to

PENINSULA ARTS ASSOCIATION

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

UBI Number: 601 707 319

Date: April 22, 1996



Given under my hand and the Seal of the State
of Washington at Olympia, the State Capital


RALPH MUNRO

Ralph Munro, Secretary of State

2-532931-9



25571003655001

PENINSULA ARTS ASSOCIATION
PO BOX 321
OCEAN PARK WA 98640

DETACH BEFORE POSTING

003855



STATE OF
WASHINGTON

BUSINESS LICENSE

Domestic Nonprofit Corporation

Unified Business ID #: 601 707 319
Business ID #: 1
Location: 1

PENINSULA ARTS ASSOCIATION
2311 BAY AVE
OCEAN PARK WA 98640

TAX REGISTRATION

This document lists the registrations, endorsements, and licenses authorized for the business named above. By accepting this document, the licensee certifies the information on the application was complete, true, and accurate to the best of his or her knowledge, and that business will be conducted in compliance with all applicable Washington state, county, and city regulations.

Brad Florenty
Director, Department of Revenue

Peninsula Arts Association
Profit & Loss Budget vs. Actual
 January 1 through December 2020

	Jan 1 - Dec 11, 20	Budget	\$ Over Budget
Ordinary Income/Expense			
Income			
43400 · Inkind Donations			
43410 · Art and Office Supplies	0.00	0.00	0.00
43440 · Equipment	0.00	0.00	0.00
43450 · Other	0.00	0.00	0.00
43400 · Inkind Donations - Other	0.00	0.00	0.00
Total 43400 · Inkind Donations	0.00	0.00	0.00
46400 · Restricted Income			
46420 · Holiday Dinner (Tickets sold)	0.00	0.00	0.00
46430 · Scholarship, Raffles			
46431 · In Memory of Debbie Haugsten	0.00	0.00	0.00
46430 · Scholarship, Raffles - Other	0.00	500.00	-500.00
Total 46430 · Scholarship, Raffles	0.00	500.00	-500.00
46440 · Art Enrichment			
46450 · 20% of Art Sales / Raffles	0.00	0.00	0.00
46460 · Service, Business & Clubs	0.00	0.00	0.00
46470 · Individual Donations	0.00	0.00	0.00
46480 · Grants & Contracts	2,426.62	200.00	2,226.62
46490 · Garlic Posters sales	0.00	500.00	-500.00
46400 · Restricted Income - Other	0.00	0.00	0.00
Total 46400 · Restricted Income	2,426.62	1,200.00	1,226.62
47200 · Unrestricted Income			
47230 · Membership Dues	1,650.00	2,000.00	-350.00
47240 · Art Show Fees	125.00	800.00	-675.00
47250 · Art Show Sales	0.00	2,000.00	-2,000.00
47260 · Studio Tour Fees	0.00	800.00	-800.00
47261 · Summer Studio Tour	0.00	700.00	-700.00
47270 · Individual Donations	0.00	0.00	0.00
47280 · Business Donations	0.00	250.00	-250.00
47290 · Miscellaneous Income/refunds	0.00	0.00	0.00
47200 · Unrestricted Income - Other	0.00	0.00	0.00
Total 47200 · Unrestricted Income	1,775.00	6,550.00	-4,775.00
99911 · Sales Tax on Shows	0.00	160.00	-160.00
Total Income	4,201.62	7,910.00	-3,708.38

Peninsula Arts Association
Profit & Loss Budget vs. Actual
 January 1 through December 2020

	Jan 1 - Dec 11, 20	Budget	\$ Over Budget
Cost of Goods Sold			
50000 · Cost of Goods Sold	0.00	0.00	0.00
Total COGS	0.00	0.00	0.00
Gross Profit	4,201.62	7,910.00	-3,708.38
Expense			
20000 · License Fees and Dues			
20010 · Washington Dept of Liquor	0.00	0.00	0.00
20020 · Safe Deposit Box	0.00	0.00	0.00
20030 · Post Office Box	56.00	54.00	2.00
20040 · Wa State Corporation Fee	10.00	10.00	0.00
20050 · Ocean Park Area Chamber	0.00	88.00	-88.00
20060 · LBP Visitor's Bureau	0.00	60.00	-60.00
20065 · Astoria/Warrenton Chamber	0.00	105.00	-105.00
20070 · Astoria Warrenton Chamber	0.00	0.00	0.00
20080 · Merchant Card Services	0.00	0.00	0.00
20090 · Bank of Pacific Fee	0.00	0.00	0.00
20000 · License Fees and Dues - Other	0.00	0.00	0.00
Total 20000 · License Fees and Dues	66.00	317.00	-251.00
60900 · Advertising & Publications			
60910 · Lycos - Domain Name Fee	0.00	0.00	0.00
60920 · Go Daddy Domain Registration	0.00	13.00	-13.00
60930 · Chinook Observer	0.00	0.00	0.00
60900 · Advertising & Publications - Other	219.60	0.00	219.60
Total 60900 · Advertising & Publications	219.60	13.00	206.60
62800 · Equipment and Maintenance			
62810 · Printer/Scanner/Copier	0.00	0.00	0.00
62830 · Computer	0.00	0.00	0.00
62840 · Software for Laptop	0.00	0.00	0.00
62850 · Square IPAD	0.00	0.00	0.00
62870 · Repair and Maintenance	0.00	0.00	0.00
62880 · Art Display Racks/Pedestals	297.24	100.00	-100.00
62800 · Equipment and Maintenance - Other	324.25	200.00	97.24
Total 62800 · Equipment and Maintenance	621.49	300.00	321.49
65000 · Printing and Postage			
65020 · Postage, Mailing Service	0.00	0.00	0.00
65030 · Printing and Copying	31.99	150.00	-118.01
65000 · Printing and Postage - Other	0.00	0.00	0.00
Total 65000 · Printing and Postage	31.99	150.00	-118.01

Peninsula Arts Association
Profit & Loss Budget vs. Actual
 January 1 through December 2020

