LODGING TAX ADVISORY COMMITTEE
Friday, September 22, 2017 – 8:30 A.M.
Lakewood City Hall, 6000 Main Street SW
Mt Rainier Conference Room, 3rd Floor

AGENDA

1. **CALL TO ORDER**
2. **ROLL CALL**
3. **PUBLIC COMMENTS**
4. **APPROVAL OF MINUTES**
   September 30, 2016 LTAC Meeting Minutes
5. **OPEN PUBLIC MEETINGS ACT**
   Heidi Ann Wachter, City Attorney
6. **2017 GRANTS STATUS & FUND BALANCE**
   Tho Kraus, Assistant City Manager/Administrative Services Director
7. **GRANT PROPOSAL PRESENTATIONS FOR 2018 FUNDING**

9:00 am	Lakewold Gardens - **Page 13**
9:15 am	Historic Fort Steilacoom - **Page 52**
9:30 am	Asia Pacific Cultural Center (APCC) - **Page 76**
9:45 am	Tacoma Regional Convention + Visitor Bureau (TRCVB) - **Page 117**
10:00 am	Tacoma-Pierce County Sports Commission- **Page 153**
10:15 am	BREAK
10:30 am	Lakewood ArtsFest- **Page 208**
10:45 am	Lakewood Sister Cities - **Page 226**
11:00 am	Lakewood Chamber of Commerce - **Page 254**
11:15 am	Lakewood Playhouse - **Page 285**
11:30 am	Lakewood Historical Society - **Page 309**
11:45 am	BREAK - LUNCH
12:30 pm	City of Lakewood Communications – Media Promotion - **Page 340**
12:45 pm	City of Lakewood PRCS – SummerFEST - **Page 355**
1:00 pm	City of Lakewood PRCS – Farmers Market - **Page 373**
1:15 pm	City of Lakewood PRCS – Asian Film Festival - **Page 390**
1:30 pm	City of Lakewood PRCS – Gateways - **Page 426**
1:45 pm	City of Lakewood PRCS - Fort Steilacoom Park Pavilion - **Page 439**
2:00 pm	City of Lakewood PRCS – Summer Concert Series - **Page 465**

8. **GRANT FUNDING DECISIONS**
9. **OTHER BUSINESS**
10. **ADJOURNMENT**

Mt Rainier Conference Room is accessible to persons with disabilities. Persons requesting special accommodations or language interpreters should contact Tho Kraus at 253.983.7706 as soon as possible in advance of the meeting so that an attempt to provide the special accommodations can be made.

Committee Members
Mayor Don Anderson, Chair
Jackeline Juy, Best Western
Asuka Ludden, Best Western
Brandie Lynn Hesson-Bullard, Candlewood
Rebecca Huber, Lakewood Historical Society
Phillip Raschke, Lakewod Playhouse
Linda Smith, Lakewood Chamber of Commerce

City Staff
Tho Kraus, Assistant City Manager/
Administrative Services Director

Dana Kapla, Finance Supervisor

LODGING TAX ADVISORY COMMITTEE (LTAC)
September 30, 2016 - Friday – 8:30 A.M.
Lakewood City Hall, 6000 Main Street SW
Mt. Rainier Conference Room, 3rd Floor

CALL TO ORDER

Chair Don Anderson called the meeting to order at 8:40 a.m.

ROLL CALL

Members Present: Present: Lakewood Mayor Don Anderson, Chair; Rebecca Huber, Lakewood Historical Society & History Museum; Jackeline Juy, Best Western Lakewood Motor Inn; Brandie Lynn Hesson-Bullard, Candlewood Suites; Phillip Raschke, Lakewood Playhouse; and Linda Smith, Lakewood Chamber of Commerce

Members Absent: Asuka Ludden, Best Western Lakewood Motor Inn

Staff Present: Heidi Wachter, Assistant City Attorney; Tho Kraus, Assistant City Manager/ Administrative Services Director; Dondi Koester, Finance Supervisor

PUBLIC COMMENTS

None.

MEETING MINUTES APPROVAL

Committee member Rebecca Huber moved and Committee member Linda Smith seconded the motion to approve the May 16, 2016, LTAC minutes. The motion passed unanimously.

OPEN PUBLIC MEETINGS ACT

City Attorney Heidi Ann Wachter provided an annual update to the Open Public Meetings Act. She discussed the challenges surrounding public disclosures and how the mandate is liberally construed on what is allowed to be removed from a record with or without an exemption in the law. The advent of police cameras is also a challenge and discussions are ensuing on the burden it is on the government's accountability. Ms. Wachter noted that alternative trainings are available online or in a class setting.

2016 GRANTS STATUS & FUND BALANCE

Assistant City Manager/Administrative Service Director Tho Kraus provided the breakdown of funds available for 2017. 2016 hotel/motel lodging tax revenue was estimated at $600,000 and an estimated fund balance of $969,291. The City continues to pay $101,850 annually to Clover Park Technical College (CPTC) for the McGavick Center. 2017 is year 11 of a 20 year contract with CPTC. Chair Mayor Don Anderson discussed the capital and non-capital restrictions on the funds and reiterated that all of the funds may be used for capital projects.

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2016 GRANT PROPOSAL PRESENTATIONS

Lakewold Gardens

Stephanie Walsh, Executive Director, talked about the continued use of public television ads to market the Gardens. They also ventured out into social media this past year on Facebook and Twitter. In April they had 704 Facebook fans and have grown to currently 4,000. They also utilized emails and banners to target specific audiences.

Future plans for the Gardens is a renovation to the sunroom in the fall and paving the parking lot in the spring to help with accessibility. Extensive statuary project restoration and landscaping being redeveloped as well.

Historic Fort Steilacoom Association

Joe Lewis, Secretary, proudly presented the Association's new 30 second advertising video which ran on the Discovery channel, CNN, National Geographic and Fox News channels in the local market. In 2017, they would like to continue more cable TV ads to target audiences 50+ miles away to help draw in overnight visitors.

Mr. Lewis also shared that they are looking forward to the upcoming celebrations of the Lakewood History Museum's 10th Anniversary, participating in the Western State Employee Recognition Day and the 125th Birthday Party for the State Historical Society.

Mr. Raschke shared that he enjoyed the Ft. Steilacoom to Bellingham Road presentation. Ms. Huber asked about current membership - 110 paying members

Asia Pacific Cultural Center (APCC)

Faaluaina Pritchard, Executive Director, shared with the committee how the Asian Pacific population has increased in the past 5 years in the City of Lakewood and Pierce County. The goal for the Samoa Cultural Day is to provide an educational, fun, heart-felt and entertaining cultural experience for all attendees. They also want to help create peaceful individuals in our youth and provide them with the knowledge of the real culture on respect and honor.

The Samoa Cultural Day is the last day of a 3-day series of events. Many visitors will actually stay for 5-7 days because they will be here not only to attend Saturday's Samoa Cultural Day, but will also attend Thursday's Samoan Community Dinner and Friday's NHPI Moveit! Youth Health and Fitness Day. This year guests of the event came from all over the US, with 100+ staying locally within the city. They expect to increase that number in 2017.

Ms. Huber offered to connect Ms. Pritchard with the Heritage League of Pierce County to assist in getting the word out.

Tacoma Regional Convention + Visitor Bureau (TRCVB)

Bennish Brown, President/CEO, Chelene Potvin-Bird and Jamie Vogt of the Tacoma Regional Convention + Visitor Bureau described how their organization helps to draw tourists to Pierce County by influencing travel articles in various periodicals. They also utilize social media such as Facebook, Twitter, Instagram and Pinterest in educating travelers about Pierce County and Lakewood and the destinations that we have to offer.

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They provide visitor guides which advertise local businesses and dining establishments. They are actively building relationships within the military markets. Chambers Bay, Sea-Tac Airport and Trip Advisor all ensure a strong presence. Their desire is to build on what they have started.

Tacoma – Pierce County Sports Commission

Dean Burke, Executive Director, shared that their focus is to assist local athletic clubs, programs, organizations and promoters in creating, attracting and bidding on sports events that have measurable economic results. They also intend to work with their partners to enhance the quantity and quality of venues and facilities in the Tacoma-Pierce County area resulting in a greater number of events and hotel room nights.

Another key area is to create a positive history of successful statewide and regional events that will lead to opportunities for national scope events. Evidence of their past success is that they are currently one of the finalists for the USA Cyclocross National Championship that is the #1 bidded on event. This is a 6 day program event that would that would bring in approximately 2,000 athletes. Other major bids on deck are 1) USATF Cross Country National Championships and 2) NCAA D1 Cross Country – Chambers Bay.

They are currently creating a new marketing arm and have hired JayRay to take marketing to a higher level and create a sports identity for Lakewood.

Chair Anderson asked about the desire to create Adult Cross Country Venue. Ms. Huber asked about other funding sources and how much they receive from TPA - approx. 65%.

Lakewood Historical Society & History Museum

Gary Fowler, Treasurer, Sue Scott, Vice President and Glen Spieth, Board Member handed out reusable shopping bags to committee members which is part of their current marketing plan. These were handed out at throughout the summer at the City of Lakewood's weekly Farmer's Market.

They are looking forward to their upcoming 10th Anniversary Celebration that is being held on Saturday, October 22nd, from 1-4pm and shared the flyer with the committee advertising the event.

A major change for the museum in 2016 is that they are hiring their first museum manager. This will be a part-time position and will bring in new ideas on how to grow. They continue to provide monthly programs throughout the year to help educate the public on the rich history of Lakewood.

Glen gave a status report on the historical markers including existing markers and markers in progress. 16 have been completed, however, a few still need to be dedicated. Three are in progress and four are in the very beginning stages. They are also working on a book that will provide additional history on each marker.

Lakewood Sister Cities Association (LSCA)

Connie Coleman-Lacadie, President, described that the festival participated in the SummerFest celebration this year. They were actually part of the festival's entertainment with 11 high end entertainment groups. LSCA plans on participating again in 2017.

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In 2017, they would like to improve their marketing for the festival through radio, TV, international and local newspapers and social media. They will also share the successes, challenges and future goals through presentations at local clubs, non-profit agencies, businesses, the chamber, other cultural organizations, service groups, colleges, foundations, etc.
Will improve dressing rooms capacity and accommodations.

Ms. Huber asked which country will be highlighted. Ms. Coleman-Lacadie said they will not focus on only one country but that a variety will be highlighted. This also allows for a wider variety of entertainment at the festival. She also noted that this year was the first time a Russian country participated.

Lakewood Chamber of Commerce

Linda Smith, President/CEO, shared with the committee that the Chamber operated Visitor Information Center is one of a few state recognized centers. It serves as a Lakewood Tourism advocate, educating the public on Lakewood and the availability on activities, services, restaurants, and shopping. They have experienced a 6% increase of walk-ins into the Visitor Information Center in 2016.

The Chamber is planning a complete overhaul of their website. However, people still want the physical contact and hardcopy of guides. Therefore, they will continue to provide an inventory of events, attractions, guides, etc. on the website but also maintain hard copies for distribution to visitors at the center. The Chamber plans on placing advertising with the convention and business bureaus as well as on social media utilizing Facebook and Twitter.

The Lakewood Chamber of Commerce Boo Bash – Adult Halloween party is being held at the Great American Casino on 10/19/16 from 5:30-8:30. They are looking forward to getting more community members to attend.

Rebecca asked about staff changes and membership. There are currently 2 full time staff members, 2 part-time, 3 volunteers and 2 part-time sales members.

Lakewood Playhouse - Marketing

John Munn Managing Artistic Director and James, Associate Artistic Director explained the areas that they have expanded their advertising due to funding from previous years. Business cards now include the Lakewood branding, increased their Facebook presence posting every day, brochure improved with Visit Lakewood page and play posters all with City of Lakewood branding. Many people still want the hard copy versus electronic version. Also, many people collect the play posters which is a great mode of passive marketing.

New Website is scheduled to launch in November – rebranding the format will also include online registration.

Chair Anderson asked where the link on Facebook takes the visitor – to Lakewood's Facebook page. Ms. Huber asked which social review site they use – currently TripAdvisor, Yelp and Facebook which has been the biggest provider of reviews.

Mr. Raschke commented on how well he likes their Halloween show – Radio Show – Annual Radio Gala – The Day the Earth Stood Still.

Lakewood ArtsFest

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Bob Lawrence, President, detailed how they have been working with the City of Edmonds to gain best practices since they have been very successful with their arts festival.

Lakewood ArtsFest has held 3 festivals to date. In the past, they were 1-2 day events. Funds awarded will allow them to increase the festival to 3 days. A 3 day event would bring in artists from all over the state and out of state artists. The fall timeframe is beneficial because they will not compete with the many summer events and also allow students from local schools to participate.

They are currently in the process of acquiring a 501(c)3 tax exempt status. This will enable them to receive donations and private funds to add public artwork to the community.

City of Lakewood Communications - Media Promotion

Brent Champaco, Communications Manager, explained the project is designed to increase tourism by marketing through Pandora Internet Radio and Alaska Airlines Magazine. The current Pandora Internet Radio campaign reaches Pierce County, King, Thurston and Snohomish Counties. By running this campaign we are trying to attract people who are looking to enjoy the sunny weather and outdoor activities in Lakewood's outdoor amenities. Expanding on the campaign in 2017 with complimentary advertising will be key to pushing Lakewood up on the list of destinations to visit.
Alaska Airlines Magazine print ads reach 1 million readers per month. The intent is to increase tourism on a regional, state and nationwide basis by capitalize on major events in the City and create the perspective of a home base for visitors to the area.

Mr. Raschke agreed with Brent on the aspect of buying ads lead to the opportunity of editorial prospects.

City of Lakewood PRCS – SummerFEST

Sally Martinez, Recreation Coordinator, explained how a successful event can put the City on the map. It helps to build a healthy, vibrant community and highlights our natural resources. The SummerFEST Event is free and memorable with great entertainment and movie at night for the kids. The triathlon has seen an increase of registrants coming from outside the local area and from out of state. Excellent reputation was partly due to the funding received in the past.

Ms. Martinez plans to continue to build relationships with partners to help with donations (swag bags) and, in turn, marketing through their newsletters. There was an increase in over 25 new partners last year. The new logo created last year will continue to be used for consistent branding and will also be advertised in the Washington Sports and Events Guide.

City of Lakewood PRCS - Farmers Market

Sally Martinez, Recreation Coordinator, proudly presented the first professional video highlighting the market.

Many new marketing components added to the success of the market such as the new logo for consistent branding on magnets, notepads and t-shirts. A new Kids Day was added where kids were the vendors and entertainment for the day. Master Gardener speaker series, local beer and wine vendors, a variety of ethnic food vendors were also part of making the Farmers Market a success.

Funding is vital to the market. It allows us to maintain high quality flyers and brochures with consistent branding to be placed in local hotels, shops and organizations to promote the market as a "must-see"

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activity while enjoying their stay in Lakewood. By increasing marketing, we are able to have a strong economic impact by bringing in consumers who not only shop at the market but also in other Towne Center businesses.

City of Lakewood PRCS – Asian Film Festival

Dennis Higashiyama, Recreation Coordinator, described how the Lakewood Arts Commission and the City of Lakewood will benefit from increased exposure as a city of enhanced appreciation of the arts and appreciation of its diverse Asian community.

Funding would be used to increase marketing along the I5 corridor from Everett to Portland. Targeted marketing in the Asian communities of the major cities in the area will provide significant exposure to the event.

Funding will also allow upgrading to a facility to accommodate increased attendance and upgrade the sound and video capabilities which in turn provides a higher level of experience for the attendees. The festival has grown every year, over 36% such inception. We had 419 attendees this year.

We would like to make this a signature event but need the appropriate equipment and venue to reach that goal.

City of Lakewood PRCS – Gateway Project

Mary Dodsworth, Director, reported on the status of the Gateway Project and how first impressions matter. The effect it has on visitors in regards to their first impressions of the City. There are 14 different ways to access and enter the Lakewood community and each of the access points (gateways) are different and leave a different impact and impression with those who pass by to visit, shop, stay or play. Based on the current conditions, Lakewood visitors may be developing a negative impression of our community when they pass by certain areas.

Ms. Dodsworth is proposing to continue the Gateway work started in 2015 and continued in 2016. They hope to improve two more gateway areas in 2017. 1) Lakewood Drive and 74th Street and 2) Old Military Road and Natalie Lane.

Lakewood first time visitors will benefit from the gateway improvement projects. They will see the sign(s) and know they are in a special place, Lakewood. The secondary impressions will be that we care about our community, we take care of our infrastructure and we want to make a good first impression. Hopefully this will translate to more visits, new businesses and economic impact.

City of Lakewood PRCS – Fort Steilacoom Park Pavilion

Mary Dodsworth, Director, shared the goals of the Fort Steilacoom Park Pavilion project. It would provide a multi-use covered venue that can be used for various community events.
Increase recognition of Lakewood as a destination for outdoor special events and tourism and create a highly marketed facility.

The community will benefit from this capital improvement because a portion of the stage and landscaped areas will be accessible for all when it's not being used for special uses and events. Local business will benefit because when events are held at the park, the participants, guests and/or spectators will generate economic benefit through sale of meals, fuel, hotel rooms, goods and services.

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Mr. Raschke suggested the uncovered stage area be larger.

Chair Anderson asked about other funding sources – $400k from Rotary club as well as in kind donations/services for architectural design and sound and lighting design.

GRANT FUNDING DECISIONS

Group discussion ensued on setting their 2016 recommendations:

LAKEWOOD LODGING TAX ADVISORY COMMITTEE RECOMMENDATIONS

	Total	Funding Request		Recommended Funding	
Applicant	**Project Cost**	**Non-Capital**	**Capital**	**Non-Capital (4%)**	**Capital (3%)**
			Available Balance	**$ 387,788**	**$ 581,503**
CPTC McGavick Center	$ -	$ -	$ 101,850	$ -	$ 101,850
Lakewold Gardens	$ 50,000	$ 45,000	$ -	$ 40,000	$ -
Historic Fort Steilacoom	$ 26,000	$ 24,000	$ -	$ 10,000	$ -
Asia Pacific Cultural Center	$ 37,500	$ 15,000	$ -	$ 10,000	$ -
Tacoma Regional Convention + Visitor Bureau	$ 2,630,316	$ 50,000	$ -	$ 35,000	$ -
Tacoma Pierce County Sports Commission	$ 795,000	$ 50,000	$ -	$ 50,000	$ -
Lakewood Historical Society	$ 102,100	$ 34,500	$ 5,000	$ 35,000	$ -
Lakewood Sister Cities	$ 12,000	$ 10,000	$ -	$ 8,000	$ -
Lakewood Chamber of Commerce	$ 80,000	$ 80,000	$ -	$ 80,000	$ -
Lakewood Playhouse	$ 22,075	$ 21,000	$ -	$ 21,000	$ -
City of Lakewood Communications - Media Promotion	$ 48,000	$ 48,000	$ -	$ 18,000	$ -
City of Lakewood PRCS - SummerFEST	$ 119,650	$ 71,150	$ -	$ 40,000	$ -
City of Lakewood PRCS - Farmers Market	$ 66,800	$ 30,000	$ -	$ 20,000	$ -
City of Lakewood PRCS - Asian Film Festival	$ 7,500	$ 7,500	$ -	$ 7,500	$ -
City of Lakewood PRCS - Lakewood ArtsFest *	$ 6,000	$ 6,000	$ -	$ -	$ -
City of Lakewood PRCS - Gateways	$ 100,000	$ -	$ 100,000	$ -	$ 42,941
City of Lakewood PRCS - Fort Steilacoom Park Pavilion	$ 800,000	$ -	$ 450,000	$ -	$ 450,000
	$ 4,902,941	**$ 492,150**	**$ 656,850**	**$ 13,288**	**$ (13,288)**

OTHER BUSINESS

LTAC was advised that recommendations will be set for review by the City Council at the November 14, 2016 study session and approval at the November 21, 2016 regular City Council meeting.

ADJOURNMENT

Chair Anderson thanked LTAC for their service. Chair Anderson adjourned the meeting at 4:44 p.m.

Minutes:

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Dondi Koester, Finance Supervisor (Preparer) Mayor Don Anderson, Chair

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	Restrictions on Use		
	4%	**3%**	
	Reserved for tourism, promotion, acquisition of tourism related facilities, or operation of tourism related facilities.	Reserved for acquisition, construction, expansion, marketing, and management of convention facilities.	**Total Estimated Funding Available for 2018 Grant Awards**
Estimating Ending Balance, 12/31/2017	$527,685	$354,155	$881,840
Less 2017 CPTC McGavick Center	$0	($101,850)	($101,850)
Available Balance for 2018 Allocation	**$527,685**	**$252,305**	**$779,990**

Fund 104 - Hotel/Motel Lodging Tax
5-Year History of Financials

Year	2012 Actual	2013 Actual	2014 Actual	2015 Actual	2016 Actual	2017 Est
Revenues						
4% Revenue:						
Special Hotel/Motel Tax (2%)	$ 136,462	$ 153,431	$ 159,962	$ 197,657	$ 216,390	$ 200,000
Transient Rental Income Tax (2%)	145,555	153,431	159,962	197,657	216,390	200,000
	282,016	**306,862**	**319,924**	**395,314**	**432,780**	**400,000**
3% Revenue:						
Special Hotel/Motel Tax (3%)	204,692	230,147	239,942	296,485	324,584	300,000
	204,692	**230,147**	**239,942**	**296,485**	**324,584**	**300,000**
Interest Income	1,074	1,093	1,255	2,920	4,900	-
Total Revenue	**$ 487,782**	**$ 538,102**	**$ 561,121**	**$ 694,719**	**$ 762,264**	**$ 700,000**
Expenditures:						
CoL Economic Dev-Program & Personnel	35,877	34,359	13,190	-	-	-
CoL Economic Dev-Reprinting of Two Brochures	-	-	-	4,480	-	-
Asia Pacific Cultural Center (APCC)	10,000	-	-	2,500	10,000	10,000
Audubon Washington - Birding Map	5,000	-	-	-	-	-
Daffodil Festival dba Daffodilians	4,000	4,000	-	-	-	-
Grave Concerns - Ft Steilacoom Historic Cemetery Brochure/Genealogy	2,943	-	-	-	-	-
Historic Fort Steilacoom Assoc.	6,998	8,000	8,000	6,500	10,000	10,000
Lakewold Gardens	45,266	44,195	44,912	40,000	40,000	40,000
Lakewood Chamber of Commerce	80,000	80,000	80,000	78,500	80,000	80,000
CoL Communications - Media Promotion	-	-	-	-	-	18,000
CoL Economic Dev-Internat'l District Cultural Banners + Road	-	12,931	-	-	-	-
CoL Economic Dev-Have You Seen Lakewood Lately>	-	-	-	-	6,488	-
Lakewood Historical Society & Museum	39,500	39,500	39,500	33,000	39,500	35,000
Lakewood Landmarks & Heritage Advisory Board-Historical Driving Tour Brochure	-	9,968	-	-	-	-
CoL PRCS-Asian Film Fest	-	-	-	-	-	7,500
CoL PRCS-Farmers Market	5,000	9,957	11,440	10,000	20,000	20,000
CoL PRCS-SummerFEST/Triatholon	17,000	17,000	15,275	18,000	29,000	40,000
Lakewood Playhouse (2 Capital Impr. in 2013 $20,178.44 & $8,403.86)	24,976	25,000	22,368	21,601	49,000	21,000
Lakewood Sister Cities Assn (LSCA) - International Festival (2012 grant was extended to 2013)	-	6,000	12,404	9,076	8,437	8,000
Dean Paulson Photography - Tourism Photos	909	-	-	-	-	-
Freelance Graphics - Tourism Photos	1,366	-	-	-	-	-
South Sound User's Guide	547	200	-	-	-	-
Tacoma Regional Convention+Visitor Bureau	39,997	45,000	45,000	40,000	50,000	35,000
Tacoma South Sound Sports Commission	35,000	50,000	50,000	40,000	40,000	50,000
City of Lakewood Econ Dev-Promo/Outreach	24,000	24,000	24,000	9,628	-	-
Today in America - Promotional Video	19,800	-	-	-	-	-
Lakewood Playhouse	12,500	28,582	-	-	-	-
		Total From 4% - Marketing		**313,285**	**382,425**	**374,500**
CoL PRCS-Gateways	-	-	-	10,000	-	92,941
CoL PRCS-Waughop Lake Trail	-	-	-	25,000	100,000	-
CoL PRCS-Fort Steilacoom Park Pavilion	-	-	-	-	-	450,000
CoL-PRCS Fort Steilacoom Park Sports Field Improvements	-	-	-	-	3,921	246,078
Clover Park Tech College-McGavick Ctr	101,850	101,850	101,850	101,850	101,850	101,850
		Total from 3% - Capital		**136,850**	**205,771**	**890,869**
Total Expenditures	**$ 512,530**	**$ 540,542**	**$ 467,939**	**$ 450,135**	**$ 588,196**	**$ 1,265,369**
Beginning Balance	**$ 962,564**	**$ 937,817**	**$ 935,374**	**$ 1,028,557**	**$ 1,273,141**	**$ 1,447,209**
Ending Balance	**$ 937,817**	**$ 935,374**	**$ 1,028,557**	**$ 1,273,141**	**$ 1,447,209**	**$ 881,840**
				Estimated Ending Fund Balance from the 4% Revenue =>		$ 527,685
				Estimated Ending Fund Balance from the 3% Revenue =>		$ 354,155

Fund 104 - Hotel/Motel Lodging Tax
June 30, 2017

Return to Agenda

Hotel/Motel Lodging Tax Summary	2017 Annual Budget *	2017 YTD Actual - June
4% Revenue:		
Special Hotel/Motel Tax (2%)	$ 171,429	$ 103,359
Transient Rental Income (2%)	171,429	103,359
Subtotal	**342,857**	**206,718**
3% Revenue:		-
Special Hotel/Motel Tax (3%)	257,143	155,039
Subtotal	**257,143**	**155,039**
Interest	-	**4,789**
Total Revenue	**600,000**	**366,546**
4% Expenditure:		
Asia Pacific Cultural Center	10,000	-
City of Lakewood Communications - Media Promotion	18,000	-
City of Lakewood PCRS - Asian Film	7,500	-
City of Lakewood PRCS - Farmers Market	20,000	13,352
City of Lakewood PRCS - SummerFEST	40,000	40,000
Historic Fort Steilacoom Association	10,000	-
Lakewold Gardens	40,000	6,190
Lakewood Chamber of Commerce	80,000	28,929
Lakewood Historical Society & Museum	35,000	17,775
Lakewood Playhouse	21,000	11,116
Lakewood Sister Cities Association	8,000	-
Tacoma Regional Convention + Visitor Bureau	35,000	28,415
Tacoma South Sound Sports Commission	50,000	21,045
Subtotal	**374,500**	**166,822**
3% Expenditure:		
City of Lakewood PRCS - Gateways	92,941	183
City of Lakewood PRCS - Fort Steilacoom Park Pavilion	450,000	37,147
City of Lakewood PCRS - Sports Field Improvements	246,078	47,799
CPTC McGavick Center Payment #10 of 20	101,850	101,850
		-
Subtotal	**890,869**	**186,980**
		-
Total Expenditures	**$ 1,265,369**	**$ 353,802**
Beginning Balance - Total	**$ 1,447,209**	**$ 1,447,209**
From 4%	$ 502,185	$ 502,185
From 3%	$ 945,024	$ 945,024
Ending Fund Balance - Total	**$ 781,840**	**$ 1,459,952**
From 4%	$ 470,542	$ 546,870
From 3%	$ 311,298	$ 913,083

** Budget reflects actual allocation for 2017 (2017 grants + carry forward).*

1. LODGING TAX FUNDING GUIDELINES

As Amended by the City Council on September 21, 2015

Background

The objective of the City of Lakewood Lodging Tax Advisory Committee process is to support projects, which encourage eligible tourism and cultural activities and support tourism facilities in Lakewood. The process is reviewed annually and the guidelines are updated in accordance with reported success of existing programs, potential for new programs and changes in state law. A calendar for the application process will be established but will allow for emerging opportunities as they arise.

Objectives for Hotel/Motel Tax Funds:

- Generate increased tourism in Lakewood resulting in over-night stays at local hotels.
- Generate maximum economic benefit through overnight lodging, sale of meals and goods, and construction of tourism-related facilities.
- Increase recognition of Lakewood throughout the region as a destination for tourism.
- Increase opportunities for tourism by developing new visitor activities.

Allocation Guidelines:

- The City shall seek proposals for funding on an annual basis from organizations seeking to use Hotel/Motel Tax funds for promoting tourism or for acquisition, construction or operation of tourism related facilities.
- Organizations seeking funding must complete an application form.
- The Lodging Tax Advisory Committee shall review the proposals and make recommendations to City Council as to which applications should receive funding.
- The final funding decision will be made by City Council in the form of approval or denial of the recommendation as recommended – no amendments to recommendations will be made by the City Council.
- Once approved for funding an organization must enter into a contract and funding will be provided in quarterly installments or on a reimbursable basis.
- Organizations receiving funding must submit a report at the end of the calendar year.
- $101,850 will be paid annually to the Sharon McGavick Student Center through 2027 pursuant to the City's agreement with Clover Park Technical College.
- 4% - Can be used for tourism promotion, or the acquisition of tourism-related facilities, or operation of tourism-related facilities.
- 3%- Can only be used for the acquisition, construction, expansion, marketing, management, and financing of convention facilities, and facilities necessary to support major tourism destination attractions that serve a minimum of one million visitors per year.

Application for:

City of Lakewood Fiscal Year 2018 Lodging Tax Grant Funds

From:

Lakewold Gardens

7. APPLICATION FOR FISCAL YEAR 2018 LTAC GRANT FUNDING

1a. Project Information

Project Name: Lakewold Gardens – Tourism Promotion 2018

Amount of Lodging Tax Funding Requested: $ 45,000
(Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: $ 50,000
(Total Project Amount must match Project Budget column c "Total Project Cost")

1b. Applicant Organization

Name of Applicant Organization: Friends of Lakewold / Lakewold Gardens

Mailing Address: P.O. Box 39780
Lakewood, Washington
98496

Tax ID Number: 94-3041320

Organization Unified Business Identifer (UBI) 601-199-986
UBI Expiration Date: 12/31/17

Type of Organization: Non-Profit
(Non-profit, For-profit, Municipality, Private business, etc.)

1c. Contact:

Name: Sabrina Grace

Title: Executive Director

Telephone: 253-584-4106 ext 102

Email: SGrace@lakewoldgardens.org

Signature: Sabrina K. Grace

The signatory declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used only for the purposes set forth herein, and verifies that all the information contained in this application is valid and true to the best of his/her knowledge.

2. Project Description

a. Event Date(s): 1/1 – 12/31 2017 – Tourism Promotion

b. Event Location: Lakewold Gardens

c. If there is a charge or fee for this activity, please describe how much and why.

Lakewold Gardens is open to the public year round as a tourist attraction. Single admission varies from $0-9 per person and enable each visitor access to the 10-acre historic estate garden. Over 4800 visitors Jan-Jun 2017). Group Tours range from $7-9 per person include a docent (48 booked for 2017). Garden Shop is open to the public (no entrance is required). The profit from garden shop and nursery sales are used to support day-to-day operations.

d. Please provide a detailed, yet concise description of the proposed project/activity. Include information on the area the project will serve, its expected impact and list the responsible party(s).

Sabrina Grace, M.B.A. has over 25 years in International strategic marketing in the hospitality industry.

Lakewold Gardens can benefit directly from financial support for marketing and promotional efforts by allowing Lakewold to create a consistent, ongoing message. A continuation of the 2017 campaign in which Lakewold Gardens reached 833,585 of our target audience weekly - 47.2% of the market on public access television, KBTC. Our 2017 Facebook Campaign for May Fest raised our May attendance by 20 percent.

See Attachment A

3. Beneficiaries

Please list and provide specific information regarding all individuals, businesses, areas, or organizations that will directly benefit from the project/activity.

Tourists to Lakewold Gardens continues to provide guests with information on local hotels, restaurants, shops. Our special events, conferences, Memorials and Weddings bring families and friends from other cities within Washington, as well as, other states. These guests typically stay in Lakewood Hotels and dine in Lakewood. Year-to-Date statistics show we have regular visitors from Australia, South Korea and New Zealand.

4. Goals/Monitoring

Describe the goals of the project. Will the project result in an increase in overnight stays by visitors in Lakewood? If so, how will this increase be tracked and monitored? How will an increase in the sale of goods and services as a result of the project be measured? What other short or long-term economic benefits will occur and how will that be tracked? Why do you believe those project/activity outcomes are feasible?

Note - Applicants will be required to submit a post-funding report providing pertinent data evaluating tourism benefits resulting from the use of lodging tax funds as compared with the estimates contained in this application.

The goal of this campaign is to drive tourists to Lakewold Gardens and keep them in the area enjoying local restaurants, shopping and overnight stays. Lakewold Garden's history of accurate tracking provides a valuable statistical tool for the evaluations of programs and marketing efforts. Lakewold Gardens continues to be adept

at a variety of tracking methods, analyzing statistical data, identifying trends and using the data to target our audiences in a more effective and efficient manner. With the 2018 campaign, we will continue to evaluate our data to increase admissions, garden shop and nursery sales and increase traffic to our web site and social media pages. All of which are easily tracked and systems are currently in place.

Our projected outcomes are feasible as historically we have demonstrated that visitors to the gardens stay in Lakewood hotels. Lakewold Garden's frontline staff promote our area hotels, attractions and restaurants knowing that it is equally important to report information monthly that can be documented and forwarded to the lodging tax committee for results oriented reporting.

5. Estimate how the funds will increase the amount of people traveling to Lakewood to stay overnight in paid accommodations.

The marketing and promotional campaign funded by LTAC monies are targeted towards consumers that live outside Pierce County. With quality hotels and easy access to I-5, tourist activities, and day trips can be easily accessed from Lakewood.

6. Estimate how the funds will increase the amount of people traveling to Lakewood from more than 50 miles from their residences.

Increased visibility through social media and television ad campaigns bring visitors 50+ miles from Lakewood. Events at Lakewold Gardens promoted through these mediums give visitors to an opportunity to venture out with a purpose. The media buy reaches audiences to the North into Victoria, B.C., South into Longview, WA, East as far as Wenatchee, WA and west to the coast from Oregon up to B.C.

Web-based target marketing reaches audiences that garden and travel, within our targeted demographics and disposable income.

7. Estimate how the funds will increase the amount of people traveling to Lakewood from outside their state or country.

An increase in this area could potentially arise from someone seeing the ad and interacting with someone from another state or country. Many visitors ask locals what they should see or do, although the advisor may not have actually been to Lakewold Gardens, seeing the ad campaign will give them enough knowledge to refer someone.

Social Media is virtual and has no borders. If someone is coming to this area, they may have friends, relatives or have done some research on the area and attractions via the internet and through social media. This is the modern day, word-of-mouth. Advertising with public access television also puts us on their websites and events pages.

We do see some trends in our statistics for certain states and countries. Most likely, targeting those audiences will be a future project for Lakewold Gardens.

8. Funding Requirements

Due to funding constraints, partial funding may be recommended by the LTAC. If partial funding is received, how will that impact the project/activity? Please describe:

The impact on partial funding will create a reorganization of the marketing and promotional campaign. Currently, both are tied into one another. As we have leveraged buying power through operations funding and the generosity of partner companies and donors, any reduction in funding will require altering current media plans to receive the maximum return on investment. Potential impacts include elimination of zoned cable, and larger reductions to the web-based marketing. Our media buy would culminate into smaller outreach, thus smaller return on investment.

Supporting Lakewold Garden's marketing and promotional efforts create short and long term effects on the community of Lakewood. Word of mouth begins to take effect. A positive experience at Lakewold Gardens brings good will to the community as a whole.

9. Use of Funds

Provide detail on how the funds will be used. For example, $20,000 of the funds will be used for marketing, $5,000 for administration, $10,000 for Consultants, etc.

We anticipate using LTAC funding solely for advertising.
$25,000 – KBTC TV – Zoned Cable
$20,000 – E-Marketing/Social Media

10. Project Budget (for non-capital projects). Do not include in-kind contributions.

Income: A diversified funding base is important to the success of any project. Please list all other sources of funding for the project, both anticipated and confirmed and when that funding will be available to the project. Include your own funding, sponsorships, other grants, etc.

Funding Source: List all revenue sources anticipated for 2018. Do not include requested Lodging Tax Funds	**Amount**	**Confirmed? Yes/No**	**Date Available**
Admissions	**$5000**	**Yes**	**Ongoing**
	$		
	$		
	$		
	$		
	$		
	$		

Expenses: Based on full funding, please list project costs.
Note: Certain expenses may not be reimbursable, at the sole discretion of the City of Lakewood.
You will only be reimbursed at the authorized rates. Insurance is not an eligible cost.

	a. Lodging Tax Funds Requested *	**b. Other Funds (Do not include In-Kind dollars)**	**c. Total Project Cost ****
Personnel (salaries & benefits)	**$**	**$5,000**	**$**
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	**$**	**$**	**$**
Marketing/Promotion	**$45,000**	**$**	**$45,000**
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	**$**	**$**	**$**
Minor Equipment (computers, desks, etc.)	**$**	**$**	**$**
Travel	**$**	**$**	**$**
Contract Services Describe below	**$**	**$**	**$**
Other Describe below	**$**	**$**	**$**
TOTAL COST	**$45,000**	**$5,000**	**$50,000**
Description for Direct Sales Activities, Contract Services, Travel and Others			
In-Kind Contributions	**Potential in-kind service donations up to $10,000 based on past experience. This contribution is used to increase marketing buys for greater return on investment.**		

**Amount in column a" Lodging Tax Funds Requested" must match "Amount of Lodging Tax Funding Requested" under 1a of application.*
*** Amount in column c "Total Project Cost" must match "Total Project Cost" under 1a of application.*

11. Funding History

a. Was this project funded with Lakewood lodging tax funds in fiscal year 2017? x Yes No

b. If you answered yes to 11a, how much funding did you receive in 2017? $ 40,000

c. If you answered no to 11a, what is the last year Lakewood funding was received and how much?

Year Amount awarded No previous funding

11d. Indicate what efforts have been made to access funding from additional sources?

Lakewold Garden's works with the LTAC funding to increase the return on investment. Operations funding is used to support our partnerships for larger media buys, when possible.

Our media buyer has a standard fee of 15% net. Given our long-term relationship, our buyer reduces her rate to 10%.

12. Coordination and Collaboration

Please provide information about any other organizations or agencies involved in this project/activity. Describe their level of involvement. Describe how this project coordinates with other tourism promotion efforts or services in the area, including Chambers of Commerce, local festivals, local lodging and restaurants. You may attach up to three letters of support from these organizations.

We align with our partners to increase tourism activity to the area;

Museum of Glass, Lakewold Chamber of Commerce, Lakewood Historical Society, Lakewood Playhouse, Local Caterers and Event Planners, Restaurants and Hotels. We maintain a booth at the Fall Puyallup Fair each year. And, we have begun working with a few gardens North of Pierce County to bring their visitors down south as a packaged promotion.

13. Capital Projects Budget

Note: A capital project requires a proportional degree of city ownership in the facility. Therefore, capital projects where there is no city ownership are not eligible to receive funding.

Supporting the Capital Expenditures and/or Operation of City Tourism-Related Facilities

FUNDING/TIMELINE	Responsible Parties, Methods, Means	Begin (Dates or Periods)	End (Dates or Periods)	Amount Requested From Lodging Funds	Other Funds Committed or Proposed*	TOTALS
Design & Inspection				$	$	$
Other Consultants				$	$	$
Permits & Fees				$	$	$
Land Acquisition				$	$	$
Site Development & Landscape				$	$	$
Buildings (New Construction)				$	$	$
Building Renovations (Includes Access)				$	$	$
Other (Specify) *Insurance is not an eligible cost.*				$	$	$
TOTAL				$	$	$

*If other funds are committed, please attach a letter of commitment from the funding source.

14. Certification

The applicant hereby certifies and confirms:

1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;

2. That it will abide by all relevant local, state, and federal laws and regulations;

3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;

4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

Primary Signature: Sabrina Grace

Sabrina Grace
Printed Name & Title of Chief Administrator/Authorizing Official

21 August 2017
Date

15. E-Verify Requirements for Contractors & Certification

By Ordinance, the City of Lakewood requires that all contractors who enter into agreements to provide services or products to the City use the Department of Homeland Security's E-Verify system when hiring new employees for the term of the contract.

E-Verify is an electronic system designed to verify the documentation of job applicants. It is run by the Department of Homeland Security.

Who is affected?

- All contractors doing business for the City of Lakewood.
  - There is no minimum dollar value for contracts affected.
- All subcontractors employed by the general contractor on these contracts.

Are there exceptions?

- Contracts for "Commercial-Off-The-Shelf" items are exempted from this requirement.
- Individuals, Companies, or other organizations that do not have employees.

How long must the contractor comply with the E-Verify system?

- For at least the term of the contract.

Are there other stipulations?

- E-Verify must be used ONLY for NEW HIRES during the term of the contract. It is NOT to be used for EXISTING EMPLOYEES.

- E-Verify must be used to verify the documentation of ANY new employee during the term of the contract, not just those directly or indirectly working on deliverables related to the City of Lakewood contract.

How will the City of Lakewood check for compliance?

- All contractors will retain a copy of the E-Verify Memorandum of Understanding that they execute with the Department of Homeland Security AND

- Sign and submit to the City an Affidavit of Compliance with their signed contract.

- All General Contractors will be required to have their subcontractors sign an Affidavit of Compliance and retain that Affidavit for 4 years after end of the contract.

- The City of Lakewood has the right to audit the Contractor's compliance with the E-Verify Ordinance.

Further information on E-Verify can be found at the following website: https://www.uscis.gov/e-verify

If you have questions about the City's E-Verify Ordinance, please contact the City of Lakewood's legal department prior to contracting with the City.

CITY OF LAKEWOOD
AFFIDAVIT OF COMPLIANCE WITH LAKEWOOD MUNICIPAL CODE 1.42
"E-VERIFY"

As the person duly authorized to enter into such commitment for

Friends of Lakewold - Lakewold Gardens
COMPANY OR ORGANIZATION NAME

I hereby certify that the Company or Organization named herein will

(Check one box below)

☒ Be in compliance with all of the requirements of City of Lakewood Municipal Code Chapter 1.42 for the duration of the contract entered into between the City of Lakewood and the Company or Organization.

- OR -

☐ Hire no employees for the term of the contract between the City and the Company or Organization.

Sabrina K. Grace
Signature

Sabrina K. Grace - Executive Director
Print Name and Title

21 August 2017
Date

LAKEWOLD GARDENS

Attachment A
2018 LTAC Application – City of Lakewood
Proposed Tourism Marketing Plan

KBTC (Public Television)
Public Television offers LG a platform to reach our target audience. Both PBS and LG have a mission to educate and inspire. Environmental, gardening, nature and children's programming at PBS further cements the interests to reach the potential LG visitor. Continuing to build on our 2017 campaign, we would like to raise the impressions through repetition and diversifying through the many mediums PBS has to offer. By adding banner ads on the PBS website throughout the year, and a print display ad in the monthly viewer guide (circ. 15,000) will create a cohesive package that will generate repetition, and consistent message to the viewer.

Social Media
LG is a visual experience; social media engages viewers by visual perspectives and educates them with verbal content. The most important aspect of a successful Social Media presence is the consistent publishing of well written and engaging content, diligent community management, pro-active outreach and pulling data using analytics to progress the strategy. LG's 2017 to-date progress in this area has been outstanding. As a tool, not only to promote, but to educate the public on what a public garden actually is about. Continued 2017 efforts in social media will include growing LG as a South Sound garden venue.

eMail Targeted Marketing
The ability to geo-target, demo-target and lifestyle/interest target to a minimum of 50,000 email units, results have been positive for LG. This medium allows LG to bring in visitors that we would not be able to target due to cost. It is specific, and creates multiple impressions. Our events, such as Beautiful Tables and MayFest saw a surge in attendance in 2016/2017 due to usage.

TV/Zoned Cable
Designed to reach our target audience, commercials for both the gardens and the garden shop on :30 bookends have proven to be very effective in creating visibility outside of a 50 mile radius.



LAKEWOLD GARDENS

2018 Marketing Plan
LG Media Outline

I. Gardens

The primary goal of the marketing/media plan is to increase overall visitation to LG and increase membership numbers. LG is a unique venue, drawing interest from gardeners, nature enthusiasts, history buffs, photographers and tourists to the area.

a. Advertisement
   i. KBTC PBS - Partnership
      1. :30 Spots - Television
      2. Banner Ads - Internet
      3. Viewer Guide - Print
   ii. Freeway Signage
   iii. eMail Targeted Campaign
   iv. Zoned Cable Buy

b. Trade Shows
   i. Tacoma Home and Garden Show, Puyallup State Fair, NW Flower and Garden Show, Washington State Fair

c. Direct Mailing and EBlasts
   i. Promotions – Tours at LG
   ii. LG Newsletter - bi-monthly
   iii. In-House e-Blasts – monthly

d. Social Media
   i. LG Website
   ii. LG Facebook Page
   iii. South Sound Gardens Facebook Page
   iv. LG Instagram

e. Partnerships
   i. The Garden Conservancy NW
   ii. South Sound Gardens

f. Donor Cultivation

II. Garden Shop and Nursery

The secondary marketing goal is to increase sales in the Garden Shop and Nursery.

a. EBlasts – weekly during high season, promotional during off season
b. Annual Plant Sale – End of Season
c. Garden Shop Facebook Page – new for 2017
d. Trade Shows as stated above



LAKEWOLD GARDENS

2018 Marketing Plan
LG Media Outline - continued

III. Event Venue

The tertiary marketing goal is to bring events to LG. While maintaining LG as a historic site, LG has the ability to bring in overnight visitors for meetings and events.

a. Social Media Advertising
b. EBlasts to promote events
c. Partner Marketing with local event planners, caterers and hotels
d. Corporate Targeted Sales

		2018 Draft Budget
FUNDS TO BE USED - RESTRICTED/OTHER		
	PINKERTON YOUTH PROGRAM FUNDS	10,000
	IRS REFUND	3,600
	CAMPAIGN FUNDS - ADMINISTRATION	25,000
TOTAL RESTRICTED/OTHER FUNDS AVAILABLE		**38,600**
INCOME	4000 · PROGRAM REVENUES	
	4010 · ADMISSIONS	40,000
	4020 · MEMBERSHIP	30,000
	4040 · GARDEN SHOP INCOME	25,000
	4060 · LAKEWOLD EVENTS	8,700
	4070 · INTEREST & DIVIDENDS	150
	4080 · RENTAL OF REAL ESTATE	40,000
	4115 · OPERATING GRANTS	25,000
	4120 · INDIVIDUAL CONTRIBUTIONS	40,000
	4130 · FOUNDATION CONTRIBUTIONS	5,000
	4150 · GREATER TACOMA COMMUNITY FOUND.	239,600
CURRENT YEAR INCOME		**453,450**
	Less 50001 · Cost of Goods Sld - GARDEN SHOP	12,500
		479,550
EXPENSE	5110 · WAGNER HOUSE MAINTENANCE	1,200
	5500 · EQUIPMENT LEASE AND REPAIR	7,725
	6560 · SALARIES & WAGES	321,911
	6600 · BENEFITS	16,818
	6750 · MAINTENANCE SERVICES	12,250
	7030 · SUPPLIES	19,820
	7040 · EQUIPMENT- PURCHASES	6,605
	7060 · LAKEWOLD EVENTS	6,675
	7300 · GARDEN SHOP EXPENSES	8,300
	7405 · UTILITIES	16,922
	7410 · EXHIBITION (PLANT MATERIAL)	4,350
	7415 · INSURANCE	14,927
	7420 · CONSULTING CONTRACTUAL	4,000
	7425 · PROFESSIONAL DEVELOPMENT	500
	7430 · TRAVEL	1,200
	7435 · PRINTING	2,500
	7440 · TELEPHONE/INTERNET	7,840
	7445 · POSTAGE	3,500
	7455 · MARKETING	6,110
	7460 · TAXES AND ASSESSMENTS	8,675
	7480 · VOLUNTEERS	1,102
	7485 · BANK FEES	4,200

7490 · ASSOCIATION DUES/SUBSCRIPTIONS	1,220
7498 · SAFETY & SECURITY	1,200
TOTAL EXPENSE	**479,550**
NET INCOME/RESTRICTED/OTHER FUNDS AVAILABLE	**-**

1:44 PM
08/10/17
Accrual Basis

FRIENDS OF LAKEWOLD
Balance Sheet
As of July 31, 2017

	Jul 31, 17
ASSETS	
Current Assets	
Checking/Savings	
1000 · COLUMBIA BANK-GENERAL	8,512.58
1005 · HOME STREET BANK - LAKEWOOD	32,058.61
1035 · COLUMBIA BANK-MM-CASH RESERVES	2,850.16
1040 · COLUMBIA BANK - RENTAL DEPOSITS	1,000.00
1120 · HERITAGE BANK	52,290.75
1130 · RBC MANAGEMENT	
1130A · PRESERVATION FUNDS	-15,000.00
1130 · RBC MANAGEMENT - Other	17,986.25
Total 1130 · RBC MANAGEMENT	2,986.25
Total Checking/Savings	99,698.35
Accounts Receivable	
2010 · ACCOUNTS RECEIVABLE	18,473.77
2015 · PLEDGES - PRESERVATION CAMPAIGN	
2016 · ALLOWANCE FOR DOUBTFUL PLEDGES	-6,500.00
2015 · PLEDGES - PRESERVATION CAMPAIGN - Other	9,008.64
Total 2015 · PLEDGES - PRESERVATION CAMPAIGN	2,508.64
Total Accounts Receivable	20,982.41
Other Current Assets	
2215 · GARDEN SHOP INVENTORY	27,495.30
1499 · UNDEPOSITED FUNDS	-3,268.59
2205 · PETTY CASH	875.00
2210 · BOOK INVENTORY	34,250.00
Total Other Current Assets	59,351.71
Total Current Assets	180,032.47
Fixed Assets	
2582 · GARDEN SHOP EQUIPMENT	4,494.83
2566 · SOFTWARE	
2565 · ACCUMULATED AMORTIZATION	-17,340.00
2566 · SOFTWARE - Other	17,340.00
Total 2566 · SOFTWARE	0.00
2500 · WAGNER HOUSE	465,017.00
2510 · FILM	183,394.00
2520 · LAND	1,145,000.00
2530 · HOUSE FURNITURE & EQUIPMENT	116,904.68
2540 · HOUSE IMPROVEMENTS	98,143.89
2550 · GENERAL ADMIN BUILDING & IMPROV	56,552.92
2560 · GENERAL ADMINISTRATIVE EQUIP	1,880.00
2570 · GARDEN LAND IMPROVEMENTS	152,216.78
2580 · GARDEN BUILDING IMPROVEMENTS	11,660.33
2585 · CONSTRUCTION IN PROGRESS	
2585A · SUNROOM (TEMPORARY - SEE DPC)	48,017.00
2585 · CONSTRUCTION IN PROGRESS - Other	141,934.00
Total 2585 · CONSTRUCTION IN PROGRESS	189,951.00
2590 · GARDEN MAINT. & DEV. EQUIPMENT	38,036.07
2515 · ACCUMULATED DEPRECIATION	-923,808.00
Total Fixed Assets	1,539,443.50

1:44 PM
08/10/17
Accrual Basis

FRIENDS OF LAKEWOLD
Balance Sheet
As of July 31, 2017

	Jul 31, 17
Other Assets	
2800 · ENDOWMENT RECEIVABLE	2,048,827.00
Total Other Assets	2,048,827.00
TOTAL ASSETS	**3,768,302.97**
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
3200 · ACCOUNTS PAYABLE	9,681.59
Total Accounts Payable	9,681.59
Credit Cards	
3220 · OFFICE DEPOT CARD	29.40
3290 · BANK OF AMERICA	
3291 · VISA - STEPH	-396.64
3292 · VISA - DIANE	216.96
3293 · VISA - IRENE	-543.78
3294 · VISA - ERICK	393.79
3295 · VISA - PAM	9.05
3296 · VISA - CORA	-342.55
3297 · VISA - MARK	-129.11
Total 3290 · BANK OF AMERICA	-792.28
Total Credit Cards	-762.88
Other Current Liabilities	
3255 · UNEARNED RENTAL REVENUE	14,350.00
3256 · GARDEN SHOP - LINE OF CREDIT	53,079.48
3100 · PAYROLL LIABILITIES	
3180 · DENTAL INSURANCE PREMIUM	-97.78
3179 · HEALTH INSURANCE PREMIUM	-1,416.75
3150 · LABOR & INDUSTRIES	948.58
3160 · EMPLOYMENT SECURITY PAYABLE	657.20
3176 · AFLAC PAYABLE	25.09
3260 · VACATION PAYABLE	4,288.77
3265 · SICK LEAVE PAYABLE	7,307.36
Total 3100 · PAYROLL LIABILITIES	11,712.47
3166 · DOR - SALES TAX PAYABLE	272.98
3170 · 403B PAYABLE	80.00
3240 · REFUNDABLE DEPOSITS-TDC	3,750.00
Total Other Current Liabilities	83,244.93
Total Current Liabilities	92,163.64
Total Liabilities	92,163.64
Equity	
3000 · PERMANENTLY RESTR. NET ASSETS	1,879,527.03
3400 · TEMPORARILY RESTRICTED NET ASTS	298,121.26
3901 · UNRESTRICTED NET ASSETS - QB	1,588,640.14
Net Income	-90,149.10
Total Equity	3,676,139.33
TOTAL LIABILITIES & EQUITY	**3,768,302.97**

Internal Revenue Service
P.O. Box 2508
Cincinnati, OH 45201

Department of the Treasury

Date: JUL 10 2015

Friends of Lakewold
PO Box 39780
Lakewold WA 98496-3780

Employer Identification Number:
94-3041320
Person to Contact - ID Number:
Sheila Robinson - 0203311
Contact Telephone Number:
877-829-5500 Toll-Free
Form 990 Required:
Yes

Dear Sir or Madam:

In your letter dated May 12, 2015, you requested classification as a public charity described in section 509(a)(2) of the Internal Revenue Code.

In our letter dated December 1986, we determined that you were exempt under section 501(c)(3) of the Code. We further determined that you weren't a private foundation and you were classified as a public charity described in section 509(a)(3) of the Code.

Based on the information you provided, we determined you meet the requirements for classification as a public charity described in section 509(a)(2) of the Code.

Accordingly, we have updated your public charity status in our records as you requested.

Since your exempt status wasn't under consideration, you continue to be classified as an organization exempt from federal income tax under section 501(c)(3) of the Code.

Grantors and contributors may generally rely on this determination of your foundation status unless the Internal Revenue Service publishes notice that you are no longer recognized as tax exempt or classified as a public charity in the Internal Revenue Bulletin. However, if a grantor or contributor takes any action, or fails to take any action, which causes you to lose your exempt status or causes you to be reclassified as a private foundation, that party cannot rely on this determination. Furthermore, a contributor or grantor who knows that the Internal Revenue Service has notified you of any change in your exempt status or foundation status cannot rely on this determination.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, *Compliance Guide for 501(c)(3) Public Charities*, which describes your recordkeeping, reporting, and disclosure requirements.

Because this letter could help resolve any questions about your exempt status and/or foundation status, you should keep it with your permanent records.

Letter 4425 (Rev. 5-2011)
Catalog Number 52256W

STATE of WASHINGTON SECRETARY of STATE

I, Ralph Munro, Secretary of State of the State of Washington and custodian of its seal, hereby issue this

CERTIFICATE OF INCORPORATION

to

THE FRIENDS OF LAKEWOLD

a Washington Non Profit corporation. Articles of Incorporation were filed for record in this office on the date indicated below.

Corporation Number: 2-377084-5 Date: December 11, 1986

Given under my hand and the seal of the State of Washington, at Olympia, the State Capitol.

Ralph Munro

Ralph Munro, Secretary of State

SSF 61

Return to Agenda

FILED
DEC 11 1986
SECRETARY OF STATE
STATE OF WASHINGTON

ARTICLES OF INCORPORATION

OF

THE FRIENDS OF LAKEWOLD

KNOW ALL MEN BY THESE PRESENTS:

That the undersigned, being a natural person over the age of eighteen years, for the purpose of forming a nonprofit corporation under Chapter 24.03 of the Revised Code of Washington, hereby signs and verifies in duplicate the following Articles of Incorporation:

ARTICLE I

The name of this corporation is The Friends of Lakewold (the "Corporation").

ARTICLE II

The duration of the Corporation shall be perpetual.

ARTICLE III

The initial registered office of the Corporation is Suite 614, Washington Building, Tacoma, Washington 98402 and the mailing address of the initial registered office is P.O. Box 1121, Tacoma, Washington 98401-1121. The initial registered agent at such address is Paul C. Bender.

ARTICLE IV

The sole voting member shall be The Greater Tacoma Community Foundation, a Washington nonprofit corporation (hereinafter sometimes referred to as the "supported organization").

ARTICLE V

Section 1. Purposes. The exclusive purpose of the Corporation shall be to benefit, support and perform a function of the supported organization, a Washington nonprofit corporation exempt from federal income tax under Internal Revenue Code Section 501(c)(3), and meeting the requirements of Section 509(a) of the Internal Revenue Code. Such support shall be provided by (i) owning, managing, maintaining and developing the real property known as Lakewold located in Pierce County; (ii) expending directly or indirectly all of its income, in excess of any reasonable amount set aside in reserves for capital improvements, for the use in the management, maintenance, and development of Lakewold; and (iii) engaging in fund-raising activities, such as solicitations, fund-raising dinners, and other activities to raise funds for its permissible activities hereunder. The supported organization shall supervise and control the Corporation to ensure that it maintains and uses Lakewold exclusively for educational, charitable, and scientific purposes.

Section 2. Limitations.

2.1 The Corporation shall have no capital stock, and no part of its net earnings shall inure to the benefit of any director or officer of the Corporation, or any private individual, nor shall the Corporation loan money or credit to any officer or director.

2.2 No director or officer of the Corporation, or any private individual shall be entitled to share in the distribution of any of the corporate assets upon dissolution of the

Corporation, or the winding up of its affairs. Upon such dissolution or winding up, all the remaining assets of the Corporation shall be distributed by the board of directors for identical uses and purposes to any other organization which would then qualify for exemption under the provisions of Section 501(c)(3) of the Internal Revenue Code as now stated, or as it may be hereafter amended.

2.3 No substantial part of the activities of the Corporation shall be the carrying on of propaganda, or otherwise attempting, to influence legislation except as may be permitted to Section 501(c)(3) organizations by the Internal Revenue Code, and the Corporation shall not participate in, or intervene in (including the publication or distribution of statements) any political campaign on behalf of any candidate for public office.

2.4 Notwithstanding any other provisions of these Articles, the Corporation shall not conduct or carry on activities not permitted to be conducted or carried on by an organization exempt under Section 501(c)(3) of the Internal Revenue Code as now stated, or as it may be hereafter amended, or by organization contributions to which are deductible under Section 170(c)(2) of such Code as now stated, or as it may be hereafter amended.

2.5 The Corporation shall not sell the real estate constituting Lakewold or any portion thereof without the express written consent of the supported organization.

Section 3. Powers. In general, and subject to such limitations and conditions as are or may be prescribed by law, or in the Corporation's Articles of Incorporation or Bylaws, the

Corporation shall have all powers which now or are hereafter conferred by law upon a corporation organized for the purpose hereinabove set forth, or necessary or incidental to the powers so conferred, or conducive to the attainment of the purpose of the Corporation.

ARTICLE VI

Section 1. Management. The management of the Corporation will be vested in a board of no less than nine directors. The number, qualifications, terms of office, manner of election, time and place of meeting, and powers and duties of directors shall be such as are prescribed by the Bylaws of the Corporation.

Section 2. Names and Addresses of Directors. The names and addresses of the directors who will first manage the affairs of the Corporation until the first annual meeting of the sole voting member, as provided in the Bylaws, and until their successors are selected and qualified, are:

Name	Address
Allison Andrews	Suite 1415 1411 Fourth Avenue Building Seattle, WA 98101
Lowell Anne Butson	21 Forest Glen Lane SW Tacoma, WA 98499
George L. Davis, Jr.	4713 Peterson Drive NW Gig Harbor, WA 98335
Mary Latimer	11518 Clovercrest Drive SW Tacoma, WA 98499
Dixy Lee Ray	600 Third Avenue Fox Island, WA 98333
Marjorie Shanaman	110 Country Club Drive SW Tacoma, WA 98498

Joanne Titus	11427 Gravelly Lake Drive SW Tacoma, WA 98499
Corydon Wagner, Jr.	The Wagner Fund 2221 North 30th Tacoma, WA 98403
Eulalie Wagner (Honorary)	12221 Gravelly Lake Drive SW Tacoma, WA 98499
George H. Weyerhaeuser	Weyerhaeuser Company Tacoma, WA 98477

ARTICLE VII

The authority to make, alter, amend or repeal Bylaws is vested in the board of directors, and may be exercised at any regular or special meeting of the board.

IN WITNESS WHEREOF, the incorporator has signed these Articles of Incorporation in duplicate this 5th day of December, 1986.

E. J. VandeBerg

ELVIN J. VANDEBERG
Incorporator

2000 First Interstate Plaza
Tacoma, WA 98402-4391

CONSENT TO APPOINTMENT AS REGISTERED AGENT

The undersigned, having been appointed as registered agent of The Friends of Lakewold, does hereby consent to such appointment and agrees to serve as registered agent for the corporation.

DATED this 5th day of December, 1986.

Paul C. Bender
PAUL C. BENDER

Address of Registered Agent:

Suite 614, Washington Building
P.O. Box 1121
Tacoma, WA 98401-1121

AMENDED BYLAWS
OF
THE FRIENDS OF LAKEWOLD
July 20, 2011

ARTICLE I

Membership

The sole voting member of the corporation shall be The Greater Tacoma Community Foundation, a Washington nonprofit organization exempt from federal income tax under Internal Revenue Code Section 501(c)(3) and meeting the requirements of Section 509(a) of the Internal Revenue Code ("sole voting member"). The board of directors may, by a resolution duly adopted, designate a class of members who do not have any voting rights pursuant to the Washington nonprofit corporation act and designate their rights and responsibilities.

ARTICLE II

Meetings of Sole Voting Member

1. Annual Meeting. The annual meeting of the sole voting member for election of directors to succeed those whose terms expire, and for the transaction of such other business as may properly come before the meeting, shall be held each year during the month of June on a date selected by the sole voting member.

2. Special Meetings. Special meetings of the sole voting member may be called by the sole voting member. It shall be the duty of the secretary, upon request by the sole voting member, to call such a special meeting to be held at such time and place as the sole voting member may fix, not less than ten (10) nor more than fifty (50) days after the receipt of said request, and if the secretary shall neglect or refuse to issue such call within five (5) days of such receipt, the sole voting member may issue the call, specifying therein the time and place of the meeting.

3. Notice of Meetings. Written or printed notices stating the date, place and hour of the meeting, and, in case of a special meeting, the purpose or purposes for which the meeting is called, shall be delivered not less than ten (10) nor more than fifty (50) days before the date of the meeting, either personally or by mail, by or at the direction of the president or the secretary, or the sole voting member calling the meeting, to the sole voting member. If mailed, such notice shall be deemed to be delivered when deposited in the United States mail, addressed to the sole voting member at its address as it appears in the records of the corporation, with postage thereon prepaid.

4. Quorum. The presence of the sole voting member represented in person or by proxy shall constitute a quorum. The affirmative vote of the sole voting member shall be necessary for the adoption of any matter voted upon.

ARTICLE III

Board of Directors

1. Powers and Qualifications. The affairs of the corporation shall be managed by the board of directors, a majority of whom shall be elected by the sole voting member and the balance of whom shall be elected by the board of directors.

2. Number. The number of directors of the corporation shall be seventeen (17), nine (9) of whom shall be elected by the sole voting member and eight (8) of whom shall be elected by the corporation's board of directors. The board of directors by amendment of these Amended Bylaws may increase or decrease the number of directors, provided that no decrease in number shall have the effect of shortening the term of any incumbent, or reducing the number of directors to less than three, and provided further that no increase or decrease shall alter the composition of the board in such a way that less than a majority of the directors are elected by the sole voting member. Upon the first annual election of directors, the directors shall be divided into three (3) classes, the first class to serve a term of one (1) year, the second class to serve a term of two (2) years, and the third class to serve a term of three (3) years. Each such director shall hold office for the term for which he/she is elected and until his/her successor shall be elected and qualified. The term of office of a class of a director after those elected at the first annual meeting shall be three (3) years.

3. Number of Terms Served. No director may be elected for more than two (2) successive three-year terms. The term of a director serving as president in the third year of his/her second three-year term shall be extended for two years. Service for less than a regular (three-year) term shall not preclude a director from being elected to two consecutive three-year terms commencing with the conclusion of an initial abbreviated term of service. Except as provided in this section, a director who has completed two consecutive three-year terms shall not be eligible to serve again on the Board of Directors until one year has lapsed from the time of completion of such director's second consecutive term.

4. Executive Committee. The board of directors by resolution adopted by a majority of the directors in office may designate and appoint an executive committee which shall consist of the president, vice president, secretary, treasurer, the immediate past president and one member-at-large elected by the board at the annual meeting. The executive committee shall exercise such authority of the board of directors in the management of the corporation as may be specified in said resolution; provided, that no such committee shall have the authority of the board of directors in reference to amending, altering or repealing the Amended Bylaws; electing, appointing or removing any member of any such committee or any director or officer of the corporation; amending the Articles of Incorporation; adopting a plan of merger or adopting a plan

of consolidation with another corporation; authorizing the voluntary dissolution of the corporation or revoking proceedings therefor; adopting a plan for the distribution of the assets of the corporation not in the ordinary course of business; or amending, altering or repealing any resolution of the board of directors which by its terms provides that it shall not be amended, altered or repealed by such committee. The designation and appointment of any such committee and the delegation thereto of authority shall not operate to relieve the board of directors or any individual director of any responsibility imposed upon him/her by law.

5. Other Committees. Other committees may be created by the board of directors and the board of directors shall provide for the composition and duties of such committees in the resolution creating the committee. Members of committees need not be a member of the board of directors.

6. Election and Term. After the first annual meeting, the member or members of one class of directors elected by the sole voting member shall be elected by the sole voting member at each meeting, to hold office until the expiration of the term of office of the class of directors to which elected, and until his/her or their respective successors are elected and qualified. After the first annual meeting, the member or members of one class of directors elected by the board of directors of the corporation shall be elected by the board of directors of the corporation at each annual meeting, to hold office until the expiration of the term of office of the class of directors into which elected, and until their respective successors are elected and qualified.

7. Vacancies. Any vacancy occurring in the board shall be filled by the entity that elected the director whose position is being filled. Any directorship to be filled by reason of an increase in the number of directors by amendment to these Amended Bylaws shall be filled by the sole member and the board of directors in such numbers as will cause the board to be composed of directors, a majority of whom have been appointed by the sole voting member. The director appointed or elected, as the case may be, to fill a vacancy shall be elected or appointed for the unexpired term of his/her predecessor in office. A vacancy in the position of member-at-large of the Executive Committee shall be filled by the board of directors and such person shall serve for the unexpired term of his/her predecessor in office.

ARTICLE IV

Meetings of Board of Directors

1. Annual and Regular Meetings. The annual meeting of the board of directors shall be held at the next regular board meeting held immediately after the board meeting at which members of the board of directors are elected. Regular meetings of the board of directors may be set by resolution of the board.

2. Special Meetings. Special meetings of the board of directors may be held at any place, at any time, whenever called by the president or secretary, or any two (2) or more directors.

3. Notice of Meetings. No notice of the annual meeting of the board of directors shall be required. Notice of the time and place of regular meetings and any special meetings of the board of directors shall be given by the secretary, or by the person or persons calling the meeting, by mail, telegram, or by personal communication over the telephone or otherwise, at least three (3) days prior to the date on which the meeting is to be held. Attendance of a director at any meeting shall constitute a waiver of notice of such meeting, except where the director attends a meeting for the purpose of objecting to the transaction of any business because the meeting is not lawfully called or convened. Neither the business to be transacted nor the purpose of any meeting of the board of directors need be specified in the notice or any waiver of notice of such meeting.

4. Quorum. A majority of the board of directors shall constitute a quorum for the transaction of business. The act of the majority of directors present at a meeting at which a quorum is present shall be the act of the board of directors. A director who is present at such a meeting shall be presumed to have assented to the action taken at that meeting unless the director's dissent or abstention is entered in the minutes of the meeting or the director files his/her written dissent or abstention to such action with either the person acting as secretary of the meeting before the adjournment of the meeting or by registered mail to the secretary of the corporation immediately after the adjournment of the meeting. At any meeting of the board of directors at which a quorum is present, any business may be transacted and the board may exercise all of its powers.

5. Telephone Conference. Members of the board of directors may participate in a meeting of the board by means of a conference telephone or similar communications equipment by means of which all persons participating in the meeting can hear each other at the same time and participation by such means shall constitute presence in person at a meeting.

ARTICLE V

Actions by Written Consent

Any corporate action required or permitted by the Articles of Incorporation or Amended Bylaws, or by the laws of the State of Washington, to be taken at a meeting of the members or the board of directors (or its committees) of the corporation, may be taken without a meeting if a consent in writing setting forth the action so taken shall be signed by all of the members or directors entitled to vote with respect to the subject matter thereof. Such consent shall have the same force and effect as a unanimous vote and may be described as such.

ARTICLE VI

Waiver of Notice

Whenever any notice is required to be given to any member or director of the corporation by the Articles of Incorporation or Amended Bylaws, or by the laws of the State of Washington, a waiver thereof in writing signed by the person or persons entitled to such notice, whether before or after the time stated therein, shall be equivalent to the giving of such notice.

ARTICLE VII

Indemnification of Officers, Directors, Employees and Agents

(1) Definitions:

As used in this Article:

(a) "Action" means any actual or threatened claim, suit or proceeding, whether civil, criminal, administrative or investigative.

(b) "Another Enterprise" means a corporation (other than the Corporation), partnership, joint venture, trust, association, committee, employee benefit plan or other group or entity.

(c) "Corporation" means The Friends of Lakewold and any predecessor to it and any constituent corporation (including any constituent of a constituent) absorbed by the Corporation in a consolidation or merger.

(d) "Director" or "Officer" means each person who is serving or who has served as a director or officer of the Corporation or, at the request of the Corporation, as a trustee, director, officer, employee, partner or agent of Another Enterprise.

(e) "Indemnitee" means each person who was, is or is threatened to be made a party to or is involved (including without limitation, as a witness) in an Action because the person is or was a director or officer of the Corporation.

(f) "Loss" means loss, liability, expenses (including attorneys' fees), judgment, fines, ERISA excise taxes or penalties and amounts to be paid in settlement, actually and reasonably incurred or suffered by an Indemnitee in connection with an Action.

(2) Right to Indemnification: The Corporation shall indemnify and hold each Indemnitee harmless against any and all Loss except for Losses arising out of: (a) the Indemnitee's acts or omissions finally adjudged to be intentional misconduct or a knowing violation of law or (b) any transaction in which it is finally adjudged that the Indemnitee

personally received a benefit in money, property or services to which the Indemnitee was not legally entitled. Except as provided in Section (4) of this Article, the Corporation shall not indemnify an Indemnitee in connection with an Action (or part thereof) initiated by the Indemnitee unless such Action (or part thereof) was authorized by the Board of Directors of the Corporation. If, after the effective date of this Article, the Washington Nonprofit Corporation Act is amended to authorize further indemnification of directors and officers, then Directors and Officers of this Corporation shall be indemnified to the fullest extent permitted by the Washington Nonprofit Corporation Act, as so amended.

(3) Burden of Proof and Procedure for Payment:

(a) The Indemnitee shall be presumed to be entitled to indemnification under this Article upon submission of a written claim (including a claim for expenses incurred in defending any Action in advance of its final disposition, where the undertaking in (b) below has been tendered to the Corporation), and thereafter the Corporation shall have the burden of proof to overcome the presumption that the Indemnitee is so entitled.

