

Form Name:	Lodging Tax Application
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ORGANIZATION / PROJECT INFORMATION

Organization name	ARTrails of Southwest Washington
Project name	ARTrails of SW Washington Open Studio and Virtual Tour
Project coordinator	JoAnne Watson
Amount requested from Lewis County	14000
Total project amount	50250

APPLICANT CONTACT INFORMATION

Name	JoAnne Watson
Street address	535 Antonson Ln SW Poulsbo, WA 98370
Mailing address (if different from street address)	P.O. Box 1628 Centralia, WA 98531
Current home phone	(360) 880-3350
Current work phone	(360) 880-3350
Current cell phone	(360) 880-3350
Current email address	jobyrn@comcast.net
Agency Tax ID Number	261377400
Organization Unified Business Identifier (UBI)	602773018
UBI expiration date	December 31, 2025
Type of organization:	501(c)3
Organization's mission statement or purpose (one or two sentences):	ARTrails of SW Washington is a community of emerging and established artists dedicated to art tourism. ARTrails provides opportunities that result in art appreciation and education, increased tourism through art, and economic benefits to the area.
Year the organization was founded:	2003

Has your organization received Lewis County lodging tax funding in the past? Yes

When did your organization receive Lewis County lodging tax funding? 2020

How much did your organization / project receive? \$14,000

For organizations that received funding for fiscal year 2020: How did COVID-19 affect your event(s) / project(s)? (Please include details about any unspent lodging tax grant funding.) Initially the ARTrails organization planned to have the Open Studio Tour as scheduled, with proper protocols in place. As COVID-19 cases continued to rise, the membership voted to cancel the regular tour because of the risk to artists, community, and visitors. In order to continue the focus on art and bring visitors to Lewis County, ARTrails redirected their efforts toward a Virtual Tour and website enhancement. The goal was to bring visitors both virtually and physically. In addition to providing continued interaction with ARTrails and community links, we want to encourage visitors to make appointments with artists throughout the year and visit for both art and sight-seeing.

REQUIRED INFORMATION

PROJECT DESCRIPTION

Project name ARTrails Open Studio and Virtual Tour

1. Describe how the project promotes tourism in all of Lewis County's unincorporated areas. The Open Studio Tour is held on two consecutive weekends, giving visitors the opportunity to leave I-5 and other major arteries to travel the unfamiliar parts of Lewis County. For the 2020 Studio Tour that had to be cancelled, 21 artists were showing their work in areas of Lewis County outside of Centralia or Chehalis. With a vibrant Virtual Tour and website, we can reach potential visitors on a year-around basis. We can promote Lewis County as a year around destination that includes the specific Open Studio event and visits with artists at other times.

2. Describe how the project will enhance tourism and result in "heads in beds." From the ½ page ad for Discover Lewis County, the Studio Guide listing of places to stay, and the website links, potential visitors learn that there are many lodging options. In the past, our survey cards have shown that approximately 50% of the visitors come from more than 50 miles away. With a vibrant Virtual Tour and interactive website, ARTrails seeks to attract visitors year around.

3. List the responsible party / parties. The ARTrails Board of Directors oversees all ARTrails projects. The Publicity Committee coordinates and oversees the marketing for the Studio Tour, the Virtual Tour, and any other activities sponsored by ARTrails. On a regular basis, they evaluate the marketing efforts and make changes as needed to increase the impact within budgetary constraints.

4. Describe the area the project will serve, as well as the project's expected impact. Area served: Aim advertising at larger markets of the PNW such as Seattle, Portland Spokane, Northern California, and British Columbia, which will in turn reach the surrounding smaller markets.
Impact: Reach potential visitors who travel for events and cultural activities, with the intent to funnel people and dollars to Lewis County both for the Open Studio Tour and artist visits throughout the year.

5. Describe how the project will specifically promote tourism. By focusing on the promotion of artists and art events, we are attracting a demographic of visitors who like to travel, spend money, and sight see. The more interaction these potential visitors have with the Virtual Tour, website, and marketing efforts, the more likely they will plan to visit and spend one or more nights.

