

Form Name:	Lodging Tax Application
Submission Time:	October 6, 2020 7:59 pm
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IP Address:	184.53.16.53
Unique ID:	674644627
Location:	47.606201171875, -122.33209991455

## ORGANIZATION / PROJECT INFORMATION

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<b>Organization name</b>	Fire Mountain Arts Council (FMAC)
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<b>Project name</b>	Visitor Information & Marketing - FMAC 2021
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<b>Project coordinator</b>	April Doolittle
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<b>Amount requested from Lewis County</b>	13320
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<b>Total project amount</b>	52613
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## APPLICANT CONTACT INFORMATION

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<b>Name</b>	April Doolittle, Volunteer, and Bruce Roberts, President, Fire Mountain Arts Council
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<b>Street address</b>	233 W. Main Morton, WA 98356
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<b>Mailing address (if different from street address)</b>	P.O. Box 781 Morton, WA 98356
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<b>Current home phone</b>	(360) 496-5599
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<b>Current cell phone</b>	(360) 219-8648
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<b>Current email address</b>	April.doolittle@gmail.com
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<b>Agency Tax ID Number</b>	421571555
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<b>Organization Unified Business Identifier (UBI)</b>	602270394
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<b>UBI expiration date</b>	January 31, 2021
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<b>Type of organization:</b>	501(c)3
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<b>Organization's mission statement or purpose (one or two sentences):</b>	Mission: To enrich our community life through the arts.
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Goals:

- Present theatre, movies, music, and other arts events;
  - Foster arts education; nurture local talent;
  - Feature our regional character;
  - Provide venues for the arts;
  - Stimulate economic growth.
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Year the organization was founded: 2003

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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? Awarded (but only partially spent) for Visitor Marketing & Info Services: \$14,330; for Webpage & Brand Overhaul: \$6,000.

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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.)**

Up until March 15, 2020, Fire Mountain Arts Council (FMAC) programming was going in full swing:

- 1) In January, we partnered with Centralia College East to host a rock and roll concert to fundraise for GED scholarships.
- 2) The Valentine dessert theatre production, Little Women, was performed with over 200 people attending.
- 3) OnStage Youth Theatre Education Program's production of Mary Poppins was moving along in full learning and rehearsal mode with 70 children participating.
- 4) Rehearsals were in progress for the spring play, Neil Simon's I Ought to Be in Pictures.
- 5) Weekly first-run movies were showing every Friday, Saturday, and Monday evenings.
- 6) The BCJ Gallery was open four days per week providing tourist information and featuring local artists.

FMAC was forced to shut down everything on March 15, 2020, due to COVID-19. After the closures, volunteers initiated COVID Cabaret, videoing solo street performances, and the Roxy Theater sported fun marquee statements. All were then posted on our active Facebook and Instagram pages. Our aim is to keep our audience, participants, and potential visitors engaged with the Roxy and Lewis County through frequent posts.

Once Lewis County entered Phase III, FMAC reopened the movie theater and, as a community service, began presenting classic movies at 25% seating capacity and the discounted admission of \$5. We recently hosted a regional premier of an independent film, The Dark Divide. This production did attract at least 20 folks from more than fifty miles away plus 100 others.

FMAC's anticipated unspent 2020 Lodging Tax funding is as follows:

- Staff for BCJ Gallery and visitor information services: \$3,526
  - Sandwich board signage for events: \$337
  - Website & social media (especially ads): \$1,537
  - Printing of the 2021 annual brochure (too unpredictable to invest in an annual schedule): \$1,088
  - Postcard printing and postage: \$183
- Total anticipated unspent funding: \$6,670
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# REQUIRED INFORMATION

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## PROJECT DESCRIPTION

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**Project name**

Visitor Information & Marketing - FMAC 2021

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

Because we are centrally located in Lewis County, visitors throughout the county have access to FMAC events at the Roxy Theater. These events help bring visitors to the area and help extend their stay. FMAC's active and engaging Facebook and Instagram pages cross promote regional tourist activities; our website links to Lewis County tourism partners and lodging. BCJ Gallery supplies visitors with county-wide visitor information and directs them to Discover Lewis County. Roxy postcards and posters will be disseminated throughout the county.

