

Form Name:	Lodging Tax Application
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ORGANIZATION / PROJECT INFORMATION

Organization name	Lewis County Historical Society
Project name	Lewis County Historical Museum
Project coordinator	Jason Mattson- Executive Director
Amount requested from Lewis County	50000
Total project amount	130000

APPLICANT CONTACT INFORMATION

Name	Jason Mattson
Street address	599 NW Front Way Chehalis, WA 98532
Current home phone	(360) 748-0831
Current work phone	(360) 748-0831
Current cell phone	(360) 669-6372
Current email address	director@lewiscountymuseum.org
Agency Tax ID Number	916072021
Organization Unified Business Identifier (UBI)	600291916
UBI expiration date	December 31, 2021
Type of organization:	501(c)3
Organization's mission statement or purpose (one or two sentences):	The mission of the Lewis County Historical Museum is to collect, catalog, preserve, and display historical artifacts for Lewis County Washington. To promote special community events and create events that focus on the history of Lewis County.
Year the organization was founded:	1966
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? 35000

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.) Covid-19 had a major impact on the events that were planned for 2020. All in-person events had to be cancelled which had a negative impact on our annual fundraising. Approximately \$5,000 for marketing and promotion were unused and \$2,000 for event space rental and speaker fees were unused. This along with attendance reduced to 25% of what was projected for 2020.

REQUIRED INFORMATION

PROJECT DESCRIPTION

Project name	Lewis County Historical Museum
1. Describe how the project promotes tourism in all of Lewis County's unincorporated areas.	The museum's visitor information center helps to promote Lewis County's unincorporated areas by promoting events and activities. Funding for day to day operations will provide a source of continuous education for new visitors to the museum as well as a resource for local tourism.
2. Describe how the project will enhance tourism and result in "heads in beds."	As a Visitor Center, the museum will continually promote lodging, events and tourist destinations throughout Lewis County. The events such as The 20 Influential Women of Lewis County, The Chehalis Flying Saucer Party, and Lewis County Advertising History will attract visitors from out of the area. These visitors will want to see the sights and stay the night to fully experience the events planned. All events planned will encourage overnight stays and will attract "heads to beds".
3. List the responsible party / parties.	Jason Mattson- Executive Director Peter Lahmann- President, Lewis County Historical Society Grace Grant- Treasurer, Lewis County Historical Society
4. Describe the area the project will serve, as well as the project's expected impact.	As a Visitor Center, the museum will serve all of Lewis County. Recommendations are made to visitors for lodging, dining, and tourism. Events such as the Influential Women of Lewis County and the Flying Saucer Party will encourage visitors to tour and stay at locations in unincorporated Lewis County.
5. Describe how the project will specifically promote tourism.	As a visitor's center, the museum provides brochures and recommendations to people new to the area. Through events that are planned, we will encourage visitors to see historic places throughout Lewis County, therefore promoting tourism.

6. Describe how you have collaborated with other entities throughout Lewis County to promote tourism.	Recently, we have helped the Morton Museum with a train display and helped to acquire new display cases. We work with the SWW Fair displaying historical exhibits. We also provide historic photos and information to Lewis County businesses and individuals. We have provided assistance to the Centralia/Chehalis Railroad on many occasions.
7. Describe why your project should receive funding.	The museum should receive funding to maintain the operations of the facility, to expand current exhibit space, afford new exhibit displays, and to effectively advertise upcoming events for maximum exposure to new visitors to Lewis County.
8. Describe how your organization would respond to potential cancellations or closures, such as those caused by COVID-19 in 2020.	If closures occur in 2021, some events may be moved to an online format. Otherwise, the events would be postponed until they are allowed to go forward. If the event can't take place, the money that would be from Lodging Tax would not be utilized and remain in the fund for the following year.

USE OF HOTEL / MOTEL TAX

Please indicate below the types of activities for which the lodging tax monies would be used:	TOURISM PROMOTION 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.	With 750 expected visitors, that will produce over \$32,500 in lodging, \$50,000 in meals purchased, \$100,000 at retail establishments.
Total number of attendees predicted to attend:	750
Describe how receiving lodging tax dollars would increase that number	Lodging tax dollars would increase the predicted attendance, by allowing more funds for various forms of advertising and expanded event opportunities.
a. Projected number of attendees who will travel fifty (50) miles or more one way from their home or business to attend:	500
b. Describe how receiving lodging tax dollars would increase that number	With Lodging Tax dollars, better advertising through radio, online markets, and print can be utilized to increase the number of attendees.
a. Projected number of participants who will travel from another country or state to attend:	200

b. Describe how receiving lodging tax dollars would increase that number With Lodging Tax dollars, better advertising through radio, online markets, and print can be utilized to increase the number of attendees from other states and countries assuming travel bans are lifted from outside of the U.S.

a. Projected number of participants who will stay overnight in paid accommodations: 350

b. Describe how receiving lodging tax dollars would increase that number With Lodging Tax dollars, events that occur over two days will be more likely to occur, which will increase the number of attendees who stay overnight in paid accommodations.

a. Projected number of participants who will stay overnight in unpaid accommodations: 100

b. Describe how receiving lodging tax dollars would increase that number With Lodging Tax dollars, multi-day events can occur which would encourage attendees to stay in the area with friends or relatives. These people would still spend their dollars at local retail and restaurant establishments, helping to increase local revenue.