(b) The right to indemnification conferred in this Article shall include the right to be paid by the Corporation all expenses (including attorneys' fees) incurred in defending any Action in advance of its final disposition; provided, however, that the payment of such expenses in advance of the final disposition of an Action shall be made upon delivery to the Corporation of an undertaking, by or on behalf of such Director or Officer, to repay all amounts so advanced if it shall ultimately be determined that such director or officer is not entitled to be indemnified under this Article or otherwise.

(4) Right of Indemnitee to Bring Suit. If a claim under this Article is not paid in full by the Corporation within sixty (60) days after a written claim has been received by the Corporation, except in the case of a claim for expenses incurred in defending a proceeding in advance of its final disposition, in which case the applicable period shall be 20 days, the claimant may at any time thereafter bring suit against the Corporation to recover the unpaid amount of the claim and, to the extent successful in whole or in part, the Indemnitee shall be entitled to be paid also the expense of prosecuting such claim. Neither the failure of the Corporation (including its Board of Directors or independent legal counsel) to have a determination prior to the commencement of such action that indemnification of or reimbursement or advancement of expenses to the claimant is proper in the circumstances, nor an actual determination by the Corporation (including its Board of Directors or independent legal counsel) that the Indemnitee is not entitled to indemnification or to the reimbursement or advancement of expenses, shall be a defense to the action or create a presumption that the Indemnitee is not so entitled.

(5) Nonexclusivity of Rights. The right to indemnification and the payment of expenses incurred in defending an Action in advance of its final disposition conferred in this Article shall not be exclusive of any other right which any person may have or hereafter acquire under any statute, provision of the Articles of Incorporation, Amended Bylaws, agreement, vote of disinterested directors or otherwise.

(6) Insurance, Contracts and Funding: The Corporation may maintain insurance, at its expense, to protect itself and any Director, Officer, employee or agent of the Corporation or Another Enterprise against any expense, liability or loss, whether or not the Corporation would have the power to indemnify such person against such expense, liability or loss under the Washington Nonprofit Corporation Act. The Corporation may, without further corporate action, enter into contracts with any Director or Officer of the Corporation in furtherance of the provisions of this Article and may create a trust fund, grant a security interest or use other means (including, without limitation, a letter of credit) to ensure the payment of such amounts as may be necessary to effect indemnification as provided in this Article.

(7) Indemnification of Employees and Agents of the Corporation: The Corporation may, by action of its Board of Directors from time to time, provide indemnification and pay expenses in advance of the final disposition of an Action to employees and agents of the Corporation with the same scope and effect as the provisions of this Article with respect to the indemnification and advancement of expenses of Directors and Officers of the Corporation or pursuant to rights granted pursuant to, or provided by, the Washington Business Corporation Act or otherwise.

(8) Contract Right: Rights of indemnification under this Article shall continue as to an Indemnitee who has ceased to be a Director or Officer and shall inure to the benefit of his/her heirs, executors and administrators. The right to indemnification conferred in this Article shall be a contract right upon which each Director or Officer shall be presumed to have relied in determining to serve or to continue to serve as such. Any amendment to or repeal of this Article shall not adversely affect any right or protection of a Director or Officer of the Corporation for or with respect to any acts or omissions of such Director or Officer occurring prior to such amendment or repeal.

(9) Severability: If any provision of this Article or any application thereof shall be invalid, unenforceable or contrary to applicable law, the remainder of this Article, or the application of such provisions to persons or circumstances other than those as to which it is held invalid, unenforceable or contrary to applicable law, shall not be affected thereby and shall continue in full force and effect.

ARTICLE VIII

Officers

1. Officers Enumerated. The officers of the corporation shall be a president, a vice president, a secretary, a treasurer, an immediate past president and such other officers and assistant officers as may be deemed necessary by the board of directors, each of whom shall be annually elected by the board of directors and shall serve until their successors are duly elected and qualified. Any two or more offices may be held by the same person, except the offices of president and secretary. In addition to the powers and duties specified below, the officers shall have such powers and perform such duties as the board of directors may prescribe.

2. The President. The president must be a director of the corporation. The president shall exercise the usual executive powers pertaining to the office of president and shall preside at the meetings of the board of directors, committees exercising any authority of the board and of the membership.

3. The Vice President. In the absence or disability of the president, the vice president shall act a president.

4. The Secretary. It shall be the duty of the secretary to keep records of the proceedings of the board of directors and of the membership, to administer the membership register, to sign all certificates of membership when not signed by the president, and, when requested by the president to do so, to sign and execute with the president all deeds, bonds, contracts, and other obligations, or instruments, in the name of the corporation, to keep the corporate seal and to affix the same to certificates of membership and other proper documents.

5. The Treasurer. The treasurer shall have the care and custody of and be responsible for all funds and investments of the corporation and shall cause to be kept regular books of account. The treasurer shall cause to be deposited all funds and other valuable effects in the name of the corporation in such depositories as may be designated by the board of directors and, in general, shall perform all of the duties incident to the office of treasurer.

6. Vacancies. Vacancies in any office arising from any cause may be filled by affirmative vote of a majority of the remaining members of the board of directors, even though less than a quorum is present, at any regular or special meeting.

7. Salaries. The salaries of all officers and agents of the corporation shall be fixed by the board of directors.

8. Removal. Any officer elected or appointed may be removed by the board of directors whenever in its judgment the best interests of the corporation will be served thereby.

ARTICLE IX

Board of Advisors

The board of directors of the corporation may from time to time appoint members of an advisory committee to be known as the Board of Advisors of the Friends of Lakewold. The board of advisors shall consist of those members of the community whom the board of directors may determine have expertise in matters of interest to the corporation. Members of the board of advisors of the Friends of Lakewold shall serve at the pleasure of the board of directors. Their status shall be advisory only and they shall have no vote on the management of the corporation.

ARTICLE X

Administrative and Financial Provisions

1. Fiscal Year. The fiscal year of the corporation shall be set by the board of directors.

2. Loans Prohibited. No loans shall be made by the corporation to any officer or to any director.

3. Corporate Seal. The board of directors may provide for a corporate seal which shall have inscribed thereon the name of the corporation, the year and state of incorporation, and the words "corporate seal".

4. Books and Records. The corporation shall keep at its registered office, at its principal office in the state, or at its secretary's office in the state, the following: current articles and bylaws; a record of members, including names, addresses and classes of membership; correct and adequate records of accounts and finances; a record of officers' and directors' names and addresses; minutes of the proceedings of the members, the board and any minutes which may be maintained by a committee of the board. The records shall be open at any reasonable time to inspection by any member of more than three months' standing or a representative of more than five percent (5%) of the membership. Costs of inspecting or copying shall be borne by such member, except for cost of copies of articles or bylaws. Any member inspecting records must have a purpose for inspection reasonably related to membership interests. The use or sale of members' lists by such members, if obtained by inspection, is prohibited.

5. Amendment of Bylaws. These Bylaws may be altered, amended or repealed as provided in the Articles of Incorporation. Written notice of at least thirty (30) days of any proposed amendment must be given to members of the board of directors.

6. Rules of Procedure. The rules of procedure at meetings of the membership and of the board of directors of the corporation shall be the rules contained in Roberts' Rules of Order on Parliamentary Procedure, newly revised, so far as applicable and when not inconsistent with these Amended Bylaws, the Articles of Incorporation, or with any resolution of the board of directors.

CERTIFICATION

ROSS HOYLE, being Secretary of The Friends of Lakewold, hereby certifies that the foregoing Bylaws were duly amended by the Board of Directors on June 21, 2006, followed by amendment on July 20, 2011.

Ross Hoyle
Secretary

LAKEWOLD GARDENS BOARD OF DIRECTORS
318th REGULAR BOARD MEETING MINUTES
June 21, 2017

Call to Order: A regular meeting of the Lakewold Board of Directors was held in the Upper Conference Room at Lakewold Gardens, in Lakewood, Washington on June 21, 2017.

Members in attendance: Janelle Appling, Steve Cissel, Yorleny Clapper, Phyllis Griggs, Doug Helland, Kris Kauffman, Ed Larson, Mike Larson, Sandra Murray, Carla Pelster, and Larry Woodin.

Others in attendance: Sabrina K. Grace and Irene Russo.

Call to Order: With establishment of a quorum, Kris Kauffman called the meeting to order at 4:02.

Approval of Agenda

Approval of Minutes from Board Meeting of May 17, 2017.

A motion was moved (M. Larson), seconded (Appling) and carried to approve the May 17, 2017 board meeting minutes.

Financial Report *Please see attached.*
Sabrina reviewed highlights from the April and May financials. May Fairyfest was well received and brought in more financially than anticipated.

A motion was moved (Helland), seconded (Pelster) and carried to approve the April and May financials.

Bank Account New Signers
A motion was moved (E. Larson), seconded (Pelster) and carried to approve Sabrina K. Grace and Irene Russo as credit card authorizers.

Finance Committee (No Meeting)

Horticulture Committee (Meeting of 6/21/2017)
Sandra relayed that Horticulture Manager, Mark Lyke retired on June 13 and Erick Adams will take his place as the Manager of Horticulture. Committee discussed the need for additional irrigation in the northwest corner of the property between the service road and Tea House.

Property Development Committee (Meeting of 6/7/17) *Please see attached.*
Kris relayed that three bids came in for the removal of the Fir tree located south of the Garden Shop on the property line. It was decided that the " Tree Ranger " would be contracted for the removal with a bid of $2400. An engineer will be hired at a later date for the paving project.

A motion was moved (Woodin), seconded (Griggs) and carried to approve the removal of the fir tree located south of the Garden Shop on the property line.

Old Business
Kris stated that there would be a board training session scheduled in February of 2018. Carla stated that the by-laws for board member's terms will need to be amended to reflect the fiscal year change. Carla currently has three potential new board member leads.

New Business
Sabrina relayed that the commercial with Comcast will tentatively air on July 5th. This was covered by the 2017 LTAC grant. The 2018 LTAC application will be coming in the near future.

A motion was moved (Pelster), seconded (Woodin) and carried to approve submitting a 2018 LTAC application to the City of Lakewood for lodging tax funding.

Executive Director's Report - Sabrina reviewed highlights within her report. *Please see attached*

The board went into executive session, with the meeting adjourning at 5:30pm.

Secretary

6-23-17
Date

LAKEWOLD GARDENS

2017-2018 Board of Directors Contact List

Effective: July 1, 2017

EXECUTIVE COMMITTEE

President **Kris Kauffman** 12228 Nyanza Rd. SW Lakewood, WA 98499 **Res:** 253-581-9752 **Cell:** 253-21-WATER **Email:** waterrightsinc@msn.com	**Vice President** **Larry Woodin** 2230 SW 309th St Federal Way, WA 98023 **Cell:** 206-794-5276 **Email:** ecohome@mindspring.com	**Secretary** **Edgar Larson** 1707 N Vassault St Apt 6-2 Tacoma, WA 98406 **Cell:** 253-222-3373 **Email:** larson@plu.edu
Treasurer **Janelle Appling** 8613 Berkeley Street SW Lakewood, WA 98498 **Cell:** 253-312-5862 **Email:** jhayden04@yahoo.com	**Past President** **Kate Read** 9004 Dolly Madison St SW Lakewood, WA 98498 **Res:** 253-588-9228 **Cell:** 415-509-8018 **Email:** kateread@aim.com	**Member-At-Large** **Michael Larson** 1822 N. Tyler Street Tacoma, WA 98406 **Cell:** 253-209-1572 **Email:** mlarson@haroldallen.com
Ex-Officio **Kathi Littmann** **GTCF** 950 Pacific Ave., Suite 1100 Tacoma, WA 9840 **Bus:** 253-383-5622 **Email:** klittmann@gtcf.org	**Executive Director** **Sabrina K. Grace** **Lakewold Gardens** P.O. Box 39780 Lakewood, WA 98496 **Bus:** 253-584-4106 ext. 102 **Email:** sgrace@lakewoldgardens.org	

DIRECTORS

Steve Cissell 4511 141st Avenue SE Bellevue, WA 98006 **Res:** 425-643-2957 **Cell:** 425-941-7044 **Email:** apsteve1@msn.com	**Yorleny Clapper** 3800 Bridgeport Way W. #A-265 University Place, WA 98466 **Cell:** 512-225-4777 **Email:** yorlenyg@yahoo.com	**Phyllis Griggs** 6816 79th St. W. Lakewood, WA 98499 **Cell:** 253-677-4253 **Email:** pawgriggs@gmail.com
Sandra B. Murray 11615 Gravelly Lake Drive SW Lakewood, WA 98499 **Res:** 253-584-4840 **Cell:** 253-370-2797 **Email:** sandramurray55@ymail.com	**Carla Pelster** 11309 Clover Crest Dr. SW Lakewood, WA 98499 **Res:** 253-589-4786 **Cell:** 253-219-8853 **Email:** pelster1@yahoo.com	**Shane Simmons** 8816 Lk. Steilacoom Pt. Rd. SW Lakewood, WA 98498 **Cell:** 253-797-2473 **Email:** shane@personaltrainingnw.com
Doug Helland 7702 97th Avenue SW Lakewood, WA 98498 **Res:** 253-584-2255 **Email:** doughelland@hotmail.com		

LAKEWOLD GARDENS

August 18, 2017

City of Lakewood
Lodging Tax Advisory Committee
6000 Main Street
Lakewood, WA 98499

To Whom It May Concern:

Please be advised that the Executive Director, Sabrina Grace, of Lakewold Gardens is authorized to sign any and all applications and/or contracts associated with the City of Lakewood and the LTAC funding opportunities.

The Executive Director's contact information:

Sabrina Grace
Executive Director
P.O. Box 39780
Lakewood, WA 98496

Tele: 253-584-4106, ext. 102
E:Mail: sgrace@LakewoldGardens.org

Thank you for your time and consideration,

Sincerely,

Kris Kauffman
President
Friends of Lakewold

Application for:

City of Lakewood Fiscal Year 2018 Lodging Tax Grant Funds

From:

Historic Fort Steilacoom

7. APPLICATION FOR FISCAL YEAR 2018 LTAC GRANT FUNDING

1a. Project Information

Project Name: Marketing Support for Historic Site and Special Events.

Amount of Lodging Tax Funding Requested: $ 12,000
(Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: $ 14,000
(Total Project Amount must match Project Budget column c "Total Project Cost")

1b. Applicant Organization

Name of Applicant Organization: Historic Fort Steilacoom Association

Mailing Address: P.O. Box 88447
Steilacoom, WA 98388
LOCATION: 9601 Steilacoom Blvd SW, Lakewood, WA

Tax ID Number: 91-1240261

Organization Unified Business Identifer (UBI) C601246870
UBI Expiration Date: 30 June 2018

Type of Organization: Non-profit 501 (C) 3
(Non-profit, For-profit, Municipality, Private business, etc.)

1c. Contact:

Name: Joseph W. Lewis

Title: Secretary

Telephone: 253-226-2322

Email: info@historicfortsteilacoom.org

Signature: Joseph W. Lewis

The signatory declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used only for the purposes set forth herein, and verifies that all the information contained in this application is valid and true to the best of his/her knowledge.

2. Project Description

a. Event Date(s): The entire year 2018

b. Event Location: 9601 Steilacoom Blvd, on the campus of Western State Hospital

c. If there is a charge or fee for this activity, please describe how much and why.

Tickets for our February Ladies' Tea cost $15. Admission to Christmas at the Fort costs $5 per adult, $3 for children over 6, with a maximum of $10 per family group. Revenue pays for refreshments and maintenance expenses.

d. Please provide a detailed, yet concise description of the proposed project/activity. Include information on the area the project will serve, its expected impact and list the responsible party(s).

The primary focus of our 2018 marketing campaign will be using cable TV ads to reach people living over 50 miles away. These 30 second ads are targeted to geographic zones, specific channels and programs and specific audiences and will invite viewers to our website for more info. Other marketing will use print media. Color brochures will be available at various heritage sites while our quarterly newsletter is distributed to members and school libraries. There will be occasional advertising in newspapers and periodicals.
Our promotional effort will reach distant areas of the Northwest via cable TV ads and the global accessibility of our website. Our affiliate membership in the WA State Historical Society provides additional visibility for our museum throughout the state.
Responsibility for the campaign rests with our officers and directors. These volunteers address marketing policy and implementation at monthly board meetings.

3. Beneficiaries

Please list and provide specific information regarding all individuals, businesses, areas, or organizations that will directly benefit from the project/activity.

Lakewood restaurants benefit from all types of visitors. Gas stations benefit since almost all visitors drive some type of vehicle. Local lodging is needed by visitors arriving from distant parts of WA and from out of state. Our museum gift shop is totally dependent upon sales to our visitors.

4. Goals/Monitoring

Describe the goals of the project. Will the project result in an increase in overnight stays by visitors in Lakewood? If so, how will this increase be tracked and monitored? How will an increase in the sale of goods and services as a result of the project be measured? What other short or long-term economic benefits will occur and how will that be tracked? Why do you believe those project/activity outcomes are feasible?

Note - Applicants will be required to submit a post-funding report providing pertinent data evaluating tourism benefits resulting from the use of lodging tax funds as compared with the estimates contained in this application.

Repeated airing of cable TV ads will reach people living over 50 miles away and raise awareness of Fort Steilacoom and Lakewood as an appealing destination. Visits to our website can be measured to see if viewers are seeking more info. Local innkeepers can invite guests to share the reason for the visit and how they learned about Lakewood. Our museum visitors are invited to sign a guestbook providing name and hometown. This is

the basis of our post-funding report. However, some visitors may stay with family or friends and we have no means to track this variable.

5. Estimate how the funds will increase the amount of people traveling to Lakewood to stay overnight in paid accommodations.

Visitors may be persuaded to stay overnight when they realize there are more heritage venues than one can visit in a day. In addition to Fort Steilacoom, there is the Lakewood Historical Society's museum, the Grave Concerns Association's patient cemetery, the Fort Lewis museum, and the Steilacoom Historical Museum. A brochure funded by lodging tax showing the locations of each attraction could entice a visitor to spend a weekend in Lakewood.

6. Estimate how the funds will increase the amount of people traveling to Lakewood from more than 50 miles from their residences.

Most of our requested funding will be devoted to targeted cable TV ads and improvements to our website. This marketing approach guarantees that our message will be available to people living over 50 miles away.

7. Estimate how the funds will increase the amount of people traveling to Lakewood from outside their state or country.

Targeted cable TV ads in certain zones can reach viewers in British Columbia, Oregon, or Idaho and stimulate interest in a visit to Fort Steilacoom and Lakewood.

8. Funding Requirements

Due to funding constraints, partial funding may be recommended by the LTAC. If partial funding is received, how will that impact the project/activity? Please describe:

A 30 second TV ad using images from our collection costs about $3,000 to produce and show 200 times in a 10-week campaign over 6 selected channels in each geographic zone. Partial funding would limit our TV ads, reduce website upgrades, and cut back production of brochures, newsletters, and event flyers.

9. Use of Funds

Provide detail on how the funds will be used. For example, $20,000 of the funds will be used for marketing, $5,000 for administration, $10,000 for Consultants, etc.

$6,000 for cable TV ads, $2,500 for website maintenance & upgrades, $3,500 for printed material.

10. Project Budget (for non-capital projects). Do not include in-kind contributions.

Income: A diversified funding base is important to the success of any project. Please list all other sources of funding for the project, both anticipated and confirmed and when that funding will be available to the project. Include your own funding, sponsorships, other grants, etc.

Funding Source: List all revenue sources anticipated for 2018. Do not include requested Lodging Tax Funds	**Amount**	**Confirmed? Yes/No**	**Date Available**
Member Dues & Activities Income	**$2,000**	**Yes**	**July 2018**
	$		
	$		
	$		
	$		
	$		
	$		

Expenses: Based on full funding, please list project costs.
Note: Certain expenses may not be reimbursable, at the sole discretion of the City of Lakewood. You will only be reimbursed at the authorized rates. Insurance is not an eligible cost.

	a. Lodging Tax Funds Requested *	**b. Other Funds (Do not include In-Kind dollars)**	**c. Total Project Cost ****
Personnel (salaries & benefits)	**$**	**$**	**$**
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	**$**	**$1,000**	**$1,000**
Marketing/Promotion	**$6,000**	**$1,000**	**$7,000**
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	**$**	**$**	**$**
Minor Equipment (computers, desks, etc.)	**$**	**$**	**$**
Travel	**$**	**$**	**$**
Contract Services Describe below	**$6,000**	**$**	**$6,000**
Other Describe below	**$**	**$**	**$**
TOTAL COST	**$12,000**	**$2,000**	**$14,000**
Description for Direct Sales Activities, Contract Services, Travel and Others	**Contracts for cable TV ads**		
In-Kind Contributions			

**Amount in column a" Lodging Tax Funds Requested" must match "Amount of Lodging Tax Funding Requested" under 1a of application.*
*** Amount in column c "Total Project Cost" must match "Total Project Cost" under 1a of application.*

11. Funding History

a. Was this project funded with Lakewood lodging tax funds in fiscal year 2017? X Yes No

b. If you answered yes to 11a, how much funding did you receive in 2017? $ 10,000

c. If you answered no to 11a, what is the last year Lakewood funding was received and how much?

Year Amount awarded No previous funding

11d. Indicate what efforts have been made to access funding from additional sources?

We now have installed a new fire detection and security alarm system in each of our four historic buildings using the remainder of a 2013 state appropriation. This money was designated for preservation and could not be spent for any other purpose. We rely on member dues, donations, and event ticket sales for income. We also receive funding from the Fred Meyer Community Rewards program and the Amazon Smile program. We have no other funding for promotional activities.

12. Coordination and Collaboration

Please provide information about any other organizations or agencies involved in this project/activity. Describe their level of involvement. Describe how this project coordinates with other tourism promotion efforts or services in the area, including Chambers of Commerce, local festivals, local lodging and restaurants. You may attach up to three letters of support from these organizations.

We receive valuable support from local reenactor organizations, specifically, Fort Nisqually, the 4th US, and the 20th Maine in providing living history interpretation at our events. We work closely with the Lakewood Historical Society in outreach to the community at the Lakewood Farmers' Market. We provide free meeting space for the Grave Concerns Association so that all GCA funds can be devoted to buying markers for the patient cemetery. We also host meetings of the local chapter of the Sons of Union Veterans of the Civil War.

Each year on the 4th of July HFSA has a booth in the Steilacoom Street Fair where we inform hundreds of visitors about the fort and that it is in Lakewood on the campus of Western State Hospital. We host a living history open house on the Saturday in July when Lakewood holds its Summerfest across the street in the park. Our membership in the Heritage League of Pierce County provides a forum for coordination with other museums in the area. Our affiliate membership in the Washington State Historical Society enables us to display our brochures in the state museum and to have a link to our website on the WSHS website.

In conclusion, we want to partner with all heritage organizations to promote our museum and the City of Lakewood.

13. Capital Projects Budget

Note: A capital project requires a proportional degree of city ownership in the facility. Therefore, capital projects where there is no city ownership are not eligible to receive funding.

Supporting the Capital Expenditures and/or Operation of City Tourism-Related Facilities

FUNDING/TIMELINE	Responsible Parties, Methods, Means	Begin (Dates or Periods)	End (Dates or Periods)	Amount Requested From Lodging Funds	Other Funds Committed or Proposed*	TOTALS
Design & Inspection				$	$	$
Other Consultants				$	$	$
Permits & Fees				$	$	$
Land Acquisition				$	$	$
Site Development & Landscape				$	$	$
Buildings (New Construction)				$	$	$
Building Renovations (Includes Access)				$	$	$
Other (Specify) *Insurance is not an eligible cost.*				$	$	$
TOTAL				$	$	$

*If other funds are committed, please attach a letter of commitment from the funding source.

14. Certification

The applicant hereby certifies and confirms:

1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;

2. That it will abide by all relevant local, state, and federal laws and regulations;

3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;

4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

Primary Signature: Joseph W. Lewis

JOSEPH W. LEWIS, SECRETARY — 8/16/17

Printed Name & Title of Chief Administrator/Authorizing Official — Date

15. E-Verify Requirements for Contractors & Certification

By Ordinance, the City of Lakewood requires that all contractors who enter into agreements to provide services or products to the City use the Department of Homeland Security's E-Verify system when hiring new employees for the term of the contract.

E-Verify is an electronic system designed to verify the documentation of job applicants. It is run by the Department of Homeland Security.

Who is affected?

- All contractors doing business for the City of Lakewood.
  - There is no minimum dollar value for contracts affected.
- All subcontractors employed by the general contractor on these contracts.

Are there exceptions?

- Contracts for "Commercial-Off-The-Shelf" items are exempted from this requirement.
- Individuals, Companies, or other organizations that do not have employees.

How long must the contractor comply with the E-Verify system?

- For at least the term of the contract.

Are there other stipulations?

- E-Verify must be used ONLY for NEW HIRES during the term of the contract. It is NOT to be used for EXISTING EMPLOYEES.

- E-Verify must be used to verify the documentation of ANY new employee during the term of the contract, not just those directly or indirectly working on deliverables related to the City of Lakewood contract.

How will the City of Lakewood check for compliance?

- All contractors will retain a copy of the E-Verify Memorandum of Understanding that they execute with the Department of Homeland Security AND

- Sign and submit to the City an Affidavit of Compliance with their signed contract.

- All General Contractors will be required to have their subcontractors sign an Affidavit of Compliance and retain that Affidavit for 4 years after end of the contract.

- The City of Lakewood has the right to audit the Contractor's compliance with the E-Verify Ordinance.

Further information on E-Verify can be found at the following website: https://www.uscis.gov/e-verify

If you have questions about the City's E-Verify Ordinance, please contact the City of Lakewood's legal department prior to contracting with the City.

CITY OF LAKEWOOD
AFFIDAVIT OF COMPLIANCE WITH LAKEWOOD MUNICIPAL CODE 1.42
"E-VERIFY"

As the person duly authorized to enter into such commitment for

HISTORIC FORT STEILACOOM ASSOCIATION
COMPANY OR ORGANIZATION NAME

I hereby certify that the Company or Organization named herein will

(Check one box below)

☒ Be in compliance with all of the requirements of City of Lakewood Municipal Code Chapter 1.42 for the duration of the contract entered into between the City of Lakewood and the Company or Organization.

- OR -

☐ Hire no employees for the term of the contract between the City and the Company or Organization.

Joseph W. Lewis
Signature

JOSEPH W. LEWIS, SECRETARY
Print Name and Title

8/16/17
Date

Internal Revenue Service
District Director

Return to Agenda

P O BOX 2350 ROOM 5127 ATTN: E.O.
LOS ANGELES, CA 900532350

Date: MAR. 27, 1989

HISTORIC FORT STEILACOMM
PO BOX 94095
FORT STEILACOOM, WA 98494

Employer Identification Number:
91-1240261
Case Number:
959076018
Contact Person:
JULES, NORMA JEAN
Contact Telephone Number:
(213) 894-4553

Our Letter Dated:
Oct. 16, 1984
Caveat 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.

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 Internal Revenue Code, because you are an organization of the type described in section 509(a)(1) and 170(b)(1)(A)(vi). Your exempt status under section 501(c)(3) of the code is still in effect.

Grantors and contributors may rely on this determination until the Internal Revenue Service publishes a notice to the contrary. However, a grantor or a 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 that resulted in your loss of section 509(a)(1) status, or acquired knowledge that the Internal Revenue Service had given notice that you would be removed from classification as a section 509(a)(1) organization.

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

If the heading of this letter indicates that a caveat applies, the caveat below or on the enclosure is an integral part of this letter.

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

Sincerely yours,

Frederick C. Nielsen
District Director

Letter 1050(CG)

Internal Revenue Service
District Director

Return to Agenda

Date: OCT 16 1984

Employer Identification Number:
91-1240261
Accounting Period Ending:
December 31
Foundation Status Classification:
509(a)(1) and 170(b)(1)(A)
Advance Ruling Period Ends:
December 31, 1988
Person to Contact:
Ellen Oliver
Contact Telephone Number:
(206) 442-5106

Historic Fort Steilacoom
P.O. Box 94095
Fort Steilacoom, WA 98494

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(c)(3) of the Internal Revenue Code.

Because you are a newly created organization, we are not now making a final determination of your foundation status under section 509(a) of the Code. However, we have determined that you can reasonably be expected to be a publicly supported organization described in section 509(a)(1) and 170(b)(1)(A)(vi)

Accordingly, you will be treated as a publicly supported organization, and not as a private foundation, during an advance ruling period. This advance ruling period begins on the date of your inception and ends on the date shown above.

Within 90 days after the end of your advance ruling period, you must submit to us information needed to determine whether you have met the requirements of the applicable support test during the advance ruling period. If you establish that you have been a publicly supported organization, you will be classified as a section 509(a)(1) or 509(a)(2) organization as long as you continue to meet the requirements of the applicable support test. If you do not meet the public support requirements during the advance ruling period, you will be classified as a private foundation for future periods. Also, if you are classified as a private foundation, you will be treated as a private foundation from the date of your inception for purposes of sections 507(d) and 4940.

Grantors and donors may rely on the determination that you are not a private foundation until 90 days after the end of your advance ruling period. If you submit the required information within the 90 days, grantors and donors may continue to rely on the advance determination until the Service makes a final determination of your foundation status. However, if notice that you will no longer be treated as section 509(a)(1) organization is published in the Internal Revenue Bulletin, grantors and donors may not rely on this determination after the date of such publication. Also, a grantor or donor 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 that resulted in your loss of section 509(a)(1) status, or acquired knowledge that the Internal Revenue Service had given notice that you would be removed from classification as a section 509(a)(1) organization.

(over)

Letter 1045(DO)

P.O. Box 21224, Seattle, WA 98111

If your [illegible] change, please let us know so we can consider the [illegible] exempt status and foundation status. Also, you should inform us of al[illegible] 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).

Organizations that are not private foundations are not subject to the excise taxes under Chapter 42 of the Code. However, you are not automatically exempt fro other Federal excise taxes. If you have any questions about excise, employment, o other Federal taxes, please let us know.

Donors may deduct contributions to you as provided in section 170 of the Cod 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 sections 2055, 2106, and 2522 of the Code.

You are required to file Form 990, Return of Organization Exempt from Income Tax, only if your gross receipts each year are normally more than $25,000. 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. The law imposes a penalty of $10 a day, up a maximum of $5,000, when a return is filed late, unless there is reasonable cau for the delay.

You are not required to file Federal income tax returns unless you are subj to the tax on unrelated business income under section 511 of the Code. If you ar 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 busine as defined in section 513 of tho Code.

You need an employer identification number even if you have no employees. I 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 o all returns you file and in all correspondence with the Internal Revenue Servic

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

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

Sincerely yours,

District Director

th/0220Z

Letter 1045(

Fort Steilacoom

2018 Marketing Plan

Goal:

Raise awareness of Fort Steilacoom and Lakewood

Objectives:

-Attract visitors who live over 50 miles from Lakewood

-Increase attendance at events and gain new members

-Seek out potential cultural tourists via the internet

-Encourage local visitors to bring out of town visitors to Fort Steilacoom

-Inform researchers of Civil War resources in our library

Means of Accomplishment:

-Cable TV ads to establish Fort Steilacoom and Lakewood as an interesting destination

-Web – use the website to convey info to history buffs about the Lakewood area's contributions to the heritage of Washington

-Social Media – tell friends on Face Book and Yelp about fort activities

-Brochures – distribution in locations frequented by people interested in history so as to increase awareness of Lakewood as a place to visit

-Place notices in history journals about library's original sources

-Special Events – provide programs that attract living history enthusiasts to Lakewood

Historic Fort Steilacoom Association, P.O. Box 88447, Steilacoom, WA 98388 . (253) 582-5838
Web Site: www.historicfortsteilacoom.org e-mail: info@historicfortsteilacoom.org

HISTORIC FORT STEILACOOM ASSOCIATION
2018 PROVISIONAL BUDGET

Category Description	Budget
INFLOWS	
Donations	1,300
Dues	1,500
Events	1,200
Gift Shop Sales	1,000
Lakewood Grant	12,000
Other Grants	4,000
TOTAL INFLOWS	21,000
OUTFLOWS	
Administrative Supplies	100
Brochures	400
Cable TV Advertising	6,000
Event Costs	300
Gift Shop Inventory	500
Insurance	1,650
Library	600
Maintenance	2,500
Non-designated	100
Postage	500
Printing	3,000
Quarterly Newsletter	2,100
Taxes & Permits	750
Website	2,500
TOTAL OUTFLOWS	21,000
OVERALL TOTAL	**0**

HISTORIC FORT STEILACOOM ASSOCIATION

Balance Sheet as of August 1, 2016

ASSETS			
Cash-Unrestricted			
• Operating Funds		23,805.95	
• Franklin Income Find (Operating Funds)		20,547.01	44,352.01
Cash-Restricted			
• Gift Shop Change Fund	120.00		
• Co. M Funds	993.86		
• Grants	00.00		
			1,113.86
CAPITAL EXPENDITURES			
• Building No. 1		1,263.43	
• Building No. 2		20,805.53	
• Building No. 3		15,443.11	
• Building No. 4		22,987.78	60,449.85
• Security System Bldgs. 3&4			297.25
• Cannon Project			20,872.56
• Cannon Shelter			1,980.20
• Interpretive Center			
▪ Audio-visual Equipment		11,614.58	
▪ Program Development		5,514.59	
▪ Displays & Display Equipment		6,626.88	23,392.05
• Computers			1,500.00
• Historic Furniture			4,596.78
• Furniture, Equipment, & Acquisitions			2,798.49
• Reenactor uniforms			506.17
• Merchandise Inventory			2,599.14
• Company M			
▪ Cannon		5,000.00	
▪ Tents & Equipment		700.00	
▪ Uniforms		600.00	
▪ Cannon Trailer		693.13	6,993.13

LIABILITIES

None

FUND BALANCE		
Fund Balance – August 1, 2015		**$168,822.38**
Decrease in		
Operating funds	1,726.61	
Total Decrease	1,726.61	
Fund Balance – August 1, 2016		**$167,095.77**

STATE OF WASHINGTON
DOMESTIC-NON PROFIT CORPORATION
Page 1

JUN 14 1983

SECRETARY OF STATE
STATE OF WASHINGTON

ARTICLES OF INCORPORATION

The undersigned, for the purpose of forming a corporation under the non profit laws of the state of Washington, (RCW24.03)states the following:

ARTICLE I

The name of the corporation shall be Historic Fort Steilacoom

ARTICLE II

The term of existence shall be Perpetual

ARTICLE III

The purposes for which the corporation is organized are as follows (1) work toward completion of both the exterior and interior restoration of the four offic~~~~ quarters at Fort Steilacoom located on the grounds of Western Washington S~~ Hospital; (2) to find or develop non-profit uses for the available space; ~~~~ (3) to manage the property after restoration has been completed. This wil~~~~ achieved through a lease of the property from the Washington State Departm~~~~ of Social and Health Services. The property is located in Pierce County, Washington.

ARTICLE IV

The name of the registered agent of the corporation is Cyrus Happy, III.

The registered office address, which is also the address of the registered agent, is 11617 Gravelly Lake Drive S.W., Tacoma, Washington 98499.

CONSENT TO APPOINTMENT AS REGISTERED AGENT

I, Cyrus Happy, III, hereby consent to serve as registered agent, in the state of Washington, for the corporation herein named. I understand that as agent for the corporation, it will be my responsibility to receive Service of Process in the name of the corporation; to forward all mail to the corporation; and to immediately notify the office of the Secretary of State in the event of my resignation or of any change in the registered office address of the corporation for which I am agent.

8 June 1983
(Dated)

Cyrus Happy
(Signature of Registered Agent)

ARTICLE V

There shall be four directors serving as the initial Board of directors. Their names and addresses are as follows:

Cyrus Happy, III, President	11617 Gravelly Lake Dr. S.W., Tacoma
Beverley Bills, Vice Pres.	11819 Clover Creek Dr. S.W., Tacoma
Bette Bradley, Secretary	1015 Rowell, Steilacoom
Helen Pool, Treasurer	P.O. Box 44532, Parkland

(See Reverse Side)

ssf-9 (r-8/82)

Return to Agenda

ARTICLES OF INCORPORATION
OF
Historic Fort Steilacoom

ARTICLE VI

In the event of the dissolution of the corporation, the net assets are to be distributed as follows: The dissolution of the net assets of the corporation will be determined as a part of the lease arrangement with the Department of Social and Health Services and will for forwarded as an amendment to these Articles of Incorporation.

ARTICLE VII

The name and address of each incorporator is as follows:

Caroline Gallacci
(signature of incorporator)
Caroline Gallacci, Project Manager

Pierce County Planning Department
(address)
2401 South 35th Street, Room 6
Tacoma, WA 98409

ssf-9 (r-8/82)

STATE of WASHINGTON SECRETARY of STATE

I, Ralph Munro, Secretary of State of the State of Washington and custodian of its seal, hereby issue this

CERTIFICATE OF INCORPORATION

to

HISTORIC FORT STEILACOOM

a Washington non profit corporation. Articles of Incorporation were filed for record in this office on the date indicated below.

Corporation Number: 2-333782-7

Date: June 14, 1983

Given under my hand and the seal of the State of Washington, at Olympia, the State Capitol.

Ralph Munro, Secretary of State

SSF 57

Historic Fort Steilacoom Association

Meeting Minutes
July 26, 2017

Opening

The regular meeting of the Historic Fort Steilacoom Board of Directors was called to order at 7 p.m. in Quarters 2 by President Gideon Pete.

Present:

Loran Bures, Joe Lewis, Bernie Bateman, Carol Stout, Tom Melberg, Lawrence Bateman, John Roten.

The agenda was approved as amended.

Approval of Minutes and Treasurer's Report

The minutes of the June meeting were approved. The secretary informed the board about all correspondence received and sent since the last meeting. The scheduling calendar was reviewed. Lawrence Bateman will host a war gaming seminar on 5 August.

Treasurer Michael McGuire's report for June 2017 was approved.

Committee Reports

Docents – Ken Morgan and Gideon Pete will serve on 30 July. Joe Lewis volunteered for 6 August. Lawrence Bateman and Tom Melberg volunteered for 13 August. Gideon Pete needs another docent to help him on 20 August. Lawrence Bateman and John Roten will work on 27 August.

Maintenance –Bernie Bateman informed the board that health issues may force him to reduce his activities at the fort. Gideon Pete will continue to gather info on moss removal from our buildings. The alarm system is now operational in all buildings. Following discussion of options, the board decided that the same code will be used in each building.

Research Center/Exhibits – Loran Bures reported that Peter Coulton is loaning HFSA two display cases for use in Quarters 2. A bar code scanner and bar codes have been ordered in addition to 24 mechanical pencils. Loran is starting to enter periodicals into our database. Alan Archambault has provided the missing issues of Army History to complete our collection. Using our store credit from Browsers Bookstore, Loran acquired Medical History of Union Generals. Lawrence Bateman is developing a field mess exhibit. John Roten provided the board with an updated guide to the diorama in Quarters 4.

Publicity – Stephen Neufeld provided the board with a printed report on visitors to our website and various marketing activities. He also informed the board about some special discounts currently available for ads in the Suburban Times.

Old Business

Joe Lewis summarized the 4th of July Street Fair activity and thanked all participants. The 8 July Living History Day was highlighted by the outdoor mess operated by John McPherson and Lawrence Bateman. Attendance was stimulated by Summerfest visitors parking on the hospital campus.

Discussion of banner modification to display the summer schedule was deferred until Ken Morgan can be present.

DSHS has approved our recommendation for the site of the Lakewood Historical Society's marker for Fort Steilacoom. Gideon Pete and Ken Morgan will mark the exact location to facilitate proper placement.

Lawrence Bateman updated the board on the acquisition of the Sibley tent and the associated tent stakes.

New Business

Ken Morgan and Bernie Bateman plan to participate in the 18 August JBLM centennial celebration by displaying our mountain howitzer. Additional volunteers are welcome to be involved.

The annual Founders' Day potluck picnic for members only will be on Saturday 26 August starting at noon. Following the meal Tricia Bures will present a program on Women in the Army 1849 to 1868.

The 2018 Lakewood Lodging Tax Grant application process will occur in August. The board agreed that the secretary, Joe Lewis, will prepare the application and request $12,000 for promotional activities in 2018.

The board discussed the possibility of supporting a Civil War era reenactment during the 2018 Memorial Day holiday. All board members agreed that such an activity would benefit HFSA. Loran Bures, while supporting a reenactment, was opposed to scheduling such an event over the Memorial Day holiday, a time for remembrance of those who died in the service of the nation. Bernie Bateman and Ken Morgan will convey the HFSA views to event planners.

The board agreed to change our meeting night to the third Tuesday of each month starting with the November meeting. This action was taken in response to certain members having conflicts with church events and transportation options.

Round Table

Loran Bures reminded the board that a nominating committee is needed to identify candidates for election at the annual meeting in October.

Time sheet forms will be available in the research center.

Adjournment

The meeting was adjourned at 8:59 p.m. by President Pete. The next board meeting will be at 7 p.m. on Wednesday 23 August 2017 in Quarters 2.

Joseph Lewis, Secretary

10-18-2016

Historic Fort Steilacoom Association
Board Directory

President (2016-2018)
Craig Gideon Pete
P.O. Box 4636
Seattle, WA 98194
(253) 720-8179 Cell
gideon.pete@yahoo.com

Past President
Carol Stout
10506 Wauna Street S.W. Lakewood, WA 98498
(253) 582-5838 Home
(253) 732-2718 Cell
carolnstout@comcast.net

1st Vice President (2015-2017)
John Roten
6720 – 121st Ave. S.E.
Bellevue, WA 98006
(425) 635-8791 Cell only
(no e-mail address)

2nd Vice President (2016-2018)
Loran Bures
11526 Bona Vista Ct. S.W.
Olympia, WA 98512-9009
(360) 786-9451
loran.suvcw@gmail.com

Secretary (2016-2018)
Joseph W. Lewis
9204 Division Lane S.W.
Tacoma, WA 98498
(253) 984-7541 Home
(253) 226-2322 Cell
hrhjoe1@comcast.net

Treasurer (2015-2017)
Michael J. McGuire
864 S. Fife Street
Tacoma, WA 98405
(360) 742-2983
mcguire@brandman.edu

Director Position 1 (2016-2018)
Bill Arends
4402 – 78th Ave. Ct. W.
University Place, WA 98466
(253) 564-1304 Home
(253) 297-0533 Cell
jabill47@gmail.com

Director Position 2 (2016-2018)
Lawrence Bateman
5705 99th St. Ct. E.
Puyallup, WA 98373
(253) 312-8732
sgt504pir@comcast.net

Director Position 3 (2016-2018)
Bernard Bateman
8410-188th Street Ct. E.
Puyallup, WA 98375
(253) 846-8919 Home
(253) 720-0042 Cell
sgtbbb@comcast.net

Director Position 4 (2015-2017)
Thomas A. Melberg
5417 - 69th Avenue Ct. E. Puyallup, WA 98371
(253) 840-8072 Home
tm4thus@comcast.net

Director Position 5 (2015-2017)
Nancy Keller-Scholz
1401 S. 55th
Tacoma, WA 98408
(253) 473-2414 Home
(253) 591-5339 Work
nlks55 @hotmail. com

Director Position 6 (2015-2017)
Kenneth A. Morgan
8214 Bainbridge Loop N.E.
Lacey, WA 98516
(360) 456-0917
silascasey@aol.com

Fort Steilacoom

August 12, 2017

City of Lakewood
Lakewood City Hall
6000 Main Street SW
Lakewood, WA 98499

Dear Lodging Tax Advisory Committee,

The officers and directors of the Historic Fort Steilacoom Association (HFSA) have authorized our secretary, Joseph W. Lewis, to contractually bind our organization in matters relating to the lodging tax grant for 2018. His information is listed below.

Joseph W. Lewis
HFSA Secretary
9204 Division Ln SW
Tacoma, WA 98498-1915
253-226-2322

Thank you for your past support of our promotional efforts.

Very truly yours,

G. Pete

Gideon Pete
President

Historic Fort Steilacoom Association, P.O. Box 88447, Steilacoom, WA 98388 . (253) 582-5838
Web Site: www.historicfortsteilacoom.org e-mail: info@historicfortsteilacoom.org

Application for:

City of Lakewood Fiscal Year 2018 Lodging Tax Grant Funds

From:

Asian Pacific Cultural Center

7. APPLICATION FOR FISCAL YEAR 2018 LTAC GRANT FUNDING

1a. Project Information

Project Name: 8th Annual Samoa Cultural Day

Amount of Lodging Tax Funding Requested: $ 15,000
(Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: $ 37,500
(Total Project Amount must match Project Budget column c "Total Project Cost")

1b. Applicant Organization

Name of Applicant Organization: Asia Pacific Cultural Center

Mailing Address: 4851 South Tacoma Way
Tacoma WA 98409

Tax ID Number: 91-1854410

Organization Unified Business Identifer (UBI) 601786993
UBI Expiration Date: ongoing

Type of Organization: non-profit
(Non-profit, For-profit, Municipality, Private business, etc.)

1c. Contact:

Name: Faaluaina Pritchard

Title: Executive Director

Telephone: (253) 383-3900

Email: faalua@comcast.net

Signature: _____

The signatory declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used only for the purposes set forth herein, and verifies that all the information contained in this application is valid and true to the best of his/her knowledge.

2. Project Description

a. Event Date(s): July 14, 2018

b. Event Location: Harry Lang Stadium, Clover Park High School

c. If there is a charge or fee for this activity, please describe how much and why.

This is a free event.

d. Please provide a detailed, yet concise description of the proposed project/activity. Include information on the area the project will serve, its expected impact and list the responsible party(s).

Thousands of people will come together for APCC's 8th Annual Samoa Cultural Day at Clover Park High School's Harry Lang Stadium - a day filled with cultural activities that celebrate the Samoan people and the wonderful diversity of our community. In Washington State, the Samoan population is the largest Pacific Islander group, and Asia Pacific Cultural Center (APCC) is proud to host this free, family-friendly event for people to share in and experience unique traditions and customs. The goal is to bring people together to honor the Samoan community and to help everyone better understand and appreciate the Samoan and Polynesian heritage.

Samoa Cultural Day is a day-long, outdoor event that is the last day of a 3-day series of cultural events beginning with the Samoan Community Dinner on Thursday, the Native Hawaiian Pacific Islander (NHPI) MoveIt! Youth Health and Fitness Day on Friday, and ending with the Samoa Cultural Day on Saturday. The Samoa Cultural Day opens with a parade of Samoan organizations from all over Washington State with representatives wearing traditional clothing followed by the customary Ava Welcome Ceremony. Each year we invite local and State government officials as VIPs to experience and be honored by the Samoan community during the opening ceremony. Throughout the day, participants will enjoy a variety of activities including village singing and dances, cultural displays, arts and crafts, games, and authentic cuisine. Some examples of hands-on activities include: peeling green bananas, making coconut milk, fire-making, and much more. There will be retail vendors and informational booths for people to visit.

This will be the sixth year out of eight years that the Annual Samoa Cultural Day will be held in or near the City of Lakewood. We previously held the event (July 2017) at Clover Park High School's Harry Lang Stadium. We have already confirmed our reservation with Harry Lang Stadium for the 2017 event. Because it will be held in the City of Lakewood, many if not all of the purchases and services for the event will be from Lakewood businesses. We have always encouraged the many out-of-towners to stay in Lakewood lodging, and in the past our VIPs and out of town visitors did indeed stay at a Lakewood hotel or motel. At our last event this past July, more than 5000 people attended. Again next year we expect 5,000 people. These participants will come from all around Washington State and neighboring areas.

We expect many out-of-state dignitaries and other VIPs such as American Samoa Governor Olo Moliga, Ambassador of Samoa Ali'ioaiga Feturi Elisaia in New York, NFL Football Player Alameda Taamu of the Kansas City Chiefs, retired NFL player for San Francisco 49rs Jessie Sapolu, Singer/Entertainer Lapi Mariner, and Miss American Samoa 2018. In years past, many elected officials from throughout Washington State attended. At our last Samoa Cultural Day, Lt. Governor Habib was our keynote speaker and many State Representatives, Mayors, Councilmembers, and other officials were our honored guests. It is important our elected officials understand and experience the culture, and next year we will again invite many of them to attend.

APCC is a 501(c)(3) non-profit organization whose mission is to "bridge communities and generations through arts, culture, education, and business". Our founders created APCC in 1996 to represent all 47 Asia Pacific cultures in order to promote the greater understanding and appreciation of the traditions, history, and heritage of the Asia Pacific people. In Pierce County, 11.1% of the populations or more than 90,300 people are Asian or Pacific Islander. The 8th Annual Samoa

Cultural Day is one way APCC honors and celebrates the Samoan people and helps people embrace the diversity in our community.

3. Beneficiaries

Please list and provide specific information regarding all individuals, businesses, areas, or organizations that will directly benefit from the project/activity.

The entire City of Lakewood would benefit from the tax revenues generated from sales of meals, goods, services, and overnight stays at local hotels not only from the weekend of the event, but also from the weeks leading up to the event during the planning and preparation stages. The event would boost Lakewood's image throughout the region as a tourist destination and a great place to host large public events. It would show how Lakewood embraces the diversity of its people and honors the Asia Pacific people. Pierce County and Washington State also will benefit. Families from all over the state will have a free, family-friendly event that they can attend and enjoy spending quality time together while learning about other cultures. It gives residents, businesses, and organizations an opportunity to build connections with the Asia Pacific people. It would benefit the Asia Pacific community because Asia Pacific people from all over the region would be proud to participate, and the Samoan people will be especially proud that this event celebrates their heritage. Many businesses in Lakewood and surrounding areas are owned by Asia Pacific people, and they will benefit from sales surrounding the event. It will also give Asia Pacific individuals and organizations an opportunity to participate as vendors, volunteers, or as presenters. This event will enhance and strengthen the relationship of the Asia Pacific communities and the City of Lakewood.

4. Goals/Monitoring

Describe the goals of the project. Will the project result in an increase in overnight stays by visitors in Lakewood? If so, how will this increase be tracked and monitored? How will an increase in the sale of goods and services as a result of the project be measured? What other short or long-term economic benefits will occur and how will that be tracked? Why do you believe those project/activity outcomes are feasible?

Note - Applicants will be required to submit a post-funding report providing pertinent data evaluating tourism benefits resulting from the use of lodging tax funds as compared with the estimates contained in this application.

The goal for Samoa Cultural Day is to provide an educational, fun, heart-felt, and entertaining cultural experience for all attendees. We track the attendance of the event to help us determine the effectiveness of our marketing and promotion. Our attendance goal is to have 5,000 people come to the event. We will also evaluate the event using surveys. The questionnaire will include questions about their experience and include questions such as "In what city do you live?" and "How many nights did you stay in Lakewood for this event?" to verify how many visitors came from over 50 miles and to verify if they stayed overnight in Lakewood.

Additionally performers and other participants who stay overnight will be monitored by APCC. Typically APCC will be coordinating these stays since the performers and dignitaries are coming from afar and are special guests for the event. All performers and participants also will complete a questionnaire at the event or by mail after the completion of the event to measure their experience of the event.

5. Estimate how the funds will increase the amount of people traveling to Lakewood to stay overnight in paid accommodations.

This event will increase the amount of people traveling to Lakewood to stay overnight in local hotels and motels. As stated earlier, the 8th Annual Samoa Cultural Day is the last day of a 3-day series of events. Many visitors will actually stay for 5-7 days because they will be here not only to attend Saturday's Samoa Cultural Day, but will also attend Thursday's Samoan Community Dinner and Friday's NHPI MoveIt! Youth Health and Fitness Day. Many of the participants come in

the weekend before the event to start visiting with their local families, tour around Washington State, and then stay through the week for the Samoa Cultural Day. At this year's 7th Annual Samoa Cultural Day, more than 200 visitors stayed at Lakewood hotels and motels, and about 60% of them stayed at least 5 days. We expect more than 100 visitors to stay in Lakewood hotels and motels for the 2018 8th Annual Samoa Culture Day.

6. Estimate how the funds will increase the amount of people traveling to Lakewood from more than 50 miles from their residences.

Every year people travel from throughout the Northwest and beyond to attend the Annual Samoa Culture Day, and we expect that it will be no different next year. The 8th Annual Samoa Culture Day will attract all types of visitors – all ethnicities and all ages – who are interested in sharing in and learning about Samoa and the Pacific Islander culture. Because the event features Samoan culture, it will appeal especially to Polynesian audiences. It is uncommon to have Pacific Islander-type festivals, so Pacific Islanders will travel from far away to attend and enjoy authentic food, participate in authentic traditional Polynesian activities, and be among their community. They will feel at home with the customs and traditions that they long for while being away from their motherland. In Washington, more than 731,000 people are Asian or Pacific Islander. Asia Pacific people are willing to travel many miles to participate and enjoy large cultural events such as the Samoa Cultural Day to eat ethnic foods, see traditional dances, and participate in cultural games, crafts and activities no matter how far away the event might be.

At this year's 7th Annual Samoa Cultural Day, people travelled from outside of Pierce County, including Snohomish County, King County, Clark County, and Kitsap County. Out of state travelers came from as far as California, New York, Washington D.C., Nevada, Hawaii, and American Samoa. We expect this type of turnout at next year's event.

7. Estimate how the funds will increase the amount of people traveling to Lakewood from outside their state or country.

We will be able to use these funds to bring national and international speakers and dignitaries, which will provide a significant level of prestige to the event. These VIPs will travel from places outside of Washington State such as Washington D.C. and California. They will also travel from outside the country from American Samoa. Also many family members of local participants often travel from out of state as the event continues to grow and becomes more well-known through promotional efforts made possible by the funding from Lakewood.

8. Funding Requirements

Due to funding constraints, partial funding may be recommended by the LTAC. If partial funding is received, how will that impact the project/activity? Please describe:

Full funding from the City of Lakewood Lodging Tax and Tourism Fund will be an important part of the success of the 8th Annual Samoa Cultural Day. The City's investment in this event will improve tourism for the City, benefitting businesses and improving the image of Lakewood as a multi-cultural destination while showing the City's commitment to the Asia Pacific community. If full funding is not received, it will certainly place more pressure on APCC to find alternatives to fill the funding gap. We would make every effort to solicit additional funding from other sources and would likely rely more heavily on in-kind support.

9. Use of Funds

Provide detail on how the funds will be used. For example, $20,000 of the funds will be used for marketing, $5,000 for administration, $10,000 for Consultants, etc.

Description	Amount
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	$1,500
Contract Services: equipment rentals and facilities rentals (such as tents, sound equipment, and other rentals)	$8,500
Other: hotel/lodging for out of town performers and dignitaries	$5,000
Total Request	**$15,000**

10. Project Budget (for non-capital projects). Do not include in-kind contributions.

Income: A diversified funding base is important to the success of any project. Please list all other sources of funding for the project, both anticipated and confirmed and when that funding will be available to the project. Include your own funding, sponsorships, other grants, etc.

Funding Source: List all revenue sources anticipated for 2018. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
Muckleshoot Charity Fund	$5,000	Yes	May 2018
Columbia Bank	$3,000	Yes	Feb 2018
UFCW21	$2,000	Yes	Feb 2018
United Healthcare	$1,500	Yes	May 2018
Amerigroup	$1,500	Yes	May 2018
Other Funders	$4,500	No (ongoing)	May 2018
Community Fundraising	$5,000	No (ongoing)	Mar 2018

Expenses: Based on full funding, please list project costs.
Note: Certain expenses may not be reimbursable, at the sole discretion of the City of Lakewood. You will only be reimbursed at the authorized rates. Insurance is not an eligible cost.

	a. Lodging Tax Funds Requested *	b. Other Funds (Do not include In-Kind dollars)	c. Total Project Cost **
Personnel (salaries & benefits)	$	$10,000	$10,000
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	$1,500	$	$1,500
Marketing/Promotion	$	$7,500	7,500
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	$	$5,000	$5,000
Minor Equipment (computers, desks, etc.)	$	$	$
Travel	$	$	$
Contract Services Describe below	$8,500	$	$8,500
Other Describe below	$5,000	$	$5,000
TOTAL COST	$15,000	$22,500	$37,500
Description for Direct Sales Activities, Contract Services, Travel and Others	Direct Sales: telephone, related travel, presentations Contract Services: equipment rentals and facility rentals (such as tents, sound system, and other rentals) Other: hotel/lodging for out-of-town dignitaries and performers		
In-Kind Contributions	$10,000 – general administrative expenses such as rent, utilities, postage, supplies, insurance, and other related expenses		

**Amount in column a" Lodging Tax Funds Requested" must match "Amount of Lodging Tax Funding Requested" under 1a of application.*

*** Amount in column c "Total Project Cost" must match "Total Project Cost" under 1a of application.*

11. Funding History

a. Was this project funded with Lakewood lodging tax funds in fiscal year 2017? X Yes No

b. If you answered yes to 11a, how much funding did you receive in 2017? $ 10,000

c. If you answered no to 11a, what is the last year Lakewood funding was received and how much?

Year Amount awarded No previous funding

11d. Indicate what efforts have been made to access funding from additional sources?

Throughout the year, we apply for sponsorships and grants in support of each Annual Samoa Culture Day. We are fortunate to have the commitment from several funders who have supported this event each year and have been pleased with the growth and outpouring of support and participation from the community. We have confirmed funding for the 8th Annual Samoa Cultural Day from: Columbia Bank, UFCW21, Muckleshoot, Amerigroup, United Healthcare, and MultiCare among others. We also do community fundraising throughout the year to help raise funds for the event.

12. Coordination and Collaboration

Please provide information about any other organizations or agencies involved in this project/activity. Describe their level of involvement. Describe how this project coordinates with other tourism promotion efforts or services in the area, including Chambers of Commerce, local festivals, local lodging and restaurants. You may attach up to three letters of support from these organizations.

Collaboration with our community partners is key to the success of all of APCC's projects, and this is especially true for the 8th Annual Samoa Culture Day. APCC has an extensive network of partners in Pierce County and throughout Washington State, including individuals, businesses, cultural organizations, and community leaders. These partners will be completely involved in the event by participating in the planning and execution phases, helping with fundraising, and by participating as vendors, as performers, or as volunteers at information booths and other cultural demonstrations. Organization and agency partners include: the City of Lakewood Chamber of Commerce, the City of Lakewood Economic Development, FiaOla Store (in Lakewood), Samoa Seniors Association of Pierce County, Samoa Nurses of Washington, and more. Also about 20 churches from many denominations with large Samoan congregations will be actively participating in the event, just as they have in the past. These include EFKAS Tacoma, EFKAS Ft. Lewis, Good Samaritan Church Tacoma, New Beginning Christian Center, Metotisi Federal Way, and several others. APCC is proud to collaborate with all our community partners to host this wonderful cultural event and share it with the City of Lakewood and our entire community.

13. Capital Projects Budget

Note: A capital project requires a proportional degree of city ownership in the facility. Therefore, capital projects where there is no city ownership are not eligible to receive funding.

Supporting the Capital Expenditures and/or Operation of City Tourism-Related Facilities

FUNDING/TIMELINE	Responsible Parties, Methods, Means	Begin (Dates or Periods)	End (Dates or Periods)	Amount Requested From Lodging Funds	Other Funds Committed or Proposed*	TOTALS
Design & Inspection				$	$	$
Other Consultants				$	$	$
Permits & Fees				$	$	$
Land Acquisition				$	$	$
Site Development & Landscape				$	$	$
Buildings (New Construction)				$	$	$
Building Renovations (Includes Access)				$	$	$
Other (Specify) *Insurance is not an eligible cost.*				$	$	$
TOTAL				$	$	$

*If other funds are committed, please attach a letter of commitment from the funding source.

14. Certification

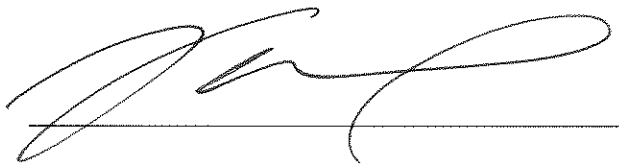
The applicant hereby certifies and confirms:

1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;

2. That it will abide by all relevant local, state, and federal laws and regulations;

3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;

4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

Primary Signature: 

Faahaina Pritchard, Executive Director — 8/15/17

Printed Name & Title of Chief Administrator/Authorizing Official — Date

15. E-Verify Requirements for Contractors & Certification

By Ordinance, the City of Lakewood requires that all contractors who enter into agreements to provide services or products to the City use the Department of Homeland Security's E-Verify system when hiring new employees for the term of the contract.

E-Verify is an electronic system designed to verify the documentation of job applicants. It is run by the Department of Homeland Security.

Who is affected?

- All contractors doing business for the City of Lakewood.
  - There is no minimum dollar value for contracts affected.
- All subcontractors employed by the general contractor on these contracts.

Are there exceptions?

- Contracts for "Commercial-Off-The-Shelf" items are exempted from this requirement.
- Individuals, Companies, or other organizations that do not have employees.

How long must the contractor comply with the E-Verify system?

- For at least the term of the contract.

Are there other stipulations?

- E-Verify must be used ONLY for NEW HIRES during the term of the contract. It is NOT to be used for EXISTING EMPLOYEES.

- E-Verify must be used to verify the documentation of ANY new employee during the term of the contract, not just those directly or indirectly working on deliverables related to the City of Lakewood contract.

How will the City of Lakewood check for compliance?

- All contractors will retain a copy of the E-Verify Memorandum of Understanding that they execute with the Department of Homeland Security AND

- Sign and submit to the City an Affidavit of Compliance with their signed contract.

- All General Contractors will be required to have their subcontractors sign an Affidavit of Compliance and retain that Affidavit for 4 years after end of the contract.

- The City of Lakewood has the right to audit the Contractor's compliance with the E-Verify Ordinance.

Further information on E-Verify can be found at the following website: https://www.uscis.gov/e-verify

If you have questions about the City's E-Verify Ordinance, please contact the City of Lakewood's legal department prior to contracting with the City.

CITY OF LAKEWOOD
AFFIDAVIT OF COMPLIANCE WITH LAKEWOOD MUNICIPAL CODE 1.42
"E-VERIFY"

As the person duly authorized to enter into such commitment for

Asia Pacific Cultural Center
COMPANY OR ORGANIZATION NAME

I hereby certify that the Company or Organization named herein will

(Check one box below)

☒ Be in compliance with all of the requirements of City of Lakewood Municipal Code Chapter 1.42 for the duration of the contract entered into between the City of Lakewood and the Company or Organization.

- OR -

☐ Hire no employees for the term of the contract between the City and the Company or Organization.

Signature

Faaluaina Pritchard, Executive Director
Print Name and Title

8/15/17
Date

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

DEPARTMENT OF THE TREASURY

Date: JAN 21 1998

ASIA PACIFIC CULTURAL CENTER
C/O PATSY SURH OCONNELL
9312 S TACOMA WAY STE 110
TACOMA, WA 98499

Employer Identification Number:
91-1854410
DLN:
17053339132007
Contact Person:
D. A. DOWNING
Contact Telephone Number:
(513) 241-5199
Accounting Period Ending:
December 31
Foundation Status Classification:
509(a)(2)
Advance Ruling Period Begins:
April 11, 1997
Advance Ruling Period Ends:
December 31, 2001
Addendum Applies:
No

Dear Applicant:

Based on information you 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).

Because you are a newly created organization, we are not now making a final determination of your foundation status under section 509(a) of the Code. However, we have determined that you can reasonably expect to be a publicly supported organization described in section 509(a)(2).

Accordingly, during an advance ruling period you will be treated as a publicly supported organization, and not as a private foundation. This advance ruling period begins and ends on the dates shown above.

Within 90 days after the end of your advance ruling period, you must send us the information needed to determine whether you have met the requirements of the applicable support test during the advance ruling period. If you establish that you have been a publicly supported organization, we will classify you as a section 509(a)(1) or 509(a)(2) organization as long as you continue to meet the requirements of the applicable support test. If you do not meet the public support requirements during the advance ruling period, we will classify you as a private foundation for future periods. Also, if we classify you as a private foundation, we will treat you as a private foundation from your beginning date for purposes of section 507(d) and 4940.

Grantors and contributors may rely on our determination that you are not a private foundation until 90 days after the end of your advance ruling period. If you send us the required information within the 90 days, grantors and contributors may continue to rely on the advance determination until we make a final determination of your foundation status.

If we publish a notice in the Internal Revenue Bulletin stating that we

Letter 1045 (DO/CG)

Marketing Plan:
APCC 8TH Annual Samoa Cultural Day
July 14, 2018

1. Goals

- Organizational goal:
  - To "bridge communities and generations through arts, culture, education, and business" by teaching about Asian and Pacific Islander people, representing 47 countries, and promoting the greater understanding of their unique traditions, art, history, language, and heritage through programs, services, and community collaboration.
- Event goal for Samoa Cultural Day:
  - To bring more tourism to the City of Lakewood by providing an opportunity in Lakewood for people to experience, enjoy, learn about, and better appreciate the Asia Pacific culture, especially the Samoan and Polynesian culture.
- Communications goals:
  - Build awareness about Samoa Cultural Day
  - Increase awareness of the City of Lakewood
  - Build awareness about APCC
  - Increase understanding of Asia Pacific Cultures

2. Objectives

- Increase awareness about the Samoa Cultural Day in Lakewood with an attendance of at least 5000 visitors.
- Provide an enjoyable and educational experience at the Samoa Cultural Day and see that the attendees would be willing to attend future APCC cultural event, as measured by surveys.
- Inform the target audience the offerings and services of APCC in order to recruit new members at Samoa Cultural Day.

3. Target Audience

- Residents from throughout the Northwest
  - **Their needs/wants:**
    - Target residents who want to learn about and share in the Asia Pacific cultures and who want to attend a fun and entertaining event in Lakewood.
  - **Desired exchange:**
    - We want them to attend and enjoy the Samoa Cultural Day and become returning visitors to future events in Lakewood and to future APCC events. We also want them to sign up for membership with APCC.
- Asian and Pacific Island (API) people from throughout the Northwest
  - **Their needs/wants:**
    - Target API people who want to share the experiences of their homeland with others; who want to experience cuisine, arts, crafts and other cultural activities that they miss from their homeland; and who want to attend a fun and entertaining event in Lakewood.
  - **Desired exchange:**

- We want them to attend and enjoy the Cultural Days and become returning visitor to future events in Lakewood and to future APCC events. We also want them to sign up for membership with APCC.

4. **Best Strategies**
    - Promote Samoa Cultural Day as a free, fun, family-friendly, entertaining, and educational experience in Lakewood.
        - **Tactic**:
            - Design promotional posters for Samoa Cultural Day and distribute to cultural organizations, schools and businesses.
            - Design promotional flyers for Samoa Cultural Day and distribute accordingly.
            - Partner with civic and business associations and promote Samoa Cultural Day.
            - Promote Samoa Cultural Day on the APCC website.
            - Post event on online calendars of events.
            - Utilize APCC and community partners' social media to promote Samoa Cultural Day.
    - Convey and reinforce the APCC name and its offerings and convey that APCC serves the community.
        - **Tactic**:
            - Have a manned APCC information/membership table at the event.
            - Have the APCC name and logo on all promotional materials.
            - Have a spokesperson from the APCC board speak on stage about APCC, its accomplishments, its goals and the services and programs it offers.
            - Maintain an updated webpage and utilize social media.

5. **Budget**
    - The budget for Marketing and Promotion for Samoa Cultural Day is $7,500.

6. **Evaluation**
    - Survey of attendees and volunteers/performers:
        - To determine their experience at the Samoa Cultural Day
        - To determine where they reside
        - To find out how they heard about the Cultural Day
        - To determine if they would attend a future APCC cultural event.
    - Event attendance.
    - Count number of visitors to the membership table and membership sign-up count at the Samoa Cultural Day.

Proud To Be Samoan - Honoring Beloved Faleomavaega Eni Hunkin

APCC and Tatau Festival presents the 7th Annual

SAMOA

CULTURAL DAY AND WEEK





Friday June 30th to Saturday July 8th

Harry Lang Stadium
Clover Park High School
11023 Gravelly Lake Drive SW
Tacoma, WA 98499

Order of Events:

Friday, June 30, 2017 - Sunday, July 2, 2017,
Tatau Festival by Whitey Chen
Greater Tacoma Convention Trade Center

Tuesday, July 4, 2017 | Cricket League Championship Game
Mt Tahoma High School Field @ 9:00 am to 3:00 pm

Wednesday, July 5, 2017 | Community Prayer Service
Clover Park High School Auditorium @ 6:30 pm

Thursday, July 6, 2017 | Youth Gospel Night
Clover Park High School Auditorium @ 6:30 pm

Friday, July 7, 2017 | NHPI YOUTH MOVE IT
Clover Park High Harry Lang Stadium @ 7:30 am to 2:00 pm

Friday, July 7, 2017 | Samoa Community Dinner
Emeral Queen Conference Center, Fife, WA @ 6:30 pm

Saturday, July 8, 2017 | Samoa Cultural Day
Clover Park High Harry Lang Stadium @ 8:00 am to 6:00 pm

ASIA PACIFIC CULTURAL CENTER

Traditional Fashion Show Parade
Ava Ceremony, Village Dance & Songs
Authentic Foods/Drinks, Samoa Arts/Crafts
Resource Information Booths

FREE EVENT 253-383-3900 | apcc96.org

SPONSORS:
Asian Counseling Referral Services
Catholic Community Services
City of Lakewood
City of Tacoma
Clover Park High School
Clover Park School District
Mountain View Funeral Home

SPONSORS:
Multicare
Samoan Community of WA
Tacoma School District

SUPPORTED BY:
Cricket Association of Washington
Darkness to Light Church
EFKAS Fort Lewis
EFKAS Tacoma

SUPPORTED BY:
Family of Christ Full Gospel Church
Good Samaritan Church Tacoma
Latter Day Saints Church Tacoma
Metotisi Federal Way
New Beginning Christian Center
New Beginning Christian Church
New Hope Assembly of God Tacoma
Samoa Nurses of Washington
Samoa Seniors Association of Pierce County
Tatau Festival

Asia Pacific Cultural Center

8th Annual Samoa Cultural Day

Program Budget 2018

INCOME			AMOUNT
City of Lakewood			$ 15,000.00
Community Fundraising/Donations			$ 5,000.00
Sponsorships			$ 17,500.00
Muckleshoot	$	5,000.00	
Columbia Bank	$	3,000.00	
UFCW21	$	2,000.00	
United Healthcare	$	1,500.00	
Amerigroup	$	1,500.00	
Other Funders	$	4,500.00	
Total Income			**$ 37,500.00**

EXPENSE	AMOUNT
Personnel (salaries & benefits)	$ 10,000.00
Administration	$ 1,500.00
(utilities, postage, supplies, janitorial services, etc.)	
Marketing/Promotion	$ 7,500.00
Direct Sales Activities	$ 5,000.00
(telephone, related travel, presentations, hotel rooms, and related expenses)	
Contract Services	$ 8,500.00
(equipment rentals and facility rentals)	
Hotel Lodging	$ 5,000.00
(for out of town performers and dignitaries)	
Total Expenses	**$ 37,500.00**

Asia Pacific Cultural Center
Statement of Financial Income and Expense - Cash Basis
December 2016

	Dec 16	Jan - Dec 16
Ordinary Income/Expense		
Income		
Capital Projects Income	0.00	35,285.00
Cultural Program Income	550.00	67,950.41
Donations Income	600.00	8,210.38
Event Income	8,060.00	171,832.93
Grants/Corp Donations, General	5,000.00	69,237.50
Membership Dues Income	0.00	935.00
Rental Income		
Rental Deposit Refunds	-1,600.00	-26,715.00
Rental Income - Other	4,091.50	124,519.53
Total Rental Income	2,491.50	97,804.53
Miscellaneous Income		
Vending Commissions	0.00	229.88
GOTV	9,500.00	47,500.00
Miscellaneous Income - Other	0.00	23,328.71
Total Miscellaneous Income	9,500.00	71,058.59
Youth Program Income	0.00	750.00
Total Income	26,201.50	523,064.34
Gross Profit	26,201.50	523,064.34
Expense		
Casual Labor	60.00	60.00
Repairs & Maintenance	0.00	487.32
Fuel	276.50	1,897.67
Accounting	600.00	7,995.00
Advertising	1,658.06	12,039.92
Board Expenses	474.94	1,609.97
Building Projects	0.00	8,382.84
Building Management	4,161.57	30,706.92
Business Expenses	1,596.21	10,424.83
Community Relations	135.29	8,998.82
GOTV	1,000.00	5,942.21
Health Benefits	1,994.55	20,357.09
Insurance	463.90	4,660.51
Licenses, Fees & Dues	675.19	8,980.53
Office Expense	264.52	4,336.12
Payroll Taxes	1,692.21	77,074.39
Postage & Delivery	0.00	11.41
Printing & Graphics	3,966.68	52,028.02
Professional Fees	0.00	9,368.92
Program Support	3,681.52	177,916.90
Rent Expense	1,128.40	9,027.20
Salaries and Wages	35,818.23	280,326.78
Telephone & Internet	335.20	4,369.20
Travel	56.85	12,266.27
Total Expense	60,039.82	749,268.84
Net Ordinary Income	-33,838.32	-226,204.50

No assurance is provided on these financial statements.

