

Form Name:	Lodging Tax Application
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Unique ID:	666063151
Location:	46.627101898193, -123.0092010498

ORGANIZATION / PROJECT INFORMATION

Organization name	Veterans Memorial Museum
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Project name	Veterans Memorial Museum
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Project coordinator	Charles "Chip" Duncan
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Amount requested from Lewis County	25000
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Total project amount	182600
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APPLICANT CONTACT INFORMATION

Name	Charles Duncan
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Street address	100 SW Veterans Way Chehalis, WA 98532
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Mailing address (if different from street address)	100 SW Veterans Way Chehalis, WA 98532
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Current home phone	(360) 740-8875
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Current work phone	(360) 740-8875
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Current cell phone	(360) 304-0285
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Current email address	info@veteransmuseum.org
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Agency Tax ID Number	91144786
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Organization Unified Business Identifier (UBI)	601677528
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UBI expiration date	December 31, 2020
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Type of organization:	501(c)3
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Organization's mission statement or purpose (one or two sentences):	The Veterans Memorial Museum is dedicated to preserving and telling the stories of the men and women who have honorably served our Nation in the Armed Forces in both peacetime and war, so that we may enjoy the freedoms we have today.
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Year the organization was founded:	1997
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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
How much did your organization / project receive?	25,000
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.)	The Veterans Memorial Museum was shut down for nearly two months until Lewis County was moved to Phase 3. During the shut down we made much needed updates to our displays in the gallery along with several refurbishment projects in offices and storage spaces. Once we opened we began to modify our programs and begin new avenues of outreach to the community. Due to the concern for our elderly veteran community we canceled our annual veterans programs and began new avenues for tourism and promotion of the Museum in order to provide much needed support of businesses and organizations in Lewis County. In events like the Gambler 500 and HooptieX we directed participants to visit local small businesses, restaurants and lodging facilities. Though we had to make adjustments for health and safety the events produces some of our largest turn outs with overwhelming support. As we still have several planned programs for 2020 we do expect to spend a majority of our Lodging Funding.

REQUIRED INFORMATION

PROJECT DESCRIPTION

Project name	Veterans Memorial Museum
1. Describe how the project promotes tourism in all of Lewis County's unincorporated areas.	The Veterans Memorial Museum has now been in operation for 23 years. Our focus is to bring in tourism both locally and from abroad. As we have all seen, the effects of COVID19 has greatly changed the landscape of tourism in our region. We are grateful to the staff and board of directors that have been able to rapidly adapt to these situations. As we do not know the full ramifications of what COVID19 will be in 2021, the Museum will continue to adapt and make adjustments to the programs as needed. As 2020 showed we were able to bring in tourism to Lewis county with our various programs. From our registrations and our guest book we were able to bring in thousands of tourists from all corners of Idaho, Washington, Oregon and even California. Many of theses tourists used vehicles to arrive here and spent money in Lewis County lodging facilities, dinning facilities and other tourist venues. We plan to continue an aggressive marketing and tourism promotion for the Museum and Lewis County.

2. Describe how the project will enhance tourism and result in “heads in beds.” The Veterans Memorial Museum will continue to adapt and work through the challenges of COVID19. As we have shown in the past year we were able to continue to produce events with minimal risks. These events brought tourism from as far away as Bakersfield California, Pocatello Idaho, Bellingham Washington and everywhere in between. For example, our first event, the Static 4th of July Parade brought out over 1,200 visitors from Portland to Seattle. Our Gambler 500 event encouraged nearly 700 participants to visit restaurants and businesses in unincorporated Lewis County. Our Rust or Shine Car Show brought in an estimated 1,300 visitors from as far away as Salem Oregon, Coeur d' Alene Idaho and Mt Vernon Washington. We have continued to see similar responses for all the events we produced in 2020. We know firsthand and from surveys that these events produce overnight stays but we also know it brings added revenue to our local businesses that have struggled to stay open in this COVID19 economic climate. All of this ultimately brings tourism and necessary tax revenue for Lewis County.