	Jan 1 - Dec 11, 20	Budget	\$ Over Budget
65010 · Administrative			
65120 · Insurance - General & Liability	1,726.00	1,800.00	-74.00
65130 · Moving Office to Storage	0.00	0.00	0.00
65160 · Rent for Storage	0.00	0.00	0.00
65170 · WA State Dept Revenue-Sales Tax	134.30	160.00	-25.70
65010 · Administrative - Other	0.00	0.00	0.00
Total 65010 · Administrative	1,860.30	1,960.00	-99.70
66000 · Scholarship			
66001 · In Memory of Debbie Haugsten	0.00	0.00	0.00
66000 · Scholarship - Other	1,000.00	2,000.00	-1,000.00
Total 66000 · Scholarship	1,000.00	2,000.00	-1,000.00
66900 · Reconciliation Discrepancies			
68300 · Spring Art Show	0.00	0.00	0.00
68310 · Advertisements	0.00	200.00	-200.00
68320 · Credit Card Fees	0.00	0.00	0.00
68330 · Postage	0.00	0.00	0.00
68340 · Printing	0.00	175.00	-175.00
68350 · Space Rental	0.00	100.00	-100.00
68360 · 80% payout to Artists	0.00	750.00	-750.00
68370 · Judges	0.00	0.00	0.00
68380 · Other - Refreshments & Misc	0.00	50.00	-50.00
68390 · Prize Awards	0.00	100.00	-100.00
68300 · Spring Art Show - Other	28.32	0.00	28.32
Total 68300 · Spring Art Show	28.32	1,375.00	-1,346.68
69300 · Summer Studio Tour			
69310 · Advertisements	0.00	300.00	-300.00
69320 · Printing	0.00	400.00	-400.00
69330 · Space Rental	0.00	0.00	0.00
69340 · Refreshments & Misc	0.00	0.00	0.00
69300 · Summer Studio Tour - Other	0.00	0.00	0.00
Total 69300 · Summer Studio Tour	0.00	700.00	-700.00
69400 · Fall Art Show			
69410 · Advertisements	0.00	200.00	-200.00
69420 · Credit Card Fees	0.00	0.00	0.00
69430 · Postage	0.00	0.00	0.00
69440 · Printing	0.00	175.00	-175.00
69450 · Space Rental	0.00	100.00	-100.00
69460 · 80% payout to Artists	0.00	750.00	-750.00
69470 · Judges	0.00	0.00	0.00
69480 · Other - Refreshments & Misc	0.00	50.00	-50.00

Peninsula Arts Association
Profit & Loss Budget vs. Actual
 January 1 through December 2020

	Jan 1 - Dec 11, 20	Budget	\$ Over Budget
69490 · Prize Awards	0.00	100.00	-100.00
69400 · Fall Art Show - Other	0.00	0.00	0.00
Total 69400 · Fall Art Show	0.00	1,375.00	-1,375.00
69500 · Garlic Festival Poster Event			
69510 · Advertisements	0.00	0.00	0.00
69520 · Artist Award	0.00	75.00	-75.00
69530 · Credit Card Fees	0.00	0.00	0.00
69540 · Poster printing and bags	0.00	150.00	-150.00
69550 · Booth Fee	0.00	0.00	0.00
69560 · Reception for Reveal	0.00	0.00	0.00
69570 · Framing/matting of Original Art	0.00	100.00	-100.00
69500 · Garlic Festival Poster Event - Other	0.00	0.00	0.00
Total 69500 · Garlic Festival Poster Event	0.00	325.00	-325.00
69600 · Fall Studio Tour			
69610 · Advertisement	0.00	300.00	-300.00
69620 · Postage	0.00	0.00	0.00
69630 · Printing	0.00	400.00	-400.00
69640 · Studio Tour Other	0.00	0.00	0.00
69600 · Fall Studio Tour - Other	0.00	0.00	0.00
Total 69600 · Fall Studio Tour	0.00	700.00	-700.00
69700 · Youth Art Enrichment			
69710 · School Art Box Supplies	0.00	100.00	-100.00
69720 · Ornaments for Santas Helpers	0.00	0.00	0.00
69730 · Empty Bowls Donation	0.00	0.00	0.00
69740 · Student School Shows	0.00	0.00	0.00
69750 · Mini Grant from Wellspring	0.00	0.00	0.00
69700 · Youth Art Enrichment - Other	0.00	0.00	0.00
Total 69700 · Youth Art Enrichment	0.00	100.00	-100.00
69800 · Community Art Outreach			
69810 · 4th of July Chalk & Supplies	0.00	50.00	-50.00
69820 · 4th of July Parade Sponsor	0.00	25.00	-25.00
69830 · Long Beach Loyalty Days Sponsor	0.00	25.00	-25.00
69840 · Art Receptions at Shows	0.00	0.00	0.00
69800 · Community Art Outreach - Other	0.00	0.00	0.00
Total 69800 · Community Art Outreach	0.00	100.00	-100.00

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10/01/20

Accrual Basis

Peninsula Arts Association

Profit & Loss Budget vs. Actual

January 1 through December 2020

	Jan 1 - Dec 11, 20	Budget	\$ Over Budget
69900 · Volunteer & Member Appreciation			
69910 · Discounted Membership - support	0.00	0.00	0.00
69920 · Holiday Member Dinner	0.00	0.00	0.00
69930 · Volunteer Recognition	0.00	0.00	0.00
69900 · Volunteer & Member Appreciation - Other	0.00	0.00	0.00
Total 69900 · Volunteer & Member Appreciation	0.00	0.00	0.00
70000 · Supplies			
70010 · Historian	0.00	0.00	0.00
70020 · Office Supplies	0.00	0.00	0.00
70030 · Cleaning & Maintenance	0.00	0.00	0.00
70000 · Supplies - Other	0.00	0.00	0.00
Total 70000 · Supplies	0.00	0.00	0.00
80202 · Mick McAndrews Workshop	0.00	0.00	0.00
85000 · Seminars and Education	40.00	0.00	40.00
90000 · Website Design & Maintenance	615.41	595.00	20.41
Total Expense	4,483.11	10,010.00	-5,526.89
Net Ordinary Income	-281.49	-2,100.00	1,818.51
Other Income/Expense			
Other Income			
22980A · GNWFCU - Interest Earned	0.00	0.00	0.00
4302 · Savings	0.00	0.00	0.00
9991 · Misc Income	0.00	0.00	0.00
9992 · In-Kind Donations	0.00	0.00	0.00
Total Other Income	0.00	0.00	0.00
Other Expense			
6053 · Art Enrichment & Scholarship	0.00	0.00	0.00
80000 · Ask My Accountant	0.00	0.00	0.00
9951 · In-Kind Donations Offset	0.00	0.00	0.00
Total Other Expense	0.00	0.00	0.00
Net Other Income	0.00	0.00	0.00
Net Income	-281.49	-2,100.00	1,818.51

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Break

Application to the City of Long Beach for Use of 2022 Lodging Tax Funds

Event or Activity Name (if applicable):	Long Beach Visitor Center & Merchant Services Operations
Amount of Lodging Tax Requested:	\$30,000
Applicant Organization:	Long Beach Merchants Association
Federal Tax ID Number OR SSN:	91-126-4766
Mailing Address:	PO Box 896 Long Beach WA 98631
Primary Contact Name:	Karla Jensen
Primary Contact Phone:	503-730-4135
Primary Contact Email Address:	mermaidinnrvpark@gmail.com

Check all the service categories that apply to this application:

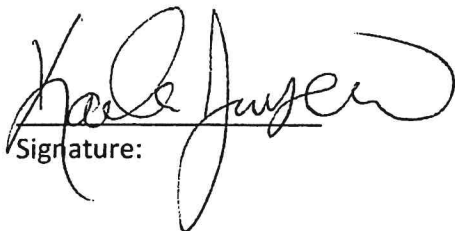
- Tourism promotion or marketing.
- Operation of a special event or festival designed to attract tourists.
- Operation of a tourism-related facility owned or operated by a non-profit organization.
- Operation and/or capital costs of a tourism-related facility owned by a municipality or a public facilities district.

