

Form Name:	Lodging Tax Application
Submission Time:	October 6, 2020 3:37 pm
Browser:	Chrome 85.0.4183.121 / Windows
IP Address:	67.40.197.19
Unique ID:	674576072
Location:	47.294498443604, -122.62200164795

## ORGANIZATION / PROJECT INFORMATION

<b>Organization name</b>	Cowlitz River Valley Historical Society
--------------------------	---

<b>Project name</b>	Museum and Depot
---------------------	------------------

<b>Project coordinator</b>	Betty Hutchison
----------------------------	-----------------

<b>Amount requested from Lewis County</b>	15000
---	-------

<b>Total project amount</b>	25000
-----------------------------	-------

## APPLICANT CONTACT INFORMATION

<b>Name</b>	Betty Hutchison
-------------	-----------------

<b>Street address</b>	194 E. Main Street P.O. Box 777 Morton, WA 98356
-----------------------	--

<b>Current home phone</b>	(360) 496-5672
---------------------------	----------------

<b>Current work phone</b>	(360) 496-5672
---------------------------	----------------

<b>Current cell phone</b>	(360) 496-5672
---------------------------	----------------

<b>Current email address</b>	benbetty@hughes.net
------------------------------	---------------------

<b>Agency Tax ID Number</b>	300193523
-----------------------------	-----------

<b>Organization Unified Business Identifier (UBI)</b>	602013300
---	-----------

<b>UBI expiration date</b>	December 31, 2021
----------------------------	-------------------

<b>Type of organization:</b>	501(c)3
------------------------------	---------

<b>Organization's mission statement or purpose (one or two sentences):</b>	Our mission is to keep our Museum and Depot open for tourist year round on weekends with regular events to sustain our organization. We would like our museum and depot to be an interactive history for tourist. We would like a docent to assist tourist .
--	--

<b>Year the organization was founded:</b>	1983
---	------

<b>Has your organization received Lewis County lodging tax funding in the past?</b>	Yes
---	-----

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

---

How much did your organization / project receive? 5500

---

**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.)** It was used to pay the employee of the Chamber of Commerce who is hired to oversee the information desk that is housed in the building with our museum. Employee was suppose to do tours of museum also.

---

## REQUIRED INFORMATION

---

### PROJECT DESCRIPTION

---

**Project name** Museum and Depot

---

**1. Describe how the project promotes tourism in all of Lewis County's unincorporated areas.** We host visitors who are avid train enthusiasts from all over the nation. We display many artifacts from our local Native American tribes, drawing in many tourist who seek to find information regarding the tribes in our area. Our area is rich in the histories of pioneers who settled from Chehalis to Packwood, we draw in descendants and friends of our early settlers. We also get tourists who are interested in the logging, mining and farming history of our area.

---

**2. Describe how the project will enhance tourism and result in "heads in beds."** We hope to host events that draw in the tourist listed above. Changing our displays quarterly to keep interest fresh and alive.

---

**3. List the responsible party / parties.** Betty Hutchison  
Kathy Coleman  
Louise and Marc Fisher

---

**4. Describe the area the project will serve, as well as the project's expected impact.** We will serve tourist from all across the States. We are the only place in a 40 mile radius to find local history, tour a century old train depot, relax and enjoy a book written by a local author. Making a huge impact on tourists.

---

**5. Describe how the project will specifically promote tourism.** With our well advertised exhibits, teas, socials, pioneer events we will attract tourists.

---

**6. Describe how you have collaborated with other entities throughout Lewis County to promote tourism.** We work hand in hand with the East Lewis County Chamber of Commerce. The Chamber actually uses our State of the Art building to house thier information Center.

---

**7. Describe why your project should receive funding.** We should receive funding because without County Funds we can not (even with our volunteers) keep our doors open for tourists. We need a docent to guide our tourists through our museum and depot and keep all of our events updated on Social media. We also need funds for advertising.

---

**8. Describe how your organization would respond to potential cancellations or closures, such as those caused by COVID-19 in 2020.**

We postpone events and display changes until they can be held. When the climate for events changes, we will proceed with scheduled events.

---

## **USE OF HOTEL / MOTEL TAX**

**Please indicate below the types of activities for which the lodging tax monies would be used:**

TOURISM PROMOTION  
DIRECTIONAL SIGNAGE  
OPERATION OF TOURISM-RELATED FACILITY  
FESTIVAL OR EVENT DESIGNED TO ATTRACT TOURISTS

**Describe the expected results (measurable outcomes) of your project, with the dollar amount for each outcome.**

We expect to have at least 1000 to 2000 extra tourists enter our museum and depot with the events we have planned. With proper advertising of our events and being open on weekends and Holidays we expect to raise \$5000.

**Total number of attendees predicted to attend:**

At least 2000 through out the year attending various events.

**Describe how receiving lodging tax dollars would increase that number**

We could keep our doors open on weekends and Holidays making our facility much more accessible to tourists.

**a. Projected number of attendees who will travel fifty (50) miles or more one way from their home or business to attend:**

450

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

We can afford better advertising, keep our doors open on weekends and Holidays and for longer hours. Also staff to keep all of our activities updated on social media.

**a. Projected number of participants who will travel from another country or state to attend:**

200-250

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

We will have funds to have staff to make contact with past residents, potential tourists, train enthusiasts drawing them in with more effective advertising, and personal invitations

**a. Projected number of participants who will stay overnight in paid accommodations:**

200+

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

We are going to focus on advertising, invites and spectacular 2 day events.