Asia Pacific Cultural Center
Statement of Financial Income and Expense - Cash Basis
December 2016

	Dec 16	Jan - Dec 16
Other Income/Expense		
Other Income		
Interest Income	3.42	82.28
Total Other Income	3.42	82.28
Net Other Income	3.42	82.28
Net Income	**-33,834.90**	**-226,122.22**

No assurance is provided on these financial statements.

ASIA
PACIFIC
CULTURAL
CENTER
SINCE 1996

4851 So. Tacoma Way
Tacoma, WA 98409
253.383.3900
253.292.1551 F
www.asiapacificculturalcenter.org

August 9, 2017

Lakewood City Hall
Economic Development Dept
6000 Main St. SW
Lakewood WA 98499

To Whom It May Concern,

Re: Authorization to Submit Grant Request

Asia Pacific Cultural Center's Board of Directors approves for Mrs. Faaluaina Pritchard, APCC Executive Director, to submit a Lakewood Lodging Tax funding request for the 8th Annual Samoa Cultural Day.

Sincerely,

Patsy Surh O'Connell
President and Founder

ASIAN PACIFIC CULTURAL CENTER

9312 So. Tacoma Way
Suite 110
Tacoma, Washington
98499

Telephone
253.265.2225
Fax
253.584-5815

BOARD OF DIRECTORS

Patsy Burh O'Connell
President

Barbara Mizoguchi
1st Vice President

Judy Chan
2nd Vice President

Faaluama Pritchard
Secretary

Daniel Yu
Treasurer

Eli Ashley
Karen Kamara Gore
Charles Hermann
Linda Martin
Michie Osaka

BYLAWS
November, 1997

BYLAWS: ASIA PACIFIC CULTURAL CENTER
WASHINGTON STATE NONPROFIT CORPORATION

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BYLAWS: ASIA PACIFIC CULTURAL CENTER
WASHINGTON STATE NONPROFIT CORPORATION

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BYLAWS: ASIA PACIFIC CULTURAL CENTER
WASHINGTON STATE NONPROFIT CORPORATION

ARTICLE ONE - ADMINISTRATIVE OFFICE:

The principal office of the Asia Pacific Cultural Center (APCC) shall be located at:

9312 South Tacoma Way, #110
Tacoma, Washington 98499
Pierce County

APCC may have other such offices, either within or without the State of Washington, as the Board of Directors may determine from time to time.

ARTICLE TWO - MEMBERS:

SECTION 1. DESCRIPTION: Members of APCC consists of any person who submit a written and signed application form, approved by the Board of Directors, and pays membership dues or fees. The membership thus includes certain rights and privileges, depending of membership level, of activities occurring at APCC.

SECTION 2. MEMBERSHIP LEVELS AND RIGHTS & PRIVILEGES: Levels of membership, along with rights and privileges shall be determined by the Board of Directors' Development/Membership Committee. The committee will present their recommendation to the Board of Directors who will approve the various membership levels. Any changes to the levels will also need board approval.

SECTION 3. VOTING RIGHTS: Each member shall be entitled to one vote on each matter submitted to a vote of the members.

SECTION 4. RENEWAL AND TERMINATION: Renewal of membership includes payment of the annual dues. Termination of membership assumes any member who is in default of their payment of dues. Any inappropriate cause(s) by the member may suspend or expel their membership. Termination will consist of an appropriate and documented hearing with a majority vote of the members of the board.

SECTION 5. TRANSFER OF MEMBERSHIP: Membership at APCC is not transferrable or assignable.

BYLAWS: ASIA PACIFIC CULTURAL CENTER
WASHINGTON STATE NONPROFIT CORPORATION

ARTICLE THREE - MEMBERS' MEETINGS:

SECTION 1. NOTICE OF MEETING: Notice of the meeting place, day, and hour, and in the case of a special meeting the purpose for which the meeting is called, shall be delivered either personally, by United States postal mail, by electronic transfer, by facsimile (FAX), by telephone to each member entitled to vote at such a meeting. If delivered, mailed, electronically transferred, FAXed, or telephoned, such notice shall be deemed deposited to the address/telephone number of the member as it appears on the records of APCC.

SECTION 2. ANNUAL MEMBERS' MEETING: The annual meeting of the members shall be held at the principal office of APCC or at such other place as determined by the Board of Directors on the 14th day in the month of November of each year, beginning with the year 1997 for the transaction of such business as may come before the meeting. If the day fixed for the annual meeting shall be a legal holiday in the State of Washington or on a week-end, such meeting shall be held on the next succeeding business day.

SECTION 3. SPECIAL MEETINGS: Special meetings of the members, for any purpose, unless otherwise prescribed by statute, may be called by the President or by the Board of Directors. Designation will be located at the principal office of APCC in the state of Washington unless otherwise determined. Any action(s) at the meeting shall be the majority vote of all members.

SECTION 4. QUORUM: Members holding majority of the votes that may be cast at any meeting shall constitute a quorum at such meeting. If a quorum is not present at any meeting of members, majority of the members present may adjourn the meeting.

SECTION 5. PROXY: At any meetings of members, a member entitled to vote may vote by proxy executed in writing by the member or by his/her duly authorized attorney-in-fact.

ARTICLE FOUR - BOARD OF DIRECTORS:

SECTION 1. DESCRIPTION: The Board of Directors are the governing body who manage the business and affairs of APCC. Board members need not be residents of the state of Washington but need to be members of APCC. There shall be no more than 20 board members on the board.

SECTION 2. NOMINATION, ELECTION, AND TERM OF OFFICE: Board member qualifications shall be outlined by the board's Board Development Committee with final approval by the board. Nominations shall be submitted by the Board Development Committee with elections at the Annual Members' Meeting. Each elected director shall serve three years and may be re-elected once. However, no more than twenty percent (20%) of the board shall consist of "interested" board members (independent contractor(s) serving the corporation; family member(s), relative(s), or descendant(s) of other board members; and/or employees of APCC). Former board members may serve on board committees or other APCC functions as a "former board member".

SECTION 3. VACANCY AND REMOVAL: Vacancies arising from expiration, resignation, removal, or death of a director will be filled by the elections of new board members at the Annual Members' Meeting. Removal of a director will consist of an appropriate and documented hearing and a majority vote of all the members of the board. Any director may resign upon written notice submitted to the President.

SECTION 4. COMPENSATION: As volunteers of APCC, directors shall not receive any fees or reimbursement for their service.

ARTICLE FIVE - BOARD OF DIRECTORS MEETINGS

SECTION 1. NOTICE OF MEETINGS: Notice of the Board of Directors meeting place, day, and hour, and in the case of a special meeting the purpose for which the meeting is called, shall be delivered either personally, by United States postal mail, by electronic transfer, by facsimile, or by telephone to each member entitled to vote at such a meeting. If delivered, mailed, electronically transferred, FAXed, or telephoned, such notice shall be deemed deposited to the address/telephone number of the board member as it appears on the records of the corporation. The attendance of a board member at a meeting shall constitute a waiver of notice of such meeting, except where a board member attends a meeting for the express purpose of objecting to the transaction of any business because the meeting is not lawfully called or convened. Neither the business to be transacted at, nor the purpose of, any regular or special meeting of the Board of Directors need be specified in the notice or waiver of notice of such meeting, unless specifically required by law or by these bylaws.

SECTION 2. REGULAR MEETINGS: Regular Board of Directors meetings shall be held monthly at the principal office of APCC unless otherwise designated. Specific date(s), time(s), and location(s) will be included in the minutes of the last meeting and sent to all board members prior to the next meeting.

SECTION 3. SPECIAL MEETINGS: Special Board of Directors meetings may be called by or at the request of the President, and shall be held at the principal office of APCC or at such other designated location. Any action(s) at the meeting shall be the majority vote of all board members.

SECTION 4. QUORUM: A majority of the Board of Directors shall constitute a quorum for the transaction of business at any meeting of the board, but if less than such majority is present at a meeting, a majority of the board members.

SECTION 5. PROXY: At any meetings of board, a board member entitled to vote may vote by proxy executed in writing by the board member or by his/her duly authorized attorney-in-fact.

ARTICLE SIX - OFFICERS:

SECTION 1. DESCRIPTION: The officers of the Board of Directors are elected officials to represent the APCC board and its affairs. The officers of APCC shall be a President, one or more Vice-Presidents, a Secretary, a Treasurer, and other such officers as may be elected in accordance with the provisions of this article.

SECTION 2. PRESIDENT: The President shall be the Chief Operating Officer of the board and shall preside at meetings of the membership, the Board of Directors, and the Executive Committee. The President shall appoint all committee chairs as provided herein and shall be the chairman of the Executive Committee. With the approval of the board, the President may establish or dissolve committees, and shall be responsible for the proper functioning of the committee system, especially as it relates to communication between committees and relationships between committees and the full board. The President is also an ex-officio member of all committees.

SECTION 3. FIRST VICE PRESIDENT: In the event of the absence or disability of the President, the First Vice President shall assume and perform the duties of the President. The regular duties of the Vice President shall be such as may be assigned to him/her from time to time by the board or the President.

SECTION 4. SECOND VICE PRESIDENT: In the event of the absence or disability of the First Vice President, the Second Vice President shall assume and perform the duties of the First Vice President. The regular duties of the Second Vice President shall be such as may be assigned to him/her from time to time by the board or the President.

SECTION 5. SECRETARY: The Secretary shall have the charge and custody of APCC's books and records excluding the books of account; make and preserve accurate and complete minutes of all meetings of the membership, the Board of Directors, and the Executive Committee; give proper notice of all meetings; attend to the filing of any reports required by law to be filed; handle any social correspondence, and perform such other duties as may from time to time be assigned by the board.

SECTION 6. TREASURER: The Treasurer shall have charge and custody of the funds of APCC, collect and receive the dues, keep books of account which will be open at all times for inspection by any member upon giving sufficient notice and cause, render annual reports at the annual meeting of the membership and such other reports to the board as required, receive and disburse funds of APCC under the direction of the officers and board, and perform such other duties which may from time to time be assigned by the board. All checks disbursing funds of APCC shall be signed and countersigned by those persons designated by resolution of the board.

SECTION 7. NOMINATION, ELECTION, AND TERM OF OFFICE: The officers of APCC shall be nominated by the Board Development Committee and elected annually by the board members. Each officer shall hold office for three years or at the time his/her board term expires, whichever comes first. Officers may be re-elected once.

SECTION 8. VACANCY AND REMOVAL: Vacancies arising from expiration, resignation, removal, or death of an officer may be filled by another nominated board member by the Board Development Committee for the unexpired portion of the former officer's term. Removal of an officer will consist of an appropriate and documented hearing with a majority vote of the members of the board.

BYLAWS: ASIA PACIFIC CULTURAL CENTER
WASHINGTON STATE NONPROFIT CORPORATION

ARTICLE SEVEN - COMMITTEES:

SECTION 1. DESCRIPTION: Board committees serve as working or advisory committee assisting APCC in reaching its goals. Each committee will be responsible for the management of APCC but not relieve the authority of the board or any individual Director of any responsibility imposed on it or him/her by law. Committees will be formulated and dissolved as needed with the approval of the Board of Directors. Meeting minutes shall be kept of each meeting of any committee and be filed with APCC's records.

SECTION 2. COMMITTEE CHAIR: The committee chair is also a board member nominated and approved by the President. The committee chair will lead the committee in reaching its goals, report committee status/recommendations to the board for approval, annually evaluate committee members, and recruit new members.

SECTION 3. COMMITTEE MEMBERS: Committee members must include at least one board member and can include non-board members. Non-board members shall not possess the same authority as a board member. Any vacancy occurring in the committee by death, resignation, or withdrawal can be filled by the majority vote of all the remaining members of the committee. Any person if so elected, shall serve for the remainder of the term of his or her predecessor. Any member who maintains a conflict of interest with APCC can be removed from the committee after an evaluation and approval by the committee.

ARTICLE EIGHT - DIRECTOR

The Director shall be employed by the Board of Directors, reporting to the President and shall be responsible for the day-to-day operations of APCC. He/she will be the Chief Executive Officer consulting with the board on major personnel decisions, and will be responsible for the employment and discharge of all employees of APCC. The Director will annually develop a proposed budget with the Finance Committee, and be responsible for the proper expenditure of APCC's operating funds in accordance with the approved budget by the board. The Director shall be an ex-officio, non-voting member of any APCC committees. The board may from time to time, in its sole discretion, increase, limit, or alter the responsibilities and authority of the Director as may deem to be in the best interests of APCC.

BYLAWS: ASIA PACIFIC CULTURAL CENTER
WASHINGTON STATE NONPROFIT CORPORATION

ARTICLE NINE - CONTRACTS, CHECKS, DEPOSITS, AND GIFTS

SECTION 1. CONTRACTS: Any contract will consist of a written agreement that is evaluated and approved by the Board of Directors. Agreements shall also be reviewed by an attorney on behalf of APCC.

SECTION 2. CHECKS, DRAFTS, OR ORDERS: All checks, drafts, or other orders for the payment of money, notes, or other evidences of indebtedness issued in the name of APCC shall be signed by the President and Treasurer. If the President is absent then the First Vice President and Treasurer shall sign. If the First Vice President is absent then the Second Vice President and Treasurer shall sign. The Treasurer will keep the records and inform the Board of Directors at each meeting.

SECTION 3. DEPOSITS: All funds of APCC shall be deposited by the Treasurer from time to time to the credit of APCC in such banks, trust companies, or other depositaries as the Board of Directors select. The Treasurer maintains all original transactions and copies are to be provided to the President.

SECTION 4. GIFTS: The Board of Directors may accept on behalf of APCC any contribution, gift, bequest, or device for the purpose of APCC. Records will be kept by the Treasurer.

ARTICLE TEN - CERTIFICATE OF MEMBERSHIP

The Board of Directors shall issue certificates evidencing membership at APCC. Certificate forms shall be determined by the board, and signed by the President or First Vice President and by the Secretary or Treasurer possessing the seal of APCC. All certificates evidencing membership of any class shall be consecutively numbered with the name and address of each member. Date of certificate issuance shall be entered in the records of APCC. If any certificate is lost, mutilated, or destroyed, a new certificate may be issued on such terms and conditions as the board may determine.

BYLAWS: ASIA PACIFIC CULTURAL CENTER
WASHINGTON STATE NONPROFIT CORPORATION

ARTICLE ELEVEN - BOOKS AND RECORDS

APCC shall keep correct and complete books and records of account and shall also keep meeting minutes of its board members and committees. Annual reports will be published no later than 120 days after the close of the fiscal year. Records shall be kept at the principal office. All books and records of APCC may be inspected by any member and/or his/her attorney for any proper purpose at any reasonable time. An outside audit will be conducted annually.

ARTICLE TWELVE - FISCAL YEAR

The fiscal year of APCC shall commence by calendar year, beginning on the first day of January and ending on midnight of the 31st day of December of the same year.

ARTICLE THIRTEEN - DUES

SECTION 1. ANNUAL DUES: The Board of Directors shall determine from time to time the amount of annual dues payable to APCC by members of each class, and shall give appropriate notice to the members.

SECTION 2. PAYMENT OF DUES: Dues shall be payable in advance from the first day of the month in which such member is elected into membership.

SECTION 3. DEFAULT AND TERMINATION OF MEMBERSHIP: When any member of any class is in default of payment of dues over six months from the beginning of the period for which such dues became payable, his/her membership may thereupon be terminated.

ARTICLE FOURTEEN - SEAL

The Board of Directors shall provide a corporate seal consisting of a logo of a red painted circle mastered by a sumi artist with the inscription of Asia Pacific Cultural Center located below.

ARTICLE FIFTEEN - WAIVER OF NOTICE

Whenever a notice is required to be given under the provisions of Article Three and Five, a waiver thereof in writing, signed by the President, shall be deemed equivalent to the giving of such notice.

BYLAWS: ASIA PACIFIC CULTURAL CENTER
WASHINGTON STATE NONPROFIT CORPORATION

ARTICLE SIXTEEN - INDEMNIFICATION OF BOARD OF DIRECTORS, OFFICERS, EMPLOYEES, AND AGENTS

APCC shall have power to purchase and maintain insurance on behalf of a board member, officer, employee or agent of APCC who is or was serving at the request of APCC as an officer, employee, or agent of another corporation, partnership, joint venture, trust, other enterprise, or employee benefit plan, against any liability asserted against such person.

ARTICLE SEVENTEEN - AMENDMENTS OF BYLAWS

These bylaws may be altered, amended, or repealed and new bylaws may be adopted by a majority of the Board of Directors present at any regular or special meeting, if at least seven days' written notice is given with explanation.

PROPOSED ADDITION TO THE BY-LAWS:

In the matter of obtaining proxy vote permission:

1. The President should be notified prior to any scheduled business meeting wherein an agenda has been established and distributed, of any board member's or officer's pending absence.
2. Upon notice, the member may inform the President of his or her desire to transfer individual voter discretion by proxy to the President.

This opportunity should not be construed as an excuse for non-attendance. It is designed specifically to forward business aspects of the Board by providing for a "quorum" vote when needed.

Asia Pacific Cultural Center

President Patsy Surh O'Connell/APCC Founder , Artist 2520 71st Ave. Ct. NW Gig harbor, WA 98335 (253) 265-2225 (Home), (253) 226-2742 (Cell) psurhoc@comcast.net BDC, PC, CPDT, FC	Vice President Belinda Y. Louie, Ph.D./Professor of Education UWT 1900 Commerce St. Tacoma, WA 98402 (253) 692-4434 (Work), (253) 376-3553 (Cell) bylouiel@gmail.com BDC, CPDT, FC
Secretary Albert Q. Cosio, MS, LTC (USAE Ret.)/Community Advocate 7114 57th St. Ct. W University Place, WA 98467 (253)273-6119 (Cell) kinilao@aol.com PC, CPDT	Treasurer Gim S. Seow, Ph.D.MBA, BE Milgard School of Business UWT 1900 Commerce St Tacoma, WA 98402 (860) 324-1516, gseow@uw.edu CPDT, FC
Elaine S. Ishihara/APIC Director 10629 59th Ave S., Seattle, WA 98178 (206)725-8715(Home), (206)851-1179 (Cell) e.ishihara@comcast.net	Tuyet Nguyen/DSHS Vocational Rehabilitation 7114 Interlaaken SW Lakewood, WA 98499 (253)445-7281(Work) (253)227-395 (Cell) ngyyeta@dshs.wa.gov BDC, CPDT, FC
Sunni Y. Ko, JD/Attorney at Law Criminal Defense/Person Injury 1105 Tacoma Ave. S. Tacoma, WA 98402 (253)383-5346 (Work), (253)301-9418 (Cell) sunni@sunnikolaw.com CPDT, FC	Leonara(Schmit)Noble/Education Consultant 6712 103rd St. Ct., NW Gig Harbor, WA 98332 (253)678-6639 lee_noble@comcast.net PC
Ka'imi Alohilani Sinclair, Ph.D.MPH/UW Assistant Professor IREACH, College of Nursing 1100 Olive Way, Suite 1200 Seattle, WA 98101 (808)295-0810 kaimi.sinclair@wsu.edu FC	Jay Narongdej. Ph. D. Registered Representative 1463 E Republican St 15A, Seattle, WA 98112 5400 Carilion Point Kirkland, WA 98033 (425)502-0834 (Direct), (425)213-2542 (Cell) talktojay72@gmail.com BDC, CPDT
Myung Lae Park, Pierce College District Executive Director of International Education 2410 Garden Ct. N., Renton, WA 98056 (425)359-8393 mlpark06@gmail.com	Sandra Bonifield/Admissions Specialist II IPEXL Green River College 30346 10th Ave S., Federal Way, WA 98003 (253)261-2503 sandrabonifield@hotmail.com
APCC Executive Director Faalua(Lua) Pritchard 4851 S. Tacoma Way Tacoma, WA 98409 (253)590-7457 (Cell) faalua@comcast.net luapritchard@apcc96.org BDC, PC, CPDT, FC	Board Committee Assignments * Board Development Committee = BDC * Capital Project Development Team = CPDT * Fundraising Committee = FC * Programs Committee = PC

ASIA
PACIFIC
CULTURAL
CENTER
SINCE 1996

4851 So. Tacoma Way
Tacoma, WA 98409
253.383.3900
253.292.1551 F
www.asiapacificculturalcenter.org

August 9, 2017

Lakewood City Hall
Economic Development Dept
6000 Main St. SW
Lakewood WA 98499

To Whom It May Concern,

Re: Contact Info for Authorized Person to Sign Application

The following is the contact information for Mrs. Faaluaina Pritchard, Asia Pacific Cultural Center's Executive Director, who is authorized to sign the Lakewood Lodging Tax and Tourism Promotion Grant Application for the 8th Annual Samoa Cultural Day in 2018:

Name:	Mrs. Faaluaina Pritchard
Title:	Executive Director, APCC
Phone:	(253) 383-3900
Address:	4851 South Tacoma Way
	Tacoma WA 98409
Email:	faalua@comcast.net

Sincerely,

Patsy Ruth O'Connell
APCC President and Founder

TACOMA
PUBLIC SCHOOLS

Minh-Anh Hodge, Ed.
Executive Director

English Language Learner &
Global Education Programs
p: 253-571-1415
f: 253-571-1232
mhodge@tacoma.k12.wa.us

tacomaschools.org

Return to Age

August 17, 2017

City of Lakewood
Lakewood Lodging Tax & Tourism Promotion Grant
6000 Main Street SW, Lakewood, WA 98499

Dear Grant Review Committee,

The Tacoma School District is pleased to continue our partnership with Asia Pacific Cultural Center (APCC) for the 8th Annual Samoa Culture Day on July 14, 2018. This is an important project that will honor and celebrate the Polynesian heritage and the Samoan people in our community. People from across Washington and outside the State will come together to experience the wonderful traditions, customs, food, and culture of Samoa.

Through the years, our district has collaborated with APCC on several projects including academic support for refugee and immigrant students and families, as well as mentorship of at risk students. We have found APCC to be extremely responsive and eager to contribute to the academic success of our students and to help build a more connected community for all neighbors.

Please feel free to contact me if I can be of further assistance at (253)571-1140, or mhodge@tacoma.k12.wa.us. The City of Lakewood Lodging Tax and Tourism Promotion Grant funding for the 8th Annual Samoa Culture Day would be an investment in a stronger, healthier, more vibrant community and would bring thousands of people to visit the great City of Lakewood. We truly hope that the City will fully support this event.

Sincerely,

Minh-Anh Hodge, Ed.D.
Executive Director, ELL/Global Education

City of Tacoma
Community and Economic Development Department

August 16, 2017

City of Lakewood
Lakewood Lodging Tax & Tourism Promotion Grant
6000 Main Street SW
Lakewood, WA 98499

Dear Grant Review Committee,

The City of Tacoma's Office of Arts & Cultural Vitality has been a proud funder of Asia Pacific Cultural Center's programming for well over a decade. As the only organization in the region that represents all 47 Asia Pacific countries and cultures, APCC is a vital community resource. APCC continues to produce well-attended and culturally vibrant programs that draw diverse attendees from all over the region.

APCC has been an eager partner on many occasions – performing at multiple community events throughout the year and even opening the doors of their facility and hosting our annual Tacoma Arts Month opening party last year.

The investment of funds from the City of Lakewood's Lodging Tax and Tourism Promotion Grant into APCC's 8th Annual Samoa Culture Day on July 14, 2018 will help build a stronger, healthier, and more vibrant community for your residents and visitors. I encourage Lakewood to join us in supporting the vital work of this community organization.

Please feel free to contact me if you have any questions. I can be reached at (253) 591-5191 or nstrom-avila@cityoftacoma.org.

Sincerely,

Naomi Strom-Avila
Cultural Arts Specialist

Aug. 23, 2017

City of Lakewood
Lakewood Lodging Tax & Tourism Promotion Grant
6000 Main Street SW, Lakewood, WA 98499

Dear Grant Review Committee,

I urge your support for the Asia Pacific Cultural Center's (APCC) grant request for the City of Lakewood Lodging Tax and Tourism Promotion Grant. This grant request is for their July 2018 Annual Samoa Cultural Day event, a most worthy project that will honor and celebrate the Polynesian heritage and the Samoan people in our community. People from all over Washington and even outside the State will come together to experience the wonderful traditions, customs, food, and culture of Samoa.

For over seven years, I have been involved and seen the positive impact of APCC's events in Lakewood, especially with their annual Samoa Culture Day celebrations. Each year this event grows in its numbers, impact, and outreach to our community. The organization wisely networks with state leaders and agencies and promotes their event to all Washingtonians. APCC's strong leadership team is motivated by high standards and vision for all their projects. They are currently raising federal, state, and private funds to support a new APCC building, in hopes of drawing people from all over the world. This upcoming Samoa Day event is sure to draw many communities together, increase opportunities for tourism into Lakewood, and generate growing economic benefits to Lakewood's businesses. Additionally, this event generates the positive recognition this City desires.

Please feel free to contact me if I can be of further assistance at 253-301-2278 or dick.muri@leg.wa.gov. The City of Lakewood Lodging Tax and Tourism Promotion Grant funding for the 8th Annual Samoa Culture Day is an investment in a stronger, healthier, more vibrant community and would bring thousands of people to visit the great City of Lakewood. We truly hope that the City will fully support this event.

Sincerely,



Rep. Dick Muri

28th Legislative District, Position 1

Application for:

City of Lakewood Fiscal Year 2018 Lodging Tax Grant Funds

From:

TRCVB (dba Travel Tacoma + Pierce County)

7. APPLICATION FOR FISCAL YEAR 2018 LTAC GRANT FUNDING

1a. Project Information

Project Name: Destination Sales and Marketing of Lakewood's Tourism Demand Generators

Amount of Lodging Tax Funding Requested: $ 50,000
(Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: $ 2,622,816
(Total Project Amount must match Project Budget column c "Total Project Cost")

1b. Applicant Organization

Name of Applicant Organization: Travel Tacoma + Pierce County

Mailing Address: 1516 Commerce Street
Tacoma, WA 98402

Tax ID Number: 91-1465947

Organization Unified Business Identifer (UBI) 601 216 920
UBI Expiration Date: 12-31-17

Type of Organization: Non profit 501c6
(Non-profit, For-profit, Municipality, Private business, etc.)

1c. Contact:

Name: Bennish D. Brown

Title: President/CEO

Telephone: 253-284-3250

Email: bennish@traveltacoma.com

Signature: Bennish D. Brown

The signatory declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used only for the purposes set forth herein, and verifies that all the information contained in this application is valid and true to the best of his/her knowledge.

2. Project Description

a. Event Date(s): January 1 – December 31, 2018

b. Event Location: NA. This is marketing and selling tourism assets of Lakewood

c. If there is a charge or fee for this activity, please describe how much and why.

N/A

d. Please provide a detailed, yet concise description of the proposed project/activity. Include information on the area the project will serve, its expected impact and list the responsible party(s).

Our activities will be in alignment with the City of Lakewood's Lodging Tax guidelines and objectives. We will advertise, market and sell the demand generators within the City of Lakewood that have the most impact on attracting individual and group visitors and generating overnight stays. Our plan also includes targeting need periods [November – February] as identified by data from STR and feedback from key stakeholders.

Our overall organizational activities fall into three major functional areas, all of which are tied to our mission to "Deliver Tourism to Pierce County", which certainly includes Lakewood. These activities align with the purposes and uses of Lakewood Lodging Tax with a focus on increasing room nights and overnight stays:

(a) marketing/advertising to generate leisure travel
(b) promoting and selling the destination to the meeting, conference and convention market
(c) providing logistical service and support to visitors and attendees

We are the only Destination Marketing Organization representing all of Pierce County, which obviously includes the City of Lakewood, and the only tourism marketing and management organization in the county accredited through Destinations International. In 2017, we were also contracted by the cities of Fife, Gig Harbor, Lakewood, Puyallup, and Tacoma. While not all of our programs will be funded specifically through Lakewood's LTAC program, these dollars are vital to the success of our countywide efforts.

3. Beneficiaries

Please list and provide specific information regarding all individuals, businesses, areas, or organizations that will directly benefit from the project/activity.

Leisure Market

- Online business referrals for Lakewood businesses. In 2016, there was a total of 3000 Lakewood business referrals online. This year there have already been 3,000 referrals by June 30, 2017.
- Sponsorship of Lakewood TripAdvisor Page, and Lakewood Itineraries on TripAdvisor Page.
- Promoting Lakewood's Golf and Nature assets on: TripAdvisor, state and regional travel publications, print and digital.
- Golf promotions through Golf in the Northwest, that include courses near Lakewood as well as Oakbrook. This will benefit golf courses and area hotels.
- Promotion of local golf courses and surrounding courses [packaged with Lakewood hotels that are interested in participating] through International Association of Golf Tour Operators [IAGTO], as we attend the 2018 convention in Bend, Oregon.
- Golf and Nature video production that will showcase key locations in Lakewood.
- Golf and Nature commercials promoted on regional television channels.

- SummerFEST, featuring attendance by Travel Tacoma's TIMBER-mobile Visitor Information Center--and Lakewood visitor information, with promotional Lakewood pins giveaways.
- SummerFEST promotion on our popular online events calendar, consumer newsletters, Visitor Guide, Meeting Planner Guide, Social Media and more.

Sales

- Marketing to hobby groups, social and military markets that local hotels said were of interest to their customer mix.
- Will place ads in Reunion Magazine [15,000 circulation; full page ads and ad spreads]. Will be on resource listing page, and have a banner ad. The reunion market is a market of interest to Lakewood hotels, and could be a good fit for the McCelvey Center and other unique Lakewood venues.
- Will place Facebook ad for the meetings market. Geared toward social, wedding, family reunions and hobby markets, which are ideal customer markets for Lakewood hotels.

All of these are key markets that are beneficial to our regional communities like the City of Lakewood.

4. Goals/Monitoring

Describe the goals of the project. Will the project result in an increase in overnight stays by visitors in Lakewood? If so, how will this increase be tracked and monitored? How will an increase in the sale of goods and services as a result of the project be measured? What other short or long-term economic benefits will occur and how will that be tracked? Why do you believe those project/activity outcomes are feasible?

Note - Applicants will be required to submit a post-funding report providing pertinent data evaluating tourism benefits resulting from the use of lodging tax funds as compared with the estimates contained in this application.

Our objective is to have results for our efforts, and to continue the positive trend we've tracked over the past few years, including metrics for Lakewood and the county at-large. We intend to meet or exceed these results we have been tracking, and for which we are contracted as deliverables with our various funding cities and Pierce County. Below is how we track our overall impact to the county, since the budget to successfully implement our programs is leveraged from each funding city.

Sales Results	2013	2014	2015	2016	2017 YTD
Booked Room Nights	19,610	24,914	22,710	24,312	26,272
Events with No Room Nights *(Non Convention Center)*	13	7	23	25	18
Estimated Economic Impact	$9,175,963	$12,200,725	$30,199,531	$26,100,276	$21,646,715
Marketing results	**2013**	**2014**	**2015**	**2016**	**2017 YTD**
New website visitors	47,404	42,127	112,708	200,175	131,045
CVB Influenced articles	219	203	199*	207*	177
Social media following	5,302	6,599	9,735	17,377	20,859

Because of the challenge with measuring leisure travel, we will use our numbers from group sales which will provide a conservative projection for our impact as a result of this program. We provide monthly reporting on our progress with a monthly dashboard. We provide annual reporting with our Annual Report.

When our marketing efforts are combined with our various sales efforts [direct sales, tradeshows, sales promotions, etc.], they result in measurable overnight stays. When we are able to sustain these activities in a competitive and consistent way, they result in an increase of overnight stays. We can track overnight stays specifically with room blocks when it comes to our meetings, conferences and conventions markets. Otherwise, we use Smith Travel Research to track increases in hotel occupancy and lodging revenue.

We will also monitor data we receive through STR monitoring overall Hotel Occupancy, Average Daily Rate [ADR], Revenue Per Available Room [RevPar] and total Revenue to evaluate the overall success of tourism in Pierce County. We know that for 2016 overall average occupancy for Lakewood hotels was up 1.2% over the previous year of 2015, which was a benchmark year with the U.S. Open. Already through July of 2017, we see occupancy slightly up nearly another 1% over last year. Other metrics, like average daily rate and room revenue, have grown significantly.

Finally, we will use the metric from Destinations International 2015 Group Impact Study that, on average, 22.5% of a destination's group room demand came from the local DMO.

5. Estimate how the funds will increase the amount of people traveling to Lakewood to stay overnight in paid accommodations.

First, the funds will continue to help us extend the stay of people already traveling to Lakewood. We will increase the visibility of Lakewood's businesses and tourism assets through our mobile visitor center unit called TIMBR. The mobile bike unit will again be taken to major events such as Lakewood's SummerFEST, along with allowed event at JBLM for visiting families and friends.

Second, the funds will help increase overall leisure traffic with our campaigns in Portland and San Francisco that are designed to generate traffic between November – February. We will also produce and air commercials on out-of-market television stations and other media channels that will bring awareness to Lakewood and the South Puget Sound region.

Finally, if all funding is approved, we will leverage the resources along with other funding to have a more robust sales outreach effort for niche groups in the meetings and conventions market. We will increase efforts to attract hobby groups [classic cars, train enthusiasts, etc.], reunions, military groups, weddings and other markets that are ideal in size for lodging and venue assets in Lakewood. We will advertise in their specialty magazines and online portals, as well as attend tradeshows specific to these particular markets.

6. Estimate how the funds will increase the amount of people traveling to Lakewood from more than 50 miles from their residences.

This is an extension of the previous question, and would require the same approach to increase the number of visitors. First, the funds will continue to help us extend the stay of people already traveling to Lakewood. We will increase the visibility of Lakewood's businesses and tourism assets through our mobile visitor center unit called TIMBR. The mobile bike unit will again be taken to major events such as Lakewood's SummerFEST, along with allowed event at JBLM for visiting families and friends.

Second, the funds will help increase overall leisure traffic with our campaigns in Portland and San Francisco that are designed to generate traffic between November – February. We will also produce and air commercials on out-of-market television stations and other media channels that will bring awareness to Lakewood and the South Puget Sound region.

Finally, if all funding is approved, we will leverage the resources along with other funding to have a more robust sales outreach effort for niche groups in the meetings and conventions market. We will increase efforts to attract hobby groups [classic cars, train enthusiasts, etc.], reunions, military groups, weddings and other markets that are ideal in size for lodging and venue assets in Lakewood. We will advertise in their specialty magazines and online portals, as well as attend tradeshows specific to these particular markets.

7. Estimate how the funds will increase the amount of people traveling to Lakewood from outside their state or country.

The funds will help increase overall leisure traffic with our campaigns in Portland and San Francisco that are designed to generate traffic between November – February. We will also produce and air commercials on out-of-market television stations and other media channels that will bring awareness to Lakewood and the South Puget Sound region.

We will advertise to those with an interest in Northwest travel through options such as, but not limited to, Northwest Travel and Life; Western Journey Magazine, Alaska Airlines Inflight Magazine, the Washington State Visitor Guide, and television commercials

If all funding is approved, we will leverage the resources along with other funding to have a more robust sales outreach effort for niche groups in the meetings and conventions market. We will increase efforts to attract hobby groups [classic cars, train enthusiasts, etc.], reunions, military groups, weddings and other markets that are ideal in size for lodging and venue assets in Lakewood. We will advertise in their specialty magazines and online portals, as well as attend tradeshows specific to these particular markets.

8. Funding Requirements

Due to funding constraints, partial funding may be recommended by the LTAC. If partial funding is received, how will that impact the project/activity? Please describe:

> Our goal is to remain competitive as a destination that draws tourists, which means we must match or exceed marketing and sales budgets of other cities and locations. It is extremely important that we become more competitive with other destinations by having projects that are funded beyond one year so that the impact can be consistent. Partial funding will greatly prohibit our ability to generate as many room nights as we would like and to have the website and web traffic impact we would like. Without full funding, we would lose our ability to competitively target the leisure market during the shoulder season months to increase room nights. We will also be ineffective at growing the website visitation numbers.

A reduction in our budget would literally cause a loss of momentum in our marketing and sales efforts, and would reduce our exposure in the marketplace, specifically as it relates to being visible among decision-makers for our target markets such as meetings and conventions, tour & travel and leisure travelers.

Partial funding could result in a reduction of implementing key strategies and activities, such as sales and marketing initiatives, and could ultimately result in a loss of jobs for staff members depending on the level of reductions we incur.

9. Use of Funds

Provide detail on how the funds will be used. For example, $20,000 of the funds will be used for marketing, $5,000 for administration, $10,000 for Consultants, etc.

$12,500 – Personnel
$5,700 – Administration
$15,843 – Marketing
$6,100 – Direct Sales
$6,800 – Contract Services for PR
$3,057 – CRM and Website maintenance

10. Project Budget (for non-capital projects). Do not include in-kind contributions.

Income: A diversified funding base is important to the success of any project. Please list all other sources of funding for the project, both anticipated and confirmed and when that funding will be available to the project. Include your own funding, sponsorships, other grants, etc.

Funding Source: **List all revenue sources anticipated for 2018.** **Do not include requested Lodging Tax Funds**	**Amount**	**Confirmed? Yes/No**	**Date Available**
TPA & TPA Manager	**$1,057,000**	**No**	
City of Tacoma	**$825,816**	**Yes**	**1/1/2018**
Pierce County LTAC	**$500,000**	**No**	
City of Puyallup	**$80,000**	**Yes**	**1/1/2018**
City of Fife	**$50,000**	**Yes**	**1/1/2018**
Partnerships	**$50,000**	**No**	
Misc. [Annual Meeting and Interest	**$10,000**	**No**	

Expenses: Based on full funding, please list project costs.
Note: Certain expenses may not be reimbursable, at the sole discretion of the City of Lakewood.
You will only be reimbursed at the authorized rates. Insurance is not an eligible cost.

	a. Lodging Tax Funds Requested *	**b. Other Funds (Do not include In-Kind dollars)**	**c. Total Project Cost ****
Personnel (salaries & benefits)	**$12,500**	**$1,359,558**	**$1,372,058**
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	**$5,700**	**$412,755**	**$418,455**
Marketing/Promotion	**$15,843**	**$323,987**	**$339,830**
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	**$6,100**	**$124,770**	**$130,870**
Minor Equipment (computers, desks, etc.)	**$-0-**	**$5,000**	**$5,000**
Travel	**$ -0-**	**$15,000**	**$15,000**
Contract Services Describe below	**$6,800**	**$97,200**	**$104,000**
Other Describe below	**$3,057**	**$234,546**	**$237,603**
TOTAL COST	**$50,000**	**$2,572,816**	**$2,622,816**
Description for Direct Sales Activities, Contract Services, Travel and Others	**YMRC, RFN, Connect, ASAE, IMEX, DC Client event, Chicago Client event, outbound sales calls, Cvent, etc.** **GTCC, FAMS, website development, public relations, partnership contract**		
In-Kind Contributions			

**Amount in column a" Lodging Tax Funds Requested" must match "Amount of Lodging Tax Funding Requested" under 1a of application.*
*** Amount in column c "Total Project Cost" must match "Total Project Cost" under 1a of application.*

11. Funding History

a. Was this project funded with Lakewood lodging tax funds in fiscal year 2017? X Yes No

b. If you answered yes to 11a, how much funding did you receive in 2017? $ $35,000

c. If you answered no to 11a, what is the last year Lakewood funding was received and how much?

Year Amount awarded No previous funding

11d. Indicate what efforts have been made to access funding from additional sources?

In addition to funding from the City of Lakewood, we make annual applications for lodging tax funding in Puyallup, and with Pierce County Lodging Tax. Gig Harbor lodging tax is not distributed through a grant program, but we continue a partnership that results in an annual grant. We negotiate a biennial contract for services with the City of Fife and the City of Tacoma, and we contract with the City of Tacoma for specific tourism marketing funding. In addition, we apply for Tourism Promotion Area [TPA] funding to leverage the resources provided by lodging tax. It takes all of these funds in a consolidated manner to maximize our return on investment.

12. Coordination and Collaboration

Please provide information about any other organizations or agencies involved in this project/activity. Describe their level of involvement. Describe how this project coordinates with other tourism promotion efforts or services in the area, including Chambers of Commerce, local festivals, local lodging and restaurants. You may attach up to three letters of support from these organizations.

- •Our sales team interacts frequently with the Lakewood Chamber of Commerce by attending the various chamber meetings, including the monthly Membership Meeting and the Military Affairs meetings. Our Visitor Information Center staff also works with the Lakewood Chamber collaboratively in ensuring visitor marketing material is available for both of us to use.
- We will provide the Lakewood tourism community with cooperative advertising opportunities
- We are working to collaborate with hotel properties and area golf courses on a golf campaign, ultimately working to develop golf packages that visitors would find appealing.
- At the appropriate time, we'd like to partner with Chambers Bay and the USGA to begin promoting the 2019 U.S. Amateur Four-Ball Championship. This would also require working with City of Lakewood businesses as well as the Chamber of Commerce

We work collaboratively with the Tacoma South Sound Sports Commission, and at the appropriate time, we will coordinate with them in providing visitor information and visitor services for any events they recruit for Lakewood, like the Fort Steilacoom Invitational.

13. Capital Projects Budget

Note: A capital project requires a proportional degree of city ownership in the facility. Therefore, capital projects where there is no city ownership are not eligible to receive funding.

Supporting the Capital Expenditures and/or Operation of City Tourism-Related Facilities

FUNDING/TIMELINE	Responsible Parties, Methods, Means	Begin (Dates or Periods)	End (Dates or Periods)	Amount Requested From Lodging Funds	Other Funds Committed or Proposed*	TOTALS
Design & Inspection				$	$	$
Other Consultants				$	$	$
Permits & Fees				$	$	$
Land Acquisition				$	$	$
Site Development & Landscape				$	$	$
Buildings (New Construction)				$	$	$
Building Renovations (Includes Access)				$	$	$
Other (Specify) *Insurance is not an eligible cost.*				$	$	$
TOTAL				$	$	$

*If other funds are committed, please attach a letter of commitment from the funding source.

14. Certification

The applicant hereby certifies and confirms:

1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;

2. That it will abide by all relevant local, state, and federal laws and regulations;

3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;

4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

Primary Signature: Bennish D. Brown

Bennish D. Brown, President/CEO — 8/21/17

Printed Name & Title of Chief Administrator/Authorizing Official — Date

15. E-Verify Requirements for Contractors & Certification

By Ordinance, the City of Lakewood requires that all contractors who enter into agreements to provide services or products to the City use the Department of Homeland Security's E-Verify system when hiring new employees for the term of the contract.

E-Verify is an electronic system designed to verify the documentation of job applicants. It is run by the Department of Homeland Security.

Who is affected?

- All contractors doing business for the City of Lakewood.
  - There is no minimum dollar value for contracts affected.
- All subcontractors employed by the general contractor on these contracts.

Are there exceptions?

- Contracts for "Commercial-Off-The-Shelf" items are exempted from this requirement.
- Individuals, Companies, or other organizations that do not have employees.

How long must the contractor comply with the E-Verify system?

- For at least the term of the contract.

Are there other stipulations?

- E-Verify must be used ONLY for NEW HIRES during the term of the contract. It is NOT to be used for EXISTING EMPLOYEES.

- E-Verify must be used to verify the documentation of ANY new employee during the term of the contract, not just those directly or indirectly working on deliverables related to the City of Lakewood contract.

How will the City of Lakewood check for compliance?

- All contractors will retain a copy of the E-Verify Memorandum of Understanding that they execute with the Department of Homeland Security AND

- Sign and submit to the City an Affidavit of Compliance with their signed contract.

- All General Contractors will be required to have their subcontractors sign an Affidavit of Compliance and retain that Affidavit for 4 years after end of the contract.

- The City of Lakewood has the right to audit the Contractor's compliance with the E-Verify Ordinance.

Further information on E-Verify can be found at the following website: https://www.uscis.gov/e-verify

If you have questions about the City's E-Verify Ordinance, please contact the City of Lakewood's legal department prior to contracting with the City.

CITY OF LAKEWOOD
AFFIDAVIT OF COMPLIANCE WITH LAKEWOOD MUNICIPAL CODE 1.42
"E-VERIFY"

As the person duly authorized to enter into such commitment for

Travel Tacoma + Pierce County
COMPANY OR ORGANIZATION NAME

I hereby certify that the Company or Organization named herein will

(Check one box below)

☑ Be in compliance with all of the requirements of City of Lakewood Municipal Code Chapter 1.42 for the duration of the contract entered into between the City of Lakewood and the Company or Organization.

- OR -

☐ Hire no employees for the term of the contract between the City and the Company or Organization.

Bennish D. Brown
Signature

Bennish D. Brown, President/CEO
Print Name and Title

Aug. 21, 2017
Date

TRAVEL TACOMA + PIERCE COUNTY, WA

August 21, 2017

Lakewood Lodging Tax Advisory Committee
City of Lakewood
6000 Main Street SW
Lakewood, WA

Dear Lodging Tax Committee,

This is to confirm that the President/CEO of the Tacoma Regional Convention + Visitor Bureau [doing business as Travel Tacoma + Pierce County] is authorized by the organization's Board of Directors to contractually bind the agency if funding is awarded.

The authorized individual is:

Bennish Brown
President/CEO
1516 Commerce Street
Tacoma, WA 98402
253-284-3250
bennish@traveltacoma.com

Thank you for your continued support of tourism in Pierce County, and your support of the Tacoma Regional Convention + Visitor Bureau.

Sincerely

Laurie Beck
Chair, Board of Directors

TRAVEL TACOMA + PIERCE COUNTY, WA

To deliver tourism to Pierce County

This provides for ongoing authorization to submit usual annual requests for funding. Bennish

Board of Directors Meeting Minutes
April 27, 2016 | 9:00am
Greater Tacoma Convention Center | Tacoma, WA 98402

Present: Laurie Beck, Kim Bedier, Becky Newton, Al Abbott, Jeremy Foust, Dean Burke, Carmen Palmer, Roshaun Yates, Evan Marques, Laurel McQuade, Mark Horace, Kathy Franklin, Carole Ann McQuade, Pat Nagle, Shon Sylvia, Matt Allen
Excused: Denise Dyer, Steve James, Brenda Arline,
Staff: Bennish Brown, Claire Vilk, Sharon McCormack, Chelene Potvin Bird, Jaime Vogt,

CALL TO ORDER
9:07 AM

Welcome

Kim mentioned that the convention center's Wi-Fi is now up and running and is robust. It's been a long time coming and it's finally here. For now the guest Wi-Fi is free. If you'd like to have enhanced Wi-Fi, it will cost extra.

CONSENT AGENDA
1. Approval of minutes from February 24, 2016
2. Approval of past financials through March 31, 2016
3. Approval of 2015 Audit Report and Form 990
4. Dashboard Monthly Progress Report
5. Resolution for funding request: "This is to confirm that the President/CEO of the Tacoma Regional Convention + Visitor Bureau is authorized by the organization's Board of Directors to contractually bind the agency if funding is awarded."

Dean motioned to approve. Becky seconded. Motion passed.

For Approval
- Approval of Agenda

Approval of Agenda: Laurel motioned to approve. Carmen seconded. Motion passed.

For Discussion ---------- All
- Committees that are being formed and their primary assignments and deliverables **[vote to approve committees]**
  - Executive Committee
  - Nomination/Board Governance Committee
  - Unified Message/Storytelling Committee
  - Collaboration Committee

Jeremy mentioned that we currently have 2 standing committees: Executive and Nomination. Those are the two on our bylaws. Historically the past chair led the Nomination Committee. We're going to change that around. The Unified Message/Storytelling Committee is already meeting and will give a presentation today.
Becky discussed the Collaboration Committee, which includes the public sector on the board. Its focus is to look at what is expected by each city and to streamline what the CVB

1119 Pacific Ave., Suite 1400
Tacoma, WA 98402
T [253] 627-2836
F [253] 627-8783
TravelTacoma.com

Travel Tacoma + Pierce County 2017 Board of Directors

Secretary	Becky Newton	Economic Development Manager	City of Lakewood	6000 Main St. S.W.	Lakewood WA 98499	253.983.7738	bnewton@cityoflakewood.us
Chair	Laurie Beck	Regional Director of Sales	Shilo Inn & Suites	7414 S. Hosmer St.	Tacoma WA 98408	253.475.4020	laurie.beck@shiloinns.com
	Kim Bedier	Director of Venues & Events	City of Tacoma	2727 E. D St.	Tacoma WA 98421	253.573.2554	kbedier@ci.tacoma.wa.us
	Denise Dyer	Economic Development Director	Pierce County	950 Pacific Ave. Ste. 720	Tacoma WA 98402	253.278.6046	ddyer@co.pierce.wa.us
Past Chair	Jeremy Foust	General Manager	Mt. Rainier/Whittaker Mountaineerin	30027 SR 706 E.	Ashford WA 98304	800.238.5756	jeremy@whittakermountaineering.com
	Karen Scott	Tourism & Communications Director	City of Gig Harbor	3510 Grandview St.	Gig Harbor, WA 98335	253-853-3554	scottk@cityofgigharbor.net
Chair Elect	Evan Marques	Associate	Eisenhower + Carlson PLLC	1201 Pacific Ave. Ste. 1200	Tacoma WA 98402	253.572.4500	emarques@eisenhowerlaw.com
	Brenda Fritsvold	City Manager Asst.	City of Puyallup	333 S. Meridian	Puyallup WA 98371	253-770-3370	Brenda@ci.puyallup.wa.us
	Carmen Palmer	Communications Director	City of Sumner	1104 Maple St.	Sumner WA 98390	253.863.8300	carmenp@ci.sumner.wa.us
	Laurel McQuade	Economic Development Manager	City of Fife	5411 23rd St. E.	Fife WA 98424	253.284.2158	lmcquade@cityoffife.org
Treasurer	Matt Allen	General Manager	Chambers Bay	6320 Grandview Dr. W.	University Place WA 9846	253.324.7122	mallen@kempersports.com
	Shon Sylvia	Director Recreation & Community Servic	Metro Parks of Tacoma	4702 S. 19th St.	Tacoma WA 98405	253.305.1072	shons@tacomaparks.com
	Dean Burke	Executive Director	South Sound Sports Commission	1119 Pacific Ave, Ste 500	Tacoma, WA 98402	253.284.3259	deanb@tacomasports.org
	Pat Nagle	Owner	Harmon Pub & Brewery	1938 Pacific Ave	Tacoma, WA 98402	(253) 383-2739	jpatnagle@gmail.com
	Al Abbott	Owner	Carrot Stick Marketing	5790 Soundview Dr., Ste. 201	Gig Harbor WA 98335	206.696.4687	ttobbaal@comcast.net
	Roshaun Yates	Owner/Operator	Lifestyles Valet, Shuttle & Craft Tours	PO Box 112064	Tacoma, WA 98411	(253) 324-1587	Lifestyle.tacoma@gmail.com
	Tom Pavlik	General Manager	Hotel Murano	1320 Broadway	Tacoma, WA 98402	(253) 238-8000	thomas.pavlik@hotelmuranotacoma.com
	Carole Ann McQuade	Co Owner	The Swiss	1904 S. Jefferson Ave.	Tacoma, WA 98402	253-572-2821	Swisspub1904office@yahoo.com

Return to Agenda

Tacoma Regional CVB
Statement of Revenues and Expenses with Budget
For the Six Months Ending June 30, 2017

Revenues	June	Year to Date Actual	2017 Budget	Remaining Budget	% Used	
TPA	$ 89,222	$ 474,135	$ 937,000	$ 462,865	51%	
TPA Manager	-	1,940	7,000	5,060	28%	
Pierce County	38,970	217,012	500,000	282,988	43%	
City of Tacoma/ GTCTC	64,651	387,908	775,816	387,908	50%	
City of Tacoma Supplemental	9,091	45,455	100,000	54,545	45%	
City of Puyallup	9,306	54,843	80,000	25,157	69%	
City of Fife	12,500	25,000	50,000	25,000	50%	1
City of Lakewood	6,585	35,000	35,000	-	100%	
City of Gig Harbor	2,500	5,000	10,000	5,000	50%	1
Metro Parks Tacoma	5,000	30,000	60,000	30,000	50%	
Membership/Partnership	-	55,643	63,000	7,357	88%	4
Annual Meeting Revenue	-	6,080	13,000	6,920	47%	2
Interest Income	469	1,172	2,500	1,328	47%	
Miscellaneous Income			-	-	0%	
In-kind Revenue	2,823	7,700	-	(7,700)		
Total Revenues	241,117	1,346,888	2,633,316	1,286,428	51%	3
Expenses						
General Administration	47,578	272,226	562,516	290,290	48%	3
Sales & Servicing	108,706	402,088	897,300	495,212	45%	
Marketing	78,935	571,178	1,184,500	613,322	48%	3
Business Development	4,844	16,689	42,000	25,311	40%	2
TPA Manager	18	1,958	7,000	5,042	28%	
In-kind Expenses	2,823	7,700	-	(7,700)		
Total Expenses	242,904	1,271,839	2,693,316	1,421,477	47%	3
Net Revenue Over (Under) Expenses	$ (1,787)	$ 75,049	$ (60,000)			

1. Fife and Gig Harbor contracts are billed quarterly. All other funding sources are billed monthly.

2. Revenue for 2017 Annual Meeting will be used to off-set Business Development costs for the meeting.

3. Six months into the year average annualized budget would be 50%, therefore, the CVB is in-line with budget for revenue and slightly under budget for expenses.
   Year to date cost of new computer systems included in General Administration is just over $49,000.
   Marketing expenses include annual contracts for Cvent, Simpleview and CRM hosting.
   Several of these costs were prepaid in 2016 and expensed in January.

4. The majority of the Partnership billings were sent out in May and are included in Accounts Receivable.

No assurance is provided on these financial statements.
The statement of cash flows is not included and all disclosures are omitted.

Tacoma Regional CVB
Statement of Financial Position
December 31, 2016

ASSETS

Cash			
Cash-Checking - Home Street Bank	$	47,686	
Cash-Checking - Heritage Bank		57,771	
Cash-Checking - Union Bank		100	
Money Market -Home Street Bank		76,676	
Money Market -Sound Credit Union		112,976	
Money Market - Union Bank		231,899	
Total Cash			527,108
Other Assets			
Account Receivable		297,242	
Prepaid Expenses		75,596	
Total Other Assets			372,838
Property and Equipment			
Leasehold Improvements		91,262	
Furniture & Fixtures		29,689	
Computer/Telecommunication		61,666	
Accumulated Depreciation		(92,530)	
Total Property and Equipment			90,087
Total Assets			$ 990,033

LIABILITIES AND NET ASSETS

Current Liabilities			
Accrued PTO Payable	$	18,829	
Accrued Wages Payable		19,477	
Accounts Payable		19,630	
Total Current Liabilities			57,936
Long-Term Liabilities			
Retention Bonus Accrual		22,500	
Total Long-Term Liabilities			22,500
Total Liabilities			80,436
Net Assets			
Net Assets - Unrestricted		879,263	
Net Revenue Over (Under) Expense		30,334	
Total Net Assets			909,597
Total Liabilities & Net Assets			$ 990,033

No assurance is provided on these financial statements.
The statement of cash flows is not included and all disclosures are omitted.

Tacoma Regional CVB
Statement of Revenues and Expenses with Budget
For the Twelve Months Ending December 31, 2016

Revenues	December	Year to Date Actual	2016 Budget	Remaining Budget	% Used	
TPA	$ 51,119	$ 840,000	$ 840,000	$ -	100%	
TPA Manager	-	4,160	7,000	2,840	59%	
Pierce County	20,569	275,000	275,000	-	100%	
City of Tacoma/ GTCTC	64,651	775,816	775,816	-	100%	
City of Puyallup	2,368	85,000	85,000	-	100%	
City of Fife	12,500	50,000	50,000	-	100%	1
City of Lakewood	-	50,000	50,000	-	100%	
City of Sumner	-	10,000	10,000	-	100%	1
City of Gig Harbor	2,500	10,000	10,000	-	100%	1
L-TAC Visit Rainier	320	150,000	150,000	-	100%	
Metro Parks Tacoma	5,000	20,000	-	(20,000)		6
Membership/Partnership	-	63,717	55,000	(8,717)	116%	
Dining Guide Ads	-	1,250	3,000	1,750	42%	
Annual Meeting Revenue	-	14,842	18,000	3,158	82%	2
Interest Income	511	2,594	2,500	(94)	104%	
Miscellaneous Income			-	-		
In-kind Revenue	1,851	37,024	-	(37,024)		
Total Revenues	161,389	2,389,403	2,331,316	(58,087)	102%	4
Expenses						
General Administration	90,742	532,471	552,098	19,627	96%	
Sales & Servicing	88,892	787,228	815,115	27,887	97%	3
Marketing	71,341	708,394	691,868	(16,526)	102%	3, 6
Business Development	2,907	96,417	115,235	18,818	84%	
TPA Manager	-	4,160	7,000	2,840	59%	
L-TAC Visit Rainier	320	150,000	150,000	-	100%	
TRCVB Office Move	(91,262)	43,375	130,000	86,625	33%	5
In-kind Expenses	1,851	37,024	-	(37,024)		
Total Expenses	164,791	2,359,069	2,461,316	102,247	96%	4
Net Revenue Over (Under) Expenses	$ (3,402)	$ 30,334	$ (130,000)			

1. Fife, Sumner and Gig Harbor contracts are billed quarterly. All other funding sources are billed monthly. All contract billings have been completed.
2. Revenue for 2016 Annual Meeting will be used to off-set Business Development costs for the meeting.
3. Per request at the January board meeting, Marketing expenses that are the responsibility of the Sales department have been reclassified from Sales & Servicing to Marketing in the budget. Total budget amount reclassified was $60,924.
4. The CVB ended the year in-line with or better than budget for both revenue and expenses. Excluding the adjustment for moving expenses (see note 5) the CVB ended the year with a net under budget of $60,928. This amount will be carried forward to the 2017 budget for computer/technology upgrades.
5. Office Move expenditures include constructions costs, consultant expense, new furniture and fixtures and two months of rent paid during the construction period. Costs that qualify under the TRCVB capitalization policy will be reclassified at the end of the year and depreciated over their useful lives. **Year end adjustment was made to capitalize $91,262 of Leasehold Improvement costs. These costs will be depreciated over the 13 year term of the lease, including extension options.**
6. The CVB has a new funding contract from Metro Parks Tacoma. The contract pays $5,000 per month to support an additional CVB staff position. The contract started in September 2016 and generated $20,000 in additional unbudgeted revenue. The expenses for this position are included in the Marketing budget which resulted in marketing expenses exceeding the original budget.

No assurance is provided on these financial statements.
The statement of cash flows is not included and all disclosures are omitted.

Internal Revenue Service

Department of the Treasury

P. O. Box 2508
Cincinnati, OH 45201

Date June 7, 2002

Person to Contact:
Michelle Jones 31-07675
Customer Service Specialist
Toll Free Telephone Number:
8:00 a.m. to 6:30 p.m. EST
877-829-5500
Fax Number:
513-263-3756
Federal Identification Number:
91-1465947

Tacoma-Pierce County Visitor &
Convention Bureau
PO Box 1754
Tacoma, WA 98401-1754

Dear Sir or Madam:

This is in response to your request for affirmation of your organization's exempt status.

In January 1981 we issued a determination letter that recognized your organization as exempt from federal income tax under section 501(c)(6) of the Internal Revenue Code. That letter is still in effect.

All exempt organizations (unless specifically excluded) are liable for taxes under the Federal Insurance Contributions Act (social security taxes) on remuneration of $100 or more paid to each employee during a calendar year. Your organization is also liable for tax under the Federal Unemployment Tax Act for each employee to whom it pays $50 or more during a calendar quarter if, during the current or preceding calendar year, it had one or more employees at any time in each of 20 calendar weeks or it paid wages of $1,500 or more in any calendar quarter.

If your organization's character, method of operation, or purposes change, please let us know so we can consider the effect of the change on the organization's exempt status. Also, your organization should inform us of all changes in its name or address.

Your organization is required to file Form 990, Return of Organization Exempt from Income Tax, if its gross receipts each year are normally more than $25,000. If a return is required, it must be filed by the 15th day of the fifth month after the end of the organization's annual accounting period. The law imposes a penalty of $20 a day, up to a maximum of $10,000 when a return is filed late, unless there is reasonable cause for the delay.

Because your organization is not an organization described in section 170(c) of the Code, donors may not deduct contributions made to your organization. You should advise your contributors to that effect.

Tacoma-Pierce County Visitor & Convention Bureau
91-1465947

Your organization is not required to file federal income tax returns unless it is subject to the tax on unrelated business income under section 511 of the Internal Revenue Code. If your organization is subject to this tax, it 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 organization's activities are unrelated trade or business as defined in Code section 513.

The law requires you to make your organization's annual return available for public inspection without charge for three years after the due date of the return. You are also required to make available for public inspection a copy of your organization's exemption application, any supporting documents and the exemption letter to any individual who requests such documents in person or in writing. You can charge only a reasonable fee for reproduction and actual postage costs for the copied materials. The law does not require you to provide copies of public inspection documents that are widely available, such as by posting them on the Internet (World Wide Web). You may be liable for a penalty of $20 a day for each day you do not make these documents available for public inspection (up to a maximum of $10,000 in the case of an annual return).

As this letter could help resolve any questions about your organization's exempt status, you should keep it with the organization's permanent records.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

This letter affirms the exempt status of your organization.

Sincerely,

John E. Ricketts, Director, TE/GE
Customer Account Services

AMENDED AND RESTATED

ARTICLES OF INCORPORATION

OF

TACOMA REGIONAL CONVENTION & VISITOR BUREAU

I, THE UNDERSIGNED PERSON, acting as the incorporator of a corporation under the provision of the Washington Non-Profit Corporation Act (Revised Code of Washington 24.03) adopt the following Articles of Incorporation for such corporation.

ARTICLE I

Name

The name of the corporation ("Corporation") shall be Tacoma Regional Convention & Visitor Bureau.

ARTICLE II

Duration

The period of duration of the Corporation shall be perpetual.

ARTICLE III

Purpose

The purpose for which the Corporation is organized is:

1. To promote tourism in Pierce County, Washington.

2. To engage in any lawful activity which is necessary or incidental to the above state purposes and which is intended by the Corporation, directly or indirectly, to promote the interests of the Corporation.

3. To engage in any activity not contrary to the laws of the State of Washington and to exercise all of the powers, rights and privileges conferred by existing and future laws of the State of Washington upon a corporation formed under the Washington Non-Profit Corporation Act.

ARTICLE IV

Members

That the Corporation shall have no members.

ARTICLE V

Registered Agent

The address of the registered agent and office of the Corporation shall be Bennish Brown, 1119 Pacific Avenue, Suite 1400, Tacoma, WA 98402.

ARTICLE VII

Directors

The number of the directors of the Corporation and the manner in which such directors are to be elected shall be as set forth in the Corporation's bylaws. The board of directors consists of twenty-four (24) individuals. The names and addresses of the current directors are:

(1) Monique Trudnowski
1119 Pacific Ave #1400
Tacoma, WA 98402

(2) Dan O'Leary
1119 Pacific Ave #1400
Tacoma, WA 98402

(3) Ralph Pease
1119 Pacific Ave #1400
Tacoma, WA 98402

(4) Laurie Beck
1119 Pacific Ave #1400
Tacoma, WA 98402

(5) Kim Bedier
1119 Pacific Ave #1400
Tacoma, WA 98402

(6) Trudy Cofchin
1119 Pacific Ave #1400
Tacoma, WA 98402

(7) Denise Dyer
1119 Pacific Ave #1400
Tacoma, WA 98402

(8) Jeremy Foust
1119 Pacific Ave #1400
Tacoma, WA 98402

(9) Kathy Franklin
1119 Pacific Ave #1400
Tacoma, WA 98402

(10) Mike Gommi
1119 Pacific Ave #1400
Tacoma, WA 98402

(11) Stan Kott
1119 Pacific Ave #1400
Tacoma, WA 98402

(12) Evan Marques
1119 Pacific Ave #1400
Tacoma, WA 98402

(13) Bill McDonald
1119 Pacific Ave #1400
Tacoma, WA 98402

(14) Carmen Palmer
1119 Pacific Ave #1400
Tacoma, WA 98402

(15) Laurel Potter
1119 Pacific Ave #1400
Tacoma, WA 98402

(16) Joanne Selden
1119 Pacific Ave #1400
Tacoma, WA 98402

(17) Skip Smith
1119 Pacific Ave #1400
Tacoma, WA 98402

(18) Stephanie Walsh
1119 Pacific Ave #1400
Tacoma, WA 98402

(19) Anna Sullivan
1119 Pacific Ave #1400
Tacoma, WA 98402

(20) Kathy McGoldrick
1119 Pacific Ave #1400
Tacoma, WA 98402

(21) Matt Allen
1119 Pacific Ave #1400
Tacoma, WA 98402

(22) Shon Sylvia
1119 Pacific Ave #1400
Tacoma, WA 98402

(23) Mark Horace
1119 Pacific Ave #1400
Tacoma, WA 98402

The term of the initial directors shall expire as set forth in the Corporation's bylaws.

ARTICLE VIII

Incorporator

The name and address of the incorporator of the Corporation is as follows:

Bennish Brown, President/CEO
1119 Pacific Avenue, Suite 1400
Tacoma, WA 98402

ARTICLE IX

Limitation of Liability for Directors

No director of the Corporation shall be personally liable to the Corporation for monetary damages for his or her conduct as a director, when such conduct takes place on or after the date this Article becomes effective, except for (i) acts or omissions that involve intentional misconduct or a knowing violation of law by the director, or (ii) conduct involving any transaction from which the director will personally receive a benefit in money, property, or services to which the director is not legally entitled. If, after this Article becomes effective, the Washington Non-profit Corporation Act is amended or superseded to authorize corporate action further eliminating or limiting the personal liability of directors, then the liability of a director of the Corporation shall be deemed eliminated or limited to the fullest extent permitted by the Washington Non-profit Corporation Act, as so amended or superseded. Any amendment to or repeal of this Article shall not adversely affect any right or protection of a director of the Corporation for or with respect to any acts or omissions of such director occurring prior to such amendment or repeal. This provision shall not eliminate or limit the liability of a director for any act or omission occurring prior to the date this Article becomes effective.

ARTICLE X

Indemnification

The Corporation shall indemnify to the fullest extent permitted by Washington law, as may amended or superseded, any person who has been made, or has threatened to be made, a party to any action, suit, or proceeding, whether civil, criminal, administrative, investigative, or otherwise (including an action, suit or proceeding by or in the right of the Corporation), by reason of the fact that the person is or was a director, officer or incorporator of the Corporation, or fiduciary within the meaning of the Employee Retirement Income Security Act of 1974 with respect to an employee benefit plan of the Corporation, if any, or serves or served at the request of the Corporation as a director, or as an officer, or as a fiduciary of an employee benefit plan, of another corporation, partnership, joint venture, trust or other enterprise. In addition, the Corporation shall pay for reimburse any expenses incurred by such persons who are parties to such proceedings, in advance of the final disposition of such proceedings, to the full extent permitted by Washington law, as amended or superseded.

ARTICLE XI

Dissolution

Upon the winding up and dissolution of the corporation, the assets of the Corporation shall be distributed pursuant to RCW 24.03.225 and in accordance with the following: any assets remaining after payment of, or provisions for payment of, all debts and liabilities of the corporation, shall be distributed to one or more domestic or foreign corporations, societies or organizations engaged in activities substantially similar to those of the Corporation, as selected by the directors.

ARTICLE XII

Effective Date

These Articles shall become effective upon filing.

DATED this 30th day of July 2014.

Bennish D. Brown

Bennish Brown, President/CEO

9999-1/EWM/609739

TRAVEL
TACOMA +
PIERCE COUNTY, WA
2018
STRATEGIC
SALES + MARKETING
PLAN

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STRUCTURE TO SUPPORT OUR TOP PRIORITIES

EXECUTIVE + ADMINISTRATIVE

- President + CEO
- Partner Relations Manager
- Finance + Benefits
- Partnerships

PRIORITIES: Financial and organizational stability; Board relations; community relations; partnership development; collaboration; alternative revenue generation

MARKETING, COMMUNICATIONS + VISITOR EXPERIENCE

- Vice President
- Senior Communications Manager
- Marketing Manager
- Visitor Experience Manager
- Visitor Experience Coordinator
- Contract: Public Relations/Media Relations Services
- Contract: Website development

PRIORITIES: Destination Marketing and Branding - increase awareness of Tacoma + Pierce County and help visitors connect emotionally to our brand; packaging; leisure visitor information; collaboration

SALES + SERVICING

- Vice President
- Senior Convention Sales Manager
- Convention Center Sales Manager
- Convention Center Sales Manager - Short Term
- Regional Sales Manager
- Regional Sales Manager
- Sales Coordinator
- Conference Servicing

PRIORITIES: Generate economic impact through sales activities that provide a consistent return on investment for funders by delivering revenue and room nights; stakeholder relationships; collaboration



WE ARE NORTHWEST UNFILTERED

We create **honest experiences.** We construct cities with color–murals, sculptures and glass art.

We get **down to earth** with mountains, lakes, land and sea. Our backyard bursts with natural beauty.

We embrace the unknown and **leap headfirst,** fearlessly.

We test new flavors, relish rhubarb, harness hops and **make a splash** with spirits.

We give a **warm welcome** all around–from quaint Main Street to museum-rich Pacific Avenue.

We **cultivate community.** Our shared pride brings us together and sets us apart.

We **celebrate culture** over local brews, down the fairway and from the stage

We mold **playgrounds for all**–from mountaineers to makers and those who pine for yesteryear.

We **revitalize** and **reinvent.** We **revere** our industrial identity as we nod to the future

We are **explorers.** We are **storytellers.** We are **artists.**

We are true to our roots

We are the **Northwest unfiltered.**



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OUR DESTINATION

BRAND STANDOUTS

Fly Markets: Glass Art. Mount Rainier. Classic Cars and Championship Golf.









Drive Market: Vintage Americana, Stunning Waterfront, Golf and Nature Adventures, Cultural Hub











OUR VALUES AND CORE FUNCTIONS

CORE VALUES:

Visitor First
We will always consider the primary reason we exist – to be a resource and voice for the visitor.

Accountability
We hold ourselves accountable to each other and our community.

Collaboration
We actively collaborate with our strongest resources – each other, our community and our businesses.

Innovation
We don't accept the status quo but look to what will come, or what can come next.

CORE FUNCTIONS:

Destination Awareness
Promote the region and generate interest and awareness for Tacoma + Pierce County as a destination through branded messages to targeted audiences.

Familiarization Tours
The best way to have top-influencer's connected and enthusiastic about our destination is to have them experience it first-hand. That's why we bring media, meeting planners and tour operators to Tacoma + Pierce County to touch, see, and taste all this destination has to offer.

Direct Marketing
Direct marketing helps turn casual interest in the destination into a booked trip. This is done through Search Engine Marketing and Social Media Marketing. The Travel Tacoma + Pierce County website provides comprehensive information for customers and is the core driver in our direct marketing efforts.

Visitor Information
Influence visitor spending, regional visitor distribution and lengthen stays by providing visitors with reservation services, recommendations, visitor guides, brochures, and maps of the region.

Convention Center Sales
Pro-actively sell the Greater Tacoma Convention Center as a location for meetings, conventions and tradeshows to generate revenue, room nights and increased economic impact throughout the community. Goals will be achieved through advertising and marketing, pro-actively prospecting, tradeshow participation, industry memberships, networking, site visits, hosting client events, community relationships, sponsorships and partnering with other CVBs.

Regional Sales
Pro-actively sell Pierce County as a destination for meetings and events, and generate leads for members and book business in the region. Through proactive sales calls, tradeshow participation, sponsorships, industry networking, client site visits and FAM tours, the sales team connects key decision makers with partnering businesses.

