

Form Name:	Lodging Tax Application
Submission Time:	October 8, 2020 11:49 am
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IP Address:	66.235.49.87
Unique ID:	675477983
Location:	46.574600219727, -122.908203125

ORGANIZATION / PROJECT INFORMATION

Organization name	White Pass Country Historical Society
Project name	Operation of White Pass Country Historical Museum & Associated Events
Project coordinator	Martha Garoutte
Amount requested from Lewis County	29500
Total project amount	58600

APPLICANT CONTACT INFORMATION

Name	Martha Garoutte
Street address	12990 US Hwy 12 Packwood, WA 98361
Mailing address (if different from street address)	PO Box 958 Packwood, WA 98361
Current home phone	(360) 494-4031
Current work phone	(360) 494-4422
Current cell phone	(360) 496-1519
Current email address	GAROUTTEMARTHA@GMAIL.COM
Agency Tax ID Number	205308985
Organization Unified Business Identifier (UBI)	602655471
UBI expiration date	October 31, 2021
Type of organization:	501(c)3
Organization's mission statement or purpose (one or two sentences):	To capture, preserve & disseminate the history of the Upper Cowlitz Valley, through educational programs, tours and displays.
Year the organization was founded:	2006
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?	\$25,500
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 COVID-19 state mandates regarding the number of persons allowed to gather restricted the programs and the Packwood Mountain Festival event that we have provided for several years. The Museum was closed except for behind the scenes work from March 13 thru July 9. This allowed our group to prepare for the safety mandates for volunteer staff and visitors.

REQUIRED INFORMATION

PROJECT DESCRIPTION

Project name	The operation of the White Pass Country Historical Museum and Associated Events
1. Describe how the project promotes tourism in all of Lewis County's unincorporated areas.	The White Pass Country Historical Museum serves all of Lewis County by providing programs and activities at our interactive center and at outreach sites. We also provide archival research for visitors and news agencies. Tourists are provided with current information as to activities and programs throughout all of Lewis County.
2. Describe how the project will enhance tourism and result in "heads in beds."	We offer evening programs and events which encourage visitors to stay over in the area. We are open for special tours, offer meeting facilities for groups, and provide genealogical research often times beyond scheduled hours.
3. List the responsible party / parties.	The White Pass Country Historical Society Board, members, and volunteers.
4. Describe the area the project will serve, as well as the project's expected impact.	A great number of visitors arrive in Packwood, giving our group the opportunity to share current lodging and business information. Local attractions include Mount Rainier National Park, Mt St Helens and Mt Adams regions, the Tatoosh Range, the Goat Rocks, and the William O. Douglas Wilderness areas, the Gifford Pinchot and Wenatchee National Forests, Skate Creek and Cowlitz River waterways, the White Pass Ski Resort, and the popular Pacific Crest Trail and other area trails.
5. Describe how the project will specifically promote tourism.	We encourage and assist visitors in planning side trips throughout our vast County. We provide current information about the area and year-round entertainment opportunities for tourists. The Packwood Mountain Festival provides tourists with unique activities over a 3 day period.

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

Our Historical Society provides historical information for local businesses. We have been a partner in the restoration of the historic 1929 La Wis Wis Guard Station. We continue to work with the U.S.F.S. and the Sand Mountain Society on the "Save the Rock" project of restoring the High Rock Fire Lookout. We have collaborated with various businesses and agencies such as the Packwood Improvement Club, the Packwood Business Owners committee, and Packwood Learning Community, the Packwood Fire Department, Lewis County Search & Rescue, the Mineral Lake Lions Club, the Cowlitz River Historical Society, the Lewis County Juvenile program, local Motels and Hotels, the White Pass School District, the Packwood Timberland and Mountain View Regional Libraries, organizers of the annual Kosmos Picnic and the Packwood Cultural Council.

