



TOWN COUNCIL AGENDA

September 17, 2024, 9am
Garden Club
622 Second Street

Skagit County Washington
Incorporated 1890
www.townoflaconner.org

NOTICE OF AND CALL FOR A SPECIAL MEETING OF THE LA CONNER TOWN COUNCIL

DATE: Tuesday, September 17, 2024
TIME: 9:00 a.m. – 11:00 a.m.

The undersigned Mayor of the Town of La Conner is hereby calling for and providing notice of a special meeting in accordance with RCW 42.30.080.

AGENDA

The purpose of this meeting is for:
Hotel Motel Applicant Presentations


Marna Hanneman, Mayor

This notice will be posted on the Town Website, Town Hall and emailed to the La Conner Weekly News on September 12, 2024

Distribution:

Councilmembers: Annie Taylor
Ivan Carlson
Rick Dole
Marylee Chamberlain
Mary Wohleb



TOWN OF LA CONNER
PO Box 400
La Conner, WA 98257

Town of La Conner
2025 Tourism Promotion Funding Application

2025 funding requests are now being accepted by the Town of La Conner.

Applications for Lodging Tax/Tourism Promotion Funding are due September 9, 2024 at Town Hall.

What can be funded with Lodging Tax Revenue?

Lodging taxes can be used for:

- Tourism marketing
- Marketing and operations of special events and festivals
- Operations of tourism-related facilities owned or operated by nonprofit organizations
- Operations and capital expenditures of tourism related facilities owned by the Town of La Conner

State Law Defining the Use of Lodging Tax:

Revised Code of Washington (RCW), Chapter 67.28 - *Public Stadium, Convention, Arts and Tourism Facilities*, governs the use of lodging tax funds and outline required annual reporting of the lodging tax revenues. The required reporting to the State of Washington is incorporated into the Town of La Conner's application forms and process.

Definitions of terms relating to RCW 67.28

Tourism – economic activity resulting from tourists, which may include sales of overnight lodging, meals, tours, gifts, or souvenirs.

Tourism promotions – means activities, operations, and expenditures designed to increase tourism, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding the marketing of or the operation of special events and festivals designed to attract tourists.

Tourism-related facility - means real property owned by a public entity; owned by a non-profit organization described under section 501(c)(3) of the IRS code of 1986 and used to support tourism, performing arts, or to accommodate tourist activities.

Who May Apply?

The 2024 funding program is open to non-profit organizations with the demonstrated ability to achieve tourism goals as outlined below.

- Increase hotel occupancy in the Town of La Conner by creating overnight stays.
- Increase overnight stays during the off season.
- Provide visitor attractions and/or promote the area's existing attractions.
- Attract more businesses to the Town of La Conner and thereby generate additional business for hotels and motels.

All applications must include estimates of how funding the activity will result in increases to people staying overnight, traveling 50 miles or more, or coming from another county, state, or country.

Selection and Award Process:

Funding of the program and specific awards are dependent on the recommendations of the La Conner Finance Committee and the Mayor, who will receive all applications and recommend a list of candidates and funding levels to the Town of La Conner Council for final determination. **Funds will be awarded on a competitive basis**, and applicants will be notified following the Town Council decision.

Application Requirements:

All applications seeking funding under this program must submit a completed application form along with all required documentation in order to be considered for funding. Incomplete applications will not be considered by the Finance Committee and Mayor.

Applications must be received at the La Conner Town Hall by 3:30 p.m. on September 9, 2024.
Please submit only one fully completed and signed original and a copy of your non-profit corporation registration. All applications must be able to be clearly reproduced in black and white.

La Conner Town Hall mailing address: Maria DeGoede
Finance Department
PO Box 400/204 Douglas Street
La Conner, WA 98257

For more information contact Maria DeGoede at 360-466-3125 or email at financedirector@townoflaconner.org.

Organizations awarded funds will be required to:

- Execute a contractual agreement that will set out the performance expectations, level of funding and the mechanism for invoicing for payment;
- Obtain all legally required special events permits, licenses, insurance and approvals;
- Acknowledge the Town's contribution in formal promotional materials and efforts (i.e. Town logo, etc.);
- Submit a post-event activity report to the Town describing the total number of travelers generated in each visitor category. The Town will report this information in its annual report to the State of Washington Joint Legislative Audit and Review Committee (JLARC) by March 15th of the following year.

The post-event activity report must include the following:

- Total amount spent on the event
- Total attendees
- The number of participants who attended the event/activity in each of the following categories:
 - Staying overnight in paid accommodations away from their place of residence or business;
 - Staying overnight in unpaid accommodations (e.g., with friends/family) and traveling fifty miles or more one way from their place of residence or business;
 - Staying for the day only and traveling more than fifty miles or more one way from their place of residence or business;
 - Attending but not included in one of the above categories above
- The estimated number of participants in any of the above categories that attended from out-of-state (includes other countries).
- A description of methods used to determine attendance and distinguish among the visitor categories at the event/activity (Direct Count, Indirect Count, Structural Estimate, Survey, and Informal Survey).

Any recipient awarded funding must complete the reporting requirements.



Town of La Conner

Date: September 10, 2024

To: Mayor and Council

From: Scott G. Thomas, Town Administrator

Subject: Lodging Tax Awards

In Washington, any city, town, or county has the authority to levy lodging taxes, also known as “hotel/motel taxes,” on lodging at hotels, motels, and short-term rentals, including Airbnb, bed and breakfasts (B&Bs), RV parks, and other housing and lodging accommodations, for periods less than 30 days. The tax is collected as a sales tax and paid by the customer at the time of the transaction, and the revenues must be used for eligible tourism promotion activities or tourism-related facilities.

This year, the La Conner Town Council will meet jointly to consider applications for funds that have been submitted. Because the use of lodging tax funds is limited by the state, we have put together this memo to describe applicable state requirements. The following materials have all been taken from MRSC’s page on lodging tax revenues; the original version, which is much lengthier, can be found at: <https://mrsc.org/explore-topics/finance/revenues/lodging-tax#revenues>

Application and Award Process

All prospective lodging tax recipients must apply to the city/county for funding. The entities that may apply for lodging tax funding are:

- Convention and visitors’ bureaus;
- Destination marketing organizations;
- Nonprofits, including main street organizations, lodging associations, or chambers of commerce;
- Municipalities (defined as any city, town, or county).

All applications must include estimates of how funding the activity would result in increases to the number of people staying overnight, traveling 50 miles or more, or visiting from other states or countries. To ensure that applicants are compliant with this statutory requirement, this information should be included in the lodging tax application form. The State Auditor’s Office interprets the law to mean that all users of lodging tax funds, including municipalities, are considered applicants and must follow the relevant

application procedures. So, if cities or counties want to use the funds directly, they should submit applications for their own projects to the legislative body.

There is no requirement that funding priority be given to applicants expected to generate the largest number of tourists. Lodging tax revenue may still be awarded to services that indirectly increase tourism, such as destination marketing organizations.

Use of Revenues

City and county lodging tax revenues must generally be used for tourism promotion, acquisition of tourism-related facilities, or operation of tourism-related facilities (RCW 67.28.1815-.1816), including:

- Tourism marketing;
- Marketing and operations of special events and festivals designed to attract tourists;
- Operations and capital expenditures of tourism-related facilities owned or operated by a municipality or a public facilities district [such as Maple Hall and town restrooms];
- Operations of tourism-related facilities owned or operated by nonprofit organizations (but not capital expenditures).

The guiding principle is that these facilities should be used by tourists. So, for example, a municipal golf course would likely be a permitted lodging tax expenditure in Chelan but not in a Spokane residential neighborhood. Each situation is unique and requires assessment.

"Tourism" means economic activity resulting from tourists, which may include sales of overnight lodging, meals, tours, gifts, or souvenirs. RCW 67.28.080(5).

"Tourism promotion" means activities, operations, and expenditures designed to increase tourism, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding the marketing of or the operation of special events and festivals designed to attract tourists. RCW 67.28.080(6).

"Tourism-related facility" means real or tangible personal property with a usable life of three or more years, or constructed with volunteer labor that is: (a)(i) Owned by a public entity; (ii) owned by a nonprofit organization described under section 501(c)(3) of the federal internal revenue code of 1986, as amended; or (iii) owned by a nonprofit organization described under section 501(c)(6) of the federal internal revenue code of 1986, as amended, a business organization, destination marketing organization, main street organization, lodging association, or chamber of commerce and (b) used to support tourism, performing arts, or to accommodate tourist activities.

Reporting Requirements

All cities and counties *receiving* lodging tax revenues must file an annual report with the Joint Legislative Audit & Review Committee each year for the prior calendar year (RCW 67.28.1816). The reporting requirements include:

- All lodging tax revenues distributed and/or expended;
- All recipients of lodging tax monies, including the city itself, that may have directly used lodging tax funds for qualifying facilities, tourist events, or tourism administration; and
- For all recipients, the actual number of people traveling for business or pleasure on an overnight trip in paid accommodations, traveling 50 or more miles away from their business or place of residence for the day or overnight, or traveling from another country or state.

Can We Spend Lodging Tax Funds on That?

April 7, 2022 by [Eric Lowell](#)

Cities and counties may levy lodging taxes on all charges related to furnishing lodging at hotels, motels, short-term rentals, and recreational vehicle (RV) parks for stays of less than 30 days. Revenues received from these taxes are then restricted to the following uses:

- Tourism marketing,
- Marketing and operations of special events and festivals designed to attract tourists,
- Operations and capital expenditures of tourism-related facilities owned or operated by a municipality or public facilities district, and
- Operations of tourism-related facilities owned or operated by nonprofit organizations.

In jurisdictions with a population of 5,000 or more, entities can apply to the local Lodging Tax Advisory Committee (LTAC) for use of lodging tax funds. Eligible entities include convention and visitors' bureaus, destination marketing organizations, nonprofits (e.g., main street organizations, lodging associations, or chambers of commerce) and/or cities and counties. LTAC applications must explain how the proposed use of funds will increase tourism. The local LTAC will then make funding recommendations to the jurisdiction's governing body for final award.

Question 1

Can lodging tax revenues be used to purchase a community clock or reader board?

Probably not. The use of lodging tax funds is to draw people from over 50 miles away and encourage them to stay overnight. A community clock or reader board would mostly benefit residents and would not likely be a draw for tourists. If the reader board only advertised tourist events, then perhaps a case could be made that such a use of funds would be allowable.

Question 2

Can lodging tax revenues be used to fund an event outside the jurisdiction's boundaries?

Maybe, it depends. The [statute](#) does not explicitly restrict the use of funds to those events that occur within the boundaries of the jurisdiction. Use of lodging tax funds should increase tourism and patronage of businesses within the jurisdiction. If an event in a neighboring jurisdiction will likely draw tourists and lead to overnight stays in your jurisdiction, then funding such an event could be an appropriate use of lodging tax funds.

Question 3

Can a local government use lodging tax funds to pay for increased police presence on event weekends?

Probably yes. If the city required an event promoter to have an additional police presence for an event, the event promoter could include operational costs in their application. Additionally, the city could also apply for lodging tax funds directly to pay for increased police services for such events.

Question 4

Could a local government award lodging tax funds to a local beauty pageant/talent show?

Likely not. The event promoter would need to show that the local pageant is a draw for tourists. If the pageant is limited to local contestants, then it might be difficult to demonstrate that the pageant would attract significant attendance from out-of-town visitors.

Question 5

Could a local government apply for and use lodging tax funds to make improvements to a municipal golf course?

It depends. If the city can show that the golf course has a healthy number of tourists using it, then it could be an allowable use. If the municipal golf course is mainly used by locals, then most likely it would not be an eligible use of lodging tax funds.

Town of La Conner

Hotel/Motel Tax Requests 2025 Budget

Fund	Agency	2022 Actual	2023 HM Actual.	2024 Requests	2024 HM Actual	2025 Full Funding Req	2025 Partial Funding Req	2025 HM Committee Rec
123	Chamber of Commerce	80,000.00	83,000.00	100,000.00	90,000.00	100,000.00	95,000.00	
123	Skagit Valley Tulip Festival	2,500.00	3,000.00	3,000.00	5,000.00	5,000.00	5,000.00	
123	Skagit County Historical Museum	2,000.00	1,000.00	1,500.00	1,500.00	3,360.00	1,680.00	
123	Pacific NW Quilt & Fiber Arts Museum	1,700.00	1,500.00					
123	Museum of NW Art	5,000.00	7,500.00	8,250.00	8,250.00	10,000.00	8,250.00	
123	La Conner Art's Foundation - Art's Alive Event	1,000.00		8,000.00	8,000.00	8,000.00	7,500.00	
123	TOL Public Restrooms	50,200.00	53,856.00	63,995.00	63,995.00	55,740.00	55,740.00	
123	Maple Hall Table & Chairs					16,000.00	16,000.00	
123	TOL Maple Hall Security Cameras		6,000.00					
123	TOL Maple Hall HVAC/Toliet/Audio/Elevator				132,866.00			
123	La Conner Live Concerts	6,000.00	9,000.00	10,000.00	10,000.00	12,000.00	10,000.00	
123	Skagit Artists Together	1,000.00	1,000.00	1,000.00	1,000.00	1,000.00	750.00	
123	Lincoln Theater		5,000.00	5,000.00	1,000.00	5,000.00	2,000.00	
123	Skagit Community Band		1,805.00	1,900.00	1,900.00	2,080.00	1,800.00	
123	Childrens Museum of Skagit County					2,500.00	1,000.00	
123	La Conner Downtown Association					131,900.00	106,900.00	
123	La Conner Thrives Association							
	Birding Festival					2,000.00	1,000.00	
	La Conner Pet Parade					1,000.00	1,000.00	
	Renaissance/Shakespeare Festival					2,500.00	1,000.00	
	Fall Festival					7,500.00	5,000.00	
	Pride Month					7,300.00	1,000.00	
	A Dickens Christmas in La Conner					9,000.00	4,500.00	
123	Love La Conner -Sculpture Advertising	21,800.00						
123	La Conner Advertising	12,000.00						
123	Audit/Advertising /Code Enf Wages 20K	250.00	600.00	600.00	20,600.00	600.00		
Total		183,450.00	173,261.00	203,245.00	344,111.00	382,480.00	325,120.00	-

2023 Ending Fund Balance 311,697.00

2024 Projected Hotel Motel Revenues 180,400.00

2024 Hotel Motel Expenditures **342,111.00**

2025 Projected Hotel Motel Revenues 150,000.00

2025 Projected Ending Fund Balance Limit **15,000.00**

Total amount for remainder of distribution 284,986.00

Full Allocation Request 382,480.00

Est Balance **(97,494.00)**

As of August 2024, we are at 80.43% of the budget estimate for revenues/Added an estimated extra \$40K to this years budgeted revenues

Applicant	Application Complete	Meets Tourism Guidelines	Estimated total Attendance	Estimated 50 Miles + Travel	Estimated from Out of State	Paying for Lodging	Not Paying for Lodging	Estimated \$ Generated Lodging
Museum of NW Art			55,000	40,000	44,000	2,200	52,800	\$704,400
Skagit County Historical Museum			5000	976	600	788	200	\$157,994
Chamber of Commerce			75,000	45,000	19,600	25,500	2,400	\$2,390,500
Skagit Valley Tulip Festival			450K to 600K	423,900	181,800	67,588	350,000	\$3M
La Conner Art's Foundation/Art's Alive Event			2000	1000	200	160	40	90 Stays
La Conner Live Concerts			5200	2500	1400	800	600	\$100,000
Skagit Artists Together			500	100	35	20	30	\$3,000.00
Lincoln Theater			40,250	3900	234	1500	1700	1500 Stays
Skagit Community Band			750	175	20	35	10	40 Stays
Childrens Museum of Skagit County			80,000	18,000	2,250	3,500	5,000	1250 Stays
La Conner Downtown Association			7500	2500	1500	500	2500	500 Stays
La Conner Thrives Association								
Birding Festival - No Impact Estimates								
La Conner Pet Parade			500			300	200	
Renaissance/Shakespeare Festival			200	100		50	150	
Fall Festival			1000	750	200	300	200	
Pride Month			500			150	350	
A Dickens Christmas in La Conner			1000	750	200	200	50	

PUBLIC RESTROOMS AND FACILITIES
\$71,740



Town of La Conner
PO Box 400
La Conner WA 98257

Town of Conner
Lodging Tax Funds
Application for 2024

Applicant Information			
Organization Name:	Town of La Conner Public Works		
Event/Project Title:	Public Restrooms		
Amount of Funding Requested:	71,740		
Address:	PO Box 400, La Conner WA 98257		
Website:	Townoflaconner.org		
Contact Person:	Brian Lease		
Contact Phone Number:	360-840-3001		
E-mail:	publicworks@townoflaconner.org		
Date Submitted:	9/5/24		
Tourism Promotion Activities	_____		
Tourism Related Facility	X		
Event /Festival	_____	Location:	Date(s):
Non-Profit	<u>Attach proof of non-profit corporation status with WA Secretary of State</u>		
Public Agency			

PROJECT SUMMARY

Provide a Description of the Project Activity:

Cost for Supplies, Utilities and payroll to maintain the public restrooms and facilities for the visitors in La Conner

FUNDING & BUDGET

1. Self- Support - Explain how the proposed program, project or event will endeavor to become self-supporting

The public restrooms will not be self-supporting

2. Income from sponsorships, grants, donation and admission fees:

If you are anticipating receiving partial funding for this activity from another source, please list the source(s), approximate amount, and status of funding. Are you seeking hotel/motel taxes from other sources?

Amount	Source	Projected/Confirmed
\$		
\$		
\$		
\$		
\$		

Total Income: \$ _____

What percentage of your project budget does your request for Town funds represent? _____ %

1. Budget Expense:

Activity	La Conner Funds	Other Funds	Total
Personnel: (salaries/benefits)	\$4240	\$	\$
Public Restroom Supplies:	\$9000	\$	\$
Public Restroom Utilities	\$9500	\$	\$
Public Restroom Maint.	\$33,000	\$	\$
Construction:	\$	\$	\$
Other Activities: (specify below)	\$16,000	\$	\$
TOTAL COSTS	\$71,740	\$	\$

Specify Consultants/Other Activities

Replace Chairs in Maple Hall

Priority 1 (full) funding: \$71,740

Priority 2 (partial) funding \$

Describe any budget items unspecified above and explain the differences in the amount listed as funding priorities 1 and 2:

SUPPLEMENTAL QUESTIONS**1. Chamber Contact:**

Have you worked with a Chamber of Commerce or Visitors Information Center to promote your project? If so, explain how this project, program or event and its schedule have been coordinated with the Chamber of Commerce or other programs, projects or events within the Town.

Not promotable

2. Benefit to Town Tourism:

Describe how this activity attracts, serves and facilitates overnight tourism in La Conner. For example: Does it lodge or feed tourists; promote tourism; provide for the sale of gifts, souvenirs or other items, or provide programs/entertainment for tourism? If so, how? Does it provide some other short or long range economic benefit? Will a tourist facility be constructed?

The events that attract the tourists to La Conner are essential, but once they are in Town, they need restroom facilities. Having convenient clean restrooms encourages visitors to stay in Town longer and come back in the future.

3. Time Frame:

What is your anticipated time frame for accomplishing this project? Is it a seasonal activity appropriate to its location? If an outdoor activity, are there any weather-related constraints?

This is a year around need for the tourists visiting La Conner

4. Hotel Seasons:

From the list below, what season will your project enhance tourism in La Conner? Please indicate the appropriate season.

Season	Months	Select-X
Year-round	January - December	X
Off-season	December - February	
Shoulder season	October - November or March - May	
Peak season	June - September	

5. Additional Information:

Provide any additional information which will assist in evaluating your project and its benefit to La Conner.

ECONOMIC IMPACT - Pre-Activity Report

State law requires you to provide estimates of potential economic impact. The estimates are specifically for the event, activity, or facility for which you are requesting funding.

Total amount anticipated to be spent on the project	\$71,740
Visitor Categories	
1. Estimated total attendance	75,000

2. Estimated number of attendees traveling 50 + miles	45,000
3. Estimated number of attendees from out of state.	19,600
4. Estimated attendees paying for lodging	25,500
5. Estimated attendees not paying for lodging (staying with family/friends)	2,400
6. Estimated total \$ of lodging nights generated. (1 lodging night equals 1 + person occupying 1 room for 1 night)	2,390,500

Please provide a description of how your organization will determine attendance and distinguish among the visitor categories (Direct Count, Indirect Count, Structural Estimate, Formal Survey or Informal Survey)

Calculations - Estimated lodging generated by Chamber numbers.

15. Application Certification:

I attest the information in this application is accurate, that I am an Agent authorized to represent the Organization and I understand the funds requested, if granted, will go to the Organization. I will meet all necessary requirements including, but not limited to, insurance, business licensing, permitting and state reporting requirements. If my activity is funded, I agree to use the approved La Conner logo in all promotional material.

Additionally, I understand the Washington State limitations placed on use of Lodging Tax, and certify that the requested funds will be used only for purposes described in this application or as approved by the Town. I understand use of funds is subject to audit by the State of Washington.

I acknowledge that all of the contents of this application are subject to disclosure under the State of Washington Public Records Act. RCW 42.56, and that the application may be discussed in meetings of the Town of La Conner Council that are open to the public under RCW 42.30.

Signature: _____ Print Name: _____

Title: _____ Date: _____

MUSEUM OF NORTWEST ART

Full Funding \$10,000/Partial Funding \$8,250



Town of La Conner
PO Box 400
La Conner WA 98257

Town of Conner
Lodging Tax Funds
Application for 2025

Applicant Information	
Organization Name:	Museum of Northwest Art
Event/Project Title:	Promotion of Exhibitions, Events, Auctions, Workshops, Classes & Educational Programs
Amount of Funding Requested:	\$10,000
Address:	121 South First Street, PO Box 969 La Conner, WA. 98257
Website:	www.monamuseum.org
Contact Person:	Georgia Holt
Contact Phone Number:	360-466-4446 ext 112
E-mail:	development@museumofnwart.org
Date Submitted:	9/9/2024
Tourism Promotion Activities	<input checked="" type="checkbox"/>
Tourism Related Facility	<input checked="" type="checkbox"/>
Event /Festival	<input type="checkbox"/> Location: _____ Date(s): _____
Non-Profit Public Agency	<input checked="" type="checkbox"/> Attach proof of non-profit corporation status with WA Secretary of State

PROJECT SUMMARY

Provide a Description of the Project Activity:

As one of only two art museums in Western Washington that maintain free admission, the Museum of Northwest Art ensures that our exhibitions and educational programs are accessible to all, attracting tourists and overnight visitors to the Town of La Conner. The museum has welcomed 34,246 visitors to the museum so far in 2024. Through diverse art initiatives, we enrich the lives of our visitors, offering transformative experiences that explore identity, global perspectives, and interconnectedness. We are committed to fostering lasting partnerships with regional schools and community organizations, providing unique arts education opportunities for youth, teens, and families that support cultural tourism and long-term regional development. Our galleries are refreshed year-round, featuring four rotating exhibitions in the main galleries, four community engagement exhibitions in the Outside In Gallery, and our largest annual event, the Annual Art Auction. Additionally, our museum store draws shoppers year-round, highlighted by a special holiday event, Sip & Shop, where the store stays open late for holiday shopping. Our docents greet every visitor and ask them to fill

out a form indicating where they are from, what brought them to La Conner, whether they are paying for overnight lodging, and how many people are in their party, ensuring accurate tracking of our visitors and where they are traveling from. The majority of our out-of-state visitors come from California, Colorado, and Florida. We also regularly see out-of-country guests from Canada, Europe, and Australia.

We actively engage with our community through listings in six local calendars and maintain a recurring advertisement in Art Access, which highlights art institutions across Washington State. The museum also supports the tulip festival and is included in the map and brochure produced annually. Additionally, we regularly feature advertisements through Cascade PBS on their Crosscut PBS and KCTS website.

Our museum offers several amenities for the public, including air conditioning, accessible restrooms, and an art studio where visitors can use provided supplies and bring their children to explore creativity through art projects inspired by rotating prompts from our education team. Furthermore, we host a series of enriching free lectures and talks on relevant community and art-related topics.

FUNDING & BUDGET

1. Self- Support - Explain how the proposed program, project or event will endeavor to become self-supporting

As a nonprofit organization, the Museum of Northwest Art is committed to sustaining itself through year-round fundraising efforts and cultivating partnerships with organizations that add value to both MoNA and the broader community. We are actively expanding our sponsorship base and pursuing grant opportunities to grow our marketing budget, enabling us to reach a wider audience and enhance our self-sufficiency.

2. Income from sponsorships, grants, donation and admission fees:

If you are anticipating receiving partial funding for this activity from another source, please list the source(s), approximate amount, and status of funding. Are you seeking hotel/motel taxes from other sources?

Amount	Source	Projected/Confirmed
\$10,000	Town of La Conner	Projected
\$15,000	Skagit County LTAC	Projected
\$		
\$		
\$		

Total Income: \$ 25,000

What percentage of your project budget does your request for Town funds represent? 40%

1. Budget Expense:

Activity	La Conner Funds	Other Funds	Total
Personnel: (salaries/benefits)	\$ 4,000	\$ 6,000	\$ 10,000
Administration: (supplies/utilities/phone/rent/janitor/taxes)	\$	\$	\$
Marketing/Promotion:	\$ 6,000	\$ 9,000	\$ 15,000
Travel:	\$	\$	\$
Consultants: (specify below)	\$	\$	\$
Construction:	\$	\$	\$
Other Activities: (specify below)	\$	\$	\$
TOTAL COSTS	\$ 10,000	\$ 15,000	\$ 25,000

Specify Consultants/Other Activities

The Museum of Northwest Art recently added a Marketing Coordinator role to enhance our marketing efforts and community outreach. This new position has already strengthened our ability to engage with a broader audience, promote our programs, and grow our presence. As we continue to expand our initiatives, we aim to increase the hours for this role to further support our outreach and marketing goals.

Priority 1 (full) funding: \$10,000

Priority 2 (partial) funding \$8,250

Describe any budget items unspecified above and explain the differences in the amount listed as funding priorities 1 and 2:

Priority 1 (full) funding would allow us to increase the hours of our marketing team and significantly expand our outreach to a broader audience. With enhanced messaging from our marketing specialist, we anticipate reaching a larger, more diverse demographic and attracting visitors from greater distances. This increased visibility would benefit both the Museum and La Conner businesses. Additionally, full funding would enable us to explore advertising opportunities in the Greater Seattle area, encouraging more visitors to discover the charm and beauty of La Conner. We would prioritize The Stranger Arts edition print and increase the amount of brochures distributed at Seattle Art Galleries. We would also like to expand our online promotion of events with boosted social media posts and inclusion in online event calendars.

Priority 2 (partial) funding would help advance our marketing goals by allowing us to strategically utilize the tools we currently rely on while continuing to seek additional funding for future expansion, including radio advertising. In the meantime, we would focus on advertising in smaller, cost-effective publications and take advantage of free or low-cost online advertising opportunities.

SUPPLEMENTAL QUESTIONS

1. Chamber Contact:

Have you worked with a Chamber of Commerce or Visitors Information Center to promote your project? If so, explain how this project, program or event and its schedule have been coordinated with the Chamber of Commerce or other programs, projects or events within the Town.

We have been working with Mark Hulst of the La Conner Chamber of Commerce providing MoNA brochures and connecting us to other local business owners to collaborate on cross-promotion. We have also been an active contributor to the Love La Conner webpage and provided numerous free tours to local groups.

2. Benefit to Town Tourism:

Describe how this activity attracts, serves and facilitates overnight tourism in La Conner. For example: Does it lodge or feed tourists; promote tourism; provide for the sale of gifts, souvenirs or other items, or provide programs/entertainment for tourism? If so, how? Does it provide some other short or long range economic benefit? Will a tourist facility be constructed?

In 2023, we had 33,915 visitors for the year and we have already passed that record in 2024 with 34,246 visitors year to date. We estimate that, by the end of the year, we will have around 50,000 total visitors in 2024. If the same growth continues, we are estimating an additional 65,000 guests in 2025. The museum shows artists of international renown such as William Morris and Italo Scanga drawing visitors from all around the world. With our exhibitions changing year round, we supplement the down season of other local tourist attractions, bringing continued visitors to La Conner. We actively support local tourism through a dynamic array of activities and offerings complimenting our exhibitions including a rich program of lectures, panel discussions, poetry readings, film series, classes, and workshops. Families and children are encouraged to visit our art studio, which is always equipped for creative exploration.

Our museum store also provides artwork and souvenirs created by local artists that directly support the local art community and adds to la Conner sales tax revenue. Additionally, our knowledgeable staff are dedicated to guiding visitors to local businesses and dining options, enhancing their overall experience in the community.

3. Time Frame:

What is your anticipated time frame for accomplishing this project? Is it a seasonal activity appropriate to its location? If an outdoor activity, are there any weather-related constraints?

Our Museum is open 362 days a year, and marketing for our rotating exhibitions, fundraisers, and events is ongoing throughout the year.