Return to Agenda



MARKETING + SALES STRATEGY

WE WORK WITH VISITORS AND DECISION-MAKERS THROUGHOUT THEIR PROCESS

Our Marketing and Sales Strategy employs tactics to meet the target audience at every stage in their planning and decision making process; from inspirational moments, to on-the ground visitor experience moments.



FIRST IMPRESSION

- » Online and print marketing
- » Social media marketing
- » Industry memberships/sponsorships
- » Public relations/media relations
- » Fall campaign
- » Tradeshows
- » Prospecting
- » Sponsorships

WEIGHING OPTIONS

- » TripAdvisor
- » Search engine marketing
- » Social media marketing
- » Email marketing
- » Meeting planner familiarization tours
- » Sales calls

CHOOSING A DESTINATION

- » Website
- » Site tools (businesses)
- » Visitor and dining guides

ARRIVAL AND EXPERIENCE

- » Visitor Information Center
- » Ask253 street team
- » Visitor and dining guides
- » Conference services
- » TIMBR at local events

DEPARTMENTS AND DEPARTMENT GOALS



SALES - CORE FUNCTIONS

The Sales team is responsible for securing meetings and events (local, regional, state and national conventions, conferences, tradeshows, and other event business) for Tacoma + Pierce County. The Sales team reaches out to a wide variety of markets to support our range of unique meeting facilities, Convention Center, hotels and attractions throughout cities in Pierce County (Tacoma, Mount Rainier area, Puyallup, Fife, Lakewood, Gig Harbor, DuPont and Sumner). The sales team is dedicated to improving destination awareness, delivering room nights and increasing economic impact throughout Tacoma + Pierce County.

SALES RESULTS	2013	2014	2015	2016	2017 YTD
Booked Room Nights	19,610	24,914	22,710	24,312	26,272
Events with No Room Nights (Non Convention Center)	13	7	23	25	18
Estimated Economic Impact	$9,175,963	$12,200,725	$30,199,531	$26,100,276	$21,646,715
2017 SALES GOALS					

MARKETING, COMMUNICATIONS AND VISITOR EXPERIENCE- CORE FUNCTIONS

The Marketing team is responsible for brand and direct marketing efforts, visitor information and management of the visitor information centers; corporate communications and media relations

Primary Audience
Independent Leisure Travelers + Tour Operators

MARKETING RESULTS	2013	2014	2015	2016	2017 YTD
New website visitors	47,404	42,127	112,708	200,175	131,045
Published articles/*Influenced articles	219	203	199**	207**	438
Social media following	5,302	6,599	9,735	17,377	20,859
2017 MARKET GOALS					

* *2013 and beyond goals are reflective of convention center sales beginning on April 1, 2013. Results and goals are combined destination and convention center sales. Booked meetings & events have no room nights and are booked throughout Pierce County. 2015 revenue goals are increased due to short-term market being added to the destination and convention center City of Tacoma contract.*

** *In 2015, we started counting only the articles we worked on. Prior to that, the number represents general tourism articles on Pierce County.*

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TARGET AUDIENCES



DREAM TRIPPER
» 51-65 years old
» HHI @ $150K+
» Couples traveling together; sometimes with friends
» Lots of planning, includes tours and package options
» 8+ trips per year, 2 big vacations & 6 getaways including visiting family
» Not highly engaged in social media, loyal to associations
» Desired Experience: Leisure and culture; story telling



WEDDING PLANNER
» Not professional planners, typically the bride
» Personally invested
» Seeking high value with unique experience
» Easy transportation and parking
» Utilizes a number of event service providers and is looking for convenience
» Expects very personalized service
» Word of mouth and social media is a resource



PROFESSIONAL MEETING PLANNER
» 35-50 year old woman
» Highly engaged in the industry and aware of current trends and issues
» Experienced traveler for professional and personal purposes
» Searching for new and unique experiences
» Influenced by tourism assets that support interest in pre/post stays
» Seeking convenient, safe and affordable
» Utilizes online resources
» Association, corporate, government



BUCKET LISTER
» 66+ years old
» HHI @ $100K+
» High percentage of income is fixed, tied to investments
» 5+ trips per year with longer stay periods
» Longer lead times, lots of research
» 2+ trips per year tied to visiting family
» Engaged in hobbies and interests
» Desired Experience: Culture; breath-taking



GO FOR IT FAMILY
» 36-50 years old
» HHI @ $200K+
» Kids are older and can engage at the parents' level
» Mom makes decisions
» 7+ trips per year, 2 big vacations and 5 getaways
» Lots of travel centered on activities
» Unique experiences, higher end activities, creating memories matters most
» Desired experience: Leisure, culture, and adventure; excitement



ADVENTURE SEEKER
» 25-35 years old
» Moving up in their career
» No family or very young family
» HHI @ 100K+
» 6+ trips per year, 2-3 trips around authentic experiences
» Frequently travels with other individual travelers
» Active on social media, spends time and money on interests
» Desired experience: Culture and adventure; motivation



HOBBY MEETING PLANNER
» 55-75 years old
» Retired
» Highly invested in the hobby and highly enthusiastic and passionate
» Not a professional meeting planner
» Most likely assigned to plan meeting because of board position or volunteering
» Infrequent traveler that prefers to travel on an itinerary
» Looking for a good overall value and affordability
» Not highly engaged in social media, prefers face to face interactions
» Seeking highly engaging locations to meet with ample of activities, restaurants and attractions



REUNION PLANNER
» 65-80 years old
» Not professional planner
» Retired military personnel
» Seeking low cost with high value
» Locations with activities for groups and couples to explore for up to a weeks stay
» Membership to reunion platforms used to find suggested locations for meetings
» Wants incentives to book
» Requires a location close to military base
» Prefers to self-contain the meetings space with guestrooms



MEETINGS + CONVENTION

PRIMARY GROUP MARKETS

» Association	» Corporate	» Education	» Religious
» Government	» Hobby	» Military	
» Social	» Society	» Fraternal	

KEY SALES STRATEGIES

» Commit to the Destination International mandatory standards for destination sales services and organization reaccreditation.

» Leverage destination and convention center awareness through the leading global event venue directory [Cvent] and web planning portals [EmpowerMint]. The destination will brand itself through regional and state banner ads and the convention center will brand itself through Seattle/Tacoma preferred placement to drive opportunity from third party, independent and organization planners.

» Partnerships to increase destination awareness to leading trade associations, societies and volunteer organizations through four elements: connections, tradeshow, advertising & marketing and membership opportunities.

» Promote destination and convention center at industry event, tradeshows and conferences to generate leads, and build contacts to increase opportunities to book business.

» Increase customer "touches" with local and destination sales calls, client events, site inspections, familiarization tours, promotions, social media and interactive engagements to keep the destination and convention center at front of mind with planners.

» Engage in industry memberships to build rapport, develop strong relationships with planners, industry partners for referral opportunities and build destination and convention center awareness.

» Participate on outbound industry sponsorships to increase awareness of destination and convention center, sales team and dedication to meetings and events.

MARKETING FOR MEETINGS + EVENTS

In addition to informing others of Tacoma and Pierce County and the convention center; the marketing budget is being used multi-dimensionally to gain interest in the destination, increase sales and profitability. Campaigns [online and print] will continue to be leveraged by investments in research, industry associations, familiarization tours, client events, sales calls, tradeshows, conferences, site visits, relationship development, etc. to support the scope of work and benchmarks. Here are a few highlights:

- **Online Destination and Event Venue Directories**
  - Cvent – Tacoma (1 Diamond Package) +
    Convention Center (2 Diamond Package)
  - EmpowerMint – Tacoma
- **Meetings + Convention Advertising [Print/Digital/Video)**
  - ASAE
  - Connect Corporate and Association (Print + Digital)
  - Cvent
- **Travel Tacoma + Pierce County**
- **Visit Seattle Meeting Planner Guides**
  - Convention Center Listing
- **Other Key Market Advertising Opportunities (to be determined), etc.**
  - B&E Event Resource Guide
  - Meetings Today (print + digital)
  - Meeting News NW (print + digital)
  - NW Meetings & Events (print + digital)
  - Smart Meetings (print + digital)
  - Market Tradeshows [wedding shows, military shows, etc.]
  - Facebook
  - Reunions Magazine Inc.
- **Client site visits/familiarization tours/sales appointments, etc.**
- **Outbound client development [destination presentations/ sales calls/DC +Chicago client event/etc.]**

CORPORATE PARTNERSHIPS + INDUSTRY MEMBERSHIPS + SPONSORSHIP EVENTS

Commitment to the community, industry and members creates a business network designed to increase sales effectiveness. Industry memberships increase knowledge of industry issues, best practices, relationships, prospecting, referrals, etc.

» American Society of Association Executives [ASAE] – corporate partnership
» Air Force Association [AFA]
» Meetings Professionals International [MPI]
» Pierce County Chambers of Commerce
» Reunion Friendly Network
» Society of Government Meeting Planners [SGMP]
» Washington and Capital Chapters of Professional Convention Management Association [PCMA]
» Your Military Reunion Connection [YMRC]
» Connect – corporate partnership
» Industry sponsorships + destination promotional opportunities



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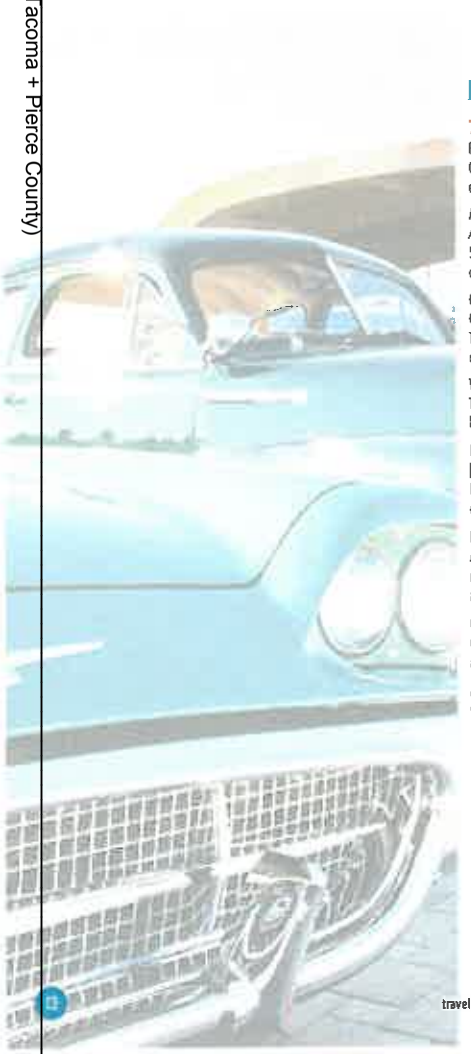

MEETINGS + CONVENTION

TRADESHOWS/CONFERENCES/HOSTED BUYER PROGRAMS

Providing connection through education, tradeshows, conferences and more. Conventions and tradeshows provide the opportunity to meet one-on-one and explore opportunities for the PNW region.

AMERICAN SOCIETY OF ASSOCIATION EXECUTIVES [XDP AND ANNUAL CONFERENCE
ASAE represents more than 21,000 association executives and industry partners in nearly 50 countries around the world. These events are annual conferences with tradeshow components generating opportunities for destination exposure and business opportunities.

CONNECT [ASSOCIATION MARKETPLACE AND CONNECT CHICAGO, PNW, CORPORATE, DIVERSITY, SPECIALTY]
This company hosts yearly marketplace conferences in their target markets that allow for one-on-one appointments and advertising in their magazines.

WASHINGTON SOCIETY OF ASSOCIATION EXECUTIVES [ANNUAL CONVENTION]
This local annual convention provides networking, education and one-on-one hosted buyer appointments.

MEETING PROFESSIONALS INTERNATIONAL [CASCADIA & SOUTHERN CALIFORNIA CHAPTER WE-CON]
Events offer innovative and relevant education, networking opportunities and business exchanges, and acts as a prominent voice for the promotion and growth of the industry.

INTERNATIONAL MEETING EXCHANGE [IMEX AMERICA]
America's largest worldwide exhibition for incentive travel, meetings & events on a national and international scale. These events attract thousands of buyers from the U.S. and around the world, connecting everyone with key players.

CONNECT [CORPORATE MARKETPLACE AND CONNECT PNW]
Connect produces publications and marketing for the corporate, hobby, sports, diversity, association and religious markets.

ASSOCIATION FORUM [HOLIDAY SHOWCASE]
One day exhibition with an audience of 1400 qualified buyers within the association market.



LEISURE MARKET

MARKETING - BUILD DESTINATION AWARENESS

The number of visitors to Pierce County has grown steadily for the last five years. In particular the name "Tacoma" is not the unknown it once was in outside markets. Tacoma's increased name recognition presents us with two new opportunities: to leverage Tacoma's name recognition to draw attention to nearby attractions in Pierce County, and also to reach out to larger markets to promote Tacoma to national and international markets.

Our marketing efforts have a two-pronged approach, reaching potential travelers in the drive market (can reasonably get to our destination within a one-day drive) and our fly market (when air travel is needed). These two markets have different needs in terms of familiarization and motivation, that's why we promote different Pierce County assets to these different markets.

For the drive market, we can dive in deeper to the Pierce County experiences. We promote pure Americana experiences; museums and live entertainment as a cultural hub, regional golfing, stunning waterfront dining, and mountain adventures.

For the fly market, where there is less familiarity with our region as well as more competition, we promote themes that are unique to Pierce County: The Home Town of Glass Art and Dale Chihuly; The Collector Car Capital of the U.S.; Mount Rainier's stunning peak, and Championship Golf at Chambers Bay.

2018 PRIORITIES
Our two priorities for 2018 will be: First, is to continue to strengthen perceptions of Pierce County as an authentic, artistically vibrant, approachable destination through the **Northwest Unfiltered** brand position; and secondly, in anticipation of two major golf resorts in development in Pierce County, Travel Tacoma is building our marketing footprint in the golf market, through an expanded presence at golf tradeshows, and continuing successful programs with Golf in the Northwest.





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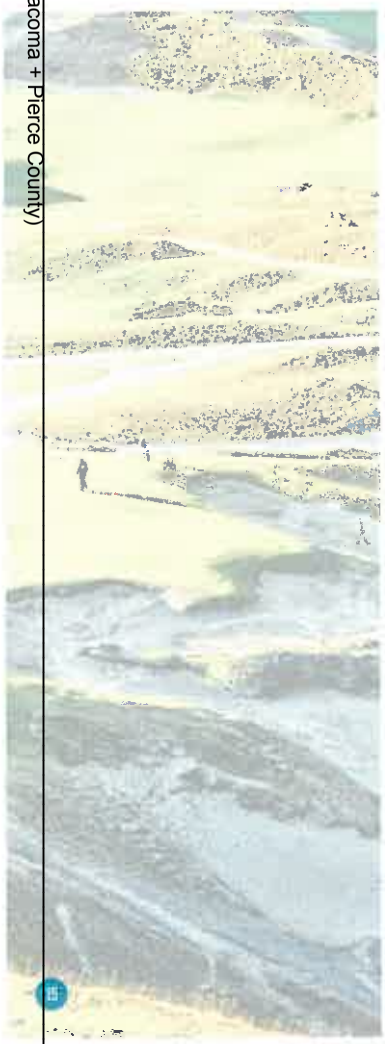

LEISURE MARKET

FALL CAMPAIGN
A multi-tier campaign designed to encourage a one- to two-night stays in Pierce County during the November – January shoulder season. The campaign includes a unified campaign that reaches likely visitors through digital, print and social advertising. It also includes an in-market glass-art hunt.

DESTINATION VIDEOS
To complement our new Northwest Unfiltered brand direction, In 2017 we will produce several new videos to promote on digital and cable media.

DESTINATION ADVERTISING
To those with an interest in travel, we employ a combination of print and digital advertising throughout the year. We focus content on our core audiences, and pair them with experiences from our regional stand-outs. We advertise through existing Washington State visitor guides and websites, travel sites and magazines that have audiences in key feeder cities, that are more than 50 miles from our destination. We focus on the drive market (Vancouver B.C., Portland, Ore., Seattle, Wa, Tri-Cities, Spokane) and the Fly Market (San Francisco, Los Angeles, Germany, China, South Korea and the UK) and also with our Military Community, who host visiting friends and family.

WEBSITE
The Travel Tacoma + Pierce County website has continued to be an asset for visitors. The site produces more than 84,000 referrals to local businesses each year, contributing to the $1 billion in annual visitor spending. As the digital landscape shifts with increased competition from Google travel and event tools, we are investing in continual programming updates and consultative services by travel industry specialists to maintain and grow our site authority, and new visitor traffic.

GOLF MARKETING
Leveraging partnerships, Travel Tacoma + Pierce County will have a presence at tour and travel shows to promote Pierce County packages to tour operators, and travel writers. In 2018 we will attend IPW, for the international tour marketing and IAGTO, specially for the golf tour market.

With IAGTO being held in Bend, Oregon in 2018, we are working to develop a familiarization tour for key golf tour operators, to visit our golf courses prior to the start of the conference in June. We are also looking at having a stronger presence at IAGTO with an expanded booth. We will also provide our partners the opportunity to attend Northwest Consumer tradeshows.

EARNED MEDIA
Travel Tacoma + Pierce County will recruit travel writers by pitching tailored destination stories that fit their interest. In 2018, we will do this both through working with a professional PR agency, as well as using in-house efforts to build relationships and promote the importance of tourism in Pierce County.

MEDIA HOSTING
Travel Tacoma + Pierce County will host travel writers from print and electronic publications that have an influence on travel decisions. We do this by working with them on itineraries, and providing them hotels, attractions and occasionally meals. We count on our partners to help minimize direct costs.

VISITOR EXPERIENCE

CONNECT VISITORS WITH LOCAL BUSINESSES + ENCOURAGE RETURN VISITS

TACOMA + PIERCE COUNTY VISITOR GUIDE
The Western Destination Marketing Association estimates that the distribution of one visitor guide equates to $48 in visitor spending. The visitor guide is distributed through channels that target current visitors, future visitors and those likely to host visitors, predominantly in information racks in the greater Seattle and South Sound areas; these include ferry and cruise ship terminals, as well as Seattle-Tacoma International Airport, Joint Base Lewis McChord and direct mail. Other methods of distribution include mailing upon request, distribution at military events and visitor information centers. 125,000 guides are distributed.

DIRECT MARKETING (SEO)
This is where we find people who are interested in things that Pierce County offers, and get them to traveltacoma.com where they can be exposed to local businesses and curated experiences. Destination Analysis conducted a study that shows a new visitor to a destination website is worth approximately $36 in spending.

TRIPADVISOR SPONSORED PAGES
TripAdvisor is the #1 site for destination information for potential travelers. By investing in sponsored pages, we can give the best possible impression of Tacoma + Pierce County to those who are looking for destination information.

VISITOR INFORMATION CENTER + TIMBR
VICs add the personal touch for those who are exploring downtown Tacoma. Travel Tacoma + Pierce County has a volunteer-staffed information center positioned in the heart of the Greater Tacoma Convention Center. In 2017 we introduced a Mobile Visitor Information Center, TIMBR. The portable "VIC on wheels" is brought to community events throughout Pierce County, promoting surrounding businesses, and to key tourism locations in Pierce County.

SOCIAL MEDIA VISITOR ENGAGEMENT
Growing our one-to-one interactions with visitors through social media. Promoting and engaging with us online, to give recommendations to visitors, and to build a network of social media partners who can also engage with Travel Tacoma. We encourage social sharing through campaigns and social interactions.

ELECTRONIC NEWSLETTERS TO PAST + POTENTIAL VISITORS
We collect emails through our website, Visitor Information Centers, Social media campaigns and marketing partnerships. We email seasonally with attractions and itineraries to inspire travel.



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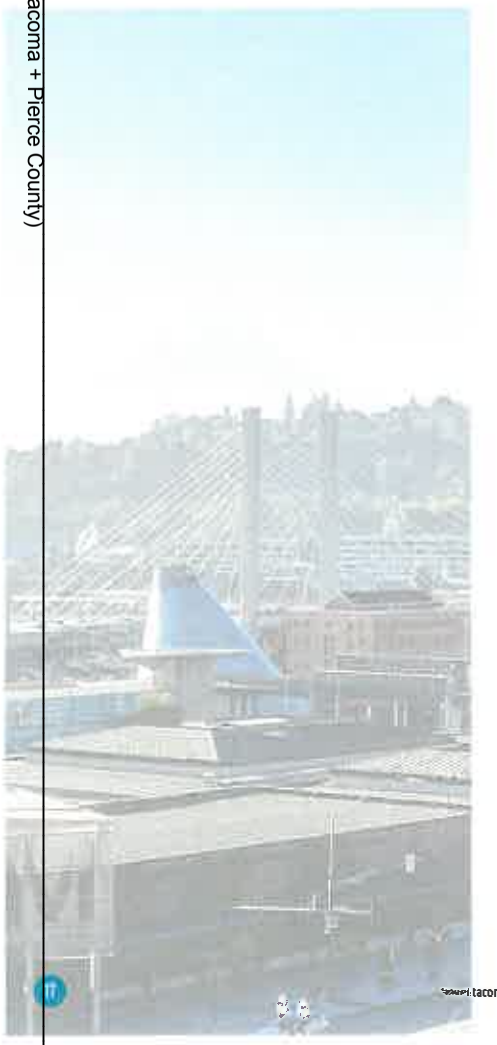

DESTINATION ADVISORS

RESEARCH
Travel Tacoma + Pierce County performs an advising role to local destinations by sharing our market knowledge, as well as research that helps Pierce County thrive and grow as a tourism destination.

BRANDING THE COMMUNITY
Equipping the community to share a united voice and vision for the future of Pierce County tourism.

TOURISM INFORMATION AND ADVISING
Keeping the tourism community, its stakeholders and elected officials abreast of tourism activity and developments. Advising cities and businesses on destination opportunities and pitfalls.

COMMUNITY PARTNERSHIP
Support of events and programs that encourage tourism and help visitors get the most out of their Pierce County experience.

NATIONAL, REGIONAL, STATE + LOCAL INVOLVEMENT

Tremendous benefit to Travel Tacoma + Pierce County and the staff comes from being actively involved members in national, regional, state and local tourism industry organizations. These partnerships help Travel Tacoma leverage valuable community resources, and bring like-interests together for collaboration.

DESTINATIONS INTERNATIONAL
Provides an annual international tourism convention for a global perspective on the industry, ongoing access to resources and research, tailored conferences that focus on specific aspects of DMO departments, and the only accreditation program that sets industry specific standards for DMO governance and operations.

DMA WEST
Established by industry stakeholders with the mission to advocate, promote, develop and sustain the economic well-being of the Washington tourism industry. WTA provides several products to serve members and the state's tourism industry, including the official travel and tourism website for the state of Washington, www.experiencewa.com, and the Official Washington State Visitors' Guide in partnership with the Washington Lodging Association.

WASHINGTON TOURISM ALLIANCE [WTA]
Support of events and programs that encourage tourism and help visitors get the most out of their Pierce County experience.

WSDMO [WA STATE DESTINATION MARKETING ORGANIZATIONS ASSOCIATION]
An independent, non-profit trade association advocating tourism investment and promotion as economic development. The mission of the WSDMO is to enhance the awareness and influence of the tourism industry and to serve as the single unifying voice for all of Washington State's destination marketing organizations and tourism industry.

PIERCE COUNTY LODGING ASSOCIATION [PCLA]
A membership organization that represents Pierce County as the third largest hotel room community in the State of Washington. PCLA provides hoteliers and other industry members a regular forum to meet and discuss issues that affect the individual cities as well as the unincorporated areas of Pierce County.



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TRAVEL
TACOMA
PIERCE COUNTY, WA

Application for:

City of Lakewood Fiscal Year 2018 Lodging Tax Grant Funds

From:

Tacoma-Pierce County Sports Commission

7. APPLICATION FOR FISCAL YEAR 2018 LTAC GRANT FUNDING

1a. Project Information

Project Name: Regional Sports Event Development

Amount of Lodging Tax Funding Requested: $ 60,000
(Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: $ 945,000
(Total Project Amount must match Project Budget column c "Total Project Cost")

1b. Applicant Organization

Name of Applicant Organization: Tacoma Pierce County Sports Commission, DBA: Tacoma South Sound Sports Commission

Mailing Address: 1119 Pacific Ave, Suite 500
Tacoma, WA
98406

Tax ID Number: 94-3154901

Organization Unified Business Identifer (UBI) 601289518
UBI Expiration Date: 12/31/17

Type of Organization: 501(c)6 Non Profit
(Non-profit, For-profit, Municipality, Private business, etc.)

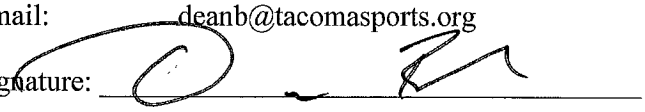
1c. Contact:

Name: Dean Burke

Title: Executive Director

Telephone: 253-284-3259

Email: deanb@tacomasports.org

Signature: 

The signatory declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used only for the purposes set forth herein, and verifies that all the information contained in this application is valid and true to the best of his/her knowledge.

2. Project Description

a. Event Date(s): Jan. 1, 2018 – Dec. 31, 2018

b. Event Location: Lakewood, WA and throughout Pierce County, WA

c. If there is a charge or fee for this activity, please describe how much and why.

N/A

d. Please provide a detailed, yet concise description of the proposed project/activity. Include information on the area the project will serve, its expected impact and list the responsible party(s).

See attached 2018 Marketing Plan

3. Beneficiaries

Please list and provide specific information regarding all individuals, businesses, areas, or organizations that will directly benefit from the project/activity.

Hotels, businesses and cities within Pierce County. Complete detail is outlined in our attached 2018 Marketing Plan.

4. Goals/Monitoring

Describe the goals of the project. Will the project result in an increase in overnight stays by visitors in Lakewood? If so, how will this increase be tracked and monitored? How will an increase in the sale of goods and services as a result of the project be measured? What other short or long-term economic benefits will occur and how will that be tracked? Why do you believe those project/activity outcomes are feasible?

Note - Applicants will be required to submit a post-funding report providing pertinent data evaluating tourism benefits resulting from the use of lodging tax funds as compared with the estimates contained in this application.

Tacoma South Sound Sports monitors and evaluates all events that it supports. We track participation and spectators and work with local hoteliers to create room nights. Data is compiled and checked against the National Association of Sports Commissions, DMAI and state LTAC economic impact models to help determine the effects to the community. We report out as per LTAC guidelines or on-demand, as needed. All of our data is kept in real-time throughout the year, with minimal latency from the time an event is over.

Our number one metric is room nights generated and we focus on events that drive overnight stay tourism. Economic Impact/ Direct Spending estimates are based upon fact gathering of the event participation and measured against industry standards.

For 2018 we hope to see an overall increase of amateur sports tourism of approximately generating more than 23,000 room nights. The bulk of those room nights will occur in the I-5 corridor from Tacoma through Lakewood.

For 2018 we continue to strengthen the reach of our marketing arm. We will be working with Travel Tacoma/ Regional Convention and Visitor Bureau and a third party PR and Marketing agency to drive exposure, visibility and awareness of Lakewood and Pierce County sports assets eve events.

5. Estimate how the funds will increase the amount of people traveling to Lakewood to stay overnight in paid accommodations.

Funds are used directly to market, attract and sell events into Lakewood and Pierce County. Our in-house team of 4 scouts for new business and helps support and sustain recurring business. We seek sustainable and recurring events as possible, but will also seek single-instance events if viable.

6. Estimate how the funds will increase the amount of people traveling to Lakewood from more than 50 miles from their residences.

We target overnight stays as the primary, with the knowledge that those events also attract a very healthy amount of travelers outside of 50 miles. We also use participant data to track and map the results to ensure that the events we attract or support are working to meet these goals.

7. Estimate how the funds will increase the amount of people traveling to Lakewood from outside their state or country.

These 3 items (questions 5, 6 & 7) all work in sync with one another. By focusing on the overnight stays as the leading goal, we also attract participants from +50 and from out of state/ country.

In 2018 we will continue to drive growth for Cyclocross, Cross Country Running and the SummerFEST Triathlon as our core products specific to Lakewood. We will also continue working with Pierce College on special events both private and collegiate, as well as several events near Lakewood that allow us to host guests into Lakewood hotels.

8. Funding Requirements

Due to funding constraints, partial funding may be recommended by the LTAC. If partial funding is received, how will that impact the project/activity? Please describe:

Tacoma South Sound Sports continues to deliver higher returns into Lakewood and sees Lakewood as a critical partner to the greater Pierce County wide narrative. Reductions in funding will not render us disabled, but will have negative impacts on our reach and would require us to rebuild our marketing plan to accommodate a reduce budget.

9. Use of Funds

Provide detail on how the funds will be used. For example, $20,000 of the funds will be used for marketing, $5,000 for administration, $10,000 for Consultants, etc.

We effectively employ approximately a "42/58" balance on our overall budget: Apprx. 42% covers our staff and operations, while the remaining 58% goes directly into sales and marketing. We strive to keep staff and admin low and have continued to reduce our admin/ staff ratio over the last 2 ½ years. That is a healthy balance by our peer markets. Because funding rules over TPA and LTAC vary by county and by municipality, we work to maintain the balance across all partners as able. It should be noted that where one districts rules may be inverse of another, then we may have to "swap funds" in order to maintain balance of operations. IE: in some events, funds from non-Lakewood sources may be helping support an event in Lakewood. Likewise, in some cases, Lakewood funds may be applied to events outside of Lakewood. It just depends on the time of year (reimbursement cycle), type of event and category of expense. We will not have expense "buckets" fully defined until funding applications are approved. At this stage, any such forecast is a "best guess" but will certainly be refined multiple times.

That said, please see line item breakdown on the budget line page for our current best estimated appointment of funds.

10. Project Budget (for non-capital projects). Do not include in-kind contributions.

Income: A diversified funding base is important to the success of any project. Please list all other sources of funding for the project, both anticipated and confirmed and when that funding will be available to the project. Include your own funding, sponsorships, other grants, etc.

Funding Source: List all revenue sources anticipated for 2018. Do not include requested Lodging Tax Funds	**Amount**	**Confirmed? Yes/No**	**Date Available**
City of Tacoma	**$100,000**	**YES**	**Jan 1, 2018**
City of Fife	**$40,000**	**NO**	**Jan 1, 2018**
City of Puyallup	**$40,000**	**YES**	**Jan 1, 2018**
City of Gig Harbor	**$5,000**	**NO**	**Jan 1, 2018**
Pierce County LTAC	**$125,000**	**NO**	**Jan 1, 2018**
TPA	**$575,000**	**NO**	**Jan 1, 2018**
	$		

Expenses: Based on full funding, please list project costs.
Note: Certain expenses may not be reimbursable, at the sole discretion of the City of Lakewood. You will only be reimbursed at the authorized rates. Insurance is not an eligible cost.

	a. Lodging Tax Funds Requested *	**b. Other Funds (Do not include In-Kind dollars)**	**c. Total Project Cost ****
Personnel (salaries & benefits)	**$26,000**	**$264,800**	**$290,800**
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	**$8,050**	**$97,380**	**$105,430**
Marketing/Promotion	**$**	**$200,000**	**$200,000**
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	**$25,950**	**$295,820**	**$321,770**
Minor Equipment (computers, desks, etc.)	**$**	**$5,000**	**$5,000**
Travel	**$**	**$22,000**	**$22,000**
Contract Services Describe below	**$**	**$**	**$**
Other Describe below	**$**	**$**	**$**
TOTAL COST	**$60,000**	**$885,000**	**$945,000**
Description for Direct Sales Activities, Contract Services, Travel and Others			
In-Kind Contributions			

**Amount in column a" Lodging Tax Funds Requested" must match "Amount of Lodging Tax Funding Requested" under 1a of application.*
*** Amount in column c "Total Project Cost" must match "Total Project Cost" under 1a of application.*

11. Funding History

a. Was this project funded with Lakewood lodging tax funds in fiscal year 2017? X Yes No

b. If you answered yes to 11a, how much funding did you receive in 2017? $ 50,000

c. If you answered no to 11a, what is the last year Lakewood funding was received and how much?

Year Amount awarded No previous funding

11d. Indicate what efforts have been made to access funding from additional sources?

We have 7 contracts across Pierce County, as outlined in our funding source list above. All 7 of these contracts have long standing legacy.

12. Coordination and Collaboration

Please provide information about any other organizations or agencies involved in this project/activity. Describe their level of involvement. Describe how this project coordinates with other tourism promotion efforts or services in the area, including Chambers of Commerce, local festivals, local lodging and restaurants. You may attach up to three letters of support from these organizations.

City of Tacoma

City of Fife

City of Puyallup

City of Sumner

City of Gig Harbor

Pierce County LTAC

Pierce County TPA

All municipal parks districts, county parks, public schools, public assembly facilities, colleges and private venues are also included. We market approximately 22 venues that we rank as "Premier Destination Venues" throughout Pierce County, including DACCA Park as one of those.

Tacoma Sports also surveys and mines event sales opportunities via local, state and regional clubs and governing bodies. Our efforts all point toward increasing the level of tourism generating amateur sports events that can be hosted in Fife and surrounding cities that first and foremost produce hotel room nights as the base metric.

More detail is available within our attached 2018 Marketing Plan.

13. Capital Projects Budget

Note: A capital project requires a proportional degree of city ownership in the facility. Therefore, capital projects where there is no city ownership are not eligible to receive funding.

Supporting the Capital Expenditures and/or Operation of City Tourism-Related Facilities

FUNDING/TIMELINE	Responsible Parties, Methods, Means	Begin (Dates or Periods)	End (Dates or Periods)	Amount Requested From Lodging Funds	Other Funds Committed or Proposed*	TOTALS
Design & Inspection				$	$	$
Other Consultants				$	$	$
Permits & Fees				$	$	$
Land Acquisition				$	$	$
Site Development & Landscape				$	$	$
Buildings (New Construction)				$	$	$
Building Renovations (Includes Access)				$	$	$
Other (Specify) *Insurance is not an eligible cost.*				$	$	$
TOTAL				$	$	$

*If other funds are committed, please attach a letter of commitment from the funding source.

14. Certification

The applicant hereby certifies and confirms:

1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;

2. That it will abide by all relevant local, state, and federal laws and regulations;

3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;

4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

Primary Signature: 

DEAN BURKE / EXECUTIVE DIRECTOR — Printed Name & Title of Chief Administrator/Authorizing Official

AUG. 14th, 2017 — Date

15. E-Verify Requirements for Contractors & Certification

By Ordinance, the City of Lakewood requires that all contractors who enter into agreements to provide services or products to the City use the Department of Homeland Security's E-Verify system when hiring new employees for the term of the contract.

E-Verify is an electronic system designed to verify the documentation of job applicants. It is run by the Department of Homeland Security.

Who is affected?

- All contractors doing business for the City of Lakewood.
  - There is no minimum dollar value for contracts affected.
- All subcontractors employed by the general contractor on these contracts.

Are there exceptions?

- Contracts for "Commercial-Off-The-Shelf" items are exempted from this requirement.
- Individuals, Companies, or other organizations that do not have employees.

How long must the contractor comply with the E-Verify system?

- For at least the term of the contract.

Are there other stipulations?

- E-Verify must be used ONLY for NEW HIRES during the term of the contract. It is NOT to be used for EXISTING EMPLOYEES.

- E-Verify must be used to verify the documentation of ANY new employee during the term of the contract, not just those directly or indirectly working on deliverables related to the City of Lakewood contract.

How will the City of Lakewood check for compliance?

- All contractors will retain a copy of the E-Verify Memorandum of Understanding that they execute with the Department of Homeland Security AND

- Sign and submit to the City an Affidavit of Compliance with their signed contract.

- All General Contractors will be required to have their subcontractors sign an Affidavit of Compliance and retain that Affidavit for 4 years after end of the contract.

- The City of Lakewood has the right to audit the Contractor's compliance with the E-Verify Ordinance.

Further information on E-Verify can be found at the following website: https://www.uscis.gov/e-verify

If you have questions about the City's E-Verify Ordinance, please contact the City of Lakewood's legal department prior to contracting with the City.

CITY OF LAKEWOOD
AFFIDAVIT OF COMPLIANCE WITH LAKEWOOD MUNICIPAL CODE 1.42
"E-VERIFY"

As the person duly authorized to enter into such commitment for

Tacoma Pierce County Sports Commission
COMPANY OR ORGANIZATION NAME

I hereby certify that the Company or Organization named herein will

(Check one box below)

☑ Be in compliance with all of the requirements of City of Lakewood Municipal Code Chapter 1.42 for the duration of the contract entered into between the City of Lakewood and the Company or Organization.

- OR -

☐ Hire no employees for the term of the contract between the City and the Company or Organization.

Signature

Dean Burke / Executive Director
Print Name and Title

Aug. 14th, 2017
Date

TACOMA SOUTH SOUND SPORTS COMMISSION

General Marketing Plan 2018

VISION

Tacoma South Sound Sport's (TSSS) vision is to create a reputation for being the premier amateur sports event destination marketing organization in the region.

MISSION

To market Tacoma and the South Sound as a destination for tourism generating amateur sports events and lead the development of athletic programs and venues throughout the region.

EXECUTIVE SUMMARY

This marking plan outlines TSSS's 2018 strategy for marketing the South Puget Sound Region of Pierce County, in order to maximize the region's competitiveness in the national and regional sports market. Recognizing that sports events bring valuable tourism dollars to the region and promote a positive image of our community, TSSS provides the leadership and experience to develop, market, and promote the region as a premier destination for a diverse number of sporting events and their related activities.

TSSS' goal is to recruit state, regional and national level event products into the Tacoma and Pierce County area region. The target customers are Sports Events Rights Holders, Promoters, Sport Governing Bodies (Regional, National, International), Leagues, Clubs, Semi-Pro Sports, Consumer Sports (non-club affiliated) and people who are interested in healthy and active living both competitive and non-competitive. Before bidding on an event, TSSS must consider the amount of hotel room nights the event will produce. All event products TSSS seeks to win are to be based on creating hotel room nights.

Objectives

Actively market and promote the region as a premier destination for amateur sports events. Through a marketing program that builds partnerships with regional sports facilities and sports organizations, TSSS recruits, develops, and bids for events that generate tourism spending and brings regional and national exposure to our region.

Community Benefits

- Attract overnight visitors to the region.
- Promote a positive image of the region.
- Provides entertainment and expands the regions quality of life.
- Supports local charities and/or nonprofit sports organizations.

STRATEGY

- **Event Development**
  - Researches and develops bids for events that attract tourism and overnight hotel stays.
  - Develops relationships with NGB's that result in more events hosted in the region that impact Lakewood's hotels and hospitality related businesses.

- **Club Development**
  - Increases host potential of sports clubs and organizations by working directly with club management to assist them in the development and/or expansion of their membership and programing.

- **Venue Development**
  - Advocates, supports, and assists any municipality, district, enterprise fund, or private investors in the development of sports venues that increase the host potential of the region.

- **Community Development**
  - Implement strategic partnerships to enhance the host potential of our community.
  - Engage elected officials and government entities, and the media as a way to leverage resources and educate to the value of sports tourism.

- **Event Services**
  - Serves on Local Organizing Committees to fulfill all commitments made during the bidding process.
  - Enhance the visitor experience for competitors, attendees, fans, families, etc. with the end result being benefits to the tourism industry and the tax collections of the county.

- **Marketing; PR and Social Media Strategy**

  - Widen our campaign of visibility through both PR and Social Media efforts.
  - Increase the fostering of an athletic, healthy and livable message about Tacoma and Pierce County.
  - Expanding on the messaging that Travel Tacoma has established in partnership to generate tourism.
  - Work in partnership with Sound South Together campaign to strengthen our reach.

STAFF ROLES AND RESPONSIBILITIES

- Executive Director
    - Strategic Vision
    - Event Development
    - Venue Development
    - Resource Development
    - Board Development
    - Community Development
    - Oversee day-to-day operations of the organizations

- Director of Sales and Club Development
    - Club Development
    - Relationship Development
    - Bid procurement and sales cycle management
    - Manages event reporting metrics

- Director of Event Services and Hotelier Relations
    - Responsible for Event service delivery from bid to event completion
    - Serves as key point of contact from promoter to staff
    - Responsible for monitoring all agreements with facility and staff support
    - Manage hotelier relations

GOALS AND PROMOTIONAL OBJECTIVES

Measurable Goals and Objectives

In evaluating the annual tourism performance of Tacoma South Sound Sports Commission, we employ three basic measurement tools:

1. Estimated number of hotel/motel "room-nights" generated by the event.

2. Standard industry formulas which measure the economic impact ($114/day X number of hotel room nights + $50 per person/ day spending X number of days = estimated Economic Impact/ Direct Spending)

3. Use of the National Association of Sports Commission's Economic Impact Template

Annual Goals for 2018 Program Year

Reliable and objective benchmarks will be used to measure our success against goals:

(1) Assist in the recruitment, support, and/or execution of a variety of regional events that generate:

- 190,000 event visitors
    - 56,000 from outside of 50 miles
    - 13,000 from out of state or country
- 23,000 room-nights
- $14 Million in Direct Spending impact.
- $25 Million in overall Economic Impact.

(2) Recruit one "major event" per year. An event producing any one, or combination, of the following outcomes:

- Significant resume-builder that creates an opportunity for a more valuable, prestigious event
- 1,000 – 2,000 room nights
- $1 million in economic impact or more
- Substantial media coverage

Promotional Objectives

Major sporting events generate significant media attention that promotes positive images of our community nationally and internationally. This media coverage generates advertising equivalencies not affordable through traditional means. Hosting sports events distinguishes and advertises the region as a healthy and vibrant community with a high quality of life. The positive "impressions" generated by events help drive tourism and possibly more important, promote the region as a desirable location for business relocation and investment.

REPRESENTATION AND ACCOUNTABILITY

Representation

Regional representation is an important aspect of TSSS's mission. Our community's "sports assets" are located throughout the region and not limited to a specific city or area. Even though potential venues are located throughout the region, the benefits derived through sports marketing impact the entire regional community.

Accountability

Tacoma South Sound Sports is a 501(c)(6) nonprofit corporation founded in 1992 and governed by a 12-member Board of Directors. Contractually, the TSSS is accountable to the legislative authority that provides financial support to the organization; City of Tacoma, City of Lakewood, City of Puyallup, City of Fife, City of Gig Harbor and Pierce County LTAC and the Tourism Promotion Area.

Tacoma SOUTH SOUND SPORTS

1119 Pacific Avenue, Suite 500
Tacoma, WA 98402
p: 253.284.3260
f: 253.327.1787

www.tacomasports.org

June 12, 2014

Subject: Board Resolution

By unanimous vote at its June 6, 2014 board meeting, the Tacoma-Pierce County Sports Commission made a resolution to appoint Dean Burke as executive director until further notice. Dean is authorized to handle all matters as they relate to the daily business operations of the Sports Commission.

This resolution goes into effect as of the 6th day of June 2014.

TACOMA-PIERCE COUNTY SPORTS COMMISSION

Bradbury F. Cheney
President

Tacoma South Sound Sports Board of Directors UPDATED JAN 2017

Name	Board Position	Employment	Title	Phone	Email
Nigel English	Executive Chairman	Heritage Bank Commercial Lending	President	(253)-671-4455	nenglish@heritagebankwa.com
Jeff Woodworth	Council Member	Woodworth Capital		(253)-759-0165	jeff@woodworthcapital.com
Tyler Shillito	Exectutive Secretary	Smith Alling, P.S.	Attorney	(253)627-1091	tyler@smithalling.com
Debbie Wittmers	Executive Treasurer	D Wittmers PLLC	Tax Director	253-514-6773	Debbie@dwittmerscpa.com
Jeff Lyon	Council Member	Kidder Mathews	Chairman & CEO	(206) 296-9600	jlyon@kiddermathews.com
Dave Meadowcroft	Council Member	Pinnacle Lumber	President	(253)-572-0400	davem@pinnaclelumber.com
Willie Stewart	Council Member	Retired: Tacoma Schools	Administrator	(253)-441-5772	wcstewart@q.com
Doug Andreassen	Council Member	US Soccer Federation	Task Force Chair	(206)300-3701	dougandreassen@gmail.com
Kim Bedier	Council Member	City of Tacoma	Director Public Assembly Facilities	253-573-2554	kbedier@ci.tacoma.wa.us
Shon Sylvia	Council Member	Metro Parks Tacoma	Executive Director		shons@tacomaparks.com
Bennish Brown	Council Member	Travel Tacoma/ CVB	President & CEO		bennish@traveltacoma.com
Jeff Quint	Council Member	Trio Group	Vice President		jeff@triogroupnw.com

Return to Agenda

IRS Department of the Treasury
Internal Revenue Service
P.O. Box 2508
Cincinnati OH 45201

In reply refer to: 0248453044
Oct. 28, 2008 LTR 4168C EO
94-3154901 000000 00 000
00014478
BODC: TE

TACOMA-PIERCE COUNTY SPORTS
COMMISSION
1119 PACIFIC AVE 5TH FLOOR
TACOMA WA 98402-4374991

24947

Employer Identification Number: 94-3154901
Person to Contact: Tammy Donaldson
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your request of Oct. 17, 2008, regarding your tax-exempt status.

Our records indicate that a determination letter was issued in June 1992, that recognized you as exempt from Federal income tax, and discloses that you are currently exempt under section 501(c)(6) of the Internal Revenue Code.

Because you are not an organization described in section 170(c) of the Code, donors may not deduct contributions made to you. You should advise your contributors to that effect.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely yours,

Michele M. Sullivan

Michele M. Sullivan, Oper. Mgr.
Accounts Management Operations I

Form **W-9** (Rev. October 2007) Department of the Treasury Internal Revenue Service

Request for Taxpayer Identification Number and Certification

Give form to the requester. Do not send to the IRS.

Print or type See Specific Instructions on page 2.

Name (as shown on your income tax return)
TACOMA PIERCE COUNTY SPORTS COMMISSION

Business name, if different from above
DBA · TACOMA SOUTH SOUND SPORTS

Check appropriate box: ☐ Individual/Sole proprietor ☑ Corporation ☐ Partnership
☐ Limited liability company. Enter the tax classification (D=disregarded entity, C=corporation, P=partnership) ▶ .....
☐ Other (see instructions) ▶

☑ Exempt payee

Address (number, street, and apt. or suite no.)
1119 PACIFIC AVE, SUITE 500

Requester's name and address (optional)

City, state, and ZIP code
TACOMA, WA 98402

List account number(s) here (optional)

Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on Line 1 to avoid backup withholding. For individuals, this is your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the Part I instructions on page 3. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN* on page 3.

Note. If the account is in more than one name, see the chart on page 4 for guidelines on whose number to enter.

Social security number

or

Employer identification number
94 3154901

Part II Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me), and
2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding, and
3. I am a U.S. citizen or other U.S. person (defined below).

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the Certification, but you must provide your correct TIN. See the instructions on page 4.

Sign Here Signature of U.S. person ▶ [signature] Date ▶ 3/7/13

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Purpose of Form

A person who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) to report, for example, income paid to you, real estate transactions, mortgage interest you paid, acquisition or abandonment of secured property, cancellation of debt, or contributions you made to an IRA.

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN to the person requesting it (the requester) and, when applicable, to:

1. Certify that the TIN you are giving is correct (or you are waiting for a number to be issued),

2. Certify that you are not subject to backup withholding, or

3. Claim exemption from backup withholding if you are a U.S. exempt payee. If applicable, you are also certifying that as a U.S. person, your allocable share of any partnership income from a U.S. trade or business is not subject to the withholding tax on foreign partners' share of effectively connected income.

Note. If a requester gives you a form other than Form W-9 to request your TIN, you must use the requester's form if it is substantially similar to this Form W-9.

Definition of a U.S. person. For federal tax purposes, you are considered a U.S. person if you are:

- An individual who is a U.S. citizen or U.S. resident alien,
- A partnership, corporation, company, or association created or organized in the United States or under the laws of the United States,
- An estate (other than a foreign estate), or
- A domestic trust (as defined in Regulations section 301.7701-7).

Special rules for partnerships. Partnerships that conduct a trade or business in the United States are generally required to pay a withholding tax on any foreign partners' share of income from such business. Further, in certain cases where a Form W-9 has not been received, a partnership is required to presume that a partner is a foreign person, and pay the withholding tax. Therefore, if you are a U.S. person that is a partner in a partnership conducting a trade or business in the United States, provide Form W-9 to the partnership to establish your U.S. status and avoid withholding on your share of partnership income.

The person who gives Form W-9 to the partnership for purposes of establishing its U.S. status and avoiding withholding on its allocable share of net income from the partnership conducting a trade or business in the United States is in the following cases:

- The U.S. owner of a disregarded entity and not the entity,

Cat. No. 10231X Form W-9 (Rev. 10-2007)

3:42 PM
08/02/17
Accrual Basis

TPC SPORTS COMMISSION
Balance Sheet
As of December 31, 2016

	Dec 31, 16
ASSETS	
Current Assets	
Checking/Savings	
NEW Heritage Bank - 9961	189,019.07
Total Checking/Savings	189,019.07
Accounts Receivable	
Accounts Receivable	61,347.47
Total Accounts Receivable	61,347.47
Other Current Assets	
Prepaid Expenses	580.88
Security Deposit	2,042.23
Total Other Current Assets	2,623.11
Total Current Assets	252,989.65
Fixed Assets	
Fixed Assets	8,509.32
Accumulated Depreciation	-8,509.32
Total Fixed Assets	0.00
TOTAL ASSETS	252,989.65
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable	927.69
Total Accounts Payable	927.69
Other Current Liabilities	
Payroll Liabilities	1,866.74
Accrued Wages	3,645.56
Accrued Payroll Taxes	300.76
Accrued Retirement	113.05
Total Other Current Liabilities	5,926.11
Total Current Liabilities	6,853.80
Total Liabilities	6,853.80
Equity	
Fund Balance	182,666.69
Net Income	63,469.16
Total Equity	246,135.85
TOTAL LIABILITIES & EQUITY	252,989.65

3:41 PM
08/02/17
Accrual Basis

TPC SPORTS COMMISSION
Profit & Loss
January through December 2016

	Jan - Dec 16	
Income		
Tourism Promotion Area		316,980.61
Pierce County		75,000.00
City of Lakewood		40,000.00
City of Puyallup		32,000.00
City of Sumner		5,000.00
City of Gig Harbor		5,000.00
City of Fife		30,000.00
City of Tacoma		60,000.00
Event Income & Special Grants		
Triathlon	0.00	
Various	0.07	
Grant Funds	23,000.00	
Total Event Income & Special Grants		23,000.07
Interest Inc		130.12
Total Income		587,110.80
Expense		
Personnel Expenses		
Salaries - Wages	246,263.86	
Taxes - Payroll	23,469.44	
401 (k) Contribution	7,978.56	
Accrued Wages	-8,364.15	
Total Personnel Expenses		269,347.71
Administration Expenses		
Payroll Processing Fee	183.17	
401(k) Administrative Fee	1,487.50	
Bank Charge	4.10	
Insurance - Business	3,606.00	
Licenses and Permits	10.00	
Memberships	1,609.20	
Office Expenses	22,093.91	
Parking	6,968.32	
Postage	103.40	
Rent	25,058.19	
Telephone	7,443.28	
Cell Phone	1,950.00	
Minor Equipment	2,177.74	
Accounting	15,617.00	
Bookkeeping	23,855.05	
Total Administration Expenses		112,166.86
Marketing/Promotion Expenses		
Marketing		
Fife Softball Tournament	22,000.87	
Charity Choice - 20K 11/16	20,475.00	
NWAC Volleyball	10,144.18	
Ryan Moore Golf - 5K 07/17	500.00	
Tacoma Invitational - 2K 12/16	2,000.00	
WSWA Folkstyl - 22K 01/17	10,000.00	
West Coast Open -2996.56 11/16	2,996.56	
Golf	12,500.00	
Paddlers Cup	213.43	
Rainier Judo Cup	3,055.00	
Track & Field	2,112.10	
Triathlon	2,306.50	
West Coast Open	209.31	
NASC		
Meals	294.00	
NASC - Other	7,153.64	

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08/02/17
Accrual Basis

TPC SPORTS COMMISSION
Profit & Loss
January through December 2016

	Jan - Dec 16	
Total NASC	7,447.64	
Tacoma Rainier Tickets	4,210.00	
General	33,631.12	
Total Marketing		133,801.71
Meetings		2,575.58
Travel Expenses		
Meals	136.07	
Travel Expenses - Other	5,613.71	
Total Travel Expenses		5,749.78
Total Marketing/Promotion Expenses		142,127.07
Total Expense		523,641.64
Net Income		63,469.16

9:53 AM
08/04/17
Accrual Basis

TPC SPORTS COMMISSION
Balance Sheet
As of July 31, 2017

	Jul 31, 17	Jul 31, 16	$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
NEW Heritage Bank - 9961	231,747.79	141,717.81	90,029.98	63.5%
Total Checking/Savings	231,747.79	141,717.81	90,029.98	63.5%
Accounts Receivable				
Accounts Receivable	57,290.11	67,098.26	-9,808.15	-14.6%
Total Accounts Receivable	57,290.11	67,098.26	-9,808.15	-14.6%
Other Current Assets				
Security Deposit	2,042.23	2,042.23	0.00	0.0%
Retirement Forfeiture Account	0.00	1.11	-1.11	-100.0%
Total Other Current Assets	2,042.23	2,043.34	-1.11	-0.1%
Total Current Assets	291,080.13	210,859.41	80,220.72	38.0%
Fixed Assets				
Fixed Assets	8,509.32	8,509.32	0.00	0.0%
Accumulated Depreciation	-8,509.32	-8,509.32	0.00	0.0%
Total Fixed Assets	0.00	0.00	0.00	0.0%
TOTAL ASSETS	**291,080.13**	**210,859.41**	**80,220.72**	**38.0%**
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Credit Cards				
Credit Card MC 0418				
Credit Card DEAN 0426	0.00	-35.10	35.10	100.0%
Credit Card SHELLI 0400	0.00	65.61	-65.61	-100.0%
Total Credit Card MC 0418	0.00	30.51	-30.51	-100.0%
Total Credit Cards	0.00	30.51	-30.51	-100.0%
Other Current Liabilities				
Use Tax Due	5.09	5.04	0.05	1.0%
Payroll Liabilities	1,927.02	2,504.26	-577.24	-23.1%
Accrued Wages	3,645.56	12,009.71	-8,364.15	-69.6%
Accrued Payroll Taxes	300.76	990.80	-690.04	-69.6%
Accrued Retirement	113.05	435.56	-322.51	-74.0%
Total Other Current Liabilities	5,991.48	15,945.37	-9,953.89	-62.4%
Total Current Liabilities	5,991.48	15,975.88	-9,984.40	-62.5%
Total Liabilities	5,991.48	15,975.88	-9,984.40	-62.5%
Equity				
Fund Balance	246,135.85	182,666.69	63,469.16	34.8%
Net Income	38,952.80	12,216.84	26,735.96	218.9%
Total Equity	285,088.65	194,883.53	90,205.12	46.3%
TOTAL LIABILITIES & EQUITY	**291,080.13**	**210,859.41**	**80,220.72**	**38.0%**

9:53 AM
08/04/17
Accrual Basis

TPC SPORTS COMMISSION
Profit & Loss
January through July 2017

	Jan - Jul 17	Jan - Jul 16	$ Change	% Change
Income				
Tourism Promotion Area	200,323.19	164,511.20	35,811.99	21.8%
Pierce County	80,211.23	43,640.20	36,571.03	83.8%
City of Lakewood	31,957.99	30,677.60	1,280.39	4.2%
City of Puyallup	20,791.80	16,840.83	3,950.97	23.5%
City of Sumner	0.00	2,500.00	-2,500.00	-100.0%
City of Gig Harbor	2,500.00	2,500.00	0.00	0.0%
City of Fife	10,900.27	16,728.57	-5,828.30	-34.8%
City of Tacoma	58,333.33	35,000.00	23,333.33	66.7%
Event Income & Special Grants				
Triathlon	0.00	0.00	0.00	0.0%
Various	0.00	0.07	-0.07	-100.0%
Total Event Income & Special Grants	0.00	0.07	-0.07	-100.0%
Interest Inc	92.66	70.73	21.93	31.0%
Total Income	405,110.47	312,469.20	92,641.27	29.7%
Expense				
Personnel Expenses				
Salaries - Wages	112,538.25	149,727.71	-37,189.46	-24.8%
Taxes - Payroll	11,216.36	14,967.08	-3,750.72	-25.1%
401 (k) Contribution	3,489.68	5,299.98	-1,810.30	-34.2%
Total Personnel Expenses	127,244.29	169,994.77	-42,750.48	-25.2%
Administration Expenses				
Payroll Processing Fee	92.27	115.05	-22.78	-19.8%
401(k) Adminsistrative Fee	1,087.50	1,125.00	-37.50	-3.3%
Bank Charge	15.00	5.00	10.00	200.0%
Insurance - Business	1,535.00	1,358.00	177.00	13.0%
Memberships	1,176.00	559.20	616.80	110.3%
Office Expenses	6,558.98	3,751.89	2,807.09	74.8%
Parking	4,076.72	4,063.92	12.80	0.3%
Postage	126.44	103.40	23.04	22.3%
Rent	14,974.70	14,540.69	434.01	3.0%
Telephone	2,840.31	4,103.75	-1,263.44	-30.8%
Cell Phone	900.00	900.00	0.00	0.0%
Minor Equipment	3,679.82	1,421.50	2,258.32	158.9%
Accounting	2,417.00	3,243.00	-826.00	-25.5%
Bookkeeping	13,928.50	13,379.50	549.00	4.1%
Total Administration Expenses	53,408.24	48,669.90	4,738.34	9.7%
Marketing/Promotion Expenses				
Website	5,712.50	0.00	5,712.50	100.0%
Marketing				
Genera	3,589.80	0.00	3,589.80	100.0%
Fife Softball Tournament	12,627.36	14,411.33	-1,783.97	-12.4%
Charity Choice - 20K 11/16	4,935.35	5,475.00	-539.65	-9.9%
Ryan Moore Golf - 5K 07/17	5,000.00	500.00	4,500.00	900.0%
The Revolution	500.00	0.00	500.00	100.0%
WSWA Folkstyl - 22K 01/17	20,000.00	10,000.00	10,000.00	100.0%
West Coast Open -2996.56 11/16	113.50	0.00	113.50	100.0%
Golf	18,000.00	12,500.00	5,500.00	44.0%
Paddlers Cup	1,866.50	213.43	1,653.07	774.5%
Track & Field	2,698.36	2,112.10	586.28	27.8%
Triathlon	1,427.53	2,255.19	-827.66	-36.7%
West Coast Open	0.00	209.31	-209.31	-100.0%
NASC				
Meals	366.00	294.00	72.00	24.5%
NASC - Other	7,589.33	7,153.64	435.69	6.1%
Total NASC	7,955.33	7,447.64	507.69	6.8%
General	99,839.12	24,913.85	74,925.27	300.7%
Total Marketing	178,552.67	80,037.85	98,515.02	123.1%
Meetings	789.37	1,287.83	-498.46	-38.7%
Travel Expenses	450.40	262.01	188.39	71.9%
Total Marketing/Promotion Expenses	185,505.14	81,587.69	103,917.45	127.4%
Total Expense	366,157.67	300,252.36	65,905.31	22.0%
Net Income	38,952.80	12,216.84	26,735.96	218.9%

9:56 AM
08/04/17
Accrual Basis

TPC SPORTS COMMISSION
Budget vs. Actual - ALL
January through December 2017

	Jan - Dec 17	Budget	$ Over Budget	% of Budget
Income				
Tourism Promotion Area	200,323.19	450,000.00	-249,676.81	44.5%
Pierce County	80,211.23	100,000.00	-19,788.77	80.2%
City of Lakewood	31,957.99	50,000.00	-18,042.01	63.9%
City of Puyallup	20,791.80	40,000.00	-19,208.20	52.0%
City of Gig Harbor	2,500.00	5,000.00	-2,500.00	50.0%
City of Fife	10,900.27	40,000.00	-29,099.73	27.3%
City of Tacoma	58,333.33	100,000.00	-41,666.67	58.3%
Interest Inc	92.66	0.00	92.66	100.0%
Total Income	405,110.47	785,000.00	-379,889.53	51.6%
Expense				
Personnel Expenses				
Salaries - Wages	112,538.25	195,256.00	-82,717.75	57.6%
Taxes - Payroll	11,216.36	16,965.00	-5,748.64	66.1%
401 (k) Contribution	3,489.68	9,763.00	-6,273.32	35.7%
Total Personnel Expenses	127,244.29	221,984.00	-94,739.71	57.3%
Administration Expenses				
Payroll Processing Fee	92.27	180.00	-87.73	51.3%
401(k) Adminsistrative Fee	1,087.50	1,700.00	-612.50	64.0%
Bank Charge	15.00	0.00	15.00	100.0%
Insurance - Business	1,535.00	1,500.00	35.00	102.3%
Memberships	1,176.00	3,000.00	-1,824.00	39.2%
Office Expenses	7,137.46	11,800.00	-4,662.54	60.5%
Parking	4,660.24	7,000.00	-2,339.76	66.6%
Postage	126.44	0.00	126.44	100.0%
Rent	17,140.75	25,100.00	-7,959.25	68.3%
Telephone	2,840.31	7,500.00	-4,659.69	37.9%
Cell Phone	900.00	1,800.00	-900.00	50.0%
Minor Equipment	3,679.82	5,000.00	-1,320.18	73.6%
Accounting	2,417.00	10,000.00	-7,583.00	24.2%
Bookkeeping	13,928.50	30,000.00	-16,071.50	46.4%
Total Administration Expenses	56,736.29	104,580.00	-47,843.71	54.3%
Marketing/Promotion Expenses				
Website	5,712.50	8,000.00	-2,287.50	71.4%
Marketing				
Fife Softball Tournament	12,960.53	0.00	12,960.53	100.0%
Charity Choice - 20K 11/16	4,935.35	0.00	4,935.35	100.0%
Ryan Moore Golf - 5K 07/17	5,000.00	0.00	5,000.00	100.0%
The Revolution	500.00	0.00	500.00	100.0%
WSWA Folkstyl - 22K 01/17	20,000.00	0.00	20,000.00	100.0%
West Coast Open -2996.56 11/16	113.50	0.00	113.50	100.0%
Golf	18,000.00	0.00	18,000.00	100.0%
Paddlers Cup	1,866.50	0.00	1,866.50	100.0%
Track & Field	2,698.38	0.00	2,698.38	100.0%
Triathlon	1,427.53	0.00	1,427.53	100.0%
NASC				
Meals	366.00	0.00	366.00	100.0%
NASC - Other	7,589.33	0.00	7,589.33	100.0%
Total NASC	7,955.33	0.00	7,955.33	100.0%
General	103,428.92	0.00	103,428.92	100.0%
Marketing - Other	0.00	424,880.00	-424,880.00	0.0%
Total Marketing	178,886.04	424,880.00	-245,993.96	42.1%
Meetings	836.79	5,000.00	-4,163.21	16.7%
Travel Expenses	450.40	15,000.00	-14,549.60	3.0%
Total Marketing/Promotion Expenses	185,885.73	452,880.00	-266,994.27	41.0%
Total Expense	369,866.31	779,444.00	-409,577.69	47.5%

9:56 AM
08/04/17
Accrual Basis

TPC SPORTS COMMISSION
Budget vs. Actual - ALL
January through December 2017

	Jan - Dec 17	Budget	$ Over Budget	% of Budget
Net Income	35,244.16	5,556.00	29,688.16	634.3%

9:57 AM
08/04/17
Accrual Basis

TPC SPORTS COMMISSION
Budget vs. Actual - EVENT ONLY
January through December 2017

	Jan - Dec 17	Budget	$ Over Budget	% of Budget
Expense				
Marketing/Promotion Expenses				
Website	5,712.50	8,000.00	-2,287.50	71.4%
Marketing				
Fife Softball Tournament	12,960.53	0.00	12,960.53	100.0%
Charity Choice - 20K 11/16	4,935.35	0.00	4,935.35	100.0%
Ryan Moore Golf - 5K 07/17	5,000.00	0.00	5,000.00	100.0%
The Revolution	500.00	0.00	500.00	100.0%
WSWA Folkstyl - 22K 01/17	20,000.00	0.00	20,000.00	100.0%
West Coast Open -2996.56 11/16	113.50	0.00	113.50	100.0%
Golf	18,000.00	0.00	18,000.00	100.0%
Paddlers Cup	1,866.50	0.00	1,866.50	100.0%
Track & Field	2,698.38	0.00	2,698.38	100.0%
Triathlon	1,427.53	0.00	1,427.53	100.0%
NASC				
Meals	366.00	0.00	366.00	100.0%
NASC - Other	7,589.33	0.00	7,589.33	100.0%
Total NASC	7,955.33	0.00	7,955.33	100.0%
General	103,428.92	0.00	103,428.92	100.0%
Marketing - Other	0.00	424,880.00	-424,880.00	0.0%
Total Marketing	178,886.04	424,880.00	-245,993.96	42.1%
Meetings	836.79	5,000.00	-4,163.21	16.7%
Travel Expenses	450.40	15,000.00	-14,549.60	3.0%
Total Marketing/Promotion Expenses	185,885.73	452,880.00	-266,994.27	41.0%
Total Expense	185,885.73	452,880.00	-266,994.27	41.0%
Net Income	**-185,885.73**	**-452,880.00**	**266,994.27**	**41.0%**

9:59 AM
08/04/17
Accrual Basis

TPC SPORTS COMMISSION
Budget vs. Actual - ADMIN ONLY
January through December 2017

	Jan - Dec 17	Budget	$ Over Budget	% of Budget
Expense				
Personnel Expenses				
Salaries - Wages	112,538.25	195,256.00	-82,717.75	57.6%
Taxes - Payroll	11,216.36	16,965.00	-5,748.64	66.1%
401 (k) Contribution	3,489.68	9,763.00	-6,273.32	35.7%
Total Personnel Expenses	127,244.29	221,984.00	-94,739.71	57.3%
Administration Expenses				
Payroll Processing Fee	92.27	180.00	-87.73	51.3%
401(k) Adminsistrative Fee	1,087.50	1,700.00	-612.50	64.0%
Bank Charge	15.00	0.00	15.00	100.0%
Insurance - Business	1,535.00	1,500.00	35.00	102.3%
Memberships	1,176.00	3,000.00	-1,824.00	39.2%
Office Expenses	7,137.46	11,800.00	-4,662.54	60.5%
Parking	4,660.24	7,000.00	-2,339.76	66.6%
Postage	126.44	0.00	126.44	100.0%
Rent	17,140.75	25,100.00	-7,959.25	68.3%
Telephone	2,840.31	7,500.00	-4,659.69	37.9%
Cell Phone	900.00	1,800.00	-900.00	50.0%
Minor Equipment	3,679.82	5,000.00	-1,320.18	73.6%
Accounting	2,417.00	10,000.00	-7,583.00	24.2%
Bookkeeping	13,928.50	30,000.00	-16,071.50	46.4%
Total Administration Expenses	56,736.29	104,580.00	-47,843.71	54.3%
Total Expense	183,980.58	326,564.00	-142,583.42	56.3%
Net Income	-183,980.58	-326,564.00	142,583.42	56.3%

TPC SPORTS COMMISSION
Cash Flow - ACCRUAL BASIS
January through December 2017

	Jan 17	Feb 17	Mar 17	Apr 17	May 17	Jun 17	Jul 17	Aug 17	Sep 17	Oct 17	Nov 17	Dec 17	TOTAL
Beginning Cash Balance	189,599.95	203,662.39	152,447.27	209,769.41	167,117.38	215,075.14	219,155.45	231,747.79	231,747.79	231,747.79	231,747.79	231,747.79	189,599.95
Cash In													
Tourism Promotion Area	30,409.08	28,755.68	18,571.07	30,130.08	31,471.81	31,898.05	29,087.42						200,323.19
Pierce County	3,292.81	15,667.17	14,798.76	10,845.61	13,230.22	13,416.61	8,960.05						80,211.23
City of Lakewood	4,362.39	3,899.10	2,944.30	4,694.30	5,144.96	6,227.41	4,685.53						31,957.99
City of Puyallup	0.00	0.00	8,758.23	0.00	0.00	12,033.57	0.00						20,791.80
City of Gig Harbor	0.00	0.00	1,250.00	0.00	0.00	1,250.00	0.00						2,500.00
City of Fife	0.00	0.00	5,926.49	0.00	0.00	4,973.78	0.00						10,900.27
City of Tacoma	8,333.33	8,333.33	8,333.34	8,333.33	8,333.33	8,333.34	8,333.33						58,333.33
Event Income & Special Grants	0.00	0.00	0.00	0.00	0.00	0.00	0.00						0.00
Interest Inc	13.53	11.23	12.76	12.50	14.10	13.32	15.22						92.66
Other Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00						0.00
Total Cash In	46,411.14	56,666.51	60,594.95	54,015.82	58,194.42	78,146.08	51,081.55	0.00	0.00	0.00	0.00	0.00	405,110.47
Cash Out													
Expense													
Personnel Expenses	16,602.34	16,671.43	16,634.43	16,634.42	17,809.27	24,951.64	17,940.76						127,244.29
Administration Expenses	7,631.91	7,297.72	9,376.27	7,595.17	7,668.08	5,808.38	8,030.71						53,408.24
Marketing/Promotion Expenses	22,291.00	31,390.80	14,767.25	26,978.92	30,885.82	25,847.66	33,343.69						185,505.14
Total Expense	46,525.25	55,359.95	40,777.95	51,208.51	56,363.17	56,607.68	59,315.16	0.00	0.00	0.00	0.00	0.00	366,157.67
Total Cash Out	-114.11	1,306.56	19,817.00	2,807.31	1,831.25	21,538.40	-8,233.61	0.00	0.00	0.00	0.00	0.00	38,952.80
Change in A/R	14,949.86	-52,292.89	38,108.31	-44,419.98	46,821.85	-19,952.44	20,842.65						4,057.36
Change in A/P	-773.31	-228.79	-603.17	-1,039.36	-695.34	2,494.35	-16.70						-862.32
Ending Cash Balance	203,662.39	152,447.27	209,769.41	167,117.38	215,075.14	219,155.45	231,747.79	231,747.79	231,747.79	231,747.79	231,747.79	231,747.79	231,747.79

Return to Agenda

INCOME	2018	
City of Fife	$ 40,000	4.23%
City of Lakewood	$ 60,000	6.35%
City of Puyallup	$ 40,000	4.23%
City of Tacoma	$ 100,000	10.58%
Pierce County	$ 125,000	13.23%
Gig Harbor	$ 5,000	0.53%
TPA	$ 575,000	60.85%
INCOME TOTAL	$ 945,000	100.00%
EXPENSES		
STAFF		
Insurance - Health	$ 30,000	3.17%
Taxes - Payroll	$ 18,000	1.90%
401 (k) Contribution	$ 10,200	1.08%
Staff Salaries	$ 203,300	21.51%
Staff: Paid Intern	$ 15,000	2.61%
SALARY/ WAGES TOTAL	$ 276,500	29.26%
ACCOUNTING/ BOOKKEEPING/ AUDITS		
Consulting/Services	$ -	0.00%
Bookkeeping	$ 30,000	3.17%
Accounting	$ 10,000	1.06%
Financial Audit	$ -	0.00%
Financial Review	$ -	0.00%
ACCOUNTING/ BOOKKEEPING TOTAL	$ 40,000	4.23%
ADMIN/ RENT/ ETC		
Payroll Fee	$ 180	0.02%
401(k) Admin Fee	$ 1,700	0.18%
Insurance - Business	$ 2,000	0.21%
Memberships	$ 3,000	0.32%
Office Expenses	$ 12,000	1.27%
Parking	$ 7,000	0.74%
Rent	$ 26,550	2.81%
Telephone	$ 4,500	0.48%
Cell Phone	$ 1,800	0.19%
Minor Equipment	$ 5,000	0.53%
Consulting/Services (IT Services)	$ 6,000	0.63%
Web Hosting	$ 700	0.07%
OVERHEAD TOTAL	$ 70,430	7.45%
OVERHEAD TOTAL	**$ 386,930**	**40.94%**
MARKETING (PR, SOCIAL, WEB, MEDIA), MEETINGS & CONFERENCES		
Marketing		
Marketing Scope Development- Jay Ray	$ 15,000	1.59%
PR Strategy - Jay Ray	$ 45,000	4.76%
Social Media Strategy - Jay Ray	$ 70,000	7.41%
Ad-Hoc Graphic Design	$ 20,000	2.12%
Event Website Assistance (Non-TSSSC)	$ 5,000	0.53%
Print Collateral (Posters and Distribution)	$ 15,000	1.59%
Banners, Public and Market Facing Collateral	$ 10,000	1.06%
TSSS Website: Complete Rebuild for 2018	$ 15,000	1.59%
Meetings/ TSSSC Hosted	$ 5,000	0.53%
Travel Expenses (To trade shows or other events)	$ 22,000	2.33%
MARKETING/ MEETINGS TOTAL	$ 222,000	23.49%
DIRECT SALES/ EVENT BID FEES/ EVENT OPERATIONS		
DIRECT SALES/ EVENT BID FEES/ EVENT OPERATIONS	$ 335,000	35.45%
DIRECT SALES TOTALS	$ 335,000	35.45%
SALES & MARKETING TOTAL	**$ 557,000**	**58.94%**
Total Expenses	$ 943,930	99.89%
Net	$ 1,070	0.11%

LAW OFFICES

CORDON. THOMAS. HONEYWELL. MALANCA. PETERSON & DAHEIM LLP

TACOMA OFFICE
1201 PACIFIC AVENUE. SUITE 2100
POST OFFICE BOX 1157
TACOMA, WASHINGTON 98401 1157
(253) 620-6500
FACSIMILE <253) 620-6565

SEATTLE OFFICE
ONE UNION SQUARE
600 UNIVERSITY, SUITE 2100
SEATTLE. WASHINGTON 98101-4185
(206) 676-7500
FACSIMILE (206) 676-7575

REPLY TO TACOMA OFFICE

ALAN D. MACPHERSON
ATTORNEY AT LAW
DIRECT <253) 620-6468
<206) 676-6468
E-MAIL amacpherson@glh-law com

January 17, 2009

Brad Cheney, Chairman
Tacoma-Pierce County Sports Commission
brad@benbcheneyfoundation.org

SPORTS COMMISSION ARTICLES AND BYLAWS

I'm enclosing drafts of proposed amendments to the Sports Commission Articles and Bylaws, with the existing Articles and Bylaws attached. I think the changes are pretty self-explanatory. Once I get your comments and Tim's, we can seek Board approval at the February 4th meeting, and then I can file Articles of Amendment with the Secretary of State. We'll also need to notify the IRS of the changes -the Sports Commission's accountants may be able to do this with the tax return.