7. Describe why your project should receive funding.

The White Pass Country Historical Society has built relationships and trust with agencies and groups over a fourteen year period. Grant monies will allow our nonprofit 501c3 volunteer group to continue to provide free activities year-round for all age groups. Grant dollars allow our group to expand advertising and connections in the Northwest region and beyond.

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

If mandates are in place to limit the number of visitors able to attend a program or event, we will provide social distancing, the wearing of masks, disinfecting of surfaces and Zoom opportunities. If we are mandated to cancel or close, we will follow guidelines and plan to reschedule as many activities as possible and also place these changes on line and on social media sites.

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.

The projected visitor count in 2021 is approximately 5,000. The measurable outcome goal is to increase tourist attendance at the White Pass Country Historical Museum and associated events. A Receptionist-Docent hired for three (3) days a week at five (5) hours a day for fourteen (14) weeks from Memorial Day to Labor Day at a rate of \$13.69 per hour would assist our volunteers and allow the Museum to be open 5 days a week. This would cost approximately \$3,000. In addition, the operation of the WPCH Museum and associated programs would cost \$40,000 plus 2,400 volunteer hours which have a value of \$76,800. The Packwood Mountain Festival, a three day event, will cost \$5,000 plus 336 volunteer hours which have a value of \$10,800. The Packwood Mountain Festival Fun Run will cost \$1,500 plus 94 volunteer hours, which have a value of \$3,008. The early Sunday morning start of the Fun Run race encourages participants to stay overnight prior to the race. This family-oriented Fun Run has been profitable due to the sponsorship of local businesses and organizations. We will continue to expand the Packwood Mountain Festival by adding additional programs and activities.

Our new event, a Haunted House at Halloween will cost \$3,000 with approximately 160 volunteer hours which have a value of \$5,125. The Haunted House will provide evening activities for tourists in the Fall Shoulder Season and will be open multiple evenings.

Total number of attendees predicted to attend: 5,000

Describe how receiving lodging tax dollars would increase that number Our Historical Society will advertise in a variety of venues. We will release interesting archival articles, that have been printed in our newsletter, on line and place them in Motels, Hotels and Air B&B's.

a. Projected number of attendees who will travel fifty (50) miles or more one way from their home or business to attend: 4,000

b. Describe how receiving lodging tax dollars would increase that number By advertising in a variety of out of area venues, we will increase that number.

a. Projected number of participants who will travel from another country or state to attend: 2,000

b. Describe how receiving lodging tax dollars would increase that number By advertising in a variety of out of area venues, we will increase that number.

a. Projected number of participants who will stay overnight in paid accommodations: 1,500

b. Describe how receiving lodging tax dollars would increase that number by providing additional evening programs and activities.

a. Projected number of participants who will stay overnight in unpaid accommodations: 1,000

b. Describe how receiving lodging tax dollars would increase that number By providing additional evening programs and activities.

10. Describe how the project provides short-term or long-term economic benefit for Lewis County Visitors stop and spend money on meals, gas, merchandise and lodging, thus adding to the financial well-being of all communities throughout Lewis County. The WPCCH Museum provides interesting activities to which local businesses may direct visitors. This encourages tourists to stay for a longer length of time in our area. The White Pass Country Historical Society continues to partner with other entities to promote Lewis County as a wonderful destination stop over.

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. Membership fees, museum entry fees, soliciting sponsors and donations, gift shop and pioneer calendar sales, Rental of facilities, quilt raffle, sponsors for special events.