4. Hotel Seasons:

From the list below, what season will your project enhance tourism in La Conner? Please indicate the appropriate season.

Season	Months	Select-X
Year-round	January - December	X
Off-season	December - February	X
Shoulder season	October - November or March - May	X
Peak season	June - September	X

5. Additional Information:

Provide any additional information which will assist in evaluating your project and its benefit to La Conner.

The Museum of Northwest Art is committed to be a welcoming place, where all members of the community experience belonging. MoNA strives to be a place in which connecting through the experience of art can lead to a greater understanding of the human condition. The museum's commitment to DEIA principles involves not only one-time actions, but a continued and sustained investment in creating and maintaining a place of belonging for all community members, visitors, volunteers and staff. To enhance inclusivity, the Museum of Northwest Art has made several significant updates. In 2022, we transformed a first-floor bathroom into an all-gender restroom, ensuring a welcoming environment for everyone, including trans and gender-diverse individuals and people of all abilities. Our commitment to inclusivity extends to our exhibition materials, with bilingual descriptors and interpretative guides in English and Spanish since 2022. Additionally, in Winter 2024, we refreshed our permanent directional signage to include both Spanish and Lushootseed, reflecting our dedication to diverse linguistic and cultural representation.

ECONOMIC IMPACT - Pre-Activity

Report

State law requires you to provide estimates of potential economic impact. The estimates are specifically for the event, activity, or facility for which you are requesting funding.

Total amount anticipated to be spent on the project	\$25,000
Visitor Categories	
1. Estimated total attendance	55,000
2. Estimated number of attendees traveling 50 + miles	40,000
3. Estimated number of attendees from out of state.	44,000
4. Estimated attendees paying for lodging	2,200
5. Estimated attendees not paying for lodging (staying with family/friends)	52,800
6. Estimated total \$ of lodging nights generated. (1 lodging night equals 1 + person occupying 1 room for 1 night)	\$704,000

Please provide a description of how your organization will determine attendance and distinguish among the visitor categories

Our docents request that visitors fill out a form that asks the following questions. We have approximately 38% of our guests who choose to fill out the requested form.

- Postal code
- Number in party
- Paid or unpaid lodging
- Number of Nights paid Lodging

We also have installed an automatic door counter that counts how many people are entering the museum.

15. Application Certification:

I attest the information in this application is accurate, that I am an Agent authorized to represent the Organization and I understand the funds requested, if granted, will go to the Organization. I will meet all necessary requirements including, but not limited to, insurance, business licensing, permitting and state reporting requirements. If my activity is funded, I agree to use the approved La Conner logo in all promotional material.

Additionally, I understand the Washington State limitations placed on use of Lodging Tax, and certify that the requested funds will be used only for purposes described in this application or as approved by the Town. I understand use of funds is subject to audit by the State of Washington.

I acknowledge that all of the contents of this application are subject to disclosure under the State of Washington Public Records Act. RCW 42.56, and that the application may be

discussed in meetings of the Town of La Conner Council that are open to the public under RCW 42.30.

Signature:  Print Name: Georgia Holt

Title: Manager of External Affairs Date: 9/9/24

BUSINESS INFORMATION

Business Name:

MUSEUM OF NORTHWEST ART

UBI Number:

600 449 119

Business Type:

WA NONPROFIT CORPORATION

Business Status:

ACTIVE

Principal Office Street Address:

121 S 1ST ST, LA CONNER, WA, 98257, UNITED STATES

Principal Office Mailing Address:

PO BOX 969, LA CONNER, WA, 98257-0969, UNITED STATES

Expiration Date:

08/31/2025

Jurisdiction:

UNITED STATES, WASHINGTON

Formation/ Registration Date:

08/27/1981

Period of Duration:

PERPETUAL

Inactive Date:

Nature of Business:

NONPROFIT ART MUSEUM OFFERING ART-RELATED EDUCATIONAL PROGRAMMING AND FREE ACCESS TO ART EXHIBITIONS.

Charitable Corporation:



Nonprofit EIN:

91-1181221

Most Recent Gross Revenue is less than \$500,000:



Has Members:



Public Benefit Designation:



Host Home:



REGISTERED AGENT INFORMATION

Registered Agent Name:

MUSEUM OF NORTHWEST ART

Street Address:

121 S 1ST ST, LA CONNER, WA, 98257, UNITED STATES

Mailing Address:

PO BOX 969, LA CONNER, WA, 98257-0969, UNITED STATES

GOVERNORS

Title	Governors Type	Entity Name	First Name	Last Name
GOVERNOR	INDIVIDUAL		THOMAS	BUCKNELL
GOVERNOR	INDIVIDUAL		CJ	EBERT
GOVERNOR	INDIVIDUAL		KATHLEEN	FAULKNER
GOVERNOR	INDIVIDUAL		CANDICE	REID
GOVERNOR	INDIVIDUAL		GRETCHEN	MCCAULEY
GOVERNOR	INDIVIDUAL		DAVID	BUCK
GOVERNOR	INDIVIDUAL		TERRENCE	CARROLL
GOVERNOR	INDIVIDUAL		JUDY	MASSONG
GOVERNOR	INDIVIDUAL		JOHN	LUCKE
GOVERNOR	INDIVIDUAL		KATHRYN	BENNETT
GOVERNOR	INDIVIDUAL		LAUREL	BROWNING
GOVERNOR	INDIVIDUAL		LISA	CLARKE
GOVERNOR	INDIVIDUAL		CYNDI	MCCOY

SKAGIT COUNTY HISTORICAL MUSEUM

Full Funding \$3,360/Partial Funding \$1,680



Town of La Conner
PO Box 400
La Conner WA 98257

Town of Conner
Lodging Tax Funds
Application for 2025

Applicant Information	
Organization Name:	Skagit County Historical Museum
Event/Project Title:	Expanded Marketing
Amount of Funding Requested:	\$3360.00
Address:	PO Box 818, La Conner, WA 98257
Website:	Skagitcounty.net/museum
Contact Person:	Jo Wolfe
Contact Phone Number:	360-466-3365
E-mail:	jwolfe@co.skagit.wa.us
Date Submitted:	9.9.2024
Tourism Promotion Activities	<input checked="" type="checkbox"/>
Tourism Related Facility	<input type="checkbox"/>
Event /Festival	<input type="checkbox"/> Location: _____ Date(s): _____
Non-Profit	<input checked="" type="checkbox"/> Attach proof of non-profit corporation status with WA Secretary of State
Public Agency	

PROJECT SUMMARY

Provide a Description of the Project Activity:

Expand our radio advertising. We currently use Northwest Public Radio on a limited basis to promote specific activities. Our plan is to expand that – doing quarterly promotion of the Museum in general, and La Conner. The areas we would focus on with the advertising would be Eastern Washington, Southwest Washington, and Northwest Washington – including the San Juans.

During 2023, we had 4079 total visitors to the Museum and our activities. Of that, 351 came from out of state, 88 from out of the country, and 488 in state, but over 50 miles. Our goal will be to at least double the number of visitors that travel more than 50 miles to visit the Museum, and La Conner.

FUNDING & BUDGET

1. Self- Support - Explain how the proposed program, project or event will endeavor to become self-supporting

The more visitors we have to the Museum, the higher our revenue. Plus as people become more familiar with us and our programs, they become members of the Historical Society and/or increase their support of preserving and presenting Skagit History.

2. Income from sponsorships, grants, donation and admission fees:

If you are anticipating receiving partial funding for this activity from another source, please list the source(s), approximate amount, and status of funding. Are you seeking hotel/motel taxes from other sources?

Amount	Source	Projected/Confirmed
\$ 4880.00	Admission for 976 people	Projected
\$		
\$		
\$		
\$		

Total Income: \$ 4880.00

What percentage of your project budget does your request for Town funds represent? 100 %

1. Budget Expense:

Activity	La Conner Funds	Other Funds	Total
Personnel: (salaries/benefits)	\$	\$ 252.00	\$ 252.00
Administration: (supplies/utilities/phone/rent/janitor/taxes)	\$	\$	\$
Marketing/Promotion:	\$ 3360.00	\$	\$ 3360.00
Travel:	\$	\$	\$
Consultants: (specify below)	\$	\$	\$
Construction:	\$	\$	\$
Other Activities: (specify below)	\$	\$	\$
TOTAL COSTS	\$ 3360.00	\$ 252.00	\$ 3612.00

Specify Consultants/Other Activities

Priority 1 (full) funding: \$ 3360.00

Priority 2 (partial) funding \$ 1680.00

Describe any budget items unspecified above and explain the differences in the amount listed as funding priorities 1 and 2:

Full funding would be 4 times per year (quarterly). Partial would cut that back to twice in the year.

SUPPLEMENTAL QUESTIONS

1. Chamber Contact:

Have you worked with a Chamber of Commerce or Visitors Information Center to promote your project? If so, explain how this project, program or event and its schedule have been coordinated with the Chamber of Commerce or other programs, projects or events within the Town.

The Skagit County Historical Museum is a member of, and works closely with, the La Conner Chamber of Commerce. Museum staff serve on the Chamber Board and support Chamber activities. The exhibits and events being promoted through this radio promotion will be included in the Chamber's promotional activities. We work with other Chambers throughout the County to promote events and exhibits at the Museum. We also have relationships with Chambers and Visitors Centers throughout the State to promote the Museum and La Conner.

2. Benefit to Town Tourism:

Describe how this activity attracts, serves and facilitates overnight tourism in La Conner. For example: Does it lodge or feed tourists; promote tourism; provide for the sale of gifts, souvenirs or other items, or provide programs/entertainment for tourism? If so, how? Does it provide some other short or long range economic benefit? Will a tourist facility be constructed?

Promoting exhibits and events at the Museum invites visitors to come and spend time in La Conner, not just for a day but to plan an overnight or weekend getaway. La Conner's location is ideally suited to coming for more than just one activity. When visitors are at the Museum, the front desk staff actively encourage guests to stay, shop and eat in La Conner.

3. Time Frame:

What is your anticipated time frame for accomplishing this project? Is it a seasonal activity appropriate to its location? If an outdoor activity, are there any weather-related constraints?

This would be quarterly promotion – 4 times during the year. It would be general Museum promotion, so weather should not be an issue.

4. Hotel Seasons:

From the list below, what season will your project enhance tourism in La Conner? Please indicate the appropriate season.

Season	Months	Select-X
Year-round	January - December	X
Off-season	December - February	
Shoulder season	October - November or March - May	
Peak season	June - September	

5. Additional Information:

Provide any additional information which will assist in evaluating your project and its benefit to La Conner.

ECONOMIC IMPACT - Pre-Activity Report

State law requires you to provide estimates of potential economic impact. The estimates are specifically for the event, activity, or facility for which you are requesting funding.

Total amount anticipated to be spent on the project	\$ 3360.00
Visitor Categories	
1. Estimated total attendance	5000
2. Estimated number of attendees traveling 50 + miles	976
3. Estimated number of attendees from out of state.	600
4. Estimated attendees paying for lodging	788
5. Estimated attendees not paying for lodging (staying with family/friends)	200
6. Estimated total \$ of lodging nights generated. (1 lodging night equals 1 + person occupying 1 room for 1 night)	\$157,994

Please provide a description of how your organization will determine attendance and distinguish among the visitor categories (Direct Count, Indirect Count, Structural Estimate, Formal Survey or Informal Survey)

Direct count & Structural Estimate. Every guest is asked for their zip code when they come to the Museum for a visit. For larger events where this isn't possible, there is an estimate made based on knowledge of attendees.

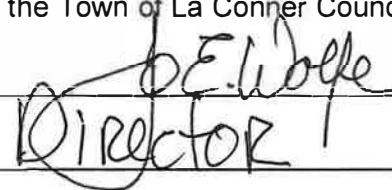
15. Application Certification:

I attest the information in this application is accurate, that I am an Agent authorized to represent the Organization and I understand the funds requested, if granted, will go to the Organization. I will meet all necessary requirements including, but not limited to, insurance, business licensing, permitting and state reporting requirements. If my activity is funded, I agree to use the approved La Conner logo in all promotional material.

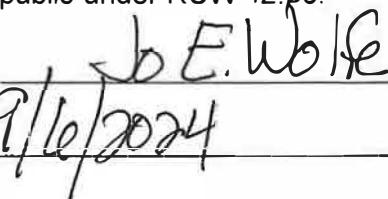
Additionally, I understand the Washington State limitations placed on use of Lodging Tax, and certify that the requested funds will be used only for purposes described in this application or as approved by the Town. I understand use of funds is subject to audit by the State of Washington.

I acknowledge that all of the contents of this application are subject to disclosure under the State of Washington Public Records Act. RCW 42.56, and that the application may be discussed in meetings of the Town of La Conner Council that are open to the public under RCW 42.30.

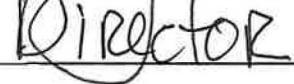
Signature:



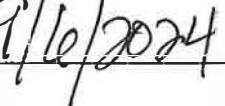
Print Name:



Title:



Date:





U. S. TREASURY DEPARTMENT
INTERNAL REVENUE SERVICE

DISTRICT DIRECTOR
SIXTH AND LENORA BUILDING
SEATTLE, WASHINGTON 98121

IRS #91-6032409
Skagit County Historical Museum
Attachment K

FEB 14 1964

IN REPLY REFER TO
Form 2954
Code 414:141

Skagit County Historical Society
c/o Mrs. Lloyd Hartman, Secretary
Route 2, Box 9C
Mount Vernon, Washington

PURPOSE	
Educational	
FORM 990A REQUIRED	
<input checked="" type="checkbox"/> YES	<input type="checkbox"/> NO
ACCOUNTING PERIOD END- ING December 31	

—
Gentlemen:

Based upon the evidence submitted, it is held that you are exempt from Federal income tax as an organization described in section 501(c)(3) of the Internal Revenue Code, as it is shown that you are organized and operated exclusively for the purpose shown above. Any questions concerning taxes levied under other subtitles of the Code should be submitted to us.

You are not required to file Federal income tax returns so long as you retain an exempt status, unless you are subject to the tax on unrelated business income imposed by section 511 of the Code and are required to file Form 990-T for the purpose of reporting unrelated business taxable income. Any changes in your character, purposes or method of operation should be reported immediately to this office for consideration of their effect upon your exempt status. You should also report any change in your name or address. Your liability for filing the annual information return, Form 990A, is set forth above. That return, if required, must be filed after the close of your annual accounting period indicated above.

Contributions made to you are deductible by donors as provided in section 170 of the Code. Bequests, legacies, devises, transfers or gifts to or for your use are deductible for Federal estate and gift tax purposes under the provisions of section 2055, 2106 and 2522 of the Code.

You are not liable for the taxes imposed under the Federal Insurance Contributions Act (social security taxes) unless you file a waiver of exemption certificate as provided in such Act. You are not liable for the tax imposed under the Federal Unemployment Tax Act. Inquiries about the waiver of exemption certificate for social security taxes should be addressed to this office.

This is a determination letter.

Very truly yours,

Neal S. Warren
District Director

LA CONNER CHAMBER OF COMMERCE

Full Funding \$100,000/Partial Funding \$95,000



Town of La Conner
PO Box 400
La Conner WA 98257

Town of Conner
Lodging Tax Funds
Application for 2025

Applicant Information	
Organization Name:	La Conner Chamber of Commerce
Event/Project Title:	2025 Tourism and Visitor Center
Amount of Funding Requested:	\$100,000
Address:	PO Box 1610 La Conner, WA. 98257
Website:	www.lovelaconner.com
Contact Person:	Mark Hulst
Contact Phone Number:	360-466-4778
E-mail:	director@laconnerchamber.com
Date Submitted:	August 15,2024
Tourism Promotion Activities	<input checked="" type="checkbox"/>
Tourism Related Facility	<input checked="" type="checkbox"/>
Event /Festival	<input checked="" type="checkbox"/> Location: _____ Date(s): _____
Non-Profit	<input checked="" type="checkbox"/> Attach proof of non-profit corporation status with WA Secretary of State
Public Agency	

PROJECT SUMMARY

Provide a Description of the Project Activity:

The La Conner Chamber of Commerce operates the La Conner Visitor Center year-round, promoting tourism through diverse channels, including television and print advertising, social media, sponsored events, and monthly newsletters reaching over 5,000 email addresses, while maintaining a dedicated tourism website.

FUNDING & BUDGET

1. Self- Support - Explain how the proposed program, project or event will endeavor to become self-supporting

The La Conner Chamber of Commerce will continue to rely on its partnership with the Town of La Conner to promote tourism and maintain a visitors center for visiting guests. The lodging tax allocation provided to the La Conner Chamber of Commerce is utilized to pay for La Conner's Visitor Center, utilities related to the Visitor Center along with staffing, marketing and advertising.

2. Income from sponsorships, grants, donation and admission fees:

If you are anticipating receiving partial funding for this activity from another source, please list the source(s), approximate amount, and status of funding. Are you seeking hotel/motel taxes from other sources?

Amount	Source	Projected/Confirmed
\$ 100,000	H/M Tax Allocation	2025
\$ 40,000	Membership Dues	January - December
\$ 14,000	Tourism Related Events	January – December
\$ 12,000	Beautification Grants	January – December
\$		

Total Income: \$ 166,000

What percentage of your project budget does your request for Town funds represent? 60 %

1. Budget Expense:

Activity	La Conner Funds	Other Funds	Total
Personnel: (salaries/benefits)	\$ 15,900	\$ 47,855	\$ 63,750
Administration: (supplies/utilities/phone/rent/janitor/taxes)	\$ 19,850	\$ 21,000	\$ 40,850
Marketing/Promotion:	\$ 60,000	\$	\$ 60,000
Travel:	\$ 0	\$ 0	\$ 0
Consultants: (specify below)	\$	\$	\$
Construction:	\$	\$	\$
Other Activities: (specify below)	\$	\$	\$
TOTAL COSTS	\$ 95,750	\$ 68,855	\$ 164,600

Specify Consultants/Other Activities

Priority 1 (full) funding: \$ 100,000**Priority 2 (partial) funding \$ 95,000**

Describe any budget items unspecified above and explain the differences in the amount listed as funding priorities 1 and 2:

A reduction in the hotel-motel tax allocation from the requested \$100,000 to \$95,000 would have a significant impact on the La Conner Chamber of Commerce's marketing efforts. This decrease in funding would force us to make difficult decisions, potentially scaling back on essential marketing campaigns that are designed to draw overnight guests to our town.

With less funding, we may need to reduce our advertising reach in key markets, limit the frequency of promotions, or cut back on collaborations with travel influencers and media outlets. These reductions could result in fewer visitors being aware of La Conner as a destination, ultimately leading to a decrease in overnight stays. This would not only affect local hotels and accommodations but also diminish the flow of customers to our restaurants, shops, and other businesses that rely on tourism.

Moreover, a reduction in marketing resources could hamper our ability to support local events and festivals that attract tourists and contribute to the town's vibrant atmosphere. The long-term effect could be a decrease in the economic vitality of our community, as fewer visitors equate to less revenue for businesses, potentially leading to job losses and a decline in the overall appeal of La Conner as a thriving tourist destination.

In summary, reducing the hotel-motel tax allocation would limit our capacity to effectively market La Conner, ultimately sacrificing the economic benefits that tourism brings to our town.

SUPPLEMENTAL QUESTIONS

1. Chamber Contact:

Have you worked with a Chamber of Commerce or Visitors Information Center to promote your project? If so, explain how this project, program or event and its schedule have been coordinated with the Chamber of Commerce or other programs, projects or events within the Town.

We are the Chamber of Commerce

2. Benefit to Town Tourism:

Describe how this activity attracts, serves and facilitates overnight tourism in La Conner. For example: Does it lodge or feed tourists; promote tourism; provide for the sale of gifts, souvenirs or other items, or provide programs/entertainment for tourism? If so, how? Does it provide some other short or long range economic benefit? Will a tourist facility be constructed?

The La Conner Chamber of Commerce proudly operates the La Conner Visitor Center, a key asset in our town's strategy to attract and retain overnight guests. Through targeted marketing campaigns directed at key regions, we highlight La Conner's unique charm, cultural attractions, and natural beauty, drawing visitors who are looking for more than just a day trip. By showcasing our town as an ideal destination for extended stays, we drive traffic to local hotels, restaurants, shops, and other

businesses, ensuring a steady flow of revenue for our community.

The Chamber's marketing efforts go beyond just promoting tourism; they foster a robust business environment that benefits all residents. The increased foot traffic generated by overnight guests helps to sustain local businesses year-round, supports job creation, and enhances the overall economic vitality of La Conner. In this way, the Chamber's operation of the Visitor Center and its strategic marketing initiatives play a critical role in making La Conner a thriving, sustainable community for both businesses and residents alike.

3. Time Frame:

What is your anticipated time frame for accomplishing this project? Is it a seasonal activity appropriate to its location? If an outdoor activity, are there any weather-related constraints?

This is a ongoing year round effort.

4. Hotel Seasons:

From the list below, what season will your project enhance tourism in La Conner? Please indicate the appropriate season.

Season	Months	Select-X
Year-round	January - December	X
Off-season	December - February	X
Shoulder season	October - November or March - May	X
Peak season	June - September	X

5. Additional Information:

Provide any additional information which will assist in evaluating your project and its benefit to La Conner.

The La Conner Chamber of Commerce is deeply committed to the long-term prosperity and sustainability of our town. Our project, focused on enhancing marketing efforts and supporting the La Conner Visitor Center, is designed with a strategic approach to maximize the benefits to the entire community.

By targeting key regional markets and showcasing La Conner's unique attractions, our marketing efforts directly contribute to increased overnight stays. This influx of tourists not only bolsters our local economy but also supports a wide range of businesses, from hospitality and dining to retail and cultural venues. The ripple effect of this economic activity extends to job creation, increased sales tax revenue, and a vibrant, thriving community that benefits all residents.

Furthermore, our project emphasizes the importance of maintaining and enhancing the town's brand as a premier destination in the Pacific Northwest. This involves not only traditional advertising but also leveraging digital platforms, social media, and partnerships with travel influencers to reach a broader audience. By doing so, we ensure that La Conner remains top of mind for travelers, driving consistent tourism and economic growth.

In addition to these direct benefits, the Chamber's efforts contribute to the overall quality of life in La Conner. A vibrant tourism industry supports local events, festivals, and cultural activities that enrich our community and create a welcoming environment for both visitors and residents. These efforts also foster a sense of pride among local businesses and citizens, knowing that they are part of a community that is not only surviving but thriving.

In summary, the proposed project is more than just a marketing initiative—it is a comprehensive strategy to ensure the ongoing vitality of La Conner. The success of this project will have a lasting positive impact on our town, making it a better place to live, work, and visit.

ECONOMIC IMPACT - Pre-Activity Report

State law requires you to provide estimates of potential economic impact. The estimates are specifically for the event, activity, or facility for which you are requesting funding.

Total amount anticipated to be spent on the project	\$166,000
Visitor Categories	
1. Estimated total attendance	75,000
2. Estimated number of attendees traveling 50 + miles	45,000
3. Estimated number of attendees from out of state.	19,600
4. Estimated attendees paying for lodging	25,500
5. Estimated attendees not paying for lodging (staying with family/friends)	2,400
6. Estimated total \$ of lodging nights generated. (1 lodging night equals 1 + person occupying 1 room for 1 night)	
25,500 over night guests calculating 2 people per room= 12,750 room rentals x1.25 nights average=15,937@\$150 per room.	\$ 2,390.500

Please provide a description of how your organization will determine attendance and distinguish among the visitor categories (Direct Count, Indirect Count, Structural Estimate, Formal Survey or Informal Survey)

The Chamber collects data by direct count of event attendees, Visitor Center Collection, indirect count and website analytics.

15. Application Certification:

I attest the information in this application is accurate, that I am an Agent authorized to represent the Organization and I understand the funds requested, if granted, will go to the Organization. I will meet all necessary requirements including, but not limited to, insurance, business licensing, permitting and state reporting requirements. If my activity is funded, I agree to use the approved La Conner logo in all promotional material.

Additionally, I understand the Washington State limitations placed on use of Lodging Tax, and certify that the requested funds will be used only for purposes described in this application or as approved by the Town. I understand use of funds is subject to audit by the State of Washington.

I acknowledge that all of the contents of this application are subject to disclosure under the State of Washington Public Records Act. RCW 42.56, and that the application may be discussed in meetings of the Town of La Conner Council that are open to the public under RCW 42.30.

Signature: Mark Hulst Print Name: Mark HULST

Title: Executive Director Date: 8/29/24

UNITED STATES OF AMERICA

The State of Washington



Secretary of State

I, SAM REED, Secretary of State of the State of Washington and custodian of its seal, hereby issue this

CERTIFICATE OF INCORPORATION

to

LA CONNER CHAMBER OF COMMERCE

a/an WA Non-Profit Corporation. Charter documents are effective on the date indicated below.

Date: 3/1/2007

UBI Number: 602-701-067

APPID: 785567



Given under my hand and the Seal of the State of Washington at Olympia, the State Capital

A handwritten signature in cursive script that reads "Sam Reed".

Sam Reed, Secretary of State

SKAGIT VALLEY TULIP FESTIVAL

Full Funding \$5,000/Partial Funding \$5,000



Town of La Conner
PO Box 400
La Conner WA 98257

Town of Conner
Lodging Tax Funds
Application for 2025

Applicant Information	
Organization Name:	Skagit Valley Tulip Festival
Event/Project Title:	Skagit Valley Tulip Festival
Amount of Funding Requested:	\$5,000
Address:	311 W Kincaid St, Mount Vernon, WA 98273
Website:	www.tulipfestival.org
Contact Person:	Nicole Roozen, Executive Director
Contact Phone Number:	360-428-5959
E-mail:	Nicole@tulipfestival.org
Date Submitted:	8/29/24
Tourism Promotion Activities	<input checked="" type="checkbox"/>
Tourism Related Facility	<input type="checkbox"/>
Event /Festival	<input checked="" type="checkbox"/> Location: Skagit County Date(s): April 1-30
Non-Profit	<input checked="" type="checkbox"/> Attach proof of non-profit corporation status with WA Secretary of State
Public Agency	

PROJECT SUMMARY

Provide a Description of the Project Activity:

The Skagit Valley Tulip Festival is committed to promoting regional tourism and driving economic growth in Skagit County. Our event attracts a diverse audience, with a significant percentage of our visitors choosing La Conner as their base for lodging and activities.

Based on recent data, a substantial portion of our attendees travel from outside the region, with many opting to stay in La Conner due to its central location and range of accommodations. This influx of visitors directly contributes to the local economy, benefiting hotels, restaurants, and other businesses in La Conner. Our grant request is carefully aligned with this visitor data. We seek funding proportionate to the demonstrated economic impact that La Conner experiences during the festival.

By supporting our festival, funds will help continue to bolster tourism, sustain local businesses, and enhance the overall visitor experience, ensuring that La Conner remains a key destination during the Skagit Valley Tulip Festival.

In 2024, our data showed that we attracted 450-600K visitors and those visitors generated over \$83M, largely due to the robust marketing efforts we deployed. In 2025 we will build on those efforts with additional marketing tactics that will include paid media, print materials distributed to tens of thousands of people, email marketing, organic social, PR and website enhancements. All of these efforts will have the goal of highlighting what there is to do throughout Skagit County, beyond just the tulips. We'll work with participating La Conner businesses to ensure we're highlighting them in meaningful ways.

FUNDING & BUDGET

1. Self- Support - Explain how the proposed program, project or event will endeavor to become self-supporting

After conducting a comprehensive financial analysis in the last 6 months, we recognize the need for a more robust financial model and have taken significant steps to diversify and update our sources of income. In 2025 we have completely overhauled our sponsorship model, and are asking more from our sponsors, offering them increased value through more comprehensive and impactful packages. These efforts are crucial to addressing rising operational costs while continuing to deliver high-quality promotions, putting Skagit County on a global map and driving substantial tourism and economic benefit to the region.

While these changes are essential for our financial sustainability, support from the Lodging Tax Grants remain vital. The Skagit Valley Tulip Festival is more than just a cherished annual event; it's a cornerstone of our local economy, generating an estimated \$83 million in revenue for Skagit County. This staggering economic impact is felt across numerous sectors, including hospitality, retail, transportation, and dining. The festival attracts tens of thousands of visitors from across the country

and around the world, who not only experience the beauty of our tulips but also contribute significantly to our community's economic health.

However, this level of success and impact doesn't happen on its own. It requires meticulous planning, robust marketing, and seamless execution—all of which are made possible through vital funding, especially the LTAC dollars. These funds are a critical investment in the continued prosperity of our county.

2. Income from sponsorships, grants, donation and admission fees:

If you are anticipating receiving partial funding for this activity from another source, please list the source(s), approximate amount, and status of funding. Are you seeking hotel/motel taxes from other sources?

We're requesting approximately 50% of our total budget to come from LTAX dollars across all of Skagit County, for a total request of \$198,500. This \$198,500 is comprised of our marketing budget, including paid media & website investments, software & subscriptions, traffic control expenses like paying sheriff over-time for flagging and operational expenses. The request to La Conner is 3% of that total, or \$5,000.