**a. Projected number of participants who will stay overnight in unpaid accommodations:**

250

<b>b. Describe how receiving lodging tax dollars would increase that number</b>	Obviously some people who attend our Pioneer events will have family in the area to stay with. However, it is our intention to promote East Lewis County Motels and Bed and Breakfasts.
<b>10. Describe how the project provides short-term or long-term economic benefit for Lewis County</b>	As our museum and depot displays grows and expand tourist will see our adverting and visit our area. Thus spending money and bringing economic benefit.
<b>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.</b>	We are diligently working to make our facilities admission venues. However, until we get a docent for weekends and Holidays schedules this is difficult to in act.We are setting up our Pioneer Events to bing in monies. Also, teas, socials and many other events involving our early settlers.

## SOCIAL MEDIA

<b>Website address</b>	MortonHistoricalMuseum.com
<b>Facebook user name</b>	Cowlitz River Valley Museum
<b>Any other social media platforms your organization uses to promote tourism</b>	Visitmorton.com Eastlewiscountychamberofcommerce.com Visit East Lewis County

## BUDGET

<b>Amount</b>	3600
<b>Source</b>	Rental
<b>Confirmed</b>	Yes
<b>Date available</b>	01/01/2021

## Income 2

<b>Amount</b>	?
<b>Source</b>	City of Morton
<b>Confirmed</b>	No

## Income 3

<b>Amount</b>	5000
<b>Source</b>	Donations
<b>Confirmed</b>	No

**Income 4**

---

Amount	2000
--------	------

---

Confirmed	No
-----------	----

---

**Income 5**

---

Amount	12000
--------	-------

---

Source	In Kind
--------	---------

---

Confirmed	No
-----------	----

---

**Income 6**

---

Amount	15000
--------	-------

---

Source	Lewis County
--------	--------------

---

Confirmed	No
-----------	----

---

Total Income	37600
--------------	-------

---

What percentage of your project does your request for Tourism Promotion Dollars represent?	56%
--	-----

---

**Expense - Personnel**

---

County	6500
--------	------

---

Other Funds	3500
-------------	------

---

Total	10000
-------	-------

---

**Expense - Administration**

---

County	0
--------	---

---

Other Funds	0
-------------	---

---

Total	0
-------	---

---

**Expense - Marketing/promotion**

---

County	3000
--------	------

---

Other Funds	4500
-------------	------

---

Total	7500
-------	------

---

**Expense - Direct sales activities**

---

County	0
--------	---

Other Funds	6000
-------------	------

Total	6000
-------	------

---

**Expense - Minor equipment**

---

County	1000
--------	------

Other Funds	2000
-------------	------

Total	3000
-------	------

---

**Expense - Travel**

---

County	0
--------	---

Other Funds	0
-------------	---

Total	0
-------	---

---

**Expense - Contract services**

---

County	0
--------	---

Other Funds	0
-------------	---

Total	0
-------	---

---

**Expense - Other activities**

---

County	4500
--------	------

Other Funds	6600
-------------	------

Total	11000
-------	-------

---

**Total Cost**

---

County	15000
--------	-------

Other Funds	22600
-------------	-------

Total	37600
-------	-------

---

<b>Priority 1</b>	Personnel and Advertising/Events
<b>Full Funding Request</b>	15000
<b>Priority 2</b>	Personnel and Advertising/Events
<b>Minimum Funding Request</b>	10000
<b>Applicant will / can accept no less than this amount</b>	0
<b>If partial funding is received, how will that affect the project / activity? Please describe:</b>	If we only receive part of the funding. We will not be able to have our museum and depot open on weekends, Holidays and appropriate hours. We will not be able to advertise our events thus attracting fewer tourists.

## PROJECT TIMELINE / TOURISM SEASON

<b>What is your anticipated timeline for accomplishing this activity?</b>	Our goal is to have 4 exhibit changes throughout the year. We also plan to host 4 events in 2021 to coincide with the display changes. "Heritage/Pioneer events, Teas, Galas and a host of other activities to bring in tourist and dollars to our area and our museum and depot. This will be on going throughout the years to come.
<b>Year-round</b>	Yes
<b>Year-round Explanation</b>	We will be open year round on weekends.
<b>Is it a seasonal activity appropriate to its location? Explain</b>	Our planned events will coincide with the "season". When school starts, we will have a large school exhibit, featuring the schools in our area. When "Jubilee" comes a large Jubilee exhibit. Memorial Day/Constitution Day we will have a large Military/America exhibit.

## Financial Review

<b>Balance sheet</b>	<a href="https://www.formstack.com/admin/download/file/8995687086">https://www.formstack.com/admin/download/file/8995687086</a>
<b>Income statement</b>	<a href="https://www.formstack.com/admin/download/file/8995687087">https://www.formstack.com/admin/download/file/8995687087</a>
<b>Operating budget for 2020</b>	<a href="https://www.formstack.com/admin/download/file/8995687088">https://www.formstack.com/admin/download/file/8995687088</a>
<b>Projected budget for 2021</b>	<a href="https://www.formstack.com/admin/download/file/8995687089">https://www.formstack.com/admin/download/file/8995687089</a>

## Financial review

<b>Financial review</b>	<a href="https://www.formstack.com/admin/download/file/8995687091">https://www.formstack.com/admin/download/file/8995687091</a>
-------------------------	---

## Nonprofit determination

<b>Nonprofit determination</b>	<a href="https://www.formstack.com/admin/download/file/8995687093">https://www.formstack.com/admin/download/file/8995687093</a>
--------------------------------	---

**Personnel list**

---

Personnel list

<https://www.formstack.com/admin/download/file/8995687095>

---

**ACKNOWLEDGEMENT**

---

Signature



---

(Print or type applicant's name)

Betty Hutchison

---

Date

Oct 05, 2020

---