Check which one of the following applies to your agency:

- An entity engaged in tourist marketing or tourism promotion.
- Non-Profit (501(c)(3) or 501 (c)(6)) (Note: Attach a copy of your current non-profit corporate registration from the Washington Secretary of State Office)
- Municipality (City, Town, or County of Washington State)

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

- I am proposing a tourism-related service for 2022. If awarded, my organization intends to enter into a services contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City; and file for a permit for use of City property, if applicable.
- My agency will be required to submit a report documenting economic impact results in a format determined by the City within 30 days of the festival or event.

Signature: 

10/1/2021

Date:

1) Describe your tourism-related activity or event.

The LBMA operates the official Long Beach Visitor Information and Merchant Services Center (the LB Center), located at 212 S Pacific Hwy. We provide both physical, online, and telephone interaction with a whole host of visitors. We do our best – through staff and volunteers – to physically count tourists. Depending on factors such as economy, weather and so forth. We are expecting at least 10,000 guests to come thru the doors in the first year, this number does not include calls, emails or booths at festivals.

2) City of Long Beach's brand signature experience is built on the following themes:

- **Family Entertainment**
- **Outdoor Recreation**
- **Shopping**
- **Lodging and overnight stays**
- **Fun with Friends**
- **Food & Drink**

Describe how your event, activity, or festival builds on one or all the themes listed above:

The LBMA is expecting at least 10,000 guests to come thru the doors in the first year, this does not include calls, emails or booths at festivals. We will strive to direct our guests to the City of Long Beach's brand signature experiences. Family entertainment, promoting our many businesses that focus on family friendly activities and restaurants along with all of our amazing outdoor activities and museums. We have brochures, maps, and information for lots of outdoor recreation. Our goal is to promote our amazing community.

3) If an event, list the event name, date(s), and projected overall attendance.

Long Beach Visitor and Merchant Services Center open year round is expecting to have at least 10,000 guests come thru the doors in the first year, this number does not include calls, emails or booths at festivals.

4) Is your event/activity/facility focusing on attracting overnight tourists, day tourists, or both?

The LBMA, in partnership with Pacific County Tourism Bureau (PCTB), Ilwaco Merchants Association, Ocean Park Chamber, and Long Beach Foundation is continually working on promoting or creating events or activities that will increase overnight stays on the Peninsula, thus City of Long Beach (holding the most LTAC beds). We will work in concert with partners to promote potential overnight stays such annual events; Restaurant Month, Windless Kite Festival, Long Beach Razor Clam Festival, Loyalty Days, Northwest Garlic Festival, Pacific NW Sailing Days, Sandsations, Long Beach Rodeo, Jake the Alligator Man's Birthday, Washington State International Kite Festival, Rod Run, Peninsula R&B Festival, Wings over Willapa, Cranberrian Fair, and Holidays at the Beach, to name some. During the high season (essentially July-September) lodging on the Peninsula is at or near maximum capacity. With the above events we are working on supporting activities in the off season to increase overnight stays.

5) Describe why visitors will travel to Long Beach to attend your event/activity/facility.

The LBMA in partnership with PCTB drive guests to our area. Our goal is to help them have an amazing trip while here with the Center, we will have brochures, maps, interactive computers, and more to help our guests find all the treasures our community has to offer, family entertainment, outdoor recreation, shopping, lodging, restaurants/food, and libations.

6) Describe the geographic target of the visitors you hope to attract (locally, regionally, nationally, and/or internationally).

The LBMA in partnership with PCTB drive guests to our area from as close as across the river or Raymond for a staycation to Portland metro including Clark County and Seattle metro, Tri-Cities, Spokane and then beyond to the other states and countries.

7) Describe the prior success of your event/activity/facility in attracting tourists.

This is the first year.

8) If this your first time holding the event/activity/facility provide background on why you think it will be successful.

This is our first year, therefore we do not have prior success to glean from. I would like you to look at the success of the PCTB, they had over 15,000 guests come thru their doors for visitor information, there is no foot traffic and not easy to get into the parking lot, for these reasons it seems that the Center might be busier.

9) Describe how you will promote lodging establishments, restaurants, retailers, and entertainment establishments in the City of Long Beach.

We are expecting at least 10,000 guests to come thru the doors in the first year, this does not include, calls, emails or booths at festivals. We will strive to direct our guests to the City of Long Beach's brand signature experiences. Family entertainment, promoting our many businesses that focus on family friendly activities and restaurants along with all of our amazing outdoor activities and museums. We have brochures, maps, and information for lots of outdoor recreation. Our goal is to promote our amazing community.

10) As part of the City's branding process, the City committed to using the Long Beach, WA. name above other names often used to describe the City (or parts of the City), Long Beach Peninsula.

a) If you are an existing entity currently operating in the City does your entity list its physical location as being in the City of Long Beach?

We do list our physical location as 212 S. Pacific Hwy. Long Beach, WA.

b) If you are proposing a new activity, festival, or event will it be described as occurring in the "City of Long Beach?"

Yes, our facility and events will be described as occurring in the "City of Long Beach".

c) If you are proposing a marketing program please outline how the "City of Long Beach" name will be used, promoted, used in promotional materials and used in social media.

We will list City of Long Beach as a major sponsor on all festival marketing materials which includes banners, brochures, posters, recipe books, ROP ads, radio spots, and many more. We would also display a wall plaque in the visitor center expressing our appreciation to the City of Long Beach (without their support this venture would not be possible).



The Long Beach Merchants Association exists to promote tourism, improve the economic climate, and promote local activities that will stimulate business in the area of the city of Long Beach, Washington.

Measurements and Metrics (Note: You will be required to report these metrics as part of the close out of the agreement between your organization and the City.) What methodology did you use to calculate the estimates? (For example, some entities may ask for zip codes on ticket sales, put up a map at your event for visitors to pinpoint their home, or would your event be able to be tracked by a partner hotel who offers a special rate?)

As a direct result of your proposed tourism-related service, provide an estimate of:	
a. Overall attendance at your proposed event/activity/facility.	10,000
b. Number of people who will travel fewer than 50 miles for your event/activity.	5,000
c. Number of people who will travel more than 50 miles for your event/activity.	5,000
d. Of the people who travel more than 50 miles, the number of people who will travel from another country or state.	2,500
e. Of the people who travel more than 50 miles, the number of people who will stay overnight in the City of Long Beach	2,000
f. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast) in the City of Long Beach.	1,000

11) What methodologies did you use to calculate the estimates and what methodologies will you use to track outcomes, such as total participants, estimated visitor spending, etc.?

We calculated the overall attendance by multiplying the daily count we are currently seeing and manually tracking. We then used the formula from the JLARC worksheet to automatically calculate the rest (b. - f.)

12) Are you applying for lodging tax funds from another community or entity (represent tourism promotion or marketing, host a special event or operate a tourism related facility)? If so, which communities or entity and in what amounts?

Yes, we applied for LTAC funds from the County. The LBMA asked for \$20,000 for help with paying for a staff person at the Visitor Information Center.

13) What is the overall budget for your event/activity/facility? What percent of the budget are you requesting from the City of Long Beach? Please attach your current revenue and expenses to this application.

Budget information is attached.