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

Since 2003, FMAC has consistently (until COVID) delivered activities year-round, 3-4 evenings/week, that encourage tourists to extend their stay and spend the night while enjoying fine and performing arts. Online and print marketing will continue to engage potential patrons and help ensure that tourists will visit to our area and put "heads in beds." Our website and visitor information services direct visitors to Discover Lewis County, so they can plan where to eat, stay, and play in Lewis County.

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

FMAC Board Members responsible for this project: Bruce Roberts (president, movies & events), Jessica Scogin (vice president & children's programs), Fred Schwindt (treasurer & events), Elysa Ray (secretary & events), Louise Fisher (events), Brad Nelson (movies & events). Others, including volunteers: Ashley Nelson (marketing coordinator-Facebook, Instagram, and e-blasts), Bonnie McBride or replacement staff (BCJ Gallery/visitor information), Annalee Tobey (webpage management), April Doolittle (volunteer, project coordinator, county reimbursement requests & events), Linda Wood (volunteer, BCJ Gallery/visitor information).

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

Lewis County will be served. Marketing will primarily highlight events in the central and eastern part of the county. With a population of about 10,000, this part of the county is lightly populated but has a wealth of tourist attractions. One of FMAC's goals is to stimulate economic growth in this still-depressed part of the county by enticing tourists to visit the area, to extend their stay, and to take advantage of quality fine and performing arts. The BCJ Gallery in Morton provides visitors information so they may be aware of opportunities throughout the county. Attendance statistics and the volume of cars on the street in front of the Roxy attest to substantial economic activity generated by Roxy programs.

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

This project is designed to engage visitors in activities, theatre, fine art viewing and shopping. Finding visitor information at the BCJ Gallery and on FMAC website and FB will link them to other tourism partners. Cross-promoting county attractions will encourage tourists to enhance and extend their stay. FMAC print and social media will inform tourists of the year-round attractions found in unincorporated Lewis County and draw them here.

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

Successful partnerships led to installation of the Hwy 7 digital sign that alerts travelers to events sponsored by local non-profit and civic organizations. FMAC works with Morton Visitors Center to share visitor information materials, White Pass Scenic Byway to produce The Dark Divide and for cross-posting, Centralia College for the summer show, East Lewis County Chamber for cross-posting events, and regional newspapers for articles, advertising and sponsorship. The Roxy Players have provided performances in collaboration with Mossyrock Action League, Onalaska Alliance, SW Washington Fair, and White Pass Country Museum.

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

FMAC's Roxy Theater is the only entity in central and eastern Lewis County that consistently provides evening activities for tourists year round, 3-4 evenings a week. Roxy Players are available to enhance local festivals as requested. When visitors see the digital sign, online, and print marketing promoting FMAC and area events, they discover entertainment possibilities and are enticed to remain overnight in our hotels and campgrounds-"more heads in beds."

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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.**

Due to COVID-19, FMAC will not be printing an annual brochure. Instead, we will use seasonal and/or event postcards. Greater accuracy and flexibility of our print media will make our printing more cost effective. Social media and our website will continue to be our main vehicle for keeping our stakeholders and audiences engaged and informed.

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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  
MARKETING ONLY  
DIRECTIONAL SIGNAGE  
OPERATION OF TOURISM-RELATED FACILITY

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

Specifically, the types of activities for which FMAC would use the lodging tax monies are as follows:

- 1) Marketing graphics to be used for print and online media (\$358)
- 2) 2/3 of printing costs for 6 event postcards (\$700)
- 3) ¾ of postage and postage permit costs for mailing 6 event postcards (\$824)
- 4) Personnel for 27 hours/month to create and manage content on Facebook, Instagram, and weekly e-blasts (plus Mail Chimp scheduling), promoting not only FMAC events, but also those elsewhere in the county (\$4,043)
- 5) Website content management and technical updates (\$1,680)
- 6) Signage: 2'x3' event posters for posting and, laminated, for sandwich boards (\$798)
- 7) ½ of the cost of staffing BCJ Gallery (offering visitor information services plus gift shopping and box office for events) for 54 hours/month (\$4,917)

The expected results (measurable outcomes) of our entire project, with the dollar amount for each outcome, are as follows:

The primary outcome for FMAC's annual marketing and tourist information project (\$52,613, including \$26,582 in-kind, planned for 2021) is to enrich our community through economic activity generated by the arts while enriching our community LIFE through the arts. According to Americans for the Arts (<http://www.americansforthearts.org>), communities that embrace The Arts "...are investing in an industry that supports jobs, generates government revenue, and is the cornerstone of tourism. Arts & Economic Prosperity 5 [2017 study] shows conclusively that, locally as well as nationally, the arts mean business!"