6. Describe how you have collaborated with other entities throughout Lewis County to promote tourism. ARTrails has provided art activities for children and adults at events including the Mossyrock Blueberry Fest and the Chehalis Fest. We plan to expand those offerings to other events. Artists volunteer as jurors for youth art shows, including the Toledo Battle of the Cowlitz and the SWW Youth Fair. Artists provides demonstrations or activities for schools and other groups.

7. Describe why your project should receive funding. Art enhances a community and creates an atmosphere of pride and identity. As a volunteer organization, grant funds help promote the arts and desirability of visiting our area. Marketing efforts are diligently evaluated to ensure that money is being spent effectively. ARTrails continues to keep their efforts dynamic and up-to-date while capitalizing on trends, including the use of more technology.

8. Describe how your organization would respond to potential cancellations or closures, such as those caused by COVID-19 in 2020. With the cancellation of the 2020 Open Studio Tour due to COVID-19, the ARTrails Board and members quickly regrouped and pivoted to promote the arts and Lewis County by adding a Virtual Tour and enhancing the website. Circumstances in 2020 taught us that we need to be flexible, look at trends, and have back up plans.

USE OF HOTEL / MOTEL TAX

Please indicate below the types of activities for which the lodging tax monies would be used: TOURISM PROMOTION
MARKETING ONLY

Describe the expected results (measurable outcomes) of your project, with the dollar amount for each outcome.	<p>Advertise the Open Studio Tour and events in both print and electronic formats. \$10,000</p> <p>Keep the Virtual Tour and website up to date for year around engagement by potential visitors. \$4,000</p>
Total number of attendees predicted to attend:	2,500
Describe how receiving lodging tax dollars would increase that number	<p>Keeping a focus on the arts, the Open Studio Tour and other events draw more potential visitors to the area. A vibrant Virtual Tour and enhanced website furthers the interaction with the public and enables them to see that they can come for a studio tour or artist visit and find many more attractions to keep them here.</p>
a. Projected number of attendees who will travel fifty (50) miles or more one way from their home or business to attend:	1,250
b. Describe how receiving lodging tax dollars would increase that number	<p>Lodging tax dollars enable ARTrails to advertise to a wide range of marketing areas of the Pacific Northwest and beyond. The Virtual Tour and website will keep them engaged throughout the year.</p>
a. Projected number of participants who will travel from another country or state to attend:	100
b. Describe how receiving lodging tax dollars would increase that number	<p>Having the funds to advertise in major publications and tourist oriented travel guides and utilizing the related electronic promotions, we reach a wider audience. That increases the likelihood of more participants traveling to Lewis County from another state or country.</p>
a. Projected number of participants who will stay overnight in paid accommodations:	100
b. Describe how receiving lodging tax dollars would increase that number	<p>Advertising and information about the scope of the ARTrails Open Studio Tour, the opportunity for participants to make appointments for additional visits to studios, and the promotion of other ARTrails activities increases the number who pay to spend the night. As potential visitors interact with the website and find lodging and event links, they will view the area as a good place to visit.</p>
a. Projected number of participants who will stay overnight in unpaid accommodations:	100

b. Describe how receiving lodging tax dollars would increase that number

Wide spread advertising resulting from lodging tax dollars gives an incentive for visitors to come and stay with friends and family to participate in ARTrails and spend time and money in the county.

10. Describe how the project provides short-term or long-term economic benefit for Lewis County

Short term benefits: Visitors spend new (out of the area) money when they shop, eat, sightsee, and stay overnight. That money stays in the community and is spent many times over.

Long term benefits: If an area (Lewis County) becomes known for its art, it becomes a tourist destination, similar to an area known for its wine or brewery tours, its waterfalls, or covered bridges. Art gives people a reason to visit as well as return for other events, to visit a specialty business, or do more exploring. That can mean bringing their friends and spending one or more nights.

11. Explain what plans exist to allow this project to become self-sustaining. Include any plans for ticket sales, event sponsors, and other cost-recovery models.

ARTrails continues working to obtain and increase private and corporate sponsorships, including our small donor "Friends" program. The "Gala", which marks the opening of the Open Studio Tour, gives supporters the opportunity to see how their collective support of ARTrails benefits the area culturally and economically. ARTrails jury and membership fees are re-evaluated each year and increased as warranted. The website donor information reaches potential donors from out of the area. The Spring Art Show and Sale, launched in April of 2019 is a new revenue source for the organization.

