

Form Name:	Lodging Tax Application
Submission Time:	October 7, 2020 3:36 pm
Browser:	Chrome 85.0.4183.121 / Windows
IP Address:	209.34.142.130
Unique ID:	675079496
Location:	46.627101898193, -123.0092010498

ORGANIZATION / PROJECT INFORMATION

Organization name	Discover Lewis County
Project name	Lewis County Outdoor Recreation and Tourism - Strategic Plan
Project coordinator	Tamara Hayes
Amount requested from Lewis County	28000
Total project amount	169810

APPLICANT CONTACT INFORMATION

Name	Tamara Hayes
Street address	1909 South Gold Street Centralia, WA 98531
Mailing address (if different from street address)	1909 South Gold Street Centralia, WA 98531
Current home phone	(360) 740-1495
Current work phone	(360) 740-2656
Current cell phone	(415) 378-7666
Current email address	Tamara@discoverlewiscounty.com
Agency Tax ID Number	916001351
Organization Unified Business Identifier (UBI)	212002978
UBI expiration date	January 01, 2022
Type of organization:	Government agency
Organization's mission statement or purpose (one or two sentences):	The purpose the Lewis County Outdoor Recreation and Tourism (LCORT) Group is to identify current challenges and future opportunities associated with recreation and tourism in Lewis County and to position communities to minimize impacts and maximize benefits.
Year the organization was founded:	2015

Has your organization received Lewis County lodging tax funding in the past?	Yes
When did your organization receive Lewis County lodging tax funding?	The LCORT groups is under DLC which has received LTAC funding in the past. This is the first year that LCORT has applied for funds.
How much did your organization / project receive?	154086
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.)	LCORT is a group of citizens who meet under the leadership of Discover Lewis County. We did not receive direct funding for the LCORT project in 2020 and have not requested lodging tax funding before now.

REQUIRED INFORMATION

PROJECT DESCRIPTION

Project name	Lewis County Outdoor Recreation and Tourism - Strategic Plan
1. Describe how the project promotes tourism in all of Lewis County's unincorporated areas.	<p>The Lewis County Outdoor Recreation and Tourism group (LCORT) seeks to create an outdoor recreation and tourism strategic plan for Lewis County that will be used as a guide for tourism and outdoor recreation in unincorporated Lewis County. LCORT group developed out of an Outdoor Summit hosted by the White Pass Scenic Byway in October of 2018. The summit was a gathering of leaders in tourism, private industry, and government for the county and state and hosted by a facilitator to address tourism and outdoor recreation needs in Lewis County. The summit identified next steps and a group began to meet on a monthly basis. LCORT brings together representatives from local government, public entities and private industry to address growing concerns with the impact of outdoor recreation and tourism.</p> <p>Many Lewis County communities are not taking full advantage of the existing opportunities and lack the infrastructure to support both current and future activity. By consulting the appropriate stakeholders and similar organizations already in existence, this group aims to understand both the potential strain and benefits that outdoor recreation and tourism pose and generate recommendations via a Strategic Plan to the Board of County Commissioners (BOCC). The plan will consist of short-and long-term planning recommendations that focus on improving outdoor recreation and tourist experiences as well as those of the communities they affect. LCORT will guide Lewis County in creating a responsible, sustainable and profitable outdoor recreation and tourism industry that local communities will embrace.</p>

2. Describe how the project will enhance tourism and result in “heads in beds.” The LCORT Strategic plan when completed will enhance tourism and result in "heads in beds" by creating a unified vision for Lewis County outdoor recreation and tourism. The desired end result is an organized, informed and BOCC-supported group that is guided by an equally organized, informed and supported Strategic Plan. The plan will be a holistic approach to improving outdoor recreation and tourism throughout Lewis County. The plan and group will focus on current and future challenges and opportunities and provide the BOCC with adequate information to make sound planning and funding decisions as they relate to outdoor recreation and tourism. In summary, the desired result is the formation and maintenance of a plan and group that retain utility for the BOCC and Lewis County into the future.

3. List the responsible party / parties.

Discover Lewis County
Lewis County Board of County Commissioners

Current Participating Stakeholders:

Non-Profit

- Back Country Horsemen of Washington
- Big Tent Outdoor Recreation Coalition
- Centralia College
- Chehalis Renaissance Team
- Cispus Learning Center
- Cowlitz Basin ORV Club
- Evergreen Mountain Bike Alliance
- Lewis County Community Trails
- Washington Off Highway Vehicle Alliance
- Washington Tourism Alliance
- White Pass Scenic Byway

Private Industry

- Clove Tree Farm
- DeVaul Publishing
- Lake Mayfield Resort & Marina
- Mountain Valley Real Estate
- Pandion Consulting & Facilitation, Travel Industry Consulting & Training
- Raintree Nursery
- White Pass Ski Resort

Government

- City of Morton
 - Department of Natural Resources
 - Discover Lewis County
 - Gifford Pinchot National Forest
 - Mount Rainier National Park
 - Office of the Governor, Outdoor Recreation and Economic Development
 - Tacoma Power
 - Washington State Department of Fish and Wildlife
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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 local and visiting audiences and encourage them to stay in Lewis County.