3. List the responsible party / parties. Charles "Chip" Duncan

4. Describe the area the project will serve, as well as the project's expected impact. From our direct contact and our guest book logs we have seen that annual operations in 2020 have been reduced with fewer visitors from beyond the Pacific Northwest. However we still have produced many events and continued to promote the Museum with the results of visitors coming from as far south as Bakersfield California, Pocatello Idaho and Bellingham Washington. As stated before the Museum has been very purposeful in promoting other small businesses in Lewis County so that we can all weather the effects of COVID19. IN 2021, the Museum will continue to advertise on a statewide, regional and national level to promote tourism.

5. Describe how the project will specifically promote tourism. The Veterans Memorial Museum was created specifically to promote tourism. In addition to being a nationally renown Museum, we also produce a multitude of events to create even more incentives to visit Lewis County.

6. Describe how you have collaborated with other entities throughout Lewis County to promote tourism. In 2020 we have partnered with the Centraila Chehalis Railroad and Museum, the Bordello Museum, along with small businesses in PeEll, Morton, Elbe and Packwood. All these collaborations were intended to strengthen and uplift other non-profits and struggling businesses in this year. Collaborations have become so imperative under these conditions that if we wish to survive the economic devastation to the tourism industry in Lewis County, we must join together.

7. Describe why your project should receive funding.

The Veterans Memorial Museum has focused on what is possible in 2020 under the COVID19 Pandemic. We have adjusted and adapted to bring tourism to Washington State and specifically Lewis County. Shifting times requires unique thinking and proper marketing and promotion. It is our belief that 2021 will have many of the similar challenges that we see today. We will continue to press forward in a concerted effort to help promote tourism while at the same time supporting our community and local small businesses. As always we will only use our Lodging Tax funding for marketing and promotion uses only. It will not be used for salaries, utilities or other similar operating costs.

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

The 2020 COVID shut down certainly put a damper on income for the Veterans Museum, however with financial reserves and the Personnel Paycheck Protection program we were able to continue to pay our staff without reduction in pay. We utilized the time to perform much needed maintenance project along with changing nearly 20% of our gallery displays. Should 2021 create another similar shut down we will be vigilant to look forward to when we can open again and finish or start projects that will enhance tourist experiences at the Museum. A shut down should be looked at as an opportunity to enhance for the future.

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.

Our proposed operational budget for 2021 is \$182,600.
Our planned events includes the
Gambler 500 with a revenue of \$9,000
Civil War Battle with a revenue of \$4,500
Car Show with a revenue of \$12,000
Food Jeep with a revenue of \$5,500
and our various other programs with a revenue of \$8,000
Our three veterans programs do not raise funds but bring in hundreds of tourists to the region
In addition our Events Center brings in more visitors from around the region and projects a \$6,000 revenue.

Total number of attendees predicted to attend:

12,000

Describe how receiving lodging tax dollars would increase that number

Lodging Tax funding is used for advertising and promotion of over 14 scheduled and various programs and events at the Museum. These programs are designed to attract tourists.

a. Projected number of attendees who will travel fifty (50) miles or more one way from their home or business to attend:	3,000
b. Describe how receiving lodging tax dollars would increase that number	In our efforts to attract visitors from 50 miles away or more we focus advertising funds on national and regional magazines, print, radio, along with social media platforms, our website and YouTube channel.
a. Projected number of participants who will travel from another country or state to attend:	1,500
b. Describe how receiving lodging tax dollars would increase that number	We focus our funding on national and regional advertising to draw in visitors from across state lines. Or registrations and guest book entries prove we have a substantial number of visitors from across the nation and the world.
a. Projected number of participants who will stay overnight in paid accommodations:	2,000
b. Describe how receiving lodging tax dollars would increase that number	As stated before we focus our advertising on a broader spectrum. In addition we also feature Discover Lewis County on our web page and our visitors center computer.
a. Projected number of participants who will stay overnight in unpaid accommodations:	500
b. Describe how receiving lodging tax dollars would increase that number	Unpaid accommodations is primarily individuals who stay with friends or family members. This is where local advertising is crucial for increasing these numbers. By advertising broadly and locally we draw individuals know the events at the Museum and can invite friends and family members to stay with them and attend our events.
10. Describe how the project provides short-term or long-term economic benefit for Lewis County	The Veterans Memorial Museum has been operating for 23 years and has provided a beacon of tourism to Lewis County. We shall continue to do so as we press on towards 2021 with collaboration of many entities in unincorporated 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.	The Veterans Memorial Museum continues to create events that will eventually become fully or nearly self-sustaining. This is a goal for the future. In the mean time providing the funding to get these events to that level is still required. For the past five years we have adapted a new strategy of growth and diversification for our projects that will eventually let to this goal.