Long Beach Merchants Association - Operating Budget

Ordinary Income/Expense	Proposed 2022 Budget	2022 Actual
Income		
Festivals	2,500.00	
Membership Dues	8,500.00	
2021 LTAC City of Long Beach	10,000.00	received
2022 LTAC City of Long Beach	30,000.00	applying for
2022 LTAC Pacific County	20,000.00	applied for
City of Long Beach In Kind Utilities	5,500.00	
City of Long Beach In Kind Lease	10,800.00	
PCTB	9,600.00	
Iiwaco Merchants Association	9,600.00	
Micellaneous Income	15,000.00	
Total Income	121,500.00	
Gross Profit	121,500.00	
Expense		
Advertising	5,000.00	
Bank and CC Service Charges	1,000.00	
Business After Hours	500.00	
Insurance	3,000.00	
Licenses and Permits	70.00	
Sponsorship	500.00	
Membership Drive	500.00	
Miscellaneous	200.00	
Office Supplies	400.00	
Postage and Delivery	150.00	
Professional Fees	2,500.00	
Website Design	8,250.00	
Rent	1.00	
Utilities	400.00	
Security	1,680.00	
Staffing	66,600.00	
Software/Computer Programs	803.00	
Hospitality Supplies	500.00	
Janitorial	2,400.00	
Phone/Internet	1,944.00	
Copier/Printer	3,000.00	
Membership Dues	1,100.00	
Logo Merchandise	2,000.00	
Volunteer Event	500.00	
Training	500.00	
Storage Unit - rental expense	3,300.00	
Trailers Expense - License Plate renewal	85.50	
City of Long Beach In Kind Lease	10,800.00	
City of Long Beach In Kind Utilities	5,500.00	
Total Expense	123,183.50	
Net Ordinary Income	-1,683.50	
Net Income	-1,683.50	



STATE of WASHINGTON SECRETARY of STATE

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

CERTIFICATE OF AMENDMENT

to

LONG BEACH MERCHANTS

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

Amending Articles, Amending purposes & dissolution clause

Corporation Number: **2-273122-8**

Date: **June 15, 1990**

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

Ralph Munro, Secretary of State

UNITED STATES OF AMERICA

The State of Washington



Secretary of State

I, KIM WYMAN, Secretary of State of the State of Washington and custodian of its seal, hereby issue this

ARTICLES OF INCORPORATION

to

LONG BEACH FOUNDATION

A WA NONPROFIT CORPORATION, effective on the date indicated below.

Effective Date: 09/22/2020

UBI Number: 604 549 429



Given under my hand and the Seal of the State
of Washington at Olympia, the State Capital

Kim Wyman

Kim Wyman, Secretary of State

Date Issued: 09/22/2020

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Application to the City of Long Beach for Use of 2022 Lodging Tax Funds

Event or Activity Name (if applicable):	Loyalty Days/ Long Beach Parade
Amount of Lodging Tax Requested:	\$8000
Applicant Organization:	Long Beach Foundation
Federal Tax ID Number OR SSN:	853153561
Mailing Address:	PO Box 736 Long Beach, WA 98631
Primary Contact Name:	Karla Jensen
Primary Contact Phone:	503-730-4135
Primary Contact Email Address:	mermaidinnrvpark@gmail.com

Check all the service categories that apply to this application:

- Tourism promotion or marketing.
- Operation of a special event or festival designed to attract tourists.
- Operation of a tourism-related facility owned or operated by a non-profit organization.
- Operation and/or capital costs of a tourism-related facility owned by a municipality or a public facilities district.

Check which one of the following applies to your agency:

- An entity engaged in tourist marketing or tourism promotion.
- Non-Profit (501(c)(3) or 501 (c)(6)) (Note: Attach a copy of your current non-profit corporate registration from the Washington Secretary of State Office)
- Municipality (City, Town, or County of Washington State)

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

- I am proposing a tourism-related service for 2022. If awarded, my organization intends to enter into a services contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City; and file for a permit for use of City property, if applicable.
- My agency will be required to submit a report documenting economic impact results in a format determined by the City within 30 days of the festival or event.

Karla Jensen
Signature:

10/1/2021

Date:

1) Describe your tourism-related activity or event.

We are longest running Loyalty Days Parade in the country!

2) City of Long Beach's brand signature experience is built on the following themes:

- *Family Entertainment*
- *Outdoor Recreation*
- *Shopping*
- *Lodging and overnight stays*
- *Fun with Friends*
- *Food & Drink*

Describe how your event, activity, or festival builds on one or all the themes listed above:

Family Event, Outdoors and showcases our wonderful City of Long Beach!

3) If an event, list the event name, date(s), and projected overall attendance.

Loyalty Days Parade, 1st weekend in May, 4,000 people in attendance and participating.

4) Is your event/activity/facility focusing on attracting overnight tourists, day tourists, or both?

It has both

5) Describe why visitors will travel to Long Beach to attend your event/activity/facility.

Everyone loves a parade! Plus we are the longest running parade of it's kind!

6) Describe the geographic target of the visitors you hope to attract (locally, regionally, nationally, and/or internationally).

Regionally mostly, but hope to attract some national tourists also.

7) Describe the prior success of your event/activity/facility in attracting tourists.

This is been a loved event of the community for over 65 years!

8) If this your first time holding the event/activity/facility provide background on why you think it will be successful.

9) Describe how you will promote lodging establishments, restaurants, retailers, and entertainment establishments in the City of Long Beach.

We will have a link to lodging on our website and promote them thru social media. Plus encouraging them to have a float in the parade!

10) As part of the City's branding process, the City committed to using the Long Beach, WA. name above other names often used to describe the City (or parts of the City), Long Beach Peninsula.

a) If you are an existing entity currently operating in the City does your entity list its physical location as being in the City of Long Beach?

Our physical address is in the City of Long Beach.

b) If you are proposing a new activity, festival, or event will it be described as occurring in the "City of Long Beach?"

c) If you are proposing a marketing program please outline how the “City of Long Beach” name will be used, promoted, used in promotional materials and used in social media.

We always include the City of Long Beach as a Host or Co-Host especially on Social Media. Plus

Measurements and Metrics (Note: You will be required to report these metrics as part of the close out of the agreement between your organization and the City.) What methodology did you use to calculate the estimates? (For example, some entities may ask for zip codes on ticket sales, put up a map at your event for visitors to pinpoint their home, or would your event be able to be tracked by a partner hotel who offers a special rate?)

As a direct result of your proposed tourism-related service, provide an estimate of:	
a. Overall attendance at your proposed event/activity/facility.	4,000
b. Number of people who will travel fewer than 50 miles for your event/activity.	1,000
c. Number of people who will travel more than 50 miles for your event/activity.	2,000
d. Of the people who travel more than 50 miles, the number of people who will travel from another country or state.	500
e. Of the people who travel more than 50 miles, the number of people who will stay overnight in the City of Long Beach	3,000
f. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast) in the City of Long Beach.	700

11) What methodologies did you use to calculate the estimates and what methodologies will you use to track outcomes, such as total participants, estimated visitor spending, etc.?