5. Describe how the project will specifically promote tourism.

In planning for this strategic planning process this quote from Snohomish County Tourism Strategic Plan summarizes how the project will create guiding principles to specifically promote tourism. "Tourism is a vital function of economic development. Economic development doesn't create jobs - rather its function is to create conditions where jobs and business thrive in healthy communities. With the Vision set, this Strategic Tourism Plan sets forth a series of Guiding Principles that serve as a foundation for the Strategies, Plans and Programs that follow, and which allow all tourism stakeholders (government officials and staff, private sector leaders, tourism organizations and agencies, business owners and residents) to know how to organize sustainable tourism for economic development and growth in the County, the economy, the industry, its visitors to improve quality of life for local residents." Snohomish County, Strategic Tourism Plan 2018-2022, Resonance-Berk

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

The LCORT groups has been collaborating for over a year working towards the end goal of creating a strategic plan. Under the list of responsible parties you will see a list of community stakeholders. These are the organizations that have been working on this project over the last year and a half and are dedicated to seeing a long term strategic vision for outdoor recreation and tourism in Lewis County.

7. Describe why your project should receive funding.

The creation of a long term strategic tourism and outdoor recreation plan is vital to achieving a unified vision for the counties tourism industry. A strategic tourism plan, "bridges the gap between various government agencies and offices, boards and committees, cities and towns, and tourism businesses around the county to deliver a collaborative call to action, bringing these groups together under one set of guiding principles, one set of realistic goals, one brand, one clear strategy and one collective vision." Snohomish County, Executive Summary to the Strategic Tourism Plan, Resonance-Berk.

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

The LCORT will be able to continue its work on the strategic planning process regardless of cancellations and closures caused by COVID-19. The group and its committees can meet virtually on Zoom or similar virtual meeting applications.

USE OF HOTEL / MOTEL TAX

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

TOURISM PROMOTION

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 behind every project we take on.

~\$13,000 of this requests will go 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 will be hosting the monthly Lewis County Outdoor Recreation and Tourism commission as well as continued movement on the Lewis County Outdoor Recreation and Tourism Strategic Plan.

~\$15,000 will be used by the LCORT group to either hire a facilitator or match any costs related to grants we are pursuing for the strategic plan. The group may be interested in hosting another Outdoor Recreation Summit so if so these funds would be used to do that.

Total number of attendees predicted to attend: Not Applicable for 2021

Describe how receiving lodging tax dollars would increase that number

Funds granted by lodging tax will help to create an active Lewis County Outdoor Recreation and Tourism commission as well as continued movement on the Lewis County Outdoor Recreation and Tourism Strategic Plan.

a. Projected number of attendees who will travel fifty (50) miles or more one way from their home or business to attend: Not Applicable for 2021

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

This is a long-term planning project to create a strategic plan for tourism and recreation in Lewis County. For 2021, we will not see direct results in heads and beds from the planning efforts.

a. Projected number of participants who will travel from another country or state to attend: Not Applicable for 2021

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

This is a long-term planning project to create a strategic plan for tourism and recreation in Lewis County. For 2021, we will not see direct results in heads and beds from the planning efforts..

a. Projected number of participants who will stay overnight in paid accommodations: Not Applicable for 2021

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

This is a long-term planning project to create a strategic plan for tourism and recreation in Lewis County. For 2021, we will not see direct results in heads and beds from the planning efforts.

a. Projected number of participants who will stay overnight in unpaid accommodations: Not Applicable for 2021

b. Describe how receiving lodging tax dollars would increase that number This is a long-term planning project to create a strategic plan for tourism and recreation in Lewis County. For 2021, we will not see direct results in heads and beds from the planning efforts.

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.

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.

SOCIAL MEDIA

Website address <https://discoverlewiscounty.com>

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

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

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

BUDGET

Amount 10,000

Source Port of Seattle Grant

Confirmed No

Date available January 1, 2021

Income 2

Income 3

Income 4

Income 5

Income 6

Expense - Personnel

County	10000
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Other Funds	0
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Total	10000
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Expense - Administration

County	2000
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Other Funds	0
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Total	2000
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Expense - Marketing/promotion

County	0
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Other Funds	0
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Total	0
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Expense - Direct sales activities

County	0
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Other Funds	0
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Total	0
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Expense - Minor equipment

County	2500
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Other Funds	0
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Total	2500
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Expense - Travel

County	1000
Other Funds	0
Total	1000

Expense - Contract services

County	0
Other Funds	0
Total	0

Expense - Other activities

County	15000
Other Funds	0
Total	15000

Total Cost

County	28000
Other Funds	0
Total	28000

Priority 1 Full funding of this project will help the group to work towards the strategic plan and keep the momentum rising

Full Funding Request 28000

Priority 2 15000

Minimum Funding Request 10000

Applicant will / can accept no less than this amount 10000

If partial funding is received, how will that affect the project / activity? Please describe: Partial funding will help us to continue to work on this project throughout 2021.

PROJECT TIMELINE / TOURISM SEASON

What is your anticipated timeline for accomplishing this activity? 2021

Year-round Yes

Year-round Explanation Discover Lewis County is a year-round tourism promotion site

Financial Review

Balance sheet <https://www.formstack.com/admin/download/file/9002905304>

Income statement <https://www.formstack.com/admin/download/file/9002905305>

Operating budget for 2020 <https://www.formstack.com/admin/download/file/9002905306>

Projected budget for 2021 <https://www.formstack.com/admin/download/file/9002905307>

Financial review

Financial review <https://www.formstack.com/admin/download/file/9002905308>

Nonprofit determination

Nonprofit determination <https://www.formstack.com/admin/download/file/9002905310>

Personnel list

Personnel list <https://www.formstack.com/admin/download/file/9002905312>

ACKNOWLEDGEMENT

Signature



(Print or type applicant's name) Tamara Hayes

Date Oct 07, 2020