Amount	Source	Projected/Confirmed
\$ 13000	Anacortes LTAX	Projected
\$ 25,000	Burlington LTAX	Projected
\$ 5,000	La Conner LTAX	Projected
\$ 22,000	Mount Vernon LTAX	Projected
\$ 5,000	Sedro LTAX	Projected
\$ 128,500	Skagit County LTAX	Projected

Total Income: \$ 198,500

What percentage of your project budget does your request for Town funds represent? 3 %

1. Budget Expense:

Activity	La Conner Funds	Other Funds	Total
Personnel: (salaries/benefits)	\$	\$35,500	\$
Administration: (supplies/utilities/phone/rent/janitor/taxes)	\$	\$6,500	\$
Marketing/Promotion:	\$5,000	\$127,500	\$
Travel:	\$	\$	\$
Consultants: (specify below)	\$	\$	\$
Construction:	\$	\$	\$
Other Activities: (specify below)	\$	\$	\$
TOTAL COSTS	\$	\$	\$

Specify Consultants/Other Activities

\$24,000 for traffic control (paying for sheriff over-time for flagging)

Priority 1 (full) funding: \$**Priority 2 (partial) funding \$**

Describe any budget items unspecified above and explain the differences in the amount listed as funding priorities 1 and 2:

SUPPLEMENTAL QUESTIONS**1. Chamber Contact:**

Have you worked with a Chamber of Commerce or Visitors Information Center to promote your project? If so, explain how this project, program or event and its schedule have been coordinated with the Chamber of Commerce or other programs, projects or events within the Town.

The Skagit Valley Tulip Festival is deeply committed to fostering collaboration with a variety of organizations, including visitor centers, Chambers of Commerce, and tourism-focused groups across Skagit County. We actively distribute our brochures and event materials to all local visitor centers and Chambers, ensuring they have the most up-to-date information to share with potential visitors. To enhance their ability to promote the festival, we also offer tailored training sessions for visitor center staff upon request, helping them become well-versed in all that the festival has to offer.

Our collaboration extends to strategic partnerships with key organizations such as the Skagit Tourism Bureau, with whom we maintain a reciprocal relationship through shared board memberships. This alignment allows us to coordinate our efforts and amplify the reach of both organizations. Additionally, we work closely with the Economic Development Alliance of Skagit County (EDASC), and have a new representative on our board, providing valuable insights and strengthening our ties to the broader economic community.

Looking ahead, we are committed to exploring new and innovative ways to deepen these partnerships and expand our community connections, ensuring that the Skagit Valley Tulip Festival continues to be a cornerstone of regional tourism.

2. Benefit to Town Tourism:

Describe how this activity attracts, serves and facilitates overnight tourism in La Conner. For example: Does it lodge or feed tourists; promote tourism; provide for the sale of gifts, souvenirs or other items, or provide programs/entertainment for tourism? If so, how? Does it provide some other short or long range economic benefit? Will a tourist facility be constructed?

Our 2024 marketing efforts attracted over 450K people to Skagit County. Data shows that La Conner is among the top points of interest when people come to the Tulip Festival, at an estimated 10.2% of visitors (over 45K people in one month). All participating businesses (including hotels) are listed on our new website in a much more engaging way, with dedicated pages, inclusion in our interactive map, clear links to respective sites for easy bookings, directions and shopping.

3. Time Frame:

What is your anticipated time frame for accomplishing this project? Is it a seasonal activity appropriate to its location? If an outdoor activity, are there any weather-related constraints?

The Skagit Valley Tulip Festival officially runs from April 1 to April 30 each year, when the tulips are in full bloom. However, our efforts to make the festival a success extend far beyond the month of April.

Our concerted marketing efforts begin in January, with targeted campaigns designed to build awareness and drive early interest. These efforts intensify as we approach the festival dates, ensuring that our reach is maximized during the peak planning and booking season for visitors.

In addition to our seasonal activities, the Skagit Valley Tulip Festival maintains a year-round presence. We have a dedicated team that works throughout the year to plan, coordinate, and manage all aspects of the festival, including sponsorships, partnerships, logistics, and community engagement. This continuous effort is crucial for sustaining the festival's impact and ensuring its long-term success.

4. Hotel Seasons:

From the list below, what season will your project enhance tourism in La Conner? Please indicate the appropriate season.

Season	Months	Select-X
Year-round	January - December	
Off-season	December - February	x
Shoulder season	October - November or March - May	x
Peak season	June - September	

5. Additional Information:

Provide any additional information which will assist in evaluating your project and its benefit to La Conner.

The Skagit Valley Tulip Festival is a cornerstone event in the Pacific Northwest, drawing hundreds of thousands of visitors each year. As one of the most anticipated events in the region, the festival significantly contributes to the economic vitality of Skagit County.

Key Benefits:

- Economic Impact:** A large portion of festival attendees choose La Conner as their base for

lodging, dining, and shopping, providing a direct boost to the local economy. The increased foot traffic supports local businesses, from hotels and restaurants to retail stores, many of which report their highest sales during the festival month.

2. **Year-Round Presence:** The Skagit Valley Tulip Festival is not just a one-month event; it maintains a year-round presence with 2 full time staff, ongoing marketing, community engagement, and partnerships, which we hope to build more of in 2025.
3. **Future Growth:** We are committed to evolving the festival to meet changing demands and to continue attracting new visitors. Our plans include exploring new revenue streams, enhancing sponsorship opportunities, and increasing the overall value of the festival experience—all of which will have a positive ripple effect on La Conner. We're also very open to collaborating on how best to spotlight La Conner for future growth!

The Skagit Valley Tulip Festival's success is intrinsically linked to the prosperity of La Conner. The support from the LTAC is critical in enabling us to continue driving tourism, supporting local businesses, and enhancing the overall economic health of the community.

ECONOMIC IMPACT - Pre-Activity Report

State law requires you to provide estimates of potential economic impact. The estimates are specifically for the event, activity, or facility for which you are requesting funding.

Total amount anticipated to be spent on the project	\$
Visitor Categories	
1. Estimated total attendance	450-600K
2. Estimated number of attendees traveling 50 + miles	423,900
3. Estimated number of attendees from out of state.	181,800
4. Estimated attendees paying for lodging	67,588
5. Estimated attendees not paying for lodging (staying with family/friends)	350,000
6. Estimated total \$ of lodging nights generated. (1 lodging night equals 1 + person occupying 1 room for 1 night)	\$3M

Please provide a description of how your organization will determine attendance and distinguish among the visitor categories (Direct Count, Indirect Count, Structural Estimate, Formal Survey or Informal Survey)

Attendance will be calculated by garden ticket sales (direct count), surveys to our participating sponsors (indirect count) and structural estimates (based on credit card spend data).

15. Application Certification:

I attest the information in this application is accurate, that I am an Agent authorized to represent the Organization and I understand the funds requested, if granted, will go to the Organization. I will meet all necessary requirements including, but not limited to, insurance, business licensing, permitting and state reporting requirements. If my activity is funded, I agree to use the approved La Conner logo in all promotional material.

Additionally, I understand the Washington State limitations placed on use of Lodging Tax, and certify that the requested funds will be used only for purposes described in this application or as approved by the Town. I understand use of funds is subject to audit by the State of Washington.

I acknowledge that all of the contents of this application are subject to disclosure under the State of Washington Public Records Act. RCW 42.56, and that the application may be discussed in meetings of the Town of La Conner Council that are open to the public under RCW 42.30.

Signature: Nicole Roozen Print Name: Nicole Roozen
Title: Executive Director Date: 8/29/24

INTERNAL REVENUE SERVICE
DISTRICT DIRECTOR
2 CUPANIA CIRCLE
MONTEREY PARK, CA 91755-7406

DEPARTMENT OF THE TREASURY

Date: NOV 07 1995

SKAGIT VALLEY TULIP FESTIVAL
C/O DUANE M. GILLILAND
1616 N. 18TH ST., STE. 108
MOUNT VERNON, WA 98273

Employer Identification Number:
91-1662982
Case Number:
955292017
Contact Person:
TYRONE THOMAS
Contact Telephone Number:
(213) 894-2289
Internal Revenue Code
Section 501(c)(4)
Accounting Period Ending:
June 30
Form 990 Required:
Yes
Addendum Applies:
No

Dear Applicant:

Based on information supplied, and assuming your operations will be as stated in your application for recognition of exemption, we have determined you are exempt from Federal income tax under section 501(a) of the Internal Revenue Code as an organization described in the section indicated above.

Unless specifically excepted, you are liable for taxes under the Federal Insurance Contributions Act (social security taxes) for each employee to whom you pay \$100 or more during a calendar year. And, unless excepted, you are also liable for tax under the Federal Unemployment Tax Act for each employee to whom you pay \$50 or more during a calendar quarter if, during the current or preceding calendar year, you had one or more employees at any time in each of 20 calendar weeks or you paid wages of \$1,500 or more in any calendar quarter. If you have any questions about excise, employment, or other Federal taxes, please address them to this office.

If your sources of support, or your purposes, character, or method of operation change, please let us know so we can consider the effect of the change on your exempt status. In the case of an amendment to your organizational document or bylaws, please send us a copy of the amended document or bylaws. Also, you should inform us of all changes in your name or address.

In the heading of this letter we have indicated whether you must file Form 990, Return of Organization Exempt From Income Tax. If Yes is indicated, you are required to file Form 990 only if your gross receipts each year are normally more than \$25,000. However, if you receive a Form 990 package in the mail, please file the return even if you do not exceed the gross receipts test. If you are not required to file, simply attach the label provided, check the box in the heading to indicate that your annual gross receipts are normally \$25,000 or less, and sign the return.

If a return is required, it must be filed by the 15th day of the fifth month after the end of your annual accounting period. A penalty of \$10 a day is charged when a return is filed late, unless there is reasonable cause for the delay. However, the maximum penalty charged cannot exceed \$5,000 or 5 per-

Letter 948 (DO/CG)

SKAGIT VALLEY TULIP FESTIVAL

cent of your gross receipts for the year, whichever is less. This penalty may also be charged if a return is not complete, so please be sure your return is complete before you file it.

You are not required to file Federal income tax returns unless you are subject to the tax on unrelated business income under section 511 of the Code. If you are subject to this tax, you must file an income tax return on Form 990-T, Exempt Organization Business Income Tax Return. In this letter we are not determining whether any of your present or proposed activities are unrelated trade or business as defined in section 513 of the Code.

You need an employer identification number even if you have no employees. If an employer identification number was not entered on your application, a number will be assigned to you and you will be advised of it. Please use that number on all returns you file and in all correspondence with the Internal Revenue Service.

Donors may not deduct contributions to you because you are not an organization described in section 170(c) of the Code. Under section 6113, any fundraising solicitation you make must include an express statement (in a conspicuous and easily recognizable format) that contributions or gifts to you are not deductible as charitable contributions for Federal income tax purposes. This provision does not apply, however, if your annual gross receipts are normally \$100,000 or less, or if your solicitations are made to no more than ten persons during a calendar year. The law provides penalties for failure to comply with this requirement, unless failure is due to reasonable cause.

If we have indicated in the heading of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

Because this letter could help resolve any questions about your exempt status, you should keep it in your permanent records.

If you have any questions, please contact the person whose name and telephone number are shown in the heading of this letter.

Sincerely yours,



Richard R. Orosco
District Director

LA CONNER ARTS FOUNDATION
ART'S ALIVE

Full Funding \$8,000/Partial Funding \$7,500



Town of La Conner
PO Box 400
La Conner WA 98257

Town of Conner
Lodging Tax Funds
Application for 2025

Applicant Information	
Organization Name:	La Conner Arts Foundation
Event/Project Title:	Art's Alive! 2025 – The 40 th Anniversary Show
Amount of Funding Requested:	\$8,000
Address:	P. O. Box 430 La Conner, WA 98257-0430
Website:	www.laconnerartsfoundation.org www.artsalivelaconner.com
Contact Person:	Sheila Johnson
Contact Phone Number:	(772) 766-3523
E-mail:	laconnerartsfoundation@gmail.com
Date Submitted:	September 9, 2024
Tourism Promotion Activities	_____
Tourism Related Facility	_____
Event /Festival	<input checked="" type="checkbox"/> Location: Maple Hall Date(s): Oct. 22 – Oct. 27
Non-Profit	<input checked="" type="checkbox"/> Attach proof of non-profit corporation status with WA Secretary of State
Public Agency	

PROJECT SUMMARY

Provide a Description of the Project Activity:

In 2025, the 40th Art's Alive! will take place. The Invitational Fine Art Show features work of highly-regarded regional artists, as well as an Open Art Show. Recent Art's Alive! weekends have brought nearly 2,000 visitors through the doors of Maple Hall.

This premier event has further extended La Conner's reputation as a weekend destination for art. The Invitational Fine Art Show will feature the works of 12 artists, and the planning team is working on something very special to acknowledge the 40th anniversary. Since we are more than 13 months away from the 2025 event, the details and commitments with artists are not yet underway.

Also, to continue the increased growth of the number of tourists Art's Alive! attracts, we will collaborate with Stonington Gallery, a pre-eminent gallery in Seattle, to bring in the works of indigenous artists at the forefront of Pacific Northwest Coast art. The 2025 show will feature Coast Salish works seldom seen in the La Conner area and is expected to draw many cultural tourists interested in indigenous works of arts.

FUNDING & BUDGET

1. Self- Support - Explain how the proposed program, project or event will endeavor to become self-supporting

Art's Alive! is striving to become self-supporting by offering show patrons a fresh look at several familiar area artists, as well as introducing a variety of new artists and mediums to keep the show exciting. Highly-anticipated shows increase public donations and lead to Art's Alive's sustainability.

2. Income from sponsorships, grants, donation and admission fees:

If you are anticipating receiving partial funding for this activity from another source, please list the source(s), approximate amount, and status of funding. Are you seeking hotel/motel taxes from other sources?

Amount	Source	Projected/Confirmed
\$2,000	Skagit County	projected
\$1,000	Donations	projected
\$ 100	Sponsorship	projected
\$		
\$		

Total Income: \$ 3,100

What percentage of your project budget does your request for Town funds represent? 65 %

1. Budget Expense:

Activity	La Conner Funds	Other Funds	Total
Personnel: (salaries/benefits)	\$	\$	\$
Administration: (supplies/utilities/phone/rent/janitor/taxes)	\$	\$ 900	\$ 900
Marketing/Promotion:	\$ 4700	\$ 2800	\$ 7500
Travel:	\$	\$ 500	\$ 500
Consultants: (specify below)	\$	\$	\$
Construction:	\$	\$	\$
Other Activities: (specify below)	\$ 3300	\$	\$ 3300
TOTAL COSTS	\$ 8000	\$ 4200	\$12,200

Specify Consultants/Other Activities

Other Activities:

Art's Alive website and domain name	\$ 200
People's Choice Awards	\$ 300
Bank merchant fees	\$1,000
Insurance and permit	\$1,800

Priority 1 (full) funding: \$ 8,000

Priority 2 (partial) funding \$ 7,500

Describe any budget items unspecified above and explain the differences in the amount listed as funding priorities 1 and 2:

The People's Choice Awards would be eliminated, and the Marketing/Promotion expenditures reduced.

SUPPLEMENTAL QUESTIONS

1. Chamber Contact:

Have you worked with a Chamber of Commerce or Visitors Information Center to promote your project? If so, explain how this project, program or event and its schedule have been coordinated with the Chamber of Commerce or other programs, projects or events within the Town.

The La Conner Chamber of Commerce and most all Skagit County Chambers of Commerce include Art's Alive! on their community calendars. Many Whatcom, Island, San Juan, and Snohomish County Chambers also list the event.

Art's Alive! show posters are available at all Skagit Chambers of Commerce and Visitor Centers, as well as at La Conner businesses who are also Chamber members.

2. Benefit to Town Tourism:

Describe how this activity attracts, serves and facilitates overnight tourism in La Conner. For example: Does it lodge or feed tourists; promote tourism; provide for the sale of gifts, souvenirs or other items, or provide programs/entertainment for tourism? If so, how? Does it provide some other short or long range economic benefit? Will a tourist facility be constructed?

All of the above (except construction).

Art's Alive! is a free 4-day celebration of art and artists throughout La Conner. In addition to Art's Alive! in Maple Hall, there are museum discussions and exhibits, artist demonstrations, and music at various establishments. Visitors have a variety of activities to make the weekend in La Conner both gratifying and memorable.

La Conner hoteliers, restauranteurs, merchants, and museums appreciate the business the art traveler brings, especially in late autumn.

Art buyers enjoy the experience of acquiring original artwork and connecting personally with the artist who created the piece at the event's Opening Gala. A lovely reception is also presented on Opening Night.

3. Time Frame:

What is your anticipated time frame for accomplishing this project? Is it a seasonal activity appropriate to its location? If an outdoor activity, are there any weather-related constraints?

October 24, 25, 26, and 27, 2025

It is held in Maple Hall, so weather is not a concern.

4. Hotel Seasons:

From the list below, what season will your project enhance tourism in La Conner? Please indicate the appropriate season.

Season	Months	Select-X
Year-round	January - December	
Off-season	December - February	
Shoulder season	October - November or March - May	X
Peak season	June - September	

5. Additional Information:

Provide any additional information which will assist in evaluating your project and its benefit to La Conner.

The Town of La Conner owns the Art's Alive! show and had, in the past, contracted and compensated La Conner Arts Foundation (LAF) to produce the art show and opening reception. When the contract funding ran out, we were encouraged to continue the show by seeking Hotel/Motel tax funding.

Since LAF has reimaged Art's Alive!, it has become a premier regional fine art show, further cementing La Conner's reputation in the arts in the PNW and as an art travel destination. 1,900 guests enjoyed the 2022 event, and LAF has been able to increase tourism year over year, with the exception of the significant 2023 power outage. The show also provides La Conner's citizens a vibrant art scene with regionally-acclaimed art that is available locally.

ECONOMIC IMPACT - Pre-Activity Report

State law requires you to provide estimates of potential economic impact. The estimates are specifically for the event, activity, or facility for which you are requesting funding.

Total amount anticipated to be spent on the project	\$ 12,200
Visitor Categories	
1. Estimated total attendance	2000
2. Estimated number of attendees traveling 50 + miles	1000
3. Estimated number of attendees from out of state.	200
4. Estimated attendees paying for lodging	160
5. Estimated attendees not paying for lodging (staying with family/friends)	40
6. Estimated total \$ of lodging nights generated. (1 lodging night equals 1 + person occupying 1 room for 1 night)	90

Please provide a description of how your organization will determine attendance and distinguish among the visitor categories (Direct Count, Indirect Count, Structural Estimate, Formal Survey or Informal Survey)

Direct count at the entrance to Maple Hall

15. Application Certification:

I attest the information in this application is accurate, that I am an Agent authorized to represent the Organization and I understand the funds requested, if granted, will go to the Organization. I will meet all necessary requirements including, but not limited to, insurance, business licensing, permitting and state reporting requirements. If my activity is funded, I agree to use the approved La Conner logo in all promotional material.

Additionally, I understand the Washington State limitations placed on use of Lodging Tax, and certify that the requested funds will be used only for purposes described in this application or as approved by the Town. I understand use of funds is subject to audit by the State of Washington.

I acknowledge that all of the contents of this application are subject to disclosure under the State of Washington Public Records Act. RCW 42.56, and that the application may be discussed in meetings of the Town of La Conner Council that are open to the public under RCW 42.30.

Signature: Sheila Johnson Print Name: _ Sheila Johnson

Title: _ Treasurer Date: Sept. 9, 2024

UNITED STATES OF AMERICA

The State of Washington



SECRETARY OF STATE

I, KIM WYMAN, Secretary of State of the State of Washington and custodian of its seal, hereby issue this

ARTICLES OF INCORPORATION

to

LACONNER ARTS FOUNDATION

A WA NONPROFIT CORPORATION, effective on the date indicated below.

Effective Date: 02/13/2020

UBI Number: 604 585 314



Given under my hand and the Seal of the State
of Washington at Olympia, the State Capital

A handwritten signature in blue ink that reads "Kim Wyman".

Kim Wyman, Secretary of State

Date Issued: 02/13/2020

LA CONNER LIVE CONCERTS

Full Funding \$12,000/Partial Funding \$10,000



Town of La Conner
PO Box 400
La Conner WA 98257

Town of Conner
Lodging Tax Funds
Application for 2025

Applicant Information	
Organization Name:	LaConner Live
Event/Project Title:	Summer Concert Series + New Years Eve
Amount of Funding Requested:	10,000 ⁰⁰
Address:	3200 Shelly Hill Rd, Mt. Vernon ^{WA} 98274
Website:	LaConner Live . com
Contact Person:	Gloria Hulst
Contact Phone Number:	360-708-0345
E-mail:	Gloriahulst@gmail.com
Date Submitted:	9-6-24
Tourism Promotion Activities	<input checked="" type="checkbox"/>
Tourism Related Facility	<input type="checkbox"/>
Event /Festival	<input checked="" type="checkbox"/> Location: Gilkey Square Maple Hall
Non-Profit	<input checked="" type="checkbox"/> Attach proof of non-profit corporation status with WA Secretary of State
Public Agency	

PROJECT SUMMARY	
Provide a Description of the Project Activity:	
LaConner Live runs 15-17 weeks of live music performances through out the summer Sundays. Once a year we provide a New Years Celebration @ maple Hall. Timing is geared for a higher impact to Merchants, restaurants + hotel + Lodging. Upcoming: we now have agreements with 5 jazz bands to perform during the daffidil Festival. Still a work in progress we receive a broad range of support from the local community and businesses.	

FUNDING & BUDGET

1. Self- Support - Explain how the proposed program, project or event will endeavor to become self-supporting

By continuing the process of Grant applications when available. Fund raising efforts

2. Income from sponsorships, grants, donation and admission fees:

If you are anticipating receiving partial funding for this activity from another source, please list the source(s), approximate amount, and status of funding. Are you seeking hotel/motel taxes from other sources?

Amount	Source	Projected/Confirmed
\$ 2500 ⁰⁰	Rick Epting	Projected
\$ 1000 ⁰⁰	Port of Skagit	Projected
\$		
\$		
\$		

Total Income: \$ 3500⁰⁰

What percentage of your project budget does your request for Town funds represent? 52 %

1. Budget Expense:

Activity	La Conner Funds	Other Funds	Total
Personnel: (salaries/benefits)	\$ 0	\$	\$
Administration: (supplies/utilities/phone/rent/janitor/taxes)	\$	\$	\$ 800 ⁰⁰
Marketing/Promotion:	\$	\$ 1800 ⁰⁰	\$ 1800 ⁰⁰
Travel:	\$	\$	\$
Consultants: (specify below)	\$	\$ 700 ⁰⁰	\$ 700 ⁰⁰
Construction:	\$	\$	\$
Other Activities: (specify below)	\$ 16200	\$	\$ 16200
TOTAL COSTS	\$	\$	\$ 19500

Specify Consultants/Other Activities

Boards for full year
 Consultant - for website design furtherance
 Yearly insurance and Government expenses

Priority 1 (full) funding: \$ 12,000⁰⁰

Priority 2 (partial) funding \$ 10,000⁰⁰

Describe any budget items unspecified above and explain the differences in the amount listed as funding priorities 1 and 2:

Ten thousand will get us by - 12000⁰⁰ will help us grow - we would like to be able to pay for marketing items for hotel/motel promotion.

SUPPLEMENTAL QUESTIONS

1. Chamber Contact:

Have you worked with a Chamber of Commerce or Visitors Information Center to promote your project? If so, explain how this project, program or event and its schedule have been coordinated with the Chamber of Commerce or other programs, projects or events within the Town.

the Chamber has help promote through news letters and social media

2. Benefit to Town Tourism:

Describe how this activity attracts, serves and facilitates overnight tourism in La Conner. For example: Does it lodge or feed tourists; promote tourism; provide for the sale of gifts, souvenirs or other items, or provide programs/entertainment for tourism? If so, how? Does it provide some other short or long range economic benefit? Will a tourist facility be constructed?

Promotes tourism through entertainment on Sunday's. This helps keep people in town longer it is also geared to start after lunch & before dinner

3. Time Frame:

What is your anticipated time frame for accomplishing this project? Is it a seasonal activity appropriate to its location? If an outdoor activity, are there any weather-related constraints?

Seasonal activity with minimal constraints.

4. Hotel Seasons:

From the list below, what season will your project enhance tourism in La Conner? Please indicate the appropriate season.

Season	Months	Select-X
Year-round	January - December	
Off-season	December - February	X
Shoulder season	October - November or March - May	X
Peak season	June - September	X

5. Additional Information:

Provide any additional information which will assist in evaluating your project and its benefit to La Conner.

ECONOMIC IMPACT - Pre-Activity Report

State law requires you to provide estimates of potential economic impact. The estimates are specifically for the event, activity, or facility for which you are requesting funding.

Total amount anticipated to be spent on the project	\$ 25000 ⁰⁰
Visitor Categories	
1. Estimated total attendance	5200
2. Estimated number of attendees traveling 50 + miles	2500
3. Estimated number of attendees from out of state.	1400
4. Estimated attendees paying for lodging	800
5. Estimated attendees not paying for lodging (staying with family/friends)	600
6. Estimated total \$ of lodging nights generated. (1 lodging night equals 1 + person occupying 1 room for 1 night) 800 @ 125	100,000 ⁰⁰

Please provide a description of how your organization will determine attendance and distinguish among the visitor categories (Direct Count, Indirect Count, Structural Estimate, Formal Survey or Informal Survey)

We use both Direct count twice during the day. Plus a Zip code sign up/in sheet

15. Application Certification:

I attest the information in this application is accurate, that I am an Agent authorized to represent the Organization and I understand the funds requested, if granted, will go to the Organization. I will meet all necessary requirements including, but not limited to, insurance, business licensing, permitting and state reporting requirements. If my activity is funded, I agree to use the approved La Conner logo in all promotional material.

Additionally, I understand the Washington State limitations placed on use of Lodging Tax, and certify that the requested funds will be used only for purposes described in this application or as approved by the Town. I understand use of funds is subject to audit by the State of Washington.

I acknowledge that all of the contents of this application are subject to disclosure under the State of Washington Public Records Act. RCW 42.56, and that the application may be discussed in meetings of the Town of La Conner Council that are open to the public under RCW 42.30.

Signature: Gloria Hulst

Print Name: Gloria Hulst

Title: President

Date: 9-6-24



WASHINGTON
Secretary of State
Corporations & Charities Division

Filed
Secretary of State
State of Washington
Date Filed: 04/26/2024
Effective Date: 04/26/2024
UBI #: 604 300 460

Annual Report

BUSINESS INFORMATION

Business Name:
LACONNER LIVE

UBI Number:
604 300 460

Business Type:
WA NONPROFIT CORPORATION

Business Status:
ACTIVE

Principal Office Street Address:
3200 SHELLY HILL RD, MOUNT VERNON, WA, 98274-6134, UNITED STATES

Principal Office Mailing Address:
3200 SHELLY HILL RD, MOUNT VERNON, WA, 98274-6134, UNITED STATES

Expiration Date:
06/30/2025

Jurisdiction:
UNITED STATES, WASHINGTON

Formation/Registration Date:
06/27/2018

Period of Duration:
PERPETUAL

Inactive Date:

Nature of Business:
EDUCATIONAL, EDUCATION - MUSIC

NONPROFIT GROSS REVENUE CERTIFICATION

Per RCW 24.03A.960 does the Nonprofit certify that its total gross revenue in the most recent fiscal year was less than \$500,000? - Yes

NONPROFIT CORPORATION'S EIN

Nonprofit EIN: **83-2501613**

REGISTERED AGENT RCW 23.95.410

Registered Agent Name **Street Address**

Mailing Address

GLORIA HULST 3200 SHELLY HILL RD, MOUNT VERNON, WA, 98274-6134, UNITED STATES 3200 SHELLY HILL RD, MOUNT VERNON, WA, 98274-6134, UNITED STATES

PRINCIPAL OFFICE

Phone:
360-708-0345

Email:
GLORIAHULST@GMAIL.COM

Street Address:
3200 SHELLY HILL RD, MOUNT VERNON, WA, 98274-6134, USA

Mailing Address:
3200 SHELLY HILL RD, MOUNT VERNON, WA, 98274-6134, USA

GOVERNORS

Title	Type	Entity Name	First Name	Last Name
GOVERNOR	INDIVIDUAL		GLORIA	HULST

NATURE OF BUSINESS

- EDUCATIONAL
- EDUCATION - MUSIC

REPORTING CHANGES FOR THE CHARITABLE NONPROFIT CORPORATION

Does the Nonprofit Corporation meet exemptions of reporting as outlined in RCW 24.03A.075? - Yes

CONTROLLING INTEREST

1. Does this entity own (hold title) real property in Washington, such as land or buildings, including leasehold improvements?