We plan to serve 10,500 people (including 1,800 tourists) with 30 live programs plus 51 first-run movies 216 days/evenings during the year and visitor information and shopping opportunities at the BCJ Gallery 208 days/year.

Each of the following marketing components of our project are intended to engage potential patrons and visitors throughout the Pacific NW so that they come to Lewis County and extend their stays while enjoying local events:

- Print media: \$16,333 (incl. \$10,163 in-kind) Create/disseminate throughout county and beyond: weekly and special-event newspaper ads, event press releases, 9000 event and season postcards, 420 event posters.
- Online and Social media: \$9,723 (incl. \$2,431 in-kind) FMAC's active and engaging websites, weekly e-blasts, monthly e-newsletters, social media posts, ads, and-importantly-cross-posting of area events.
- Radio: (\$604 in-kind) Reach listeners through public service announcements on local stations, our events on greater Puget Sound stations' community calendars, and Discover Lewis County's public radio

spots.

- Signage: \$1,747 (incl. \$413 in-kind) Weekly, digital-sign event and movie announcements, large posters, and 2 sandwich boards strategically placed at businesses frequented by travelers.
- Partnerships: \$3,152 (incl. \$2,852 in-kind) Strengthen the overall county efforts to engage visitors through ads plus entertainment for local festivals, restaurant packages, coordination with DLC, Centralia College, ELC Chamber, and White Pass Scenic Byways.
- Brand recognition: \$500 Roxy T-shirts for volunteers and staff to make the Roxy more visible to community and visitors.

Visitor information services: \$20,554 (incl. \$10,120 in-kind) Some 800 visitors will gain visitor information at BCJ Gallery and/or enjoy shopping for local artwork. Initiation of online sales will expand access to the Gallery and draw potential buyers to FMAC websites and, potentially, to Lewis County.

**Total number of attendees predicted to attend:** 10,500

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

Lodging tax dollars will help market FMAC's events. Marketing funded by lodging dollars includes mailing postcards, updates to Facebook, MortonRoxy.org and e-blasts, and more signage. Helping to staff the Barbara Clevenger Johnson Gallery provides a gift shop activity and visitor information site. These marketing and visitor activities could (and do) draw people to events and to the area, plus enhance and extend visitors' stays.

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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:**

1,800

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

Lodging tax dollars will allow the FMAC tourism base to continue to grow via Facebook, Instagram, and Roxy website pages, which showcase the many and varied performances. Our online presence also enables online ticketing. Postcards sent directly to our mailing list will reach about 1,000 potential attendees six times in 2021. Posters and sandwich boards placed strategically around the region are designed to capture tourists who are already here. Helping tourists discover unexpected, delightful local entertainment enhances the reputation of Lewis County as a fun area to visit, thus, encouraging repeat visitors and facilitating word-of-mouth marketing.

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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**

Lodging tax dollars will enable FMAC to honor our commitment to develop and maintain a strong online and social-media presence. In today's world, that Internet-based presence bridges local to distance marketing, reaching potential visitors more than 50 miles away, out of state, and out of country. (With the current COVID situation, we truly don't anticipate people from out of the country.)

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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**

Through our direct mailing, website, and social media marketing, FMAC is able to bring visitors to our area to enjoy quality entertainment, fine dining, and area lodging. Posters and sandwich boards advertising our current production offer tourists that are already here a reason to spend the night before moving on to their next destination.

FMAC's ability to offer many and varied year-round fine and performing arts activities broadens the base of Lewis County over-night tourism to include those who want to get away to enjoy quality theatre and other arts experiences in a small-town setting. Our movie nights, for instance, offer tourists a chance to enjoy the charm of small-town life with the popcorn drawing and announcements of local events.

