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## ORGANIZATION / PROJECT INFORMATION

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<b>Organization name</b>	Discover Lewis County
<b>Project name</b>	Explore the Valley of the Volcanoes
<b>Project coordinator</b>	Tamara Hayes
<b>Amount requested from Lewis County</b>	74000
<b>Total project amount</b>	169810

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## APPLICANT CONTACT INFORMATION

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<b>Name</b>	Tamara Hayes
<b>Street address</b>	1909 South Gold Street Centralia, WA 98531
<b>Mailing address (if different from street address)</b>	1909 South Gold Street Centralia, WA 98531
<b>Current home phone</b>	(360) 740-1495
<b>Current work phone</b>	(360) 740-2656
<b>Current cell phone</b>	(415) 378-7666
<b>Current email address</b>	Tamara@discoverlewiscounty.com
<b>Agency Tax ID Number</b>	916001351
<b>Organization Unified Business Identifier (UBI)</b>	212002978
<b>UBI expiration date</b>	January 01, 2022
<b>Type of organization:</b>	501(c)3 Government agency
<b>Organization's mission statement or purpose (one or two sentences):</b>	Discover Lewis County's purpose is to promote events, adventure opportunities, historical sites, cultural institutions, scenic road trips, lodging and more for our centrally located county. We want visitors to come, play, and stay in Lewis County.
<b>Year the organization was founded:</b>	2015

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

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

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**How much did your organization /  
project receive?** \$154,086

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**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.)**

2020, has been an unparalleled year when it comes to marketing, events, tourism and just about everything. The world has changed as we know it and we are still in the process of redefining what tourism will mean moving forward. Discover Lewis County started off 2020 with a nice rise in visitors to the website and a lot of new found activity and partnerships around the Mount St. Helen's 40th Anniversary campaign. We arranged for a Tacoma Mall sky banner, a Denver MSH40 media and print campaign in partnership with the Port of Seattle, and we were working hard to prepare to promote Lewis County events and other activities when the pandemic hit.

As soon the pandemic truly hit Washington State and the world began to shut down, we pulled all promotional activities. Isaac Freeman, the DLC Project Manager, took on the role of creating videos for the Lewis County Public Health Department and Tamara Hayes, the DLC Director, dedicated her time to launching a new website for the county [LewisCountyTogether.com](http://LewisCountyTogether.com). The website was dedicated to keeping us together while we were apart. Tamara, also took on the role of Grant Administrator for Lewis County dedicated to the Coronavirus Relief Funds grant from the Department of Commerce. During this period we were able to not spend any funds related to Discover Lewis County programs as we decided what would be the next steps.

Around mid-June, the team regrouped as Discover Lewis County and set a plan for 2020. DLC had 4 LTAC Grants and we felt that we could use all the funds to promote responsible recreation and benefit Lewis County long-term.

#### 1. MSH40

- Tacoma Sky Banner - MSH40 went up in July
- Washington State Tourism Guide - ad for MSH 40
- Worked with the MSH40 coalition of 25 organizations dedicated to Mount Saint Helens
- MSH 40 - canvas print campaign
- Denver, Colorado International Airport billboard campaign in partnership with Port of Seattle
- Denver, CO National Cinemedia Campaign in partnership with Port of Seattle
- Denver, CO social media campaign driving traffic to MSH40 and Discover Lewis County

All Denver campaigns run October to February. Port of Seattle is covering any costs that occur in 2021.

#### 2. Online & Print Marketing

- Additional marketing and social media for Denver
- Social media promotion for events in Fall and winter 2020
- Tacoma Sky Banner was for Packwood Lake
- Printing of Lewis County Trail Guides
- September 2020 launch of the new Discover Lewis County with the support of Lewis County Information Technology

- Staff time

3. Three Tourism Brochures - creation and production of 3 tourism brochures - will be completed by December 2020

- Lewis County History Guide with informational support from the Lewis County Historical Society

- Lewis County OHV Guide with informational support from Cowlitz Basin ORV Club and Washington Hometown

- Lewis County Non-Motorized Water Activity Guide - with informational support from Cowlitz River Kayaks

- Staff Time

4. Tourism Support Program

- DLC will host 4 tourism support meetings from September to December for Lewis County lodging tax awardees

- Ordered new sandwich board for DLC kiosk

- Ordered new kiosk signage to go around the kiosk

- Printing of brochures both new ones and older ones that were out of stock

- Worked with the Lewis County Outdoor Recreation and Tourism group to create a tourism commission for the county. This group took the summer off and has regrouped for the fall.