- No

2. In the **past 12 months**, has there been a transfer of at least 16-2/3 percent of the ownership, stock, or other financial interest in the entity?

- No

a. If "Yes", in the **past 36 months**, has there been a transfer of controlling interest (50 percent or greater) of the ownership, stock, or other financial interest in the entity?

- No

3. If you answered "Yes" to question 2a, has a controlling interest transfer return been filed with the Department of Revenue?

- No

You **must** submit a Controlling Interest Transfer Return form if you answered "yes" to questions 1 **and** 2a.

Failure to report a Controlling Interest Transfer is subject to penalty provisions of RCW 82.45.220.

For more information on **Controlling Interest**, visit www.dor.wa.gov/REFI.

RETURN ADDRESS FOR THIS FILING

Attention:
GLORIA HULST
Email:
GLORIAHULST@GMAIL.COM
Address:
3200 SHELLY HILL RD, MOUNT VERNON, WA, 98274-6134, USA

UPLOAD ADDITIONAL DOCUMENTS

SKAGIT ARTISTS

Full Funding \$1000/Partial Funding \$750



Town of La Conner
PO Box 400
La Conner WA 98257

Town of Conner
Lodging Tax Funds
Application for 2025

Applicant Information	
Organization Name:	Skagit Artists
Event/Project Title:	2025 NW Art Beat Open Studio Tour
Amount of Funding Requested:	\$1,000
Address:	1500 E College Way, Mount Vernon WA 98273
Website:	www.skagitartists.com
Contact Person:	Mechel Bell
Contact Phone Number:	360-333-5126
E-mail:	president@skagitartists.com
Date Submitted:	8/18/24
Tourism Promotion Activities	_____
Tourism Related Facility	_____
Event /Festival	<input checked="" type="checkbox"/> Location: Skagit County Date(s): 7/19/2025-7/20/2025
Non-Profit	_____ Attach proof of non-profit corporation status with WA Secretary of State
Public Agency	_____

PROJECT SUMMARY

Provide a Description of the Project Activity:

NW Art Beat Studio Tour is a free, self-guided open art studio tour, held on the third full weekend in July of each year. Artists from Skagit and the surrounding counties are invited to submit an application and be jury-selected to participate. All the studios are in Skagit County. In 2024, we had 22 artists showing their work in 16 studios. 2025 will be our 21st annual tour.

FUNDING & BUDGET

1. Self- Support - Explain how the proposed program, project or event will endeavor to become self-supporting

We seek new and continuing support from businesses and personal sponsors. We also continue to grow the number of participating artists so that the increase in artist's fees cover a greater portion of the expenses. In 2024, we had increased participants and we expanded the

artists eligible to apply for this tour to the whole state of Washington to increase the available funds.

2. Income from sponsorships, grants, donation and admission fees:

If you are anticipating receiving partial funding for this activity from another source, please list the source(s), approximate amount, and status of funding. Are you seeking hotel/motel taxes from other sources?

Amount	Source	Projected/Confirmed
\$4,500	Artist application/participation fees	4/30/2025
\$1,500	Business/Artist sponsors	5/15/2025
\$1,500	Mount Vernon Tax and Lodging Funds	10/30/2025
\$1,500	Skagit County Tax and Lodging Funds	10/30/2025
\$1,000	La Conner Tax and Lodging Funds	10/30/2025

Total Income: \$10,000

What percentage of your project budget does your request for Town funds represent? 10 %

1. Budget Expense:

Activity	La Conner Funds	Other Funds	Total
Personnel: (salaries/benefits)	\$0	\$0	\$0
Administration: (supplies/utilities/phone/rent/janitor/taxes)	\$0	\$400	\$400
Marketing/Promotion:	\$1,000	\$7,900	\$8,900
Travel:	\$0	\$0	\$0
Consultants: (specify below)	\$0	\$700	\$700
Construction:	\$0	\$0	\$0
Other Activities: (specify below)	\$0	\$0	\$0
TOTAL COSTS	\$1,000	\$9,000	\$10,000

Specify Consultants/Other Activities

Juror fees

Priority 1 (full) funding: \$1000

Priority 2 (partial) funding \$750

Describe any budget items unspecified above and explain the differences in the amount listed as funding priorities 1 and 2:

We adjust our spending to the funds we have available. We spent nearly \$5,000 on print advertising in 2024. If we have reduced funds, we will reduce our print media advertising and other costs to fit the available funding levels.

SUPPLEMENTAL QUESTIONS

1. Chamber Contact:

Have you worked with a Chamber of Commerce or Visitors Information Center to promote your project? If so, explain how this project, program or event and its schedule have been coordinated with the Chamber of Commerce or other programs, projects or events within the Town.

Yes, we maintain contact with all the Chambers of Commerce in Skagit County. Skagit Artists is a member of La Conner's and Mount Vernon's Chambers. We advertise that our printed tour guides are available at the Chambers and that our interactive maps are on our website, nwartbeat.com, starting in early June. We keep the printed maps and posters stocked from early June to the event. Chambers are listed as sponsors on our Facebook posts, Instagram posts, and email notifications.

2. Benefit to Town Tourism:

Describe how this activity attracts, serves and facilitates overnight tourism in La Conner. For example: Does it lodge or feed tourists; promote tourism; provide for the sale of gifts, souvenirs or other items, or provide programs/entertainment for tourism? If so, how? Does it provide some other short- or long-range economic benefit? Will a tourist facility be constructed?

La Conner is a well-known artist community. The NW Art Beat Studio Tour put on by Skagit Artists gives people interested in art an opportunity to talk directly to artists and see where and how the art is made. The studio tour connects the long art history of the area with the current local artists. It promotes the arts, which in turn promotes La Conner restaurants, shopping, lodging, and exploring the area in general for other possible activities. People travel to attend the event and to visit our other festivals, as well as possibly vacationing here in general. Some spend the night for the Studio Tour, many eat at local restaurants, shop for and purchase local art.

3. Time Frame:

What is your anticipated time frame for accomplishing this project? Is it a seasonal activity appropriate to its location? If an outdoor activity, are there any weather-related constraints?

NW Art Beat Open Studio Tour is held on the third full weekend of July. There are no weather constraints. Studios and hosted artists are indoors or under a canopy cover.

4. Hotel Seasons:

From the list below, what season will your project enhance tourism in La Conner? Please indicate the appropriate season.

Season	Months	Select-X
Year-round	January - December	
Off-season	December - February	

Shoulder season	October - November or March - May	
Peak season	June - September	X

5. Additional Information:

Provide any additional information which will assist in evaluating your project and its benefit to La Conner.

We normally have four to six studios in the La Conner area. These studios in many cases have been in the studio tour for many years, are well known and well attended. Visitors often add lunch, wine, and shopping to their day. La Conner is centrally located in map of open studios and visitors to Anacortes or Mount Vernon usually extend their travel to see the studios in La Conner. Additionally, Skagit Artists rents out Maple Hall for a weekend in April for an art sale during the tulip festival. At that show, Skagit Artists raises funds from our artist's donated work for our ASK (Art Supplies for Kids) program, which provides grant funding to La Conner teachers to bring art enrichment projects into their classrooms.

ECONOMIC IMPACT - Pre-Activity Report

State law requires you to provide estimates of potential economic impact. The estimates are specifically for the event, activity, or facility for which you are requesting funding.

Total amount anticipated to be spent on the project	\$10,000
Visitor Categories	
1. Estimated total attendance	500
2. Estimated number of attendees traveling 50 + miles	100
3. Estimated number of attendees from out of state.	35
4. Estimated attendees paying for lodging	20
5. Estimated attendees not paying for lodging (staying with family/friends)	30
6. Estimated total \$ of lodging nights generated. (1 lodging night equals 1 + person occupying 1 room for 1 night)	30 \$3,000

Please provide a description of how your organization will determine attendance and distinguish among the visitor categories (Direct Count, Indirect Count, Structural Estimate, Formal Survey or Informal Survey)

We have an online form for each studio to enter the requested information as visitors attend their open studios. Requested information includes zip code, if they have traveled more than 50 miles, and stay overnight(s) in paid and unpaid rooms. This form then uploads the data into a central database. We require the collection of tourist data input to participate in the studio tour.

15. Application Certification:

I attest the information in this application is accurate, that I am an Agent authorized to represent the Organization and I understand the funds requested, if granted, will go to the Organization. I will meet all necessary requirements including, but not limited to, insurance, business licensing, permitting and state reporting requirements. If my activity is funded, I agree to use the approved La Conner logo in all promotional material.

Additionally, I understand the Washington State limitations placed on use of Lodging Tax, and certify that the requested funds will be used only for purposes described in this application or as approved by the Town. I understand use of funds is subject to audit by the State of Washington.

I acknowledge that all of the contents of this application are subject to disclosure under the State of Washington Public Records Act. RCW 42.56, and that the application may be discussed in meetings of the Town of La Conner Council that are open to the public under RCW 42.30.

Signature:  Print Name: Mechel Bell _____

Title: _____ President, Skagit Artists _____ Date: 8/28/2024

OGDEN UT 84201-0038

In reply refer to: 0152418912
Mar. 03, 2023 LTR 4168C 0
84-1666593 000000 00
00031278
800C: TE



SKAGIT ARTISTS
% MARK STENDER
1500 E COLLEGE WAY STE A PMB 550
MOUNT VERNON WA 98273

064429

Employer ID number: 84-1666593
Form 990 required: Yes

Dear Taxpayer:

We're responding to your request dated Feb. 22, 2023, about your tax-exempt status.

We issued you a determination letter in July 2009, recognizing you as tax-exempt under Internal Revenue Code (IRC) Section 501(c)(3).

We also show you're not a private foundation as defined under IRC Section 509(a) because you're described in IRC Section 509(a)(2).

Donors can deduct contributions they make to you as provided in IRC Section 170. You're also qualified to receive tax deductible bequests, legacies, devises, transfers, or gifts under IRC Sections 2055, 2106, and 2522.

In the heading of this letter, we indicated whether you must file an annual information return. If you're required to file a return, you must file one of the following by the 15th day of the 5th month after the end of your annual accounting period:

- Form 990, Return of Organization Exempt From Income Tax
- Form 990EZ, Short Form Return of Organization Exempt From Income Tax
- Form 990-N, Electronic Notice (e-Postcard) for Tax-Exempt Organizations Not Required to File Form 990 or Form 990-EZ
- Form 990-PF, Return of Private Foundation or Section 4947(a)(1) Trust Treated as Private Foundation

According to IRC Section 6033(j), if you don't file a required annual information return or notice for 3 consecutive years, we'll revoke your tax-exempt status on the due date of the 3rd required return or notice.

You can get IRS forms or publications you need from our website at www.irs.gov/forms-pubs or by calling 800-TAX-FORM (800-829-3676).

If you have questions, call 877-829-5500 between 8 a.m. and 5 p.m., local time, Monday through Friday (Alaska and Hawaii follow Pacific

0152418912
Mar. 03, 2023 LTR 4168C 0
84-1666593 000000 00
00031279

SKAGIT ARTISTS
% MARK STENDER
1500 E COLLEGE WAY STE A PMB 550
MOUNT VERNON WA 98273

time).

Thank you for your cooperation.

Sincerely yours,

Cathy M. Snider

Cathy M. Snider, Operations Mgr.
Accounts Management Op 3

OGDEN UT 84201-0038

064425.500238.340653.7380 1 AB 0.507 532
[REDACTED]



SKAGIT ARTISTS
X MARK STENDER
1500 E COLLEGE WAY STE A PMB 550
MOUNT VERNON WA 98273

360429

CUT OUT AND RETURN THE VOUCHER IMMEDIATELY BELOW IF YOU ONLY HAVE AN INQUIRY.
DO NOT USE IF YOU ARE MAKING A PAYMENT.

CUT OUT AND RETURN THE VOUCHER AT THE BOTTOM OF THIS PAGE IF YOU ARE MAKING A PAYMENT,
EVEN IF YOU ALSO HAVE AN INQUIRY.

S The IRS address must appear in the window.

800CD-

0152418912

Use for inquiries only

Letter Number: LTR4168C
Letter Date : 2023-03-03
Tax Period : 000000



*****6593

INTERNAL REVENUE SERVICE

OGDEN UT 84201-0038

[REDACTED]

SKAGIT ARTISTS
X MARK STENDER
1500 E COLLEGE WAY STE A PMB 550
MOUNT VERNON WA 98273

841666593 II SKAG 00 2 000000 670 000000000000

S The IRS address must appear in the window.

800CD-

0152418912

Use for payment*

Letter Number: LTR4168C
Letter Date : 2023-03-03
Tax Period : 000000



*****6593

INTERNAL REVENUE SERVICE

OGDEN UT 84201-0114

[REDACTED]

SKAGIT ARTISTS
X MARK STENDER
1500 E COLLEGE WAY STE A PMB 550
MOUNT VERNON WA 98273

841666593 II SKAG 00 2 000000 670 000000000000

LINCOLN THEATER

Full Funding \$5000/Partial Funding \$2000



Town of La Conner
PO Box 400
La Conner WA 98257

Town of Conner
Lodging Tax Funds
Application for 2025

Applicant Information	
Organization Name:	Lincoln Theatre Center Foundation
Event/Project Title:	Promotion of Lincoln Theatre: Live Performances, Community Theatre and Festival Events
Amount of Funding Requested:	5000
Address:	POB 2312, Mount Vernon, 98273 712 South First Street, Mount Vernon, 98273
Website:	https://lincolntheatre.org/
Contact Person:	Damond Morris, Executive Director
Contact Phone Number:	360.419.7129
E-mail:	damond@lincolntheatre.org
Date Submitted:	9/8/24
Tourism Promotion Activities	<input checked="" type="checkbox"/>
Tourism Related Facility	<input type="checkbox"/>
Event /Festival	<input type="checkbox"/> Location: _____ Date(s): _____
Non-Profit	<input checked="" type="checkbox"/> Attach proof of non-profit corporation status with WA Secretary of State
Public Agency	94-3052481

PROJECT SUMMARY

Provide a Description of the Project Activity:

The historic Lincoln Theatre serves as a year-round regional venue for live touring concerts, as well as performing and cinematic arts in Skagit Valley. The unique size and acoustics of the theatre continues to attract crowds throughout the year, particularly in the shoulder season, from the Olympic Peninsula, Vancouver and the Lower Mainland, BC and out of state. A variety of events, mostly on evenings and/or weekends, draw thousands of patrons from a large geographic region, with late evening events encouraging attendees to spend the night, as well as dine and shop in La Conner. With the pandemic lifted, the Lincoln Theatre has increased the frequency of national touring acts on stage and utilized lodging tax monies to increase the out of area marketing campaign.

As a medium-sized venue (486 seats) with great acoustics, a state-of-the-art sound system, and an intimate feel, the Lincoln is attracting an increasing number of nationally or regionally known live performers. With our central location to both the lower Puget Sound and Vancouver markets, the Lincoln provides an additional stop for performers on tour. The Lincoln Theatre's schedule allows national acts touring between Seattle and Vancouver BC the flexibility of stopping off in Skagit County to perform. Fans following performers such as such as the Blind Boys of Alabama (May 16), the Dirty Dozen Brass Band (March 2), John McCutcheon (February 22) and author of Boys in the Boat, Daniel James Brown (March 2) are choosing the intimate appeal of the Lincoln over large theatres like the Neptune Theater in Seattle. Thanks to the help of La Conner's lodging tax, the Lincoln Theatre's plan couples broad based marketing on northwest regional radio with targeted social media advertising in the south Puget Sound, on the Olympic Peninsula and British Columbia. The result - attendance at live events has and will continue to increase.

FUNDING & BUDGET

1. Self- Support - Explain how the proposed program, project or event will endeavor to become self-supporting

The Lincoln Theatre serves as an anchor attraction in the Skagit Valley and with expanded live events is an increasing draw for people from outside of the area. Historically, nonprofit theatres derive only about 51% of their income from earned revenue (ticket sales, mostly) and the other 49% from contributions, membership donations and grants. We do not expect that the Lincoln Theatre will eliminate the need for memberships, donations, grants and support from our regional business community.

2. Income from sponsorships, grants, donation and admission fees:

If you are anticipating receiving partial funding for this activity from another source, please list the source(s), approximate amount, and status of funding. Are you seeking hotel/motel taxes from other sources?

Amount	Source	Projected/Confirmed
\$21,500	Mount Vernon Lodging	Projected
\$5,000	Skagit County Lodging	Projected
\$12,000	Burlington Lodging	Projected
\$5,000	LaConner	--
\$302,500	Concert/live event Ticket Sales	Projected
\$65,500	Film ticket sales	Projected
\$40,000	Educational outreach	Projected
\$120,000	Theatre Rental	Projected
\$165,000	Concessions	Projected
\$284,750	Membership, sponsors, fundraisers	Projected

Total Income: \$ 1,021,250 _____

What percentage of your project budget does your request for Town funds represent? 1_ %

1. Budget Expense:

Activity	La Conner Funds	Other Funds	Total
Personnel: (salaries/benefits)	\$0	\$230,000	\$230,000
Administration: (supplies/utilities/phone/rent/janitor/taxes)	\$ -	\$ -	\$ -
Marketing/Promotion:	\$ 5,000	\$ 40,500	\$ 45,500
Travel:	\$ -	\$ -	\$ -
Consultants: (specify below)	\$ -	\$ -	\$ -
Construction:	\$ -	\$ -	\$ -
Other Activities: (specify below)	\$ 0	\$332,500	\$332,500
TOTAL COSTS	\$5,000	\$600,000	\$600,000

Specify Consultants/Other Activities

Other Activities:

Concerts and Live Events: Artist fee, sound fee, engineer, hospitality = \$186,500

Film: Film Rental cost & fees, Met Opera Live, National Theatre Live, equipment repair= \$57,800

Education: Artist, Sound, Video, technical support, instructor support, sets and lights = \$16,800

Rental of the Theatre: House management, sound, lights, repair = \$32,500

Concession: goods and supplies= \$69,850

Fundraising: Fees and supplies, park rental, goods = \$33,650

Priority 1 (full) funding: \$5000

Priority 2 (partial) funding \$2000

Describe any budget items unspecified above and explain the differences in the amount listed as funding priorities 1 and 2:

The Lincoln Theatre Center Foundation designs, prints and distributes all promotional posters for events at the Lincoln Theatre. While performing all print marketing in-house saves money on the short end, the long-term costs on the printer and volunteer coordination are not quantified in the total costs above. Full funding will help defray the cost of long-term maintenance on the Lincoln Theatre copy machine and help with volunteer coordination, which connects our activities to the community.

SUPPLEMENTAL QUESTIONS

1. Chamber Contact:

Have you worked with a Chamber of Commerce or Visitors Information Center to promote your project? If so, explain how this project, program or event and its schedule have been coordinated with the Chamber of Commerce or other programs, projects or events within the Town.

The Lincoln Theatre is a member of the La Conner, Mount Vernon, Burlington, and Anacortes Chambers of Commerce, EDASC, and the Mount Vernon Downtown Association. La Conner residents who are Lincoln Theatre volunteers take care of poster distribution throughout La Conner and in the La Conner Chamber. The Lincoln Theatre has a presence in La Conner through advertisement in the La Conner Weekly News, which is distributed across the region, online and in the Chamber. Additionally, hotels, motels and restaurants are linked through our "Guest Services" tab on our website, encouraging patrons to enjoy other local offerings. Events throughout the calendar have the Lincoln Theatre collaborating and co-producing concerts with other not-for-profits such as the Rick Epting Foundation for the Arts and the Celtic Arts Foundation. Many arts organizations, clubs and businesses rent the Lincoln Theatre for live performance events and public meetings. The Lincoln Theatre staff works hard to keep rental of the theatre for organizations affordable and will collaborate with our renters to make their event successful. The Lincoln Theatre actively engages Lincoln Membership to frequent La Conner businesses through the Membership Benefits program.

2. Benefit to Town Tourism:

Describe how this activity attracts, serves and facilitates overnight tourism in La Conner. For example: Does it lodge or feed tourists; promote tourism; provide for the sale of gifts, souvenirs or other items, or provide programs/entertainment for tourism? If so, how? Does it provide some other short or long range economic benefit? Will a tourist facility be constructed?

The Lincoln Theatre website engages the public and, in particular, over 1000 Lincoln Theatre Members to stay at La Conner lodging and eat in La Conner fine dining and wine establishments. The Lincoln Theatre website lists ten lodging establishments (<https://lincolntheatre.org/hotels>) as well as the fine dining establishments (and wine bar) that are part of the Lincoln Theatre Membership Benefits program (<https://lincolntheatre.org/become-member>). With the list continually expanding, membership has benefits, and Lincoln Members actively seek out and use our site when choosing food and lodging.

The historic Lincoln Theatre serves as a major regional draw for Skagit Valley with a large variety of events that attract people to stay overnight in the area. Attending performances at the historic Lincoln Theatre is an amazing experience, keeping visitors in the area longer and adding to their enjoyment of their visit to Skagit County. Throughout the year, visitors tour the theatre and marvel at the special treasure that is the historic Lincoln Theatre. Patrons remark on how much they appreciate the theatre and their experience with plans to return for additional performances. Most events are in the evening or on weekend days and draw attendance from a large geographic region with the potential to draw even more visitors to the area with increased marketing.

Both Canadian and U.S. residents outside the State of Washington have proven their interest in the Skagit Valley and the Lincoln by returning year after year. As we become more regionally known as a live performance theatre venue, we see those numbers growing. With increased visibility through updating expanding marketing throughout the Lower Mainland and the Northwest Tri-State region, we

anticipate continued increases in travel to this region.

The Lincoln Theatre has the capacity to increase overall out-of-area attendance as we add additional and more diverse live events that have a financial impact on the community. Applying Lincoln Theatre economic data in The America for the Arts, “Arts and Economic prosperity 5 calculator”, The Theatre is a proven economic driver in Skagit County. The calculator tabulates the total dollars spent by local nonprofit arts and cultural organization and its audiences; event-related spending by cultural audiences is estimated using the average dollars spent per person, per event by cultural attendees in similarly populated communities. According to the results, 49 full-time equivalent (FTE) jobs are supported by expenditures made by the Lincoln Theatre operations and/or its audiences. According to the calculator, \$172,328 was received by local and state governments because of expenditures made by the Lincoln Theatre and/or its audiences (up 22% from 2024). (<https://www.americansforthearts.org/by-program/reports-and-data/research-studies-publications/arts-economic-prosperity-5/use/arts-economic-prosperity-5-calculator>)

3. Time Frame:

What is your anticipated time frame for accomplishing this project? Is it a seasonal activity appropriate to its location? If an outdoor activity, are there any weather-related constraints?

The time frame for marketing is year-round, particularly in the shoulder season, when the Lincoln Theatre's schedule is very active. Some marketing will be parts of yearly promotion pieces, such as I Love Skagit County, Skagit Valley Living, and Skagit County website. Other marketing will be targeted and specific to an upcoming event using mediums such as: The Northern Light & All Point Bulletin (distribution Blaine, Birch Bay Semiahmoo), KPLU and/or KNKX underwriting (reaching from south of Seattle, the Olympic Peninsula and north of Bellingham), KISM, Cascadia Weekly, Skagit Valley Herald, The LaConner Weekly and Everett Herald.

Social media is an expanding and targeted part of the Lincoln Theatre's marketing campaign. Our levels of social media subscribers are high with our Lincoln Theatre Newsletter (The Lincoln Log) topping 10,400 subscribers. The Lincoln Theatre Instagram account has 1,811 followers. With expertise in social media coming from board members and newly hired box office administration we will continue to expand with targeted demographics for individual events.

The Lincoln Theatre has over 300 volunteers, with 18 current active volunteers who live in LaConner and distribute Lincoln Theatre event posters, usher, or help maintain the theatre facility.

All funds will be used for marketing via print, radio, social media, and electronic advertising to target potential patrons throughout the Pacific Northwest and the Lower Mainland, BC, expanding the marketing reach both geographically and demographically. This year we also plan to expand our social media reach on Facebook, Instagram, and Snapchat to reach the next generation of Lincoln patrons.

4. Hotel Seasons:

From the list below, what season will your project enhance tourism in La Conner? Please indicate the appropriate season.

Season	Months	Select-X
Year-round	January - December	X
Off-season	December - February	
Shoulder season	October - November or March - May	
Peak season	June - September	

5. Additional Information:

Provide any additional information which will assist in evaluating your project and its benefit to La Conner.

The Skagit County area is more than a day trip destination. With multiple modes of engagement, visitors are more likely to spend a night or two and explore the area. Attending performances at the historic Lincoln Theatre is an activity keeping people in the area longer and adding to the enjoyment of their tourist experience in Skagit County. Our patrons often prefer overnight stays in LaConner, adding to their local enjoyment of the region. Many times, through the year patrons remark on how much they delight in the historic Lincoln Theatre and once they have attended an event, often tell us they plan to return for another show.

ECONOMIC IMPACT - Pre-Activity Report

State law requires you to provide estimates of potential economic impact. The estimates are specifically for the event, activity, or facility for which you are requesting funding.

Total amount anticipated to be spent on the project	\$5,000
Visitor Categories	
1. Estimated total attendance	40,250
2. Estimated number of attendees traveling 50 + miles	3,900
3. Estimated number of attendees from out of state.	234
4. Estimated attendees paying for lodging	1,500
5. Estimated attendees not paying for lodging (staying with family/friends)	1,700
6. Estimated total \$ of lodging nights generated. (1 lodging night equals 1 + person occupying 1 room for 1 night)	1,500

Please provide a description of how your organization will determine attendance and distinguish among the visitor categories (Direct Count, Indirect Count, Structural Estimate, Formal Survey or Informal Survey)

The Lincoln Theatre tracks tourists directly through ticketing software, with patrons required to provide zip code information when purchasing a ticket online. Hotels, motels, and restaurants are linked through the Guest Services tab on the Lincoln Theatre website, encouraging patrons to enjoy other local offerings. The actual number of out-of-town guests is higher than the ticketing numbers indicate because zip code information is not counted when purchasing tickets at the door.

According to zip code data pulled from ticket sales in the past year of the total number of patrons attending live events at the Lincoln Theatre, 14% drive over 50 miles. Most events at the theatre occur in the evening hours with the final song or theatre curtain drawn late into the evening, increasing the likelihood of a hotel stay. In addition, 4% of attendees come from outside the US, primarily from the Lower Mainland, Canada.

15. Application Certification:

I attest the information in this application is accurate, that I am an Agent authorized to represent the Organization and I understand the funds requested, if granted, will go to the Organization. I will meet all necessary requirements including, but not limited to, insurance, business licensing, permitting and state reporting requirements. If my activity is funded, I agree to use the approved La Conner logo in all promotional material.

Additionally, I understand the Washington State limitations placed on use of Lodging Tax, and certify that the requested funds will be used only for purposes described in this application or as approved by the Town. I understand use of funds is subject to audit by the State of Washington.

I acknowledge that all of the contents of this application are subject to disclosure under the State of Washington Public Records Act. RCW 42.56, and that the application may be discussed in meetings of the Town of La Conner Council that are open to the public under RCW 42.30.

Signature:  Print Name: Damond Morris

Title: Executive Director Date: 9/8/24

INTERNAL REVENUE SERVICE
DISTRICT DIRECTOR
P O BOX 36001 STOP SF-4-4-46
SAN FRANCISCO, CA 94102

DEPARTMENT OF THE TREASURY

Date: JUN. 4, 1991

THE LINCOLN THEATRE CENTER
FOUNDATION
712 S FIRST STREET
MOUNT VERNON, WA 98273

Employer Identification Numbers:
94-3052431
Case Number:
951114509
Contact Person:
PATRICE WHANG
Contact Telephone Numbers:
(415) 356-0228

Our Letter Dated:
Jan. 22, 1988
Addendum Applies:
No

Dear Applicant:

This modifies our letter of the above date in which we stated that you would be treated as an organization which is not a private foundation until the expiration of your advance ruling period.

Your exempt status under section 501(a) of the Internal Revenue Code as an organization described in section 501(c)(3) is still in effect. Based on the information you submitted, we have determined that you are not a private foundation within the meaning of section 509(a) of the code because you are an organization of the type described in sections 509(a)(1) and 170(b)(1)(A)(v).

Grantors and contributors may rely on this determination unless the Internal Revenue Service publishes notice to the contrary. However, if you lose your section 509(a)(1) status, a grantor or contributor may not rely on this determination if he or she has in part responsible for, or was aware of, the act or failure to act, or the substantial or material change on the part of the organization that resulted in your loss of such status, or if he or she acquired knowledge that the Internal Revenue Service had given notice that you would no longer be classified as a section 509(a)(1) organization.

As of January 1, 1984, you are liable for taxes under the Federal Insurance Contributions Act (social security taxes) on remuneration of \$100 or more you pay to each of your employees during a calendar year. You are not liable for the tax imposed under the Federal Unemployment Tax Act (FUTA).

