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|------------------|-----------------------------------|
| Form Name:       | Lodging Tax Application           |
| Submission Time: | October 7, 2020 7:29 am           |
| Browser:         | Chrome 85.0.4183.121 / OS X       |
| IP Address:      | 216.186.28.170                    |
| Unique ID:       | 674846975                         |
| Location:        | 47.660598754883, -122.29190063477 |

## ORGANIZATION / PROJECT INFORMATION

|   |                        |
|---|------------------------|
| <b>Organization name</b>                  | Onalaska Alliance      |
| <b>Project name</b>                       | Apple Harvest Festival |
| <b>Project coordinator</b>                | Cathy Murphy           |
| <b>Amount requested from Lewis County</b> | 10500                  |
| <b>Total project amount</b>               | 19000                  |

## APPLICANT CONTACT INFORMATION

|   |  |
|---|--|
| <b>Name</b>   | Cathy Murphy   |
| <b>Street address</b>   | 205 Burchett Rd<br>Onalaska, WA 98570  |
| <b>Mailing address (if different from street address)</b>                           | WA   |
| <b>Current home phone</b>   | (360) 978-4018   |
| <b>Current work phone</b>   | (360) 978-4115 ext. 2224   |
| <b>Current cell phone</b>   | (360) 520-3659   |
| <b>Current email address</b>  | murphytf@tds.net   |
| <b>Agency Tax ID Number</b>   | 264577681  |
| <b>Organization Unified Business Identifier (UBI)</b>                               | 602905877  |
| <b>UBI expiration date</b>  | March 01, 2021   |
| <b>Type of organization:</b>  | 501(c)3  |
| <b>Organization's mission statement or purpose (one or two sentences):</b>          | To develop sustainable economic opportunities to reduce poverty, develop natural resources, promote community celebration and bring diverse groups of people together. |
| <b>Year the organization was founded:</b>   | 2009   |
| <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?**

Used in 2019, received but not spent in 2020

**How much did your organization / project receive?**

received and used \$7900.00 in 2019, Received but did not use in 2020 \$13,650

**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.)**

Apple Harvest Festival was canceled due to safety and health concerns with COVID19. No lodging tax grant funding was spent.

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## REQUIRED INFORMATION

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### PROJECT DESCRIPTION

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**Project name**

Apple Harvest Festival

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

The four-day Onalaska Apple Harvest Festival held the first weekend in October, including the popular Farm Tour, serves all of Lewis County, Southwest Washington and the Onalaska area by attracting visitors who are interested in a rural, agricultural themed festival and the opportunity to experience an authentic small-town farming community. Now in its 11th year, the Apple Harvest Festival and all its related activities attract an increasing number of visitors to the area each year with a combination of returning and first-time participants.

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

The Apple harvest Festival is a four day event with activities on Thursday and Friday night, a full day and evening of activities on Saturday and a full day and evening on Sunday. Highlights are Bingo, two-day quilt show, over 80 market, craft and farm stand vendors, parade, 5K race, poetry gathering, and Sunday Farm Tour highlighting local working farms and farmsteads and Farm to Table featuring local cuisine. There are enough activities to promote activities that require visitors to stay in lodging to participate in the many attractive and enjoyable activities throughout the festival weekend.

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

Onalaska Alliance, a 501c3 nonprofit, is the managing organization responsible for Onalaska Apple Harvest Festival and Farm Tour. The structure of the Apple Harvest Festival consists of chairpersons and committees for each activity and event throughout the festival. Committee chairs answer to the board of the Onalaska Alliance for all decisions. For 2019, 2748 volunteers gave their time to make our festival successful. If translated into minimum wage, this would be over \$37,000.00. The many partnerships with people, businesses and community organizations shows the impact to our community and Lewis County economically, and also fulfills the mission of the festival and of Onalaska Alliance.

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

The Onalaska Apple Harvest Festival was created to showcase the many talents and skills of our local farming and agriculture-based community including many local and Lewis County artisans, craftsmen, farmers, and loggers, and to promote the local economy and Lewis County tourism. Many local campgrounds, RV parks, motels and AirBnBs report an increase in guests during the Apple Harvest Festival. Area businesses report 50-75% increased sales during the event as attendance continues to grow every year, reflecting a positive experience by participants.

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

Apple Harvest Festival marketing is specifically designed to encourage visitors from Portland to Seattle and beyond to visit the Lewis County area. To promote tourism in the area we plan to sponsor Facebook ads targeting those interested in farming and agriculture, and to make a video showcasing the Farm Tour. Along with the Apple Harvest video, these can be used in publications and websites to showcase the festival and attract visitors to our area while promoting local overnight lodging. Extensive information on local lodging options is also included in our promotional materials, Event Guide, and Onalaska Alliance website. Festival information is also given to local motels, RV parks and campgrounds the week of the festival to encourage those staying in the area to participate.