Additionally, FMAC venues are rented out for weddings, meetings, and special events like Shape Note Sing. These can attract some hundred people per event, many of whom stay in paid accommodations.

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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**

Many patrons plan their vacations around FMAC offerings. FMAC's OnStage Youth Theatre Education Program brings extended families to the greater Morton area for shows in May, July, and December. Grandparents, aunts, uncles and friends enjoy following their family members' growth in theatre. Also, the summer musical, Veterans Day USO Show, Valentines Dessert Theatre, spring and fall "classic theatre" productions, and Festival of Trees, plus other concerts and events offer many opportunities for visitors to experience the arts while visiting friends and family. Receiving lodging tax dollars helps FMAC continue to offer this plethora of quality year-round activities to our visitors. Additionally, FMAC venues are rented out for weddings, meetings, and special events. These can attract some hundred people per event; some will stay in unpaid accommodations.

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

FMAC's mission, "Enrich our community life through the arts," both economically and culturally, is short and long term because we consistently offer events and programs YEAR ROUND. According to the Americans for the Arts Economic Calculator, expenditures from FMAC activities and audiences should total some \$460,000, collectively supporting up to 12 full-time jobs and resulting in \$42,000 local and state government revenue. The Arts & Economic Prosperity 5 [2017 study] referenced in our Outcomes response powerfully demonstrates that The Arts create JOBS, generate COMMERCE, and drive TOURISM! FMAC's BCJ Gallery and our part-time payroll, DOES put money in the hands of Lewis County residents--money which they then spend in local businesses. And our audiences. . . Look at Morton Main Street during a Roxy event! It is packed with cars--cars belonging to people inclined to spend money on food, lodging, shopping, and entertainment in 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.**

FMAC activities continue throughout the year. With three facilities on Main Street, FMAC venues provide a stable business district for Morton, WA. Centrally located in Lewis County, these venues are readily accessible to tourists coming to Lewis County to explore our many scenic areas. Showing 1st-run movies three times a week and making quality events available to visitors year round allow FMAC to work towards becoming self-sustaining through admission and participation fees. FMAC online ticket sales have increased in the last two years from about 7% to 35%.

In a typical (non-COVID) year, earned income provides nearly 60% of FMAC's revenue. (Most arts organizations earn only 40%.) Each year FMAC successfully recruits Corporate Season Sponsors and operates two crowd-funding campaigns. We have a strong relationship with granting organizations that have been very supportive of FMAC's OnStage Youth Theatre Education Program, such as The Community Foundation of South Puget Sound and the Dawkins Charitable Trust. This year FMAC has been fortunate to receive CARES Relief Grant funding.

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**SOCIAL MEDIA**

<b>Website address</b>	www.MortonRoxy.org (note: FMAC's new websites are still under construction.)
<b>Facebook user name</b>	MortonRoxyTheater and OnStageMorton
<b>Instagram</b>	MortonRoxyTheater and OnStageMorton
<b>Twitter account name</b>	N/A
<b>Any other social media platforms your organization uses to promote tourism</b>	N/A

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## BUDGET

<b>Amount</b>	\$13,320
<b>Source</b>	Lewis County Lodging Tax Funds
<b>Confirmed</b>	No
<b>Date available</b>	2/2021

## Income 2

<b>Amount</b>	\$811
<b>Source</b>	City of Morton Lodging Tax Funds for 2021
<b>Confirmed</b>	No
<b>Date available</b>	2/2021

## Income 3

<b>Amount</b>	\$1,650
<b>Source</b>	City of Morton Lodging Tax Funds from 2020 carried over by FMAC
<b>Confirmed</b>	Yes
<b>Date available</b>	2/2020

## Income 4

<b>Amount</b>	\$22,599
<b>Source</b>	Time donated by volunteers, valued at \$16/hour
<b>Confirmed</b>	Yes
<b>Date available</b>	Throughout 2021

## Income 5

<b>Amount</b>	\$3,984
<b>Source</b>	In-kind marketing (sponsors, such as local newspapers, and partners, such as Centralia College)
<b>Confirmed</b>	No
<b>Date available</b>	Throughout 2021

**Income 6**

Amount	\$10,249
Source	FMAC earned income and donations
Confirmed	Yes
Date available	Throughout 2021
Total Income	\$52,613
What percentage of your project does your request for Tourism Promotion Dollars represent?	25.32%