You are required to file Form 990 only if your gross receipts each year are normally more than \$25,000. For guidance in determining whether your gross receipts are "normally" more than \$25,000, see the instructions for Form 990. If a return is required, it must be filed by the 15th day of the fifth month after the end of your annual accounting period. A penalty of \$10 a day is charged when a return is filed late, unless there is reasonable cause for the delay. However, the maximum penalty charged cannot exceed \$5,000 or 5 percent of your gross receipts for the year, whichever is less. This penalty may also be charged if a return is not complete, so please be sure your return is complete before you file it.

If we have indicated in the heading of this letter that an addendum applies, the addendum enclosed is an integral part of this letter.

Because this letter could help resolve any questions about your private foundation status, please keep it in your permanent records.

If you have any questions, please contact the person whose name and telephone number are shown above.

Sincerely yours,



Michael J. Quinn
District Director

SKAGIT COMMUNITY BAND

Full Funding \$2,080/Partial Funding \$1,800



August 28, 2024

Town of La Conner
Maria A. DeGoede, Finance Director
204 Douglas Street, P.O. Box 400
La Conner, Washington 98257

RE: Hotel/Motel Tax Distributions 2025

Dear Ms. DeGoede,

Enclosed please find, The Skagit Community Band's application for 2025 Tourism Promotion Funding.
Additionally enclosed:

- (1) IRS Confirmation of Non-Profit Status
- (2) IRS Electronic Notice, most current annual renewal of Non-Profit Status
- (3) Skagit Community Band Budget, Fiscal Year 2024-2025
- (4) Skagit Community Band Mission Statement

The band is a Non-Profit Organization and depends on grants and donations to offset expenses incurred to allow the band to continue to provide free concerts to its audiences and attract out of town patrons to the Town of La Conner. The band respectfully seeks a grant in the amount of \$2,080 from the Town of La Conner to assist in supporting live music concerts.

We appreciate the opportunity to submit our application and thank you for your time and consideration.

Sincerely,
Linda Wischmeyer
Linda Wischmeyer
SCB Board Member

Board of Directors

*Sherri Brown, Jasmine Clemenson, Katherine Erb, Kenton Kuusela,
Susanne Kuykendall, Dean Townsend and Linda Wischmeyer*



Town of La Conner
PO Box 400
La Conner WA 98257
2025

Town of Conner
Lodging Tax Funds
Application for

Applicant Information	
Organization Name:	Skagit Community Band
Event/Project Title:	Band Concerts at Maple Hall and Gilkey Square
Amount of Funding Requested:	\$2,080
Address:	Skagit Community Band, P.O. Box 122, Anacortes, WA. 98221
Website:	www.Skagitcommunityband.org
Contact Person:	Linda Wischmeyer
Contact Phone Number:	702-278-6817
E-mail:	bville615@gmail.com
Date Submitted:	August 27, 2024
Tourism Promotion Activities	—
Tourism Related Facility	—
Event /Festival	Location: Maple Hall Date(s): 10/11 & 12/13 2024 1/31 & 3/8 2025
Non-Profit	<input checked="" type="checkbox"/> Attach proof of non-profit corporation status with WA Secretary of State
Public Agency	Tax ID Number: 911874499 Non-Profit 501 (c) (3)

PROJECT SUMMARY

Provide a Description of the Project Activity:

The Skagit Community Band will perform five concerts in La Conner in 2024/2025. The band will perform four concerts at Maple Hall. Performance dates October 11th and December 13th in 2024 and January 31st and March 8th in 2025. The band also performs an annual outdoor summer concert at Gilkey Square in August.

Skagit Community Band provides free concerts to make music available to all. The band is a 501 (c) (3) organization and relies on donations and grants to fund its operations.

Skagit Community Band requests the Town of La Conner grant, through the Lodging Tax/Tourism Promotion, funds to underwrite expenses for hall rental, janitor fees, advertising needed to promote the concerts and the Town of La Conner. Historically, the band has attracted between 450-550 participants and spectators to the Town of La Conner.

FUNDING & BUDGET

1. Self- Support - Explain how the proposed program, project or event will endeavor to become self-supporting

The expenses incurred to perform current and future concerts will be ongoing. Attendance increases will permit the opportunity of enhanced donations, which will in turn provide the opportunity for future concerts to be more self supporting.

2. Income from sponsorships, grants, donation and admission fees:

If you are anticipating receiving partial funding for this activity from another source, please list the source(s), approximate amount, and status of funding. Are you seeking hotel/motel taxes from other sources?

Amount Projected/Confirmed	Source	
\$ 3,884	Grove Fund	Projected 2024-2025 fiscal year
\$ 4,000	Individual Donations	Projected 2024-2025 fiscal year
\$ 4,500	Members	Projected 2024-2025 fiscal year
\$ 2,400	Organizations Donations	Projected 2024-2025 fiscal year
\$		

Total Income: \$ 14,784 projected income

What percentage of your project budget does your request for Town funds represent? 11 %

1. Budget Expense:

Activity	La Conner Funds	Other Funds	Total
Personnel: (salaries/benefits)	\$ 0	\$	\$
Administration: (supplies/utilities/phone/rent/janitor/taxes)	\$ 480	\$	\$
Marketing/Promotion:	\$ 1,200	\$	\$
Travel:	\$	\$	\$
Consultants: (specify below)	\$	\$	\$
Construction:	\$	\$	\$
Other Activities: (specify below)	\$ 400	\$	\$
TOTAL COSTS	\$ 2,080	\$	\$

Specify Consultants/Other Activities

Administration - Janitorial Services (Four Concerts)
 Other Activities - Maple Hall Rental (Four Concerts)
 Marketing/Promotion - Advertising flyers and performance Programs

Priority 1 (full) funding: \$ 2,080

Priority 2 (partial) funding \$ 1,800

Describe any budget items unspecified above and explain the differences in the amount listed as funding priorities 1 and 2:

Priority 1: Includes Maple Hall rental, Janitorial Fees and Advertising.

Priority 2: Includes Maple Hall rental, Janitorial Fees and a reduced amount applied to Advertising.

SUPPLEMENTAL QUESTIONS

1. Chamber Contact:

Have you worked with a Chamber of Commerce or Visitors Information Center to promote your project? If so, explain how this project, program or event and its schedule have been coordinated with the Chamber of Commerce or other programs, projects or events within the Town.

The band's intent is to supply the Visitors' Information Center with information regarding concert dates, times and locations.

The band coordinates with the Town of La Conner regarding Maple Hall rental availability and also the availability of Gilkey Square for the outdoor summer concert.

2. Benefit to Town Tourism:

Describe how this activity attracts, serves and facilitates overnight tourism in La Conner. For example: Does it lodge or feed tourists; promote tourism; provide for the sale of gifts, souvenirs or other items, or provide programs/entertainment for tourism? If so, how? Does it provide some other short or long range economic benefit? Will a tourist facility be constructed?

The Maple Hall concerts are performed on Friday evenings. The band performs a wide variety of music which is appealing to various age groups and preferences. The audience and the musicians patronize restaurants and businesses in town before and after the concerts. Audience members who have traveled a distance are likely to stay overnight and plan for a weekend of exploring other shopping and attractions in the Town of La Conner.

3. Time Frame:

What is your anticipated time frame for accomplishing this project? Is it a seasonal activity appropriate to its location? If an outdoor activity, are there any weather-related constraints?

The band's concert season will commence with practices beginning September 10, 2024. The band will perform its first concert of this season on October 11, 2024, followed by a holiday themed concert on December 13, 2024. The balance of Maple Hall performances will be January 31st and March 28th, 2025. The Gilkey Square outdoor summer concert is performed each year in August.

4. Hotel Seasons:

From the list below, what season will your project enhance tourism in La Conner? Please indicate the appropriate season.

Season	Months	Select-X
Year-round	January - December	
Off-season	December - February	X
Shoulder season	October - November or March - May	X
Peak season	June - September	X

5. Additional Information:

Provide any additional information which will assist in evaluating your project and its benefit to La Conner.

The Skagit Community Band promotes itself as "Your Hometown Band".

The band's contribution to the Town of La Conner is consistent with local experiences that out of towners expect and desire when anticipating vacations or over-night getaways.

ECONOMIC IMPACT - Pre-Activity Report

State law requires you to provide estimates of potential economic impact. The estimates are specifically for the event, activity, or facility for which you are requesting funding.

Total amount anticipated to be spent on the project	\$
Visitor Categories	
1. Estimated total attendance	750
2. Estimated number of attendees traveling 50 + miles	175
3. Estimated number of attendees from out of state.	20
4. Estimated attendees paying for lodging	35
5. Estimated attendees not paying for lodging (staying with family/friends)	10
6. Estimated total \$ of lodging nights generated. (1 lodging night equals 1 + person occupying 1 room for 1 night)	40

Please provide a description of how your organization will determine attendance and distinguish among the visitor categories (Direct Count, Indirect Count, Structural Estimate, Formal Survey or Informal Survey)

The Maple Hall performances are organized to provide a volunteer table at the entry. The volunteers greet and welcome concert attendees and provide them with concert brochures. An indirect count of out of towners is determined.

The summer Gilkey Square concert is estimated by a casual announcement asking for a show of hands during the concert.

15. Application Certification:

I attest the information in this application is accurate, that I am an Agent authorized to represent the Organization and I understand the funds requested, if granted, will go to the Organization. I will meet all necessary requirements including, but not limited to, insurance, business licensing, permitting and state reporting requirements. If my activity is funded, I agree to use the approved La Conner logo in all promotional material.

Additionally, I understand the Washington State limitations placed on use of Lodging Tax, and certify that the requested funds will be used only for purposes described in this application or as approved by the Town. I understand use of funds is subject to audit by the State of Washington.

I acknowledge that all of the contents of this application are subject to disclosure under the State of Washington Public Records Act. RCW 42.56, and that the application may be discussed in meetings of the Town of La Conner Council that are open to the public under RCW 42.30.

Signature: Linda Wischmeyer Print Name: Linda Wischmeyer
 Title: Skagit Community Band, Board Member Date: August 27, 2024

INTERNAL REVENUE SERVICE
DISTRICT DIRECTOR
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: **SEP 17 1998**
SKAGIT COMMUNITY BAND SCB
C/O BETTY KUEHN
PO BOX 122
ANACORTES, WA 98221

Employer Identification Number:
91-1874499
DLN:
17053142016028
Contact Person:
D. A. DOWNING
Contact Telephone Number:
(513) 241-5199
Accounting Period Ending:
June 30
Form 990 Required:
Yes
Addendum Applies:
No

Dear Applicant:

Based on information supplied, and assuming your operations will be as stated in your application for recognition of exemption, we have determined you are exempt from federal income tax under section 501(a) of the Internal Revenue Code as an organization described in section 501(c) (3).

We have further determined that you are not a private foundation within the meaning of section 509(a) of the Code, because you are an organization described in section 509(a) (2).

If your sources of support, or your purposes, character, or method of operation change, please let us know so we can consider the effect of the change on your exempt status and foundation status. In the case of an amendment to your organizational document or bylaws, please send us a copy of the amended document or bylaws. Also, you should inform us of all changes in your name or address.

As of January 1, 1984, you are liable for taxes under the Federal Insurance Contributions Act (social security taxes) on remuneration of \$100 or more you pay to each of your employees during a calendar year. You are not liable for the tax imposed under the Federal Unemployment Tax Act (FUTA).

Since you are not a private foundation, you are not subject to the excise taxes under Chapter 42 of the Code. However, if you are involved in an excess benefit transaction, that transaction might be subject to the excise taxes of section 4958. Additionally, you are not automatically exempt from other federal excise taxes. If you have any questions about excise, employment, or other federal taxes, please contact your key district office.

Grantors and contributors may rely on this determination unless the Internal Revenue Service publishes notice to the contrary. However, if you lose your section 509(a) (2) status, a grantor or contributor may not rely on this determination if he or she was in part responsible for, or was aware of, the act or failure to act, or the substantial or material change on the part of the organization that resulted in your loss of such status, or if he or she acquired knowledge that the Internal Revenue Service had given notice that you would no longer be classified as a section 509(a) (2) organization.

SKAGIT COMMUNITY BAND SCB

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for federal estate and gift tax purposes if they meet the applicable provisions of Code sections 2055, 2106, and 2522.

Contribution deductions are allowable to donors only to the extent that their contributions are gifts, with no consideration received. Ticket purchases and similar payments in conjunction with fundraising events may not necessarily qualify as deductible contributions, depending on the circumstances. See Revenue Ruling 67-246, published in Cumulative Bulletin 1967-2, on page 104, which sets forth guidelines regarding the deductibility, as charitable contributions, of payments made by taxpayers for admission to or other participation in fundraising activities for charity.

In the heading of this letter we have indicated whether you must file Form 990, Return of Organization Exempt From Income Tax. If Yes is indicated, you are required to file Form 990 only if your gross receipts each year are normally more than \$25,000. However, if you receive a Form 990 package in the mail, please file the return even if you do not exceed the gross receipts test. If you are not required to file, simply attach the label provided, check the box in the heading to indicate that your annual gross receipts are normally \$25,000 or less, and sign the return.

If a return is required, it must be filed by the 15th day of the fifth month after the end of your annual accounting period. A penalty of \$20 a day is charged when a return is filed late, unless there is reasonable cause for the delay. However, the maximum penalty charged cannot exceed \$10,000 or 5 percent of your gross receipts for the year, whichever is less. For organizations with gross receipts exceeding \$1,000,000 in any year, the penalty is \$100 per day per return, unless there is reasonable cause for the delay. The maximum penalty for an organization with gross receipts exceeding \$1,000,000 shall not exceed \$50,000. This penalty may also be charged if a return is not complete, so be sure your return is complete before you file it.

You are required to make your annual return available for public inspection for three years after the return is due. You are also required to make available a copy of your exemption application, any supporting documents, and this exemption letter. Failure to make these documents available for public inspection may subject you to a penalty of \$20 per day for each day there is a failure to comply (up to a maximum of \$10,000 in the case of an annual return).

You are not required to file federal income tax returns unless you are subject to the tax on unrelated business income under section 511 of the Code. If you are subject to this tax, you must file an income tax return on Form 990-T, Exempt Organization Business Income Tax Return. In this letter we are not determining whether any of your present or proposed activities are unrelated trade or business as defined in section 513 of the Code.

A For the 2023 Calendar year, or tax year beginning 2023-07-01 and ending 2024-06-30

B Check if available

Terminated for Business
 Gross receipts are normally \$50,000 or less

C Name of Organization: SKAGIT COMMUNITY BAND

PO Box 122, Anacortes, WA,
US, 98221

D Employee Identification

Number 91-1874499

E Website:

<https://www.skagitcommunityband.org/>

F Name of Principal Officer: Katherine Erb

1480 Eagle Ridge Rd, Oak
Harbor, WA, US, 98277

Privacy Act and Paperwork Reduction Act Notice: We ask for the information on this form to carry out the Internal Revenue laws of the United States. You are required to give us the information. We need it to ensure that you are complying with these laws.

The organization is not required to provide information requested on a form that is subject to the Paperwork Reduction Act unless the form displays a valid OMB control number. Books or records relating to a form or its instructions must be retained as long as their contents may become material in the administration of any Internal Revenue law. The rules governing the confidentiality of the Form 990-N is covered in code section 6104.

The time needed to complete and file this form and related schedules will vary depending on the individual circumstances. The estimated average times is 15 minutes.

Note: This image is provided for your records only. Do Not mail this page to the IRS. The IRS will not accept this filing via paper. You must file your Form 990-N (e-Postcard) electronically.

Skagit Community Band
Budget Forecast (Fiscal Year 2024-2025)

Revenue

Concert Donations	
Anacortes	\$ 1,700
La Conner	3,000
Gilkey Square	<u>75</u>
Subtotal	\$ 4,775
Donations - Grove Fund	3,884
Donations - Individuals	4,000
Donations - Members	4,500
Donations - Organizations	2,400
Grants	
Music Fund	
Other Income	10
Performance Fees	<u>1,500</u>
Total Revenue	<u>\$ 21,069</u>

Expenses

Advertising	\$ 1,100
Contributions	2,000
Director's Fee	9,300
Hall Rent & Fees	3,500
Insurance	260
Miscellaneous Expenses	100
Music Purchases	1,000

Musician & Soloist Fees	500
Office Equipment Expense	
Operating Supplies & Expenses	1,800
Postal Expense	200
Posters & Programs	1,200
Transaction Fees (PayPal/Venmo)	<hr/>
Total Expenses	<u>\$20,960</u>
Net Revenue	<u>\$109</u>

SKAGIT COMMUNITY BAND

Skagit Community Band Mission Statement

The Skagit Community Band is established to contribute positively to the musical environment of the Skagit Valley and surrounding areas; to provide an opportunity for musical expression, growth, and contact among musicians; to reaffirm the community band position in American music.

Methods to Meet Our Mission

The Skagit Community Band has been steadily active since 1962. The Skagit Community Band strives to emphasize the "community" and the friendly aspect of our band, both in rehearsals and performances. We are proud to include players of many talent levels and all ages. Though we are primarily an adult non-audition group, talented high school students are encouraged to participate upon the recommendation of their band director, as well as Skagit Valley College students who receive music credit for their participation.

Our current membership of 60-70 includes musicians who live in the North Puget Sound area, many of whom reside in Anacortes.

Members of our group volunteer in the schools mentoring beginner student musicians, in both Anacortes and La Conner.

Each year with the assistance of grant money and donations, the band provides all concerts for free. As part of the band mission, we hope to reach all community members that want to hear good music but who may not have means to do so.

General Information:

The Skagit Community Band is a Non-Profit Organization 501 (c) (3), with a seven member board.

Skagit Community Band Motto

The band's motto is "Community is not just in our name, but in the way we present our music; dedicated to providing quality band music to our communities and our neighbors". The Skagit Community Band bills itself as "Your Home Town Band".

CHILDRENS MUSEUM OF SKAGIT COUNTY

Full Funding \$2,500/Partial Funding \$1,000



Town of La Conner
PO Box 400
La Conner WA 98257

Town of Conner
Lodging Tax Funds
Application for 2025

Applicant Information	
Organization Name:	Children's Museum of Skagit County
Event/Project Title:	Children's Museum Year-Round Marketing & Advertising
Amount of Funding Requested:	\$2,500
Address:	432 Fashion Way, Burlington, WA 98233
Website:	SkagitChildrensMuseum.net
Contact Person:	Cate Anderson
Contact Phone Number:	360 770 9746
E-mail:	cate@skagitcm.org
Date Submitted:	09/09/24
Tourism Promotion Activities	<input checked="" type="checkbox"/>
Tourism Related Facility	<input type="checkbox"/>
Event /Festival	<input type="checkbox"/> Location: _____ Date(s): _____
Non-Profit	<input checked="" type="checkbox"/> Attach proof of non-profit corporation status with WA Secretary of State
Public Agency	

PROJECT SUMMARY	
Provide a Description of the Project Activity:	
The Children's Museum of Skagit County is open an average of 360 days per year. Our focus will be on marketing efforts that increase attendance at our facility and signature events. CMSC is seeing a steady increase in visitors to the Museum and Skagit County from outside of our region, state and country. New exhibit spaces, programs & facilities continue to generate excitement and give greater opportunities to become more of a tourist destination. In 2024 we installed a new and popular NANO exhibit. Plans are underway to add an Aircraft Exhibit, with flight simulation technology built into a real airplane. It will be installed in late 2024 or early 2025. Marketing the Museum as a safe, fun, family activity continues to be of vital importance. Special events and activities such Skagit Kids Read Week, Motor Marvels Touch-A-Truck, Full STEAM Ahead, Family Palooza, Winter Wonderland and more, at identified times of the year when there are fewer outdoor opportunities available, are a great incentive to travel to the Town City of La Conner for the day and an overnight experience. CMSC maintains a list of local accommodations for online and in person visitors, and partners with and promotes other county organizations and events.	

FUNDING & BUDGET

1. Self- Support - Explain how the proposed program, project or event will endeavor to become self-supporting

CMSC is always working to increase its base of support and feel confident in a full recovery from the pandemic. It is in our strategic plan to build in sources of strong capital and endowment funds so that we create a secure stream of funding for both the operational and capital needs of the organization.

2. Income from sponsorships, grants, donation and admission fees:

If you are anticipating receiving partial funding for this activity from another source, please list the source(s), approximate amount, and status of funding. Are you seeking hotel/motel taxes from other sources?

Amount	Source	Projected/Confirmed
\$35,000	City of Burlington Lodging Tax	Projected
\$5,000	Skagit County Lodging Tax	Projected
\$12,500	Admissions & Events Revenue	Projected
\$22,500	Sponsorships, Grants, In-Kind	Projected and Confirmed
\$10,000	Lodging Tax Requests: Anacortes \$2,500, Mount Vernon \$5,000, La Conner \$2,500	Projected

Total Income: \$ 85,000

What percentage of your project budget does your request for Town funds represent? 3 %

1. Budget Expense:

Activity	La Conner Funds	Other Funds	Total
Personnel: (salaries/benefits)	\$	\$16,500	\$16,500
Administration: (supplies/utilities/phone/rent/janitor/taxes)	\$	\$12,000	\$12,000
Marketing/Promotion:	\$ 2,500	\$34,500	\$37,00
Travel:	\$	\$1,000	\$1,000
Consultants: (specify below)	\$	\$	\$
Construction:	\$	\$	\$
Other Activities: (specify below)	\$	\$18,500	\$18,500
TOTAL COSTS	\$2,500	\$82,500	\$85,000

Specify Consultants/Other Activities

Other activities include special event expenses, such as author stipends and lodging, website development and enhancement, character visitors and supplies for special events.

Priority 1 (full) funding: \$2,500	Priority 2 (partial) funding \$1,000
---	---

Describe any budget items unspecified above and explain the differences in the amount listed as funding priorities 1 and 2:

Partial Funding would result in a reduced amount of Marketing/Promotion, and seeking additional support elsewhere.

SUPPLEMENTAL QUESTIONS

1. Chamber Contact:

Have you worked with a Chamber of Commerce or Visitors Information Center to promote your project? If so, explain how this project, program or event and its schedule have been coordinated with the Chamber of Commerce or other programs, projects or events within the Town.

We have worked directly with the Chamber of Commerce on previous events, plus work with other organizations in the Town of La Conner on an ongoing basis.

2. Benefit to Town Tourism:

Describe how this activity attracts, serves and facilitates overnight tourism in La Conner. For example: Does it lodge or feed tourists; promote tourism; provide for the sale of gifts, souvenirs or other items, or provide programs/entertainment for tourism? If so, how? Does it provide some other short or long range economic benefit? Will a tourist facility be constructed?

Visitors to the Children's Museum of Skagit County, whether for a day of play in the Museum or for a Museum special event, are often in the area for participation in a number of other community activities or events. With our extensive community outreach and active participation in other community events, it is clear to visitors that there is a lot to do in Skagit County, and it is worth staying and exploring!

3. Time Frame:

What is your anticipated time frame for accomplishing this project? Is it a seasonal activity appropriate to its location? If an outdoor activity, are there any weather-related constraints?

Marketing of the Children's Museum continues year-round, as do our operational hours and schedule of special events and community outreach. The Museum serves Skagit, Island, Whatcom and N. Snohomish counties, drawing visitors from all over the region, Canada, and the US.

4. Hotel Seasons:

From the list below, what season will your project enhance tourism in La Conner? Please indicate the appropriate season.

Season	Months	Select-X
Year-round	January - December	x
Off-season	December - February	
Shoulder season	October - November or March - May	
Peak season	June - September	

5. Additional Information:

Provide any additional information which will assist in evaluating your project and its benefit to La Conner.

CMSC has a broad target tourist audience, as we draw visitors from literally every age, and from around the world. Children birth to ages twelve years are the primary for the Children's Museum, and they are accompanied by parents, grandparents, siblings of all ages, friends, and caregivers. We have long been a meeting place for people between Seattle and southern Canada. We're also a place where people come when they want to enjoy multiple activities or events in the same day, such as the Tulip Festival, or the Skagit Valley Highland Games-where we provide the Children's Games and activities to hundreds of children. Children's Museums have become more popular as families travel to various destinations, and we certainly see that with our regional Northwest Association of Children's Museums.

ECONOMIC IMPACT - Pre-Activity Report

State law requires you to provide estimates of potential economic impact. The estimates are specifically for the event, activity, or facility for which you are requesting funding.

Total amount anticipated to be spent on the project	\$85,000
Visitor Categories	
1. Estimated total attendance	80,000
2. Estimated number of attendees traveling 50 + miles	18,000
3. Estimated number of attendees from out of state.	2,250
4. Estimated attendees paying for lodging	3,500
5. Estimated attendees not paying for lodging (staying with family/friends)	5,000
6. Estimated total \$ of lodging nights generated. (1 lodging night equals 1 + person occupying 1 room for 1 night)	1,250

Please provide a description of how your organization will determine attendance and distinguish among the visitor categories (Direct Count, Indirect Count, Structural Estimate, Formal Survey or Informal Survey)

We utilize our tracking form, which includes questions related to the information above, in each category. We also perform targeted audience interviews, multiplied by the number of attendees at events. Our tracking of online marketing and attendance continues to improve. Finally, we plan to gather more data from hoteliers.

15. Application Certification:

I attest the information in this application is accurate, that I am an Agent authorized to represent the Organization and I understand the funds requested, if granted, will go to the Organization. I will meet all necessary requirements including, but not limited to, insurance, business licensing, permitting and state reporting requirements. If my activity is funded, I agree to use the approved La Conner logo in all promotional material.

Additionally, I understand the Washington State limitations placed on use of Lodging Tax, and certify that the requested funds will be used only for purposes described in this application or as approved by the Town. I understand use of funds is subject to audit by the State of Washington.

I acknowledge that all of the contents of this application are subject to disclosure under the State of Washington Public Records Act. RCW 42.56, and that the application may be discussed in meetings of the Town of La Conner Council that are open to the public under RCW 42.30.

Signature: *Cate L. Anderson* Print Name: Cate L. Anderson

Title: Executive Director Date: 09/09/24

LA CONNER DOWNTOWN ASSOCIATION

Full Funding \$131,900/Partial Funding \$106,900



Town of La Conner
PO Box 400
La Conner WA 98257

Town of Conner
Lodging Tax Funds
Application for 2025

Applicant Information	
Organization Name:	La Conner Downtown Association
Event/Project Title:	Washington State Main Street Program
Amount of Funding Requested:	\$106,900.00
Address:	105 S 1st Street, La Conner, WA 98257
Website:	www.LaConnerDowntown.org
Contact Person:	Stephanie Banaszak
Contact Phone Number:	360-770-8123
E-mail:	info@LaConnerErth.com (initial contact)
Date Submitted:	9/9/2024
Tourism Promotion Activities	<input checked="" type="checkbox"/>
Tourism Related Facility	<input type="checkbox"/>
Event /Festival	<input type="checkbox"/> Location: _____ Date(s): _____
Non-Profit	Attach proof of non-profit corporation status with WA Secretary of State Establishing in Fall/Winter of 2024
Public Agency	

PROJECT SUMMARY

Provide a Description of the Project Activity:

Please see attached:

The La Conner Downtown Association (LCDA) is seeking \$106,900 from the Hotel/Motel Tax Funds in 2025 to support a comprehensive tourism revitalization effort for La Conner's business community that is aligned with Washington State's Main Street Program. This funding will be used to implement a series of initiatives and events aimed at enhancing downtown La Conner's economic vitality, historical charm, and visitor appeal. The project will focus on four key areas: economic development, historic preservation, design improvements, and promotional activities. Our goal is to increase tourism, support local businesses, increase hotel/motel sales tax revenue to attract the right demographic with measured results to create a thriving downtown.

FUNDING & BUDGET

1. Self- Support - Explain how the proposed program, project or event will endeavor to become self-supporting

Please see attached:

For the LCDA to become self-supporting and ensure long-term sustainability, it intends to develop a diverse and reliable set of revenue streams and strategies. Here's a comprehensive approach to achieving self-sufficiency:

2. Income from sponsorships, grants, donation and admission fees:

If you are anticipating receiving partial funding for this activity from another source, please list the source(s), approximate amount, and status of funding. Are you seeking hotel/motel taxes from other sources?

Amount	Source	Projected/Confirmed
\$ \$7,500.00	Subscriptions	2025
\$ \$10,000.00	Sponsorships	2025
\$ \$7,500.00	Fundraising	2025
\$		
\$		

Total Income: \$ \$25,000.00

What percentage of your project budget does your request for Town funds represent? 32 %

1. Budget Expense:

Activity	La Conner Funds	Other Funds	Total
Personnel: (salaries/benefits)	\$ \$70,000	\$	\$
Administration: (supplies/utilities/phone/rent/janitor/taxes)	\$ \$ 2,400.00	\$	\$
Marketing/Promotion:	\$ \$ 56,500.00	\$	\$
Travel:	\$ \$1,500.00	\$	\$
Consultants: (specify below)	\$ \$ 0.00	\$	\$
Construction:	\$ \$ 0.00	\$	\$
Other Activities: (specify below)	\$ \$ 1,500.00	\$	\$
TOTAL COSTS	\$ \$ 131,900.00	\$	\$

Specify Consultants/Other Activities

Business consultants will be sourced through Washington State non-profit organizations.