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

The Onalaska Alliance website and Facebook pages share and promote tourism activities throughout Lewis County throughout the year. Our marketing team regularly posts on social media to promote Lewis County activities and events of interest to travelers and residents, highlighting the many benefits of living in our beautiful scenic area. This includes local Lewis County festivals and events, scenic routes and sponsored activities, tourism sites, and recreational opportunities. We believe this is the best way to support Lewis County tourism and we continue to collaborate with and learn from seasoned tourism leaders in our county.

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

The Onalaska Apple Harvest Festival has been successful in promoting tourism throughout Western Washington. LTAC funding for the festival will be used for marketing to ensure the festival theme and message is spread to potential visitors. Funding also ensures quality materials, including our Event Guide, posters, rack cards, video production and paid advertising. The Apple Harvest Festival is deserving of lodging tax funding for marketing to ensure that visitors will spend their tourist dollars in the form of food and lodging in our area.

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

Onalaska Alliance is not hesitant to cancel or modify Apple Harvest Festival to ensure the safety of the Onalaska community, as well as visitors attending the festival. We follow the guidelines and recommendations of Lewis County and State Department of Health concerning social gatherings. Due to these recommendations, we sadly canceled the 2020 Apple Harvest Festival and will do so in 2021 if necessary.

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

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

TOURISM PROMOTION  
FESTIVAL OR EVENT DESIGNED TO ATTRACT TOURISTS

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

Measurable outcomes for Apple Harvest Festival include: Promote tourism in Onalaska and Lewis County through increased festival attendance, increased exposure to Lewis County and Onalaska area visitor opportunities, increased agritourism awareness of farm opportunities in Lewis County and Onalaska area, Economic benefits to Lewis County and Onalaska businesses through tourist dollars, increased stays in lodging, including RV Parks, Bed & Breakfasts, campgrounds and Airbnbs, and positive community experiences for Onalaska and Lewis County residents. Local businesses report an increased revenue of 50-75% for Apple Harvest Weekend. Many local campgrounds, RV parks, motels and AirBnBs have paid guests, vendors at the Apple Harvest Festival report robust sales, and attendance at Apple Harvest Festival continues to grow every year showing a positive experience by participants. The Onalaska Alliance also benefits by increasing funds to our budget that directly supports and benefits our community projects throughout the year.

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

5000

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

Lodging tax dollars increase the overall attendance of the Apply Harvest Festival by providing the Onalaska Alliance with the means to reach a vast audience by marketing the festival through targeted Facebook ads, the festival Event Guide, printed materials and targeted print ads. Without lodging tax funds, the marketing budget for the festival would be greatly reduced resulting in far fewer visitors to the event and the Lewis County area.

With lodging tax dollars, we plan to make a video of the Sunday Farm Tour featuring local farm and homestead operations. This would be used for promotional materials to target and attract urban area families to experience authentic agricultural farms and farmstead products. This is an excellent use of lodging tax funds that promotes an experience that many urban families are interested in, and also promotes our local agricultural farms and communities.

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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:**

700

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

Lodging tax funds will be used to create a tourism video to showcase the Farm Tour and the experience of touring a working farm. Targeted audiences include the greater Portland and Seattle/Tacoma area. Agricultural themed experiences are very popular for families and attract large numbers of visitors to the Lewis County area. The Sunday Farm Tour, combined with the full day of activities on Saturday, create a very marketable experience for those living in urban areas.

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

300

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

The Apple Harvest Festival uses surveys and "where are you from" maps to identify where visitors have traveled from, including Lewis County, Washington state, the US and the world. This sampling of visitors attending the festival has consistently shown that the Apple Harvest Festival attracts a significant number of visitors from out of state and even from other countries. Lodging tax funds will be used to attract and encourage travelers to visit Lewis County, to see the many recreational opportunities here, and to include our festival in their travel plans.

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

200

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

The Apple Harvest Festival provides two days of quality activities to encourage tourists to spend the night in paid lodging while attending the festival. Data obtained from surveys and sign in sheets at festival events show a significant number of visitors stay in paid overnight lodging while visiting the festival. Lodging options include hotels, campgrounds, motels, local AirBnBs and Bed and Breakfasts. Our marketing materials are given to all local lodging facilities to ensure that visitors to our area are aware of the festival opportunities. We are committed to providing a quality experience that encourages visitors to return to our area and learn more about all that Lewis County has to offer.

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**a. Projected number of participants who will stay overnight in unpaid accommodations:** 400

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

The Apple Harvest Festival attracts a variety of visitors including family and friends of residents who live in Lewis County. The fun and family-oriented activities of the Apple Harvest Festival expose visitors to the many activities and experiences Lewis County has to offer and encourages them to return for other recreation and/or tourist activities and stay in local paid lodging. By promoting Apple Harvest Festival, it also promotes the potential for everyone to return and spend their tourism dollars in Lewis County.

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

There are many short term benefits to local businesses that benefit from visitors attending the Apple Harvest Festival. This includes restaurants, retail businesses, local campgrounds and RV parks, Air BnBs, and motels. Long term economic benefits include visitors seeing the many recreational and outdoor recreation opportunities and wishing to return. This is made possible by a positive experience at local festivals throughout the county, including the Apple Harvest Festival, as well as sufficient lodging, which we have. The natural scenic beauty of our area is also very attraction, requiring many visits to our area to see all that our area has to offer.