- Staff Time

Discover Lewis County has been able to use all of the funds that were awarded in 2020. We not only promoted COVID-friendly activities for this year, launched a new dynamic website, created new content for distribution and strategically placed the organization for a larger tourism impact in 2021, resulting in heads in beds. This pandemic has highlighted how valuable tourism is to our local economy. Discover Lewis County is primed and ready to meet these new challenges and assist in keeping our tourism industry thriving.

## REQUIRED INFORMATION

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### PROJECT DESCRIPTION

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**Project name**

Explore the Valley of the Volcanoes

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**1. Describe how the project promotes tourism in all of Lewis County's unincorporated areas.**

Explore the Valley of the Volcanoes will be an integrated marketing campaign targeted between Seattle and Portland, along the busy I5 corridor and then east to Yakima. Explore the Valley of the Volcanoes will be made up of multiple marketing avenues. We will create a succinct campaign that is used across all four marketing avenues, encouraging guest to come learn, explore, and stay in the Valley of the Volcanoes. The marketing areas spans from Portland to Seattle and east to Yakima areas, due to the predictions that COVID-19 will continue in 2021. Tourism will be dominated by weekend RV trips and staycations within a few hours of one's home. We want visitors from throughout the state and Oregon to come visit, play, and stay in unincorporated Lewis County.

1. Certified Folder Display: will distribute 50,000 rack cards to Seattle, Tacoma, Olympia, Vancouver, Portland and the Columbia River Gorge.
2. Metro Tacoma Bus advertising campaign: bus advertisement will be placed on the side of the Metro Tacoma bus system.
3. Tacoma Mall Sky banner: In 2019 and 2020 we found great success with our sky banner which has a shelf underneath full of rack cards. In 2019 and early 2020, we distributed 10,000 Lewis County Trail Guides to visitors to the Tacoma Mall.
4. Washington print and digital media campaign: Advertisements will be placed in Washington tourism guides such as Visit Washington, 1889, ExperienceWA.com and more.

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**2. Describe how the project will enhance tourism and result in "heads in beds."**

Explore the Valley of the Volcanoes campaign will enhance tourism and result in "heads and beds", because it is inviting guests to visit our website and learn about what to see and do in Lewis County. We have chosen an individual and enticing campaign because it does not limit our marketing to events or other activities that may be affected by the pandemic. As we saw in 2020, camping and RV travel was on the rise. Visitors wanted to get out and explore but do it as a family unit as opposed to in tours, etc... This campaign will entice visitors to explore unincorporated Lewis County resulting in "heads in beds".

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**3. List the responsible party / parties.**

DLC staff are responsible for all content creation. We partner with local, and state wide tourism organizations on special projects. We also work closely with Lewis County non-profits, other lodging tax participants and private industry for our marketing campaigns. The DLC website and social media channels are used share Lewis County events, attractions and lodging opportunities under the unified branding of Discover Lewis County.

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**4. Describe the area the project will serve, as well as the project's expected impact.**

DLC serves the entirety of Lewis County by providing consistency in our tourism efforts as a recognizable and trustworthy brand. We are Lewis County's hub for all there is to do and see. The impact will be to reach the Washington and Oregon audiences and encourage them to explore Lewis County.

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**5. Describe how the project will specifically promote tourism.**

The sole purpose of DLC is to specifically promote tourism to Lewis County resulting in heads in beds. This project will continue that purpose by reaching a new audience. We want to reach an audience that is within a few 2-3 hour drive of Lewis County. We expect to see more visitors throughout the year but they will be staying for shorter periods of time. One family can do a weekend in Packwood one week and then the next month a weekend at Mayfield Lake. DLC will focus on the marketing channels described to promote countywide tourism to events and other activities and encourage visitors to stay local, resulting in head in beds.