Previous attendance, including registration, hotel occupancy survey. We will do the same in the future

12) Are you applying for lodging tax funds from another community or entity (represent tourism promotion or marketing, host a special event or operate a tourism related facility)? If so, which communities or entity and in what amounts?

No, we are not.

13) What is the overall budget for your event/activity/facility? What percent of the budget are you requesting from the City of Long Beach? Please attach your current revenue and expenses to this application.

Completed applications should be submitted no later than October 1st at 5:00PM to:

City of Long Beach, WA
c/o Ariel Smith
P.O. Box 310
Long Beach, WA. 98631

Or,

asmith@longbeachwa.gov

Questions?

Contact:
Ariel Smith
(360) 642-4421

Loyalty Days Budget 2022		<u>Budget</u>
Ordinary Income/Expense		2022
Income		
LTAC - City Tourism		8,000.00
Sponsorships/donations		5,601.00
Wauna Credit Union		500.00
Grants		0.00
Total Income		<u>14,101.00</u>
Gross Profit		
Expense		
LTAC Advertising		500.00
LTAC Loyalty Day Breakfast		500.00
LTAC Insurance		380.00
LTAC Lodging		600.00
LTAC Port a potties		1,000.00
Trophies + Artwork		2,090.00
LTAC Cost of City Employees		1,000.00
LTAC Cost for Lodging (School District)		400.00
Supplies & Misc		1,000.00
Judges		400.00
Food for Parade		1,500.00
Website		1,500.00
Veterans Field Entertainment		2,000.00
LTAC Fuel for Bands		1,200.00
Total Expense		<u>14,070.00</u>
Net Income		<u>31.00</u>

Will sponsor the Schedule of Events flyer include printing

Radio, newspaper, Facebook
Possible Donation to Peninsula Saddle Club, only if funds are available

reimbursement to City for overtime
Printing costs, schedules, Packets
Historically \$200 per judge for bands

Estimate each band receives \$100 reimbursement for fuel

Page
Break

Application to the City of Long Beach for Use of 2022 Lodging Tax Funds

Event or Activity Name (if applicable):	Long Beach Business Corridor - Feature Business Profiles/ Blog
Amount of Lodging Tax Requested:	\$12,000
Applicant Organization:	Pacific County Economic Development Council (PCEDC)
Federal Tax ID Number OR SSN:	91-1238922
Mailing Address:	PO Box 567, Raymond, WA 98577
Primary Contact Name:	Susan Yirku, Executive Director
Primary Contact Phone:	503-519-7811
Primary Contact Email Address:	edc@pacifiedc.org

Check all the service categories that apply to this application:

- Tourism promotion or marketing.
- Operation of a special event or festival designed to attract tourists.
- Operation of a tourism-related facility owned or operated by a non-profit organization.
- Operation and/or capital costs of a tourism-related facility owned by a municipality or a public facilities district.

Check which one of the following applies to your agency:

- An entity engaged in tourist marketing or tourism promotion.
- Non-Profit (501(c)(3) or 501 (c)(6)) (Note: Attach a copy of your current non-profit corporate registration from the Washington Secretary of State Office)
- Municipality (City, Town, or County of Washington State)

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

- I am proposing a tourism-related service for 2022. If awarded, my organization intends to enter into a services contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City; and file for a permit for use of City property, if applicable.
- My agency will be required to submit a report documenting economic impact results in a format determined by the City within 30 days of the festival or event.



Susan Yirku, Executive Director

Signature:

10/01/2021

Date:

1) Describe your tourism-related activity or event. Attached.

2) City of Long Beach's brand signature experience is built on the following themes:

- *Family Entertainment*
- *Outdoor Recreation*
- *Shopping*
- *Lodging and overnight stays*
- *Fun with Friends*
- *Food & Drink*

Describe how your event, activity, or festival builds on one or all the themes listed above: Attached.

3) If an event, list the event name, date(s), and projected overall attendance. N/A

4) Is your event/activity/facility focusing on attracting overnight tourists, day tourists, or both? Both.

5) Describe why visitors will travel to Long Beach to attend your event/activity/facility.

The new PCEDC website will link on at least 15 pages back to visitlongbeachpeninsula.com, will post all residential and commercial property listings, will have a tourism information page, a community profile for City of Long Beach, and feature business profiles.

6) Describe the geographic target of the visitors you hope to attract (locally, regionally, nationally, and/or internationally). The primary target of the website is to attract regional, national and international visitors who may be interested in investing.

7) Describe the prior success of your event/activity/facility in attracting tourists.

This is a new focus for the PCEDC website, which historically was focused on local users.

8) If this your first time holding the event/activity/facility provide background on why you think it will be successful.

PCEDC studied successful websites in the region and issued an RFP to web developers with a history of success.

9) Describe how you will promote lodging establishments, restaurants, retailers, and entertainment establishments in the City of Long Beach. Featured business profiles. See attached.

10) As part of the City's branding process, the City committed to using the Long Beach, WA. name above other names often used to describe the City (or parts of the City), Long Beach Peninsula.

a) If you are an existing entity currently operating in the City does your entity list its physical location as being in the City of Long Beach? No.

b) If you are proposing a new activity, festival, or event will it be described as occurring in the "City of Long Beach?" Yes.

- c) If you are proposing a marketing program please outline how the “City of Long Beach” name will be used, promoted, used in promotional materials and used in social media.

See attached.

Measurements and Metrics (Note: You will be required to report these metrics as part of the close out of the agreement between your organization and the City.) What methodology did you use to calculate the estimates? (For example, some entities may ask for zip codes on ticket sales, put up a map at your event for visitors to pinpoint their home, or would your event be able to be tracked by a partner hotel who offers a special rate?)

As a direct result of your proposed tourism-related service, provide an estimate of:	
a. Overall attendance at your proposed event/activity/facility.	400
b. Number of people who will travel fewer than 50 miles for your event/activity.	200
c. Number of people who will travel more than 50 miles for your event/activity.	200
d. Of the people who travel more than 50 miles, the number of people who will travel from another country or state.	100
e. Of the people who travel more than 50 miles, the number of people who will stay overnight in the City of Long Beach	100
f. Of the people staying overnight, the number of people who will stay in PAID accommodations (hotel/motel/bed-breakfast) in the City of Long Beach.	80

- 11) What methodologies did you use to calculate the estimates and what methodologies will you use to track outcomes, such as total participants, estimated visitor spending, etc.?**

The website will integrate Active Campaign (<https://www.activecampaign.com/>); CRM marketing tool for tracking.

- 12) Are you applying for lodging tax funds from another community or entity (represent tourism promotion or marketing, host a special event or operate a tourism related facility)? If so, which communities or entity and in what amounts?**

PCEDC is applying for \$9000 in standard funding from Pacific County and for \$16,000 to increase staffing from 1.8 FTE, to 2.5 FTE.

- 13) What is the overall budget for your event/activity/facility? What percent of the budget are you requesting from the City of Long Beach? Please attach your current revenue and expenses to this application.**

Attached.

Completed applications should be submitted no later than October 1st at 5:00PM to:

City of Long Beach, WA
c/o Ariel Smith
P.O. Box 310
Long Beach, WA. 98631

Or,

asmith@longbeachwa.gov

Questions?