One thought I have is that the changes cut off the Chamber of Commerce's official connection with the Sports Commission. Someone could argue that this shouldn't be done without the Chamber of Commerce's consent. Do you see in problem in getting that?

Please look over the enclosures and call me with your questions and comments. Thanks.

/lA

ALAN D. MACPHERSON
amacpherson@gth-law.com
Our main purpose is to solve problems for clients and help them succeed.

cc: Tim Waer (timw@tacomasports.com)

(1434581 v02.doc]

AMENDMENT TO ARTICLES OF INCORPORATION OF TACOMA-PIERCE COUNTY SPORTS COMMISSION

The following amendment to the Articles of Incorporation of Tacoma-Pierce County Sports Commission, a Washington nonprofit corporation, is hereby adopted. This amendment revises the Articles that were filed with the Washington Secretary of State on December 11, 1990 (copy attached).

Article VIII is hereby revised to read as follows:

ARTICLE VIII

Members

The Corporation shall have no members.

The above and foregoing amendment to the Articles of Incorporation of Tacoma-Pierce County Sports Commission, a Washington nonprofit corporation, was adopted by the Board of Directors thereof on February 4, 2009.

Secretary

601-2"89-5.18

FILED
STATE OF WASHINGTON
DEC 11 1990
RALPH MUNHO
SECRETARY OF STATE

ARTICLES OF INCORPORATION
OF
TACOMA-PIERCE COUNTY SPORTS COMMISSION

KNOW ALL MEN BY THESE PRESENTS:

The undersigned person, acting as the incorporator of a corporation under the provisions of the Washington Nonprofit Corporation Act (Ch. 24.03 RCW), adopts the following Articles of Incorporation for such Corporation.

ARTICLE I

The name of this Corporation is TACOMA-PIERCE COUNTY SPORTS COMMISSION.

ARTICLE II

This Corporation has perpetual existence.

ARTICLE III

Purpose

The purpose or purposes for which this Corporation, a nonprofit charitable organization, is organized are:

(1) To inure benefit to the Tacoma and Pierce County communities as a whole, both in terms of their economic development through the use of its public and private facilities and its reputation nationwide through the enhancement of its image, and to assist state and local governmental entitles in their efforts to improve the health of their residents, by assisting local amateur athletic organizations in promoting their respective sports and by attracting to the Tacoma and Pierce County areas various national and international professional and amateur athletic events;

(2) To engage in any other lawful business activity whatsoever which may hereafter from time to time be authorized by the Board of Directors; provided, however, that the purposes for which the Corporation is formed shall at all times comply with Section 501(c) (6) of the Internal Revenue Code of 1986, as amended (the "Code"), or, with respect to the Fund referred to in Article IX of these Articles, Section 501(c)(3) of the Code, or whichever subsection of Section 501(c) of the Code this Corporation or the Fund is found to qualify for tax exempt status by the Internal Revenue Service ("Applicable Code Section'').

ARTICLE IV

Powers

This Corporation shall have the power to take any lawful action necessary, appropriate or desirable to carry out its purposes consistent with the Washington Nonprofit Corporation Act and the applicable Code section.

ARTICLE V

Registered Office

The address of the registered office of the Corporation is 950 Pacific Ave., Suite 300, Tacoma, WA 98402 and the name of the registered agent at such address is David W. Graybill.

ARTICLE VI

Incorporator

The name and address of the incorporator are:

Elvin J. Vandeberg	1900 First Interstate Plaza 1201 Pacific Ave. Tacoma, WA 98402

ARTICLE VII

Directors

The Corporation shall have nine (9) initial directors, whose names and addresses are:

Name	Address
Elbert H. Baker	Baker Trust 1145 Broadway, Suite 1380 Tacoma, WA 98402
Lowell Butson	Murray Foundation 1750 First Interstate Plaza 1201 Pacific Ave. Tacoma, WA 98402
John P. Folsom	Raleigh, Schwarz & Powell,Inc. P.O. Box 1718 Tacoma, WA 98401
W. H. Meadowcroft	Weyerhaeuser Company P.O. Box 1278 Tacoma, WA 98401

W. W. Philip	Puget Sound Bancorp P.O. Box 11500 Tacoma, WA 98411-5500
John A. Woodworth	Woodworth & Company 1200 E. "D" Street Tacoma, WA 98421
Elvin J. Vandeberg	Vandeberg & Johnson 1900 First Interstate Plaza 1201 Pacific Ave. Tacoma, WA 98402
Clay F. Huntington	Klay Radio 10025 Lakewood Dr. S.W. Tacoma, WA 98499
John C. James	Frank Russell Co. 909 "A" Street Tacoma, WA 98402

The number of directors, their terms of office, and the election procedures shall be as provided in the Bylaws of the Corporation.

ARTICLE VIII

Members

The Corporation shall have one (1) class of members, and the entire class shall be composed of only one (1) member, the Tacoma-Pierce County Chamber of Commerce, a Washington nonprofit corporation.

ARTICLE IX

Separate 501(c)(3) Fund

This Corporation shall have the authority to establish a separate fund intended to be a nonprofit charitable fund within the meaning of Section 501(c)(3) of the Code (the "Fund"), according to the following requirements:

(1) Purposes: The Fund shall be operated exclusively to support the Corporation's efforts as they relate solely to amateur sporting events and organizations and to support any other activity of the Corporation which is an activity permitted to be carried on by an organization (a) exempt from federal income tax under Section 501(c)(3) of the Code, or (b) contributions to which are deductible under Section 170(c)(2) of the Code.

(2) Administration: The Fund shall be administered in accordance with the relevant provisions of this Corporation's Bylaws.

(3) Private Foundation Status: If the Fund is or becomes a private foundation within the meaning of Section 509 of the Code, and for as long as such private foundation status continues, the following provisions shall apply in its administration:

(a) Each year the Fund proceeds shall be distributed at such time and in such amounts as shall make the Fund not subject to tax under Section 4942 of the Code;

(b) The administrators of the Fund shall not engage in any act of self-dealing as defined in Section 4941(d) of the Code;

(c) The administrators of the Fund shall not sell, exchange, distribute or otherwise dispose of any excess business holdings in the Fund, as defined in Section 4943(c) of the Code;

(d) The administrators of the Fund shall not make any investments in such manner as to subject the Fund to tax under Section 4944 of the Code; and

(e) The administrators of the Fund shall not cause to be made any taxable expenditures as defined in Section 4945(d) of the Code.

(4) Prohibited Activities: No substantial part of the assets or activities of the Fund shall be devoted to attempting to influence legislation by propaganda or otherwise, and the assets of the Fund shall not be used to participate, or intervene, directly or indirectly (including the publication or distribution of statements), in any political campaign on behalf of or in opposition to any candidate for public office. Notwithstanding any other provision of these Articles, the Fund assets shall not be used to carry on any activities not permitted to be carried on by a Fund exempt from federal income tax under Section 501(c)(3) and Section 170(c)(2) of the Code.

(5) Distribution: Distribution from the Fund shall be made only in keeping with the purposes of the Fund and in accordance with the provisions of Article XII of these Articles

(6) Distribution Upon Dissolution: Upon the dissolution of the Fund, all assets remaining after payment of

the Fund's creditors shall be distributed by the Board of Directors of the Corporation to one or more organizations qualifying for the exemption afforded by Section 501(c)(3) of the Internal Revenue Code of 1986 (as amended from time to time).

ARTICLE X

Limitation on Liability of Directors

No director of the Corporation shall be personally liable to the Corporation or its members for monetary damages for his or her conduct as a director on or after the date this Artiele becomes effective, except for (i) acts or omissions that involve intentional misconduct or a knowing violation of law by the director or (ii) any transaction from which the director will personally receive a benefit in money, property or services to which the director is not legally entitled. If, after the effective date of this Article, the Washington Nonprofit Corporation Act is amended to authorize corporate action further eliminating or limiting the personal liability of directors, then the liability of a director of the Corporation shall be eliminated or limited to the fullest extent permitted by the Washington Nonprofit Corporation Act, as so amended. Any amendment to or repeal of this Article shall not adversely affect any right or protection of a director of the Corporation for or with respect to any acts or omission of such director occurring prior to such amendment or repeal.

ARTICLE XI Indemnification

of Officers,
Directors, Employees and Agents

(1) Definitions:

As used in this Article:

(a) "Action" means any actual or threatened claim, suit or proceeding, whether civil, criminal, administrative or investigative.

(b) "Another Enterprise" means a corporation (other than the Corporation), partnership, joint venture, trust, association, committee, employee benefit plan or other group or entity.

(c) "Corporation" means TACOMA-PIERCE COUNTY SPORTS COMMISSION and any predecessor to it and any constituent corporation (including any constituent of a constituent) absorbed by the Corporation in a consolidation or merger.

(d) "Director or Officer" means each person who is serving or who has served as a director or officer of the Corporation or, at the request of the Corporation, as a director, officer, employee, partner, trustee or agent of Another Enterprise.

(e) "Indemnitee" means each person who was, is or is threatened to be made a party to or is involved (including without limitation, as a witness) in an Action because the person is or was a Director or Officer of the Corporation.

(f) "Loss" means loss, liability, expenses (including attorneys' fees), judgment, fines, ERISA excise taxes or penalties and amounts to be paid in settlement, actually and reasonably incurred or suffered by an Indemnitee in connection with an Action.

(2) Right to Indemnification: The Corporation shall indemnify and hold each Indemnitee harmless against any and all Loss except for Losses arising out of: (a) the Indemnitee's acts or omissions finally adjudged to be intentional misconduct or a knowing violation of law or (b) any transaction in which it is finally adjudged that the Indemnitee personally received a benefit in money, property or services to which the Indemnitee was not legally entitled. Except as provided in Section (4) of this Article, the Corporation shall not indemnify an Indemnitee in connection with an Action (or part thereof) initiated by the Indemnitee unless such Action (or part thereof) was authorized by the Board of Directors of the Corporation. If, after the effective date of this Article, the Washington Nonprofit Corporation Act is amended to authorize further indemnification of directors and officers, then Directors and Officers of this Corporation shall be indemnified to the fullest extent permitted by the Washington Nonprofit Corporation Act, as so amended.

(3) Burden of Proof, Procedure for Payment and Notice to Members:

(a) The Indemnitee shall be presumed to be entitled to indemnification under this Article upon submission of a written claim (including a claim for expenses incurred in. defending any Action in advance of its final disposition, where the undertaking in (b) below has been tendered to the Corporation), and thereafter the Corporation shall have the burden of proof to overcome the presumption that the Indemnitee is so entitled.

(b) The right to indemnification conferred in this Article shall include the right to be paid by the Corporation all expenses (including attorneys' fees) incurred in defending any Action in advance of its final disposition; provided, however, that the payment of such expenses in advance of the final disposition of an Action shall be made upon delivery to the

Corporation of an undertaking, by or on behalf of such Director or Officer, to repay all amounts so advanced if it shall ultimately be determined that such director or officer is entitled to be indemnified under this Article or otherwise.

(c) Any indemnification in accordance with this Article, including any payment or reimbursement of expenses, shall be reported to the members with the notice of the next members' meeting or prior thereto in a written report containing a brief description of the proceedings involving the Director or Officer being indemnified and the nature and extent of such indemnification.

(4) Right of Indemnitee to Bring Suit. If a claim under this Article is not paid in full by the Corporation within 60 days after a written claim has been received by the Corporation, except in the case of a claim for expenses incurred in defending a proceeding in advance of its final disposition, in which case the applicable period shall be 20 days, the claimant may at any time thereafter bring suit against the Corporation to recover the unpaid amount of the claim and, to the extent successful in whole or in part, the Indemnitee shall be entitled to be paid also the expense of prosecuting such claim. Neither the failure of the Corporation (including its Board of Directors, its members or independent legal counsel) to have made a determination prior to the commencement of such action that indemnification of or reimbursement or advancement of expenses to the claimant is proper in the circumstances, nor an actual determination by the Corporation (including its Board of Directors, its members or independent legal counsel) that the Indemnitee is not entitled to indemnification or to the reimbursement or advancement of expenses, shall be a defense to the action or create a presumption that the Indemnitee is not so entitled.

(5) Nonexclusivity of Rights: The right to indemnification and the payment of expenses incurred in defending an Action in advance of its final disposition conferred in this Article shall not be exclusive of any other right which any person may have or hereafter acquire under any statute, provision of the Articles of Incorporation, Bylaws, agreement, vote of members or disinterested directors or otherwise.

(6) Insurance, Contracts and Funding: The Corporation may maintain insurance, at its expense, to protect itself and any Director, Officer, employee or agent of the Corporation or Another Enterprise against any expense, liability or loss, whether or not the Corporation would have the power to indemnify such person against such expense, liability or loss under the Washington Nonprofit Corporation Act. The Corporation may, without further corporate action, enter into contracts with any Director or Officer of the Corporation in furtherance of the provisions of this Article and may create a trust fund, grant a

security interest or use other means (including, without limitation, a letter of credit) to ensure the payment of such amounts as may be necessary to effect indemnification as provided in this Article.

(7) Indemnification of Employees and Agents of the Corporation: The Corporation may, by action of its Board of Directors from time to time, provide indemnification and pay expenses in advance of the final disposition of an Action to employees and agents of the Corporation with the same scope and effect as the provisions of this Article with respect to the indemnification and advancement of expenses of Directors and Officers of the Corporation or pursuant to rights granted pursuant to, or provided by, the Washington Business Corporation Act or otherwise.

(8) Contract Right: Rights of indemnification under this Article shall continue as to an Indemnitee who has ceased to be a Director or Officer and shall insure to the benefit of his or her heirs, executors and administrators. The right to indemnification conferred in this Article shall be a contract right upon which each Director or Officer shall be presumed to have relied in determining to serve or to continue to serve as such. Any amendment to or repeal of this Article shall not adversely affect any right or protection of a Director or Officer of the Corporation for or with respect to any acts or omissions of such Director or Officer occurring prior to such amendment or repeal.

(9) Severability: If any provision of this Article or anv application thereof shall be invalid, unenforceable or contrary to applicable law, the remainder of this Article, or the application of such provisions to persons or circumstances other than those as to which it is held invalid, unenforceable or contrary to applicable law, shall not be affected thereby and shall continue in full force and effect.

ARTICLE XII

Distribution of Earnings

No part of the net earnings of the Corporation or amounts held in the Fund shall inure in whole or in part to the benefit of or be distributable to any officer, director, member or other individual having a personal or private interest in the activities of the Corporation except that the Corporation shall be authorized and empowered to pay reasonable compensation for services rendered, make reimbursement for reasonable expenses incurred in its behalf, and to make payments and distributions in furtherance of the purposes stated in Article III hereof.

ARTICLE XIII

Distribution Upon Dissolution

Upon dissolution of the Corporation all assets remaining after payment of the Corporation's creditors shall be distributed to the Tacoma-Pierce County Chamber of Commerce ("Chamber"), a Washington nonprofit corporation currently qualifying as exempt from taxation under the provisions of Sections 501(a) and 501(c)(6) of the Code or its successor; provided, that the Chamber is still so qualified at the time of dissolution. If neither the Chamber nor any successor exists or if it is no longer so qualified, then assets upon dissolution shall be distributed to such organization or organizations selected by the Board of Directors; provided that such organization or organizations are qualified as exempt from taxation under the provisions of Sections 501(a) and 501(c)(6) of the Code. Notwithstanding any of the above, upon dissolution of the Corporation, assets contained in the Fund may be distributed only as provided in Article IX, Section (6).

ARTICLE XIV Amendment

of Articles

The Corporation reserves the right to amend, alter, change or repeal any provision contained in these Articles of Incorporation in the manner now or hereafter prescribed by law, and all rights and powers conferred herein on directors are subject to this reserved power.

DATED: November ' 1990.

By E. J. Vandeberg
ELVIN J. VANDEBERG
Incorporator

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CONSENT TO APPOINTMENT AS REGISTERED AGENT

The undersigned, having been appointed as registered agent of the TACOMA-PIERCE COUNTY SPORTS COMMISSION, does hereby consent to such appointment and agrees to serve as registered agent for the Corporation.

DATED this 7th day of November, 1990.

David W. Graybill

DAVID W. GRAYBILL

Address of Registered Agent:

950 Pacific Ave., Suite 300
Tacoma, WA 98402

AMENDMENTS TO BYLAWS
OF
TACOMA-PIERCE COUNTY SPORTS COMMISSION

The following amendments to the Bylaws of Tacoma-Pierce County Sports Commission, a Washington nonprofit corporation, are hereby adopted. These amendments revise the Bylaws that were last amended on May 5, 1992 (copy attached).

1. Article II is hereby revised to read as follows:

ARTICLE II

Members

The Corporation shall have no members.

2. Article III is hereby deleted.

3. Paragraph (1) of Article IV is hereby revised to read as follows:

(1) Number and Powers: The management of all the affairs, property and interest of the corporation shall be vested in a Board of Directors, consisting of no fewer than nine (9) and no more than fifteen (15) persons. Directors need not be residents of the State of Washington. In addition to the powers and authorities by these Bylaws and the Articles of Incorporation expressly conferred upon it, the Board of Directors may exercise, in good faith, all such powers of the corporation and with such care, including reasonable inquiry, as an ordinary prudent person in a like position would use under similar circumstances.

4. Paragraph (2) of Article IV is hereby revised to read as follows:

(2) Election and Tenure: Directors shall be elected by a majority vote of the Directors then in office, including Directors elected to fill vacancies created by reason of

an increase in the number of Directors, resignation, or removal of a Director. The Directors shall serve terms of three (3) years, with the terms of Directors staggered as much as is reasonably possible. A Director may serve no more than two (2) consecutive terms.

5. Paragraph (7) of Article IV is hereby revised to read as follows:

(7) Regular Meetings: The annual meeting of Directors shall be held on the first Wednesday of each February, or such other time as the Chairman designates.

The above and foregoing amendments to the Bylaws of Tacoma-Pierce County Sports Commission, a Washington nonprofit corporation are the Bylaws of this corporation, were adopted by the Board of Directors thereof on February 4, 2009.

Secretary

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Return to Agenda

BYLAWS
OF
TACOMA-PIERCE COUNTY SPORTS COMMISSION

ARTICLE I

Offices

(1) Registered Office and Registered Agent: The regis ered office ofthP.-corporat.ion shall be located in the state of Washington at such place as may be fixed from time to time by the Board of Directors upon filing of such notices as may be required by law, and the registered agent, who shall be selected bv t.he Board of Directors, shall have a business office identical with such registered office.

(2) Other Offices The corporation may have other offices within or outside the State of Washington at such place or places as the Board of Directors may from time to time determine.

ARTICLE II

Memhers

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flel'lf':t'OS":i:t-et::H')?e'r.'aoe:i:e!'b- DELETED]\1.AY 5, 1992.

(1) Number and Class: The corroration shall have one 11) class of members and that class shall be composed of a sol member, The Visitors an Convention Rureau, a Washington nonprofit corporation.

(2) Disbursement: The orporation shall not make anv disbursement of income to its member.

ARTICJ.F. III

ember's Meetings

(1) Meeting Pla e: All meetings of the member shall he held at the registered offi of the corporation, or at such other place, either wii:h:i.n or vTithout. this state, as shall hP. determined from time to time by the Board of Directors, and the place at v.rhich any such meeting shall be held shall be stated in the notice of the meeting.

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(2) Annual Meeting Time: The annual. mee ing of the member for the transar:tion··-of· such businP.ss a.s may properly come before t:he meeting shall be held *each* year immedial:elv following the adjournment of the annual meeting of the members of The Visitors anrl Convention Bureau.

{3) Annual Meeting Order of Business: At t.he annual meeting of the member, the order of business shall he as follows:

{a) Calling the meeting to order.
{b) Proof of notice nf meetinq {or fiJ.inq waiver)
{c) :Reading of minutes of last annual meet.i.nq.
(d) Reportn of officers.
{e) Reports of r:ommi.ttees.
(f) Miscellaneous busin s.s.

(4) Special Meetings: Sped.al mePtinqs of the member fnr any purpose may be called at any time by t:he president. or the Board of Directors.

(5) Notice: Notice of the time and place of '\:he annual meeting of-the member and of regular meetinq.s and special meetings shall be given by delivering personally or by mailing a written or printed not.ir.e of thP. same, at least ten (10) da 's, and not more than fifty (50) days, prior to the meeting. Anu notice for a special meeting of the member, regardless of method used for conveyance, shall include the purpose or purposes of the mee·ting.

(6) Waiver of Notice: A waiver of any notice required to be given any member, signed by the person or persons entitled to such notice, whether before or after the time stated therein for the meeting, shall be equivalent to the giving of such notice.

(7) Vo·tinq F:xr.ept as may othenvise be provided in these Bylaws or t:he corporation'G Art..i.cler of Incorporation, thP. member shall be entitled to one vote on each matter submitted to a vote of the mP-mber.

(8) Proxies A member may vote in person or by proxv executed w-riting by the member or his dulv author.i.?:ed attorney-in-fact. No proxy shall be valid aftP.r eleven months from the date of its execution.

(9) Action by Member without a Meeting: Any action required or which may be taken by the me ber be taken without a meeting if a consent in w-r.iting, setting fori:h i:he action so taken shall be signed by the member entitled to vote with respect to the subject matter thereof.

(10) Action of Member by Communications: The member may participat in a meeting of the ember by means of a conference telephone or similar communications equipment by means of which all persons participating in the meeting can hear each other at i:he same time and participation by such means shall constitute presence in person at a meeting.

ARTICJ,E IV

Board of Directors

(J) !umber ans '! J?oY"'er The managemeni: of all i:he affcd.rs, property and interest of the corporation shall be ves·ted in a Board of Directors, consisting of nine (9) persons elected by the Board of Directors of the sole member and the Mayor of the City of Tacoma, Washington and the County Executive of Pierce County, Washington. The Mayor of the City of Tacoma, Washington and the County Executive of Pierce Count.v, Washington shall serve by virtue of their office and shall have no vot.e. Direci:ors need not be residents of the State of Washington. In addition to the powers and authorities by these Bylaws and the Articles of Incorporation expressly conferred upon it, the Board of Directors may exercise, in good faith, all such powers of the corporation and with such care, including reasonable inquiry, as an ordinary prudent: person in a like position would use under similar circumstances, and do all such la.wful ac1:s as are not by statute or by the Articles of Incorporation or by these Bylaws directed or required to be exercised or done bv the member.

(2) Election and Tenure: At the first meeting of the Board of Directors th term of the directors currently holding office shall be determined by lot, with three (3) directors have a three (3) year term, t.hree (3) din c1.:ors having a bm (2) year ·term, and three (3) directors having a one (1) vear term. Upon t.he expiration of the initial terms, directors shall be elected for a t.hree (3) year term. The din: ct.ors shall bP electe<'l by the Board of Directors of the sole member.

(3) Chanqe of Number: The number of directors mav at anv time be increase-dordecreased by amendmen-t: of these Ryl.m-JS, but no decrease shall have the effect of shortening the term of anv incumbent director.

(4) Vacancies: All vacancies in i:hP- Board of Direr-t.ors, whether caused hv resignation, death or otherwise, may be filled by the affirmative vote of a majority of the remaining directors.

(5) Ex Officio Members of the Board of Directors: The Board of Directors shall include such x fficio members as the board may appoint from time to t.ime by a maiority vot.e of all direr-tors entitled to vote.

(6) Removal of Directors: Any director may be removect, with or without cause, hy a two-thirds (2/3) majority vote of all the directors entitled to vob at. a meeting of the directors called for such purpose.

(7) !(egular -eetings Regular meetings of the Roar<'l of Directors, or any committee <'lesi nated the Roar<'l of Directors, may be held with or without notice at the registEored office of the corporation or at such other place or places, ither within or without the State of Washington, as the Board of Directors may from 1:ime t:o time designate. 'rhe annual meeting shal.l be held after the adjournment 6f the annual meeting of he member on a date set by the president. and at. least ten (10) da::rs' \..Yritten notice thereof shall he given to the directors by telPqram, letter or personaJ.ly.

(8) Spe E...:. a l ! 1eeting : Special meetings of 1:he Board of Directors, or anv committeP denignated bv the Board of Directors, may be called at any time bv the Chairman, or in his absence or upon v.rritten request, by any t'-'10 directors, to be held at the registered office of the corporation or at such other place or places as the directors may from time to time designate.

(9) Notice: Notice of al]. speciaJ. meetings of the Board of Directors shall he given to each director by between ten (10) to fifty (50) days' service of the same by tel.eqram, by letter, or personally. Such notice need not specify the business to he transacted at, nor the purpose of, the meeting.

(10) Quorum: A majority of the ·Thole Board of Directors shall be necessary and sufficient at all meetings to constitute a quorum for the transaction of business. The act of the majority of the directors present at a meeting at which a quorum is present shall be the act of the Board of Directors unless the act of a greater number is required by law or these Rylaws.

(11) Waiver of Notice Attendance of a director or a commit.tee member -atame-eting shall c:onst.i1:ute a waiver of notice of such mee·t:ing, except where a director or a commit'l:ee member attends for the express purpose of obiectinq to the transaction of any business because t.he meeting is not lawfully called or convened. A waiver of notice signed hv the director or

directors, whether before or after the time stated for the meeting, shall be equivalent to the giving of notice.

(12) Registering Dissent: A director who is present at a meeting ofthe Board of Directors at which action on a corporate matter is taken shall be presumed to have assented to such action unless his dissent shall be entered in the minutes of the meeting, or unless he shall file his written dissent to such action with the person acting as the secretary of the meeting, before the adjournment thereof, or shall forward such dissent by registered mail to the secretary of the corporation immediately after the adjournment of the meeting. Such right to dissent shall not apply to a director who voted in favor of such action.

(13) Committees: The Board of Directors, by resolution adopted by a majority of the directors in office, may designate and appoint one or more committees, each of which shall consist of two or more directors, which committees, to the extent provided in such resolution, shall have and exercise the authority of the Board of Directors in the management of the corporation: provided that no such committee shall have the authority of the Board of Directors in reference to amending, altering or repealing the Bylaws; electing, appointing or removing any member of any such committee or any director or officer of the corporation; amending the Articles of Incorporation; adopting a plan of merger or adopting a plan of consolidation with another corporation; authorizing the sale, lease or exchange of all or substantially all of the property and assets of the corporation not in the ordinary course of business; authorizing the voluntary dissolution of the corporation or revoking proceedings therefor; adopting a plan for distribution of the assets of the corporation; or amending, altering or repealing any resolution of the Board of Directors which by its terms provides that it shall not be amended, altered or repealed by such committee. The designation and appointment of any such committee and the delegation thereto of authority shall not operate to relieve the Board of Directors, or any individual director of any responsibility imposed upon it or him by law.

(14) Operating of Directors:

(a) The Board of Directors shall have the authority to appoint, by resolution adopted by a majority of the directors in office, a group of individuals whose sole function shall be to assist the Board of Directors with planning, promotion and administration of the corporation's activities (the "Operating Board").

(b) The Operating Board shall be vested with such power and authority as deemed appropriate by the Board of Directors provided, the Operating Board shall not have the authority to commit, allocate or expend any assets of the

corporat.ion or its separate funcis. The Opera1:inq Roarci shall also be subject to the same operational limitations imposed upon the committees of the Board of Directors as listed in the prior subsection (13) of this section. The Operating Board shall not have nor exercise the authority of the Board of Directors unless otherwise expressly provided by resolution of the Board of Directors.

(c) Members of the Operating Board shall serve at the will of the Board of Directors and have no set term of office.

(d) The size of the Operat:i.nq Boaro shall be established by the Roar<'! of D:i.reci.:ors and may be increased or decreaseo at any time upon majority vote of the directors.

(e) Vacancies on t.he Operatinq Board, whether causeo by removal, resigna.tion, neath, or ot.henlise, may be fill.eo by the affirmative vote of a majoritv of the directors.

(f) Any member of the Operating Board may he removed, with or without cause, hy a majority vote of aJ.l the directors.

(15) Remuneration No st.ated salarv shall be paid members of the Board o.fDirectors or the Operating Board (the ":Roard Member(s)"), as such, for their service, but by resolu·ti.on of the Board of Directors, expenses of attendance, if any, may be allm•7Pd for attendance at each regular or special meet.inq *of* either Board; provided, that. nothing herein cont.ained shalt be construed to preclude any Board Member from serving the corporation in any other capacity and receiving compensation therefor. Members o.f spec:ial or stnnoing committees of: e:i.ther Board may be allowed like reimbursement for attGndin<J committee meetings.

(16) Loans: The corporation shall not loan money or credit to its Board Members.

(17) Disbursement: The corporation shall not make anv dishurseme t of incomto any Board Members.

(18) Action bv Board Members without a Meetinq: Any action required or which may be taken at a rneetj.ng of the Roard Memht=:rs, or of a committee thereof, may be taken without a meeting if a consent. in writing, setting forth the action so to be 1.:aken, shall he signed before such action hv all of the Roard Members, or all of the members of the committee, as the case may be. Such consent shall have the same effect as a unanimous vote.

(19) Action of Board Members by Communications: Board Hemhers may participate in a meeting of--"-Roard .Members hy means of a conference t.elephone or s.imila.r communications equipment. bv means of which all persons participating in the meeting can hear

each other at the same time and participation hy such means shall constitute presencR in person at a meetinq.

A:RTIC:LE V

Officers

(1) Designations: The officers of the corporation shall be a Chai.rma1 ice-Chairman, President, Secretary and TrP.asurer. Any two or more offices may be held by the same person, exrept the offices of President and Secretary.

PI Election: Officers shaU he elected by the Board of Directors at its nnual

(3) Chairman: The Chairman shall preside at all meetings of the membershT})-and of the Board of Directors ancl shall be an ex-officio member of all committees of the Board. He shall make annual reports showing the condition of the affairs of the corporation and shall submit such rer.ommendat.ions as hP. deems proper at the annual meeting of the Board and of the memhP.rship. He may sign, with the secretary or other proper officer of the corporation authorize bv the Board of Directors, any deeds, mortgages, bonds, contracts, or ot.her inst.ruments w·hich the Board of Directors has authorized to he eYecuted, ex ept in cases where the signing and execution thereof shall be expressly deleaated by the Board of Directors or bv these Bylaws or by statute to some other officer or agent of the corporation and in general he shall perform all duties incident to the offi e of r.hairman and such other duties as may be pres rihed by the Board of Directors from t.ime to time.

(4) The President: The President. shall be t.he principa1 operating and administrative officer of the corporation and shall. perform all such duties as are described in these Bylaws or *the* Articles of Incorporation, or are properly required by him by the Board of Directors.

(5) 'I'he Secretary: The Secretary shall issue notices for all meetings, except ior notices of special meetings of member and special meetings of the directors \\hich are called by the member or the requisite number of directors, shall keep in minutes of all meetings, shall have charge of the seal and the corporate books, and shall make such repnrt.s and perform such other duties as are incident i:o his office, or are properly required of him hy the Board of Directors.

(6) The Treasurer: The Treasurer shall have the custody of a11 mnneys or-the-co) porat.ion and sha11 keep regular book.s of account. He shall disburse the funds of the corporation *i.n* payment of the just demands against the corporatinn or as may be

ordered by the Board of Directors, t.aking proper vouchers for such disbursement.s, and shall render t:o t.he Roard of Directors from time to time as mav be required of him on account of all his transactions as Treasu r and of the financial condition of the corporation. He shall perform such other duties incident to his office or that are properly required of him by the Board of Direc-tors.

(7) Delegation: In the case of absence or inability to act of any officer of- the corporation and of anv person herein authorized to act in his place, the Roard of Directors may from time to time delegate the powers or duties of such officer to any other officer or any director or other person whom it may select.

(8) Vacancies: Vacancies in anv office arisinq from anv cause may be filled by the Board of Directors at anv requlars or special meeting of the Board.

(9) Other Officers: Directors may appoint such other officers and agents as it shall deem necessary or P..Xpe<'lient, *who* shall hold their offices for such terms and shall exercise such powers and perform such duties as shall be determined from time to time by the Board of Directors.

(10) LoRns 'J'he corporation shall not loan monev or credit t.o any officer-:-

(11) Disbursement: The corporation shall not make any disbursement of income to any officer.

(12) Term - Removal. The officers of the corporation shall hold office until the next annual meeting of the Board of Directors and until their successors are elected and qualified. Any officer or agent P..lected or appointed by the Roard of Directors may be removed at any time, with or without cause, by the affirmative vote of a majority of the whole Board of Directors, hul: such removal shall be without prejudice to t.he contract rights, if any of the person so removed.

(13) Bonds: The Board of Directors mav, hv resolution, require any and all of the officers to qive bonds to the corporation, with sufficient surety or sureties, conditioned for the faithful performance of the duties of their respective offices, and to comply vJith such other conditions as may from time to time he required by the Board of Directors.

Al<.TICU•-: *"VI*

Section .SOl (c::JJ]) __ !unc\

(1) _9reation: rhe corporation may esi ahlish a separate fund the assets of which shall be used solely for the attraction, promotion and administration of amateur athletic events, or for such other charitable purposes allov,red by Section 501(c)(3) of the Internal Revenue Code of 1986, as amended (the "Fund"). The Fund shall be subject to all limitations relevant to the Fund as expressed in the corporation's Articles of Incorporation, as amended.

(2) Records: All Fund assets shall be held in a separate accoun-t:. All----cclntrihutions to, earnings of, and disbursements from the Fund shall be maintained in separate books. In no event may Fund assets be commingJed with other assets of the corporation or be used for general operating expenses of the corporation, other than to e} t.ent t:he expenses result from an activity of the corporation that falls within the Fund's limited purposes.

AR 'ICJ.E *VII*

Depositories

The moneys of the corporation shall be deposited in the name of t.he corporation in such ba.nk or banks or trust company or i:rust companies as the Board of Directors shall designate. A separate account shall be opened for assets of the Fund. Monevs from either source shall be nrawn out only hy check or other order for payment of money signec'l. by such persons and in such manner as may be determined by resolution of the Board of Directors and in keeping with the pertinent limitations on the use of such moneys.

ARTICLE *VIII*

Limitation on Liability o[: Directors

The liability of the directors and member of the corporation shall be limited in accordance with the provisions contained in Article X of the Articles of Incorporation.

A:R.TICLE IX

Indemnification of Officers, Directors,
_mployees and Agent

Officers, directors, employees and agents of the corporation shall be indemnified for any losses in keeping with the provisions contained in Article XI of the Articles of Incorporation.

Am ICLE X

Notices

Except as may ot.lwnvise be required by lm·r, anv notice to any member or director may be delivered personally or by mail. If mailed, the notice shall be deemed to have been delivered when deposited in the Un.i ted Stat.es mail, addressed to the addressee at his J.ast known address in the records of the corporation, with postage thereon prepaid.

ARTICLE XI

Seal

The corporation shall have no corporate seal.

ARTICLE XI

Books and Records

The corporation shall keep at its registered office, its principal office in this state, or at its secretary's office if in this state, the following:

(1) Current Articles and Bylaws;

(2) Correct and adequate records of accounts and finances;

(3) Separate records and accounts and finances of the Fund;

(4) A record of officers' and directors' names and addresses:

(5) Minutes of the proceedings of the member, i:he Board of Direct.ors, and anv minutes which mav be maintained by committees of the Board of Directors. Records mav be written, or electronic if capable of being converted into writing.

The records shall be open at any reasonable time to inspection by the member.

Cost of inspecting or copying shall be borne by such member except for costs for copies of Articles and BvJaws. Any stwh member must have a purp e for inspection reas nably relited to membership interests.

The Superior Court of the member's residence may order inspection and may appoint independent inspectors. Such member shall pay inspection costs unless the court orders otherwise.

ARTICLE XIII

Amendments

(1) Only the Board of Directors shall have power to make, alter, amend and repeal the Bylaws of this corporation.

(2) The Board of Directors may adopt emergency Bylaws which shall be operative during an emergency in the conduct of business of the corporation resulting from an attack on the United States or any nuclear or atomic disaster. The emergency Bylaws may make any provision that may be practical and necessary for the circumstances of the emergency.

Application for:

City of Lakewood Fiscal Year 2018 Lodging Tax Grant Funds

From:

Lakewood Arts Festival Association

APPLICATION FOR FISCAL YEAR 2018 LTAC GRANT FUNDING

1a. Project Information

Project Name: **Lakewood Artfest**

Amount of Lodging Tax Funding Requested: **$ 7500.00**
(Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: **$ 13000.00**
(Total Project Amount must match Project Budget column c "Total Project Cost")

1b. Applicant Organization

Name of Applicant Organization: **Lakewood Arts Festival Association**

Mailing Address: **POB 39320**
Lakewood, WA 98499

Tax ID Number: EIN 47-2922484

Organization Unified Business Identifer (UBI) 603-323-664
UBI Expiration Date: July 2018

Type of Organization: Non Profit Association
(Non-profit, For-profit, Municipality, Private business, etc.)

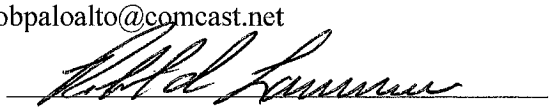
1c. Contact:

Name: Robert Lawrence

Title: Chairman

Telephone: 253 973-7712

Email: Bobpaloalto@comcast.net

Signature: 

2. Project Description

a. Event Date(s): Spring or Fall 2018

b. Event Location: TBD: Steilacoom Park, Pierce College or Clover Park Technical College

c. If there is a charge or fee for this activity, please describe how much and why.
TBD facility rental

d. Please provide a detailed, yet concise description of the proposed project/activity. Include information on the area the project will serve, its expected impact and list the responsible party(s).

3-4 day event: Juried fine arts and photo/graphics 2 dimensional submissions, youth art displays, art vendors, performance art from Boys and Girls Club/Lakewood Playhouse

3. Beneficiaries

Please list and provide specific information regarding all individuals, businesses, areas, or organizations that will directly benefit from the project/activity.
City of Lakewood, restaurants and motels and visitors from the south sound region.

4. Goals/Monitoring

Describe the goals of the project. Will the project result in an increase in overnight stays by visitors in Lakewood? If so, how will this increase be tracked and monitored? How will an increase in the sale of goods and services as a result of the project be measured? What other short or long-term economic benefits will occur and how will that be tracked? Why do you believe those project/activity outcomes are feasible?

Promote the cultural activity of the City of Lakewood. Vendors and artists will use local restaurants and motels for a 3-4 day event. Number of participants for the period of the event is the most direct metric.

Note - Applicants will be required to submit a post-funding report providing pertinent data evaluating tourism benefits resulting from the use of lodging tax funds as compared with the estimates contained in this application.

5. Estimate how the funds will increase the amount of people traveling to Lakewood to stay overnight in paid accommodations.

Having an event that people will travel to in order participate in an Arts Festival.

6. Estimate how the funds will increase the amount of people traveling to Lakewood from more than 50 miles from their residences.

Having an event that people will travel to in order participate in an Arts Festival.

7. Estimate how the funds will increase the amount of people traveling to Lakewood from outside their state or country.

Having an event that people will travel to in order participate in an Arts Festival.

8. Funding Requirements

Due to funding constraints, partial funding may be recommended by the LTAC. If partial funding is received, how will that impact the project/activity? Please describe:

Will reduce the duration of the event

9. Use of Funds

$5000 for facility rental $2500 for marketing

10. Project Budget (for non-capital projects). Do not include in-kind contributions.

Income: A diversified funding base is important to the success of any project. Please list all other sources of funding for the project, both anticipated and confirmed and when that funding will be available to the project. Include your own funding, sponsorships, other grants, etc.

Funding Source: List all revenue sources anticipated for 2018. Do not include requested Lodging Tax Funds	**Amount**	**Confirmed? Yes/No**	**Date Available**
Donors	**$2000**	**No**	**Spring 2018**
Service organizations	**$3000**	**No**	**Spring 2018**
Juried Art entry fees	**$1000**	**No**	**Spring 2018**
	$		
	$		
	$		
	$		

Expenses: Based on full funding, please list project costs.
Note: Certain expenses may not be reimbursable, at the sole discretion of the City of Lakewood.
You will only be reimbursed at the authorized rates. Insurance is not an eligible cost.

	a. Lodging Tax Funds Requested *	**b. Other Funds (Do not include In-Kind dollars)**	**c. Total Project Cost ****
Personnel (salaries & benefits)	**$**	**$**	**$**
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	**$5000**	**$1000**	**$6000**
Marketing/Promotion	**$2500**	**$2000**	**$4500**
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	**$**	**$**	**$**
Minor Equipment (computers, desks, etc.)	**$**	**$**	**$**
Travel	**$**	**$**	**$**
Contract Services Describe below	**$**	**$1500**	**$1500**
Other Describe below	**$**	**$1500**	**$1500**
TOTAL COST	**$7500**	**$6000**	**$13500**
Description for Direct Sales Activities, Contract Services, Travel and Others			

In-Kind Contributions	

Contract Service- Pay for Jurist and Insurance

Other – Awards for the 1st, 2nd, 3rd artist recipients

11. Funding History

a. Was this project funded with Lakewood lodging tax funds in fiscal year 2017? Yes No

b. If you answered yes to 11a, how much funding did you receive in 2017? $

c. If you answered no to 11a, what is the last year Lakewood funding was received and how much?

No previous funding for the last four Artfests

11d. Indicate what efforts have been made to access funding from additional sources?

Donors, participants and service organizations

12. Coordination and Collaboration

Please provide information about any other organizations or agencies involved in this project/activity. Describe their level of involvement. Describe how this project coordinates with other tourism promotion efforts or services in the area, including Chambers of Commerce, local festivals, local lodging and restaurants. You may attach up to three letters of support from these organizations.

Some City officials and Art Commission members

13. Capital Projects Budget

N/A

Supporting the Capital Expenditures and/or Operation of City Tourism-Related Facilities

FUNDING/TIMELINE	Responsible Parties, Methods, Means	Begin (Dates or Periods)	End (Dates or Periods)	Amount Requested From Lodging Funds	Other Funds Committed or Proposed*	TOTALS
Design & Inspection				$	$	$
Other Consultants				$	$	$
Permits & Fees				$	$	$
Land Acquisition				$	$	$
Site Development & Landscape				$	$	$
Buildings (New Construction)				$	$	$
Building Renovations (Includes Access)				$	$	$
Other (Specify) *Insurance is not an eligible cost.*				$	$	$
TOTAL				$	$	$

14. Certification

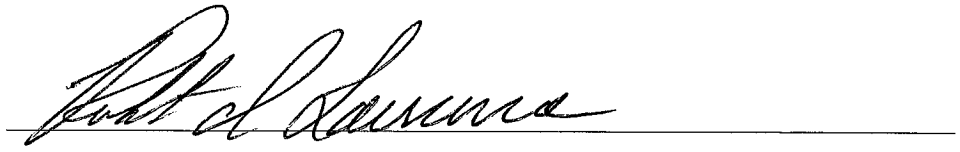
The applicant hereby certifies and confirms:

1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;

2. That it will abide by all relevant local, state, and federal laws and regulations;

3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;

4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

Primary Signature: 

CHAIRMAN LAKEWOOD ART FESTIVAL ASSOC. 8-18-2017

Name & Title of Chief Administrator/Authorizing Official Date

Lakewood Art Festival Association Minutes: 9 August

Present: Bob Lawrence, Ed Kane, Phil Raschke, Sally Martinquez
Not present: Shirley Petersen, Ed Trobaugh, Kurt Sample, David O'Keeffe, Jason Whalen,

27 July minutes approved

Treasurer's Report:
Current balance is $958.47
Projected future out lays, 200 for advertisement, 325 for prizes
Donation and entry fees -$281-were collected

Board approved Bob Lawrence to submit grant application to the Lodging and Tax Board

2017 Artsfest discussion

- **This year the 3-day Artsfest will be held in conjunction with the Asian Film Festival at the Pierce College set up 3-4 pm on 11 August.**
- **Art trays will the principle way to display art, easels from college available if needed**
- **11 tables available, Sally will provide additional folding chairs**
- **Sally showed the acrylic award to be given out**
- **Shirley has procured Ribbons for the art fest awardees**
- **Ed will work with Phil to transport the popcorn machine**
- **Bob will meet Sally and Ed Kane to pick up art trays and 'A frames'**
- **We will all meet at 3 pm to off load trucks and begin registration and set up, first movie at 7pm**
- **Viewing will be 5:30 to 9pm Friday and 1 to 8, Saturday and Sunday**
- **We have 44 pieces of juried art and 23 photos from Ed**
- **The bonsai people require 3 tables**

Meeting adjourned at 1450 Wednesday 9 August
Tentative wrap up meeting Wednesday 2pm on 30 August

CITY OF LAKEWOOD
AFFIDAVIT OF COMPLIANCE WITH LAKEWOOD MUNICIPAL CODE 1.42
"E-VERIFY"

As the person duly authorized to enter into such commitment for

LAKEWOOD ART FESTIVAL ASSOCIATION
COMPANY OR ORGANIZATION NAME

I hereby certify that the Company or Organization named herein will

(Check one box below)

☐ Be in compliance with all of the requirements of City of Lakewood Municipal Code Chapter 1.42 for the duration of the contract entered into between the City of Lakewood and the Company or Organization.

- OR -

☒ Hire no employees for the term of the contract between the City and the Company or Organization.

Robert A Lawrence
Signature

ROBERT I. LAWRENCE - CHAIRMAN
Print Name and Title

8-18-2017
Date

Artsfest Board Members

President Robert Lawrence 7022 Crescent Lane SW Lakewood, WA 98499: 253-973-7712

Secretary/Treasurer Ed Kane 8521 Forest Ave SW, Lakewood, WA 98498: 253-254-2851

Associate Phillip Raschke 9933 Onyx Dr Lakewood, WA 98498:

Entertainment John Munn POB 99041 Lakewood, WA 98496

Student Art Dave O'Keefe 6402 100th ST SW Lakewood, WA 98499

Volunteers Ed Trobaugh 73 Chapman Ct, Steilacoom, WA 98388

Juried Art Shirley Peterson 7408 71st Av Ct SW, Lakewood WA 98498

Marketing Plan

Logo	**done**
Photocopying/Printing Flyers	**$1400.00**
Advertising (newspaper/radio ads)	**$3100.00**
Facebook and Social Media posts	**on-going**
Website	**done**

	Artsfest Balance as of 9 Aug 2017			
	Expenses			
	Site	In Kind		
	Logo	Done		
	Website	Done		
	Advertising	In Kind plus	$200	200
	Supplies		$79	79
	Artist Reception	In Kind plus	$138	138
	Juried Art Cash Prizes		$460	460
	Acrylic Prizes		$182	182
				1059
	Total		$1,059	
	Income			
	Donations		$1,481	
	Balance as of 9 Aug 2(		$422	

BYLAWS OF THE LAKEWOOD ARTS FESTIVAL ASSOCIATION, INC.

Date of Adoption: July 16, 2013

Article I. Name

The name of this organization is "Lakewood Arts Festival Association, Inc."

Article II. Object

The object of this organization is to conduct the Lakewood Arts Festival (Lakewood ARTSFest) to be held annually in Lakewood, Washington during the fourth weekend in April. The Mission of Lakewood ARTSFest is to:

- Stimulate both interest and growth in the arts.
- Encourage and support the potentially creative artist.
- Provide a sales outlet for the professional and amateur artist.
- Involve the active sponsorship of both community groups and individuals in the promotion of Lakewood ARTSFest.
- Make fine art available to the community by providing a celebration of the arts.

Article III. Members

This organization will have no members.

Article IV. Executive Board

Section 1. The affairs of this organization will be managed by the Executive Board. The Executive Board will consist of five Officers, the immediate Past President, and two Advisory Members. Officers will be elected as prescribed in Article V, below. The President will appoint the two Advisory Members of the Executive Board.

Section 2. The Executive Board has the authority to make decisions, establish policies, and conduct any and all business of the organization, with the assistance of the Board of Directors in those areas listed in Article VI below.

Section 3. Lease, rent, exchange, or sale of any property or items owned by the Association will be handled by the President with the authorization of the Executive Board.

Section 4. Minutes from the Executive Board Meetings shall be disseminated to both the Executive Board and the Board of Directors (Combined Board) in either printed or digital format before the next Regular Meeting.

Section 5. Discussion of Executive Board action, or pending action, shall be included on the Agenda for all Regular Meetings of the Combined Board.

Article V. Officers

Section 1. The Officers of the organization will be the President, First Vice-President, Second Vice-President, Secretary, and Treasurer.

Section 2. Two persons may be elected to share the responsibilities of an Officer. In every case, each office will have one vote.

Section 3. The President, Secretary, and Treasurer may hold only the position to which they have been elected. Other members of the Executive Board and Directors may hold one other position within the organization.

Section 4. No person may be elected to serve, or continue to serve, as an Officer of the organization if s/he is, or becomes an Officer of the Lakewood Arts Foundation (501(3)(c) organization associated with Lakewood ARTSFest.)

Section 5. Any Officer may be removed by the Board of Directors whenever in its judgment the best interests of the organization will be served thereby. A two-thirds vote of those Directors present at a duly called Meeting is required to remove an Officer.

Section 6. Duties of Officers

- The President will call and preside over all Meetings. S/he will exercise the usual executive powers pertaining to the office of the President and will direct all activities associated with Lakewood ARTSFest.
- The First Vice-President will preside in the absence of the President and will render such assistance as necessary to the President.
- The Second Vice President will assist as called upon for the good of the organization.
- The Secretary will prepare and disseminate Minutes of all duly called Meetings.
- The Treasurer, with the assistance of paid staff and/or volunteers in order to maintain internal financial controls, will collect and deposit all monies into an authorized bank as designated by the Executive Board. S/he will pay all bills, keep records of finances, and report on the finances at each Regular Meeting.

Article VI. Directors

Section 1. The minimum number of Directors will be seven. The Executive Board will determine the maximum number of Directors.

Section 2. Directors of the organization will be appointed annually by the President with the approval of the Executive Board. The term of office of a Director will be one year. Directors may be reappointed. No person may serve in the same Directorship for more than five consecutive years.

Section 3. An additional year of term may be added for an individual under extraordinary circumstances, by a majority vote of the Executive Board.

Section 4. The Board of Directors will assist the Executive Board in conducting the business of the organization in the following areas:

- Managing the conduct of ARTSFest as indicated in each Director's area of responsibility.
- Coordinating the work of the Volunteers in each Committee.
- Approving the budget each October.
- Electing Officers each March.
- Providing input at the Final Meeting.
- Performing any other functions for which the Executive Board requests its assistance.

Section 5. Two persons may be appointed to share the responsibilities of a Directorship. In such a case, each individual will have one vote.

Section 6. The Director of Student Art will be chosen in consultation with the Clover Park School District. The term of the Director of Student Art will be coordinated with the Clover Park School District and will not be subject to the term limit listed above (Section 2).

Section 7. Any Director may be removed by the Executive Board whenever, in its judgment, the best interests of the organization will be served thereby. A two-thirds vote of those members of the Executive Board present at a duly called Meeting is required to remove a Director.

Section 8. Replacement of a director will be filled by appointment of the President with the approval of the Executive Board.

Section 9. Dissolution of a Directorship will be undertaken with the advice and consent of the Combined Board.

Section 10. Principal Areas. The following areas must be managed by Directors:

- Juried gallery
- Arts and Crafts Vendors
- Performing Arts/Entertainment
- Student Art
- Food Service
- Volunteers
- Event Logistics

Executive Committee functions. The following areas may be delegated to a Director or may be managed by the Executive Committee directly.

- Finance
- Fund Raising and Sponsorships
- Marketing and Promotion

Article VII. Meetings

Section 1. Executive Board Meetings. The Executive Board will meet at the call of the President as needed to conduct its business.

Section 2. Regular Meetings. The Combined Board will hold Regular Meetings for the purpose of conducting the business of ARTSFest, on dates established by the President.

Section 3. Final Meeting. A final Meeting of the Combined Board will be held prior to July 31 for the purpose of critiquing and evaluating the workings of ARTSFest. Guests may be invited to this Meeting to provide their insights and input.

Section 4. Meeting Notification. Notice of the time, purpose, and place of Meetings will be given at least three days prior to the date on which the Meeting is to be held. Notice of the Final Meeting will be given at least seven days prior to the date on which the Meeting is to be held.

Section 5. Rules for Meetings. Unless other rules are adopted by the Executive or Combined Board, Roberts Rules of Order, latest edition, shall prevail in all meetings. At the October Regular Meeting of the Combined Board, a set of Standing Rules for the coming year will be adopted. Standing Rules may be adopted, amended, or rescinded by a majority vote of the Combined Board at any Regular Meeting.

Article VIII. Nominations and Elections

Section 1. Every January, the Executive Board will appoint a Nominating Committee. The Committee will consist of one member of the Executive Board and two members from the Board of Directors. The President will not serve on the Nominating Committee.

Section 2. The Nominating Committee will present a proposed slate of Officers at the March Regular Meeting. Additional nominations may be made from the floor. The Board of Directors will then elect, by secret ballot, the Officers for the following year's Lakewood ARTSFest. A majority vote of those Directors present at the duly called Meeting is necessary to elect.

Article IX Voting and Quorum.

Section 1. Unless otherwise specified in these bylaws, decisions in this organization will be made by majority vote of those authorized to vote who are present at a duly called Meeting. Attendance by conference call is permitted. No proxy, mail-in, or absentee balloting is permitted at any Meeting of this organization.

Section 2. Five members of the Executive Board will constitute a quorum for Meetings of the Executive Board. A majority of the Board of Directors will constitute a quorum for Meetings of the Board of Directors. A majority of the Combined Board will constitute a quorum for the Regular Meetings and any other Meetings of the Combined Board. No votes will be conducted at the Final Meeting.

Section 3. When a Directorship is shared, each person will be counted individually for quorum purposes and will have one vote.

Section 4. For those functions reserved to the Board of Directors, namely, approval of the budget in October, election of Officers in March, and removal of an Officer, only the Directors may vote on the question. For all other matters, when a vote is to be taken, both the Executive Board and the Board of Directors are eligible to vote.

Section 5. **Ratification of emergency action.** Any corporate action required or permitted by the Articles of Incorporation or Bylaws, or by the laws of the State of Washington, to be taken at a Meeting of the Directors of the organization may be taken without a Meeting if a consent in writing, setting forth the action so taken, will be signed by all of those entitled to vote with respect to the subject matter thereof. Such consent will have the same force and effect as a unanimous vote, and may be described as such.

Article X. Indemnification

Section 1. Any Officer, Director, or member of the Executive Board now serving or hereafter serving the organization and his/her respective heirs, executors, and personal representatives will be indemnified by the organization against expenses actually and necessarily incurred by him/her in connection with the defense of any action, suit, or proceeding in which s/he is made a party by reason of being or having been adjudged in such action, suit, or proceeding to be liable for negligence or misconduct in the performance of his/her duties, but such indemnification will not be deemed exclusive of any rights to which the person may be entitled under any bylaw or agreement and/or vote by the Executive Board and/or Board of Directors.

Section 2. The organization will maintain insurance to provide such indemnification.

Article XI. Administrative and Financial Provisions

Section 1. Fiscal Year. The fiscal year of the organization will end on September 30 of each year.

Section 2. Books and Records. The organization will keep current books of records of account. Records in the form of Minutes will be kept of the proceedings of Meetings of the Executive Board, Regular Meetings, Special Meetings, and the Final Meeting.

Section 3. Salaries. The salaries of any agents of the organization will be fixed by the Executive Board. No Officer, member of the Executive Board, Director, or member of the Board of Directors will receive a salary.

Section 4. Profits. Discretionary profits will be donated primarily to the Lakewood Arts Foundation, with consideration to other 501c3 arts organizations and subject to the approval of the Combined Board.

Section 5. Loans Prohibited. No loan of funds will be made by the organization to any Officer, member of the Executive Board, Director, member of the Board of Directors, or Volunteer of the organization.

Section 6. Audit. There will be an annual year-end internal audit of the books of the organization by a committee appointed by the President.

Section 7. Year-End Accounting. The Treasurer will provide a financial accounting of the year's books and information regarding present year-end tax figures to assist in the audit of the books.

Section 8. Salaried Accountant. An accountant employed by the Executive Board will handle all fiscal year-end income tax preparation and assist the Executive Board and Board of Directors in financial planning and long-range investments to coordinate with the financial planning of the Lakewood Arts Foundation.

Article XII Amendment of Articles of Incorporation or Bylaws

In order to amend the Articles of Incorporation or the Bylaws, the proposed changes will be presented to the Combined Board for its information one month prior to the proposed date of voting. A majority vote of the members of the Combined Board present at a duly called Meeting is necessary to approve any change.

Article XIII. Dissolution of Organization

Section 1. To authorize the voluntary dissolution of this organization and to distribute its assets, the Combined Board must approve the action by a two-thirds vote of those present at a duly called Meeting.

Section 2. In the event of dissolution, the assets of the organization will be distributed to a not-for-profit organization registered in the state of Washington whose purposes are compatible with the purposes of this organization. No assets shall inure to the benefit of any individual person.

ADOPTION

These original Bylaws have been adopted by the Combined Board of the Lakewood Arts Festival Association, Incorporated at its Meeting of July 16, 2013.

Richard Meier 16 July 2013

Acting Secretary Date

Richard Meier

Printed Name of Secretary

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

CERTIFICATE OF INCORPORATION

to

LAKEWOOD ARTS FESTIVAL ASSOCIATION

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

Date: 7/25/2013

UBI Number: 603-323-664

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

Kim Wyman, Secretary of State

Date Issued: 8/7/2013

To: City Of Lakewood

Attn: Tho Kraus

Subject: Application for FY 2018 LTAC Grant Funding

Our application is enclosed.

Chairman of the Lakewood Art Festival Association



Robert I Lawrence

7022 Crescent Lane SW

Lakewood, WA 98499

253-973-7712

RECEIVED
AUG 21 2017
11:05am
CITY OF LAKEWOOD

Application for:

City of Lakewood Fiscal Year 2018 Lodging Tax Grant Funds

From:

Lakewood Sister Cities Association

LAKEWOOD SISTER CITIES ASSOCIATION
P. O. Box 97294
Lakewood, WA 98498

Honorary Ex-Officio
Mayor Don Anderson

Council Liaison
Councilmember Michael Brandstetter

Board of Directors
President - Connie Coleman-Lacadie
Vice-President -
Treasurer – Mike Brandstetter
Secretary – Cindy MacKersie
Ron Chow
Michael Lacadie
Herb Stumpf

August 21, 2017

Lodging Tax Advisory Committee
Lakewood Lodging Tax Grant Program
City of Lakewood
6000 Main Street SW
Lakewood, WA 98499

Dear Lodging Tax Advisory Committee Members:

The Lakewood Sister Cities Association (LSCA) thanks you for your continued funding in support of our annual international festival.

We were honored to collaborate with the City of Lakewood SummerFest organizer Sally Gilpin Martinez again this year. This was another outstanding event for the city and for us. The numbers were doubled. The success of the combined event was a true validation that it was a great idea last year and proved that the collaboration is a great way to showcase the diversity of our community in a bigger and more inclusive venue.

The lodging tax grant funds continue to help us provide outstanding international entertainment focusing on their traditional dance and music. The groups are always honored to showcase their culture. Your support as we embark on bringing the festival to the next level is an investment in the city and in the culture of our community.

The Lakewood Sister City Association Board of Directors sincerely appreciates your past support and look forward to a positive consideration of our needs to grow and excel in 2018.

Warm regards,

Connie Coleman-Lacadie
President
Lakewood Sister Cities Association

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AUG 21 2017 MP 3:20
CITY OF LAKEWOOD

7. APPLICATION FOR FISCAL YEAR 2018 LTAC GRANT FUNDING

1a. Project Information

Project Name: Lakewood Sister Cities International Festival

Amount of Lodging Tax Funding Requested: $ 17,000
(Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: $ 17,000
(Total Project Amount must match Project Budget column c "Total Project Cost")

1b. Applicant Organization

Name of Applicant Organization: Lakewood Sister Cities Association

Mailing Address: Lakewood Sister Cities Association
PO Box 97294
Lakewood, WA 98497

Tax ID Number: 31-1639695

Organization Unified Business Identifer (UBI) 601-939-267
UBI Expiration Date: N/A

Type of Organization: Non-Profit
(Non-profit, For-profit, Municipality, Private business, etc.)

1c. Contact:

Name: Connie Coleman-Lacadie

Title: President

Telephone: 253.906.1346

Email: cjlacadie@aol.com

Signature: _____

The signatory declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used only for the purposes set forth herein, and verifies that all the information contained in this application is valid and true to the best of his/her knowledge.

2. Project Description

a. Event Date(s): July 14, 2018

b. Event Location: Fort Steilacoom Park, Lakewood, WA

c. If there is a charge or fee for this activity, please describe how much and why.

There is no charge. The event is totally free to the public

d. Please provide a detailed, yet concise description of the proposed project/activity. Include information on the area the project will serve, its expected impact and list the responsible party(s).

Lakewood Sister Cities Annual International Festival is a free annual community event . This is our 3rd annual event held in conjunction with the City of Lakewood SummerFest. The event is planned and implemented by the Lakewood Sister Cities Association (LSCA) in collaboration with City of Lakewood SummerFest and Pierce College Fort Steilacoom. In the past it has been held at Pierce College Fort Steiacoom and attracted 2-3,000 people. In 2016 that number jumped to 10-12,000 when we moved to Fort Steilacoom Park. This year we had a record breaking attendance with over 16,000 due to an extended performance schedule. We added several vendors to the public market of over 170 vendors which included a special attraction with live Alpacas. We open the entertainment festivities for the event as a prelude to our International stage of entertainment. We have vendors that participate in the Passport to Sports and Art program for kids to learn more about the diversity of our community from the Pierce College international students through calligraphy in many languages, origami and stories of their culture.

The International Festival serves people of all ages, ethnicities and socio-economic backgrounds locally and throughout the Puget Sound 50-mile plus area. The festival brings entertainers from all cultural backgrounds, with an emphasis on our Sister and Friendship cities located in Japan, the Philippines, Korea and China. The festival is an opportunity for everyone, near and far, to participate and immerse themselves in experiencing Lakewood's rich diversity. The impact of attracting thousands of people to Lakewood is that they spend money at our local stores, gas stations, restaurants and hotels. The integration of International Festival with SummerFest has greatly increased the diversity of the event. LSCA recognizes the diversity of Lakewood and being inclusive of the different cultures. This is the only festival in Lakewood that brings all of the international groups together for the day.

3. Beneficiaries

Please list and provide specific information regarding all individuals, businesses, areas, or organizations that will directly benefit from the project/activity.

The event's vast components that attract thousands of people of all ages there are many businesses, individuals, profit/non-profit organizations that benefit.

- Local businesses especially lodging and restaurants.
- Vendors have an opportunity to increase their sales and promote their organization.
- Businesses in direct proximity of Fort Steilacoom Park benefit from additional food, gas, goods and services.
- Non-profits and service providers use this event as a forum to advertise their services.
- Food trucks and other food vendors benefit from sales.

- Festival entertainers benefit by showcasing their culture.
- Citizens of Lakewood and the greater Puget Sound benefit by experiencing a day with family and friends through entertainment, sports and art activities and various demonstrations from JBLM, LPD and WPFD.
- The City benefits by providing a unique gathering place to families and children.
- People from different cultural backgrounds benefit from the International Festival through traditional dance and entertainment.
- Kids benefit from the overall experience and bonding with family and friends in a safe environment.
- Schools benefit from experiencing the overall event through volunteering and learning about the cultures of our community.

4. Goals/Monitoring

Describe the goals of the project. Will the project result in an increase in overnight stays by visitors in Lakewood? If so, how will this increase be tracked and monitored? How will an increase in the sale of goods and services as a result of the project be measured? What other short or long-term economic benefits will occur and how will that be tracked? Why do you believe those project/activity outcomes are feasible?

Note - Applicants will be required to submit a post-funding report providing pertinent data evaluating tourism benefits resulting from the use of lodging tax funds as compared with the estimates contained in this application.

Our Goals:

- Increase the number of attendees that stay overnight.
- Reach out to our Sister Cities in Okinawa and The Philippines to support an entertainment group to showcase our international festival. With additional funding we can support that effort.
- Promote the Triathlon among our international groups.
- Seek international sponsors.
- Reach out to our international partners and consulates to support and participate in the activities.
- Strategically market the event with consistent branding.
- Update our website so that we can market our calendar and share with our Sister/Friendship Cities.
- Increase the number of vendors that could support the Passport to Sports and Art.
- Work closely with SummerFest to ensure we are supporting the overall goals of SummerFest and the International Festival to keep the number of participants at or above 25,000.
- Update our signs, banners and new logo for consistency.

5. Estimate how the funds will increase the amount of people traveling to Lakewood to stay overnight in paid accommodations.

The last two years we have not been able to host our Sister Cities due to decrease in grant funds. In the past the Consulates and other groups supported their visit by visiting the delegation and remaining in Lakewood for next day meetings/activities planned during their stay. Lodging Tax Grant funds enable us to support their travel as well as advertise in various publications that are key to bringing people to Lakewood.

6. Estimate how the funds will increase the amount of people traveling to Lakewood from more than 50 miles from their residences.

Lodging Tax Grant enable us to market on social media, advertising with other Sister Cities Associations, Consulates, International organizations, service organizations that reach throughout Washington state and into

California. Lodging Tax Grant funds in the past enabled us to produce TV ads that were run on various children's networks and radio ads on international radio stations, thus, drawing out-of-town visitors to Lakewood.

7. Estimate how the funds will increase the amount of people traveling to Lakewood from outside their state or country.

Hosting a delegation from one of our sister cities brings 3-10 people from out of country. It also brings members of their consulates (one in California) to Lakewood.

8. Funding Requirements

Due to funding constraints, partial funding may be recommended by the LTAC. If partial funding is received, how will that impact the project/activity? Please describe:

The increase in the International Festival attendance is partially due to the integration with SummerFest. However, the variety of marketing increased our outreach throughout the state to attract new entertainment groups to participate in our festival. The upgrades like a dance floor (most dance barefoot) to cover nails, additional tents for dressing and storing their instruments, costumes, an upgraded sound system projects and plays the variety of media provided by the entertainers etc., required to support the entertainers are new and unfunded items if partial funding is received. The need for additional coverage for the entertainment area due to the lack of foliage in the area to provide some shade to the area is an added need. Partial funding greatly impacts on providing a safe area for our entertainers to perform and our attendees to enjoy their performances and a sound system that projects the music as it should sound. The marketing that reaches further than Lakewood will be adjusted and could impact the number of out-of-town people staying in Lakewood

9. Use of Funds

Provide detail on how the funds will be used. For example, $20,000 of the funds will be used for marketing, $5,000 for administration, $10,000 for Consultants, etc.

$5,000 for Marketing/Promotion. This includes TV/radio ads, posters, flyers, social media ads, upgrade to website.
$3,000 for Travel. International travel support.
$4,500 for Contract Services. This includes sound, photographer, entertainment, graphic designers, banners and more.
$2,500 for Other. This includes tents, stage flooring, food & water for volunteers, miscellaneous items.

10. Project Budget (for non-capital projects). Do not include in-kind contributions.

Income: A diversified funding base is important to the success of any project. Please list all other sources of funding for the project, both anticipated and confirmed and when that funding will be available to the project. Include your own funding, sponsorships, other grants, etc.

Funding Source: List all revenue sources anticipated for 2018. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
Lakewood Sister Cities Association	$1,500	Y	Jan 2018
Sponsorships	$1,000	N	Apr 2018
	$		
	$		
	$		
	$		
	$		

Expenses: Based on full funding, please list project costs.
Note: Certain expenses may not be reimbursable, at the sole discretion of the City of Lakewood.
You will only be reimbursed at the authorized rates. Insurance is not an eligible cost.

	a. Lodging Tax Funds Requested *	b. Other Funds (Do not include In-Kind dollars)	c. Total Project Cost **
Personnel (salaries & benefits)	$0	$0	$0
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	$0	$0	$0
Marketing/Promotion	$5,000	$0	$5,500
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	$0	$0	$0
Minor Equipment (computers, desks, etc.)	$0	$0	$0
Travel	$3,000	$0	$3,000
Contract Services Describe below	$5,500	$0	$4,500
Other Describe below	$3,500	$0	$4,000
TOTAL COST	$17,000	$0	$17,000
Description for Direct Sales Activities, Contract Services, Travel and Others	Contract Services: webmaster to update website, Sound DJ, sound system, photographer, entertainment, graphic designer, signage for banners and new logo and more. Other: tents, stage flooring, food & water for volunteers, meetings and miscellaneous items.		
In-Kind Contributions	eMail Blasts - $300 MC & staff support - $500		

**Amount in column a" Lodging Tax Funds Requested" must match "Amount of Lodging Tax Funding Requested" under 1a of application.*
*** Amount in column c "Total Project Cost" must match "Total Project Cost" under 1a of application.*

11. Funding History

a. Was this project funded with Lakewood lodging tax funds in fiscal year 2017? X Yes No

b. If you answered yes to 11a, how much funding did you receive in 2017? $ 8,000

c. If you answered no to 11a, what is the last year Lakewood funding was received and how much?

Year Amount awarded No previous funding

11d. Indicate what efforts have been made to access funding from additional sources?

Working with local businesses, other service organizations, and various donors. There has been an increase in need based on the growth of the event over the last two years which relates to the additional costs not perceived in the past such as additional entertainment, additional tents, flooring, etc.

12. Coordination and Collaboration

Please provide information about any other organizations or agencies involved in this project/activity. Describe their level of involvement. Describe how this project coordinates with other tourism promotion efforts or services in the area, including Chambers of Commerce, local festivals, local lodging and restaurants. You may attach up to three letters of support from these organizations.

Pierce College Fort Steilacoom and the International Education (IE) Department provide IE staff hours, student volunteers and social media coverage.
Lakewood Chamber of Commerce and Asian Pacific Culture Center (APCC) provide eMail blasts to their membership.
City of Lakewood provides a website link to the community.
APCC provides staff support for entertainment connections.
Vendors and service organizations promoted the event on their websites and Facebook pages.