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**6. Describe how you have collaborated with other entities throughout Lewis County to promote tourism.**

DLC collaborates both directly and indirectly with most tourism entities throughout Lewis County. We promote the fellow LTAC recipients, local businesses and attractions and lodging opportunities on our website and in marketing campaigns. We partner with other groups for special projects, such as rack card content and video campaigns. DLC provides visitor kiosks, sandwich boards, and rack cards to visitor organizations throughout the county.

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**7. Describe why your project should receive funding.**

Discover Lewis County is aiming this project to make the broadest impact to our closest metro areas. We want visitors from Seattle to Portland, Yakima to Vancouver, and the Columbia River Gorge to want to learn about Lewis County and its scenic beauty, stunning hikes, waterways, OHV trails, everything that is on our website including camping and lodging. By advertising, explore the valley of the volcanoes we are creating intrigue around our most incredible asset the great outdoors. This advertising will result in visitors to the area driving the tourism economy.

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

Discover Lewis County would respond to potential cancellations or closures, such as those caused by COVID-19 similar to how we responded to the pandemic in 2020. Discover Lewis County is promoting Lewis County as a whole. We promote tourism activities which at times are events but can be scenic drives, hiking, OHV Trails, skiing, and so much more. We are promoting discovering what Lewis County has to offer and encouraging guests to come, play, and stay. When the pandemic hit, we were able to roll back our advertising until the phases were lifted and it was acceptable to promote visitors to "recreate responsibly". For 2021, our projects are aimed at promoting the Discover Lewis County website as well as creating long-term assets that will promote visiting the county for a variety of reasons as opposed to a singular event.

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## USE OF HOTEL / MOTEL TAX

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

TOURISM PROMOTION

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

DLC is asking for support to fund our staff who are the creators of every marketing campaign we create.  
~\$34,000 of this requests goes to funding DLC staff, website administration and travel costs. DLC does not ask for operational costs such as rent, heat, & lighting for the DLC visitor information center. These costs are covered by our relationship with the Southwest Washington Fairgrounds. The measurable outcome is continued production of innovative marketing campaigns.  
~\$40,000 of this request goes to fund the four marketing campaigns: Certified Folder Display with 50,000 rack card distribution over 12 months, Washington and Oregon based print advertising campaigns, Tacoma Mall sky banner, and Metro Tacoma bus advertising.

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

150,000 Unique Users

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

Discover Lewis County had 120,000 users to our website in 2019. In 2020, we saw active users drop during the height of the pandemic but the numbers are continuing to rise as we promote more on our website and social media for the fall and winter months. For 2021, we predict users on the website to reach 150,000 active users. For Facebook our goal is to increase followers to 35,000 in 2021. For Instagram we expect users to continue grow by 15%. Lodging tax dollars are critical for increasing the numbers of users to the website because new users come from good advertising campaigns.

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

10% increase in travelers from 50 miles or more

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

It is critical to a local tourism economy to advertise the assets you have to offer. The Washington State Legislature has recently funded the state-wide tourism agency, which had not been funded since 2011. Discover Lewis County will partner with them as part of this project to promote Lewis County and Explore the Valley of the Volcanoes. Receiving lodging tax dollars will directly increase the number of attendees by allowing us to reach a broader audience.

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

10% increase in travelers from another state or country

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**b. Describe how receiving lodging tax dollars would increase that number** The Explore the Valley of the Volcanoes marketing campaign will have rack cards in rest stops and hotel lobbies from Seattle to Portland and the Columbia River Gorge. We expect to see a rise in visitors from Oregon and California and Canada once the border has reopened.

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**a. Projected number of participants who will stay overnight in paid accommodations:** 10% increase in travelers staying overnight in paid accommodations

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**b. Describe how receiving lodging tax dollars would increase that number** Discover Lewis County depends on lodging tax dollars to increase the numbers impacted by advertising. Lodging tax dollars and advertising allow us to reach individuals that do not know about Lewis County. Once we drive the traffic to our new website they can learn about hikes, lodging, events and more.

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**a. Projected number of participants who will stay overnight in unpaid accommodations:** 10% increase in travelers who stay overnight in unpaid accommodations

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**b. Describe how receiving lodging tax dollars would increase that number** The Explore the Valley of the Volcanoes campaign may directly result in more overnight campers in the backcountry. These guests again would learn about hiking and adventure opportunities by visiting Discover Lewis County. Lodging tax dollars will help to advertise to new guests to learn about Lewis County.