SOCIAL MEDIA

Website address

www.ARTrailsofSWW.org

Facebook user name

ARTrails of SWW

Instagram

<https://www.instagram.com/artrailsofsww>

Twitter account name

www.twitter.com/artrailsofsww

Any other social media platforms your organization uses to promote tourism

Some individual artists are using YouTube to promote their art, and the organization is exploring ways to utilize that platform to promote ARTrails.

BUDGET

Amount

\$5,000

Source

City of Chehalis Lodging Tax Grant

Confirmed

No

Date available January 2021

Income 2

Amount \$7,500

Source Jury, Membership, and Sabbatical Fees

Confirmed No

Date available March 2021

Income 3

Amount \$14,250

Source Ads, Sponsors, Supporters, Scholarship

Confirmed No

Date available May 2021

Income 4

Amount \$6,500

Source Spring Show & Sale

Confirmed No

Date available May 2021

Income 5

Amount \$3,000

Source In Kind

Confirmed No

Date available January 2021

Income 6

Total Income 50,250

What percentage of your project does your request for Tourism Promotion Dollars represent? 28%

Expense - Personnel

County	0
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Other Funds	0
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Total	0
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Expense - Administration

County	0
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Other Funds	5,225
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Total	5,225
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Expense - Marketing/promotion

County	14,000
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Other Funds	24,525
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Total	38,525
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Expense - Direct sales activities

County	0
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Other Funds	3,500
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Total	3,500
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Expense - Minor equipment

County	0
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Other Funds	0
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Total	0
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Expense - Travel

County	0
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Other Funds	0
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Total	0
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Expense - Contract services

County	0
Other Funds	0
Total	0

Expense - Other activities

County	0
Other Funds	3,000
Total	3,000

Total Cost

County	14,000
Other Funds	36,250
Total	50,250

Priority 1 Fully fund all marketing and promotion activities

Full Funding Request 14,000

Priority 2 Partially fund marketing and promotion with fewer advertising spots

Minimum Funding Request 8,000

Applicant will / can accept no less than this amount 2,500

If partial funding is received, how will that affect the project / activity? Please describe: Less money means fewer advertising options. We would utilize the less expensive online options and severely cut back on print and radio advertising. We would not be able to reach the markets in larger metropolitan areas. These changes would lessen the number of potential ARTrails visitors

PROJECT TIMELINE / TOURISM SEASON

What is your anticipated timeline for accomplishing this activity? January - July: Arrange advertising: Studio Guide preparation and publication; secure electronic, print, and radio spots
 March - September: Advertising occurs
 Spring: Art Show & Sale
 September: Gala and 2 weekends of ARTrails Studio Tours
 Year around: Virtual Tour and Website Interaction

Year-round Yes

Year-round Explanation	Virtual Tour of artists and their work and website interaction with potential visitors.
Off-season	Yes
Off-season Explanation	Spring Art Show and Sale
Shoulder season	Yes
Shoulder season Explanation	Main Event: ARTrails of SWW Open Studio Tour
Is it a seasonal activity appropriate to its location? Explain	The September Open Studio tour takes advantage of the beautiful weather and changing landscape of Lewis County. The Spring Art Show & Sale happens indoors and brings people when the weather is not always the best. The year around Virtual Tour keeps ARTrails in the forefront and generates interest.

Financial Review

Balance sheet	https://www.formstack.com/admin/download/file/8967957075
Income statement	https://www.formstack.com/admin/download/file/8967957076
Operating budget for 2020	https://www.formstack.com/admin/download/file/8967957077
Projected budget for 2021	https://www.formstack.com/admin/download/file/8967957078

Financial review

Financial review	https://www.formstack.com/admin/download/file/8967957079
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Nonprofit determination

Nonprofit determination	https://www.formstack.com/admin/download/file/8967957080
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Personnel list

Personnel list	https://www.formstack.com/admin/download/file/8967957081
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ACKNOWLEDGEMENT

Signature



(Print or type applicant's name)	JoAnne Watson
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Date

Oct 04, 2020