10. Describe how the project provides short-term or long-term economic benefit for Lewis County In the short term, the events and as a visitor center would bring immediate money to the county through lodging, shopping, and restaurant attendance. Long term benefits would be felt when those who came for the first time to the events, would return after having a fun experience visiting Lewis County attractions.

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. Some events, such as the Chehalis Paranormal Forum and The Chehalis Flying Saucer Party, will get sponsorship from local businesses and will be for ticket holders. Other events will be free to attend, but donations will be encouraged.

SOCIAL MEDIA

Website address www.lewiscountymuseum.org

Facebook user name Lewis County Historical Museum

Instagram lchmuseum

Twitter account name N/A

Any other social media platforms your organization uses to promote tourism N/A

BUDGET

Amount \$35,000

Source	Chehalis Lodging Tax
Confirmed	No
Date available	January 1, 2021

Income 2

Amount	\$5,000
Source	City of Centralia Budget
Confirmed	No
Date available	January 1, 2021

Income 3

Amount	\$40,000
Source	Donations, membership, room rentals, and fundraisers.
Confirmed	No
Date available	Accumulated over the course of 2021.

Income 4

Amount	50000
Source	Lewis County Lodging Tax
Confirmed	No
Date available	January 1, 2021

Income 5

Income 6

Total Income	130000
What percentage of your project does your request for Tourism Promotion Dollars represent?	38.46%

Expense - Personnel

County	\$35,000
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Other Funds	\$14,000
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Total	\$49,000
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Expense - Administration

County	9000
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Other Funds	41000
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Total	49000
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Expense - Marketing/promotion

County	\$3500
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Other Funds	\$1000
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Total	\$4500
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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	500
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Other Funds	1500
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Total	2000
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Expense - Travel

County	\$250
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Other Funds	\$250
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Total	\$500
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Expense - Contract services

County	\$1500
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Other Funds	\$1700
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Total	\$3200
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Expense - Other activities

County	250
Other Funds	20550
Total	20800

Total Cost

County	50000
Other Funds	83000
Total	130000

Priority 1	\$50000
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Full Funding Request	Full funding will allow for the ability to fully promote and advertise all events.
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Priority 2	40000
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Minimum Funding Request	Minimum funding would reduce the full potential of advertising, possibly lessening the number of attendees.
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Applicant will / can accept no less than this amount	35000
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If partial funding is received, how will that affect the project / activity? Please describe:	If partial funding is received for the operations, the museum may have to cut operating hours and staff, which would be a loss to the community who uses the museum as a constant resource of historical research. If partial funding is received for the planned events, advertising will be minimal, which will not attract as many visitors making each event less effective tools for tourism.
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PROJECT TIMELINE / TOURISM SEASON

What is your anticipated timeline for accomplishing this activity?	As a visitor center, the museum will be open all year to promote tourism. Events such as the Influential Women of Lewis County will be during the first half of 2021, while the Pie Social, Pancake Breakfast, and Paranormal Forum will occur during the summer months. The Flying Saucer Party will occur in the fall. The winter months will have the return of the Author's Afternoon event.
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Year-round	Yes
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Year-round Explanation	As a visitor center, the museum will be open all year to promote tourism.
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Off-season	Yes
Off-season Explanation	Off-season events will highlight local authors from SW Washington.
Shoulder season	Yes
Shoulder season Explanation	Events such as the Influential Women of Lewis County will be during the first half of 2021 while The Flying Saucer Party will occur in the fall.
High season	Yes
High season Explanation	The Pie Social, Pancake Breakfast, and Paranormal Forum will occur during the summer months.
Is it a seasonal activity appropriate to its location? Explain	Yes, all events are appropriate to the location since the best weather is during the summer months and many of the activities will occur outdoors.

Financial Review

Balance sheet	https://www.formstack.com/admin/download/file/9008196127
Income statement	https://www.formstack.com/admin/download/file/9008196128
Operating budget for 2020	https://www.formstack.com/admin/download/file/9008196129
Projected budget for 2021	https://www.formstack.com/admin/download/file/9008196130

Financial review

Financial review	https://www.formstack.com/admin/download/file/9008196131
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Nonprofit determination

Nonprofit determination	https://www.formstack.com/admin/download/file/9008196132
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Personnel list

Personnel list	https://www.formstack.com/admin/download/file/9008196133
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ACKNOWLEDGEMENT

Signature	
(Print or type applicant's name)	Jason Mattson

Date

Oct 10, 2020