Priority 1 (full) funding: \$ \$ 131,900.00 **Priority 2 (partial) funding** \$ \$ 106,900.00

Describe any budget items unspecified above and explain the differences in the amount listed as funding priorities 1 and 2:

Priority funding for the La Conner Downtown Association totals \$131,900.00 for 2025, and reflects a projected budget that begins a much needed merchant-supported and economically sustainable program. Partial funding considers the La Conner Downtown Association's responsibility to exchange efforts to be partially responsible for its own fundraising.

SUPPLEMENTAL QUESTIONS

1. Chamber Contact:

Have you worked with a Chamber of Commerce or Visitors Information Center to promote your project? If so, explain how this project, program or event and its schedule have been coordinated with the Chamber of Commerce or other programs, projects or events within the Town.

Please see attached:

In 2023, sun bleached banners hung on the street poles along Morris Street, leading visitors into an unbranded and unwelcoming La Conner. In 2024, I proposed and designed oversized welcome banners for the Chamber of Commerce. Director Mark Hulst selected a photographic style of banner featuring a combination of local and stock photography that reflects the combined seasons of spring/summer and fall/winter seasons.

2. Benefit to Town Tourism:

Describe how this activity attracts, serves and facilitates overnight tourism in La Conner. For example: Does it lodge or feed tourists; promote tourism; provide for the sale of gifts, souvenirs or other items, or provide programs/entertainment for tourism? If so, how? Does it provide some other short or long range economic benefit? Will a tourist facility be constructed?

Please see attached:

The La Conner Downtown Association (LCDA) plays a crucial role in attracting, serving, and facilitating overnight tourism in La Conner through a range of initiatives and strategies. Pre-determining the actions we want visitors to take, such as increased overnight stays, will determine a strategy of specific marketing and events:

3. Time Frame:

What is your anticipated time frame for accomplishing this project? Is it a seasonal activity appropriate to its location? If an outdoor activity, are there any weather-related constraints?

Please see attached:

2024: Non-profit establishment, brand development, Town Meeting Introduction to the Main Street Program, develop a mission statement, marketing and business plan for 2025, create a community needs assessment plan, and examine existing visitor data.

4. Hotel Seasons:

From the list below, what season will your project enhance tourism in La Conner? Please indicate the appropriate season.

Season	Months	Select-X
Year-round	January - December	X
Off-season	December - February	X
Shoulder season	October - November or March - May	X
Peak season	June - September	X

5. Additional Information:

Provide any additional information which will assist in evaluating your project and its benefit to La Conner.

La Conner's downtown area, with its rich history and potential for growth, faces challenges including outdated infrastructure, lack of cohesive design, and insufficient promotion. Recent assessments indicate a decline in visitor numbers and local business revenue, highlighting the need for a structured revitalization approach. The Washington State Main Street Program offers a proven framework for addressing these issues through a holistic approach that integrates economic development, design, and community engagement. Funding from the Hotel/Motel Tax will enable LCDA to implement this program effectively, revitalizing downtown and boosting tourism and local economic activity.

ECONOMIC IMPACT - Pre-Activity Report

State law requires you to provide estimates of potential economic impact. The estimates are specifically for the event, activity, or facility for which you are requesting funding.

Total amount anticipated to be spent on the project	\$ \$131,900.00
Visitor Categories	
1. Estimated total attendance	+7,500
2. Estimated number of attendees traveling 50 + miles	+2,500
3. Estimated number of attendees from out of state.	+1,500
4. Estimated attendees paying for lodging	+500
5. Estimated attendees not paying for lodging (staying with family/friends)	+2,500
6. Estimated total \$ of lodging nights generated. (1 lodging night equals 1 + person occupying 1 room for 1 night)	+500

Please provide a description of how your organization will determine attendance and distinguish among the visitor categories (Direct Count, Indirect Count, Structural Estimate, Formal Survey or Informal Survey)

Please see attached:

To effectively determine attendance and distinguish among visitor categories, the La Conner Downtown - Association will implement a multi-faceted approach combining various counting and surveying methods. Here's a detailed description of our approach:

15. Application Certification:

I attest the information in this application is accurate, that I am an Agent authorized to represent the Organization and I understand the funds requested, if granted, will go to the Organization. I will meet all necessary requirements including, but not limited to, insurance, business licensing, permitting and state reporting requirements. If my activity is funded, I agree to use the approved La Conner logo in all promotional material.

Additionally, I understand the Washington State limitations placed on use of Lodging Tax, and certify that the requested funds will be used only for purposes described in this application or as approved by the Town. I understand use of funds is subject to audit by the State of Washington.

I acknowledge that all of the contents of this application are subject to disclosure under the State of Washington Public Records Act. RCW 42.56, and that the application may be discussed in meetings of the Town of La Conner Council that are open to the public under RCW 42.30.

Signature:

Print Name: Stephanie Banaszak

Title: Developer of La Conner Downtown Association Date: September 9, 2024

Town Of La Conner
2025 Tourism Promotion Funding Application
Attachment For La Conner Downtown Association

Disclosure: Please note that all of the following ideas, plans, and resource affiliations answered in response to the La Conner Hotel/Motel Grant questions are the intellectual property of Stephanie Banaszak, developer of the La Conner Downtown Association.

Applicant Information

Organization Name: La Conner Downtown Association
Event/Project Title: Washington State Main Street Program
Amount of Funding Requested: \$106,900.00
Address: 105 S 1st Street, La Conner, WA 98257
Website: (2025) www.LaConnerDowntown.org
Contact Person: Stephanie Banaszak
Contact Phone: 360-770-8123
Email: (Temporary) info@LaConnerErth.com
Date Submitted: September 9, 2024
Tourist Promotion Activities: X
Non-Profit: Establishing in Fall/Winter of 2024

Project Summary

Provide A description of the project activity:

The La Conner Downtown Association (LCDA) is seeking \$106,900 from the Hotel/Motel Tax Funds in 2025 to support a comprehensive tourism revitalization effort for La Conner's business community that is aligned with Washington State's Main Street Program. This funding will be used to implement a series of initiatives and events aimed at enhancing downtown La Conner's economic vitality, historical charm, and visitor appeal. The project will focus on four key areas: economic development, historic preservation, design improvements, and promotional activities. Our goal is to increase tourism, support local businesses, increase hotel/motel sales tax revenue to attract the right demographic with measured results to create a thriving downtown.

La Conner's downtown area, with its rich history and potential for growth, faces challenges including outdated infrastructure, lack of cohesive design, and insufficient promotion. Recent assessments indicate a decline in visitor numbers and local business revenue, highlighting the need for a structured revitalization approach. The Washington State Main Street Program offers a proven framework for addressing these issues through a holistic approach that integrates economic development, design, and community engagement. Funding from the Hotel/Motel Tax will enable LCDA to implement this program effectively, revitalizing downtown and boosting tourism and local economic activity.

Funding & Budget

1. Self-Support: For the LCDA to become self-supporting and ensure long-term sustainability, it intends to develop a diverse and reliable set of revenue streams and strategies. Here's a comprehensive approach to achieving self-sufficiency:

Membership Programs: A low buy-in subscription of \$150 for every business in La Conner and its outlying areas to ensure that all local businesses have the opportunity to participate and benefit from the program.

Marketing and Promotion: Monthly and quarterly collaborative advertising opportunities and with local businesses to create print and digital promotional campaigns that generate full cohesion and equitable reach to targeted demographics..

Event Revenue: Host signature and community events for LCD sustainability.

Sponsorships and Partnerships: Secure sponsorships from local businesses and larger corporations for events, programs, and initiatives.

Grant Funding: Apply for grants from various sources, including government programs, foundations, and corporate grants. Focus on grants that support economic development, community enhancement, and tourism.

Community Engagement and Volunteer Support: Develop a strong volunteer program to reduce operational costs and engage community members.

Fundraising Campaigns: Launch an annual campaign with targeted goals and clear messaging and use crowdfunding platforms and online donation tools to reach a broader audience and raise money for specific projects.

Merchandise Sales: Branded merchandise featuring the Downtown Association's logo and or local landmarks, and partner with local artists to create unique products that can be sold online and at events, promoting both the association and local talent.

Endowment Fund: Create an endowment fund where contributions are invested, and the interest or dividends generated provide ongoing revenue.

explain how this project, program or event and its schedule have been coordinated with the Chamber of Commerce

2. Income from sponsorships, grants, donations, and admission fees:

Year One Subscriptions: - \$7,500

Year One Sponsorship: - \$10,000

Year One Fundraising: - \$7,500

***Year One Sustaining Total: - \$25,000**

1. Budget Expense:

Marketing Services: 70,000

Administration:

Bookkeeping/CPA: \$2,400 (200/mo)

Marketing/Promotion:

Event Insurance: \$1,200 (300.00 per event)
Event Costs: \$10,000
Website Development: \$5,000 (with SEO & Google My Business Set Up)
URL, Domain Email, SSL Certification: \$1,300
Monetized Site: \$2,000.00 (subscription processing)
Website Maintenance: \$6,000 (500/mo)
Logo & Branding Development: \$2,000.00
Business Cards: \$500
Brochure & Design: \$8,000 (@6K pieces)
Banners, Flyers, Postcards: \$5,000
Social Media Set Up, Management & Graphics: \$9,500 (800/mo)
Paid FB Ads: \$6,000 (\$500/mo)
Travel: \$1,500
Consultants: \$0.00
Construction: \$0.00
Other Activities: \$1,500 (miscellaneous costs)
Total Costs: \$131,900
Total Hotel/Motel Grant Funding Request: \$131,900

Specify Consultants/Other Activities:

Business consultants will be sourced through Washington State non-profit organizations, and as stated above, other activities to become self-sustaining long-term are subscriptions, sponsorships, and fundraising:

Priority 1 (full) Funding: \$131,900.00 **Priority 2 (partial) Funding:** \$106,900.00

Describe any budget items unspecified above and explain the differences in the amount listed as funding priorities 1 and 2:

Priority funding for the La Conner Downtown Association totals \$131,900.00 for 2025, and reflects a projected budget that begins a much needed merchant-supported and economically sustainable program. Partial funding considers the La Conner Downtown Association's responsibility to exchange efforts to be partially responsible for its own fundraising.

Supplemental Questions

1. Chamber contact: Have you worked with a Chamber of Commerce or Visitors Information Center to promote your project? If so, explain how this project, program or event and its schedule have been coordinated with the Chamber of Commerce or other programs, projects or events within the Town.

In 2023, sun bleached banners hung on the street poles along Morris Street, leading visitors into unbranded and unwelcoming La Conner. In 2024, I proposed and designed oversized welcome banners for the Chamber of Commerce. Director Mark Hulst selected a photographic style of banner featuring a combination of local and stock photography that reflects the combined seasons of spring/summer and fall/winter seasons. To engage the photographic community, I developed a social media contest and provided all press, graphics and digital content for the chamber's Facebook page that garnered four photo-worthy images and insights that increased awareness about the new vinyl artwork. Spring/summer banners are currently being featured and (possibly), as 1st street turns to a one-way direction, fall/winter banners will be hung.

2. Benefit to Town tourism: Describe how this activity attracts, serves and facilitates overnight tourism in La Conner. For example: Does it lodge or feed tourists; promote tourism; provide for the sale of gifts, souvenirs or other items, or provide programs/entertainment for tourism? If so, how? Does it provide some other short or long range economic benefit? Will a tourist facility be constructed?

The La Conner Downtown Association (LCDA) plays a crucial role in attracting, serving, and facilitating overnight tourism in La Conner through a range of initiatives and strategies. Pre-determining the actions we want visitors to take, such as increased overnight stays, will determine a strategy of specific marketing and events:

1. Promotion and Marketing:

- **Marketing Campaigns:** The LCDA intends to develop and promote relevant and attractive marketing campaigns featuring LCDA-sponsored events and attractions disseminated through various channels such as social media, tourism websites, and print materials, helping to attract the right visitors.
- **Print Material:** Develop a town brochure specifically for La Conner to distribute throughout the business community.

2. Events and Activities:

- **Local Events:** The LCDA will organize and support a variety of promotions that draw tourists to the town. Once in town, we will have activities waiting for them so they become engaged with businesses. These may include After Hours shopping, or Friday night art walks with dining that leads to an overnight stay.
- **Cultural and Community Events:** By organizing or supporting cultural events, the LCDA enhances the town's appeal as a tourist destination. Events like the La Conner Quilt Festival or a collaboration with the Swinomish Indian Tribal Community to attract tourists interested in arts and culture, often leading to extended stays.

3. Collaboration with Local Businesses:

- **Business Promotion:** The LCDA will work with local businesses to educate merchants about its annual promotional calendar so they can better prepare for upcoming events. This also facilitates a symbiotic relationship that better markets their goods and services.

4. Enhancing the Visitor Experience:

- **Wayfinding and Signage:** Effective wayfinding and signage are provided to help tourists navigate the town easily. This includes directional banners with strategic placement to key attractions, parking areas, and public amenities.

5. Support Existing Local Attractions:

- **Promotion of Attractions:** The LCDA supports and promotes local events and attractions already in place to ensure they are well-integrated into the overall visitor experience.

6. Community Engagement and Feedback:

- **Engaging Locals:** The LCDA plans to engage with local residents and businesses to gather feedback through measured surveying methods to ensure that the needs of the community are met while enhancing the tourist experience for continuous improvement and sustainable economic development.

3. Time Frame: What is your anticipated time frame for accomplishing this project? Is it a seasonal activity appropriate to its location? If an outdoor activity, are there any weather-related constraints?

2024: Phase 1 - Planning:

Non-profit establishment, brand development, Town Meeting Introduction to the Main Street Program, develop a mission statement, marketing and business plan for 2025, create a community needs assessment plan, and examine existing visitor data.

Conduct a needs assessment, recruit diverse board members to obtain affiliate status with the Main Street Program, schedule monthly Board meetings, develop a strategic plan for onboarding to the Main Street Program's pillars, and outline specific goals, initiatives..

2025: Phase 2 - Execution:

Implement initiatives in phases, starting with pilot programs. Ensure effective coordination with Main Street Program resources and support.

Months 1-2: Initiate partnerships, and begin community events.

Month 3-6: Website design, direct email and initial social media campaigns.

Month 7-12: Evaluate progress, adjust strategies as needed, and plan for larger events and director for outreach.

Phase 3 - Review and Adaptation: Monitor progress, assess outcomes, and adjust strategies based on feedback and performance data to ensure continued success.

4. Hotel Seasons: From the list below, what season will your project enhance tourism in La Conner? Please indicate the appropriate season.

The La Conner Downtown Association's promotional strategies include all seasons of the year with special attention to tourism-focused seasons and community-driven events.

Year-round January - December	X
Off-season December - February	X
Shoulder season October - November or March - May	X
Peak season June - September	X

5. Additional Information:

Provide any additional information which will assist in evaluating your project and its benefit to La Conner.

La Conner's downtown area, with its rich history and potential for growth, faces challenges including outdated infrastructure, lack of cohesive design, and insufficient promotion. Recent assessments indicate a decline in visitor numbers and local business revenue, highlighting the need for a structured revitalization approach. The Washington State Main Street Program offers a proven framework for addressing these issues through a holistic approach that integrates economic development, design, and community engagement. Funding from the Hotel/Motel Tax will enable LCDA to implement this program effectively, revitalizing downtown and boosting tourism and local economic activity.

ECONOMIC IMPACT Pre-Activity Report

Total amount anticipated to be spent on the project \$131,900.00

Visitor Categories

1. Estimated total attendance	+7,500
2. Estimated number of attendees traveling 50 + miles	+2,500
3. Estimated number of attendees from out of state	+1,500
4. Estimated attendees paying for lodging	+500
5. Estimated attendees not paying for lodging (staying with family/friends)	+2,500
6. Estimated total \$ of lodging nights generated (1 lodging night equals 1 + person occupying 1 room for 1 night)	+500

Please provide a description of how your organization will determine attendance and

distinguish among the visitor categories (Direct Count, Indirect Count, Structural Estimate, Formal Survey or Informal Survey)

To effectively determine attendance and distinguish among visitor categories, the La Conner Downtown Association will implement a multi-faceted approach combining various counting and surveying methods. Here's a detailed description of our approach:

- 1. Direct Count:** the number of attendees is counted directly, typically at entry or exit points.
- 2. Indirect Count:** ticket sales, reservations, or historical attendance data.
- 3. Structural Estimate:** Calculate the number of visitors based on the space's capacity and layout.
- 4. Formal Survey:** Conduct surveys using structured questionnaires.
- 5. Informal Survey:** Staff may ask visitors about their experience or collect feedback in a less structured manner.
- 6. Social Media Data:** Use tools to track engagement metrics such as likes, shares, comments, and check-ins.
- 7. Web Data:** Analyze web traffic metrics.
- 8. Visitor Center Data:** Use visitor management systems to log details such as peak visiting times and visitor demographics.

15. Application Certification: I attest the information in this application is accurate, that I am an Agent authorized to represent the Organization and I understand the funds requested, if granted, will go to the Organization. I will meet all necessary requirements including, but not limited to, insurance, business licensing, permitting and state reporting requirements. If my activity is funded, I agree to use the approved La Conner logo in all promotional material. Additionally, I understand the Washington State limitations placed on use of Lodging Tax, and certify that the requested funds will be used only for purposes described in this application or as approved by the Town. I understand use of funds is subject to audit by the State of Washington. I acknowledge that all of the contents of this application are subject to disclosure under the State of Washington Public Records Act. RCW 42.56, and that the application may be discussed in meetings of the Town of La Conner Council that are open to the public under RCW 42.30.

Signature: Stephanie Banaszak

Name: Stephanie Banaszak, Developer of La Conner Downtown Association

Date: September 9, 2024

LA CONNER THRIVES ASSOCIATION

Event	Full Funding	Partial Funding
Birding Festival	\$2000	\$1000
La Conner Pet Parade	\$1000	\$1000
Renaissance/Shakespeare Festival	\$2500	\$1000
Fall Festival	\$7500	\$5000
Pride Month	\$7300	\$1000
A Dickens Christmas	\$9000	\$4500



TOWN OF LA CONNER

PO Box 400

La Conner, WA 98257

Town of La Conner 2025 Tourism Promotion Funding Application

2025 funding requests are now being accepted by the Town of La Conner. Applications for Lodging Tax/Tourism Promotion Funding are due September 9, 2024 at Town Hall.

What can be funded with Lodging Tax Revenue?

Lodging taxes can be used for:

- Tourism marketing
- Marketing and operations of special events and festivals
- Operations of tourism-related facilities owned or operated by nonprofit organizations • Operations and capital expenditures of tourism related facilities owned by the Town of La Conner

State Law Defining the Use of Lodging Tax:

Revised Code of Washington (RCW), Chapter 67.28 - *Public Stadium, Convention, Arts and Tourism Facilities*, governs the use of lodging tax funds and outline required annual reporting of the lodging tax revenues. The required reporting to the State of Washington is incorporated into the Town of La Conner's application forms and process.

Definitions of terms relating to RCW 67.28

Tourism – economic activity resulting from tourists, which may include sales of overnight lodging, meals, tours, gifts, or souvenirs.

Tourism promotions – means activities, operations, and expenditures designed to increase tourism, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding the marketing of or the operation of special events and festivals designed to attract tourists.

Tourism-related facility - means real property owned by a public entity; owned by a non-profit organization described under section 501(c)(3) of the IRS code of 1986 and used to support tourism, performing arts, or to accommodate tourist activities.

Who May Apply?

The 2024 funding program is open to non-profit organizations with the demonstrated ability to achieve tourism goals as outlined below.

- Increase hotel occupancy in the Town of La Conner by creating overnight stays. • Increase overnight stays during the off season.
- Provide visitor attractions and/or promote the area's existing attractions.
- Attract more businesses to the Town of La Conner and thereby generate additional business for hotels and motels.

All applications must include estimates of how funding the activity will result in increases to people staying overnight, traveling 50 miles or more, or coming from another county, state, or country.

Selection and Award Process:

Funding of the program and specific awards are dependent on the recommendations of the La Conner Finance Committee and the Mayor, who will receive all applications and recommend a list of candidates and funding levels to the Town of La Conner Council for final determination. **Funds will be awarded on a competitive basis**, and applicants will be notified following the Town Council decision.

Application Requirements:

All applications seeking funding under this program must submit a completed application form along with all required documentation in order to be considered for funding. Incomplete applications will not be considered by the Finance Committee and Mayor.

Applications must be received at the La Conner Town Hall by 3:30 p.m. on September 9, 2024.

Please submit only one fully completed and signed original and a copy of your non-profit corporation registration. All applications must be able to be clearly reproduced in black and white.

For more information contact Maria DeGoede at 360-466-3125 or email at
financedirector@townoflaconner.org.

Organizations awarded funds will be required to:

- Execute a contractual agreement that will set out the performance expectations, level of funding and the mechanism for invoicing for payment;
- Obtain all legally required special events permits, licenses, insurance and approvals;
- Acknowledge the Town's contribution in formal promotional materials and efforts (i.e. Town logo, etc.);
- Submit a post-event activity report to the Town describing the total number of travelers generated in each visitor category. The Town will report this information in its annual report to the State of Washington Joint Legislative Audit and Review Committee (JLARC) by March 15th of the following year.

The post-event activity report must include the following:

- Total amount spent on the event
- Total attendees
- The number of participants who attended the event/activity in each of the following categories:
 - Staying overnight in paid accommodations away from their place of residence or business;
 - Staying overnight in unpaid accommodations (e.g., with friends/family) and traveling fifty miles or more one way from their place of residence or business;
 - Staying for the day only and traveling more than fifty miles or more one way from their place of residence or business;
 - Attending but not included in one of the above categories above
- The estimated number of participants in any of the above categories that attended from out-of state (includes other countries).
- A description of methods used to determine attendance and distinguish among the visitor categories at the event/activity (Direct Count, Indirect Count, Structural Estimate, Survey, and Informal Survey).

Any recipient awarded funding must complete the reporting requirements.

08/09/2024 Page 2 of 6



Town of La Conner Town of Conner
PO Box 400 Lodging Tax Funds La Conner WA 98257 Application for
2025

Applicant Information	
Organization Name:	La Conner Thrives Association
Event/Project Title:	La Conner Birding Festival
Amount of Funding Requested:	\$2,000
Address:	758 Tillamuk Drive La Conner, WA 98257
Website:	
Contact Person:	Gina Torpey
Contact Phone Number:	925-487-1848
E-mail:	laconnerthrives@gmail.com
Date Submitted:	8/30/2024
Tourism Promotion Activities	<input checked="" type="checkbox"/>
Tourism Related Facility	<input checked="" type="checkbox"/>
Event /Festival	Throughout downtown during month of December Location: Date(s):

Non-Profit

Attach proof of non-profit corporation status with WA
Secretary of State

Public Agency

PROJECT SUMMARY

Provide a Description of the Project Activity:

La Conner Thrives Association would like to collect data on overnight stays, tourism, event attendance, and commerce transactions throughout all of La Conner during 2025. In order to do this, we are requesting funding to use an event data collection app (a digital event passport) and an event coordinator to manage the process at no cost to local merchants. This will give La Conner a true/accurate baseline to make informed decisions about event support in future years, making every dollar invested in our community bring in the biggest impact.

08/09/2024 Page 3 of 6

FUNDING & BUDGET

1. Self- Support - Explain how the proposed program, project or event will endeavor to become self-supporting

Ideally, this process will be built in to all future tourism efforts (included in those budgets).

2. Income from sponsorships, grants, donation and admission fees: If you are anticipating receiving partial funding for this activity from another source, please list the source(s), approximate amount, and status of funding. Are you seeking hotel/motel taxes from other sources?

Amount Source Projected/Confirmed

\$ 2,000	Lodging Tax Funds grant	Not confirmed
\$		
\$		
\$		
\$		

Total Income: \$ 2,000

What percentage of your project budget does your request for Town funds represent? 100%.

Budget Expense:

Activity	La Conner Funds	Other Funds	Total
Personnel: (salaries/benefits)	\$ 0	\$	\$0
Administration: (supplies/utilities/phone/rent/janitor/taxes)	\$ 1,000	\$	\$1,000
Marketing/Promotion:	\$ 0	\$	\$0
Travel:	\$ 0	\$	\$0
Consultants: (specify below)	\$ 1,000	\$	\$1,000
Construction:	\$ 0	\$	\$0
Other Activities: (specify below)	\$ 0	\$	\$0
TOTAL COSTS	\$ 2,000	\$	\$2,000

Specify Consultants/Other Activities

An event coordinator will set up the app for proposed events and provide analytics post-event.

Priority 1 (full) funding: \$ 2,000 **Priority 2 (partial) funding \$1,000**

Describe any budget items unspecified above and explain the differences in the amount listed as funding priorities 1 and 2:

Less robust data collection/fewer retail days monitored vs detailed and more days.

08/09/2024 Page 4 of 6

SUPPLEMENTAL QUESTIONS**1. Chamber Contact:**

Have you worked with a Chamber of Commerce or Visitors Information Center to promote your project? If so, explain how this project, program or event and its schedule have been coordinated with the Chamber of Commerce or other programs, projects or events within the Town.

To our knowledge, the Chamber does not track these numbers and cannot report them accurately.

2. Benefit to Town Tourism:

Describe how this activity attracts, serves and facilitates overnight tourism in La Conner. For example: Does it lodge or feed tourists; promote tourism; provide for the sale of gifts, souvenirs or other items, or provide programs/entertainment for tourism? If so, how? Does it provide some other short or long range economic benefit? Will a tourist facility be constructed?

We are going to use the calendar year 2025 to collect attendance data to set a baseline that we can then measure against in future years. This will allow us to show clear correlation between the events and increases in dollars spent in our shops, restaurants, and hotels. This event will be the first major event to gather attendance data.

3. Time Frame:

What is your anticipated time frame for accomplishing this project? Is it a seasonal activity appropriate to its location? If an outdoor activity, are there any weather-related constraints?

Throughout 2025.

4. Hotel Seasons:

From the list below, what season will your project enhance tourism in La Conner? Please indicate the appropriate season.

Season	Months	Select-X
Year-round	January - December	x
Off-season	December - February	
Shoulder season	October - November or March - May	
Peak season	June - September	

5. Additional Information:

Provide any additional information which will assist in evaluating your project and its benefit to La Conner.

La Conner Thrives Association's mission is to advance the economic vitality of tourism for La Conner businesses, outlying businesses and communities through marketing and events to reach state-wide demographics and beyond.

As a new nonprofit, we are eager to work with the Chamber of Commerce, other nonprofits, and local business owners to improve awareness of events, willingness to participate, and overall success. Our first year's goal is to collect reliable data from all events hosted in La Conner so that more precise planning can be done and outcomes can more accurately be assessed. This will help all entities that host events in La Conner with cost-benefit analysis.

08/09/2024 Page 5 of 6

ECONOMIC IMPACT - Pre-Activity Report

State law requires you to provide estimates of potential economic impact. The estimates are specifically for the event, activity, or facility for which you are requesting funding.

Total amount anticipated to be spent on the project	\$2,000
Visitor Categories	
1. Estimated total attendance	We will be collecting this data
2. Estimated number of attendees traveling 50 + miles	We will be collecting this data
3. Estimated number of attendees from out of state.	We will be collecting this data
4. Estimated attendees paying for lodging	We will be collecting this data
5. Estimated attendees not paying for lodging (staying with family/friends)	We will be collecting this data
6. Estimated total \$ of lodging nights generated. (1 lodging night equals 1 + person occupying 1 room for 1 night)	We will be collecting this data

Please provide a description of how your organization will determine attendance and distinguish among the visitor categories (Direct Count, Indirect Count, Structural Estimate, Formal Survey or Informal Survey)

We are requesting all shops, museums, and hotels to assist us in collecting this data. We already have several shops and hotels that have volunteered to keep a tally of foot traffic throughout the calendar year 2025. The hotels will have a more detailed (yet short) survey that they will ask guests to fill out during check in. Collecting this data will set a baseline for measuring increase and impact of events in following years. We will also be utilizing a digital event passport for all scheduled events that will collect more robust data.

15. Application Certification:

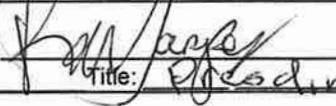
I attest the information in this application is accurate, that I am an Agent authorized to represent the Organization and I understand the funds requested, if granted, will go to the Organization. I will meet all necessary requirements including, but not limited to, insurance, business

licensing, permitting and state reporting requirements. If my activity is funded, I agree to use the approved La Conner logo in all promotional material.

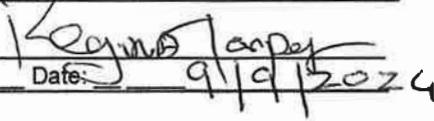
Additionally, I understand the Washington State limitations placed on use of Lodging Tax, and certify that the requested funds will be used only for purposes described in this application or as approved by the Town. I understand use of funds is subject to audit by the State of Washington.