SOCIAL MEDIA

Website address whitepasscountrymuseum.org

Facebook user name White-Pass-Country-Museum

Instagram Instagram.com/WPCMuseum

Twitter account name Twitter.com/WPCMuseum

BUDGET

Amount \$3,000

Source Historical Society Memberships

Confirmed No

Date available AS received

Income 2

Amount \$ 2,500

Source Museum Entry Fees

Confirmed	No
Date available	AS received
Income 3	
Amount	\$ 8,710
Source	Donations
Confirmed	No
Date available	AS received
Income 4	
Amount	\$ 7,890
Source	Event Income
Confirmed	No
Date available	AS received
Income 5	
Amount	\$ 29,500
Source	Lewis County Stadium Fund Grant
Confirmed	No
Date available	AS received
Income 6	
Amount	\$ 7,000
Source	Fundraising
Confirmed	No
Date available	AS received
Total Income	\$ 58,600
What percentage of your project does your request for Tourism Promotion Dollars represent?	50.4%

Expense - Personnel

County	\$3,000
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Other Funds	\$ 0
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Total	\$3,000
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Expense - Administration

County	\$17,400
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Other Funds	\$26,000
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Total	\$43,400
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Expense - Marketing/promotion

County	\$ 8,100
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Other Funds	\$ 0
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Total	\$ 8,100
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Expense - Direct sales activities

County	\$ 0
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Other Funds	\$ 1,900
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Total	\$ 1,900
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Expense - Minor equipment

County	\$ 1,000
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Other Funds	\$ 700
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Total	\$ 1,700
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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
Other Funds	\$ 500
Total	\$ 500

Expense - Other activities

County	\$0
Other Funds	\$0
Total	\$0

Total Cost

County	\$ 29,500
Other Funds	\$ 29,100
Total	\$ 58,600

Priority 1	Full Funding
Full Funding Request	\$ 29,500
Priority 2	Partial Funding, bare bones budget
Minimum Funding Request	\$25,500

Applicant will / can accept no less than this amount \$ 1

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

Reduced funding would seriously impact the operation of the WPCH Museum and the ability of the Museum to be open as a tourist activity center in our unincorporated area. The WPCHS would not be able to increase the number of days we would be open during the High Season, the number and variety of activities available and the ability to provide research information to fulfill visitor requests. Reduced funding would not allow our volunteers to expand the number of paid programs that are reserved for evening events and the Packwood Mountain Festival. With partial funding we would not be able to implement enhanced activities in the summer of 2021, resulting in a likely decrease in the number of visitors that we could draw to the area to stop and stay.

We appreciate your continued support of our non-profit tourist activity center.

PROJECT TIMELINE / TOURISM SEASON

What is your anticipated timeline for accomplishing this activity?	Calendar year 2021
Year-round	Yes
Year-round Explanation	Museum Open, Tours, Meeting room available, workshops, evening programs
Off-season	Yes
Off-season Explanation	Museum Open, new displays created, advertising reviewed, plan upcoming events
Shoulder season	Yes
Shoulder season Explanation	Mountain Festival, Fun Run, Membership drive, Annual Meeting, Haunted House
High season	Yes
High season Explanation	Expanded museum hours, evening programs, walking tours & workshops
Is it a seasonal activity appropriate to its location? Explain	Yes. The Museum is open to greet and direct tourists' year round. The Packwood Mountain Festival kicks off the High Season. Our staff direct tourists to activities throughout all of Lewis County.

Financial Review

Balance sheet	https://www.formstack.com/admin/download/file/9007712808
Income statement	https://www.formstack.com/admin/download/file/9007712809
Operating budget for 2020	https://www.formstack.com/admin/download/file/9007712810
Projected budget for 2021	https://www.formstack.com/admin/download/file/9007712811

Financial review

Financial review	https://www.formstack.com/admin/download/file/9007712812
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Nonprofit determination

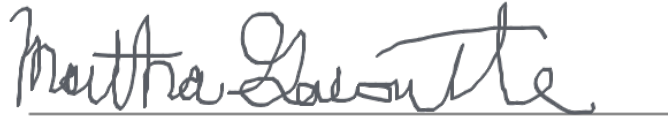
Nonprofit determination	https://www.formstack.com/admin/download/file/9007712813
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Personnel list

Personnel list	https://www.formstack.com/admin/download/file/9007712814
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ACKNOWLEDGEMENT

Signature



(Print or type applicant's name)

Martha Garoutte

Date

Oct 31, 2020