**Expense - Personnel**

County	\$9,208
Other Funds	\$29,504
Total	\$38,712

**Expense - Administration**

County	0
Other Funds	0
Total	0

**Expense - Marketing/promotion**

County	\$4,112
Other Funds	\$9,789
Total	\$13,901

**Expense - Direct sales activities**

County	0
Other Funds	0
Total	0

**Expense - Minor equipment**

County	0
Other Funds	0
Total	0

**Expense - Travel**

County	0
Other Funds	0
Total	0

**Expense - Contract services**

County	0
Other Funds	0
Total	0

**Expense - Other activities**

County	0
Other Funds	0
Total	0

**Total Cost**

County	\$13,320
Other Funds	\$39,293
Total	\$52,613
Priority 1	\$13,320
Full Funding Request	\$13,320
Priority 2	\$11,269
Minimum Funding Request	\$11,269
Applicant will / can accept no less than this amount	0

**If partial funding is received, how will that affect the project / activity? Please describe:**

Well, this is a frugal budget. It is designed to maintain at our 2019 level, hoping and planning that the year may be somewhat "normal." Without full funding we will attempt to carry out as much of what we propose as possible. We will limit the number of direct mailings. We will eliminate some of our sandwich board signage. We will have to reduce the number of hours the Gallery is open. We have a strong commitment to maintaining our up-to-date and engaging social media and websites. Certainly, with a reduced budget, opportunities for visitors to be drawn to Lewis County and to enhance and extend their stays will be reduced.

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## **PROJECT TIMELINE / TOURISM SEASON**

**What is your anticipated timeline for accomplishing this activity?**

This is a year-round project that will encompass all of 2021. Postcards will be printed and disseminated six or seven times during the year. All other marketing activities will be on-going from January through December 2021. Tourist information services at the Gallery will be available 4 days a week year round and should complement those at Morton Visitor Center.

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**Year-round**

Yes

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**Year-round Explanation**

FMAC marketing and visitor information activities will enhance and extend visitors' stays by drawing them to movies, live theatre, BCJ Gallery, and rental venues year round.

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**Off-season**

Yes

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**Off-season Explanation**

Enhance and extend visitors' stays with marketing, visitor information, holiday shopping, holiday events, and dessert theatre

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**Shoulder season**

Yes

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**Shoulder season Explanation**

Enhance and extend visitors' stays with marketing, visitor information, youth and classic theatre, concerts.

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**High season**

Yes

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**High season Explanation**

Enhance and extend visitors' stays with marketing, visitor information, summer show, children's show.

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**Is it a seasonal activity appropriate to its location? Explain**

Centrally located in Morton, the geographic center of Lewis County, FMAC events are readily accessible for tourists. Events at the Roxy Theater and tourist information services and shopping at BCJ Gallery are year-round activities, not seasonal. Live shows are performed throughout the year, including low and shoulder seasons. First-run movies can be seen year round-Friday, Saturday, and Monday. With three venues, Roxy Theater, BCJ Gallery, and the Tiller Arts Center, tourists have multiple opportunities to "take in" fine or performing arts as a day or evening activity that could enhance and extend their stays in the region.

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## Financial Review

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**Balance sheet** <https://www.formstack.com/admin/download/file/8996529018>

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**Income statement** <https://www.formstack.com/admin/download/file/8996529019>

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**Operating budget for 2020** <https://www.formstack.com/admin/download/file/8996529020>

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**Projected budget for 2021** <https://www.formstack.com/admin/download/file/8996529021>

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## Financial review

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**Financial review** <https://www.formstack.com/admin/download/file/8996529022>

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## Nonprofit determination

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**Nonprofit determination** <https://www.formstack.com/admin/download/file/8996529023>

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## Personnel list

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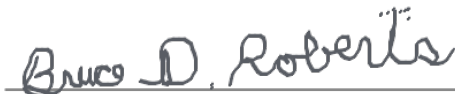
**Personnel list** <https://www.formstack.com/admin/download/file/8996529024>

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## ACKNOWLEDGEMENT

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**Signature**



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

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**Date** Oct 06, 2020

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