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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.**

The Apple Harvest Festival attracts a variety of visitors including family and friends of residents who live in Lewis County. The fun and family-oriented activities of the Apple Harvest Festival expose visitors to the many activities and experiences Lewis County has to offer and encourages them to return for other recreation and/or tourist activities and stay in local paid lodging. By promoting Apple Harvest Festival, it also promotes the potential for everyone to return and spend their tourism dollars in Lewis County.

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## **SOCIAL MEDIA**

**Website address**

[www.onalaskaalliance.org](http://www.onalaskaalliance.org)

**Facebook user name**

Onalaska Alliance, Apple Harvest Festival

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**BUDGET**

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|                |                   |
|----------------|-------------------|
| Amount         | \$8500.00         |
| Source         | Onalaska Alliance |
| Confirmed      | Yes               |
| Date available | current           |

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

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|             |      |
|-------------|------|
| County      | none |
| Other Funds | none |
| Total       | none |

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**Expense - Administration**

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|             |      |
|-------------|------|
| County      | none |
| Other Funds | none |
| Total       | none |

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**Expense - Marketing/promotion**

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|             |           |
|-------------|-----------|
| County      | \$6000.00 |
| Other Funds | none      |
| Total       | \$6000.00 |

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**Expense - Direct sales activities**

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|             |      |
|-------------|------|
| County      | none |
| Other Funds | none |
| Total       | none |

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**Expense - Minor equipment**

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|             |      |
|-------------|------|
| County      | none |
| Other Funds | none |
| Total       | none |

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**Expense - Travel**

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|             |      |
|-------------|------|
| County      | none |
| Other Funds | none |
| Total       | none |

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**Expense - Contract services**

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|             |           |
|-------------|-----------|
| County      | \$4500.00 |
| Other Funds | none      |
| Total       | \$4500.00 |

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**Expense - Other activities**

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|             |      |
|-------------|------|
| County      | none |
| Other Funds | none |
| Total       | none |

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**Total Cost**

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|             |   |
|-------------|---|
| County      | \$10,500.00   |
| Other Funds | \$8,500.00 from Onalaska Alliance   |
| Total       | \$19,000.00   |
| Priority 1  | \$9,000 - \$5,000 printing, \$1500 parade flaggers and \$2500 Farm Tour video |

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|  |   |
|--|---|
| <b>Full Funding Request</b>  | \$10,500.00   |
| <b>Priority 2</b>  | \$6500.00 - \$5,000 printing, \$1,500 parade flaggers                   |
| <b>Minimum Funding Request</b>   | \$10,500.00   |
| <b>Applicant will / can accept no less than this amount</b>  | \$5000 printing   |
| <b>If partial funding is received, how will that affect the project / activity? Please describe:</b> | Decreased printing and advertising costs, Farm Tour video not completed |

## PROJECT TIMELINE / TOURISM SEASON

|   |  |
|---|--|
| <b>What is your anticipated timeline for accomplishing this activity?</b> | April - October 2021   |
| <b>Shoulder season</b>  | Yes  |
| <b>Shoulder season Explanation</b>  | Weekend Fall Festival  |
| <b>Is it a seasonal activity appropriate to its location? Explain</b>     | The Apple Harvest Festival celebrates the seasonal changes of Autumn and the bounty of everything apples and local harvests. Our community has an abundance of apple trees growing in fields and in backyards representing the families that founded our area. The apple and harvest theme is a welcoming visual for celebrating the fall season in the rural, scenic setting of Onalaska. |

## Financial Review

|                                  |   |
|----------------------------------|---|
| <b>Balance sheet</b>             | <a href="https://www.formstack.com/admin/download/file/8999925942">https://www.formstack.com/admin/download/file/8999925942</a> |
| <b>Income statement</b>          | <a href="https://www.formstack.com/admin/download/file/8999925943">https://www.formstack.com/admin/download/file/8999925943</a> |
| <b>Operating budget for 2020</b> | <a href="https://www.formstack.com/admin/download/file/8999925944">https://www.formstack.com/admin/download/file/8999925944</a> |
| <b>Projected budget for 2021</b> | <a href="https://www.formstack.com/admin/download/file/8999925945">https://www.formstack.com/admin/download/file/8999925945</a> |

## Financial review

|                         |   |
|-------------------------|---|
| <b>Financial review</b> | <a href="https://www.formstack.com/admin/download/file/8999925946">https://www.formstack.com/admin/download/file/8999925946</a> |
|-------------------------|---|

## Nonprofit determination

|                                |   |
|--------------------------------|---|
| <b>Nonprofit determination</b> | <a href="https://www.formstack.com/admin/download/file/8999925947">https://www.formstack.com/admin/download/file/8999925947</a> |
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## Personnel list

**ACKNOWLEDGEMENT**

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**Signature**



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

Cathy Murphy

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**Date**

Oct 07, 2020

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