SOCIAL MEDIA

Website address	www.veteransmuseum.org
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Facebook user name	Veterans Memorial Museum
Instagram	Chehalis Veterans Memorial Museum
BUDGET	
Amount	\$25,000
Source	Lewis County Lodging tax
Confirmed	No
Date available	01/01/2021
Income 2	
Amount	\$30,000
Source	City of Chehalis Lodging tax
Confirmed	No
Date available	01/01/2021
Income 3	
Amount	\$23,000
Source	Admissions and Gift Shop Sales
Confirmed	No
Date available	12/31/2021
Income 4	
Amount	\$15,800
Source	Memberships
Confirmed	No
Date available	12/31/2021
Income 5	
Amount	\$6,000
Source	Events Center

Confirmed	No
Date available	12/31/2021
Income 6	
Amount	\$39,000
Source	Fundraisers
Confirmed	No
Date available	12/31/2021
Total Income	\$182,600
What percentage of your project does your request for Tourism Promotion Dollars represent?	14%
Expense - Personnel	
County	0
Other Funds	\$75,500
Total	\$75,500
Expense - Administration	
County	0
Other Funds	0
Total	0
Expense - Marketing/promotion	
County	\$25,000
Other Funds	\$30,000
Total	\$55,000
Expense - Direct sales activities	
County	0
Other Funds	\$52,100

Total	\$52,100
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Expense - Minor equipment

County	0
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Other Funds	0
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Total	0
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Expense - Travel

County	0
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Other Funds	0
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Total	0
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Expense - Contract services

County	0
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Other Funds	0
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Total	0
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Expense - Other activities

County	0
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Other Funds	0
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Total	0
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Total Cost

County	\$25,000
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Other Funds	\$157,600
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Total	\$182,600
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Priority 1	\$25,000
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Full Funding Request	\$25,000
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Priority 2	\$20,000
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Minimum Funding Request	\$20,000
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Applicant will / can accept no less than this amount \$15,000

If partial funding is received, how will that affect the project / activity? Please describe: If we receive partial funding, it will be difficult to have a broad national and regional outreach to promote tourism in Lewis County

PROJECT TIMELINE / TOURISM SEASON

What is your anticipated timeline for accomplishing this activity? January to December of 2021

Year-round Yes

Year-round Explanation We are open all year Tuesday to Saturday from 10am to 5pm

Off-season Yes

Off-season Explanation We are open year round

Shoulder season Yes

Shoulder season Explanation We are open year round

High season Yes

High season Explanation We are open year round

Is it a seasonal activity appropriate to its location? Explain Ye - we are a tourist attraction featuring an indoor gallery with events and programs scheduled throughout the year.

Financial Review

Balance sheet <https://www.formstack.com/admin/download/file/8884547370>

Income statement <https://www.formstack.com/admin/download/file/8884547371>

Operating budget for 2020 <https://www.formstack.com/admin/download/file/8884547372>

Projected budget for 2021 <https://www.formstack.com/admin/download/file/8884547373>

Financial review

Financial review <https://www.formstack.com/admin/download/file/8884547374>

Nonprofit determination

Nonprofit determination <https://www.formstack.com/admin/download/file/8884547375>

Personnel list

Personnel list

<https://www.formstack.com/admin/download/file/8884547376>

ACKNOWLEDGEMENT

Signature



(Print or type applicant's name)

Charles "Chip" Duncan

Date

Sep 22, 2020