13. Capital Projects Budget

Note: A capital project requires a proportional degree of city ownership in the facility. Therefore, capital projects where there is no city ownership are not eligible to receive funding.

Supporting the Capital Expenditures and/or Operation of City Tourism-Related Facilities

FUNDING/TIMELINE	Responsible Parties, Methods, Means	Begin (Dates or Periods)	End (Dates or Periods)	Amount Requested From Lodging Funds	Other Funds Committed or Proposed*	TOTALS
Design & Inspection				$	$	$
Other Consultants				$	$	$
Permits & Fees				$	$	$
Land Acquisition				$	$	$
Site Development & Landscape				$	$	$
Buildings (New Construction)				$	$	$
Building Renovations (Includes Access)				$	$	$
Other (Specify) *Insurance is not an eligible cost.*				$	$	$
TOTAL				$	$	$

*If other funds are committed, please attach a letter of commitment from the funding source.

14. Certification

The applicant hereby certifies and confirms:

1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;

2. That it will abide by all relevant local, state, and federal laws and regulations;

3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;

4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

Primary Signature: Connie Coleman-Lacadie

Connie Coleman-Lacadie, President — 8/21/17

Printed Name & Title of Chief Administrator/Authorizing Official — Date

15. E-Verify Requirements for Contractors & Certification

By Ordinance, the City of Lakewood requires that all contractors who enter into agreements to provide services or products to the City use the Department of Homeland Security's E-Verify system when hiring new employees for the term of the contract.

E-Verify is an electronic system designed to verify the documentation of job applicants. It is run by the Department of Homeland Security.

Who is affected?

- All contractors doing business for the City of Lakewood.
  - There is no minimum dollar value for contracts affected.
- All subcontractors employed by the general contractor on these contracts.

Are there exceptions?

- Contracts for "Commercial-Off-The-Shelf" items are exempted from this requirement.
- Individuals, Companies, or other organizations that do not have employees.

How long must the contractor comply with the E-Verify system?

- For at least the term of the contract.

Are there other stipulations?

- E-Verify must be used ONLY for NEW HIRES during the term of the contract. It is NOT to be used for EXISTING EMPLOYEES.

- E-Verify must be used to verify the documentation of ANY new employee during the term of the contract, not just those directly or indirectly working on deliverables related to the City of Lakewood contract.

How will the City of Lakewood check for compliance?

- All contractors will retain a copy of the E-Verify Memorandum of Understanding that they execute with the Department of Homeland Security AND

- Sign and submit to the City an Affidavit of Compliance with their signed contract.

- All General Contractors will be required to have their subcontractors sign an Affidavit of Compliance and retain that Affidavit for 4 years after end of the contract.

- The City of Lakewood has the right to audit the Contractor's compliance with the E-Verify Ordinance.

Further information on E-Verify can be found at the following website: https://www.uscis.gov/e-verify

If you have questions about the City's E-Verify Ordinance, please contact the City of Lakewood's legal department prior to contracting with the City.

CITY OF LAKEWOOD
AFFIDAVIT OF COMPLIANCE WITH LAKEWOOD MUNICIPAL CODE 1.42
"E-VERIFY"

As the person duly authorized to enter into such commitment for

Lakewood Sister Cities Organization
COMPANY OR ORGANIZATION NAME

I hereby certify that the Company or Organization named herein will

(Check one box below)

☑ Be in compliance with all of the requirements of City of Lakewood Municipal Code Chapter 1.42 for the duration of the contract entered into between the City of Lakewood and the Company or Organization.

- OR -

☐ Hire no employees for the term of the contract between the City and the Company or Organization.

Signature

Connie Coleman-Lacadie, President
Print Name and Title

8/21/17
Date

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

DEPARTMENT OF THE TREASURY

Date: JAN 30 2004

LAKEWOOD SISTER CITIES ASSOCIATION
6000 MAIN ST SW
LAKEWOOD, WA 98499

Employer Identification Number:
31-1639695
DLN:
17053347718063
Contact Person:
ERIC J BERTELSEN ID# 31323
Contact Telephone Number:
(877) 829-5500
Public Charity Status:
170(b)(1)(a)(vi)

RECEIVED
FEB 3 2004
CITY CLERK'S OFFICE

Dear Applicant:

Our letter dated May 1999, stated you would be exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code, and you would be treated as a public charity during an advance ruling period.

Based on our records and on the information you submitted, we are pleased to confirm that you are exempt under section 501(c)(3) of the Code, and you are classified as a public charity under the Code section listed in the heading of this letter.

Publication 557, Tax-Exempt Status for Your Organization, provides detailed information about your rights and responsibilities as an exempt organization. You may request a copy by calling the toll-free number for forms, (800) 829-3676. Information is also available on our Internet Web Site at www.irs.gov.

If you have general questions about exempt organizations, please call our toll-free number shown in the heading between 8:00 a.m. - 6:30 p.m. Eastern time.

Please keep this letter in your permanent records.

Sincerely yours,

Lois G. Lerner

Lois G. Lerner
Director, Exempt Organizations
Rulings and Agreements

Letter 1050 (DO/CG)

Lakewood Sister Cities Association
2018 International Festival
Marketing Plan

The Lodging Tax Grant funds of $17,000 will be used for:

- Marketing and operational costs of $5,500
  - Advertising – radio, TV, international and local newspapers, international organization newsletters, Twitter, Facebook and websites
  - Outreach to other organizations – Asia Pacific Cultural Center, Korean Women Association, Lakewood Arts Commission, various Philippine organizations, service groups, colleges, etc.
  - Presentations at local clubs, non-profit agencies, businesses
  - Personal invitations to elected local and state officials, Consulates, JBLM, surrounding city managers and mayors, Presidents/Executive Directors of various international organizations and clubs, statewide sister city associations, community, educational and service organization leaders.
- Travel - $3,000
  - International travel support
- Contract Services - $5,000
  - Webmaster to update website
  - Sound DJ and updated sound system
  - Photographer
  - Entertainment representing international traditional music and dance
  - Graphic designer
  - Signage update for banners and new logo
- Other
  - Tents for entertainers costumes and equipment
  - Stage flooring
  - Food & water for volunteers
  - Meetings with volunteers, potential sponsors, MC, entertainment scheduler, etc.

Sheet1

2018 Festival Budget ($17,000)

Business	Est Cost	Service/ Product
Marketing	$5,000.00	Update Banners ($700), update logo ($500), TV/Radio ads ($2,500), media printing ($1,300)
Travel	$3,000.00	International travel support for Sister/Friendship City
Contract Services	$5,500.00	Web Designer ($1,400), Sound DJ & Sound System ($300), Photographer ($300), Graphic Designer ($500), Entertainment ($3,000)
Other	$3,500.00	Tents ($1,500), Stage flooring ($600), meetings ($400), food & water for volunteers ($250), supplies for student activities ($250), etc.
Total	**$17,000.00**	

LSCA INCOME STATEMENT

	2013	2014	2015	2016	2017
Cash on Hand	17630.7	13188.29	12220.07	10523.38	9223.38
Revenues	*14341.7*	*13209.11*	*13500*	*8700*	*8400*
Expenses	1967.87	14177.33	15196.69	10000	8200
Total Net Assets	30004.53	12220.07	10523.38	9223.38	9423.38

ARTICLES OF INCORPORATION

OF

LAKEWOOD SISTER CITIES ASSOCIATION

The undersigned, residents of the State of Washington, a majority of whom are citizens of the United States, desiring to form a Non-Profit Corporation under the Non-Profit Corporation Law (Revised Code of Washington 24.03), do hereby certify:

ARTICLE I - NAME

The name of the Corporation shall be LAKEWOOD SISTER CITIES ASSOCIATION.

ARTICLE II - REGISTERED OFFICE

The address of the initial registered office of this Corporation is c/o City of Lakewood, 10510 Gravelly Lake Drive SW, Suite 206, Lakewood, Washington 98499, Pierce County, and the name of its initial registered agent at such address is ALICE M. BUSH. The written consent of such person to serve as registered agent is attached hereto.

ARTICLE III - PURPOSES

The purposes for which this Corporation, a nonprofit charitable organization, is formed are:

1. To provide a forum for community involvement in Lakewood's sister city relationships and to encourage educational, cultural, economic, trade, and tourism opportunities for the greater Lakewood community through the sister city experience; and

2. To engage in any other lawful activity which may hereafter be authorized from time to time by the membership of the Association; provided, however, that the purposes for which the Corporation is formed shall at all times be consistent with Section 501(c) (3) of the Internal Revenue Code.

ARTICLE IV - MEMBERSHIP

The management of this Corporation shall be vested in the membership of the Association. The membership, and the method of selecting officers, shall be fixed by the Bylaws of this Corporation; provided, that the initial officers shall be two in number and their names and addresses are:

Name	Address
Pat Cavendish	*Pierce College* 9401 Farwest Drive SW Lakewood, WA 98498
Lua Pritchard	125 E. 96th Street Tacoma, WA 98445

The initial officers shall serve until the first organizational meeting of the membership of the Association and until their successors are appointed and qualified.

ARTICLE V - POWERS

This Corporation shall have the power to do all lawful acts or things necessary, appropriate, or desirable to carry out and in furtherance of its purposes described in Article III which are consistent with the Washington Nonprofit Corporation Act and Section 501(c) (3) of the Internal Revenue Code.

ARTICLE VI - INFLUENCE LEGISLATION

No substantial part of the activities of this Corporation shall be carrying on of propaganda, or otherwise attempting to influence legislation, and this Corporation shall not participate in, or intervene in (including the publishing or distribution of statements) any political campaign on behalf of or in opposition to any candidate for public office. Notwithstanding any other provision of these articles, this Corporation shall not carry on any other activities not permitted to be carried on:

(a) By a Corporation exempt from federal income tax under Section 501(c) (3) of the Internal Revenue Code, or the corresponding section of any future federal tax code; or

(b) By a Corporation, contributions to which are deductible under Section 170 (c) (2) of the Internal Revenue Code, or the corresponding section of any future federal tax code.

ARTICLE VII - BYLAWS

ARTICLE VIII - LIMITATIONS

This Corporation shall have no capital stock, and no part of the net earnings of this Corporation shall inure, in whole or in part, to the benefit of, or be distributable to, any member, officer, trustee, director, or other private person having a personal or private interest in the activities of the Corporation, or to any person or organization other than an organization which is exempt from federal income taxation under Sections 501(a) and 501(c) (3) of the Internal Revenue Code, except that the Corporation shall be authorized and empowered to pay reasonable compensation for services rendered and to make payments and distributions in furtherance of the purposes set forth in Article III hereof.

ARTICLE IX - TRANSACTION INVOLVING DIRECTORS

1. No contracts or other transactions between this Corporation and any other Corporation, and no act of this Corporation shall in any way be affected or invalidated by the fact that any director of this Corporation is pecuniarily or otherwise interested in, or is a trustee, director, or officer of, such other Corporation.

2. Any member and officer, individually, or any firm of which any trustee may be a member, may be a party to, or may be pecuniarily or otherwise interested in, any contracts or transactions of the Corporation; provided, that the fact that such member and officer or such firm is so interested shall be disclosed to or shall have been known by the Association or a majority thereof.

ARTICLE X - DISTRIBUTIONS UPON DISSOLUTION

Upon the dissolution of this Corporation, all of its assets remaining after payment of creditors shall be distributed for one or more exempt purposes within the meaning of Section 501(c) (3) of the Internal Revenue Code, or the corresponding section of any future federal tax code, or shall be distributed to the federal government, or to a state or local government, for a public purpose. Any such assets not so disposed of shall be disposed of by a Court of Competent Jurisdiction of Pierce County, exclusively for such purposes or to such organization or organizations, as said Court shall determine, which are organized and operated exclusively for such purposes. In no event shall any of the Corporation's assets be distributed to the officers, directors, or members of the Corporation.

ARTICLE XI - AMENDMENTS

This Corporation reserves the right to amend, alter, change, or repeal any provision contained in these Articles of Incorporation by the affirmative vote of a majority of the members present at a meeting of the Association.

ARTICLE XII - DURATION

The period of duration of this Corporation shall be perpetual.

ARTICLE XIII - INCORPORATOR

The name and address of the incorporator is:

Name	Address
Pat Cavendish	c/o City of Lakewood 10510 Gravelly Lake Dr. SW, Suite 206 Lakewood, WA 98406

DATED: _____

_____
Incorporator

CONSENT TO APPOINTMENT OF REGISTERED AGENT

I, ALICE M. BUSH, hereby consent to serve as registered agent, in the State of Washington, for LAKEWOOD SISTER CITIES ASSOCIATION. I understand that as agent for the Corporation, it will be my responsibility to accept service of process in the name of the Corporation; to forward all mail and license renewals to the appropriate officer of the Corporation; and to immediately notify the Office of the Secretary of State of my resignation or of any changes in the address of the registered office of the Corporation for which I am agent.

DATED: _____

_____
ALICE M. BUSH, CMC
General Services Director/City Clerk
City of Lakewood
10510 Gravelly Lake Dr. SW, Suite 206
Lakewood, WA 98499

LAKEWOOD SISTER CITIES ASSOCIATION
P. O. Box 97294
Lakewood, WA 98498

Honorary Ex-Officio
Mayor Don Anderson

Council Liaison
Councilmember Michael Brandstetter

Board of Directors
President - Connie Coleman-Lacadie
Vice-President - Vacant
Treasurer – Mike Brandstetter
Secretary – Cindy MacKersie
Ron Chow
James Kim
Michael Lacadie
Herb Stumpf

August 21, 2017

Lodging Tax Advisory Committee
Lakewood Lodging Tax Grant Program
City of Lakewood
6000 Main Street SW
Lakewood, WA 98499

Dear Lodging Tax Advisory Committee Members:

As the President of the Lakewood Sister Cities Association (LSCA) I hereby authorize the following individual as representative of the association to contractually bind the agency:

Connie Coleman-Lacadie, President, 10208 101st Ave Ct SW, Lakewood, WA 98498, 253.906.1346

On July 13, the board moved, seconded and voted to authorize the appointed representative to submit the Lodging Tax Grant Application.

This authorization will be reviewed annually.

With Regards,

Connie Coleman-Lacadie
President
Lakewood Sister Cities Association

Enclosed
Results of Motion

July 13, 2017

The board approves Connie Coleman-Lacadie to submit a Lakewood Lodging Tax funding request for Lakewood Sister Cities Association.

Moved by Michael Brandstetter, 2nd by James Kim

All in favor: Mike Brandstetter, James Kim, Julia Woodsworth, Herb Stumpf

2017 LSCA Board of Directors

Mr. Michael R. Lacadie ***(BOARD MEMBER)*** USAF/Boeing Retired 253.588.8967 Mrs. Connie J. Coleman-Lacadie ***(PRESIDENT)*** Federal Aviation Administration (FAA) Retired 10208 101st Ave. CT SW Lakewood, WA 98498 253.906.1346
(VICE PRESIDENT) Vacant
Mr. Mike Brandstetter ***(TREASURER)*** 11322 Interlaaken Drive SW Lakewood, WA 98498 253.230.5406
Mr. Herb Stumpf ***(BOARD MEMBER)*** USA Retired 11718 Terry Lake Rd SW Lakewood, WA 98498-2715 253.582.3073
Mr James Kim ***(BOARD MEMBER)*** 1551 Bay Hill Ave Fircrest, WA 98466 253.250.1210
Julia Woodsworth ***(SECRETARY)*** Pierce College 9401 Farwest Drive SW Lakewood, WA 98498

Lakewood Sister Cities
www.cityoflakewood.us

17th International Festival

Top entertainment from around the world!



ASIA PACIFIC CULTURAL CENTER

PIERCE COLLEGE
possibilities realized.

July 8th

Fort Steilacoom Park, Lakewood

AFRICAN-AMERICAN • GUAM • HAWAII • INDIA
KOREA • NATIVE AMERICAN • OKINAWA
PANAMA • PHILIPPINES • RUSSIA

Demonstrations of Fencing, Tae Kwon Do, Karate, Jujitsu
Food Trucks • Passport to Sports & Art • Artisan Vendors • Kidzone

Return to Agenda

Lakewood Sister Cities International Festival



July 8th

Fort Steilacoom Park, Lakewood

Main Stage
ENTERTAINMENT OKK Chinjinshuu of WA State Lion Dog - 11:15 am

International Stage
ENTERTAINMENT OKK Chinjinshuu of WA Taiko Drummers - 11:30 am

Dance and Music Performances from:

Indonesia - 12:30 pm
Hawaii - 1:00 pm
Cambodia - 1:30 pm
Africa (Somalia/ West African) - 2:00 pm
Mexico - 2:30 pm
Panama - 3:00 pm
Samoa - 3:30 pm
Russia - 4:00 pm
Tahiti - 4:30 pm
Philippines - 5:00 pm
Guam - 5:30 pm

International food, face painting, fencing, jijutsu, origami!

www.cityoflakewood.us



July 9th • Fort Steilacoom Park, Lakewood

Main Stage ENTERTAINMENT

SummerFest Opening Ceremony - 11:30
OKK Taiko Drummers and Dragon Dance – 11:45
Indonesian Dance Performance – 3:00

Community Stage ENTERTAINMENT

Dance and Music Performances from:

Guam - 12:30
Russia - 1:00
Native American - 1:30
Taiwan - 2:00
Korea - 2:30
Mexico/Latin American - 3:00
Philippines - 3:30
Hawaii - 4:00

PLUS so much more – international food, face painting, games!

Lakewood Sister Cities

PIERCE COLLEGE possibilities. realized.

1996 2016 Celebrating Excellence-Past, Present & Future

SummerFest 1996 2016

ASIA PACIFIC CULTURAL CENTER

Return to Agenda

Lakewood International Festival Entertainment

at



Join us on July 9

At Fort Steilacoom Park, Lakewood, WA

Main Stage

Opening Ceremony - 11:30

OKK Taiko Drummers & Dragon Dance – 11:45

Indonesian Dance Performance – 3:00

Community Stage

International Festival Entertainment

Dance & Music Performances from:

Guam - 12:30

Russia - 1:00

Native American - 1:30

Taiwan - 2:00

Korea - 2:30

Mexico/Latin American - 3:00

Philippines - 3:30

Hawaii - 4:00

Application for:

City of Lakewood Fiscal Year 2018 Lodging Tax Grant Funds

From:

Lakewood Chamber of Commerce

7. APPLICATION FOR FISCAL YEAR 2018 LTAC GRANT FUNDING

1a. Project Information

Project Name: Lakewood Tourism & Event Promotions and Services

Amount of Lodging Tax Funding Requested: $ 80,000.00
(Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: $ 80,000.00
(Total Project Amount must match Project Budget column c "Total Project Cost")

1b. Applicant Organization

Name of Applicant Organization: Lakewood Chamber of Commerce

Mailing Address: 6310 Mt. Tacoma Drive SW
Suite B
Lakewood, WA 98499

Tax ID Number: 91-0892937

Organization Unified Business Identifer (UBI) 601021198
UBI Expiration Date: September 30, 2017

Type of Organization: Non-profit
(Non-profit, For-profit, Municipality, Private business, etc.)

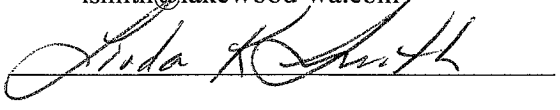
1c. Contact:

Name: Linda K. Smith

Title: President/CEO

Telephone: 253-592-9400

Email: lsmith@lakewood-wa.com

Signature: 

The signatory declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used only for the purposes set forth herein, and verifies that all the information contained in this application is valid and true to the best of his/her knowledge.

2. Project Description

a. Event Date(s): January 1, 2018 – December 31, 2018

b. Event Location: Services to promote tourism will be throughout the city of Lakewood

c. If there is a charge or fee for this activity, please describe how much and why.

Services surrounding tourism and event related promotions are free of charge to the public The requested lodging tax contract of $80,000 is to cover expenses for the fiscal year.

d. Please provide a detailed, yet concise description of the proposed project/activity. Include information on the area the project will serve, its expected impact and list the responsible party(s).

Continue to serve as lead destination marketing organization to encourage individual visitors and groups to come to Lakewood to overnight, shop, dine and tour the area through combined efforts of our lodging, restaurants, attractions, retailers and meeting spaces. We offer more reasons for the visiting public to extend their stay at our Visitor Information Center.

Provide optimum, full service visitor information, promotions in support for the City of Lakewood and surrounding area. We will continue to create publications, brochures and advertisements offering information addressing lodging, attractions, tours and events, as well as maps and on-line access to previously stated pieces on our web site.

The Chamber-operated Visitor Information Center will continue to ensure that we are the one-stop resource for out-of-town visitors 7 days a week (excluding federal holidays). Our Visitor Information Center located in the spacious lobby of the Chamber of Commerce is a true welcoming presence for the City of Lakewood.

3. Beneficiaries

Please list and provide specific information regarding all individuals, businesses, areas, or organizations that will directly benefit from the project/activity.

Serving as the lead destination marketing organization for Lakewood, our objective is to provide tourist information and services to the visiting public, thereby offering up as many activities to enhance/extend their visit/vacation experience. We will also be available to our local residents, including military personnel and their families as a one-stop resource for events, attractions, dining and shopping

The Chamber promotes our Members first – however – we promote all businesses in our community – and they all have a reason to directly benefit. Increasing our businesses bottom line encourages growth and additional tax revenues that directly impact all citizens in the City of Lakewood. Growth in business also encourages additional hiring of local employees – critical in this current economy. More jobs equates to more spending, which in turn, encourages more business growth and investment in Lakewood.

We are looking forward to the addition of new lodging properties to include in the current inventory and choice of accommodations in Lakewood. It will increase our ability to sell Lakewood as a great place for overnight stays increasingly viable. We look forward to having the ability to increase the number of "heads in beds," thereby growing the lodging tax and sales tax revenue in our city.

4. Goals/Monitoring

Describe the goals of the project. Will the project result in an increase in overnight stays by visitors in Lakewood? If so, how will this increase be tracked and monitored? How will an increase in the sale of goods and services as a result of the project be measured? What other short or long-term economic benefits will occur and how will that be tracked? Why do you believe those project/activity outcomes are feasible?

Note - Applicants will be required to submit a post-funding report providing pertinent data evaluating tourism benefits resulting from the use of lodging tax funds as compared with the estimates contained in this application.

Our goal is to promote/encourage overnight stays and to increase the awareness of all of the unique activities and attractions that are available in Lakewood.

Short-term benefits are what we see in the taxes collected. Long-term benefits include how well we do with events such as the US Open and the residual impact it can have for years to come.

We will calculate local retail sales tax collected, as well as lodging tax receipts collected as our bottom line gauge.

Dean Runyan Associates also provides a state, county and city-by-city comparison of the economic impact of tourism to our area. Interestingly, the City of Lakewood enjoys double the travel spending that "tourist destination cities" like Gig Harbor collects. The 2015 Travel Impacts for Lakewood indicates $93.2 million was generated in tourism spending, $24.5 million in earnings and 950 jobs are tourism related.

5. Estimate how the funds will increase the amount of people traveling to Lakewood to stay overnight in paid accommodations.

Creating awareness of our local attractions, shopping and dining experiences through our social media campaign ~ as an affordable place to visit ~ will encourage an increase in visits and overnight stays. The Chamber is also establishing a higher degree of visibility online through efforts to increase our search engine optimization in users looking for tourist and meeting destinations in Washington State.

Local placement of our lure brochures and events calendars at Visitor Information Centers outside of our area will also enhance awareness and encourage visitations.

The Chamber produces a Membership Directory and Visitor Guide. We include the McGavick Conference Center in the directory to promote meetings and events in Lakewood. We also list all accommodations in Lakewood, as well as Lakewood Chamber Members in the area.

6. Estimate how the funds will increase the amount of people traveling to Lakewood from more than 50 miles from their residences.

Creating awareness of our local attractions, shopping and dining experiences through our social media campaign ~ as an affordable place to visit ~ will encourage an increase in visits and overnight stays. The Chamber is also establishing a higher degree of visibility online through efforts to increase our search engine optimization in users looking for tourist and meeting destinations in Washington State.

Local placement of our lure brochures and events calendars at Visitor Information Centers outside of our area will also enhance awareness and encourage visitations.

The Chamber produces a Membership Directory and Visitor Guide. We include the McGavick Conference Center in the directory to promote meetings and events in Lakewood. We also list all accommodations in Lakewood, as well as Lakewood Chamber Members in the area.

7. Estimate how the funds will increase the amount of people traveling to Lakewood from outside their state or country.

Creating awareness of our local attractions, shopping and dining experiences through our social media campaign ~ as an affordable place to visit ~ will encourage an increase in visits and overnight stays. The Chamber is also establishing a higher degree of visibility online through efforts to increase our search engine optimization in users looking for tourist and meeting destinations in Washington State.

Local placement of our lure brochures and events calendars at Visitor Information Centers outside of our area will also enhance awareness and encourage visitations.

The Chamber produces a Membership Directory and Visitor Guide. We include the McGavick Conference Center in the directory to promote meetings and events in Lakewood. We also list all accommodations in Lakewood, as well as Lakewood Chamber Members in the area.

8. Funding Requirements

Due to funding constraints, partial funding may be recommended by the LTAC. If partial funding is received, how will that impact the project/activity? Please describe:

The Visitor Information Center is currently open 7 days a week. Without full funding, the hours would potentially be decreased. Tourism advertising activities such as tourism brochure creation, advertising in State/County advertising publications will not occur, leaving no real opportunities to advertise and market Lakewood outside of the local market.

9. Use of Funds

Provide detail on how the funds will be used. For example, $20,000 of the funds will be used for marketing, $5,000 for administration, $10,000 for Consultants, etc.

$25,000 Advertising/Marketing
$25,000 Operations
$30,000 Personnel

10. Project Budget (for non-capital projects). Do not include in-kind contributions.

Income: A diversified funding base is important to the success of any project. Please list all other sources of funding for the project, both anticipated and confirmed and when that funding will be available to the project. Include your own funding, sponsorships, other grants, etc.

Funding Source: List all revenue sources anticipated for 2018. Do not include requested Lodging Tax Funds	**Amount**	**Confirmed? Yes/No**	**Date Available**
	$		
	$		
	$		
	$		
	$		
	$		
	$		

Expenses: Based on full funding, please list project costs.
Note: Certain expenses may not be reimbursable, at the sole discretion of the City of Lakewood.
You will only be reimbursed at the authorized rates. Insurance is not an eligible cost.

	a. Lodging Tax Funds Requested *	**b. Other Funds (Do not include In-Kind dollars)**	**c. Total Project Cost ****
Personnel (salaries & benefits)	**$ 30,000.00**	**$**	**$ 30,000.00**
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	**$25,000.00**	**$**	**$ 25,000.00**
Marketing/Promotion	**$ 25,000.00**	**$**	**$ 25,000.00**
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	**$**	**$**	**$**
Minor Equipment (computers, desks, etc.)	**$**	**$**	**$**
Travel	**$**	**$**	**$**
Contract Services Describe below	**$**	**$**	**$**
Other Describe below	**$**	**$**	**$**
TOTAL COST	**$ 80,000.00**	**$**	**$ 80,000.00**
Description for Direct Sales Activities, Contract Services, Travel and Others			
In-Kind Contributions			

**Amount in column a" Lodging Tax Funds Requested" must match "Amount of Lodging Tax Funding Requested" under 1a of application.*
*** Amount in column c "Total Project Cost" must match "Total Project Cost" under 1a of application.*

11. Funding History

a. Was this project funded with Lakewood lodging tax funds in fiscal year 2017? x Yes No

b. If you answered yes to 11a, how much funding did you receive in 2017? $ 80,000.00

c. If you answered no to 11a, what is the last year Lakewood funding was received and how much?

Year Amount awarded No previous funding

11d. Indicate what efforts have been made to access funding from additional sources?

Currently, there are no other resources available for tourism promotions in Lakewood.

12. Coordination and Collaboration

Please provide information about any other organizations or agencies involved in this project/activity. Describe their level of involvement. Describe how this project coordinates with other tourism promotion efforts or services in the area, including Chambers of Commerce, local festivals, local lodging and restaurants. You may attach up to three letters of support from these organizations.

We will continue to work with Travel+Tacoma. As our regional "umbrella" organization, we collaborate with the Bureau providing tourism promotional collaterals and brochures to include in the Tacoma Visitor Information Center, participate in brainstorming sessions for regional branding purposes, assist the bureau with updates about local events and activities, as well as serve as a resource for local photography needs. Assist the Bureau to best promote Lakewood in the Tacoma Regional Visitor Guide.

We will continue to assist the Tacoma South Sound sports whenever an amateur sporting event is held in Lakewood, or nearby, providing information on local dining, retail and lodging information for out-of-town participants to encourage spending in Lakewood.

The Chamber also supports and promotes activities and events through social media and posts displays of Lakewold Gardens, Thornewood Castle, Grand Prix Raceway, Lakewood History Museum, Historic Fort Steilacoom, Lakewood Playhouse, our local parks, golf courses, gardens and lakes, and more.

13. Capital Projects Budget

Note: A capital project requires a proportional degree of city ownership in the facility. Therefore, capital projects where there is no city ownership are not eligible to receive funding.

Supporting the Capital Expenditures and/or Operation of City Tourism-Related Facilities

FUNDING/TIMELINE	Responsible Parties, Methods, Means	Begin (Dates or Periods)	End (Dates or Periods)	Amount Requested From Lodging Funds	Other Funds Committed or Proposed*	TOTALS
Design & Inspection				$	$	$
Other Consultants				$	$	$
Permits & Fees				$	$	$
Land Acquisition				$	$	$
Site Development & Landscape				$	$	$
Buildings (New Construction)				$	$	$
Building Renovations (Includes Access)				$	$	$
Other (Specify) *Insurance is not an eligible cost.*				$	$	$
TOTAL				$	$	$

*If other funds are committed, please attach a letter of commitment from the funding source.

14. Certification

The applicant hereby certifies and confirms:

1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;

2. That it will abide by all relevant local, state, and federal laws and regulations;

3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;

4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

Primary Signature: Linda K Smith

Linda K. Smith
Printed Name & Title of Chief Administrator/Authorizing Official

8/15/17
Date

15. E-Verify Requirements for Contractors & Certification

By Ordinance, the City of Lakewood requires that all contractors who enter into agreements to provide services or products to the City use the Department of Homeland Security's E-Verify system when hiring new employees for the term of the contract.

E-Verify is an electronic system designed to verify the documentation of job applicants. It is run by the Department of Homeland Security.

Who is affected?

- All contractors doing business for the City of Lakewood.
  - There is no minimum dollar value for contracts affected.
- All subcontractors employed by the general contractor on these contracts.

Are there exceptions?

- Contracts for "Commercial-Off-The-Shelf" items are exempted from this requirement.
- Individuals, Companies, or other organizations that do not have employees.

How long must the contractor comply with the E-Verify system?

- For at least the term of the contract.

Are there other stipulations?

- E-Verify must be used ONLY for NEW HIRES during the term of the contract. It is NOT to be used for EXISTING EMPLOYEES.

- E-Verify must be used to verify the documentation of ANY new employee during the term of the contract, not just those directly or indirectly working on deliverables related to the City of Lakewood contract.

How will the City of Lakewood check for compliance?

- All contractors will retain a copy of the E-Verify Memorandum of Understanding that they execute with the Department of Homeland Security AND

- Sign and submit to the City an Affidavit of Compliance with their signed contract.

- All General Contractors will be required to have their subcontractors sign an Affidavit of Compliance and retain that Affidavit for 4 years after end of the contract.

- The City of Lakewood has the right to audit the Contractor's compliance with the E-Verify Ordinance.

Further information on E-Verify can be found at the following website: https://www.uscis.gov/e-verify

If you have questions about the City's E-Verify Ordinance, please contact the City of Lakewood's legal department prior to contracting with the City.

CITY OF LAKEWOOD
AFFIDAVIT OF COMPLIANCE WITH LAKEWOOD MUNICIPAL CODE 1.42
"E-VERIFY"

As the person duly authorized to enter into such commitment for

Lakewood Chamber of Commerce
COMPANY OR ORGANIZATION NAME

I hereby certify that the Company or Organization named herein will

(Check one box below)

☒ Be in compliance with all of the requirements of City of Lakewood Municipal Code Chapter 1.42 for the duration of the contract entered into between the City of Lakewood and the Company or Organization.

- OR -

☐ Hire no employees for the term of the contract between the City and the Company or Organization.

Linda K Smith
Signature

Linda K Smith
Print Name and Title

8/15/17
Date

Return to Agenda

27-2-75
L

Address any reply to: 915 Second Avenue, Seattle, Wash. 98174

Department of the Treas

G. A. Tornow
(206) 442-5110

District Director

Internal Revenue Service

Date: FEB 2 6 1975

In reply refer to: L-179, Code 428

SEA:EO:75-215

Lakewood Area Chamber of Commerce
P.O. Box 99084
Tacoma, WA 98409

Internal Revenue Code: Section 501(c) (6)
Form 990 Required: ☒ Yes ☐ No
Accounting Period Ending: September 31

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 the provisions of the Internal Revenue Code section indicated above.

Unless specifically excepted, you are liable for taxes under the Federal Insurance Contributions Act (social security taxes) on remuneration of $50 or more to each of your employees during a calendar quarter. And, unless excepted, you are also liable for tax under the Federal Unemployment Tax Act on remuneration of $50 or more to each of your employees during a calendar quarter if, during the current or preceding calendar year, you have one or more employees at any time in each of 20 calendar weeks or pay 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 purposes, character, or method of operation is changed, you must let us know so we can consider the effect of the change on your exempt-status. Also, you must inform us of all changes in your name or address.

The block checked at the top of this letter shows whether you must file Form 990, Return of Organization Exempt From Income Tax. If the Yes box is checked, you are only required to file Form 990 if your gross receipts each year are normally more than $5,000. 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. The law imposes a penalty of $10 a day, up to a maximum of $5,000, for failure to file the return on time.

(OVER)

Form L-179 (Rev. 4-73)

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. 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.

Please keep this determination letter in your permanent records.

Contributions to you as a chamber of commerce organization are not deductible under the provisions of section 170 of the Internal Revenue Code. Please advise your contributors to that effect.

Sincerely yours,

Michael Sassi
District Director

Form L-179 (Rev. 4-73)

Lakewood CHAMBER of COMMERCE

2016-17 Marketing Plan

Priority Goal #1: Build a Strong Chamber and Business Community

Strategy: *Maintain a dynamic volunteer base and encourage effective, focused committees.*
Activities: *Support the following committees to accomplish set goals and objectives.*

Board of Directors – Actively participate and oversee Chamber functions and services to provide maximum benefit to the Chamber Membership.

Ambassadors Club — Assist the Chamber in its goal of retention and expansion of members. Emphasis is on personal contact with current and potential Chamber Members. Ambassadors make one-on-one member visitations, referrals of potential members, attend and serve as host at Chamber functions and socials. To become an Ambassador, you must receive an invitation from the Ambassador Board.

Crime Free Business Task Force — Developed for Member businesses and the Lakewood Police Department to work hand-in-hand to combat crime in Lakewood. Task Force issues include: Robberies; Fraud; Business Theft; Responsible Property Management for multi-housing complexes, as well as liquor serving establishments; BounceBack (a check crimes enforcement program); as well as emergency response issues, such as the Avian Flu. Ad Hoc Committee Meets on an as needed basis.

Education — The committee sponsors the Business Students of the Year Scholarship fundraiser. Ad Hoc Committee meets on an as needed basis.

Government Affairs – Watchdog for business related issues that impact your bottom line. Develop recommendations for policy positions to the Board of Directors.

Military Affairs — Advocacy group for maintaining a healthy business economy through military contacts, support and relationship building.

Priority Goal 2: Networking & Promotional Activities

Strategy: *Foster an active environment enabling businesses to promote themselves to one another and in the community.*
Activities: *Continue providing the following networking and advertising opportunities:*

- **AM Chamber Networking** – A great opportunity for our early bird Members! Get to know other Chamber Members in a casual format. Our group is fun-loving, approachable and prefer to Shop Chamber Members first! You'll also learn about upcoming functions, events and marketing opportunities that the Chamber offers.
- **Blue Ribbon Cuttings** – Held at new member businesses, or existing businesses that have relocated, expanded their services, celebrating anniversaries, etc.
- **Business After Hours** – Networking opportunities for member businesses in a casual, relaxed atmosphere, showcasing the host business, held every quarter.
- **Chamber Website** – Connecting our visitors and Members to you! Comprehensive information about member businesses and the community for residents and out-of-town visitors.
- **Christmas Auction** – Donating items is a terrific way to market your products and services. By shopping at the auction for holiday gifts, you support non-dues revenue for the Chamber.
- **DRIVE Time** – Another opportunity to become a more effective entrepreneur! Learn from other Chamber Members on "how to" improve your business. Our savvy volunteer speakers will address issues relevant to business owners concerns today. The majority of the afternoon is spent on casual networking.
- **FYI Broadcast Email Program** – Send your message out to the Chamber's membership with your jpg file for a nominal fee.
- **General Membership Luncheons** – Monthly luncheons, held the first Thursday of the month, offers topical programs with featured speakers, as well as networking opportunities.
- **Golf Classic** – Offers a fun-filled day of networking, as well as a variety of advertising and promotional opportunities for tournament sponsors.
- **Membership Directory & Visitor Guide** – With an annual distribution of 7,000, this premier business and community publication is a "must" for serious advertisers.
- **Military Programs and Events** – Reintroducing Community Connector Program with the 2-2 at JBLM. Get extra visibility for your business at the Military Newcomer Orientations at Joint Base Lewis McChord every month. Our monthly Military Affairs Meetings have great information on getting into this niche market and is undoubtedly the most connected MAC in the region! Lakewood Salutes meets at the Freedom Bridge after Military Affairs Meetings to wave flags in support of our troops.
- **Momentum Program** – Enhance your organization's image and gain valuable name recognition by becoming a sponsor! This annual marketing program enables you to receive a variety of special advertising options.
- **E-Newsletter** – Providing information on activities, events and policy positions of the Chamber. Highlights member activities with support articles, as well as advertising opportunities.

- **Selfie Campaign** – Create a "selfie" campaign to promote the variety of attractions and activities in Lakewood thereby promoting the City of Lakewood and our Member businesses to our residents and visiting public.
- **Showcase Lakewood** – This annual table-top trade show encourages member-to-member business sales opportunities. Held every October (BOO Bash). Complimentary Admission. Open to the public.
- **Social Media** – The Chamber's Facebook and Twitter pages promote local businesses, community happenings and events - and our Members in a big way!
- **Cash Mobs** – Plan and execute Cash Mobs, where a locally owned, predetermined retailer gets a "mob" of shoppers with cash in hand to help "spike" their sales for a day.
- **Dish Mobs** – Plan and execute Dish Mobs, where a locally owned, predetermined restaurant gets a "mob" of diners to help "spike" their sales for a day.

Priority Goal #3 Tourism Development & Promotions

Strategy: *Attract visitors to Lakewood and encourage overnight stays; restaurant, retail and hospitality related spending.*
Activities: *Continue to serve as lead destination marketing organization to encourage individual visitors and groups to come to Lakewood to overnight, shop, dine and tour the area.*

* Design, print and distribute 4-color Lure Brochure representing Lakewood's attractions and activities.
* Design, print and distribute l-color Lodging, Dining, and Attractions Guides, as well as quarterly Community Events Calendars.
* Maintain an attractive web site with information on area Lodging, Attractions, Dining and Shopping information, including a Community Events Calendar.
* Continue to work and partner with Travel+Tacoma to ensure Lakewood is well represented under their marketing and advertising umbrella.
* Provide support services to Tacoma South Sound Sports to ensure amateur athletic events continue to book in Lakewood.
* Update, print and distribute Attractions & Services Inventory for front line personnel at area accommodations.
* Tourism related advertising/promotional support and services.
* Operate Lakewood's Visitor Information Center, 7 days a week, serving walk-ins, phone calls, emails and snail mail.
* Staff information desk at JBLM, providing tourism and community information to new military personnel/spouses on a monthly basis. Attendance of new personnel is mandatory. The Lakewood Chamber is the only chamber in the region that participates in this program.
* Design, print and distribute the annual Lakewood Chamber Membership Directory and Visitor Guide.
* Provide support services to location scouts and filmmakers who wish to film in Lakewood.

Priority Goal #4: Government Relations

Strategy: *Champion the interests of the Lakewood Business Community to local, county, state and federal government(s).*
Activities: *Serve as an information resource regarding issues to the business community, as well as a voice for the membership regarding issues that impact their bottom line.*

- **Review legislation, laws and codes** on local, state and national issues that impact the business community and make recommendations and policy positions to the Membership.
- **Ad Hoc representation** at all levels of the government. Continue to keep members abreast of political issues/positions and encourage their participation in lobbying.
- **Look for opportunities** for elected officials to attend Chamber functions, events and provide updates on issues that impact the business community
- **Communicate Chamber views** through press releases, broadcast email, Facebook and public testimony.
- **Monthly Government Relations Meetings** provide an opportunity for the business community to meet with local and state elected officials in a casual, face-to-face conversation.

Priority Goal 5: Economic Development

Strategy: *To retain and expand existing businesses and to attract new business to Lakewood in order to create a diverse economic base*
Activities: *Encourage business retention, expansion, and development through:*

- **Government Relations** - Work with government entities to eliminate excessive burdens on businesses. Work towards business-friendly environment.
- **Education** – Continue to provide complimentary appointments with the Small Business Association's SCORE Counselors as a service for startup businesses.
- **Crime Free Business Task Force** – Continue to work with Lakewood Police Department to fight crime in the community creating a more desirable city to start a business.
- **Provide Information and Resources** – Provide information and resources to entrepreneurs and businesses interested in locating in Lakewood.
- **Work collaboratively with City of Lakewood** – Working with the Economic Development Department to promote and enhance existing business base currently in Lakewood.

Lakewood Chamber of Commerce
Draft Operating Budget
September 1, 2017 – August 31, 2018

DUES INCOME	
Membership Renewals	115,000.00
New Members/Tiered Dues	60,000.00
Processing Fee	3,500.00
Net Dues Income	***$178,500.00***
FUNDRAISERS	
JBLM Newcomers Orientation	5,500.00
Military Receptions	2,500.00
Foot Golf Tournament	5,000.00
Christmas Auction	30,000.00
Chili Cook Off	10,000.00
Commencement Bay Boat Cruise	7,500.00
Commencement Bay Christmas Boat Parade	4,000.00
Bowling Nights	4,000.00
Table Top Trade Shows	4,000.00
Trunk Sales Events	4,000.00
Salmon-Chanted Evening	2,000.00
Leavenworth Bus Tour	2,000.00
Raffles	2,500.00
Net Committee Income	***$83,000.00***
OTHER INCOME	
Business After Hours	2,000.00
Email Broadcast Advertising	2,000.00
Event Sponsorships	3,000.00
General Membership Lunch Attendees	9,000.00
General Membership Lunch Sponsors	4,000.00
Installation Luncheon	3,000.00
Lakewood Map	5,000.00
Meetings/Seminars/Webinars	4,000.00
Membership Directory	30,000.00
Momentum & Presidents Club Sponsors	21,000.00
Tourism Contract	80,000.00
Unbudgeted Non-Dues Income	2,000.00
Net Other Income	***$165,000.00***
TOTAL INCOME	**$426,500.00**

COMMITTEE/FUNDRAISER EXPENSES	
Ambassadors Club	500.00
Education Scholarships	2,500.00
Golf Classic	2,000.00
Christmas Auction	2,000.00
Military Memberships – PMBA & others	3,000.00
Military Newcomers Orientation	2,500.00
Military Receptions	1,000.00
ShowCase Lakewood	200.00
Chili Cook-Off	500.00
Bowling Nights	750.00
Salmon-Chanted Evening	400.00
Raffles	300.00
Total Committee Expenses	***$15,650.00***
EXPENSE ITEMS	
Board of Directors	300.00
Dues & Subscriptions	1,500.00
General Membership Lunch	9,000.00
Installation Luncheon	2,500.00
Lakewood Map	3,000.00
Membership Directory	16,000.00
Promotional Items & Advertising	2,000.00
Tourism Contract – Marketing & Advertising	25,000.00
Web Site	2,500.00
Total Expense Items	***$61,800.00***
GENERAL EXPENSES	
Accounting/Legal/Professional Services	1,000.00
Bank Service Charges & Credit Card Fees	4,500.00
President's Expenses	1,200.00
Equipment Rental/Purchases	6,000.00
Tourism Contract Visitor Information Center Space	25,000.00
Rent	25,000.00
Liability Insurance	4,000.00
Licenses & Permits	100.00
Meals	1,000.00
Office Supplies	1,000.00
Postage & Delivery	2,000.00
Printing & Reproduction	3,500.00
Computer/Internet Connection	3,000.00
Telephone (office & cell)	3,000.00
Unbudgeted Expenses	1,500.00
Total General Expenses	***$81,800.00***

PAYROLL EXPENSES	
Employee Health Insurance	14,000.00
Retirement Insurance	5,000.00
Payroll Taxes & Liabilities	14,750.00
Mileage	1,200.00
President's Salary	81,000.00
Member Services Representatives Salary Base	12,000.00
Member Services Representatives Commissions:	
Member Renewals	4,000.00
New Members	28,000.00
Directory Advertising Sales	8,500.00
Sponsorship Sales	2,500.00
Showcase Lakewood	1,250.00
Broadcast Email Ads	250.00
110% Club	250.00
Office Manager	32,830.00
Tourism Contract Visitor Information Center Coordinator	15,000.00
Bookkeeper	7,000.00
Tourism Contract Visitor Information Center Front Line Staff	15,000.00
Payroll Expenses – Other	1,200.00
Total Payroll Expense	***243,730.00***
TOTAL INCOME	**$426,500.00**
TOTAL EXPENSES	**$402,980.00**

Lakewood Chamber of Commerce
Balance Sheet
As of July 31, 2017

Return to Agenda

	Jul 31, 17
ASSETS	
Current Assets	
Checking/Savings	
Checking*	3,860.49
Money Market	714.68
Petty Cash	500.00
Total Checking/Savings	5,075.17
Total Current Assets	5,075.17
Fixed Assets	
Equipment	44,119.72
Furniture	2,414.42
Total Fixed Assets	46,534.14
TOTAL ASSETS	**51,609.31**
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Columbia Bank	13,622.23
Deposits and Prepaid	9,315.00
Payroll Liabilities	
Labor & Industries	19.66
940 Taxes Payable	-11.86
941 Taxes Payable	1,823.35
State Unemployment	-38.57
Supplemental Insurance	0.04
Total Payroll Liabilities	1,792.62
Total Other Current Liabilities	24,729.85
Total Current Liabilities	24,729.85
Total Liabilities	24,729.85
Equity	
Opening Balance Equity	25,421.19
Net Income	1,458.27
Total Equity	26,879.46
TOTAL LIABILITIES & EQUITY	**51,609.31**

223498
FILE NUMBER

DOMESTIC

STATE OF WASHINGTON | DEPARTMENT OF STATE

I, **A. LUDLOW KRAMER,** Secretary of State of the State of Washington and custodian of its seal, hereby certify that

ARTICLES OF INCORPORATION

of LAKEWOOD CHAMBER OF COMMERCE

a domestic corporation of Tacoma, Washington,

was filed for record in this office on this date, and I further certify that such Articles remain on file in this office.

Filed at request of
Richard J. Kelley, Atty
P. O. Box 3302
Lakewood Center
Tacoma, Washington 98499
NON PROFIT

Filing and recording fee . . . $ 20.00

License to June 30, 19..... $.....

.....Excess pages @ 25¢ $.....

Microfilmed, Roll No. 1248

Page 200-205

In witness whereof I have signed and have affixed the seal of the State of Washington to this certificate at Olympia, the State Capitol,

September 12, 1972

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A. LUDLOW KRAMER
SECRETARY OF STATE

SSF-57 B (6-69)

Return to Agenda

FILED

SEP 12 1972

A. LUDLOW KRAMER
SECRETARY OF STATE

ARTICLES OF INCORPORATION

OF

LAKEWOOD CHAMBER OF COMMERCE

I, the undersigned, acting as the incorporator of a Corporation under the provisions of the Washington Non-Profit Corporation Act (RCW 24.03), adopt the following Articles of Incorporation for such corporation:

ARTICLE I

The name of the corporation shall be LAKEWOOD CHAMBER OF COMMERCE.

ARTICLE II

The period of duration of the corporation shall be perpetual.

ARTICLE III

The purpose for which the corporation is organized is to promote and perpetuate the business, financial, manufacturing, professional, and civic interests of Western Pierce County, in the State of Washington.

ARTICLE IV

Internal affairs of the corporation shall be regulated by the Constitution and By-Laws of the corporation.

ARTICLE V

The address of the initial registered office of the corporation shall be 10123 Plaza Drive S.W., Tacoma, Washington 98499. The name of the initial registered agent of the corporation at such address shall be JAMES WALTER.

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ARTICLE VI

The number of directors constituting the initial Board of Directors of the corporation shall be four (4). The number of directors shall be governed by the Constitution and By-Laws which shall not allow a number less than three (3).

The names and addresses of the persons who are to serve as the initial directors of the corporation are as follows:

President	JAMES WALTER	6015 Wildaire Road S.W. Tacoma, Washington
Vice-Pres.	EARL PARSONS	8405 Amber Drive S.W. Tacoma, Washington 98499
Secretary	FRANK JACOBS	625 North McCarver Tacoma, Washington 98403
Treasurer	MAX APPELGATE	4509 North Ferdinand Tacoma, Washington

ARTICLE VII

The name and address of the incorporator of the corporation is as follows:

JAMES WALTER	6015 Wildaire Road S.W. Tacoma, Washington

ARTICLE VIII

Upon dissolution of this corporation, and after all obligations thereof have been satisfied, any remaining assets thereof shall, by resolution of the last Board of Directors, be distributed to any one or more non-profit charitable corporation or organization carrying on activities within the State of Washington.

IN WITNESS WHEREOF, the incorporator hereinabove named has hereunto set his hand in triplicate this 7 day of September, 1972.

James Walter

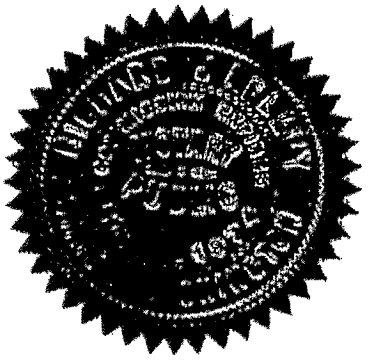
202

STATE OF WASHINGTON)
)ss.
County of Pierce)

THIS IS TO CERTIFY that on this 7 day of September, 1972, there personally appeared before me JAMES WALTER known personally to me to be the person described in and who executed the foregoing Articles of Incorporation, and that he did acknowledge and declare to me that he executed the same freely and voluntarily for the uses and purposes therein mentioned.

IN WITNESS WHEREOF, I have hereunto set my hand and official seal, the day and year first above written.

Notary Public in and for the State of Washington, residing at Tacoma.



2083

STATEMENT OF DESIGNATION OF REGISTERED OFFICE

AND REGISTERED AGENT

To the Honorable A. Ludlow Kramer, the Secretary of State of the State of Washington:

Pursuant to the provisions of Revised Code of Washington 24.03.050, the LAKEWOOD CHAMBER OF COMMERCE, a Washington non-profit corporation, designated, by a resolution of its Board of Directors duly adopted on the 7th day of September, 1972, its registered office as follows: 10123 Plaza Drive S.W., City of Tacoma, County of Pierce, State of Washington, and its registered agent as follows: JAMES WALTER, said registered agent having a business office identical with said registered office.

This statement is accompanied by a copy of said designating resolution certified as true by FRANK JACOBS, the Secretary of said corporation.

Dated this 7th day of September, 1972.

LAKEWOOD CHAMBER OF COMMERCE

By Earl G. Parsons

Vice President

STATE OF WASHINGTON)
)ss.
County of Pierce)

EARL PARSONS, being first duly sworn upon oath deposes and says: That he is the Vice President of the LAKEWOOD CHAMBER OF COMMERCE, that he is authorized to and does make this verification for and on behalf of said corporation; that he has read the foregoing, knows the contents thereof and believes the same to be true.

Earl G. Parsons

Earl Parsons

SUBSCRIBED and SWORN to before me this 7th day of September, 1972.

Notary Public in and for the State of Washington, residing at Tacoma.

RESOLUTION OF BOARD OF DIRECTORS

DESIGNATING REGISTERED OFFICE AND REGISTERED AGENT

WHEREAS under the provisions of Revised Code of Washington 24.03.050, the LAKEWOOD CHAMBER OF COMMERCE, a Washington non-profit corporation, is required to have and continuously maintain in the State of Washington a registered office and a registered agent, the latter to have an office identical with said registered office; and

WHEREAS said statutory provision requires that said registered office and registered agent be designated by a duly adopted resolution of the Board of Directors of said corporation; now, therefore,

IT IS RESOLVED by the Board of Directors of said corporation that the registered office of said corporation be, and it hereby is, designated as 10123 Plaza Drive S.W., City of Tacoma, County of Pierce, State of Washington.

IT IS FURTHER RESOLVED that the registered agent of said corporation be, and said agent hereby is, designated as JAMES WALTER, and that said registered agent is an individual residing in the State of Washington whose business office is identical with said registered office.

IT IS FURTHER RESOLVED that the Vice President of said corporation be, and he hereby is, directed to execute a verified statement of the aforesaid designation, and that the Secretary of said corporation be, and he hereby is, directed to certify as true this resolution and to file said verified statement and said certified resolution with the Secretary of State of the State of Washington.

DATED this 7th day of September, 1972.

THIS IS TO CERTIFY that the above is a true resolution of the Board of Directors of the LAKEWOOD CHAMBER OF COMMERCE.

Frank Jacobs, Secretary

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Board of Directors Minutes
August 10, 2017
12 noon – 1:30 pm
Lakewood Chamber of Commerce

Call to Order/Roll Call –Wolf, Harding, Cofchin, Miller, Walsh and Smith

Absent: Bakamis, Mattingly, McMullan, Steele

Additions/Deletions to the Agenda – Solar Eclipse Viewing Party; Agreement with KLAY; Action Items for Board Approval (City RFP for night work, Revenue Loss Study, Secret Shopper at City Business License desk).

Approval of Meeting Minutes – Cofchin moved and Miller seconded approval of the June 8, 2017 Meeting Minutes. M/S/C.

Committee Reports –
Government Relations – In Bakamis and McMullan's absence, Smith reported on the Candidates Forum slated for the October General Membership Luncheon. Our next program speaker/topic for September Government Relations Roundtable is Stabilized Scheduling.

Christmas Auction – Smith reported that we are behind in developing a working ad hoc committee to begin requesting donations for the Christmas Auction. The Board requested that staff provide a list of the items sold last year and the dollar amount. Cofchin requested a call list be sent to her. Also suggested: Lunch with a local VIP. The guaranteed price should be bumped up by 30%.

Value Proposition Committee –Wolf shared a conceptual brochure that he developed that covered all of the values the ad hoc committee determined as important to potential and existing Members. It was agreed that the value statement be in front of everyone, whether it was in writing or read at all of our functions. Smith encouraged the Board to remember and teach the acronym to help everyone remember each of the values.

Chair of the Board Report – *Wolf*
In Bakamis' absence, Wolf reviewed the Annual Board Retreat. He also reminded the Board that they all agreed that Government Affairs will be the new driver for Chamber activities in 2017-18 and it was critical for all Board Members to be engaged and educated about the issues.

President's Report – *Smith*
Upcoming events included Annual Meeting & Installation, Foot Golf Tournament and Solar Eclipse Viewing Party. Smith is working on negotiating with KLAY to host a weekly radio program that will feature Chamber Members. Walsh moved and Wolf seconded the Board approve that Smith submit an application to the City of Lakewood Lodging Tax Advisory Committee to contract for 2018 Lodging Tax Grant monies. M/S/C.

Adjourn –Harding moved and Cofchin seconded adjournment of the meeting. M/S/C.

2017-18 BOARD OF DIRECTORS

Executive Team

Tod Wolf, *Chair*
Robi's Camera Center & Custom Framing
10015 Gravelly Lake Dr SW
Lakewood, WA 98499
Ph - 253-584-0210
wolf@robis.com

Stephanie Walsh, *Treasurer*
DOTY Group
1102 Broadway, Suite 400
Tacoma, WA 98402
Ph – 253-830-5450
swalsh@dotygroupcpas.com

Tammy Steele, *Secretary*
Mary Kay Independent Senior Sales Director
University Place, WA 98467
Ph - 253-565-7823
tlsteele2@msn.com

Greg Bakamis, *Past Chair*
Great American Casino
10117 South Tacoma Way
Lakewood, WA 98499
Ph – 206-255-2240
gbakamis@gagaming.com

Board Members

Danny Banwait
Black Bear Diner
10115 South Tacoma Way
Lakewood, WA 98499
Ph – 253-267-0238
dannybanwait@yahoo.com

Judi Brown
Tacoma Trophy
4021 100th St. SW, Suite B
Lakewood, WA 98499
Ph – 253-302-5566
judi@gettingpersonalimprinting.com

Trudy Cofchin
LeMay Family Collection
325 152nd Street E
Tacoma, WA 98445
Ph – 253-272-2336
tcofchin@comcast.net

Chris Goddard
Narrows Plaza Bowl
2200 Mildred Street W
University Place, WA 98466
Ph – 253-565-1007
chris@narrowsplazabowl.com

Brian Harding
Plumbing & Drain Company
13716 24th St E Ste 103
Sumner, WA 98391
Ph - 253- 987-7980
brian@theplumbinganddrainco.com

Shawn Mattingly
F. James Weinand & Associates, CPAs
6322 Lake Grove St. SW
Lakewood, WA 98499
Ph – 253-584-7966
shawn@weinandandassociates.com

Paul Miller
America's Credit Union
6310 Mt. Tacoma Drive SW
Lakewood, WA 98499
Ph – 253-591-6889
Pmiller@youracu.org

Lakewood CHAMBER of COMMERCE

August 15, 2017

To whom it may concern:

As the 2016-17 Chair of the Board of the Lakewood Chamber of Commerce, I authorize Linda K. Smith, President/CEO, to contractually bind the Chamber with the City of Lakewood for Tourism and Event Promotion Services.

The only representative allowed to contract with the city is:

Linda K. Smith
President/CEO
Lakewood Chamber of Commerce
6310 Mount Tacoma Drive SW
Suite B
Lakewood, WA 98499
253-592-9400
lsmith@lakewood-wa.com

Sincerely,

Greg Bakamis
Great American Casino
2016-17 Chair of the Board

LAKEW-7 OP ID: JU

CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY) 08/17/2017

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER Taylor-Thomason Ins. Brokers 3401 South 19th Street P.O. Box 7187 Tacoma, WA 98417 Tom Taylor, Jr. CPCU, ARM, AAI 253-284-7900	CONTACT NAME: Julie Ellis PHONE (A/C, No, Ext): 253-284-7900 FAX (A/C, No): 253-284-7901 E-MAIL ADDRESS: JulieE@ttib.net
INSURED Lakewood Chamber of Commerce Scott Jonson 6310 Mt Tacoma Dr SW Lakewood, WA 98499	INSURER(S) AFFORDING COVERAGE — NAIC # INSURER A: Philadelphia Insurance Company INSURER B: INSURER C: INSURER D: INSURER E: INSURER F:

COVERAGES **CERTIFICATE NUMBER:** **REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS	
A	X COMMERCIAL GENERAL LIABILITY							
	[ ] CLAIMS-MADE [X] OCCUR			PHPK1655154	05/21/2017	05/21/2018	EACH OCCURRENCE	$ 1,000,000
							DAMAGE TO RENTED PREMISES (Ea occurrence)	$ 100,000
							MED EXP (Any one person)	$ 5,000
	X Stop Gap						PERSONAL & ADV INJURY	$ Excluded
	GEN'L AGGREGATE LIMIT APPLIES PER:						GENERAL AGGREGATE	$ 2,000,000
	[ ] POLICY [ ] PRO-JECT [ ] LOC						PRODUCTS - COMP/OP AGG	$ 2,000,000
	OTHER:						Emp Ben.	$ 1,000,000
	AUTOMOBILE LIABILITY						COMBINED SINGLE LIMIT (Ea accident)	$
	ANY AUTO						BODILY INJURY (Per person)	$
	OWNED AUTOS ONLY [ ] SCHEDULED AUTOS						BODILY INJURY (Per accident)	$
	HIRED AUTOS ONLY [ ] NON-OWNED AUTOS ONLY						PROPERTY DAMAGE (Per accident)	$
								$
A	X UMBRELLA LIAB [X] OCCUR						EACH OCCURRENCE	$ 1,000,000
	EXCESS LIAB [ ] CLAIMS-MADE			PHUB584288	05/21/2017	05/21/2018	AGGREGATE	$ 1,000,000
	DED [X] RETENTION $ 10,000							$
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY Y / N						[ ] PER STATUTE [ ] OTH-ER	
	ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? [ ] N / A (Mandatory in NH)						E.L. EACH ACCIDENT	$
	If yes, describe under DESCRIPTION OF OPERATIONS below						E.L. DISEASE - EA EMPLOYEE	$
							E.L. DISEASE - POLICY LIMIT	$

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

CERTIFICATE HOLDER

CITYLAK

City of Lakewood
6000 Main St SW
Lakewood, WA 98499

CANCELLATION

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE
Tom Taylor, Jr. CPCU, ARM, AAI

ACORD 25 (2016/03)

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Application for:

City of Lakewood Fiscal Year 2018 Lodging Tax Grant Funds

From:

Lakewood Playhouse

7. APPLICATION FOR FISCAL YEAR 2018 LTAC GRANT FUNDING

1a. Project Information

Project Name: Lakewood Playhouse Marketing Program

Amount of Lodging Tax Funding Requested: $ 25,000
(Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: $ 27,004
(Total Project Amount must match Project Budget column c "Total Project Cost")

1b. Applicant Organization

Name of Applicant Organization: Lakewood Community Players dba Lakewood Playhouse

Mailing Address: 5729 Lakewood Towne Center Blvd. SW, Lakewood WA 98496
or
PO Box 99041, Lakewood WA 98499

Tax ID Number: 91-6058223

Organization Unified Business Identifer (UBI) 278-031-367
UBI Expiration Date: 6/30/2018

Type of Organization: 501(c)3 non-profit
(Non-profit, For-profit, Municipality, Private business, etc.)

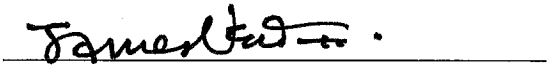
1c. Contact:

Name: James Venturini

Title: Associate Artistic Director

Telephone: 253-209-8051

Email: jventurini.lakewoodplayhouse@gmail.com

Signature: 

The signatory declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used only for the purposes set forth herein, and verifies that all the information contained in this application is valid and true to the best of his/her knowledge.

2. Project Description

a. Event Date(s): January 1 through December 31, 2018

b. Event Location: Lakewood Playhouse

c. If there is a charge or fee for this activity, please describe how much and why.

Admission ranges from Pay-What-You-Can to $30 per performance. Each of the six main stage shows have three performances where admission is by donation ("Pay-What-You-Can"). On the other performance dates, admission ranges from $20 to $26 for plays and from $24 to $30 for musicals. Admission is charged to partially offset the costs of production.

d. Please provide a detailed, yet concise description of the proposed project/activity. Include information on the area the project will serve, its expected impact and list the responsible party(s).

Lakewood Community Players will use Lakewood Lodging Tax and Tourism Promotion Funds to both promote Lakewood Playhouse events and programming in the 2018 calendar year and to promote the city of Lakewood, Washington as a destination for shopping, dining, recreation, and lodging.

We will use over a dozen marketing and promotion tools to get our message out to as many people as possible, and we continue to explore new avenues for promotion. Many of these marketing materials are distributed widely throughout Pierce, King, and Thurston counties, including several that are direct-mailed to households therein. We also continue to increase our on-line marketing activity in order to reach as many potential patrons as possible, and to reach beyond our immediate area.

Almost all of Lakewood Playhouse's marketing tools promote Lakewood as a destination through our "Lakewood: Shop, Eat, Play, Stay" campaign. Our largest piece, the season brochure, includes an up-to-date listing (as provided by your office) of Lakewood's lodging facilities and phone numbers; the brochure is designed to feature this information as prominently as possible and in great detail. Many of our other marketing materials include "Take I-5 to Exit 125" language below or beside the "Lakewood: Shop, Eat, Play, Stay" logos.

We believe our marketing activity results in increased patronage to Lakewood Playhouse from all over the Puget Sound area and beyond; also, our Theatre Education programs, our outreach to the military community, and increased involvement by theatre artists from outside the area, increases patronage of those attending to see or accompany family members, friends, and loved ones involved at the Playhouse.

We believe that increased patronage to the Lakewood Playhouse increases patronage to the businesses in the Lakewood Towne Center and on many streets nearby. Our in-house surveys of our patrons indicate that the majority of them often and regularly patronize nearby businesses before or after they come to the Playhouse.

3. Beneficiaries

Please list and provide specific information regarding all individuals, businesses, areas, or organizations that will directly benefit from the project/activity.

Attendance at Lakewood Playhouse events brings our patrons into the middle of one of Lakewood's premiere shopping and dining destinations. Studies show that patrons of live theatre spend more dollars in the community than what they have spent on their theatre tickets. Many live theatre patrons are of a demographic that has more discretionary income available to them, and our own recent demographic surveying indicates that this holds true for Lakewood Playhouse: *54% of our audience base is between the ages of 17 and 54, and more than 40% make*

more than $54,000 per year. 80% of our patrons say they patronize local businesses when they visit the Playhouse. That's money for restaurants, retail, transportation, recreation, and lodging nearby to the Playhouse.

Lakewood Playhouse draws its audiences from a large swath of communities from King County to Thurston County and beyond. *84% of our audiences live outside of the city of Lakewood. About one quarter of our audience lives in King, Thurston, or other counties outside of Pierce.* Our show playbills, placed directly into each of our patron's hands, are full of advertising and promotional deals from local restaurants, lodging, entertainment venues, and other local businesses. Our advertising volume, and sponsorship from local businesses, is increasing.

Our Theatre Education programming also garners Playhouse involvement from many area families, and serves to facilitate growth of a younger local audience. We continue to increase our exposure to the nearby military community. We maintain our participation and visibility in local service organizations such as Rotary, Kiwanis, the Chamber of Commerce, and the Pierce County Library System. We are also closely involved with coordinating and communicating our activities with other local theaters such as Tacoma Little Theatre, Tacoma Musical Playhouse, Harlequin Productions and Olympia Family Theatre in Olympia, Theatre Puget Sound in Seattle, and many others.

4. Goals/Monitoring

Describe the goals of the project. Will the project result in an increase in overnight stays by visitors in Lakewood? If so, how will this increase be tracked and monitored? How will an increase in the sale of goods and services as a result of the project be measured? What other short or long-term economic benefits will occur and how will that be tracked? Why do you believe those project/activity outcomes are feasible?

Note - Applicants will be required to submit a post-funding report providing pertinent data evaluating tourism benefits resulting from the use of lodging tax funds as compared with the estimates contained in this application.

We endeavor to maintain personal relationships with many of our patrons, and most of our sponsors and advertisers, so that we may garner their input regarding measuring the impact of their involvement with Lakewood Playhouse and its community.

We will further track the effectiveness of our promotions through the use of audience surveys (both in-person and internet-based), and through promotional deals via display advertising, the internet, and direct marketing.

We will continue to track any uses of the promotional deals we offer.

We continue to maintain a lobby guest book for further patron input, and keep a selection of past and present show posters available, as many patrons like to take them as souvenirs.

We believe these outcomes are feasible because of our past successes in increasing Playhouse patronage.

5. Estimate how the funds will increase the amount of people traveling to Lakewood to stay overnight in paid accommodations.

We believe that increasing our audience, and increasing and maintaining the patronage of that audience over time (the goal of Lakewood Playhouse's marketing efforts) results in a significant number of those patrons spending further dollars within our community, and with some of them utilizing local lodging for out-of-town guests/family members. Our year-round theatre education programming (The Lakewood Institute of Theater), particularly the performance-based classes and our youth-involvement main stage show at Thanksgiving time,

bring in extended family members from farther away who often need lodging in the area to see our young performers' work.

Lakewood Playhouse's reputation for high-quality theatre with excellent production values (and the public's perception of this through marketing), has grown tremendously. This success increases the Playhouse's profile and reputation, generating increased ticket sales and new patrons, all of whom spend money locally beyond our theater building. The involvement of theatre artists drawn by our increased reputation from farther afield, may also increase lodging in the area for extended family and friends (an actor in one of our shows had thirty people fly in to town to see his work).

6. Estimate how the funds will increase the amount of people traveling to Lakewood from more than 50 miles from their residences.

Our direct-mail efforts (the annual brochure and our three yearly newsletter mailings, both of which prominently display the "Lakewood: Shop, Eat, Play, Stay" campaign) reach more than 9,000 homes, most in areas outside of the city. We also work hard to market the Playhouse to the local military community, many of whom of course are from other areas of the country and may avail themselves of local lodging.

The same reasoning that applies to the answer for question 5 applies here:
- increasing our audience, and increasing and maintaining the patronage of that audience over time results in a significant number of patrons spending further dollars within our community
- our year-round youth theatre programming brings in family members from farther away who often need lodging in the area to see our young performers' work
- our increased reputation results in a higher profile and increased positive word-of-mouth, resulting in an increase of new patrons and of patrons from farther afield
- the involvement of theatre artists from farther afield may have family and friends travel from out of town or from out-of-state to see their work
- our direct-mail efforts reach more than 9,000 homes, most in areas outside of the city
- we work hard to market the Playhouse to the local military community

7. Estimate how the funds will increase the amount of people traveling to Lakewood from outside their state or country.

In addition to the circumstances described in the answers to questions 5 and 6 above, Lakewood Playhouse is on a path of actively promoting ourselves both regionally and nationally. As members of the American Association of Community Theaters, we maintain an eye toward one day hosting or co-hosting their annual conferences. Lakewood Playhouse aspires to become a cultural ambassador for our community to other communities around the region and country, as an example of how much a successful and well-run, and long-lived, community theater can achieve.

8. Funding Requirements

Due to funding constraints, partial funding may be recommended by the LTAC. If partial funding is received, how will that impact the project/activity? Please describe:

Partial funding will deter our marketing of ourselves beyond a basic effort to remind the public of our existence as an option for entertainment/education/activity in the Lakewood area.

With partial funding, one must make increasingly harder choices regarding which methods of promotion will give us the most "bang for the buck"; display advertising in print, direct-mail, and purchased on-line presences may become luxuries.

9. Use of Funds

Provide detail on how the funds will be used. For example, $20,000 of the funds will be used for marketing, $5,000 for administration, $10,000 for Consultants, etc.

$25,000 of the funds will be used for marketing:

Season Brochures, direct-mailed to more than 9,000 homes, plus 1,000 more for general distribution. The brochure is part of our "Shop/Eat/Play/Stay" campaign. $5,150

Posters, 300 for each of 6 main stage productions, plus 300 Season posters, plus posters for special events, distributed via professional distribution contractors and by volunteers. Posters are part of our "Shop/Eat/Play/Stay" campaign. $3,009

Hardcopy Newsletter, direct-mailed twice per calendar year in conjunction with our "Friend's Fund" individual contribution campaign and our push for Summer Youth Theatre registrations. Newsletters are part of our "Shop/Eat/Play/Stay" campaign. $6,000

Our Website, updated frequently, and another part of our "Shop/Eat/Play/Stay" campaign;
Weekly E-News, e-mailed to 3,000+ recipients and part of our "Shop/Eat/Play/Stay" campaign. $3,250

Print Advertising, in the Lakewood Chamber of Commerce Member Directory, and others. Always part of part of our "Shop/Eat/Play/Stay" campaign. $1,800

Art Tix display advertising in the Tacoma News Tribune, part of the "Shop/Eat/Play/Stay" campaign. $3,225

Education Marketing and School Outreach, in pursuit of higher class registration volume and increased participation in special school performances. $1,600

A portion of our Facebook advertising. $966

10. Project Budget (for non-capital projects). Do not include in-kind contributions.

Income: A diversified funding base is important to the success of any project. Please list all other sources of funding for the project, both anticipated and confirmed and when that funding will be available to the project. Include your own funding, sponsorships, other grants, etc.