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**10. Describe how the project provides short-term or long-term economic benefit for Lewis County** DLC's short-term economic benefit is as a resource where visitors can learn about what there is to do and see in Lewis County. Our long-term economic benefit is in becoming a far-reaching and recognizable brand that guides you to where you can find the information you need to plan your family vacation to Lewis County.

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**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.** Discover Lewis County pursues every opportunity for grants and other funding models. We use these funds to support our marketing budget and reach new audiences. In 2020, we received additional grant funding from Centralia Lodging Tax and the Port of Seattle Tourism Marketing Support Program. For 2021, we hope to seek additional private and public partnerships to assist with growing our marketing opportunities.

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## **SOCIAL MEDIA**

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**Website address** <https://discoverlewiscounty.com>

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**Facebook user name** <https://www.facebook.com/discoverlewiscounty>

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**Instagram** <https://www.instagram.com/discoverlewiscounty>

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**Any other social media platforms your organization uses to promote tourism** TikTok @DiscoverLewisCounty

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**BUDGET**

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Amount	10,000
Source	Port of Seattle Grant
Confirmed	No
Date available	January 1, 2021

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**Income 2****Income 3****Income 4****Income 5****Income 6****Expense - Personnel**

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County	30000
Other Funds	0
Total	30000

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**Expense - Administration**

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County	2000
Other Funds	0
Total	2000

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**Expense - Marketing/promotion**

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County	40000
Other Funds	0
Total	40000

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**Expense - Direct sales activities**

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County	0
Other Funds	0
Total	0

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**Expense - Minor equipment**

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County	0
Other Funds	0
Total	0

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**Expense - Travel**

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County	2000
Other Funds	0
Total	2000

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**Expense - Contract services**

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County	0
Other Funds	0
Total	0

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**Expense - Other activities**

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County	0
Other Funds	0
Total	0

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**Total Cost**

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County	74000
Other Funds	1000
Total	74000

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Priority 1	Fully funding the project would allow us to do all 4 projects described in this application
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<b>Full Funding Request</b>	74000
<b>Priority 2</b>	60000
<b>Minimum Funding Request</b>	40000
<b>Applicant will / can accept no less than this amount</b>	40000
<b>If partial funding is received, how will that affect the project / activity? Please describe:</b>	The Explore the Valley of the Volcanoes project can be adjusted to what the LTAC board approves for funding. Choosing 40,000 as a no less than number allows for each of the projects to still have reach while helping to fund the program.

## PROJECT TIMELINE / TOURISM SEASON

<b>What is your anticipated timeline for accomplishing this activity?</b>	2021
<b>Year-round</b>	Yes
<b>Year-round Explanation</b>	Discover Lewis County is a year-round tourism promotion site

## Financial Review

<b>Balance sheet</b>	<a href="https://www.formstack.com/admin/download/file/9002506492">https://www.formstack.com/admin/download/file/9002506492</a>
<b>Income statement</b>	<a href="https://www.formstack.com/admin/download/file/9002506493">https://www.formstack.com/admin/download/file/9002506493</a>
<b>Operating budget for 2020</b>	<a href="https://www.formstack.com/admin/download/file/9002506494">https://www.formstack.com/admin/download/file/9002506494</a>
<b>Projected budget for 2021</b>	<a href="https://www.formstack.com/admin/download/file/9002506495">https://www.formstack.com/admin/download/file/9002506495</a>

## Financial review

<b>Financial review</b>	<a href="https://www.formstack.com/admin/download/file/9002506496">https://www.formstack.com/admin/download/file/9002506496</a>
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## Nonprofit determination

<b>Nonprofit determination</b>	<a href="https://www.formstack.com/admin/download/file/9002506497">https://www.formstack.com/admin/download/file/9002506497</a>
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## Personnel list

<b>Personnel list</b>	<a href="https://www.formstack.com/admin/download/file/9002506498">https://www.formstack.com/admin/download/file/9002506498</a>
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## ACKNOWLEDGEMENT

**Signature**



A handwritten signature in black ink, appearing to read 'T. HAYES', written above a horizontal line.

**(Print or type applicant's name)**

Tamara Hayes

**Date**

Oct 07, 2021