Contact:
Ariel Smith
(360) 642-4421

SAMPLE FEATURED BUSINESS PROFILE FOR PCEDC WEBSITE

Title: Welcome to Woo Hoo Winery!

Meta Title: Pacific County Featured Business

Meta Description: Pacific County Craft Beverages



Photo:

[WooHoo Winery's](#) welcoming atmosphere, variety of wines, and gorgeous location attract visitors from all over the US.

For owners, Donna and Mike Franks, making wine started out as a hobby. Their passion for wine and desire to be self-employed sparked an idea that grew into a full-time business.

Nestled in Pacific County's beautiful Willapa Valley, WooHoo Winery welcomes visitors to enjoy the tasting room as well as a peek behind the scenes at their working farm.

The Franks chose the name “WooHoo” so that it would be easy to remember and welcoming, even for a novice. And there truly is something for any wine lover. Their wines include reds, whites, and sweet, fruity creations.

We asked Donna to tell us more about her business and experience running a winery in Pacific County. Here’s what she had to say:

Why did you choose to start a business in Pacific County?

It’s on the main tourism route with Highway 101. There’s low overhead, supportive locals, and we love the area. It has so many outdoor activities within short reach, and the area is good for cooler weather grapes.

What has been your most satisfying moment in business?

When our guests come here and see what we are doing and are excited about what they see. They really appreciate our little business; often they travel a long way just to see us, and that makes us feel like we are on the right path.

Also, the moment we no longer had to work a full-time job outside of our business while running our business at the same time and knowing we began with just an idea and a wine kit.

What is unique about your business?

We are a working farm while being open to the public (agri-tourism). We are making wine growing grapes, garlic, hay and apples, and our guests can see this any time they come to visit.

If you had to do it all again, is there anything you’d do differently?

No, not really because I think back to all the mistakes we’ve made over the past 16 years, and they have all helped to shape who WooHoo is today in one way or another. But I might say we need to work out how to take more time for non-business related things at least once a week, but that’s a work in progress.

If you had one piece of advice to offer someone starting a business in Pacific County, what would it be?

Meet other local business owners so you can network, be patient, start small, and grow with your business. Businesses are ever changing. Be flexible.

Final Thoughts

For any aspiring business owner in Pacific County, here are a few key takeaways from Donna's experience:

- Pacific County not only attracts tourists but also has a strong, local community.
- Appreciate your guests and the process of building a business.
- Allowing visitors to see behind the scenes is an excellent (and fun) way to stand out.
- Mistakes are opportunities to learn and grow a better business.
- Network and allow yourself to be flexible and embrace growth.



PHOTO



Come visit then return to start or grow a business and buy your next home.

Pacific County offers 100 square miles of beautiful beaches, scenic views, and a lifestyle that is hard to find elsewhere. Pacific County is ready to welcome you to our beautiful beaches and beautiful Oregon.



- Our Communities**
Pacific County is composed of 14 of the most beautiful communities in Oregon.
- Beaumont
 - South Beach
 - Hamlet Bay View
 - Hamlet
 - Hamlet
 - Hamlet
 - Hamlet
 - Hamlet
 - Hamlet
 - Hamlet
 - Hamlet
 - Hamlet
 - Hamlet
 - Hamlet

INDUSTRY

Explore the diverse business landscape

- Tourism
- Marine
- Forestry
- Agriculture
- Construction
- Healthcare
- Manufacturing
- Industry Data

Ports of Pacific County

The Ports of Pacific County are the economic drivers, creating jobs and providing environmental, recreational and cultural opportunities. The Ports of Pacific County are the economic drivers, creating jobs and providing environmental, recreational and cultural opportunities.

- Port of Willapa Harbor
- Port of Peninsula
- Port of Beach
- Port of Chinook

- #### The Pacific County EDC is working for you
- New Business Site Sales
 - Financial Planning
 - Business Technical Support
 - Marketing
 - Arts & Cultural Development
 - Historical Resources Planning (HRP)
 - Resource Mapping
 - Local & Regional Planning

Featured Business

Beachin' Bike Rentals

Beachin' Bike Rentals is a family-owned business that provides quality beach bikes and accessories for rent. Located in Pacific County, we offer a variety of bikes and accessories for rent.

- #### Membership has its benefits
- Exclusive Access
 - Priority Service
 - Networking
 - Marketing



Come for the business opportunities. Stay for the lifestyle.

- New Businesses**
- Live Here**
- Property Search**

Follow us on Facebook

- Facebook**
- ABC HELP DESK**

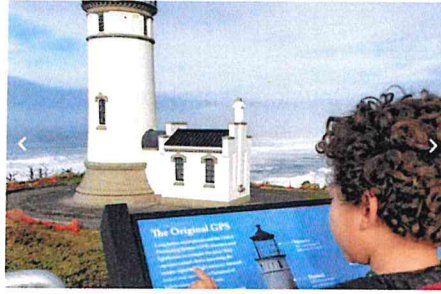
Introductory Header to Tourism page

Pacific County encompasses the southwestern most corner of Washington State, featuring 28 miles of Pacific Ocean coastline, scenic Willapa Bay, wildlife refuges, historical points of interest and a multitude of outdoor recreation opportunities, making Pacific County a very popular tourism destination. Tourism represents a significant portion of the county economy and continues to grow in importance as more visitors choose to explore the Washington Coast.

The area is marked by a low concentration of development and includes many parks and refuges including several in northern Pacific County. It is home to Willapa Bay — one of the most pristine and biodiverse estuaries in the contiguous 48 states.

Tourism is a growth industry in Pacific County with visitor spending of \$192 million generated in 2020. There is a thriving hospitality industry on the Long Beach Peninsula, and annual festivals and events throughout the County that attract and enhance the visitor experience. Pacific County is renowned for its seafood offerings including world-renowned Willapa Bay oysters, which are locally grown and harvested. Restaurants specialize in local oysters, Dungeness crab, pacific salmon and other seafood.

Major attractions include the Cape Disappointment State Park and Lighthouses, Willapa National Wildlife Refuge Mountain National Park, and miles of ocean beaches and wilderness trails.



- **City of Long Beach Community profile with links for visitors to:**
www.visitlongbeachpeninsula.com

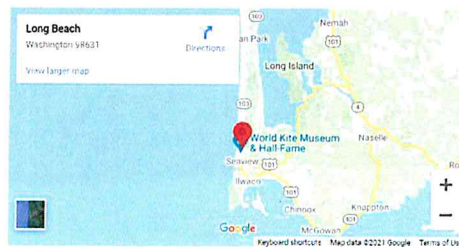
Welcome to Long Beach

Experience our unique coastal lifestyle.

Long Beach was officially incorporated on January 18, 1922. A vibrant resort community, Long Beach welcomes visitors from around the world to miles of oceanfront recreation. The town of Long Beach is hospitality industry focused, featuring excellent lodging and restaurants, a full calendar of annual festivals, museums, and outdoor activities.

Enjoy the endless stretch of beach along the Peninsula

Pristine ocean beaches lie alongside the town and visitors stroll the dunes on a popular boardwalk. Crossing beneath the Boardwalk is the 8.1-mile-long National Historic Discovery Trail, which travels through dunes from north Long Beach into Ilwaco. Lewis & Clark reached the Pacific Ocean here and the trail is one of many monuments to them throughout the town.