I acknowledge that all of the contents of this application are subject to disclosure under the State of Washington Public Records Act. RCW 42.56, and that the application may be discussed in meetings of the Town of La Conner Council that are open to the public under RCW 42.30.

Signature:



Print Name:



Title: President

Date:

9/9/2024

TOWN OF LA CONNER
 PO Box 400
 La Conner, WA 98257

Town of La Conner
2025 Tourism Promotion Funding Application

2025 funding requests are now being accepted by the Town of La Conner. Applications for Lodging Tax/Tourism Promotion Funding are due September 9, 2024 at Town Hall.

What can be funded with Lodging Tax Revenue?

Lodging taxes can be used for:

- Tourism marketing
- Marketing and operations of special events and festivals
- Operations of tourism-related facilities owned or operated by nonprofit organizations
- Operations and capital expenditures of tourism related facilities owned by the Town of La Conner

State Law Defining the Use of Lodging Tax:

Revised Code of Washington (RCW), Chapter 67.28 - *Public Stadium, Convention, Arts and Tourism Facilities*, governs the use of lodging tax funds and outline required annual reporting of the lodging tax revenues. The required reporting to the State of Washington is incorporated into the Town of La Conner's application forms and process.

Definitions of terms relating to RCW 67.28

Tourism – economic activity resulting from tourists, which may include sales of overnight lodging, meals, tours, gifts, or souvenirs.

Tourism promotions – means activities, operations, and expenditures designed to increase tourism, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding the marketing of or the operation of special events and festivals designed to attract tourists.

Tourism-related facility - means real property owned by a public entity; owned by a non-profit organization described under section 501(c)(3) of the IRS code of 1986 and used to support tourism, performing arts, or to accommodate tourist activities.

Who May Apply?

The 2024 funding program is open to non-profit organizations with the demonstrated ability to achieve tourism goals as outlined below.

- Increase hotel occupancy in the Town of La Conner by creating overnight stays.
- Increase overnight stays during the off season.
- Provide visitor attractions and/or promote the area's existing attractions.
- Attract more businesses to the Town of La Conner and thereby generate additional business for hotels and motels.

All applications must include estimates of how funding the activity will result in increases to people staying overnight, traveling 50 miles or more, or coming from another county, state, or country.

Selection and Award Process:

Funding of the program and specific awards are dependent on the recommendations of the La Conner Finance Committee and the Mayor, who will receive all applications and recommend a list of candidates and funding levels to the Town of La Conner Council for final determination. Funds will be awarded on a competitive basis, and applicants will be notified following the Town Council decision.

Application Requirements:

All applications seeking funding under this program must submit a completed application form along with all required documentation in order to be considered for funding. Incomplete applications will not be considered by the Finance Committee and Mayor.

Applications must be received at the La Conner Town Hall by 3:30 p.m. on September 9, 2024.

Please submit only one fully completed and signed original and a copy of your non-profit corporation registration. All applications must be able to be clearly reproduced in black and white.

For more information contact Maria DeGoede at 360-466-3125 or email at
financedirector@townoflaconner.org.

Organizations awarded funds will be required to:

- Execute a contractual agreement that will set out the performance expectations, level of funding and the mechanism for invoicing for payment;
- Obtain all legally required special events permits, licenses, insurance and approvals;
- Acknowledge the Town's contribution in formal promotional materials and efforts (i.e. Town logo, etc.);
- Submit a post-event activity report to the Town describing the total number of travelers generated in each visitor category. The Town will report this information in its annual report to the State of Washington Joint Legislative Audit and Review Committee (JLARC) by March 15th of the following year.

The post-event activity report must include the following:

- Total amount spent on the event
- Total attendees
- The number of participants who attended the event/activity in each of the following categories:
 - Staying overnight in paid accommodations away from their place of residence or business;
 - Staying overnight in unpaid accommodations (e.g., with friends/family) and traveling fifty miles or more one way from their place of residence or business;
 - Staying for the day only and traveling more than fifty miles or more one way from their place of residence or business;
 - Attending but not included in one of the above categories above
- The estimated number of participants in any of the above categories that attended from out-of state (includes other countries).
- A description of methods used to determine attendance and distinguish among the visitor categories at the event/activity (Direct Count, Indirect Count, Structural Estimate, Survey, and Informal Survey).

Any recipient awarded funding must complete the reporting requirements.

08/09/2024 Page 2 of 6

Town of La Conner Town of Conner
PO Box 400 Lodging Tax Funds La Conner WA 98257 Application for
2025

Applicant Information	
Organization Name:	La Conner Thrives Association
Event/Project Title:	La conner pet parade
Amount of Funding Requested:	\$1,000
Address:	758 Tillamuk Drive La Conner, WA 98257
Website:	
Contact Person:	Gina Torpey
Contact Phone Number:	925-487-1848
E-mail:	laconnerthrives@gmail.com
Date Submitted:	8/30/2024
Tourism Promotion Activities	X
Related Facility	X
Event /Festival	March (TBD) 1st street Location: Date(s):

PROJECT SUMMARY**Provide a Description of the Project Activity:**

This event has been privately funded by Gina Torpey for the past 3 years with increasing attendance each year. We had 57 participants in 2023, and 37 participants in 2024 (bad weather caused last minute drop outs). Observers average about 100 lining the streets.

The event kicks off at around 12:00 with participants and their pets gather and parade down 1st street in costumes, celebrating the daffodil blooms. 4H will be participating this year with chickens, horses, rabbits, etc. The Miniature Donkey Farm will also be participating.

08/09/2024 Page 3 of 6

FUNDING & BUDGET**1. Self- Support** - Explain how the proposed program, project or event will endeavor to become self-supporting

This event has averaged \$600 per year, but has the potential to be much larger with better financial support.

2. Income from sponsorships, grants, donation and admission fees: If you are anticipating receiving partial funding for this activity from another source, please list the source(s), approximate amount, and status of funding. Are you seeking hotel/motel taxes from other sources?

Amount Source Projected/Confirmed

\$ 1,000	Lodging Tax Funds grant	Not confirmed
\$		
\$		
\$		
\$		

Total Income: \$ 1,000

What percentage of your project budget does your request for Town funds represent? 100%.

Budget Expense:

Activity	La Conner Funds	Other Funds	Total
Personnel: (salaries/benefits)	\$ 0	\$	\$0
Administration: (supplies/utilities/phone/rent/janitor/taxes)	\$ 100	\$	\$100
Marketing/Promotion:	\$ 500	\$	\$500
Travel:	\$ 0	\$	\$0
Consultants: (specify below)	\$ 200	\$	\$200
Construction:	\$ 200	\$	\$200
Other Activities: (specify below)	\$	\$	\$

TOTAL COSTS	\$ 1000	\$	\$1000

Specify Consultants/Other Activities

[Large empty box for writing]

Priority 1 (full) funding: \$ 1,000 **Priority 2 (partial) funding \$1000**

Describe any budget items unspecified above and explain the differences in the amount listed as funding priorities 1 and 2:

[Large empty box for writing]

08/09/2024 Page 4 of 6

SUPPLEMENTAL QUESTIONS

1. Chamber Contact:

Have you worked with a Chamber of Commerce or Visitors Information Center to promote your project? If so, explain how this project, program or event and its schedule have been coordinated with the Chamber of Commerce or other programs, projects or events within the Town.

La Conner Chamber of Commerce asked Gina Torpey to organize and run the event. However, she paid for all expenses out of pocket without reimbursement from the Chamber.

2. Benefit to Town Tourism:

Describe how this activity attracts, serves and facilitates overnight tourism in La Conner. For example: Does it lodge or feed tourists; promote tourism; provide for the sale of gifts, souvenirs or other items, or provide programs/entertainment for tourism? If so, how? Does it provide some other short or long range economic benefit? Will a tourist facility be constructed?

We are going to use the calendar year 2025 to collect attendance data to set a baseline that we can then measure against in future years. This will allow us to show clear correlation between the events and increases in dollars spent in our shops, restaurants, and hotels.

3. Time Frame:

What is your anticipated time frame for accomplishing this project? Is it a seasonal activity appropriate to its location? If an outdoor activity, are there any weather-related constraints?

This event will be held in the 1st week of March. Hopefully, there will be better weather this year. However, last year's parade still took place in poor weather conditions.

4. Hotel Seasons:

From the list below, what season will your project enhance tourism in La Conner? Please indicate the appropriate season.

Season	Months	Select-X
Year-round	January - December	
Off-season	December - February	
Shoulder season	October - November or March - May	x
Peak season	June - September	

5. Additional Information:

Provide any additional information which will assist in evaluating your project and its benefit to La Conner.

La Conner Thrives Association's mission is to advance the economic vitality of tourism for La Conner businesses, outlying businesses and communities through marketing and events to reach state-wide demographics and beyond.

As a new nonprofit, we are eager to work with the Chamber of Commerce, other nonprofits, and local business owners to improve awareness of events, willingness to participate, and overall success. Our first year's goal is to collect reliable data from all events hosted in La Conner so that more precise planning can be done and outcomes can more accurately be assessed. This will help all entities that host events in La Conner with cost-benefit analysis.

08/09/2024 Page 5 of 6

ECONOMIC IMPACT - Pre-Activity Report

State law requires you to provide estimates of potential economic impact. The estimates are specifically for the event, activity, or facility for which you are requesting funding.

Total amount anticipated to be spent on the project	\$1,000
Visitor Categories	
1. Estimated total attendance	500
2. Estimated number of attendees traveling 50 + miles	
3. Estimated number of attendees from out of state.	
4. Estimated attendees paying for lodging	300
5. Estimated attendees not paying for lodging (staying with family/friends)	200
6. Estimated total \$ of lodging nights generated. (1 lodging night equals 1 + person occupying 1 room for 1 night)	? We will be collecting this data

Please provide a description of how your organization will determine attendance and distinguish among the visitor categories (Direct Count, Indirect Count, Structural Estimate, Formal Survey or Informal Survey)

We are requesting all shops, museums, and hotels to assist us in collecting this data. We already have several shops and hotels that have volunteered to keep a tally of foot traffic throughout the calendar year 2025. The hotels will have a more detailed (yet short) survey that they will ask guests to fill out during check in. Collecting this data will set a baseline for measuring increase and impact of events in following years. We will also be utilizing a digital event passport for all scheduled events that will collect more robust data.

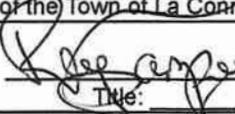
15. Application Certification:

I attest the information in this application is accurate, that I am an Agent authorized to represent the Organization and I understand the funds requested, if granted, will go to the Organization. I will meet all necessary requirements including, but not limited to, insurance, business licensing, permitting and state reporting requirements. If my activity is funded, I agree to use the approved La Conner logo in all promotional material.

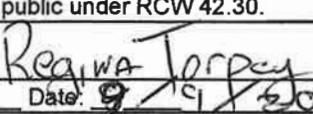
Additionally, I understand the Washington State limitations placed on use of Lodging Tax, and certify that the requested funds will be used only for purposes described in this application or as approved by the Town. I understand use of funds is subject to audit by the State of Washington.

I acknowledge that all of the contents of this application are subject to disclosure under the State of Washington Public Records Act. RCW 42.56, and that the application may be discussed in meetings of the Town of La Conner Council that are open to the public under RCW 42.30.

Signature:



Print Name:



Title:

President

Date:

9/1/2024



TOWN OF LA CONNER
PO Box 400
La Conner, WA 98257

Renaissance/
Shakespeare Festival

**Town of La Conner
2025 Tourism Promotion Funding Application**

2025 funding requests are now being accepted by the Town of La Conner. Applications for Lodging Tax/Tourism Promotion Funding are due September 9, 2024 at Town Hall.

What can be funded with Lodging Tax Revenue?

Lodging taxes can be used for:

- Tourism marketing
- Marketing and operations of special events and festivals
- Operations of tourism-related facilities owned or operated by nonprofit organizations • Operations and capital expenditures of tourism related facilities owned by the Town of La Conner

State Law Defining the Use of Lodging Tax:

Revised Code of Washington (RCW), Chapter 67.28 - *Public Stadium, Convention, Arts and Tourism Facilities*, governs the use of lodging tax funds and outline required annual reporting of the lodging tax revenues. The required reporting to the State of Washington is incorporated into the Town of La Conner's application forms and process.

Definitions of terms relating to RCW 67.28

Tourism – economic activity resulting from tourists, which may include sales of overnight lodging, meals, tours, gifts, or souvenirs.

Tourism promotions – means activities, operations, and expenditures designed to increase tourism, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding the marketing of or the operation of special events and festivals designed to attract tourists.

Tourism-related facility - means real property owned by a public entity; owned by a non-profit organization described under section 501(c)(3) of the IRS code of 1986 and used to support tourism, performing arts, or to accommodate tourist activities.

Who May Apply?

The 2024 funding program is open to non-profit organizations with the demonstrated ability to achieve tourism goals as outlined below.

- Increase hotel occupancy in the Town of La Conner by creating overnight stays. • Increase overnight stays during the off season.
- Provide visitor attractions and/or promote the area's existing attractions.
- Attract more businesses to the Town of La Conner and thereby generate additional business for hotels and motels.

All applications must include estimates of how funding the activity will result in increases to people staying overnight, traveling 50 miles or more, or coming from another county, state, or country.

Selection and Award Process:

Funding of the program and specific awards are dependent on the recommendations of the La Conner Finance Committee and the Mayor, who will receive all applications and recommend a list of candidates and funding levels to the Town of La Conner Council for final determination. Funds will be awarded on a competitive basis, and applicants will be notified following the Town Council decision.

Application Requirements:

All applications seeking funding under this program must submit a completed application form along with all required documentation in order to be considered for funding. Incomplete applications will not be considered by the Finance Committee and Mayor.

Applications must be received at the La Conner Town Hall by 3:30 p.m. on September 9, 2024.
Please submit only one fully completed and signed original and a copy of your non-profit corporation registration. All applications must be able to be clearly reproduced in black and white.

La Conner Town Hall mailing address: Maria DeGoede

For more information contact Maria DeGoede at 360-466-3125 or email at
financedirector@townoflaconner.org.

Organizations awarded funds will be required to:

- Execute a contractual agreement that will set out the performance expectations, level of funding and the mechanism for invoicing for payment;
- Obtain all legally required special events permits, licenses, insurance and approvals;
- Acknowledge the Town's contribution in formal promotional materials and efforts (i.e. Town logo, etc.);
- Submit a post-event activity report to the Town describing the total number of travelers generated in each visitor category. The Town will report this information in its annual report to the State of Washington Joint Legislative Audit and Review Committee (JLARC) by March 15th of the following year.

The post-event activity report must include the following:

- Total amount spent on the event
- Total attendees
- The number of participants who attended the event/activity in each of the following categories:
 - Staying overnight in paid accommodations away from their place of residence or business;
 - Staying overnight in unpaid accommodations (e.g., with friends/family) and traveling fifty miles or more one way from their place of residence or business;
 - Staying for the day only and traveling more than fifty miles or more one way from their place of residence or business;
 - Attending but not included in one of the above categories above
- The estimated number of participants in any of the above categories that attended from out-of state (includes other countries).
- A description of methods used to determine attendance and distinguish among the visitor categories at the event/activity (Direct Count, Indirect Count, Structural Estimate, Survey, and Informal Survey).

Any recipient awarded funding must complete the reporting requirements.

08/09/2024 Page 2 of 6



Town of La Conner Town of Conner
PO Box 400 Lodging Tax Funds La Conner WA 98257 Application for
2025

Applicant Information	
Organization Name:	La Conner Thrives Association
Event/Project Title:	Renaissance / Shakespeare Festival
Amount of Funding Requested:	\$2,500
Address:	758 Tillamuk Drive La Conner, WA 98257
Website:	
Contact Person:	Gina Torpey
Contact Phone Number:	925-487-1848
E-mail:	laconnerthrives@gmail.com
Date Submitted:	8/30/2024
Tourism Promotion Activities	X
Related Facility	X
Event /Festival	March (TBD) 1st street
	Location: Date(s):

PROJECT SUMMARY**Provide a Description of the Project Activity:**

From GR Smith, Washington Shakespeare Festival Director:

Our mobile Renaissance Faire-on-Wheels is at your service!!!

We are thrilled to introduce you to The Washington Shakespearean Festival and our unique Mobile Renaissance Faire & Shakespearean Variety Program for 2024-2025. This program offers local communities a fun and interactive program to bring Tourists to downtowns for an afternoon of interactive programs and festivities. Local Merchants are encouraged to join in the fun with decorations, specialty items, and simple costumes. We involve the Audience with our interactive performances based on Shakespeare's works and the Entertainments of the day. Then those Audience members wander the town and get food, go shopping, and some enjoy the local ambiance by spending the night.

The Company:

GregRobin (G.R.) Smith: A seasoned union performer (AGVA - The American Guild of Variety Artists). Performing and teaching since 1973 is the Managing Director and creator of this program.

Kenneth Haak - Director of the Montana Renaissance Festival. Co-founder and Collaborator of "Zoo Faires" - a Renaissance Faire Consulting firm. Ken has mastered years of Faires for the longest running Renaissance Faire group in Montana.

Eleanor Stallcop-Horrox: (AGMA - The American Guild of Musical Artists) is a renowned Soprano, bringing her extensive operatic and performance expertise to the Program.

The Troupe Director, Stage Management, and the Performers will be local talent, trained to our methods based on decades of performance experience at Renaissance Faires, Interactive School Programs, and Period Performances.

08/09/2024 Page 3 of 6

FUNDING & BUDGET**1. Self- Support** - Explain how the proposed program, project or event will endeavor to become self-supporting

Minimum funding is \$1,000.00 per two-hour performance (fee for Washington Shakespeare Festival troupe).. If demand warrants a larger Faire troupe or 2-day Faire fo, we can generate income from Vendors, Patrons (ticket sales), Sponsors, and Advertisers to supplement our budget need.

2. Income from sponsorships, grants, donation and admission fees: If you are anticipating receiving partial funding for this activity from another source, please list the source(s), approximate amount, and status of funding. Are you seeking hotel/motel taxes from other sources?

Amount Source Projected/Confirmed

\$ 2,500	Lodging Tax Funds grant	Not confirmed
\$		
\$		
\$		
\$		

Total Income: \$ 2,500

What percentage of your project budget does your request for Town funds represent? 100%.

Budget Expense:

Activity	La Conner Funds	Other Funds	Total
Personnel: (salaries/benefits)	\$ 0	\$	\$0
Administration: (supplies/utilities/phone/rent/janitor/taxes)	\$ 1,000	\$	\$1,000
Marketing/Promotion:	\$ 500	\$	\$500
Travel:	\$ 0	\$	\$0
Consultants: (specify below)	\$ 1,000	\$	\$1,000
Construction:	\$ 0	\$	\$0
Other Activities: (specify below)	\$ 0	\$	\$
TOTAL COSTS	\$ 2,500	\$	\$2,500

Specify Consultants/Other Activities

An event planner will be consulted to ensure proper planning, coordination, and execution of the events.

Priority 1 (full) funding: \$ 2,500 **Priority 2 (partial) funding \$1,000**

Describe any budget items unspecified above and explain the differences in the amount listed as funding priorities 1 and 2:

The \$1,000 fee for WA Shakespeare Festival to perform will not cover any marketing or coordination expenses incurred by La Conner Thrives Association. So, we are asking for an additional \$1,500 to ensure that we can cover those expenses and none of our board members will pay out of pocket.

08/09/2024 Page 4 of 6

SUPPLEMENTAL QUESTIONS

1. Chamber Contact:

Have you worked with a Chamber of Commerce or Visitors Information Center to promote your project? If so, explain how this project, program or event and its schedule have been coordinated with the Chamber of Commerce or other programs, projects or events within the Town.

This is a new event for La Conner.

2. Benefit to Town Tourism:

Describe how this activity attracts, serves and facilitates overnight tourism in La Conner. For example: Does it lodge or feed tourists; promote tourism; provide for the sale of gifts, souvenirs or other items, or provide programs/entertainment for tourism? If so, how? Does it provide some other short or long range economic benefit? Will a tourist facility be constructed?

From GR Smith:

Renaissance Faires are bringing massive audiences from hundreds of miles away to small and mid-sized towns

all over the US. Hotels fill up. Restaurants are busy. Gas and Grocery stores need to stock up. The Montana Renaissance Festival (where we have performed for many years) increased the town's coffers significantly for the Faire's weekend. Our offered program is not that big - (yet) - and that is why our request for support is so modest. We are purposely offering this 'sample' experience to prove the concept of what can become a major draw for the entire Valley with little risk to your community to just 'give it a try'. Even a modest mobile Faire, even for just one afternoon, will demonstrate the interest and enthusiasm with which Audiences will show up. Collaborate with us, and watch the Magic happen.

We are going to use the calendar year 2025 to collect attendance data to set a baseline that we can then measure against in future years. This will allow us to show clear correlation between the events and increases in dollars spent in our shops, restaurants, and hotels.

3. Time Frame:

What is your anticipated time frame for accomplishing this project? Is it a seasonal activity appropriate to its location? If an outdoor activity, are there any weather-related constraints?

This event will be scheduled early May. Exact dates are TBD.

4. Hotel Seasons:

From the list below, what season will your project enhance tourism in La Conner? Please indicate the appropriate season.

Season	Months	Select-X
Year-round	January - December	
Off-season	December - February	
Shoulder season	October - November or March - May	x
Peak season	June - September	

5. Additional Information:

Provide any additional information which will assist in evaluating your project and its benefit to La Conner.

La Conner Thrives Association's mission is to advance the economic vitality of tourism for La Conner businesses, outlying businesses and communities through marketing and events to reach state-wide demographics and beyond.

As a new nonprofit, we are eager to work with the Chamber of Commerce, other nonprofits, and local business owners to improve awareness of events, willingness to participate, and overall success. Our first year's goal is to collect reliable data from all events hosted in La Conner so that more precise planning can be done and outcomes can more accurately be assessed. This will help all entities that host events in La Conner with cost-benefit analysis.

08/09/2024 Page 5 of 6

ECONOMIC IMPACT - Pre-Activity Report

State law requires you to provide estimates of potential economic impact. The estimates are specifically for the event, activity, or facility for which you are requesting funding.

Total amount anticipated to be spent on the project	\$2,500
Visitor Categories	
1. Estimated total attendance	200
2. Estimated number of attendees traveling 50 + miles	100
3. Estimated number of attendees from out of state.	
4. Estimated attendees paying for lodging	50

5. Estimated attendees not paying for lodging (staying with family/friends)	150
6. Estimated total \$ of lodging nights generated. (1 lodging night equals 1 + person occupying 1 room for 1 night)	? We will be collecting this data

Please provide a description of how your organization will determine attendance and distinguish among the visitor categories (Direct Count, Indirect Count, Structural Estimate, Formal Survey or Informal Survey)

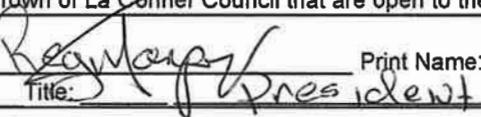
We are requesting all shops, museums, and hotels to assist us in collecting this data. We already have several shops and hotels that have volunteered to keep a tally of foot traffic throughout the calendar year 2025. The hotels will have a more detailed (yet short) survey that they will ask guests to fill out during check in. Collecting this data will set a baseline for measuring increase and impact of events in following years. We will also be utilizing a digital event passport for all scheduled events that will collect more robust data.

15. Application Certification:

I attest the information in this application is accurate, that I am an Agent authorized to represent the Organization and I understand the funds requested, if granted, will go to the Organization. I will meet all necessary requirements including, but not limited to, insurance, business licensing, permitting and state reporting requirements. If my activity is funded, I agree to use the approved La Conner logo in all promotional material.

Additionally, I understand the Washington State limitations placed on use of Lodging Tax, and certify that the requested funds will be used only for purposes described in this application or as approved by the Town. I understand use of funds is subject to audit by the State of Washington.

I acknowledge that all of the contents of this application are subject to disclosure under the State of Washington Public Records Act. RCW 42.56, and that the application may be discussed in meetings of the Town of La Conner Council that are open to the public under RCW 42.30.

Signature:  Print Name: Regine Torpey
Title: President Date: 8/9/2024

TOWN OF LA CONNER
PO Box 400
La Conner, WA 98257

Town of La Conner
2025 Tourism Promotion Funding Application

2025 funding requests are now being accepted by the Town of La Conner. Applications for Lodging Tax/Tourism Promotion Funding are due September 9, 2024 at Town Hall.

What can be funded with Lodging Tax Revenue?

Lodging taxes can be used for:

- Tourism marketing
- Marketing and operations of special events and festivals
- Operations of tourism-related facilities owned or operated by nonprofit organizations •
- Operations and capital expenditures of tourism related facilities owned by the Town of La Conner

State Law Defining the Use of Lodging Tax:

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Tourism – economic activity resulting from tourists, which may include sales of overnight lodging, meals, tours, gifts, or souvenirs.

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Tourism-related facility - means real property owned by a public entity; owned by a non-profit organization described under section 501(c)(3) of the IRS code of 1986 and used to support tourism, performing arts, or to accommodate tourist activities.

Who May Apply?

The 2024 funding program is open to non-profit organizations with the demonstrated ability to achieve tourism goals as outlined below.

- Increase hotel occupancy in the Town of La Conner by creating overnight stays. • Increase overnight stays during the off season.
- Provide visitor attractions and/or promote the area's existing attractions.
- Attract more businesses to the Town of La Conner and thereby generate additional business for hotels and motels.

All applications must include estimates of how funding the activity will result in increases to people staying overnight, traveling 50 miles or more, or coming from another county, state, or country.

Selection and Award Process:

Funding of the program and specific awards are dependent on the recommendations of the La Conner Finance Committee and the Mayor, who will receive all applications and recommend a list of candidates and funding levels to the Town of La Conner Council for final determination. Funds will be awarded on a competitive basis, and applicants will be notified following the Town Council decision.

Application Requirements:

All applications seeking funding under this program must submit a completed application form along with all required documentation in order to be considered for funding. Incomplete applications will not be considered by the Finance Committee and Mayor.

Applications must be received at the La Conner Town Hall by 3:30 p.m. on September 9, 2024.
Please submit only one fully completed and signed original and a copy of your non-profit corporation registration. All applications must be able to be clearly reproduced in black and white.

For more information contact Maria DeGoede at 360-466-3125 or email at
financedirector@townoflaconner.org.

Organizations awarded funds will be required to:

- Execute a contractual agreement that will set out the performance expectations, level of funding and the mechanism for invoicing for payment;
- Obtain all legally required special events permits, licenses, insurance and approvals;
- Acknowledge the Town's contribution in formal promotional materials and efforts (i.e. Town logo, etc.);
- Submit a post-event activity report to the Town describing the total number of travelers generated in each visitor category. The Town will report this information in its annual report to the State of Washington Joint Legislative Audit and Review Committee (JLARC) by March 15th of the following year.

The post-event activity report must include the following:

- Total amount spent on the event
- Total attendees
- The number of participants who attended the event/activity in each of the following categories:
 - Staying overnight in paid accommodations away from their place of residence or business;
 - Staying overnight in unpaid accommodations (e.g., with friends/family) and traveling fifty miles or more one way from their place of residence or business;
 - Staying for the day only and traveling more than fifty miles or more one way from their place of residence or business;
 - Attending but not included in one of the above categories above
- The estimated number of participants in any of the above categories that attended from out-of state (includes other countries).
- A description of methods used to determine attendance and distinguish among the visitor categories at the event/activity (Direct Count, Indirect Count, Structural Estimate, Survey, and Informal Survey).

Any recipient awarded funding must complete the reporting requirements.

08/09/2024 Page 2 of 6

Town of La Conner Town of Conner
PO Box 400 Lodging Tax Funds La Conner WA 98257 Application for
2025

Applicant Information	
Organization Name:	La Conner Thrives Association
Event/Project Title:	Fall Festival
Amount of Funding Requested:	\$7,500
Address:	758 Tillamuk Drive La Conner, WA 98257
Website:	
Contact Person:	Gina Torpey
Contact Phone Number:	925-487-1848
E-mail:	laconnerthrives@gmail.com
Date Submitted:	8/30/2024
Tourism Promotion Activities	X
Related Facility	X
Event /Festival	March (TBD) 1st street Location: Date(s):

PROJECT SUMMARY**Provide a Description of the Project Activity:**

Small events held throughout the month of October. Skagit Valley is already a destination for pumpkin patches and fall festivities. La Conner Thrives Association would like to make La Conner a central hub by offering small events that will redirect the tourism traffic to La Conner's downtown. Some events included will be:

1. **Zombie Crawl**, a night of storytelling, food, and costumes hosted by downtown businesses. We are running this event for the first time this October 26th, 2024. \$25 fee to cover food and drink.
 - a. The businesses that have committed to hosting are Sliders Cafe, La Conner Inn, Wafinder, and O'Neil's Confectionary and Soda Fountain, Planter Hotel
 - b. Live telling of a different local haunting at each venue
 - c. Drinks and light hors d'oeuvres will be served
 - d. Event culminates with a haunted tour of the Planter Hotel and karaoke
2. **Pumpkin carving contest and celebration of everyone's favorite squash.**
 - a. Judging will be held at Hedlin's Farm Stand
 - b. Different categories based on age
 - c. Cool prizes TBD (dependant on funding and/or donations)
3. **Spud Fest**, celebrating our local farmers
 - a. Spud sack race
 - b. Spud carving contest
 - c. Spud race (like soap box derby, but with potatoes).
 - d. Spud-centric food
4. **Family Halloween Town**
 - a. Trick o' Treating and a safe environment
 - b. Costume contest
 - c. Music and fun
 - d. Pumpkin luminaries

FUNDING & BUDGET

- 1. Self- Support** - Explain how the proposed program, project or event will endeavor to become self-supporting

A fully coordinated event has not been done before, but there will be opportunity for sponsorship and donations as the event grows.