Funding Source: List all revenue sources anticipated for 2018. Do not include requested Lodging Tax Funds	**Amount**	**Confirmed? Yes/No**	**Date Available**
Lakewood Playhouse	**$2,004**	**Yes**	**1/1/2018**
	$		
	$		
	$		
	$		
	$		
	$		

Expenses: Based on full funding, please list project costs.
Note: Certain expenses may not be reimbursable, at the sole discretion of the City of Lakewood.
You will only be reimbursed at the authorized rates. Insurance is not an eligible cost.

	a. Lodging Tax Funds Requested *	**b. Other Funds (Do not include In-Kind dollars)**	**c. Total Project Cost ****
Personnel (salaries & benefits)	**$**	**$**	**$**
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	**$**	**$**	**$**
Marketing/Promotion	**$25,000**	**$2,004**	**$27,004**
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	**$**	**$**	**$**
Minor Equipment (computers, desks, etc.)	**$**	**$**	**$**
Travel	**$**	**$**	**$**
Contract Services Describe below	**$**	**$**	**$**
Other Describe below	**$**	**$**	**$**
TOTAL COST	**$25,000**	**$2,004**	**$27,004**
Description for Direct Sales Activities, Contract Services, Travel and Others			
In-Kind Contributions	**We do playbill advertising trades with Tacoma Little Theatre and Olympia Family Theatre. We provide a free admission voucher to the subscription bases of both Tacoma Little Theatre and Tacoma Musical Playhouse, as do they us.**		

**Amount in column a" Lodging Tax Funds Requested" must match "Amount of Lodging Tax Funding Requested" under 1a of application.*
*** Amount in column c "Total Project Cost" must match "Total Project Cost" under 1a of application.*

11. Funding History

a. Was this project funded with Lakewood lodging tax funds in fiscal year 2017? X Yes No

b. If you answered yes to 11a, how much funding did you receive in 2017? $ 21,000

c. If you answered no to 11a, what is the last year Lakewood funding was received and how much?

Year Amount awarded No previous funding

11d. Indicate what efforts have been made to access funding from additional sources?

Lakewood Playhouse has an employee (the Associate Artistic Director) part of whose duties include seeking outside funding from various sources (government and foundation grants, corporate arts funding, etc.) We are in constant pursuit of opportunities that will provide unearned income for our operations, including marketing.

Over the past year, we have received $3,250 in additional funding from the Washington State Arts Commission and the National Endowment for the Arts. We have also exceeded our annual "Friend's Fund" individual giving campaign goal for the past three years.

12. Coordination and Collaboration

Please provide information about any other organizations or agencies involved in this project/activity. Describe their level of involvement. Describe how this project coordinates with other tourism promotion efforts or services in the area, including Chambers of Commerce, local festivals, local lodging and restaurants. You may attach up to three letters of support from these organizations.

Our season or show sponsors include the Lakewood Towne Center, Barnes and Noble, Geico Insurance, the Lakewood Chamber of Commerce, the Pierce County Library System, Harborstone Credit Union, Lakewood Ford, and Pediatric Dental Associates. These entities provide us with funding and/or in-kind services in exchange for logo placement, advertising, and show tickets.

Our playbill advertisers include The Ram restaurant, Marie Barth Realtor, Carr's Restaurant, the Lakewood Historical Society and Museum, Villa Realty, Casa Mia restaurant, On-Site Express computer repair, Best Western hotel, Lakewood Costumes, KLAY Radio, Lakewood Hardware and Paint, Great American Casino, Mountain View Funeral Home, Althea's Footwear, Carpet Liquidators, and La Palma restaurant. These entities purchase ads or provide us with in-kind services, and also receive show tickets. We continue to procure additional sponsors and advertisers throughout our season.

We participate and/or maintain presences in local festivals and educational fairs/expos. We collaborate and cross-promote our programming with our neighboring theaters in Tacoma, Puyallup, and Olympia and maintain memberships in local, state, and national theatrical support organizations, and local service organizations.

13. Capital Projects Budget

Note: A capital project requires a proportional degree of city ownership in the facility. Therefore, capital projects where there is no city ownership are not eligible to receive funding.

Supporting the Capital Expenditures and/or Operation of City Tourism-Related Facilities

FUNDING/TIMELINE	Responsible Parties, Methods, Means	Begin (Dates or Periods)	End (Dates or Periods)	Amount Requested From Lodging Funds	Other Funds, Committed or Proposed*	TOTALS
Design & Inspection				$	$	$
Other Consultants				$	$	$
Permits & Fees				$	$	$
Land Acquisition				$	$	$
Site Development & Landscape				$	$	$
Buildings (New Construction)				$	$	$
Building Renovations (Includes Access)				$	$	$
Other (Specify) *Insurance is not an eligible cost.*				$	$	$
TOTAL				$	$	$

*If other funds are committed, please attach a letter of commitment from the funding source.

14. Certification

The applicant hereby certifies and confirms:

1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;

2. That it will abide by all relevant local, state, and federal laws and regulations;

3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;

4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

Primary Signature: _____

JAMES VENTURINI ASSOCIATE ARTISTIC DIRECTOR — 8-21-17

Printed Name & Title of Chief Administrator/Authorizing Official — Date

15. E-Verify Requirements for Contractors & Certification

By Ordinance, the City of Lakewood requires that all contractors who enter into agreements to provide services or products to the City use the Department of Homeland Security's E-Verify system when hiring new employees for the term of the contract.

E-Verify is an electronic system designed to verify the documentation of job applicants. It is run by the Department of Homeland Security.

Who is affected?

- All contractors doing business for the City of Lakewood.
  - There is no minimum dollar value for contracts affected.
- All subcontractors employed by the general contractor on these contracts.

Are there exceptions?

- Contracts for "Commercial-Off-The-Shelf" items are exempted from this requirement.
- Individuals, Companies, or other organizations that do not have employees.

How long must the contractor comply with the E-Verify system?

- For at least the term of the contract.

Are there other stipulations?

- E-Verify must be used ONLY for NEW HIRES during the term of the contract. It is NOT to be used for EXISTING EMPLOYEES.

- E-Verify must be used to verify the documentation of ANY new employee during the term of the contract, not just those directly or indirectly working on deliverables related to the City of Lakewood contract.

How will the City of Lakewood check for compliance?

- All contractors will retain a copy of the E-Verify Memorandum of Understanding that they execute with the Department of Homeland Security AND

- Sign and submit to the City an Affidavit of Compliance with their signed contract.

- All General Contractors will be required to have their subcontractors sign an Affidavit of Compliance and retain that Affidavit for 4 years after end of the contract.

- The City of Lakewood has the right to audit the Contractor's compliance with the E-Verify Ordinance.

Further information on E-Verify can be found at the following website: https://www.uscis.gov/e-verify

If you have questions about the City's E-Verify Ordinance, please contact the City of Lakewood's legal department prior to contracting with the City.

CITY OF LAKEWOOD
AFFIDAVIT OF COMPLIANCE WITH LAKEWOOD MUNICIPAL CODE 1.42
"E-VERIFY"

As the person duly authorized to enter into such commitment for

LAKEWOOD COMMUNITY PLAYERS (dba LAKEWOOD PLAYHOUSE)
COMPANY OR ORGANIZATION NAME

I hereby certify that the Company or Organization named herein will

(Check one box below)

☑ Be in compliance with all of the requirements of City of Lakewood Municipal Code Chapter 1.42 for the duration of the contract entered into between the City of Lakewood and the Company or Organization.

- OR -

☐ Hire no employees for the term of the contract between the City and the Company or Organization.

Signature

JAMES VENTURINI ASSOCIATE ARTISTIC DIRECTOR
Print Name and Title

8-21-17
Date

INTERNAL REVENUE SERVICE
EP/EO

Internal Revenue Service
EP/EO Disclosure Desk
P.O. Box 2250 Los Angeles, CA 90053

Person to Contact:
F. Miraflor or L. Barragan
Telephone Number:
(213)894-4282
Refer Reply to:
90-268
Date: AUG 2 2 1990

LAKEWOOD COMMUNITY PLAYERS

P O BOX 99041
TACOMA, WA 98499

RE: 91-3058223
LAKEWOOD COMMUNITY PLAYERS

Gentlemen:

This is in response to your request for a determination letter of the above-named organization.

A review of our records indicates that the above-named organization was recognized to be exempt from Federal income tax in June 1942, as an organization described in Internal Revenue Code section 501(c)(3). It is further classified as an organization that is not a private foundation as defined in section 509(a) of the code, because it is an organization described in section 509(A)(2).

This letter is to verify your exempt status and the fact that the determination letter issued on June 1942 continues to be in effect.

If you are in need of further assistance, please feel free to contact me at the above address.

We appreciate your cooperation in this regard.

Sincerely,

F. C. Miraflor

Disclosure Assistant

Lakewood Playhouse Marketing Plan for 2018 Calendar Year

Season Brochures (including mailing)	$5150
Posters and Distribution	$1624
Friends Fund Newsletter (including mailing)	$2900
Website and Weekly E-News	$3250
Facebook Advertising	$2500
Print Advertising	$1800
Art Tix Advertising in News Tribune	$3225
Education (including posters, newsletter and mailing, display ad, flyers)	$5285
Poster Artist	$600
TLT/TMP Ticket Vouchers	$350
Special Occasion Liquor Licenses	$320
	$27,004

2017-18 Lakewood Playhouse Marketing Budget	
Wait Until Dark	
Poster Distribution	$203.00
Art Tix (TNT)	$523.00
Dark Sub-Total	**$726.00**
A Christmas Carol	
Poster Distribution	$203.00
Art Tix (TNT)	$436.00
Carol Sub-Total	**$639.00**
American Idiot	
Poster Distribution	$203.00
Art Tix (TNT)	$436.00
Idiot Sub-Total	**$639.00**
The Glass Menagerie	
Poster Distribution	$203.00
Art Tix (TNT)	$436.00
Glass Sub-Total	**$639.00**
Peter & The Starcatcher	
Poster Distribution	$203.00
Art Tix (TNT)	$436.00
Peter Sub-Total	**$639.00**
Little Shop of Horrors	
Poster Distribution	$203.00
Art Tix (TNT)	$523.00
Shop Sub-Total	**$726.00**
Radio Gala	
Art Tix (TNT)	$174.00
RG Sub-Total	**$174.00**
Education	
Summer N'Ltr	$1,950.00
Postage	$950.00
Posters & Distribution	$785.00
Fall School Flyers	$850.00
TNT Summer Camps Insert Ad	$750.00
Education Sub-Total	**$5,285.00**
Alice in Wonderland	

Poster Distribution	$203.00
Art Tix (TNT)	$261.00
Alice Sub-Total	**$464.00**
Season	
Poster Distribution	$203.00
Brochure	$4,150.00
Brochure Postage	$1,000.00
Constant Contact, Website	$3,250.00
Facebook	$2,500.00
TLT/TMP Ticket Vouchers	$350.00
Print Ads	$1,800.00
Season Sub-Total	**$13,253.00**
Friend's Fund	
FF N'Ltr & Mailing Services	$1,950.00
Postage	$950.00
FF Sub-Total	**$2,900.00**
Other	
Poster Artist	$600.00
Special Occasion Liquor Licenses	$320.00
Other Sub-Total	**$920.00**
Total Marketing Expenses	**$27,004.00**

2:14 PM
08/21/17
Accrual Basis

Lakewood Playhouse
Financial Position
As of July 31, 2017

	Jul 31, 17	Jul 31, 16	$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
Harborstone 8361 debit	270.83	299.82	-28.99	-9.7%
Harborstone 8360	11,340.99	9,636.40	1,704.59	17.7%
Harborstone Savings 0434	188.56	1,505.09	-1,316.53	-87.5%
Total Checking/Savings	11,800.38	11,441.31	359.07	3.1%
Total Current Assets	11,800.38	11,441.31	359.07	3.1%
Fixed Assets				
Equipment/Leasehold Impr	123,397.37	123,397.37	0.00	0.0%
Land/Building				
Side Improvement	30,223.08	30,223.08	0.00	0.0%
Land/Building - Other	153,859.61	153,859.61	0.00	0.0%
Total Land/Building	184,082.69	184,082.69	0.00	0.0%
Accumulated Depreciation	-96,390.00	-96,390.00	0.00	0.0%
Total Fixed Assets	211,090.06	211,090.06	0.00	0.0%
TOTAL ASSETS	**222,890.44**	**222,531.37**	**359.07**	**0.2%**
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
Vendor Payable	3,107.37	1,877.50	1,229.87	65.5%
Total Accounts Payable	3,107.37	1,877.50	1,229.87	65.5%
Other Current Liabilities				
Grants (Pending)	3,633.92	0.00	3,633.92	100.0%
Notes Payable.				
HVAC Loan	0.00	5,364.00	-5,364.00	-100.0%
Phil Raschke	0.00	5,000.00	-5,000.00	-100.0%
Carl Fisher	1,263.41	6,500.00	-5,236.59	-80.6%
Total Notes Payable.	1,263.41	16,864.00	-15,600.59	-92.5%
Pre Paid Season Tickets				
2017 - 2018	49,961.19	0.00	49,961.19	100.0%
2016 - 2017	0.00	51,649.00	-51,649.00	-100.0%
Total Pre Paid Season Tickets	49,961.19	51,649.00	-1,687.81	-3.3%
Payroll Tax Payable	17,432.78	26,457.33	-9,024.55	-34.1%
Total Other Current Liabilities	72,291.30	94,970.33	-22,679.03	-23.9%
Total Current Liabilities	75,398.67	96,847.83	-21,449.16	-22.2%
Total Liabilities	75,398.67	96,847.83	-21,449.16	-22.2%
Equity				
Retained Earnings	-10,706.66	-10,706.66	0.00	0.0%
Unrestricted Net Assets	136,390.20	147,895.15	-11,504.95	-7.8%
Net Income	21,808.23	-11,504.95	33,313.18	289.6%
Total Equity	147,491.77	125,683.54	21,808.23	17.4%
TOTAL LIABILITIES & EQUITY	**222,890.44**	**222,531.37**	**359.07**	**0.2%**

BY-LAWS OF THE LAKEWOOD COMMUNITY PLAYERS DBA THE LAKEWOOD PLAYHOUSE

A NONPROFIT ORGANIZATION IN THE STATE OF WASHINGTON

Ratified at the Annual Meeting of the
Members of the Lakewood Playhouse
August 24, 2013

Article I: PURPOSES AND MISSION STATEMENT

The Lakewood Community Players provides a diverse variety of quality theatrical experiences, both on and off stage. It reaffirms the ability of theater to affect the community's growth in a positive manner. It is committed to providing education and training in theater arts.

Article II: MEMBERSHIP

Section 1. All persons interested in participating in or supporting the work of the organization may, upon application and either purchase of a season ticket or its equivalent for the Lakewood Playhouse or donation of an amount equal to the cost of a season ticket, be admitted to membership.

Section 2. Each member shall be entitled to one vote, in person or by proxy. Membership shall be for a year, beginning with the date of the annual membership meeting, which shall be August 1 or such other date as determined by the Board of Directors.

Article III: BOARD OF DIRECTORS

Section 1. Duties of the Board of Directors. The affairs of the organization shall be managed by the membership. Between annual meetings, the management and control of the organization shall be delegated to its officers and trustees, known as a Board of Control or Board of Directors (hereafter referred to as "The Board"). The Board will hire a Managing Artistic Director (and other employees as necessary), who will be responsible for administrative operation of the theater and its activities.

Section 2. Election of the Board. Board members shall consist of a number of directors (not less than five (5) or more than eleven (11)) elected to a three-year term by the membership at an annual meeting held at the end of the regular season of the theater (August 1 or such other date as determined by the Board) together with other officers (Secretary and Treasurer) as provided in these rules.

a. The President of the Board will appoint a nominating committee of three members for the purpose of selecting nominees to fill vacancies occurring on the Board. Nominations to the Board may be made by written petition of members. Such petitions from members must be received no later than six weeks prior to the annual meeting. Nominees whose names are submitted must have given their consent to serve, be acquainted with the duties involved, and be a member for a minimum of six months.

b. At least thirty days prior to the annual meeting, an informational mailing or email will be sent to all members.

c. Formal election of directors will take place at the annual meeting.

c. In the event of any unexpected vacancy on the Board, the Board may appoint a member to serve until the next annual meeting. At the next annual meeting, the expired position may be filled in the regular manner.

Section 3. Reelection. No director may serve more than two consecutive three-year terms without a break in service of at least one year. However, if a director is appointed to serve an expired position of less than one year, he/she will be eligible, if elected, to serve the two terms for which he/she would normally be eligible.

Section 4. Absence of directors from Board meetings. If any director misses two consecutive meetings without prior notification, it will be the duty of the President of the Board to contact that director and assess that director's intention for future service on the Board. If that director misses a third consecutive meeting, the director's name will be brought up, discussed, and voted on for dismissal from the Board.

Section 5. Officers within the Board of Directors.

a. President and Vice President: At the first meeting following the annual meeting, the Board will elect one of the directors to serve as President and one as Vice President.

   i. The President will preside at all meetings and perform the duties as set forth in these by-laws.

   ii. The Vice President will preside in the absence of the President and will perform other duties as assigned.

b. Secretary: The Board will appoint a Secretary, who will become a voting member of the Board if selected from the membership of the organization. The Secretary will take the minutes of all Board meetings, maintain a record of all Board decisions, act as custodian of all records of the organization (including financial records), and oversee Board correspondence.

c. Treasurer: The Board shall select a Treasurer, who will become a voting member of the Board if selected from the membership of the organization.

   i. The Treasurer will review the accounting system monthly and provide a Statement of Activities and a Financial Position report as of the last day of the previous month. If the Treasurer expects to be absent from a meeting, the Managing Artistic Director shall provide the reports.

   ii. The fiscal year begins on August 1 and ends on July 31.

iii. An annual report will be prepared by the Treasurer and presented to each member at the annual meeting.

Article IV: MEETINGS

Section 1. Board Meetings. Board meetings will be held regularly at a time and place determined by the Board. A quorum to conduct the legal business of the Board at a meeting will consist of fifty-one percent of the Board members. In the absence of a quorum, the meeting may proceed and take preliminary action subject to ratification at a subsequent meeting with a quorum present. In case of emergency, business may be conducted electronically and ratified at the next meeting.

Section 2. Annual Meeting. The annual meeting will be scheduled and held on August 1, or such other convenient date selected by the Board. A report of all major activities occurring during the preceding year will be presented by the Board at the annual meeting and made part of the minutes. Written notice of the annual meeting will be provided to all members thirty days prior to the annual meeting. Notice may be given by email. Such notice will state the date, time, and place of the meeting and any pertinent matters to be discussed. The President or a designee shall compose a list of members in attendance, and those members may then elect officers and make motions or resolutions including adoption of by-laws. A simple majority of those members who are present at an annual meeting constitutes a quorum for the purpose of passing a resolution or motion. A two-thirds majority of the members present at the annual or special meeting is required to amend the by-laws.

Section 3. Special Meetings. Any Board member may call a special Board meeting for good reason at any time with five (5) days' notice to all Board members.

Article V: DISSOLUTION

The Corporation will follow legal requirements of the State for dissolution of an incorporated society. After payment of all outstanding debts and a final financial review, any remaining monies will be donated to a selected charity when approved by a two-thirds vote of the Board.

Article VI: PARLIAMENTARY AUTHORITY

New Robert's Rules of Order will govern the Corporation in all applicable cases that are consistent with the by-laws or the special rules or orders of the Corporation.

Adopted this 24th day of August 2013.

Lakewood Playhouse

P.O. Box 99041 • Lakewood, WA 98496 253-588-0042
www.lakewoodplayhouse.org jmunn.lakewodplayhouse@gmail.com

August 20th, 2017

Lakewood Playhouse
Board of Directors
5729 Lakewood Towne Center Blvd.
Lakewood, WA
98498

To Whom This May Concern

A Special Electronic Board Vote was held over the weekend and the following measure was voted on, and passed, by the Lakewood Playhouse Board of Directors.

The board approves for James Venturni to submit a Lakewood lodging tax funding request for the Lakewood Playhouse / Lakewood Community Theatre Organization.

My signature below will attest that these minutes reflect that this report represents the minutes of that meeting and that, it too, was passed by the board.

Sincerely,

Mike Jankelson
Vice President
Lakewood Playhouse

Lakewood Playhouse Board of Directors

Updated 3/15/2017

Art Fick - President
(Air Force & Federal Civil Service, Ret.)
9908 Meadow Road SW
Lakewood WA 98499
Home-253-581-9129
Cell 253-229-0281
Email: artfick.jr@gmail.com

Mike Jankelson – Vice President
(Commercial Real Estate Investment and Management)
12611 Avenue DuBois SW
Lakewood, WA 98498
Home: 253-584-6453
Cell: 253-405-0226
Email: zcdad@comcast.net

Julie Cole - Treasurer
6914 59th Street Court W
University Place WA 98467
Home: 253-566-6603
Cell: 253-686-8091
Email: jlcbusinessservices@gmail.com

Barbara Vest – Secretary
(Educator, retired; author)
8405 Amber Drive SW
Lakewood WA 98498
Home: 253-588-2014
Cell: 253-381-1374
Email: bvest1@comcast.net

Paul Friden
(Manager of Funeral Home Operations,
Mountain View Funeral Home)
14906 SE 270 Place
Kent WA 98042
Phone: 206-661-4482
Email: pfriden@MSNG.com

Meredith Hutchins
(Attorney)
2817 8 1st Avenue NW
Olympia WA 98502
Phone: 360-491- 3365
Email: bczican@comcast.net

Bob Lawrence - Treasurer
(Educator; ArtsFest Chair, Military Ret.)
7022 Crescent Lane SW
Lakewood WA 98499
Home: 253-582-2062
Cell: 253-973-7712
Email: BobPaloAlto@comcast.net

Syra Beth Puett
(Music Teacher, retired; voice teacher and coach)
1246 S. Huson Drive
Tacoma, WA 98405
Phone: 253-651-7869.
Email: syr07@nventure.com

Members Emeritus

Karen R. Booth
(Realtor, Ret.)
9728 79th Street SW
Lakewood WA 98498
Phone: 253-589-0765
Email: krb1959@comcast.net

Phillip Raschke
(Arts Commission, KLAY Radio, MOAA, MLK, Military Ret.)
9933 Onyx Drive SW
Lakewood WA 98498
Home: 253-861-1366
Cell: 253-584-4319
Email: praschke@comcast.net

"Working together to ensure a stable and bright future for the Lakewood Playhouse"

Lakewood Playhouse

P.O. Box 99041 · Lakewood, WA 98496 253-588-0042
www.lakewoodplayhouse.org jmunn.lakewodplayhouse@gmail.com

August 20th, 2017

Lakewood Playhouse
Board of Directors
5729 Lakewood Towne Center Blvd.
Lakewood, WA
98498

To Whom This May Concern

This letter is being written to notify you that the Lakewood Playhouse Associate Artistic Director, James Venturini, has been authorized by the Lakewood Playhouse Board of Directors to sign any documents pertaining to the Fiscal Year 2018 Lodging Tax Funds.

James Venturini's home address, and phone number, are:

818 North Trafton Street
Tacoma, WA
98403

(253) 209-8051

I hope this information is helpful in our application for this year's Hotel Motel Tax Grant.

Sincerely,

Mike Jankelson
Vice President
Lakewood Playhouse

Application for:

City of Lakewood Fiscal Year 2018 Lodging Tax Grant Funds

From:

Lakewood Historical Society and Museum

7. APPLICATION FOR FISCAL YEAR 2018 LTAC GRANT FUNDING

1a. Project Information

Project Name: LAKEWOOD HISTORICAL SOCIETY AND MUSEUM

Amount of Lodging Tax Funding Requested: $35,000
(Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: $ 103,900
(Total Project Amount must match Project Budget column c "Total Project Cost")

1b. Applicant Organization

Name of Applicant Organization: LAKEWOOD HISTORICAL SOCIETY

Mailing Address: P.O. Box 98014
Lakewood, WA 98496

Tax ID Number: 91-1931462

Organization Unified Business Identifer (UBI) 601 907 631
UBI Expiration Date: 12/13/2017 (renewed Annually)

Type of Organization: Non-profit 501(c)(3)
(Non-profit, For-profit, Municipality, Private business, etc.)

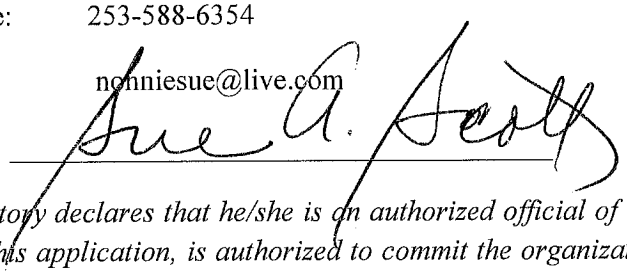
1c. Contact:

Name: Sue

Title: Scott

Telephone: 253-588-6354

Email: nohniesue@live.com

Signature: 

The signatory declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used only for the purposes set forth herein, and verifies that all the information contained in this application is valid and true to the best of his/her knowledge.

2. Project Description

a. Event Date(s): On-going, January thru December 2018

b. Event Location: The Lakewood History Museum in the Lakewood Colonial Center and various other locations within the Lakewood community.

c. If there is a charge or fee for this activity, please describe how much and why.

No fees are charged for Lakewood Historical Society programs, nor for visitors to the History Museum. Goodwill donations are accepted and always appreciated.

A fee is charged for special fund raising projects such as previous events at Thornewood Castle, and at the Lakewood Applebee's Flapjack Fundraiser, at a Command Performance planned for the Lakewood Playhouse, and for 2018 Lakewood Historical Society calendars.

d. Please provide a detailed, yet concise description of the proposed project/activity. Include information on the area the project will serve, its expected impact and list the responsible party(s).

The Lakewood Historical Society was formed in 1998 and opened the Lakewood History Museum to the public in October 2006. The Museum is located in the historic Lakewood Colonial Center and is operated and managed by the Lakewood Historical Society. This project and funding request is to provide funds that will help support the operations, programs, special events, tourism promotions, activities and marketing related to the Lakewood Historical Society and History Museum. The Board of Directors hold the responsibility for the management of this facility, with the President and Executive Officers providing primary directions, assisted by other Board members and member volunteers.

This project is a year-round activity with the timeline being the same as the Society's fiscal year: January 1 thru December 31, 2018. The Museum is open Wednesday through Saturday from noon to 4 p.m. There is no admission charge for visitors with goodwill donations gratefully accepted.

The Lakewood Historical Society goals include the strategic development and management of the History Museum, i.e.: to collect, preserve, display and interpret Lakewood's history. The Society further intends for the Museum to be a "tourist related" regional destination while meeting the needs of the local community through educational and historic exhibits, programs and events; to place an emphasis on marketing and tourism promotion and to partner with other nearby museums and tourist attractions such as Lakewold Gardens and the Lakewood Playhouse to broaden visitor experiences that will encourage overnight stays at local hotels and motels.

The Society Marketing Plan for tourism promotion is enclosed. Lodging Tax Funds used for Society and History Museum marketing increases awareness in the regional community and beyond which in turn encourages visitors and tours plus helps develop contacts with potential new Society members. Society promotional materials such as brochures, website, signage, historical markers and advertising all help promote tourism and attract visitors to the museum and to Lakewood.

3. Beneficiaries

Please list and provide specific information regarding all individuals, businesses, areas, or organizations that will directly benefit from the project/activity.

The City of Lakewood and the community at large at large receive a substantial benefit by having a local facility for the collection, preservation, interpretation and display of documents, photos and other archival

records and artifacts of historical significance. As longtime residents or their families downsize their home and are looking for a place that will take good care of their excess precious belongings, there is now a place for their donations to be incorporated into exhibits that provide a reflection of Lakewood's past.

Lakewood businesses will benefit from visitors to Lakewood and the Museum including motels, hotels, Lakewood Towne Center stores and other area retail outlets.

Other tourist venues and nearby historical sites will benefit from referrals, i.e., Lakewold Gardens, Lakewood Playhouse, Fort Steilacoom Park, Historic Fort Steilacoom Museum, Lewis Army Museum on Joint Base Lewis-McChord, DuPont History Museum, and Steilacoom's History Museum and the Tribal Museum. The Lakewood Chamber of Commerce Visitor Information Center benefits from referrals for information about Lakewood and the surrounding area and in turn, the Lakewood Historical Society and Museum benefits from a close working relationship with the Chamber.

4. Goals/Monitoring

Describe the goals of the project. Will the project result in an increase in overnight stays by visitors in Lakewood? If so, how will this increase be tracked and monitored? How will an increase in the sale of goods and services as a result of the project be measured? What other short or long-term economic benefits will occur and how will that be tracked? Why do you believe those project/activity outcomes are feasible?

Note - Applicants will be required to submit a post-funding report providing pertinent data evaluating tourism benefits resulting from the use of lodging tax funds as compared with the estimates contained in this application.

Goals: Sustain a local history museum that will display and preserve the story of Lakewood's history through exhibits showing items of historic significance that reflect the purpose, mission and charter of the Lakewood Historical society.

Continue to explore ways to collaborate with other organizations in marketing endeavors to promote tourism throughout the City of Lakewood and the community. Develop and implement marketing objectives that will increase visits to the Museum and to Lakewood. Participate in community events and activities aimed at generating an increase in overnight stays in Lakewood lodging facilities.

Monitoring: The Historical Society uses a guest register in the Museum to record visitor information including whether or not they are from out of town and/or overnight visitors. Docents assist visitors with directions to other tourist attractions and serves that include lodging facilities. In addition to the Museum statistics, participant counts are conducted for Society programs, outreach, tours, educational activities and special events.

Quarterly website reports provide an indication of interest that assists us in refining the website and Facebook pages to meet visitor informational needs and promote overnight stays.

5. Estimate how the funds will increase the amount of people traveling to Lakewood to stay overnight in paid accommodations.

Various avenues of marketing, advertising and promotion will be used to encourage people to visit Lakewood, including but not limited to advertising of the History Museum, special events, monthly education programs of historical interest plus exhibits and displays in the Museum.

Examples of the advertising outlets that will be used include;

- Printed medical such as the News Tribune, The Ranger and other local newspapers
- Regional publications such as the South Sound Magazine

- Travel Tacoma + Pierce County (Visitors Bureau)
- The Lakewood Chamber of Commerce Annual Directory and trade shows
- Local radio stations such as KLAY
- Highway and City signage directing travelers to the Museum
- The SubTimes "on line" daily newsletter

6. Estimate how the funds will increase the amount of people traveling to Lakewood from more than 50 miles from their residences.

The Society operates the Lakewood History Museum as a "tourist related" regional destination while meeting the needs of the local community through displays, exhibits, educational programs and special events. Marketing of the Society and Museum plus tourism promotion while partnering with other nearby museums and tourist attractions will promote increased visitors to Lakewood and will encourage overnight stays at local hotels/motels.

Some of the marketing, advertising and promotion and will be used to attract out of town visitors to the Museum and the Lakewood area include:
- The Society website available at www.lakewoodhistorical.org and our Facebook page
- Press and broadcast media including the Society quarterly newsletter
- Promotional materials such as the Society brochure, flyers and special advertisement
- Publicity and promotion through the Lakewood Chamber of Commerce
- Promotions through the Travel Tacoma + Pierce County Visitors Bureau
- Partnerships with the Heritage League of Pierce County and Washington Museum Association.

7. Estimate how the funds will increase the amount of people traveling to Lakewood from outside their state or country.

The majority of visitors to the Lakewood History Museum are from the local community and surrounding area with additional visits from out of town people who learn of the Museum through Society marketing, advertising and promotions of the Museum, Society programs and special events as well as from friends and family.

Experience has shown that marketing special events has attracted people from other cities and states, mainly Seattle, Portland, Puyallup, Tacoma plus some from Oregon/California. The highway signs along I-5 have attracted several out of state visitors who stopped by to visit the museum, so it's working. This experience is expected to continue in 2018.

8. Funding Requirements

Due to funding constraints, partial funding may be recommended by the LTAC. If partial funding is received, how will that impact the project/activity? Please describe:

If partial funding is necessary, all programs and activities would be reduced proportionately except for fixed costs of Administration, Museum maintenance and lease payments, etc. which must be paid each month. Reductions would be made in marketing, graphic design services support, advertising and promotions; museum exhibits and displays; Museum management consultant services; programs, events and educational opportunities.

9. Use of Funds

Provide detail on how the funds will be used. For example, $20,000 of the funds will be used for marketing, $5,000 for administration, $10,000 for Consultants, etc.

$14,500 – Marketing, Promotion, Advertising, Quarterly Newsletter & Graphic Design Services
$ 9,000 – Administration including Museum lease payments, utilities, supplies, etc
$ 5,000 – Professional Museum Management Consultant Services
$ 1,500 - Special Fund Raising Events, Programs and Museum displays/exhibits
$ 5,000 – Historical Markers

$35,000 - Total

10. Project Budget (for non-capital projects). Do not include in-kind contributions.

Income: A diversified funding base is important to the success of any project. Please list all other sources of funding for the project, both anticipated and confirmed and when that funding will be available to the project. Include your own funding, sponsorships, other grants, etc.

Funding Source: List all revenue sources anticipated for 2018. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
Public/Private Foundation Grants	$6,000	No	June-Dec
Museum Fund Drive, Contributions & Gifts	$10,000	No	Jan-Dec
Programs, Special Events & Activities	$7,000	No	Various
Membership Dues	$5,500	No	March-Jun
Business Sponsorships	$4,000	No	March-Dec
Visitor & Program donations & Memorial Gifts	$ 500	No	Jan-Dec
Beginning Cash on Hand	$35,700	Estimate	January

Expenses: Based on full funding, please list project costs.
Note: Certain expenses may not be reimbursable, at the sole discretion of the City of Lakewood.
You will only be reimbursed at the authorized rates. Insurance is not an eligible cost.

	a. Lodging Tax Funds Requested *	b. Other Funds (Do not include In-Kind dollars)	c. Total Project Cost **
Personnel (salaries & benefits)	$ None	$ None	$ None
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	$9,000	$11,900	$20,900
Marketing/Promotion	$14,500	$ 8,750	$23,250
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	$ None	$ None	$ None
Minor Equipment (computers, desks, etc.)	$ None	$ 2.000	$ 2,000
Travel	$ None	$ None	$ None
Contract Services Describe below	$ 5,000	$18,500	$23,500
Other Describe below	$ 5,000	$12,000	$17,000
TOTAL COST	$35,000	$53,150	$86,650 $17,250 ending cash $103,900 Total
Description for Direct Sales Activities, Contract Services, Travel and Others	Contract Consultant Services – professional museum management support and training. Special Fund Raising Events and Programs. Museum Development, Exhibits, Displays & Acquisitions Historical Markers		
In-Kind Contributions	Gramor Development WA Lakewood Chamber of Commerce Tacoma Trophy Thornewood Castle		

**Amount in column a" Lodging Tax Funds Requested" must match "Amount of Lodging Tax Funding Requested" under 1a of application.*
*** Amount in column c "Total Project Cost" must match "Total Project Cost" under 1a of application.*

11. Funding History

a. Was this project funded with Lakewood lodging tax funds in fiscal year 2017? X Yes No

b. If you answered yes to 11a, how much funding did you receive in 2017? $ 35,000

c. If you answered no to 11a, what is the last year Lakewood funding was received and how much?

Year Amount awarded No previous funding

11d. Indicate what efforts have been made to access funding from additional sources?

The Society Museum Funding Raising Program is done on an annual Basis. It was conducted in October 2017 and will be continued in 2017.

Special request were made to several foundations and grant programs for funds including the Dimmer Family Foundation ($1,000 received), the Pierce County Landmarks and Historical Preservation Grant Program ($3,000 received), and the Nisqually Tribe Foundation ($5,000 received).

A membership drive to increase individual, family and business memberships was conducted in the first half of the year with special emphasis on Business Members/Sponsorships with 45 to date.

12. Coordination and Collaboration

Please provide information about any other organizations or agencies involved in this project/activity. Describe their level of involvement. Describe how this project coordinates with other tourism promotion efforts or services in the area, including Chambers of Commerce, local festivals, local lodging and restaurants. You may attach up to three letters of support from these organizations.

The Lakewood Historical Society has built collaborative relationships with the City of Lakewood, the Lakewood Chamber of Commerce, Clover Park School District, Lakewood Library, Tacoma Library, the Lakewood Playhouse, Joint Base Lewis McChord, the Heritage League of Pierce County, the Tacoma Historical Society, the DuPont Historical Society, Historic Fort Steilacoom Association, Grave Concerns Association, and the Steilacoom Historical Museum Association plus other various local businesses and organizations.

The Lakewood Historical Society has participated in the Annual Lakewood SummerFest with a booth the last 12 years, the Lakewood Senior center Open House the past 9 years, and the Lakewood Farmer's Market.

Society Board members are active in two City Advisory Boards and regularly attend and provide input at City Council meetings. Participate in Chamber of Commerce trade shows and regularly attended Chamber events.

Placed ads in the Lakewood Playhouse "play bill" that last 6 years, and ads in Lakewood's Connection Magazine (since 2016).

13. Capital Projects Budget

Note: A capital project requires a proportional degree of city ownership in the facility. Therefore, capital projects where there is no city ownership are not eligible to receive funding.

Supporting the Capital Expenditures and/or Operation of City Tourism-Related Facilities

FUNDING/TIMELINE	Responsible Parties, Methods, Means	Begin (Dates or Periods)	End (Dates or Periods)	Amount Requested From Lodging Funds	Other Funds Committed or Proposed*	TOTALS
Design & Inspection				$ 500	$ 500	$ 1,000
Other Consultants				$ 0	$ 0	$ 0
Permits & Fees				$ 0	$ 0	$ 0
Land Acquisition				$ 0	$ 0	$ 0
Site Development & Landscape				$1,500	$ 1,000	$2,500
Buildings (New Construction)				$ 0	$ 0	$ 0
Building Renovations (Includes Access)				$ 0	$ 0	$ 0
Other (Specify) *Insurance is not an eligible cost.*				$ 3,000	$ 1,500	$ 4,500
TOTAL				$ 5,000	$ 3,000	$ 8,000

*If other funds are committed, please attach a letter of commitment from the funding source.

14. Certification

The applicant hereby certifies and confirms:

1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;

2. That it will abide by all relevant local, state, and federal laws and regulations;

3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;

4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

Primary Signature: Sue A. Scott

SUE A. SCOTT PRESIDENT — Printed Name & Title of Chief Administrator/Authorizing Official

Aug 20, 2017 — Date

15. E-Verify Requirements for Contractors & Certification

By Ordinance, the City of Lakewood requires that all contractors who enter into agreements to provide services or products to the City use the Department of Homeland Security's E-Verify system when hiring new employees for the term of the contract.

E-Verify is an electronic system designed to verify the documentation of job applicants. It is run by the Department of Homeland Security.

Who is affected?

- All contractors doing business for the City of Lakewood.
  - There is no minimum dollar value for contracts affected.
- All subcontractors employed by the general contractor on these contracts.

Are there exceptions?

- Contracts for "Commercial-Off-The-Shelf" items are exempted from this requirement.
- Individuals, Companies, or other organizations that do not have employees.

How long must the contractor comply with the E-Verify system?

- For at least the term of the contract.

Are there other stipulations?

- E-Verify must be used ONLY for NEW HIRES during the term of the contract. It is NOT to be used for EXISTING EMPLOYEES.

- E-Verify must be used to verify the documentation of ANY new employee during the term of the contract, not just those directly or indirectly working on deliverables related to the City of Lakewood contract.

How will the City of Lakewood check for compliance?

- All contractors will retain a copy of the E-Verify Memorandum of Understanding that they execute with the Department of Homeland Security AND

- Sign and submit to the City an Affidavit of Compliance with their signed contract.

- All General Contractors will be required to have their subcontractors sign an Affidavit of Compliance and retain that Affidavit for 4 years after end of the contract.

- The City of Lakewood has the right to audit the Contractor's compliance with the E-Verify Ordinance.

Further information on E-Verify can be found at the following website: https://www.uscis.gov/e-verify

If you have questions about the City's E-Verify Ordinance, please contact the City of Lakewood's legal department prior to contracting with the City.

CITY OF LAKEWOOD
AFFIDAVIT OF COMPLIANCE WITH LAKEWOOD MUNICIPAL CODE 1.42
"E-VERIFY"

As the person duly authorized to enter into such commitment for

LAKEWOOD HISTORICAL SOCIETY

COMPANY OR ORGANIZATION NAME

I hereby certify that the Company or Organization named herein will

(Check one box below)

☑ Be in compliance with all of the requirements of City of Lakewood Municipal Code Chapter 1.42 for the duration of the contract entered into between the City of Lakewood and the Company or Organization.

- OR -

☐ Hire no employees for the term of the contract between the City and the Company or Organization.

Sue A. Scott

Signature

SUE A. SCOTT, PRESIDENT

Print Name and Title

AUGUST 20, 2017

Date

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

DEPARTMENT OF THE TREASURY

NOV 0 6 2006

Date:

Employer Identification Number:
91-1931462
DLN:
17053290049026
Contact Person:
RENEE RAILEY NORTON ID# 31172
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
DECEMBER 31
Public Charity Status:
170(b)(1)(A)(vi)
Form 990 Required:
YES
Effective Date of Exemption:
OCTOBER 15, 1998
Contribution Deductibility:
YES

LAKEWOOD HISTORICAL SOCIETY
C/O GARY FOWLER
PO BOX 98014
LAKEWOOD, WA 98499-8014

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

Please see enclosed Information for Exempt Organizations Under Section 501(c)(3) for some helpful information about your responsibilities as an exempt organization.

Sincerely,

Lois G. Lerner
Director, Exempt Organizations
Rulings and Agreements

Enclosures: Information for Organizations Exempt Under Section 501(c)(3)

Letter 947 (DO/CG)

Lakewood Historical Society and History Museum
2018 Marketing Action Plan and Objectives

The Lakewood Historical Society will continue to explore ways in which it can collaborate with the City of Lakewood, Lakewood Chamber of Commerce, the military community and other businesses and organizations in marketing endeavors to increase tourism throughout the community of Lakewood.

The Marketing Committee will continue to create, develop and implement new marketing strategies and expand existing opportunities. The Committee's recommendations will be presented to the Society Board on a regular basis for input, approval, support and implementation.

- Website: Review and provide timely updates to the website highlighting Society programs and activities; reports and photos of recent programs and special events; current museum exhibits; past issues of the newsletters and articles of interest. The website is available at www.lakewoodhistorical.org.

- Press and Broadcast Media: Continue cultivation of relationships with print media, local radio and educational television stations and online outlets. Submit short factoids for print or airing on a planned basis throughout the year. Seek opportunities to submit items of interest to a broader regional press and specialized publications. Prepare and publish the newsletter on a quarterly basis highlighting Society activities and articles of historical and educational interest.

- Promotional Materials: Distribute Society brochures, flyers and newsletters in the Museum, at City Hall, Lakewood Chamber of Commerce, Lakewood Senior Activity Center and Lakewood Library and at community events.

- Board Ambassador Program: Continue outreach to promote the Historical Society and the Museum to community, civic and service organizations, fostering collaboration and mutual support. Continue to participate in community events and activities sponsored by the City, the Chamber and other organizations.

- Partnerships: Promote activities and events through the Lakewood Chamber of Commerce Participate in their events as well as sharing promotional materials. Promote activities and events to the members of the Heritage League of Pierce County. Participate in their events as well as sharing promotional materials.

- Highway Signs: Renew the lease with State of Washington for highway signage directing traffic to the Museum. Maintain the directional signs already in place within the City of Lakewood.

LAKEWOOD HISTORICAL SOCIETY & MUSEUM

2018 BUDGET

Proposed 8/12/2017

2018 BUDGET EXPENDITURES	Budget	Totals
EXPENSES		
Professional Services & Support		
Museum Management Contract	$ 23,500	
Insurance	$ 1,500	
Total Professional Services & Support		$ 25,000
Maintenance, Operations, Occupancy & Utilities		
Museum Lease	$ 15,400	
Utilities, Telephone, PO Box, Internet Service, Security, etc.	$ 1,500	
Administration, Maintenance and Operations	$ 4,000	
Equipment, Software, Furnishings	$ 2,000	
Total Maintenance, Operations. Occupancy & Utilities		$ 22,900
Professional Development		
Memberships, Subscriptions (HLPC, WMA, AASLH)	$ 500	
Conferences, Workshops, Training	$ 500	
Volunteer Recognition & Board Development	$ 500	
Total Professional Development		$ 1,500
Fund Raising		
Annual Campaign	$ 1,000	
Special Events (Fund Raisers)	$ 4,000	
Total Fund Raising		$ 5,000
Marketing, Promotion and Advertising		
Marketing, Publications, Advertising and Promotional Materials	$ 6,500	
Newsletter Layout, Printing and Mailing Service	$ 5,000	
Graphic Design Services	$ 10,000	
Website Hosting/Maintenance/Update	$ 500	
Educational Programs, Events, Activities, Tours	$ 1,250	
Total Marketing, Promotion and Advertising		$ 23,250
Museum Development and Markers		
Acquisitions, Conservation (Artifacts/Archival Collections)	$ 1,000	
Museum Exhibits and Displays	$ 2,000	
Historical Markers	$ 5,000	
Total Museum Development and Markers		$ 8,000
Total 2018 Operating Expenses		$ 85,650
2018 Year End Cash on Hand (Estimate)		$ 18,250
TOTAL 2018 EXPENSES AND CASH		$ 103,900

LAKEWOOD HISTORICAL SOCIETY & MUSEUM

2018 BUDGET

Proposed 8/12/2017

2018 BUDGET REVENUES	Budget	Totals
INCOME		
Opening Cash on Hand (Estimate)	$ 35,700	$ 35,700
Municipal Appropriations		
City Lodging Tax Funds	$ 35,000	
Total Municipal Appropriations		$ 35,000
Contributions		
Public/Private Grants (Foundations, Gov't., Corp., etc.)	$ 6,000	
Annual Fund Campaign and Contributions	$ 10,000	
Business Sponsorships Contributions	$ 4,000	
Museum Visitors, Memorials, Special Gifts	$ 500	
Total Contributions		$ 20,500
Dues & Fees		
Individual Membership Dues	$ 5,000	
Business Membership Dues	$ 500	
Total Dues & Fees		$ 5,500
Earned Income		
Fund Raisers	$ 7,000	
Bank Interest/Other	$ 200	
Total Earned Income		$ 7,200
Total 2018 Income		$ 68,200
Opening Cash		$ 35,700
TOTAL 2018 OPERATING INCOME & CASH		$ 103,900

LAKEWOOD HISTORICAL SOCIETY AND MUSEUM

BALANCE SHEET

Year ending December 31, 2016

ASSETS – January 1, 2016	
Cash on hand	$34,459.05
Museum inventory, artifacts and furnishings	$14,500
Total Assets	$48,959.05

ASSETS – December 31, 2016	
Cash on hand	$24,746.75
Museum inventory, artifacts and furnishing	$14,700
Total Assets	$39,446.75

LIABILITIES	None

The Lakewood Historical Society and Museum operates on a cash basis and has no outstanding liabilities other than monthly lease payments of $1,700 per month for the Museum space in the Lakewood Colonial Center.

Return to Agenda

STATE OF WASHINGTON SECRETARY OF STATE

ARTICLES OF AMENDMENT WASHINGTON NONPROFIT CORPORATION

(Per Chapter 24.03 RCW)

FEE: $20

- Please PRINT or TYPE in black ink
- Sign, date and return original AND ONE COPY to:

CORPORATIONS DIVISION
801 CAPITOL WAY SOUTH • PO BOX 40234
OLYMPIA, WA 98504-0234

- BE SURE TO INCLUDE FILING FEE. Checks should be made payable to "Secretary of State"

FILED
SECRETARY OF STATE
SAM REED
OCTOBER 5, 2006
STATE OF WASHINGTON

EXPEDITED (24-HOUR) SERVICE AVAILABLE – $20 PER ENTITY
INCLUDE FEE AND WRITE "EXPEDITE" IN BOLD LETTERS ON OUTSIDE OF ENVELOPE

FOR OFFICE USE ONLY
FILED: / /

FOR OFFICE USE ONLY
10/05/2006 925258
$40.00 Check #3049
Tracking ID:
117318
Doc No: 925258-001

I

IMPORTANT! Person to contact about this filing	Daytime Phone Number (with area code)
GARY J. FOWLER	253-584-3958

AMENDMENT TO ARTICLES OF INCORPORATION

NAME OF CORPORATION *(As currently recorded with the Office of the Secretary of State)*
LAKEWOOD HISTORICAL SOCIETY

UBI NUMBER	CORPORATION NUMBER *(If known)*	AMENDMENTS TO ARTICLES OF INCORPORATION WERE ADOPTED ON
601 907 631	2-592129-7	Date: OCTOBER 3, 2006

EFFECTIVE DATE OF ARTICLES OF AMENDMENT *(Specified effective date may be up to 30 days AFTER receipt of the document by the Secretary of State)*

☐ Specific Date: _____ ☒ Upon filing by the Secretary of State

ADOPTION OF THE ARTICLES OF AMENDMENT *(Please check ONE of the following)*

☒ The amendment was adopted by a meeting of members held on *(specify date)*: OCTOBER 3, 2006. A quorum was present at the meeting and the amendment received at least two-thirds of the votes which members present or represented by proxy were entitled to cast.

☐ The amendment was adopted by a consent in writing and signed by all members entitled to vote.

☐ There are no members that have voting rights. The amendment received a majority vote of the directors at a board meeting held on *(specify date)*: _____.

AMENDMENTS TO THE ARTICLES OF INCORPORATION ARE AS FOLLOWS
If necessary, attach additional amendments or information.

SEE ATTACHED FOR DETAILS

SIGNATURE OF OFFICER

This document is hereby executed under penalties of perjury, and is, to the best of my knowledge, true and correct.

Signature of Officer	Printed Name	Date
Gary J. Fowler	GARY J. FOWLER	10-04-2006

INFORMATION AND ASSISTANCE – 360/753-7115 (TDD – 360/753-1485)

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005-005 (9/00)

ARTICLES OF AMENDMENT
WASHINGTON
NONPROFIT INCORPORATION

Washington Nonprofit Corporations Act - 24.03

FEE: $20
EXEDITED FEE: +$20

Filed: October 4, 2006

Contact:	Day Phone:
Gary J. Fowler, Treasurer Lakewood Historical Society	253 / 584-3958; Fax 253/503-6847 gjfowler@hotmail.com

AMENDMENT TO ARTICLES OF INCORPORATION

Name of Corporation (As currently recorded with the Office of the Secretary of State)
Lakewood Historical Society

UBI Number	Corporation Account #	Amendments to Articles of Incorporations were adopted on
601 907 631	2-592129-7	Date October 3, 2006

Effective Date Articles of Amendment: Specified effective date may be up to 30 days AFTER receipt of the document by of the Secretary of State)

|_X_| Upon filing by the Secretary of State

PLEASE NOTE: EXPEDITED SERVICE REQUESTED

Adoption of the Articles of Amendment

|_X_| The amendment was adopted by a meeting of members held on October 3, 2006. A quorum was present at the meeting and the amendment received at least two-thirds of the votes which members present or represented by proxy were entitled to cast.

Summary of Board approved Amendments to Articles:

Article I: Added principal office of the Society

Article III: Added "cultural" and "literary" to Purpose; included limiting use of Society earnings

Article VII: Added Provisions to Regulate Internal Affairs paragraph and modified Members

Article VIII: Substantial additions to Dissolution section in accord with RCWs and IRS Code.

Article IX: Added revised language on Indemnification in accord with RCWs

Article X: Added Conflict Of Interest Policy and Procedure commitment

AMENDMENT TO ARTICLES OF INCORPORATION OF THE LAKEWOOD HISTORICAL SOCIETY

APPROVED: On October 3, 2006 the following amendments to the Articles of Incorporation were adopted by resolution at a meeting of the Board of Directors, in accord with the Society's Bylaws and current Articles of Incorporation. A quorum was present at the meeting (13 of 15 officers and directors) and the amendments received a unanimous vote, exceeding the required two-thirds (2/3) votes which members present were entitled to cast.

PURSUANT to the provisions of RCW 24.03.160, RCW 24.03.165 and RCW 24.03.170 of the Washington Nonprofit Corporations Act, the LAKEWOOD HISTORICAL SOCIETY adopts the following Articles of Amendment to the Articles of Incorporation filed with the Secretary of State of the State of Washington on the 15th day of October, 1998.

ARTICLE I – NAME AND LOCATION

The name of the corporation shall be the Lakewood Historical Society. The principal office of the Society is in the City of Lakewood in Pierce County, Washington.

ARTICLE II - DURATION

The period of duration of this Corporation is perpetual.

ARTICLE III - PURPOSE

Notwithstanding anything herein to the contrary, this corporation is organized exclusively for cultural, literary, educational, scientific, and other charitable purposes including for such purposes, the making of distributions to organizations that qualify as exempt organizations under section 501(c)(3) of the Internal Revenue Code of 1986 or any corresponding section of any future federal tax code. No part of the earnings of the corporation shall inure to the benefit of, or be distributable to, its members, trustees, officers or other private persons, except that the corporation shall be authorized and empowered to pay reasonable compensation for services rendered and to make payments and distributions in furtherance of the purposes set forth in this Article. No substantial part of the activities of the corporation shall be the carrying on of propaganda, or otherwise attempting to influence legislation, and the corporation shall not participate in, or intervene in (including the publishing or distribution of statements) any political campaign on behalf of or in opposition to any candidate for public office. Notwithstanding any other provision of these articles, the corporation shall not carry on any other activities not permitted to be carried on (a) by a corporation exempt from federal income tax under section 501(c)(3) of the Internal Revenue Code of 1954, or the corresponding section of any future federal tax code, or (b) by a corporation, contributions to which are deductible under section 170(c)(2) of the Internal Revenue Code of 1954, or any corresponding section of any future federal tax code.

AMENDMENT TO ARTICLES OF INCORPORATION OF THE LAKEWOOD HISTORICAL SOCIETY

ARTICLE VII - PROVISIONS TO REGULATE INTERNAL AFFAIRS

1. The definition, limitation, and regulation of the powers of the Society, the directors, and the members shall be set forth in the bylaws including the number of directors and officers and their terms and duties which may be amended from time to time by the board. In all cases, whenever a provision of the articles of incorporation is inconsistent with a bylaw, the provision of the articles of incorporation shall be controlling.

2. Membership is open to anyone interested in the mission of the Society upon payment of annual dues as delineated in the Standing Rules. The categories of membership shall be Individual, Family and others as determined by the Board of Directors and recorded in the Standing Rules. Each category of membership shall be entitled to vote during any general vote or election of the society.

ARTICLE VIII - DISSOLUTION

The Lakewood Historical Society may be voluntarily dissolved by a recorded vote of not less than a two-thirds (2/3) of the members in good standing at a meeting attended by a quorum of the total membership. Notice of the proposed dissolution and the documented reason thereof, and the date, time, and place of the membership meeting shall be mailed to each member in good standing a minimum of twenty (20) days prior to the meeting scheduled to debate dissolution of the Society. If voluntary dissolution proceedings have not been revoked, then, when all debts, liabilities and obligations of the Society have been paid and discharged, or adequate provision shall have been made therefore, including the return, where possible, of all items held on loan or with other restrictions, then all remaining property and assets shall be distributed to one or more institutions or entities chartered for the same or similar purposes as the Lakewood Historical Society and shall be comparably exempt under the Internal Revenue Code of 1986, Sections 170(c) and 501(c)(3), or the corresponding sections of any future federal tax code, or, shall be distributed to the state or local government for comparable public purposes. No property or any of the proceeds shall be distributed to or inure to the benefit of any directors or members of the Society. When all property and assets of the Society have been transferred, conveyed or distributed as provided in the Articles of Incorporation, RCW 24.03.225 and RCW 24.03.240, the articles of dissolution shall be executed by an officer of the Society pursuant to RCW 24.03.240.

ARTICLE IX - INDEMNIFICATION

The Society shall indemnify, eliminate and limit the personal liability of a director to the corporation or its members, if any, for monetary damages for conduct as a director, PROVIDED, that such provision shall not eliminate or limit the liability of a director for acts or omissions that involve intentional misconduct by a director or a knowing violation of law by a director, or for any transaction from which the director will personally receive a benefit in money, property, or services to which the director is not legally entitled. Further, this provision does not eliminate or limit the liability of a director for any act or omission occurring before the date when such provision becomes effective.

ARTICLE X – CONFLICT OF INTEREST

F. A new Article X is added, titled Conflict of Interest, to read:

The purpose of the conflict of interest policy is to protect the Society's interest when it is contemplating entering into a transaction or arrangement that might benefit the private interest if an officer or director of the Society or might result in a possible excess benefit transaction.

Each director, principal, officer, and member of a committee with governing board delegated powers shall annually sign a statement which affirms such person has:

a. received a copy of the conflicts of interest policy,
b. read and understands the policy,
c. agreed to comply with the policy, and
d. understands the organization is charitable and in order to maintain its federal tax exemption it must engage primarily in activities which accomplish one or more of its tax-exempt purposes

This policy is intended to supplement but not replace any applicable state and federal laws governing conflict of interest applicable to nonprofit and charitable organizations.

APPROVED:

On October 3, 2006 the amendments to the Articles of Incorporation were adopted by Resolution by the Lakewood Historical Society Board of Directors. A quorum was present at the meeting and the amendment received at least two-thirds (2/3) of the votes which members present were entitled to cast.

The Articles will be presented to the general membership at the Annual Meeting of the Society on November 14, 2006 with a recommendation for ratification.

Signed this 3 day of October, 2006

Glen Spieth
President, Board of Directors, Lakewood Historical Society

Signed this 3rd day of October, 2006

TD Imholt
Secretary, Board of Directors, Lakewood Historical Society

LAKEWOOD HISTORICAL SOCIETY
LAKEWOOD, WASHINGTON
BYLAWS

Approved 07/28/2015

ARTICLE I – NAME AND LOCATION

Section 1. The name of this organization shall be the Lakewood Historical Society (Society).

Section 2. The Society operates a History Museum with displays and exhibits representing the history of the Lakewood area.

Section 3. The Lakewood Historical Society is a non-profit 501(c) (3) organization with its principal office in the City of Lakewood in Pierce County, Washington.

ARTICLE II – MISSION

The mission of the Lakewood Historical Society is to identify, preserve and perpetuate the history of Lakewood.

ARTICLE III – MEMBERSHIP

Section 1. Membership is open to anyone interested in the mission of the Society and upon payment of annual dues as delineated in the Standing Rules.

Section 2. The categories of membership shall be Individual, Family, Association and Business.

Section 3. Each category of membership in good standing shall be entitled to vote during any general vote or election of the Society.

ARTICLE IV – MEMBERSHIP DUES AND TERMINATION

Section 1. The dues of the Society shall be set by the Board and may be revised as warranted.

Section 2. Dues for Individual, Family and Associate membership shall be computed on a calendar year basis and shall be paid by March 1st. The Business Membership is renewable on the anniversary of the date they join. Members whose dues are delinquent after ninety (90) days will lose membership privileges until outstanding dues are paid.

Section 3. Members failing to pay their dues shall be placed on the inactive list. Upon termination of membership, the former member shall have no right in the management or assets of the Society.

ARTICLE V – BOARD OF DIRECTORS

Section 1. The Board of Directors (Board) shall consist of the four (4) elected officers and seven (7) elected directors. The immediate past President, if not assuming another Board position, shall be an ex-officio Board member.

Section 2. All Board members must be members of the Society in good standing.

Section 3. The Board may appoint Emeritus directors for outstanding service to the Society. Emeritus positions will be ex-officio.

Section 4. A vacancy in any office of the Board shall be filled by appointment by the Board for the remainder of the term.

Section 5. Board members shall read and sign a Conflict of Interest Statement annually as defined in the IRS code for nonprofit organizations.

Section 6. The definition, limitation, and regulation of the powers of the Society, the Directors, and the members as set forth in the Bylaws shall regulate the internal affairs of the Society.

Section 7. The Standing Rules provide additional guidance for Board members. Rules are approved by the Board and may be changed by a majority vote of the Board as deemed necessary. Standing Rules are not incorporated in the Bylaws.

ARTICLE VI – OFFICERS

Section 1. The officers of the Society shall be President, Vice President, Secretary, and Treasurer and shall be elected by the membership at the Annual Meeting of the Society.

Section 2. The term of office shall be for two (2) years, or until a successor is elected.

Section 3. The President and Treasurer shall be elected in alternate years to the Vice-President and Secretary to ensure continuity for the organization.

Section 4. The Officers' duties are defined in the Standing Rules.

ARTICLE VII – DIRECTORS

Section 1. The Directors shall consist of seven (7) members.

Section 2. The term of office shall be two (2) years or until a successor is elected.

Section 3. Director's terms shall be staggered to provide continuity for the Society. Three positions shall be elected for a two year term and the other four will be elected in the following year for a two year term.

Section 4. The Directors' duties are defined in the Standing Rules.

ARTICLE VIII – NOMINATIONS

Section 1. The Ad Hoc Nominating Committee shall consist of three (3) members of the Society with at least one (1) current member of the Board.

Section 2. The Nominating Committee shall present a candidate for each office to be filled at least thirty (30) days prior to the Annual Meeting. In all cases the consent of the nominee shall be obtained prior to the election.

Section 3. Nominees must be members of the Society in good standing.

Section 4. Additional nominations may be made from the floor providing consent of the nominee has been obtained and is reported at the Annual Meeting.

ARTICLE IX – ELECTIONS

Section 1. Elections shall be held at the Annual Meeting. A majority of votes cast shall elect. Voice vote may elect if there is only one nominee for each office. Results of the election shall be recorded by the Society's Secretary.

Section 2. The term of office shall commence at the close of the Annual Meeting.

ARTICLE X – MEETINGS

Section 1. Regular meetings of the Board shall be held monthly as set by the Board. A majority of the members of the Board shall constitute a quorum for a regular or special meeting.

Section 2. All meetings must be conducted in accord with the laws of the State of Washington and the IRS code applicable to nonprofit exempt organizations.

Section 3. All Board members are entitled to a vote. A favorable vote by a majority of members present at a duly constituted meeting where a quorum is present shall signify a passing motion. Members may be polled to vote by phone or e-mail in

unusual situations, provided a record is maintained by the Secretary and ratified at the next Board meeting.

Section 4. Special meetings of the Board may be called by the President or by one-third (1/3) of the Board members to be held as designated in the meeting announcement. A majority of the members of the Board shall constitute a quorum.

Section 5. The Annual Meeting of the Society shall be in the fourth quarter of each year for the purpose of electing Officers and Directors, reporting to the membership, receiving committee reports, and voting on issues presented in advance by the Board. The meeting may be rescheduled by a Board resolution if necessary.

Section 6. Special membership meetings may be called by the President, with a majority vote of the Board. Business shall be limited to that stated in the call for a special meeting.

ARTICLE XI – COMMITTEES

Section 1. The President shall appoint the chairperson of each Standing Committee as listed in the Bylaws and shall appoint chairpersons of such Ad Hoc Committees as are applicable to the work of the Society or other such committees the Board of Directors may deem necessary.

Section 2. Standing Committees are long term and meet on a regular basis shall include: Executive, Budget and Finance, Membership, Fundraising, Collections, Programs, Marketing and Historical Markers. Standing Committee chairpersons shall be Board members; other committee members may be selected from the general membership.

Section 3. Ad Hoc Committees are those that are short-term or meet on a less regular basis and shall include: Nominating, Bylaws, or others as deemed necessary to the work of the Society. The Ad Hoc Committee shall include one Board member as liaison to the Board. Committee members may be selected from the general membership.

Section 4. The makeup and duties of the committees is defined in the Standing Rules and may be revised.

Section 5. Committee Chairpersons or liaisons to the Board shall report their activity at the Board meetings and shall present their proposed budget for the following year to the Treasurer and/or the Finance Committee Chairperson by the November Board meeting of each year.

ARTICLE XII – PARLIAMENTARY AUTHORITY

The rules contained in the most current edition of Robert's Rules of Order shall govern the Society in all cases to which they are applicable except when inconsistent with the adopted Bylaws or Articles of Incorporation.

ARTICLE XIII – AMENDMENT OF BYLAWS

Section 1. Proposed amendments to the Bylaws may be suggested in writing by two (2) members of the Board, two (2) members of a Standing Committee, or by five members of the general membership for consideration.

Section 2. It will be decided by the Board President if an Ad Hoc Committee needs to convene in order to review the proposed changes.

Section 3. Amendments to the Bylaws may be made at any regular meeting of the Board by a majority vote, providing that the proposed amendments are submitted in writing to the full Board a minimum of seven (7) days prior to the meeting wherein the proposed changes are considered.

Section 4. Any approved amendments to the Bylaws shall take effect at the close of the meeting wherein they were adopted.

Section 5. Approved amendments to the bylaws shall be reported to the full membership at a general membership meeting, in the newsletter, by mail, or by other means.

Section 6. A copy of the Amended Bylaws shall be filed with the Society's permanent documents as a matter of record, and with other agencies as may be required.

Section 7. In all cases, whenever a provision of the Bylaws is inconsistent with the Articles of Incorporation, the provision of the Articles of Incorporation shall be controlling.

ARTICLE XIV – INDEMNIFICATION

The Society shall indemnify, eliminate and limit the personal liability of a Director to the corporation or its members, if any, for monetary damages for conduct as a Director, provided, that such provision shall not eliminate or limit the liability of a Director for acts or omissions that involve intentional misconduct by a Director or a knowing violation of law by a Director, or for any transaction from which the Director will personally receive a benefit in money, property, or services to which the Director is not legally entitled. Further, this provision does not eliminate or limit the liability of a Director for any act or omission occurring before the date when such provision becomes effective.

ARTICLE XV – DISSOLUTION

Section 1. The Society may be dissolved by a recorded vote of not less than two-thirds (2/3) of the members in good standing present at a meeting called for this purpose. A notice of the proposed dissolution stating the reason thereof and the date, time, and place of the membership meeting shall be mailed to each member in good standing a minimum of ten (10) days prior to the meeting scheduled to debate dissolution of the Society.

Section 2. If voluntary dissolution has been approved, all debts, liabilities and obligations of the Society shall be paid and discharged.

Section 3. Adequate provision shall be made to return, where possible, all items held on loan. All remaining property and assets shall be distributed to one or more institutions or entities chartered for the same or similar purposes as the Society and shall be comparably exempt under the Internal Revenue Code of 1986, 501(c) (3), or the corresponding sections of any future federal tax code, or, shall be distributed to the state or local government for comparable public purposes.

Section 4. No property or any of the proceeds shall be distributed to or inure to the benefit of any Directors or members of the Society.

APPROVAL BY BOARD OF DIRECTORS

The amended Bylaws herein were approved and adopted by the Lakewood Historical Society's Board on this date 28 July, 2015.

Rebecca Huber
President, Lakewood Historical Society

Sue Scott,
Secretary, Lakewood Historical Society

LAKEWOOD HISTORICAL SOCIETY BOARD MEETING
August 1, 2017

The meeting was called to order by Sue Scott at 3:00 p.m. In attendance: Jim Curley, Emma Pierce, Sharon Taylor, Kris Kauffman, Ed Voie, Cindy Duhamel and Glen Spieth. Excused: Becky Huber

The minutes for the July 10, 2017 Board meeting were approved **MSP**

Treasurer's Report

Jim Curley presented a revised Financial Statement for June and current month of July. Motion to approve **MSP**

Board discussed the City of Lakewood Lodging Tax grant application for 2018 funding and approved Sue Scott and Emma Pierce to prepare and submit an application in the amount of $39,500 on behalf of the Lakewood Historical Society.

Committee Reports

Collections/Museum Report

Emma handed out a list of items she has been working on, see attached
Have replaced the window exhibit with the Colonial Center "Celebrating 80 Years" items
Artist corner is in the hands of the Lakewood Arts Commission (contract signed)
Regularly contributing to the Subtimes
New Docent on August 31
Flett house lamp from Beth Julian was discussed whether to accept donation and explain we will perhaps have a place to hang

Membership

July visitors 56
Membership 297
Facebook 453 likes
Instagram 112 followers

Programs

August 22 picnic at American Lake 3-7pm program American Lake Seaplane Base by Mark McLane
September 26 Lakewood Library 6-8pm viewing of "Pershing's Last Patriot"
October 24 "Where Have All the Prairies Gone" presentation by Andy Fritz
December 14, 2017 SPECIAL Command Performance at the Lakewood Playhouse for LHS as a fundraiser
Lakewood Playhouse doesn't need payment until week prior of performance, 7:00 pm doors open at 6
Price $20 per ticket (revised again **MSP**) Seating 155

Marketing

Outreach

August 15 Farmers Market
September 12 Farmers Market
September 21 Emma has been invited to Lakewood United
September 27 Emma and Becky will be presenting to Widows/Widowers Association

Markers

Glen Spieth reported that they are ready to be delivered. He will coordinate with property owners to see if they are ready for delivery.

City of Lakewood Landmarks board is looking for people

Sue went to Pierce County meeting in regards to grant monies and was turned down thus far by the committee, but it has to be presented to the PC council for final.

Old Business

Mail Chimp has been completed Emma will be able to utilize and teach Sue

New Business

New canopy full color printing $208.00; fans 500 1 color $151.00

Swarmer Communications: still need contract. Sept 23rd booth at Cheney Stadium 11-5pm

Email KLAY an updated outreach list of dates

Nisqually grant packaging is due Sep 29th

Meeting was adjourned at 4:00 p.m.

Next Meeting scheduled for Tuesday, September 5, 2017 at 3 p.m.

Sharon Taylor

Sharon Taylor
Secretary

LAKEWOOD HISTORICAL SOCIETY

P.O. Box 98014, Lakewood, WA 98496
Museum: 6211 Mt. Tacoma Dr. SW, Lakewood, WA 98499
Museum Phone: 253-682-3480
Website: www.lakewoodhistorical.org
Email: contact@lakewoodhistorical.org

2016-2017 BOARD OF DIRECTORS

Officers

Sue Scott, President
10602 58th Ave Court SW
Lakewood, WA 98499
253-961-2262 (Cell)
nonniesue@live.com

Ed Voie, Vice President
810 S Jackson Ave
Tacoma, WA 98465
253-970-9552 (Cell)
edvoie@hotmail.com

Jim Curley, Treasurer (Linda)
7226 Turquoise Dr SW
Lakewood, WA 98498
253-584-8731 (H)
jecurley@msn.com

Sharon Taylor, Secretary
8314 Spruce St SW
Lakewood, WA 98498
253-691-2366 (cell)
sharonltaylor8314@yahoo.com

Becky Huber, Past President (John)
11012 Interlaaken Dr SW
Lakewood, WA 98498
253-582-8682 (H), 253-370-6676 (Cell)
craftyhubers@comcast.net

Directors

Cindy Duhamel
18 Lakewood Oaks Dr SW
Lakewood, WA 98499
253-582-0309 (Home)
cindyduhamel.1@gmail.com

Kris Kauffman
12228 Nyanza Rd SW
Lakewood, WA 98499
253-581-9752 (W), 253-219-2837 (Cell)
waterrightsinc@msn.com

Glen Spieth (Marlene)
5928 Steilacoom Blvd SW
Lakewood, WA 98499
253-584-3930 (H), 253-970-0383 (Cell)
b17relic@comcast.net

Director Emeriti

Cyrus Happy III

LTG (Ret) Bill Harrison
3724 68th Ave Ct W
University Place, WA 98466
253-582-1725 (H)
wharri6665@aol.com

Museum Manager

Emma Pierce
909 N. M Street
Tacoma, WA 98403
253-222-2627 (cell)
pierceelp@gmail.com (personal)
manager@lakewoodhistorical.org (work)

Marketing Specialist/Newsletter Editor

Chuck Mathias (Betsy)
715 Galloway St
Steilacoom, WA 98388
253-584-4729 (H), 253-381-9044(Cell)
chuck.mathias@gmail.com

Lakewood Historical Society
Because our history matters...
P.O. Box 98014 • Lakewood, Washington 98496 • (253) 682-3480

Lakewood History Museum
6211 Mt. Tacoma Drive
Lakewood, WA 98499
(253) 682-3480

Annual Fund Honorary Chairs
Lt. Gen. Bill Harrison
Cyrus Happy III

Board of Directors
Sue Scott
President

Ed Voie
Vice-President

Sharon Taylor
Secretary

Jim Curley
Treasurer

Becky Huber
Past President

Cindy Duhamel
Business/Marketing Liaison

Kris Kauffman
Glen Spieth

Director Emeriti
Cyrus Happy III
Lt. Gen. Bill Harrison

Museum Manager
Emma Pierce

Marketing Specialist
Newsletter Editor
Chuck Mathias

Email
contact@
lakewoodhistorical.org

Website
lakewoodhistorical.org

STATEMENT OF AUTHORIZED OFFICIALS

The overall operation of the Lakewood Historical Society, financial stability and continuing operation of the Lakewood History Museum is the responsibility of the Board of Directors.