Project Description: City of Long Beach Business Corridor - Feature Business Profiles

PCEDC Marketing 2022

Pacific County Economic Development Council (PCEDC) takes the lead on developing local data sources, community profiles and promoting business development opportunities. 2022 Targets include updating and enhancing online presence for Pacific County communities.

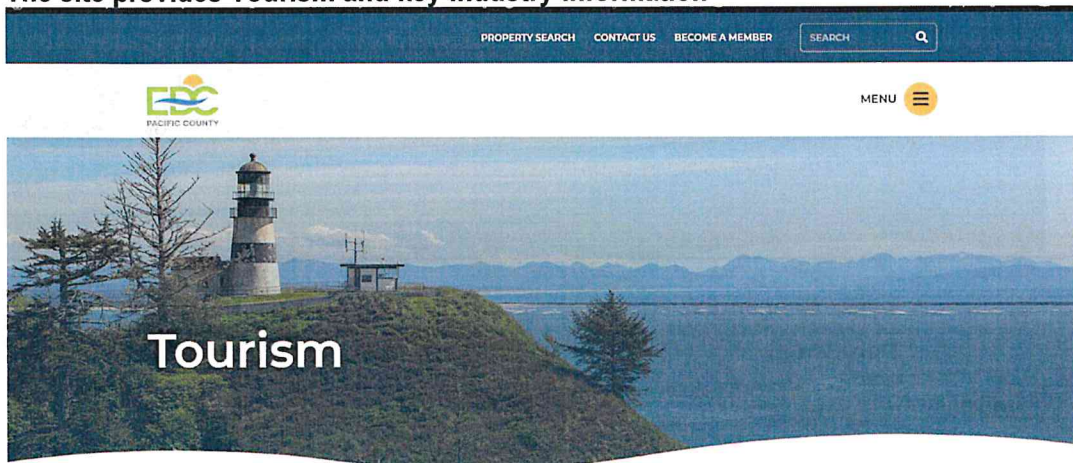
The current website is being redeveloped as a primary communications tool to Pacific County businesses and potential investors. Site revision will feature linked City of Long Beach profile, property listings, tourism industry info, demographics, and quality of life information for potential investors and future residents. The goal is to attract visitors and convert them into investors. Building feature profiles for City of Long Beach businesses will promote local lodging, restaurants, retail, and recreation.

The goal of the soon to be launched PCEDC redesigned website is to provide information and resources that attract and retain successful businesses and promote prosperous communities in Pacific County WA. Specifically, the site will promote local business and attract visitors who are likely to invest:

- By providing a central listing for all available commercial properties in Pacific County
- By providing county-wide outdoor recreation resources and maps (linked to visit LBP)
- By providing easily accessible linked community profiles for all the unique towns and villages in Pacific County (Each community page will link to the Pacific County Tourism website.)
- By providing recruiting and marketing tools for new business and residents.
- By providing quality of life data to visitors who may invest in our County as residents, business owners or remote workers.
- **By providing feature business profiles/ blog posts that will optimize SEO, and promote local businesses.**

Images are mockup drafts in progress. Specifically:

- **The site provides Tourism and key industry information**





For more information on Long Beach, WA, visit: <https://longbeachwa.gov>
 Long Beach Merchants Association: <https://www.longbeachmerchants.com/>
 Information for Pacific County visitors at: <https://www.visitlongbeachpeninsula.com>

Demographics



[View More Demographic Info](#)

Request- Feature Business Profiles Funding:

In addition to community and Industry resources, the revised website will include feature business profiles which will be available from the home page and released as blog posts. The attached *PCEDC Homepage Mockup* shows how local businesses will be featured directly through the home page. A sample business feature is attached featuring Woo Hoo Winery. These features will be written professionally, with appropriate meta descriptions, keywords, and alt text for search engine optimization. Photos will be professionally done. Note that the PCEDC website is being designed to complement the Visit Long Beach Peninsula website. Content will not be duplicated.

To date, PCEDC has only obtained funding to generate six feature business profiles for the entire county.

Project Funding Received		EDC	Shoalwater Bay Grant	Broadband	Pacific County Marketing (.09)
Web Development Expense					
SSL Certificate	\$100.00				
Website Contract Developer	\$7500.00				
Data Feeds	\$1500.00				
RFP Mgmt Consult	\$1000.00				
Website - images/ Video	\$2300.00				
Apps and integrations	\$250.00				
SEO and Marketing	\$100.00				
Active Campaign	\$600.00				
Web Content Development (60 hours over 12 weeks)	\$2500.00				
Total	\$15,850.00	\$5000	\$2500	\$5000	\$3,350.00

LTAC Request: PCEDC proposes that LTAC funds be used to generate feature business profiles for the downtown Long Beach business corridor. PCEDC will have the capacity to generate two profiles per month in 2022. Each feature article costs \$500 to generate, for professional writing and photography, and web building. This will create a way to promote businesses in the City of Long Beach downtown corridor to visitors and prospective investors. The business features will be shared with the City of Long Beach, Pacific County Tourism, Long Beach Merchants Association, and the businesses who are featured for shared promotional use.

Metrics: The website will also include an integrated CRM (Customer Relationship Management) system - Active Campaign, that will allow tracking and reporting of the effectiveness of the business profiles as a promotional tool, by tracking page clicks, inquiries, and will track number of times that each business profile is opened, as well as number of times links to the business, City of Long Beach or Visit Long Beach Peninsula are clicked.

LTAC Request: \$12,000 to generate 24 City of Long Beach feature business profiles.

Respectfully submitted by:

Susan Yirku, Executive Director
Pacific County Economic Development Council (PCEDC)
PO Box 567, Raymond, WA 98577
503-519-7811

GOVERNOR ENTITY PACIFIC COUNTY ECONOMIC DEVELOPMENT COUNCIL JAMES SAYCE
GOVERNOR INDIVIDUAL JAMIE JUDKINS
GOVERNOR INDIVIDUAL ALLISON BAIR

CONTROLLING INTEREST

1. Does your entity own real property such as land or buildings (including leasehold interests) in Washington?

NO

2. As of January 1, 2019, has there been a transfer of stock, other financial interest change, or an option agreement exercised that resulted in a transfer of at least 16⅔ percent interest in the entity?

NO

a. If "yes", has the transfer of stock, other financial interest change, or an option agreement exercised resulted in a transfer of controlling interest (50 percent or greater)?

NO

3. As of January 1, 2019, has an option agreement been executed allowing for the future purchase or acquisition of the entity?

NO

You must report a [Controlling Interest Transfer Return](#) **IF**: you answered "yes" to questions 1 **AND** 2a.

Failure to report a Controlling Interest Transfer is subject to penalty provisions of [RCW 82.45.220](#).

For more information on **Controlling Interest**, visit www.dor.wa.gov/REET.

CONFIRMATION EMAIL ADDRESS

Note: Please enter in the email address you would like confirmation sent of this annual report and payment receipt.