2. Income from sponsorships, grants, donation and admission fees: If you are anticipating receiving partial funding for this activity from another source, please list the source(s), approximate amount, and status of funding. Are you seeking hotel/motel taxes from other sources?

Amount Source Projected/Confirmed

\$ 1,000	Lodging Tax Funds grant	Not confirmed
\$		
\$		
\$		
\$		

Total Income: \$ 7,500

What percentage of your project budget does your request for Town funds represent? 100%.

Budget Expense:

Activity	La Conner Funds	Other Funds	Total
Personnel: (salaries/benefits)	\$ 0	\$	\$0
Administration: (supplies/utilities/phone/rent/janitor/taxes)	\$ 500	\$	\$500
Marketing/Promotion:	\$ 2,500	\$	\$2,500
Travel:	\$ 0	\$	\$0
Consultants: (specify below)	\$ 800	\$	\$800
Construction:	\$ 3,700	\$	\$3,700
Other Activities: (specify below)	\$	\$	\$
TOTAL COSTS	\$ 7,500	\$	\$7,500

Specify Consultants/Other Activities

An event planner will be consulted to ensure proper planning and execution of the events.

Priority 1 (full) funding: \$ 7,500 **Priority 2 (partial) funding \$5,000**

Describe any budget items unspecified above and explain the differences in the amount listed as funding priorities 1 and 2:

Due to this being a first annual event, we understand that full funding may be unrealistic. We will adjust the number of, and details of the events according to the funding we are allotted.

SUPPLEMENTAL QUESTIONS

1. Chamber Contact:

Have you worked with a Chamber of Commerce or Visitors Information Center to promote your

project? If so, explain how this project, program or event and its schedule have been coordinated with the Chamber of Commerce or other programs, projects or events within the Town.

The Chamber of Commerce has not sponsored this kind of a coordinated effort to celebrate the bounty of fall in La Conner.

2. Benefit to Town Tourism:

Describe how this activity attracts, serves and facilitates overnight tourism in La Conner. For example: Does it lodge or feed tourists; promote tourism; provide for the sale of gifts, souvenirs or other items, or provide programs/entertainment for tourism? If so, how? Does it provide some other short or long range economic benefit? Will a tourist facility be constructed?

We are going to use the calendar year 2025 to collect attendance data to set a baseline that we can then measure against in future years. This will allow us to show clear correlation between the events and increases in dollars spent in our shops, restaurants, and hotels.

3. Time Frame:

What is your anticipated time frame for accomplishing this project? Is it a seasonal activity appropriate to its location? If an outdoor activity, are there any weather-related constraints?

This event will be held throughout October. The events will be mostly outside throughout town. In case of inclement weather, Maple Hall would be the best option.

4. Hotel Seasons:

From the list below, what season will your project enhance tourism in La Conner? Please indicate the appropriate season.

Season	Months	Select-X
Year-round	January - December	
Off-season	December - February	
Shoulder season	October - November or March - May	x
Peak season	June - September	

5. Additional Information:

Provide any additional information which will assist in evaluating your project and its benefit to La Conner.

La Conner Thrives Association's mission is to advance the economic vitality of tourism for La Conner businesses, outlying businesses and communities through marketing and events to reach state-wide demographics and beyond.

As a new nonprofit, we are eager to work with the Chamber of Commerce, other nonprofits, and local business owners to improve awareness of events, willingness to participate, and overall success. Our first year's goal is to collect reliable data from all events hosted in La Conner so that more precise planning can be done and outcomes can more accurately be assessed. This will help all entities that host events in La Conner with cost-benefit analysis.

Visitor Categories	
1. Estimated total attendance	1,000
2. Estimated number of attendees traveling 50 + miles	750
3. Estimated number of attendees from out of state.	200
4. Estimated attendees paying for lodging	300
5. Estimated attendees not paying for lodging (staying with family/friends)	200
6. Estimated total \$ of lodging nights generated. (1 lodging night equals 1 + person occupying 1 room for 1 night)	? We will be collecting this data

Please provide a description of how your organization will determine attendance and distinguish among the visitor categories (Direct Count, Indirect Count, Structural Estimate, Formal Survey or Informal Survey)

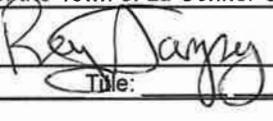
We are requesting all shops, museums, and hotels to assist us in collecting this data. We already have several shops and hotels that have volunteered to keep a tally of foot traffic throughout the calendar year 2025. The hotels will have a more detailed (yet short) survey that they will ask guests to fill out during check in. Collecting this data will set a baseline for measuring increase and impact of events in following years. We will also be utilizing a digital event passport for all scheduled events that will collect more robust data.

15. Application Certification:

I attest the information in this application is accurate, that I am an Agent authorized to represent the Organization and I understand the funds requested, if granted, will go to the Organization. I will meet all necessary requirements including, but not limited to, insurance, business licensing, permitting and state reporting requirements. If my activity is funded, I agree to use the approved La Conner logo in all promotional material.

Additionally, I understand the Washington State limitations placed on use of Lodging Tax, and certify that the requested funds will be used only for purposes described in this application or as approved by the Town. I understand use of funds is subject to audit by the State of Washington.

I acknowledge that all of the contents of this application are subject to disclosure under the State of Washington Public Records Act. RCW 42.56, and that the application may be discussed in meetings of the Town of La Conner Council that are open to the public under RCW 42.30.

Signature:  Print Name: Regina Terpeny
Title: President Date: 9/19/2024

TOWN OF LA CONNER
 PO Box 400
 La Conner, WA 98257

Town of La Conner
2025 Tourism Promotion Funding Application

2025 funding requests are now being accepted by the Town of La Conner. Applications for Lodging Tax/Tourism Promotion Funding are due September 9, 2024 at Town Hall.

What can be funded with Lodging Tax Revenue?

Lodging taxes can be used for:

- Tourism marketing
- Marketing and operations of special events and festivals
- Operations of tourism-related facilities owned or operated by nonprofit organizations
- Operations and capital expenditures of tourism related facilities owned by the Town of La Conner

State Law Defining the Use of Lodging Tax:

Revised Code of Washington (RCW), Chapter 67.28 - *Public Stadium, Convention, Arts and Tourism Facilities*, governs the use of lodging tax funds and outline required annual reporting of the lodging tax revenues. The required reporting to the State of Washington is incorporated into the Town of La Conner's application forms and process.

Definitions of terms relating to RCW 67.28

Tourism – economic activity resulting from tourists, which may include sales of overnight lodging, meals, tours, gifts, or souvenirs.

Tourism promotions – means activities, operations, and expenditures designed to increase tourism, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding the marketing of or the operation of special events and festivals designed to attract tourists.

Tourism-related facility - means real property owned by a public entity; owned by a non-profit organization described under section 501(c)(3) of the IRS code of 1986 and used to support tourism, performing arts, or to accommodate tourist activities.

Who May Apply?

The 2024 funding program is open to non-profit organizations with the demonstrated ability to achieve tourism goals as outlined below.

- Increase hotel occupancy in the Town of La Conner by creating overnight stays.
- Increase overnight stays during the off season.
- Provide visitor attractions and/or promote the area's existing attractions.
- Attract more businesses to the Town of La Conner and thereby generate additional business for hotels and motels.

All applications must include estimates of how funding the activity will result in increases to people staying overnight, traveling 50 miles or more, or coming from another county, state, or country.

Selection and Award Process:

Funding of the program and specific awards are dependent on the recommendations of the La Conner Finance Committee and the Mayor, who will receive all applications and recommend a list of candidates and funding levels to the Town of La Conner Council for final determination. **Funds will be awarded on a competitive basis**, and applicants will be notified following the Town Council decision.

Application Requirements:

All applications seeking funding under this program must submit a completed application form along with all required documentation in order to be considered for funding. Incomplete applications will not be considered by the Finance Committee and Mayor.

Applications must be received at the La Conner Town Hall by 3:30 p.m. on September 9, 2024.
 Please submit only one fully completed and signed original and a copy of your non-profit corporation registration. All applications must be able to be clearly reproduced in black and white.

For more information contact Maria DeGoede at 360-466-3125 or email at
financedirector@townoflaconner.org

Organizations awarded funds will be required to:

- Execute a contractual agreement that will set out the performance expectations, level of funding and the mechanism for invoicing for payment;
- Obtain all legally required special events permits, licenses, insurance and approvals;
- Acknowledge the Town's contribution in formal promotional materials and efforts (i.e. Town logo, etc.);
- Submit a post-event activity report to the Town describing the total number of travelers generated in each visitor category. The Town will report this information in its annual report to the State of Washington Joint Legislative Audit and Review Committee (JLARC) by March 15th of the following year.

The post-event activity report must include the following:

- Total amount spent on the event
- Total attendees
- The number of participants who attended the event/activity in each of the following categories:
 - Staying overnight in paid accommodations away from their place of residence or business;
 - Staying overnight in unpaid accommodations (e.g., with friends/family) and traveling fifty miles or more one way from their place of residence or business;
 - Staying for the day only and traveling more than fifty miles or more one way from their place of residence or business;
 - Attending but not included in one of the above categories above
- The estimated number of participants in any of the above categories that attended from out-of state (includes other countries).
- A description of methods used to determine attendance and distinguish among the visitor categories at the event/activity (Direct Count, Indirect Count, Structural Estimate, Survey, and Informal Survey).

Any recipient awarded funding must complete the reporting requirements.

08/09/2024 Page 2 of 6

Town of La Conner Town of Conner
PO Box 400 Lodging Tax Funds La Conner WA 98257 Application for
2025

Applicant Information	
Organization Name:	La Conner Thrives Association
Event/Project Title:	Pride Month
Amount of Funding Requested:	\$7,300
Address:	758 Tillamuk Drive La Conner, WA 98257
Website:	
Contact Person:	Gina Torpey
Contact Phone Number:	925-487-1848
E-mail:	laconnerthrives@gmail.com
Date Submitted:	8/30/2024
Tourism Promotion	X
Activities Tourism	X
Related Facility	
Event /Festival	March (TBD) 1st street Location: Date(s):

Non-Profit

Attach proof of non-profit corporation status with WA
Secretary of State

Public Agency

PROJECT SUMMARY

Provide a Description of the Project Activity:

A series of small events throughout the month of June, celebrating Pride. This would include providing support and marketing for the Swinomish La Conner Pride Parade, and a community block party on 1st Street with a potluck.

08/09/2024 Page 3 of 6

FUNDING & BUDGET

1. Self- Support - Explain how the proposed program, project or event will endeavor to become self-supporting

There is an opportunity for donations and sponsorships from local businesses for the block party/potluck event. As the event grows over the next few years, there will be more opportunity to solicit business support through donations and sponsorship.

2. Income from sponsorships, grants, donation and admission fees: If you are anticipating receiving partial funding for this activity from another source, please list the source(s), approximate amount, and status of funding. Are you seeking hotel/motel taxes from other sources?

Amount Source Projected/Confirmed

\$ 7,300	Lodging Tax Funds grant	Not confirmed
\$		
\$		
\$		
\$		

Total Income: \$ 7,300

What percentage of your project budget does your request for Town funds represent? 100%.

Budget Expense:

Activity	La Conner Funds	Other Funds	Total
Personnel: (salaries/benefits)	\$ 0	\$	\$0
Administration: (supplies/utilities/phone/rent/janitor/taxes)	\$ 500	\$	\$500
Marketing/Promotion:	\$ 3,000	\$	\$3,000
Travel:	\$ 0	\$	\$0
Consultants: (specify below)	\$ 800	\$	\$800
Construction:	\$ 3,000	\$	\$3,000
Other Activities: (specify below)	\$ 0	\$	\$0

TOTAL COSTS	\$ 7,300	\$	\$7,300

Specify Consultants/Other Activities

An event planner will be consulted to ensure proper planning and execution of the events.

Priority 1 (full) funding: \$ 7,300 **Priority 2 (partial) funding \$1000**

Describe any budget items unspecified above and explain the differences in the amount listed as funding priorities 1 and 2:

Due to this being a first annual event, we understand that full funding may be unrealistic. We will adjust the number of, and details of the events according to the funding we are allotted.

08/09/2024 Page 4 of 6

SUPPLEMENTAL QUESTIONS

1. Chamber Contact:

Have you worked with a Chamber of Commerce or Visitors Information Center to promote your project? If so, explain how this project, program or event and its schedule have been coordinated with the Chamber of Commerce or other programs, projects or events within the Town.

To our knowledge, there has been no coordinated effort to provide a robust Pride Month experience for the La Conner community.

2. Benefit to Town Tourism:

Describe how this activity attracts, serves and facilitates overnight tourism in La Conner. For example: Does it lodge or feed tourists; promote tourism; provide for the sale of gifts, souvenirs or other items, or provide programs/entertainment for tourism? If so, how? Does it provide some other short or long range economic benefit? Will a tourist facility be constructed?

We are going to use the calendar year 2025 to collect attendance data to set a baseline that we can then measure against in future years. This will allow us to show clear correlation between the events and increases in dollars spent in our shops, restaurants, and hotels.

3. Time Frame:

What is your anticipated time frame for accomplishing this project? Is it a seasonal activity appropriate to its location? If an outdoor activity, are there any weather-related constraints?

This event will be held throughout the month of June.

4. Hotel Seasons:

From the list below, what season will your project enhance tourism in La Conner? Please indicate the appropriate season.

Season	Months	Select-X
Year-round	January - December	
Off-season	December - February	
Shoulder season	October - November or March - May	
Peak season	June - September	x

5. Additional Information:

Provide any additional information which will assist in evaluating your project and its benefit to La Conner.

La Conner Thrives Association's mission is to advance the economic vitality of tourism for La Conner businesses, outlying businesses and communities through marketing and events to reach state-wide demographics and beyond.

As a new nonprofit, we are eager to work with the Chamber of Commerce, other nonprofits, and local business owners to improve awareness of events, willingness to participate, and overall success. Our first year's goal is to collect reliable data from all events hosted in La Conner so that more precise planning can be done and outcomes can more accurately be assessed. This will help all entities that host events in La Conner with cost-benefit analysis.

08/09/2024 Page 5 of 6

ECONOMIC IMPACT - Pre-Activity Report

State law requires you to provide estimates of potential economic impact. The estimates are specifically for the event, activity, or facility for which you are requesting funding.

Total amount anticipated to be spent on the project	\$7,300
Visitor Categories	
1. Estimated total attendance	500
2. Estimated number of attendees traveling 50 + miles	
3. Estimated number of attendees from out of state.	
4. Estimated attendees paying for lodging	150
5. Estimated attendees not paying for lodging (staying with family/friends)	350
6. Estimated total \$ of lodging nights generated. (1 lodging night equals 1 + person occupying 1 room for 1 night)	? We will be collecting this data

Please provide a description of how your organization will determine attendance and distinguish among the visitor categories (Direct Count, Indirect Count, Structural Estimate, Formal Survey or Informal Survey)

We are requesting all shops, museums, and hotels to assist us in collecting this data. We already have several shops and hotels that have volunteered to keep a tally of foot traffic throughout the calendar year 2025. The hotels will have a more detailed (yet short) survey that they will ask guests to fill out during check in. Collecting this data will set a baseline for measuring increase and impact of events in following years. We will also be utilizing a digital event passport for all scheduled events that will collect more robust data.

15. Application Certification:

I attest the information in this application is accurate, that I am an Agent authorized to represent the Organization and I understand the funds requested, if granted, will go to the Organization. I will meet all necessary requirements including, but not limited to, insurance, business licensing, permitting and state reporting requirements. If my activity is funded, I agree to use the approved La Conner logo in all promotional material.

Additionally, I understand the Washington State limitations placed on use of Lodging Tax, and certify that the requested funds will be used only for purposes described in this application or as approved by the Town. I understand use of funds is subject to audit by the State of Washington.

I acknowledge that all of the contents of this application are subject to disclosure under the State of Washington Public Records Act. RCW 42.56, and that the application may be discussed in meetings of the Town of La Conner Council that are open to the public under RCW 42.30.

Signature:  Print Name: Rayna Tasper
Title: President Date: 08/09/2024



TOWN OF LA CONNER
PO Box 400
La Conner, WA 98257

Town of La Conner
2025 Tourism Promotion Funding Application

2025 funding requests are now being accepted by the Town of La Conner. Applications for Lodging Tax/Tourism Promotion Funding are due September 9, 2024 at Town Hall.

What can be funded with Lodging Tax Revenue?

Lodging taxes can be used for:

- Tourism marketing
- Marketing and operations of special events and festivals
- Operations of tourism-related facilities owned or operated by nonprofit organizations
- Operations and capital expenditures of tourism related facilities owned by the Town of La Conner

State Law Defining the Use of Lodging Tax:

Revised Code of Washington (RCW), Chapter 67.28 - *Public Stadium, Convention, Arts and Tourism Facilities*, governs the use of lodging tax funds and outline required annual reporting of the lodging tax revenues. The required reporting to the State of Washington is incorporated into the Town of La Conner's application forms and process.

Definitions of terms relating to RCW 67.28

Tourism – economic activity resulting from tourists, which may include sales of overnight lodging, meals, tours, gifts, or souvenirs.

Tourism promotions – means activities, operations, and expenditures designed to increase tourism, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding the marketing of or the operation of special events and festivals designed to attract tourists.

Tourism-related facility - means real property owned by a public entity; owned by a non-profit organization described under section 501(c)(3) of the IRS code of 1986 and used to support tourism, performing arts, or to accommodate tourist activities.

Who May Apply?

The 2024 funding program is open to non-profit organizations with the demonstrated ability to achieve tourism goals as outlined below.

- Increase hotel occupancy in the Town of La Conner by creating overnight stays.
- Increase overnight stays during the off season.
- Provide visitor attractions and/or promote the area's existing attractions.
- Attract more businesses to the Town of La Conner and thereby generate additional business for hotels and motels.

All applications must include estimates of how funding the activity will result in increases to people staying overnight, traveling 50 miles or more, or coming from another county, state, or country.

Selection and Award Process:

Funding of the program and specific awards are dependent on the recommendations of the La Conner Finance Committee and the Mayor, who will receive all applications and recommend a list of candidates and funding levels to the Town of La Conner Council for final determination. Funds will be awarded on a competitive basis, and applicants will be notified following the Town Council decision.

Application Requirements:

All applications seeking funding under this program must submit a completed application form along with all required documentation in order to be considered for funding. Incomplete applications will not be considered by the Finance Committee and Mayor.

Applications must be received at the La Conner Town Hall by 3:30 p.m. on September 9, 2024.

Please submit only one fully completed and signed original and a copy of your non-profit corporation registration. All applications must be able to be clearly reproduced in black and white.

For more information contact Maria DeGoede at 360-466-3125 or email at
financedirector@townoflaconner.org.

Organizations awarded funds will be required to:

- Execute a contractual agreement that will set out the performance expectations, level of funding and the mechanism for invoicing for payment;
- Obtain all legally required special events permits, licenses, insurance and approvals;
- Acknowledge the Town's contribution in formal promotional materials and efforts (i.e. Town logo, etc.);
- Submit a post-event activity report to the Town describing the total number of travelers generated in each visitor category. The Town will report this information in its annual report to the State of Washington Joint Legislative Audit and Review Committee (JLARC) by March 15th of the following year.

The post-event activity report must include the following:

- Total amount spent on the event
- Total attendees
- The number of participants who attended the event/activity in each of the following categories:
 - Staying overnight in paid accommodations away from their place of residence or business;
 - Staying overnight in unpaid accommodations (e.g., with friends/family) and traveling fifty miles or more one way from their place of residence or business;
 - Staying for the day only and traveling more than fifty miles or more one way from their place of residence or business;
 - Attending but not included in one of the above categories above
- The estimated number of participants in any of the above categories that attended from out-of state (includes other countries).
- A description of methods used to determine attendance and distinguish among the visitor categories at the event/activity (Direct Count, Indirect Count, Structural Estimate, Survey, and Informal Survey).

Any recipient awarded funding must complete the reporting requirements.

08/09/2024 Page 2 of 6



Town of La Conner Town of Conner
PO Box 400 Lodging Tax Funds La Conner WA 98257 Application for
2025

Applicant Information	
Organization Name:	La Conner Thrives Association
Event/Project Title:	A Dickens Christmas in La Conner
Amount of Funding Requested:	\$9,000
Address:	758 Tillamuk Drive La Conner, WA 98257
Website:	
Contact Person:	Gina Torpey
Contact Phone Number:	925-487-1848
E-mail:	laconnerthrives@gmail.com
Date Submitted:	8/30/2024
Tourism Promotion Activities Tourism Related Facility	X
Event /Festival	X
Throughout downtown during month of December Location: Date(s):	

Non-Profit

Attach proof of non-profit corporation status with WA
Secretary of State

Public Agency

PROJECT SUMMARY

Provide a Description of the Project Activity:

La Conner Thrives Association will convert downtown La Conner into a traditional Christmas experience with lighting, festive decorations, and bright spirit invoking the nostalgia of Charles Dickens' "A Christmas Carol."

Throughout the month of December tourists and locals will enjoy and participate in performances by:

- Shelter Bay Choir
- La Conner United Methodist Church Carolers
- North Puget Sound Junior Pipe Band (bagpipes)
- Mo's Little Ones Dance Troupe
- Live reading of "A Christmas Carol"

08/09/2024 Page 3 of 6

FUNDING & BUDGET

1. Self- Support - Explain how the proposed program, project or event will endeavor to become self-supporting

Since 2022, Gina Torpey has personally funded and planned this event. As the event gains recognition and increased participation, there will be an opportunity to collect donations and admissions fees for certain performances. For 2024, the festival will run as a fundraiser for La Conner Fire Department. The beneficiary of fundraising activities will be re-evaluated for 2025 based on town need.

2. Income from sponsorships, grants, donation and admission fees: If you are anticipating receiving partial funding for this activity from another source, please list the source(s), approximate amount, and status of funding. Are you seeking hotel/motel taxes from other sources?

Amount Source Projected/Confirmed

\$ 9,000	Lodging Tax Funds grant	Not confirmed
\$		
\$		
\$		
\$		

Total Income: \$ 9,000

What percentage of your project budget does your request for Town funds represent? 100%.

Budget Expense:

Activity	La Conner Funds	Other Funds	Total
Personnel: (salaries/benefits)	\$ 0	\$	\$0
Administration: (supplies/utilities/phone/rent/janitor/taxes)	\$ 500	\$	500
Marketing/Promotion:	\$ 3,200	\$	\$3,200
Travel:	\$ 0	\$	\$0
Consultants: (specify below)	\$ 800	\$	\$800
Construction:	\$ 4,000	\$	4,000
Other Activities: (specify below)	\$ 500	\$	\$500

TOTAL COSTS	\$ 9,000	\$	\$9,000
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Specify Consultants/Other Activities

Consultant fee for planning and execution of event plan including budget. Other activities would be having La Conner promotional swag/thank you gifts to participants.

Priority 1 (full) funding: \$ 9,000 **Priority 2 (partial) funding \$4,500**

Describe any budget items unspecified above and explain the differences in the amount listed as funding priorities 1 and 2:

For this event to be successful, a significant investment in increased advertising in the lead-up to December is vital. The event itself needs to be properly executed through fully funding the construction of the events and town decor.

08/09/2024 Page 4 of 6

SUPPLEMENTAL QUESTIONS

1. Chamber Contact:

Have you worked with a Chamber of Commerce or Visitors Information Center to promote your project? If so, explain how this project, program or event and its schedule have been coordinated with the Chamber of Commerce or other programs, projects or events within the Town.

Ms. Torpey has tried 3 years in a row to work with the Chamber of Commerce. She received verbal support, but wasn't provided with any other assistance (financial nor Chamber actions).

2. Benefit to Town Tourism:

Describe how this activity attracts, serves and facilitates overnight tourism in La Conner. For example: Does it lodge or feed tourists; promote tourism; provide for the sale of gifts, souvenirs or other items, or provide programs/entertainment for tourism? If so, how? Does it provide some other short or long range economic benefit? Will a tourist facility be constructed?

Having festive activities will give tourists more reason to visit La Conner and spend their vacation funds in our economy. We are going to use the calendar year 2025 to collect attendance data to set a baseline that we can then measure against in future years. This will allow us to show clear correlation between the events and increases in dollars spent in our shops, restaurants, and hotels.

3. Time Frame:

What is your anticipated time frame for accomplishing this project? Is it a seasonal activity appropriate to its location? If an outdoor activity, are there any weather-related constraints?

It will have some weather constraints due to it being in December. There will be a contingency plan for performances that cannot proceed in poor weather.

4. Hotel Seasons:

From the list below, what season will your project enhance tourism in La Conner? Please indicate the appropriate season.

Season	Months	Select-X
Year-round	January - December	
Off-season	December - February	<input checked="" type="checkbox"/>
Shoulder season	October - November or March - May	
Peak season	June - September	

5. Additional Information:

Provide any additional information which will assist in evaluating your project and its benefit to La Conner.

La Conner Thrives Association's mission is to advance the economic vitality of tourism for La Conner businesses, outlying businesses and communities through marketing and events to reach state-wide demographics and beyond.

As a new nonprofit, we are eager to work with the Chamber of Commerce, other nonprofits, and local business owners to improve awareness of events, willingness to participate, and overall success. Our first year's goal is to collect reliable data from all events hosted in La Conner so that more precise planning can be done and outcomes can more accurately be assessed. This will help all entities that host events in La Conner with cost-benefit analysis.

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ECONOMIC IMPACT - Pre-Activity Report

State law requires you to provide estimates of potential economic impact. The estimates are specifically for the event, activity, or facility for which you are requesting funding.

Total amount anticipated to be spent on the project	\$9,000
Visitor Categories	
1. Estimated total attendance	1,000
2. Estimated number of attendees traveling 50 + miles	750
3. Estimated number of attendees from out of state.	200
4. Estimated attendees paying for lodging	200
5. Estimated attendees not paying for lodging (staying with family/friends)	50
6. Estimated total \$ of lodging nights generated. (1 lodging night equals 1 + person occupying 1 room for 1 night)	? We will be collecting this data

Please provide a description of how your organization will determine attendance and distinguish among the visitor categories (Direct Count, Indirect Count, Structural Estimate, Formal Survey or Informal Survey)

We have several shops and hotels that have volunteered to keep a tally of foot traffic throughout the calendar year 2025. The hotels will have a more detailed (yet short) survey that they will ask guests to fill out during check in. Collecting this data will set a baseline for measuring increases in event attendance and impact of events on commerce in La Conner in following years. We will also be utilizing a digital event passport for all scheduled events that will collect more robust data.

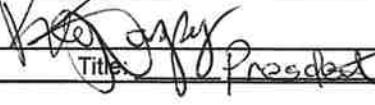
15. Application Certification:

I attest the information in this application is accurate, that I am an Agent authorized to

represent the Organization and I understand the funds requested, if granted, will go to the Organization. I will meet all necessary requirements including, but not limited to, insurance, business licensing, permitting and state reporting requirements. If my activity is funded, I agree to use the approved La Conner logo in all promotional material.

Additionally, I understand the Washington State limitations placed on use of Lodging Tax, and certify that the requested funds will be used only for purposes described in this application or as approved by the Town. I understand use of funds is subject to audit by the State of Washington.

I acknowledge that all of the contents of this application are subject to disclosure under the State of Washington Public Records Act. RCW 42.56, and that the application may be discussed in meetings of the Town of La Conner Council that are open to the public under RCW 42.30.

Signature:  Print Name: 
Title: President Date: 08/09/2024

UNITED STATES OF AMERICA

The State of Washington

Secretary of State



I, STEVE R. HOBBS, Secretary of State of the State of Washington and custodian of its seal, hereby issue this

ARTICLES OF INCORPORATION

to

LA CONNOR THRIVES ASSOCIATION

A WA NONPROFIT CORPORATION, effective on the date indicated below.

Effective Date: 08/05/2024

UBI Number: 605 589 559

Given under my hand and the Seal of the State
of Washington at Olympia, the State Capital

A handwritten signature of Steve R. Hobbs.

Steve R. Hobbs, Secretary of State

Date Issued: 08/05/2024