Email Address:

EDC@PACIFICEDC.ORG

AUTHORIZED PERSON

Person Type:

INDIVIDUAL

First Name:

SUSAN

Last Name:

YIRKU

Title:

EXECUTIVE DIRECTOR

This document is hereby executed under penalty of law and is to the best of my knowledge, true and correct.



Filed
 Secretary of State
 State of Washington
 Date Filed: 01/28/2021
 Effective Date: 01/28/2021
 UBI #: 601 044 275

EXPRESS ANNUAL REPORT WITHOUT CHANGES

BUSINESS INFORMATION

Business Name:
PACIFIC COUNTY ECONOMIC DEVELOPMENT COUNCIL

UBI Number:
601 044 275

Business Type:
WA NONPROFIT CORPORATION

Business Status:
ACTIVE

Principal Office Street Address:
600 WASHINGTON AVE, RAYMOND, WA, 98577, UNITED STATES

Principal Office Mailing Address:
600 WASHINGTON AVE, RAYMOND, WA, 98577, UNITED STATES

Expiration Date:
02/28/2022

Jurisdiction:
UNITED STATES, WASHINGTON

Formation/Registration Date:
02/08/1984

Period of Duration:
PERPETUAL

Inactive Date:

Nature of Business:
TRADE ASSOCIATION, PROFESSIONAL ASSOCIATION, INDUSTRIAL ASSOCIATION

REGISTERED AGENT [RCW 23.95.410](#)

Registered Agent Name	Street Address	Mailing Address
PACIFIC COUNTY ECONOMIC DEVELOPMENT COUNCIL	600 WASHINGTON AVE, RAYMOND, WA, 98577-0000, UNITED STATES	

GOVERNORS

Title	Type	Entity Name	First Name	Last Name
GOVERNOR	INDIVIDUAL		GUY	GLENN JR

Internal Revenue Service
District Director

Department of the Treasury

Date: NOV 3 1986

Employer Identification Number:

91-1238922

Internal Revenue Code

Section 501(c)(6)

Accounting Period Ending:

December 31

Form 990 Required: Yes No

Person to Contact:

EO Desk Officer

Contact Telephone Number:

(206) 442-5106

Pacific County Economic Development
Council
P.O. Box 352
Raymond, WA 98577

Dear Applicant:

Based on information supplied, and assuming your operations will be as stated in your application for recognition of exemption, we have determined you are exempt from Federal income tax under the provisions of the Internal Revenue Code section indicated above.

Unless specifically excepted, you are liable for taxes under the Federal Insurance Contributions Act (social security taxes) for each employee to whom you pay \$100 or more during a calendar year. And, unless excepted, you are also liable for tax under the Federal Unemployment Tax Act for each employee to whom you pay \$50 or more during a calendar quarter if, during the current or preceding calendar year, you had one or more employees at any time in each of 20 calendar weeks or you paid wages of \$1,500 or more in any calendar quarter. If you have any questions about excise, employment or other Federal taxes, please address them to this office.

If your purposes, character, or method of operation change, please let us know so we can consider the effect of the change on your exempt status. Also, you should inform us of all changes in your name or address.

The block checked at the top of this letter shows whether you must file Form 990, Return of Organization Exempt from Income Tax. If the Yes box is checked, you are only required to file Form 990 if your gross receipts each year are normally more than \$25,000. If a return is required, it must be filed by the 15th day of the fifth month after the end of your annual accounting period. The law provides for a penalty of \$10 a day, up to a maximum of \$5,000, when a return is filed late, unless there is reasonable cause for the delay. This penalty may also be charged if a return is not complete. So, please make sure your return is complete before you file it.

You are not required to file Federal income tax returns unless you are subject to the tax on unrelated business income under section 511 of the Internal Revenue Code. If you are subject to this tax, you must file an income tax return on Form 990-T, Exempt Organization Business Income Tax Return. In this letter we are not determining whether any of your present or proposed activities are unrelated trade or business as defined in Code section 513.

(over)

Department of the Treasury
Internal Revenue Service

29034374 L

PACIFIC COUNTY ECONOMIC DEVELOPMENT
COUNCIL
431 2ND ST
RAYMOND WA 98577

If you inquire about your
account, please refer to
this number or attach a
copy of this notice.

Date of This Notice

07-23-85

Employer Identification Number

91-1238922

NOTICE OF NEW EMPLOYER IDENTIFICATION NUMBER ASSIGNED

Thank you for your Form SS-4, Application for Employer Identification Number. The number assigned to you is shown above. This number will be used to identify your business account and related tax returns and documents, even if you do not have employees.

Please keep a copy of this number in your permanent records. Use this number and your name, exactly as shown above, on all Federal tax forms that require this information, and refer to the number on all tax payments and tax-related correspondence or documents.

If your business is a partnership which must obtain prior approval for its tax year, the tax year you entered in Block 3 of your Form SS-4 does not establish a tax year. For guidance in determining if you must request prior approval and the method of doing so, see IRS Publication 538, Accounting Periods and Methods, available at most IRS offices.

Please note that the assignment of this number does not grant tax-exempt status to nonprofit organizations. For details on how to apply for this exemption, see IRS Publication 557, Tax-Exempt Status for Your Organization, available at most IRS offices.

For Exempt Organizations, please see the message on the reverse side.

Thank you for your cooperation.

575 B 941 940

Question 2:

Include quote

Takeaway

Optional supporting image (don't forget to add alt text)

Question 3:

Include quote

Takeaway

Optional supporting image (don't forget to add alt text)

Question 4:

Include quote

FEATURED BUSINESS BLOG ARTICLE TEMPLATE AND CHECKLIST

Profile Template
Intro
2-3 short paragraphs introducing the owner and business.
Question 1:
Include quote
Takeaway
Optional supporting image (don't forget to add alt text)

Takeaway

Optional supporting image (don't forget to add alt text)

Question 7:

Include quote

Takeaway

Optional supporting image (don't forget to add alt text)

Conclusion

Summarize with final thoughts

CTA: Add email sign up, downloadable content, or another CTA.

Takeaway

Optional supporting image (don't forget to add alt text)

Question 5:

Include quote

Takeaway

Optional supporting image (don't forget to add alt text)

Question 6:

Include quote

	Look for opportunities to link to blog from otFeher pages/blogs on your site.
--	---

Content Checklist

Follow these steps for each blog to drive organic traffic, improve user experience, and capture emails.

SEO

Optimize headers and subheads for SEO

Ensure all images have optimized alt tags.

Write clear and relevant meta title and description.

Add 3-5 high quality outbound links.

FALSE Add 3-5 inbound links.

Formatting

Break up complex ideas into bulleted and numbered lists when relevant, such as your introduction.

Bold important terms or phrases.

Break up long paragraphs.

Break up lengthy sentences.

Skim check. Does the article make sense if you skim it for main ideas?

Email Capture

If blog is lengthy, add a CTA mid-page.

Always add a relevant CTA at the end of the article.

Convert blog content into a downloadable resource if possible.

The Push

Schedule social media posts.

Schedule social media stories.

Ask employees and colleagues to engage with posts.

Include high-performing blogs in newsletter.