The Board has designated the Society President and the Treasurer as authorized representatives to conduct the daily Society and Museum operations, financial matters and business operations and have authorized them to contractually bind the Society to agreements and/or contracts as needed to maintain operations on a consistent basis. Any and all major transactions, contracts, financial commitments and/or other major Society agreements require board approval prior to finalizing.

Current authorized Society agents are:

Sue Scott, President
10602 58th Avenue Court SW
Lakewood, WA 98499
253.588.6354

James Curley, Treasurer
7226 Turquoise Dr SW
Lakewood, WA 98498
253.584.8731

Attested to this 20th day of August 2017

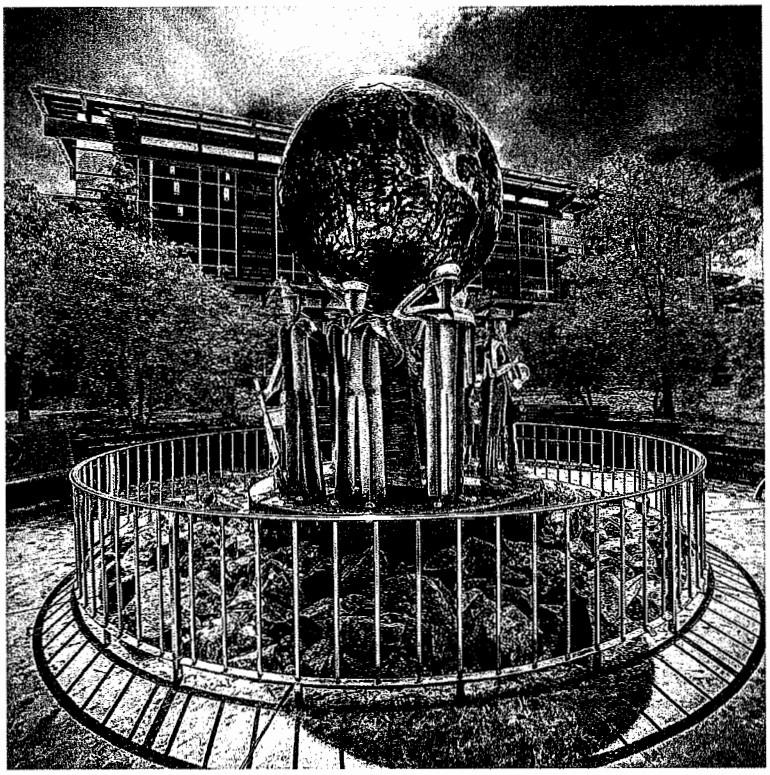
Sharon Taylor

Sharon Taylor
Secretary, Lakewood Historical Society

The Historical Society is a 501(c)(3) not-for-profit organization; your gift is tax-deductible to the extent allowable by law.

Application for:

City of Lakewood Fiscal Year 2018 Lodging Tax Grant Funds



Lakewood Media Promotion

7. APPLICATION FOR FISCAL YEAR 2018 LTAC GRANT FUNDING

1a. Project Information

Project Name: Lakewood Media Promotion

Amount of Lodging Tax Funding Requested: $52,500
(Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: $52,500
(Total Project Amount must match Project Budget column c "Total Project Cost")

1b. Applicant Organization

Name of Applicant Organization: City of Lakewood, Communications division

Mailing Address: 6000 Main Street SW Lakewood, WA 98499

Tax ID Number: 91-1698185

Organization Unified Business Identifier (UBI)
UBI Expiration Date:

Type of Organization: Municipality
(Non-profit, For-profit, Municipality, Private business, etc.)

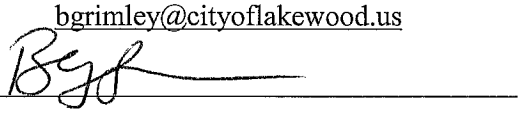
1c. Contact:

Name: Brynn Grimley

Title: Communications Manager

Telephone: 253-983-7761

Email: bgrimley@cityoflakewood.us

Signature: 

The signatory declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used only for the purposes set forth herein, and verifies that all the information contained in this application is valid and true to the best of his/her knowledge.

2. Project Description

a. Event Date(s): N/A

b. Event Location: N/A

c. If there is a charge or fee for this activity, please describe how much and why.
N/A

d. Please provide a detailed, yet concise description of the proposed project/activity. Include information on the area the project will serve its expected impact and list the responsible party(s).

This project will have a long term benefit for the City of Lakewood, its partners, residents and businesses, and will be something we can expand in the years to come.

The project will create a marketable brand for Lakewood consistent with the City Council Vision statement and strategic plan that can be advertised across online and print platforms.

It will raise awareness about Lakewood and in turn increase tourism, particularly overnight stays for visitors from across the region, the United States and other countries.

The brand will build on the strong sense of pride in our community and will give a consistent message and look as we publicize major events in Lakewood and partner with surrounding communities and tourism agencies to promote the South Sound.

Our focus will be to promote Lakewood through the greater Puget Sound region as a place to stay to access various attractions in the region and a great dining destination. We will also target military families to stay here while visiting their friends and family, and contractors who are doing business in Lakewood to stay in Lakewood and dine in Lakewood.

The money will be spent wisely and efficiently on our chosen demographic using targeted advertising across various platforms to include print, online and social media. Each platform will support our brand and image and will be crafted with the intent to encourage new people to experience Lakewood and bring people back.

3. Beneficiaries

Please list and provide specific information regarding all individuals, businesses, areas, or organizations that will directly benefit from the project/activity.

Beneficiaries of this media promotion include:

- The City of Lakewood, its residents, businesses, and real estate brokers benefit by raising the level of awareness of Lakewood and its many attractions and retailers, thus creating more economic activity and retail sales;
- Tourism to Lakewood will benefit because we can pinpoint who we want to reach and reach them where they already are: Social media and the internet. These platforms are where people go to get their news and information and is also where they see the bulk of advertising;
- Events will be highlighted to encourage more people to come to Lakewood, particularly from beyond a 50-mile radius, thereby encouraging overnight stays;
- Hotels, motels, restaurants, gas stations, Lakewood Towne Center, South Tacoma Way (International District) businesses, coffee stands, and other merchants will benefit from increased tourism;
- Residents and businesses will benefit from positive and professional messaging which will change public perception of Lakewood;
- The city will benefit by raising awareness of each of its unique outdoor and indoor activities and attractions such as parks, lakes, hiking, gardens, fishing, biking, golfing, disc golf, indoor carting and live theater.

4. Goals/Monitoring

Describe the goals of the project. Will the project result in an increase in overnight stays by visitors in Lakewood? If so, how will this increase be tracked and monitored? How will an increase in the sale of goods and services as a result of the project be measured? What other short or long-term economic benefits will occur and how will that be tracked? Why do you believe those project/activity outcomes are feasible?
Note - Applicants will be required to submit a post-funding report providing pertinent data evaluating tourism benefits resulting from the use of lodging tax funds as compared with the estimates contained in this application.

Project goals:

1. Increase outreach to people where they get their information: Tracked by the total reach and number of clicks on sponsored, targeted ads on Facebook and Instagram;

2. Increase positive perception of Lakewood as a safe community: Tracked by social media comments, crime statistics and survey of surrounding communities;

3. Increase the number of hotel night stays: Tracked by gathering hotel night stays following media impressions;

4. Increase awareness for visitors from out of state and internationally: Tracked by web hits and requests for information from out-of-state and international visitors.

People that live and work in the community will be a part of the content in this project. Professional photographs and video of city events, residents using city parks, dining in city

restaurants or playing around the city will be used for promotion on the city website, as well as the targeted ads that will appear online and in print. A video will be produced that incorporates residents and business owners speaking highly of our community. This project will change the way people think about Lakewood, bring people back to Lakewood and invite people to visit. The message will be clear to surrounding communities and beyond: Come to Lakewood for its beauty, activities, shopping, eateries and weekend getaways.

Proposed targeted online advertising will be geared to people living in Pierce, King, Thurston and Snohomish counties. Using advertising tools available online, we choose the demographic we want to come here, and also who we think is most likely to come to Lakewood. We will target income, education and family status. We want to attract people looking to enjoy good weather and outdoor activities in Lakewood's amenities. We believe people will enjoy coming throughout the year, particularly for two or three day stays to explore the many outdoor activities and events.

These efforts coupled with the development of a professional branding campaign in 2018 will push Lakewood up the list of Puget Sound destinations.

5. Estimate how the funds will increase the amount of people traveling to Lakewood to stay overnight in paid accommodations.

Targeted internet advertising and advertising across social media platforms reaches people where they connect with friends and family through daily (and sometimes minute-by-minute) interactions. These are also the platforms where people get their news and information, which means we will reach more people on an ongoing basis. In addition, using targeted social media ads allows the information to be shared with individuals' online networks, expanding our reach exponentially.

The repetition of sponsored ads in social media feeds, as well as their appearance at the top of internet search engine results, will keep Lakewood at the forefront when people are searching for a place to stay or things to do. That translates to people staying in Lakewood and visiting attractions around the county. This positive imagery will also have an impact on public perception about Lakewood.

Placement of repeated or consecutive print ads in the Alaska Airlines "Beyond Magazine" will expand Lakewood's reach to a captive audience, as well as heighten the city's visibility because it will share space with ads for other top travel destinations around the country.

6. Estimate how the funds will increase the amount of people traveling to Lakewood from more than 50 miles from their residences.

Internet advertising and social media is seen and heard far and wide and can instantaneously go viral with the right creative messaging.

With the proper funding a branded campaign will include promotional content that is creatively crafted to include images, keywords and SEO (search engine optimization) allowing it to appear in a wide range of internet searches, people's social media streams. These efforts will attract visitors well beyond the 50-mile radius of Lakewood.

Adding repeated ads in Alaska Airline's in-flight magazine will also increase our reach well past a 50-mile radius, and bring a level of sophistication to the city's marketing.

It is the desire of the City Council to tell our story by increasing branding efforts. We want to communicate Lakewood's brand to the public widely, as well as to those who would be interested in visiting and engaging in tourist activities.

Using the funds to create a digital marketing campaign will also afford the city a more accurate picture of the effectiveness of the ads because of the available reporting tools (number of impressions, organic vs. paid reach, number of clicks).. Digital marketing also affords more accurate targeting with our messaging, based on demographic information. It also provides more "bang for your buck".

Using the money for the one-time hire of a professional photographer will boost the quality of the marketing materials we create because it will provide us with professional level photographs at iconic locations throughout Lakewood. These professional photos will then be available for future advertising campaigns, use in the city's quarterly Connections Magazine and regularly on social media and the city's website. These are all ways the city can continue to promote positive imagery to change public perception and entice visitors.

7. Estimate how the funds will increase the amount of people traveling to Lakewood from outside their state or country.

If done right, targeted media placement can have a global reach. Unifying our brand across all our platforms – the city website, social media, hand out materials, internet searches, etc. – will create the public image city leaders want.

Perceptions of Lakewood as the place to visit, play, eat and stay will resonate across all messaging platforms. Our current presence on Facebook, Instagram and Twitter is a great start, but creating a sophisticated, branding campaign with professional photographs and imagery that will be used in targeted internet and social media ads will pull visitors to our South Sound destination.

8. Funding Requirements

Due to funding constraints, partial funding may be recommended by the LTAC. If partial funding is received, how will that impact the project/activity? Please describe:

Partial funding would limit the reach and effectiveness of the campaign, and could impact our ability to hire a branding firm that can deliver the product we need: a concise, appealing marketing strategy. Once the brand is created, a targeted repetitive advertising campaign will ingrain that message across the world – without it the branding effort will not succeed.

Limiting funding would hamstring our abilities to produce compelling imagery and professional level advertising that would reach and compel families and people to visit Lakewood.

Partial funding of $25,000 would be used as follows:

- $15,000 for branding consultant
- $9,000 for internet advertising
- $1,000 for professional photography.

9. Use of Funds

Provide detail on how the funds will be used. For example, $20,000 of the funds will be used for marketing, $5,000 for administration, $10,000 for Consultants, etc.

Branding consultant: The city will hire a professional consultant to work with us and community stakeholders to craft a marketable brand and the framework for a multi-faceted campaign aimed at changing public perception about Lakewood and marketing it as a destination. Cost: $15,000.

Internet advertising: Targeted ads placed across social media platforms and Google and Bing Adsense. Cost: $9,000.

Alaska Airlines in-flight magazine: Purchase consecutive or repeated 1/3-page ad that reaches on average 1 million readers/flyers a month, many who live in the Western United States and are ideal candidates to visit Lakewood. Cost: $15,000.

Professional photography: High-resolution, professional quality images of Lakewood's iconic locations and beautiful natural scenery will provide the backdrop for the targeted advertisements placed online and in Alaska Airline's magazine. Cost: $1,500.

Professional videography: A high-quality, well-produced video about Lakewood that can live on the city's website and be shared with our community partners is imperative to compete with other top destination cities across the region. Cost: $10,000.

Graphic designer: Using the imagery and brand from the branding consultant we will need a professional design of graphics to use for our internet and Alaska Airlines ads, our website, and to have available for use by our community partners. Cost: $2,000.

10. Project Budget (for non-capital projects). Do not include in-kind contributions.

Income: A diversified funding base is important to the success of any project. Please list all other sources of funding for the project, both anticipated and confirmed and when that funding will be available to the project. Include your own funding, sponsorships, other grants, etc.

Funding Source: List all revenue sources anticipated for 2018. Do not include requested Lodging Tax Funds	**Amount**	**Confirmed? Yes/No**	**Date Available**
	$		
	$		
	$		
	$		
	$		
	$		
	$		

Expenses: Based on full funding, please list project costs.
Note: Certain expenses may not be reimbursable, at the sole discretion of the City of Lakewood.
You will only be reimbursed at the authorized rates. Insurance is not an eligible cost.

	a. Lodging Tax Funds Requested *	**b. Other Funds (Do not include In-Kind dollars)**	**c. Total Project Cost ****
Personnel (salaries & benefits)	$	$	$
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	$	$	$
Marketing/Promotion	**$24,000**	$	**$24,000**
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	$	$	$
Minor Equipment (computers, desks, etc.)		$	$
Travel	$	$	$
Contract Services Describe below	**$28,500**	$	**$28,500**
Other Describe below	$	$	$
TOTAL COST	$	$	**$52,500**
Description for Direct Sales Activities, Contract Services, Travel and Others	**Branding consultant: $15,000** **Graphic designer: $2,000** **Professional photography: $1,500** **Professional videography: $10,000**		
In-Kind Contributions			

Amount in column a" Lodging Tax Funds Requested" must match "Amount of Lodging Tax Funding Requested" under 1a of application. Amount in column c "Total Project Cost" must match "Total Project Cost" under 1a of application.*

11. Funding History

a. Was this project funded with Lakewood lodging tax funds in fiscal year 2017? Yes

b. If you answered yes to 11a, how much funding did you receive in 2017? $18,000

c. If you answered no to 11a, what is the last year Lakewood funding was received and how much? N/A

11d. Indicate what efforts have been made to access funding from additional sources?

No funding has been requested from other organizations.

In 2017 we relied on our in-house knowledge of newly hired Communications Manager Brynn Grimley to promote the city through social media and her connections with an affordable graphic designer to design our ad in Alaska Airlines in-flight magazine. We continue to use our resources efficiently and partner with stakeholders like the Travel Tacoma+Pierce County, Tacoma Regional Convention and Visitor's Bureau, South Sound Together and the Lakewood Chamber of Commerce to promote Lakewood.

12. Coordination and Collaboration

Please provide information about any other organizations or agencies involved in this project/activity. Describe their level of involvement. Describe how this project coordinates with other tourism promotion efforts or services in the area, including Chambers of Commerce, local festivals, local lodging and restaurants. You may attach up to three letters of support from these organizations.

We plan to coordinate with the Tacoma Regional Convention and Visitor's Bureau, Travel Tacoma+Pierce County and South Sound Together and "piggy-back" on their marketing efforts to create heightened visibility for Lakewood which will result in a stronger presence as a South Sound destination.

The Communications and Economic Development departments regularly work together to promote Lakewood businesses and organizations on social media platforms.

These include:

- Asia Pacific Cultural Center
- Historic Fort Steilacoom Association
- Lakewold Gardens
- Lakewood Chamber of Commerce
- Lakewood Historical Society & Museum
- Lakewood Parks Department festivals and events
- Lakewood Playhouse
- Lakewood Sister Cities Association

- Lakewood Family YMCA
- St. Clare Hospital
- Whole Foods Market
- Click! Cable TV
- WSECU

13. Capital Projects Budget

Note: A capital project requires a proportional degree of city ownership in the facility. Therefore, capital projects where there is no city ownership are not eligible to receive funding.

Supporting the Capital Expenditures and/or Operation of City Tourism-Related Facilities

FUNDING/TIMELINE	Responsible Parties, Methods, Means	Begin (Dates or Periods)	End (Dates or Periods)	Amount Requested From Lodging Funds	Other Funds Committed or Proposed*	TOTALS
Design & Inspection				$	$	$
Other Consultants				$	$	$
Permits & Fees				$	$	$
Land Acquisition				$	$	$
Site Development & Landscape				$	$	$
Buildings (New Construction)				$	$	$
Building Renovations (Includes Access)				$	$	$
Other (Specify) *Insurance is not an eligible cost.*				$	$	$
TOTAL				$	$	$

*If other funds are committed, please attach a letter of commitment from the funding source.

14. Certification

The applicant hereby certifies and confirms:

1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;

2. That it will abide by all relevant local, state, and federal laws and regulations;

3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;

4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

John J. Caulfield

Signature

John J. Caulfield City Manager

Printed Name & Title of Chief Administrator/Authorizing Official

8/20/2017

Date

15. E-Verify Requirements for Contractors & Certification

By Ordinance, the City of Lakewood requires that all contractors who enter into agreements to provide services or products to the City use the Department of Homeland Security's E-Verify system when hiring new employees for the term of the contract.

E-Verify is an electronic system designed to verify the documentation of job applicants. It is run by the Department of Homeland Security.

Who is affected?

- All contractors doing business for the City of Lakewood.
  - There is no minimum dollar value for contracts affected.
- All subcontractors employed by the general contractor on these contracts.

Are there exceptions?

- Contracts for "Commercial-Off-The-Shelf" items are exempted from this requirement.
- Individuals, Companies, or other organizations that do not have employees.

How long must the contractor comply with the E-Verify system?

- For at least the term of the contract.

Are there other stipulations?

- E-Verify must be used ONLY for NEW HIRES during the term of the contract. It is NOT to be used for EXISTING EMPLOYEES.

- E-Verify must be used to verify the documentation of ANY new employee during the term of the contract, not just those directly or indirectly working on deliverables related to the City of Lakewood contract.

How will the City of Lakewood check for compliance?

- All contractors will retain a copy of the E-Verify Memorandum of Understanding that they execute with the Department of Homeland Security AND

- Sign and submit to the City an Affidavit of Compliance with their signed contract.

- All General Contractors will be required to have their subcontractors sign an Affidavit of Compliance and retain that Affidavit for 4 years after end of the contract.

- The City of Lakewood has the right to audit the Contractor's compliance with the E-Verify Ordinance.

Further information on E-Verify can be found at the following website: https://www.uscis.gov/e-verify
If you have questions about the City's E-Verify Ordinance, please contact the City of Lakewood's legal department prior to contracting with the City.

CITY OF LAKEWOOD

AFFIDAVIT OF COMPLIANCE WITH LAKEWOOD MUNICIPAL CODE 1.42 "E-VERIFY"

As the person duly authorized to enter into such commitment for

City of Lakewood, WA
COMPANY OR ORGANIZATION NAME

I hereby certify that the Company or Organization named herein will

(Check one box below)

- ☐ Be in compliance with all of the requirements of City of Lakewood Municipal Code Chapter 1.42 for the duration of the contract entered into between the City of Lakewood and the Company or Organization.

  - OR -

- ☐ Hire no employees for the term of the contract between the City and the Company or Organization.

_____
Signature

_____
Print Name and Title

_____
Date

Application for:

City of Lakewood Fiscal Year 2018 Lodging Tax Grant Funds

From:

City of Lakewood SummerFEST

7. APPLICATION FOR FISCAL YEAR 2018 LTAC GRANT FUNDING

1a. Project Information

Project Name: Lakewood SummerFEST & SummerFEST Triathlon 2018

Amount of Lodging Tax Funding Requested: $ 70,000
(Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: $ 95,000
(Total Project Amount must match Project Budget column c "Total Project Cost")

1b. Applicant Organization

Name of Applicant Organization: City of Lakewood

Mailing Address: 6000 Main Street SW
Lakewood WA 98499

Tax ID Number: 91-1698185

Organization Unified Business Identifer (UBI) 601667295
UBI Expiration Date: NA

Type of Organization: Municipality, public non profit
(Non-profit, For-profit, Municipality, Private business, etc.)

1c. Contact:

Name: Sally Martinez

Title: Parks and Recreation Coordinator

Telephone: 253.983.7758

Email: smartinez@cityoflakewood.us

Signature: Sally Martinez

The signatory declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used only for the purposes set forth herein, and verifies that all the information contained in this application is valid and true to the best of his/her knowledge.

2. Project Description

a. Event Date(s): July 14, 2018

b. Event Location: Fort Steilacoom Park

c. If there is a charge or fee for this activity, please describe how much and why.

There is a charge for the Triathlon in the amount of $65, (Before March 1) $75 (march 1- June 29) and $85 (one week prior to closing). Team prices vary. The triathlon participant fee helps offset the cost of liability insurance, event staffing, police, life guards, rescue boats, shuttle bus, advertising, registration, medals, t-shirts, swim caps, and the timing chip system.There is no charge for SummerFEST

d. Please provide a detailed, yet concise description of the proposed project/activity. Include information on the area the project will serve, its expected impact and list the responsible party(s).

SummerFEST is a free, annual, community festival held at Fort Steilacoom Park the second weekend in July. It is a tradition and this year was the 21st annual event. Historically the event attracted 5-8,000 people. In 2016 that number jumped to 15,000. This year we had a record breaking year of attendance with 30,000. Each year the festival has grown and now consists of a multi-day soccer tournament, Triathlon, 5k, 10k and 1 mile race, two stages with live entertainment, food trucks, beer garden, a public market with over 170 vendors, car show, KIDZ Zone, passport to sports and art, pet parade and outdoor movie. New elements in the last two years are: the Passport to Sports and Art, introducing over 27 new activities for families; Pet Parade, Fire Dancers, Stilt Walkers, bubble soccer, sports for people with disabilities, and the successful integration of the Sister Cities International Festival which greatly increases the diversity at the event.

SummerFEST serves people of all ages, ethnicities and socio-economic backgrounds both locally and from outside the 50 mile radius. The impact of bringing thousands of people to Lakewood for this event is that they spend money at the local stores, restaurants and hotels. SummerFEST and the triathlon are becoming so popular, they are putting Lakewood on the map. The entire community benefits from a well-respected and well established festival. For many peopel, it is their first time seeing the beautiful natural resources Lakewood boasts, from American Lake to Fort Steilacoom Park. They have so much fun, and are so impressed with the area, it makes them want to return to Lakewood.

The Lakewood SummerFEST Triathlon reached 334 participants this year (up from 270 last year). When it grows beyond 300 participants next year, it will be the largest Sprint Triathlon in the South Sound! It is a competitive sprint triathlon open to participants 15 years and older. This year was the 6th year of the event. The Lakewood SummerFEST has a strong synergy with the SummerFEST event because the triathlon ends at Fort Steilacoom Park as SummerFEST begins. Consequently the participants of the triathlon funnel directly into the event grounds where they have their awards ceremony and after party. Both participants and spectators (roughly 750 people total) of the triathlon enjoy all that SummerFEST has to offer. The course consists of a ½ - mile swim starting and ending from the shore at American Lake Park; 14-mile bike course looped through the streets of Lakewood, Steilacoom, and Dupont. And a 3.1-mile run at Fort Steilacoom Park. It attracts high caliber athletes from as far as Florida.

Unique to this triathlon, is that it part of the innovative "Triple Threat Series." This was the third year of the Triple Threat. In 2015, we had 57 participants, in 2016 we had 100 participants (Sold Out!), this year we increased the number of people who could register and reached 136 participants! The Triple Threat Series consist of three triathlons beginning in June and culminating in August, all of which draw participants from all over Washington. It includes the Black Hills Triathlon in Lacey, Lakewood SummerFEST Triathlon and the JBLM Pacific Pathways Triathlon. Triple Threat Participants receive an additional medal and a raffle prize.

3. Beneficiaries

Please list and provide specific information regarding all individuals, businesses, areas, or organizations that will directly benefit from the project/activity.

- Because this event has so many different components and attracts thousands of people of all ages, there are a multitude of businesses, individuals and organizations that benefit.

- Lakewood Hotels & Restaurants benefit. The SummerFEST Triathlon brings in athelets from outside the 50 mile radius and outside the state. An estimated 10% or 3,000 of SummerFEST Festival participants came from outside the 50 mile radius, with 150 staying at hotels and spending money during their visit at restaurants and stores. For visitors who stay in the area over 4 hours, it is estimated they spend $55 day. The event is from 11am-11pm which keeps visitors in the community for an extended period of time. The races start early and the movie doesn't end until 11:30pm which incentivizes people to stay rather than drive home. The soccer tournament is over the course of several days, so players and their families come from out-of-town and from outside the 50 mile radius and stay overnight.
- Vendors of SummerFEST benefit because they have the opportunity to increase their profile, provide information about their organization, sell products, and make a profit.
- Businesses surrounding Fort Steilacoom Park benefit from additional sale of food, fuel, goods and services.
- SummerFEST and Triathlon Sponsors and partners benefit from the exposure.
- Dozens of non-profits and service providers in Lakewood and Neighboring Communities who use SummerFEST as a forum for advertising their services benefit.
- Partners for Parks benefits from the car show.
- SummerFEST food truck owners benefit from the sales.
- SummerFEST Contractors such as musicians and entertainers benefit.
- Individuals who attend benefit by being exposed to healthy sporting activities, art activities, enriching cultural entertainment and a day full of of good memories and family bonding opportunities.
- The City benefits from providing a gathering space for the community.

People from different cultural backgrounds benefit from the International Festival component, seeing traditional dance and entertainment.

4. Goals/Monitoring

Describe the goals of the project. Will the project result in an increase in overnight stays by visitors in Lakewood? If so, how will this increase be tracked and monitored? How will an increase in the sale of goods and services as a result of the project be measured? What other short or long-term economic benefits will occur and how will that be tracked? Why do you believe those project/activity outcomes are feasible?

Note - Applicants will be required to submit a post-funding report providing pertinent data evaluating tourism benefits resulting from the use of lodging tax funds as compared with the estimates contained in this application.

Following are our goals:

Increase the number of athletes and spectators who stay overnight in Lakewood by attracting the involvement of serious and invested athletes. These types of athletes travel from outside the region to compete. After six years of putting on this event, it is thrilling to know we are hitting our stride. An encouraging indicator of success was not just the 47% increase in numbers of participants in the last two years, but the landscape of serious athletes the event attracted this year. It was evident from the type of equipment used, professionalism and speed exhibited at the transition points that the caliber of athletes was very high. Notoriously, this event also attracts "first- timers" who are new to triathlons and it has a strong reputation as being a great triathlon for those new to the sport.

- Increase the number of participants of the triathlon to 350. According to professionals in the field of amateur sporting events, local sprint triathlons attract between 150 and 250 participants. Once we reach over 300 participants, it will be the largest Sprint Triathlon in the South Sound. We envision growing the SummerFEST triathlon into a spectacular event and garnering the support of large companies.
- Maintain current relationships, and grow new fabulous partnerships at SummerFEST that help elevate the reputation of the festival and quality of events. We are thrilled to have the SummerFEST partnerships with the Tacoma Art Museum, Glass Museum & Tacoma Children's museum, to offer high quality and diversified art activities. Also these museums are marketing SummerFEST through their newsletters and social media which is reaching people outside the 50 mile radius and an entirely new audience we could not otherwise reach.
- Increase the number of people coming to SummerFEST from throughout the state by securing well known bands who have a strong following in Washington State and beyond. This strategy is working extremely well. With additional funding we can attract more popular bands. These bands all promote SummerFEST on their face book page.
- Strategically market the entire event through consistent branding. This requires consistency in the look and feel of the event (logo, fliers, posters, merchandise, etc). Continue to create a reputation for the event as a destination multi-sporting festival. Specifically we will invest more funds in online advertising because it is less expensive than billboards and bus advertising and has a greater reach to people living outside of the 50 mile radius and outside of the state. We were extremely pleased with the Radio advertising and its reach outside the 50 mile radius.
- Continue to pursue sponsors and in-kind donations. This year we added a new presenting sponsor (BMW), a new stage sposor (Geico), a new movie sponsor (CLICK Cable TV) and new radio sponsor (CBS radio), a new Green Room sponsor, Whole Foods. The result was the ability to reach thousands of people in advertising, at no additional cost.
- Continue to create TV commercials (new in 2017 and it worked very well) and radio ads.
- Grow the Pet Parade element of SummerFEST. New this year, it was very successful and has room to grow and attract a new audience.
- Continue to create a strategic marketing calendar that includes Facebook posts and paid ads, Race Center e-newsletter and print ads, poster distribution, online calendars in publication, website updates, magazine ads, promotion to the military community, and more.

- Grow the new Passport to Sports and Art which fulfilled last year's goal of keeping the triathlon participants and spectators at the SummerFEST event for over four hours (thus increasing spending in the area), and entice them to bring their families and out-of-town guests.
- Grow the multi sporting events to create a healthier and more vibrant community. This year the new sports included: bubble soccer, volleyball, tug of war, giant jenga, bocce ball adaptive bikes and Frisbee golf.
- Continue to implement the new and very successful "Inspirational Athlete" video series we started this year. It highlights athletes and their personal story of competing in the triathlon. We heard stories of athletes overcoming life-long drug addictions, losing weight, bonding with new found friends, and racing in the name of those who have disabilities or cancer and who can't run.
- Keep the participation level of SummerFEST above 25,000. This will result in a corresponding increases in the number of people who come from out of state and out of the 50 mile radius and an increase in local spending at businesses and hotels.

Monitoring

We will analyze the success of these goals by using information captured on registration forms, and surveys to athletes. We will use vendor contracts to determine the number from outside of our region. Food vendor tickets and Automated car counts at the main entrance of the park will help determine the number of attendees.

5. Estimate how the funds will increase the amount of people traveling to Lakewood to stay overnight in paid accommodations.

This year it is estimated that 500 spectators came to support the 300 participants of the 2017 SummerFEST Triathlon. Eight participants travelled from outside of Washington State and 4 Washington residents travelled from outside the 50 mile radius. The estimated room nights is 12. The local economic impact of direct spending is estimated to be $3,660. These numbers are based on the National Association of Sports Commissions –NASC, Calculator. We are confident that with funds from this grant, we can grow the triathlon participation to 350 and maintain SummerFEST participation of 30,000 and event potentially grow it. The funds provide resources for marketing and staffing so it runs smoothly and professionally. This year there were no complaints from participants and many, many compliments. There were no injuries or mishaps and the entire event was extremely well organized. This will encourage people to return and to tell their friends, in turn, increasing the number of travelers, overnight stays, and local spending.

Lodging Tax Grant funds enable us to advertise in the Washington State Festival Magazine and other publications that are key to bringing people to Lakewood for SummerFEST and staying the night. It also pays for the invaluable Radio ads that were extremely effective in reaching people all over the State.

The Triple Threat Series is an excellent avenue to grow the number of out-of-town visitors spending the night in Lakewood. Funding from this grant will help to advertise this event and to pay for t-shirts, medals, swag, and other items with the City of Lakewood logo that participants love to wear and show off to their friends.

Marketing funds from this grant will help increase the number of vendors traveling from out of town to be a part of the public market. Since we do not allow overnight camping for this event, out-of-town vendors may stay in Lakewood hotels for their overnight accommodations. By

advertising this event more regionally, we attract the attention of vendors who don't live in Lakewood or have a connection here; while, simultaneously, informing potential event attendees of this fun community event. Vendors have a strong incentive to participate in this event given the high volume of people who attend. Similarly funding from this grant will afford us the opportunity to provide marketing to participants in the regional soccer tournament, informing them of the SummerFEST event as well as local accommodations. Funds provided will help implement new activities that encourage people to stay longer, cross-pollinate between activities, keep the event fresh and exciting, and offer something for everyone in the family.

SummerFEST is a draw to teams and families who travel throughout the state during the summer months to play in regional soccer tournaments. Having a day-long festival associated with the tournament has been successful in drawing out-of-the-area participation. This, in turn, increases the spending and number of overnight stays in Lakewood.

6. Estimate how the funds will increase the amount of people traveling to Lakewood from more than 50 miles from their residences.

The multi-day soccer tournament is operated by Comeback Sports and brings 170 adult soccer players (40 of whom are from outside a 50-mile radius) to the soccer fields at Fort Steilacoom Park for two all day tournaments.

The triathlon participants come to Lakewood City Hall to pick up their race packets which provides another opportunity for people outside the 50 mile radius to purchase goods and services in Lakewood.

Lodging Tax Grant funds enable us to advertise in the Washington State Festival magazine, on social media, and other publications that are key to bringing people to Lakewood for SummerFEST from outside the 50 mile radius. It also pays for the invaluable Radio ads and new commercial was were extremely effective in reaching people outside the 50 mile radius.

The Funds enable us to distribute posters as far as Seattle and Bellevue.

For the last several years, Lodging Tax funds were used to market the event on a more regional basis, thus drawing out-of-town visitors. This year we further expanded regional marketing through print, radio and online advertising. We continue to be innovative in our marketing efforts. We also continue to partner with a regional tournament director and local hotels with a goal of drawing out-of-town.

7. Estimate how the funds will increase the amount of people traveling to Lakewood from outside their state or country.

- Funds used to pay for our online advertising are proven to reach athletes and SummerFEST participants from outside our state and country. This year thee SummerFEST Triathlon alone brought 12 room overnight stays and an estimated $3,660 in direct spending. An estimated 10% or 3,000 of SummerFEST Festival participants came from outside the 50 mile radius, with 150 staying at hotels and spending an estimated $915,000 in the area during their visit at restaurants and stores. For visitors who stay in the area over 4 hours, it is estimated they spend $55 day. The event is from 11am-11pm which keeps visitors in the community for an extended period of time. The movie doesn't end until 11:30pm which incentivizes people to stay rather than drive home. The soccer

tournament is over the course of several days, so players and their families come from out-of-town and from outside the 50 mile radius and stay overnight.

Now that the Triathlon is known as event for serious athletes we will see athletes who want to expand their repertoire of events come from other parts of the country. They will travel here with confidence that it is a well-run and well organized race in an unbelievable beautiful area. This year we saw athletes come from Portland, Florida and Denver. We will be able to effectively promote SummerFEST state-wide as well as throughout the region with promotions on Festival and Event websites, Active.com (reaching one million viewers every month), Group-on, newsletters, mailings, and more. SummerFEST and all it has to offer, is a unique economic development tool that brings visitors to Lakewood and Fort Steilacoom Park and shows off a major asset of the City of Lakewood. It provides a one-of-a kind event, with a strong community atmosphere that encourages individuals to stay longer and spend money at the event as well as with local businesses. The soccer tournament director has a history of coordinating multi-day tournaments and bringing in teams from around the Western United States. These teams stay in local hotels and eat at local restaurants. The funds that we are requesting encourage out of area visitors to visit Lakewood and check out a regional treasure – Fort Steilacoom Park.

8. Funding Requirements

Due to funding constraints, partial funding may be recommended by the LTAC. If partial funding is received, how will that impact the project/activity? Please describe:

The drastic growth in SummerFEST attendance is requiring us to add more money to the budget for things such as additional Honeybuckets, professional parking service, more fencing, etc. The event has come to rely on this funding and any less will result in less marketing, therefore, lessening the draw of out-of-town visitors to Lakewood. It would also require that we cut back on the more expensive items such as t-shirts and medals for racers. This year we were not able to afford a shirt for triple threat participants for example.

9. Use of Funds

Provide detail on how the funds will be used. For example, $20,000 of the funds will be used for marketing, $5,000 for administration, $10,000 for Consultants, etc.

-

- $30,000 will be used for Marketing/Promotion. This includes radio ads, posters, flyers to school districts, social media ads, Washington State Festival Guide ad, ads in the JBLM publications which proved to be very effective, ads in Showcase Magazine and City Arts, and more. See attachment A for complete marketing plan.
- $35,000 will be used for contract services. This includes a professional parking service,m stage, sound, kidz zone, live music, entertainment, outdoor movie, timing & equipment rental (bike racks, buoys), Honey Buckets, race director, t-shirts, medals, designers, logo design, passport printing, ATM machine, and more. To raise the caliber of the event we will need to bring in more well-known musicians and they are more expensive. However, they have a strong following and it brings fans from outside the 50 mile radius who will eat, shop and stay overnight in Lakewood.

$5,000 Administration

10. Project Budget (for non-capital projects). Do not include in-kind contributions.

Income: A diversified funding base is important to the success of any project. Please list all other sources of funding for the project, both anticipated and confirmed and when that funding will be available to the project. Include your own funding, sponsorships, other grants, etc.

Funding Source: List all revenue sources anticipated for 2018. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
St. Clare Hospital for Triathlon	$7,500	x	
St. Clare Hospital for SummeFEST Presentin sponsor	$15,000	x	
Americas Credit Union	$2,500	x	
Drangsholt Orthodontics	$500	x	
Navy Federal Credit Union	$1,000	x	
	$		
	$		

Expenses: Based on full funding, please list project costs.
Note: Certain expenses may not be reimbursable, at the sole discretion of the City of Lakewood.
You will only be reimbursed at the authorized rates. Insurance is not an eligible cost.

	a. Lodging Tax Funds Requested *	b. Other Funds (Do not include In-Kind dollars)	c. Total Project Cost **
Personnel (salaries & benefits)	5,000	$5,000	$10,000
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	$	$	$
Marketing/Promotion	$30,000	$5000	$35,000
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	$	$	$
Minor Equipment (computers, desks, etc.)	$	$	$
Travel	$	$	$
Contract Services Describe below	$35,000	$15,000	$50,000
Other Describe below	$	$	$
TOTAL COST	$70,000	$25,000	$95,000
Description for Direct Sales Activities, Contract Services, Travel and Others	Contract services are for the parking service, stage, sound, movie screen, movie licensing, kidz zone, photographer, live music, entertainment, timing & equipment rental (bike racks, buoys), Honey buckets, race director, racet-shirts, medals, graphic designers, logo design, tshirt design, medal design, passport printing, signs, ATM machine, and more.		
In-Kind Contributions	$3,000 in food and items for the swag bags.		

	$1,500 Best Western Hotel rooms $1,000 Whole Foods, meals for Green Room $1,500 in food from St. Clare Hospital donated for the winners. Whole foods gave out free food. Trader Joes provided food for all of the volunteers. $2,500 of signs from Larsen Sign CO. $3,000 in TV Commercials from Click Network $3,000 in radio ads from CBS Radio JBLM provides 10 kayaks, west pierce fire and rescue and Tacoma Maritime Organization provides aquatic support, YMCA provides lifeguards, Partners for Parks coordinates the car show and funds go toward park improvements. 27 partners provided activities for children and paid for all of their materials and staffing. Sister Cities organized the international festival, Explorers provided parking direction. JROTC volunteered their time to direct traffic. Over 50 volunteers contriubed their time as race course marchalls. Tacoma South Sound Sports Commission provide triathlon support

**Amount in column a" Lodging Tax Funds Requested" must match "Amount of Lodging Tax Funding Requested" under 1a of application.*

*** Amount in column c "Total Project Cost" must match "Total Project Cost" under 1a of application.*

11. Funding History

a. Was this project funded with Lakewood lodging tax funds in fiscal year 2017? x Yes No

b. If you answered yes to 11a, how much funding did you receive in 2017? $ 40,000

c. If you answered no to 11a, what is the last year Lakewood funding was received and how much?

Year Amount awarded No previous funding

11d. Indicate what efforts have been made to access funding from additional sources?

We did a tremendous amount of outreach to secure new sponsors. This resulted in a first time ever:
Presenting Sponsor of SummerFEST. BMW paid 12,000
Stage sponsor, Geico, for $3,000
New Hotel Sponsor: Best Western Lakewood that provided a number of free room nights and discounted rooms for athletes.
Movie Sponsor CLICK! Cable TV who provided the movie at night at no cost and hundreds of free commercials.
Radio Sponsor – CBS radio, providing 3,000 in free radio ads.
Whole foods was a new sponsor who provided all the items for the swag bags.
Larsen Sign Company was a new sign sponsor for $2,500.
In addition, we maintained our traditional sponsors.
We will continue to seek sponsorships for 2018. It is very time consuming work.

12. Coordination and Collaboration

Please provide information about any other organizations or agencies involved in this project/activity. Describe their level of involvement. Describe how this project coordinates with other tourism promotion efforts or services in the area, including Chambers of Commerce, local festivals, local lodging and restaurants. You may attach up to three letters of support from these organizations.

Coordination with a multitude of partners is key to the success of this event. We have over 75 organizations/businesses with whom we work to incentivize people to attend SummerFEST and increase tourism. They are involved almost all year around in the planning, promotion, execution, and follow-up of the events. We are eager to attract visitors from out of town and so we work closely with the chamber and local hotels to promote the SummerFEST events. We are always seeking new ways to collaborate and think outside the box to expand our reach and increase our positive impact on the local economy. We met individually with hotels this year to distribute promotional materials. With the addition of the Triple Threat Series we are closely collaborating with JBLM and Black Hills/Lacey. The new implementation of the Passport to Sports and Art was significant. Each business advertised and promoted SummerFEST through their social media and newsletter reaching thousands of additional people (for example, the Tacoma Art Museum). Also with 170 vendors (a 50% increase!) each vendor promoted the event through their social media. This expanded our reach immensely, *at no cost!* Here are some of the organizations and businesses with whom we partner:

Americas Credit Union
Army Strong
Bricks 4 Kids
CHI Franciscan Health St. Clare Hospital

Clover Park School District
Costco
Drangsholt Orthodontics
Explorers
Hotel in Pierce County
JBLM
JROTC
Lakewood NIS Department
Lakewood Parks, Recreation and Community Services
Lakewood Police Department
Lemay/Waste Connections
Museum of Glass
Over 170 Local Businesses who were vendors and sponsors (BMW, NW Mini, Geico, Best Western, Whole Foods, Trader Joes, Fleet Feet, Click! Cable TV, CBS radio, Navy Federal, etc.)
Over 30 Local Non-Profits (Lakewood's Promise, Historical Society Humane Society Lakewood Sister Cities, Outdoors For All, etc)
Philippine Scouts and Boy Scouts
Pierce College
Pierce County Library System
R/C Boat Club
Tacoma Art Museum
Tacoma Children's Museum
Tacoma Maritime Institute
Tacoma South Sound Sports
The YMCA
University of Puget Sound
USO and Army National Guard
War Museum
West Pierce County Fire and Rescue

14. Certification

The applicant hereby certifies and confirms:

1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;

2. That it will abide by all relevant local, state, and federal laws and regulations;

3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;

4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

Primary Signature: John J. Caulfield

City Manager

Printed Name & Title of Chief Administrator/Authorizing Official

8/26/2017

Date

SummerFEST and SummerFEST Sprint Triathlon Marketing Plan - Attachment A

Attachment A- SummerFEST Marketing Plan

CBS Radio	$5,000.00
Washington festival guide ad	$900.00
Newspaper Ads	$1,000
Update logo and posters	$1,100
Update TV Commercial	$800
JBLM Ads	$2,000.00
Show case Magazine ads	$1,500.00
Facebook Ads	$1,500.00
Fliers to JBLM houses	$2,200.00
Fliers to schools	$2,000.00
T-shirts	$3,000
Passports	$2,000.00
banner updates and signs	$2,500.00
Poster Distribution	$1,000.00
Total	26,500
Triathlon Marketing	
Race Center ads x3	$1,000
Swarner Communicaitons-JBLM ads	$1,000
Facebook Ads	$500
Posters and fliers	$1,000
Total	$3,500
	30,000


Summer FEST
1996
CITY OF LAKEWOOD, WA
•1996•
2017
JULY 8TH
AND IT'S FREE
Fort Steilacoom Park
11 a.m. - 11 p.m.
Triathlon • 5k/10k/1 mile races
Bubble Soccer • Trapeze
Extreme Trampoline • Fire dancers
Yoga • Live music
Food trucks • Beer garden
International Festival
Car Show • Vendors
Kids Zone
Pet Parade
Movie at night
Cityoflakewood.us
253.983.7758
Presented By
NORTHWEST MINI
BMW Northwest
Tacoma | Experience the Best | Since 1968
CHI Franciscan Health
the Y
Best Western
Larsen Sign Company
CLICK! CABLE TV
WHOLE FOODS MARKET
acu
94.1 KMPS
96.5 JACK FM playing what we want
KZOK 102.5 FM
GEICO Local Office 253-584-7755
NAVY FEDERAL Credit Union


SummerFEST
1996
CITY OF LAKEWOOD, WA
•1996•
2017
Saturday, July 8 • 11am-11pm
Fort Steilacoom Park, Lakewood
BMW Northwest
Experience the Best
CHI Franciscan Health
94.1 KMPS
96.5 JACK fm
playing what we want
KZOK 102.5 FM
GEICO
Local Office
253-584-7755
Triathlon • Triple Threat Series • 5k/10k/1 Mile Races • Orienteering • Bubble Soccer
Trapeze • Adaptive Bikes • Extreme Trampoline Entertainment • Yoga • Two Stages
Live Music • Food Trucks • International Festival • Car Show • Fire Dancers
Market Vendors • Lego® Building Contest • Passport to Sports & Art
Kids Zone • Pet Parade • Beer Garden • Movie at Night "Secret Life of Pets"
SPIKE and the IMPALERS
Details and Race Registration www.cityoflakewood.us



Saturday, July 8, 2017
American Lake ♦ Ft. Steilacoom Park
www.lakewoodsummerfest.com
Open to athletes 15 years and older.
Register: regtorace.com/event/201
Contact: Sally Martinez @ (253) 983-7758.
Stay for SummerFEST Fun after the race
See Event Schedule at cityoflakewood.us

CITY OF LAKEWOOD WA 1996

CHI Franciscan Health



Saturday, July 8, 2017
American Lake ♦ Ft. Steilacoom Park
www.lakewoodsummerfest.com
Open to athletes 15 years and older.
Register: regtorace.com/event/201
Contact: Sally Martinez @ (253) 983-7758.
Stay for SummerFEST Fun after the race
See Event Schedule at cityoflakewood.us

CITY OF LAKEWOOD WA 1996

CHI Franciscan Health

Return to Agenda

SummerFEST

1996 2017

Partners for Parks

Car Show

Presented by St Clare Hospital



Saturday July 8th 2017
8 a.m. - 3 p.m.
35 Categories, Judging @ 11 a.m.

PARTNERS FOR PARKS
LAKEWOOD, WA

Fort Steilacoom Park
8714 87th Ave SW,
Lakewood, WA 98498

Register: Sylvia Allen: 253.677.8287 • Charlie Maxwell: 253.246.9876

CHI Franciscan Health

cityoflakewood.us/parks-and-recreation/summerfest

Application for:

City of Lakewood Fiscal Year 2018 Lodging Tax Grant Funds

From:

City of Lakewood Farmers Market

7. APPLICATION FOR FISCAL YEAR 2018 LTAC GRANT FUNDING

1a. Project Information

Project Name: Lakewood's Farmers Market

Amount of Lodging Tax Funding Requested: $ 32,000
(Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: $ 44,730
(Total Project Amount must match Project Budget column c "Total Project Cost")

1b. Applicant Organization

Name of Applicant Organization: City of Lakewood

Mailing Address: 6000 Main Street SW
Lakewood, WA
98499

Tax ID Number: 91-1698185

Organization Unified Business Identifer (UBI) 601667295
UBI Expiration Date: NA

Type of Organization: Municipality
(Non-profit, For-profit, Municipality, Private business, etc.)

1c. Contact:

Name: Sally Martinez

Title: Parks and Recreation Coordinator

Telephone: 253.893.7758

Email: smartinez@cityoflakewood.us

Signature: Sally Martinez

The signatory declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used only for the purposes set forth herein, and verifies that all the information contained in this application is valid and true to the best of his/her knowledge.

2. Project Description

a. Event Date(s): Tuesdays, June 5 – Sept 11, 2018

b. Event Location: Courtyard of Lakewood City Hall

c. If there is a charge or fee for this activity, please describe how much and why.

There are vendor application fees for food trucks and market vendors. $25 application Fee. 10x10 stall fee: $25 daily, $250 season. 10x20 stall fee: $50 daily, $500 season, Pull through $40 daily, $350 season. Food Truck fee $50, $500 season.

d. Please provide a detailed, yet concise description of the proposed project/activity. Include information on the area the project will serve, its expected impact and list the responsible party(s).

The Farmers Market is aligned with the Lakewood Parks, Recreation and Community Services Mission to create a healthy and vibrant community through diverse programs and sustainable practices; the Farmers Market Mission to provide citizens with an opportunity to purchase fresh produce and products sold by Washington State farmers and vendors; and the Farmers Market Purpose Statement to create a sense of community and a place to gather. Our project proposal is to operate and grow the successful Lakewood Farmers Market for its 7th season.

The Farmers Market was at full capacity this year with 59 vendors including 13 farmers, processors, crafters, prepared foods and non-profits. There is a stage for live entertainment, chef demonstrations, a sitting area for eating, food trucks, and fun activities for children. Roughly 13,000 people attend the market in the 15 week season. The market operates June through September on Tuesdays from 10 a.m.- 3 p.m.

We have focused on branding and marketing the Farmers Market for the last two years with a new, updated logo, t-shirts, posters, note pads and other merchandise that have a consistent look and feel. The Lakewood Farmers Market is a source of pride for the residents who frequent it on Tuesdays and is a unique event to which they bring their out-of-town guests. Survey results show that over 90% rate the market as good or excellent for its quality of food and produce, cleanliness, atmosphere and prices. For the second year in a row, we are getting calls from vendors at the Tacoma and Puyallup Farmers Markets, wanting to join the Lakewood Market because of its excellent reputation.

This year we grew the Healthy Bucks program that was implemented last year. Last year we 1,000 children age 16 and under ate $2 worth of free fruits and vegetables. This year, 1,500 children did. We were able to increase the number of Healthy Bucks by engaging Whole Foods as a new sponsor. For the second year in a row, we implemented the new Kids Day where children were vendors and learned how to create, market and sell products; they were also the talent on stage. This year we secured a license to have vendors who sell beer and wine. We now have 3 wineries and brewery. The Master Gardener Clinic at our market is the busiest clinic in the country!

With the help of Lodging Tax Grant funds from last year, we were able to extensively market and advertise the Farmers Market. As a result, for the first time, vendors reported their highest sales in 6 years. This year the sales numbers are event higher! This means more people are coming to the market and buying.

3. Beneficiaries

Please list and provide specific information regarding all individuals, businesses, areas, or organizations that will directly benefit from the project/activity.

The Lakewood Farmers Market serves the residents in Lakewood and the 9,000 people who commute to Lakewood for work and are in the area for lunch. In addition our surveys indicate that visitors attend from Pierce, King, Snohomish, Thurston and Mason counties. Eleven percent of the 230 people surveyed come from outside of the 50 mile radius. The market is frequented by children and adults of all ages, ethnicities, and socio-economic backgrounds.

Local business owners benefit from the Farmers Market. From our surveys, we know that 70% of the people who come to the farmers market shop at other stores in Towne Center.

Low and very low-income residents benefit from the farmers market and also seniors. We continue our partnership with the Franciscan Women, Infant, and Children Clinic of Lakewood. This organization attends the Lakewood Farmers Market every week distributing Farmers Market Nutrition Program (FMNP) Vouchers along with resources to clients from various socio-economic backgrounds. The Pierce County Aging and Disability Services Center also attends the market, providing those same resources to seniors shopping at the Lakewood Farmers Market. From the start of the 2017 season, to date, over 1,000 WIC clients spent a total of $27,000 on fresh produce at the Lakewood Farmers Market.

Children benefit from the market. With the new Healthy Bucks, all children age 16 and under receive $2 worth of fruits and veggies. We know that 1,500 children purchased and ate fruits and vegetables at our market this year.

Nonprofit organizations and those people who need their services benefit from the market. Nonprofits can set up booth and advertise their organizations. A few examples are the Boys and Girls Club, Lakewood's Promise, Lakewood's Choice, Catholic Community Services, Clover Park School District Early Learning Program, Pierce County Public Work, Intercultural Programs and more.

Our sponsors benefit from having booths and signage at the market and in market advertising. Strategic Partnerships with our sponsors remains very strong. Some of our key sponsors are Washington State Employees Credit Union (WSECU), St. Clare Hospital, Farmers Insurance, and Whole Foods Market.

Customers of the market benefit by having reasonable prices and local, fresh produce. The market will experience over thirteen thousand (13,000) visitors during the season with an average of about eight hundred (6-800) customers per day.

The vendors benefit from the market. Vendor sales will be roughly $170,000. In speaking with our vendors it is clear they enjoy the Lakewood market and many of them have been with us since its inception.

4. Goals/Monitoring

Describe the goals of the project. Will the project result in an increase in overnight stays by visitors in Lakewood? If so, how will this increase be tracked and monitored? How will an increase in the sale of goods and services as a result of the project be measured? What other short or long-term economic benefits will occur and how will that be tracked? Why do you believe those project/activity outcomes are feasible?

Note - Applicants will be required to submit a post-funding report providing pertinent data evaluating tourism benefits resulting from the use of lodging tax funds as compared with the estimates contained in this application.

In 2018 Goals are to:

Continue to increase our targeted outreach efforts to expand the number of participants who attend the market.

Help people from the habit of shopping at the Farmers Market, by using catchy slogans such as "Tuesday in Towne Center" and "Lunch in Lakewood."

Continue to have the Lakewood Farmers Market serve as a great economic development tool that brings visitors to the Towne Center. Research shows that every dollar spent at farmers markets leads to additional sales at nearby businesses.

Create a healthy, vibrant community. Research shows that people eat more fruits and veggies when they shop at Farmers Markets. People tend to have more social encounters at farmers markets than at grocery stores.

Have local chefs teach community members how to cook farmers market style.

Give 2,000 children free fruits and vegetables with Healthy Bucks, at no cost to the City.

Find more Sponsors to donate money to the Healthy Bucks program

Continue to provide a one-of-a-kind, community gathering space.

Encourage community members to bring their out-of-town guests and relatives to the market to showcase their community. Our survey revealed that visitors from Mexico and California enjoyed the market this season.

Incentivize individuals to stay longer in the Towne Center with great entertainment, and visit other stores.

Through advertising, target people travelling through the area from out of state with our visible farmers market advertising (banners, street signs, etc.) to experience this impressive feature of our community.

Maintain high quality flyers and brochures with consistent branding and place them in hotels, shops and organizations to promote the market as a "must-see" activity while enjoying their stay in Lakewood.

Secure our current sponsorships again for next year.

Show our new professionally made, Farmers Market video and new commercial to a wide audience.

Continue to build new partnerships. We will focus on partners that can help us advertise in publications and calendars that have state-wide reach for the purposes of attracting new customers and securing unique vendors. Similarly we will seek partners that help us improve the quality of the Farmers Market, sustain best practices, and remain competitive with the other farmers markets. For example, benefits of being a member of the Washington State Farmers Market Association (WSFMA) include the opportunity to network with people throughout the state, by advertising on their website (below) and receiving free promotions during National Farmers Market Week that go to 65 press and partner organizations and 400 individuals.

Increase the number of people who know about, and attend the market. Because local residents tend to bring out of town guest, this could in-turn increase the number of overnight stays. Our survey indicates that the top to ways people hear of the market is word of mouth, working in the area, walking or driving by, and street signs/banners.

Additional goals for the Lakewood Farmers Market 2017 Season that link directly to our Parks and Recreation 20 Year Strategic Plan (Legacy Plan), and have the potential to increase the number of overnight visits are:

• To increase low income families access to and consumption of fresh fruits and vegetables

• Offer weekly recipe card handouts that include items available at the market along with items that are only available at the grocery store to encourage shopping throughout the Towne Center.

• Work with Towne Center Merchants to offer promotional giveaways, coupons, or incentives to shopping at the market and Towne Center Businesses on market day.

• Target advertising to JBLM and those who work in Towne Center to entice them to come for lunch and to shop in order to increase the percentage of those who work in the area who come to the market from previous year's numbers.

• Continue our strong social media presence (twitter, facebook and Instagram) which go out twice a week during market season. We learned that short videos get the highest hits and we will continue to engage constituents this way.

• Promote the market through publications, such as South Sound Magazine which is the only lifestyle publication exclusively for the south Puget Sound. It is a bi-monthly, high-quality publication in over 400 locations and 10 local hotels, and in our local medical waiting rooms. Readership is 125,000/mo. With paid advertising come free digital advertising in their on-line calendar and e-newsletter.

• Celebrate Cultural Diversity. Lakewood is an extremely diverse community. Last year's survey showed that customers wanted more ethnic food. As a result, we secured Chinese food, southern food, Caribbean food, Vietnamese food and Philippine food at the market which are in addition to our Mexican food

• Continue to provide WIC (Women Infant and Children) Clinics to distribute WIC FMNP (Farmers' Market Nutrition Program) checks that can be spent right at the Lakewood Farmers' Market.

Try to increase the number of overnight stays in Lakewood.

Increasing the number of people at the market will fulfill our goal of increasing vendor revenue. We want our vendors to do well and have longevity at our market so that customers can look forward to seeing their "favorites" from year-to-year. Another important goal is to find new vendors that fill the gaps in products currently provided.

Monitoring:

Track the number of attendees at the market through our client surveys and vendor surveys.
Track WIC's number of clients served.
Record Vendor sales.
Count Healthy Bucks distributed.

5. Estimate how the funds will increase the amount of people traveling to Lakewood to stay overnight in paid accommodations.

According to our 2017 customer survey of 230 people, 7 were out-of-state travelers (Detroit, Minnesota, Montana, Texas, California, Ohio, Los Angeles). As the market becomes a "destination" for out of state visitors, they are more likely to stay overnight in Lakewood, rather than finding activities to do in Tacoma or Seattle. Instead they can stay right here and experience the best market in the state!

The 2017 Lodging Tax Fund enables us to create a professional Farmers Market Commercial shown on cable tv, greatly expanding our footprint of advertising and elevating the profile of the market. We also showed it prior to the movie at SummerFEST.

Currently, many of our Lakewood Farmers Market vendors travel over 50 miles to attend the market each week. As vendors participate in multiple farmers markets each week, many from Eastern Washington could choose to stay on this side of the mountains before returning to their farms at the end of the week. This could generate multiple overnight stays in Lakewood by multiple vendors over the 16-week market season.

With increased funds for targeted marketing we can increase the number of overnight stays by 1) Increasing the number of local residents who attend which, in-turn, increases the number of out-of-town guests who attend 2) Using additional road signs that capture drivers' attention as they come off of I5 for gas or food, and direct them to the market. This may entice them to stay in the area longer 3) Increasing the number of hotels that receive our marketing materials, not only in Lakewood, but outside the 50 mile radius. This was our first year distributing information to hotels and it was extremely well received. 4) Advertise the market in the Washington State Festival magazine and other publications that are distributed state-wide.

6. Estimate how the funds will increase the amount of people traveling to Lakewood from more than 50 miles from their residences.

The same strategies mentioned in question 5 will pertain to this question. The funds we are requesting will be used to promote the market to vendors and people from across the state. The Lakewood Farmers Market brings in a consistent number of individuals who travel more than 50 miles from their residence to work at our market. Dedicating lodging tax funds to state-wide vendor and customer recruitment will increase the number of people using Lakewood shopping centers, gas, and lodging. With our new and eye-catching logo, we will create savvy advertisements and merchandise to promote the market. Farmers Market canvas bags are perfect

for advertising because people use them not only at the market, but when traveling and shopping..

7. Estimate how the funds will increase the amount of people traveling to Lakewood from outside their state or country.

The Lakewood Farmers Market is a great economic development tool that brings visitors to the Towne Center. We know that over 70% of those who shop in the Farmers Market, also shop elsewhere in Towne Center It provides a one-of-a-kind, festive and entertaining community gathering space. Many regularly attending customers bring their out-of-town guests and relatives to the market to showcase their community. The Farmers Market has proven to encourage individuals to stay longer in the Towne Center and visit other stores. The funds we are requesting encourage out of state visitors to visit the Lakewood Towne Center and shop. Also, visitors from outside the state who are driving through, are able to see the farmers market advertising (banners, street signs, etc.) and acknowledge an unexpected, but impressive feature of our community. New flyers and brochures will be created for the 2018 Farmers Market season to be placed in Lakewood hotels promoting the market as a "must-see" activity while enjoying their stay in Lakewood. Street signs with simple, eye catching words will be placed in strategic locations with the highest daily traffic volumes. Banners will be updated with current dates and placed strategically.

8. Funding Requirements

Due to funding constraints, partial funding may be recommended by the LTAC. If partial funding is received, how will that impact the project/activity? Please describe:

If we receive partial funding the amount of marketing and staff presence will be greatly reduced. In order to keep moving forward, we are looking at increased funding to support additional coordination, set up, and staff needs. As the market grows, so does the need for support

9. Use of Funds

Provide detail on how the funds will be used. For example, $20,000 of the funds will be used for marketing, $5,000 for administration, $10,000 for Consultants, etc.

Provide detail on how the funds will be used. For example, $20,000 of the funds will be used for marketing, $5,000 for administration, $10,000 for Consultants, etc.

- $15,000 for staffing. The market is extremely labor intensive for set up and break down of canopies, street closure signs, electrical cord safety measures, garbage and recycle bins, placing street signs in the community each market day, etc.
- $11,000 for marketing and Market Merchandise. (i.e., print advertising, social media ads, brochures for hotels, farmer market canvas totes, magnets, notepads and other items that help keep the market "top of mind" so people remember to come on Tuesdays..
- $4,000 replace broken tents and tables
- $2000 Contract services

10. Project Budget (for non-capital projects). Do not include in-kind contributions.

Income: A diversified funding base is important to the success of any project. Please list all other sources of funding for the project, both anticipated and confirmed and when that funding will be available to the project. Include your own funding, sponsorships, other grants, etc.

Funding Source: List all revenue sources anticipated for 2018. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
St. Clare Hospital	$7,000	yes	June 2018
WSECU	$2,500	yes	May 2018
Whole Foods	$2,000	no	TBD
Pierce County Fresh	$1,000	no	TBD
	$		
	$		
	$		

Expenses: Based on full funding, please list project costs.
Note: Certain expenses may not be reimbursable, at the sole discretion of the City of Lakewood. You will only be reimbursed at the authorized rates. Insurance is not an eligible cost.

	a. Lodging Tax Funds Requested *	b. Other Funds (Do not include In-Kind dollars)	c. Total Project Cost **
Personnel (salaries & benefits)	$15,000	$3,580	$18,580
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	$	$4 900	$4,800
Marketing/Promotion	$11,000	$5,400	16,400
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	$	$650	$650
Minor Equipment (computers, desks, etc.)	$4,000	$	$4,000
Travel	$	$	$
Contract Services Describe below	$2,000	$3,000	$6,000
Other Describe below	$	$	$
TOTAL COST	$32,000	$12,730	$44,730
Description for Direct Sales Activities, Contract Services, Travel and Others	Contract services for Farmers Market weekly musicians, and Kids Day balloon twisters and face painters. Training/travel: Washington State Farmers Market Association annual conference.		
In-Kind Contributions			

**Amount in column a" Lodging Tax Funds Requested" must match "Amount of Lodging Tax Funding Requested" under 1a of application.*
*** Amount in column c "Total Project Cost" must match "Total Project Cost" under 1a of application.*

11. Funding History

a. Was this project funded with Lakewood lodging tax funds in fiscal year 2017? x Yes No

b. If you answered yes to 11a, how much funding did you receive in 2017? $ 20,000

c. If you answered no to 11a, what is the last year Lakewood funding was received and how much?

Year Amount awarded No previous funding

11d. Indicate what efforts have been made to access funding from additional sources?

We make a concerted effort to find sponsors, especially those who have a broad audience to whom they can advertise the Farmers Market. Professional Farmers Market sponsor packets are created, meetings are set up and each business sees the new farmers market commercial that was created, and is shown the merchandise on which their logo will appear.

12. Coordination and Collaboration

Please provide information about any other organizations or agencies involved in this project/activity. Describe their level of involvement. Describe how this project coordinates with other tourism promotion efforts or services in the area, including Chambers of Commerce, local festivals, local lodging and restaurants. You may attach up to three letters of support from these organizations.

The Chamber of Commerce consistently supports the market it promotes tourism and has a strong economic impact. The Chamber helps organize the ribbon cutting ceremony on opening day, with all key players present.

We collaborate with WIC program (Women Infant and Children program). The clinics come to our market regularly to distribute WIC FMNP (Farmers' Market Nutrition Program) checks.

Lakewood's Promise collaborates by attending the market every week and organizing scavenger hunts for children that educates them about healthy food and helps them learn and navigate the market.

Whole Foods Market is a new partner this year. They advertised the market heavily in their store, on their face book, bulletin boards and by being present at the market and distribute give-aways. This greatly increased our reach in the community. They also put over $2,000 toward the healthy bucks program.

All of the local hotels, as well as hotels in Tacoma were hand delivered brochures and materials to promote our market for the first time this year. They were thrilled! We replenish these items regularly.

The local libraries are instrumental in helping us advertise the market.

Master Gardeners are a wonderful partner providing a unique, free service. Through them, we learned that our community member's love to garden and their Lakewood farmers market clinic is the busiest country!

Our Sponsors are consistent collaborators. Having key sponsors not only keeps the market alive by providing financial support, but they help spread the word about the market to their constituents and stakeholders, have a physical presence at the market which helps promote their businesses. The second biggest employer in Lakewood, St.Clare Hospital is the Presenting Sponsor. They send communication to their employees about attending the market as well as give them promotional materials. WSECU and all of the local banks agreed to distribute the brochures and farmers market note pads to their customers.

We recently began a partnership with the Pierce County Conservation District who provided grants funds for a promotional video of the Lakewood Farmers Market, signage and brochures. They are strong advocates of farmers markets and work to promote individual markets as well as regionally.

We are members of the Washington State Farmers Market Association and consider them an important partner. Their 2018 annual conference will bring together 250 farmers market organizers, farmers, state agencies and partner organizations in Olympia for continuing education, collaboration, networking, and celebration of the achievements of Washington's outstanding farmers markets.

A new South Sound Farmers Market Managers group has formed and we attend monthly meetings. These are invaluable for information sharing, learning best practices and resources. We also help promote each other's markets.

We consider our customers of the market important partners, especially because the number one way people hear about the market is through word of mouth. Being responsive to their requests, interacting with them at the market and gathering their feedback are ways we maintain and strengthen this partnership.

Working with community partners, we can expand upon our current variety of live demonstrations and also work on providing free weekly activities.

14. Certification

The applicant hereby certifies and confirms:

1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;

2. That it will abide by all relevant local, state, and federal laws and regulations;

3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;

4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

Primary Signature: John J. Caulfield

City Manager — 8/20/2017

Printed Name & Title of Chief Administrator/Authorizing Official — Date

Farmers Market Attachment A

2018 Farmers Market - Marketing Plan

Publication Advertising	Cascade harvest coalition Puget Sound Fresh	$1,230.00
Poster Art Creation	Chuck Mathias	$150.00
Promotional print materials	Chuck Mathias	$350.00
Swarner Communications ads	JBLM advertising	$3,500.00
Facebook Ads	Facebook	300
Update A-Frames (10)	Larsen Sign Company	$1,000.00
Update banners	Larsen Sign Company	$500.00
street signs	Larsen Sign Company	$250.00
Farmers Market bags	Holden Bags	$6,000.00
shopping note pads, custom	Personalize Paper	$1,500.00
fM tshirts	Post Industrial Press	$1,200.00
FM Magnets	Tator Tats tatoos	$850.00
veggie peeler with logo	Holden bags	$1,000.00
Show case magazine ads		$800.00
Printing of school flyers and brochures	Office Depot	$5,000.00
TOTAL		**$16,400.00**



Kids Day at the Farmers Market, where children are vendors!





One of four new Beer and Wine vendors



This is an artist vendor who also sells at the well-known Puyallup Farmers Market



This is one of 13 Farms selling a wide variety of fruits and veggies

LAKEWOOD FARMERS MARKET

Tuesdays in Towne Center!

Opening Day June 6

Farmers • crafters
food trucks • ethnic food
beer & wine • live music
chef demos • WIC • Senior WIC
Kids Day August 8

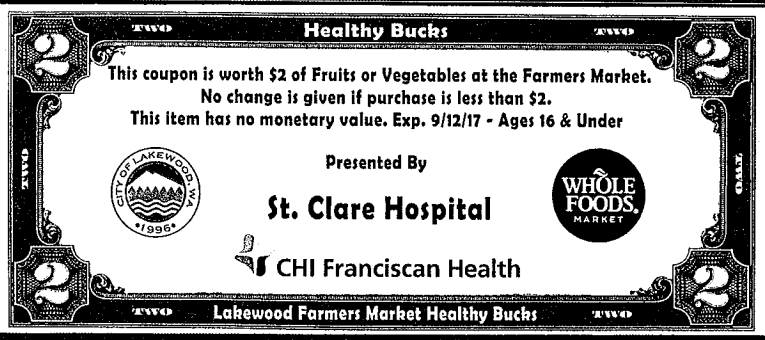
See details at
Cityoflakewood.us

253.983.7758



HEALTHY BUCKS!

All children age 16 & under who come to the Farmers Market receive a "Healthy Buck" worth two dollars of fruits or vegetables. Pick them up at the City of Lakewood booth. One Healthy Buck per child, per market day.



CHI Franciscan Health
WSECU
CLICK! CABLE TV
FARMERS INSURANCE
Pierce County Planning & Land Services

Application for:

City of Lakewood Fiscal Year 2018 Lodging Tax Grant Funds

From:

Lakewood Arts Commission, Asian Film Fest

7. APPLICATION FOR FISCAL YEAR 2018 LTAC GRANT FUNDING

1a. Project Information

Project Name: Asian Film Fest 2018

Amount of Lodging Tax Funding Requested: $ 7,000
(Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: $ 9,200
(Total Project Amount must match Project Budget column c "Total Project Cost")

1b. Applicant Organization

Name of Applicant Organization: Lakewood Arts Commission, Asian Film Fest

Mailing Address: 6000 Main Street SW
Lakewood, WA 98499

Tax ID Number: 91-1698-185

Organization Unified Business Identifer (UBI)
UBI Expiration Date:

Type of Organization: Municipality
(Non-profit, For-profit, Municipality, Private business, etc.)

1c. Contact:

Name: Sally Martinez

Title: Recreation Coordinator

Telephone: 253-983-7758

Email: smartinez@cityoflakewood.us

Signature: Sally Martinez

The signatory declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used only for the purposes set forth herein, and verifies that all the information contained in this application is valid and true to the best of his/her knowledge.

2. Project Description

a. Event Date(s): Three Day Event, Month Based on Availability of Rental Facility, normally Summer month.

b. Event Location: To be determined, either Pierce College or McGavick Center

c. If there is a charge or fee for this activity, please describe how much and why.

Event is free to the public

d. Please provide a detailed, yet concise description of the proposed project/activity. Include information on the area the project will serve, its expected impact and list the responsible party(s).

See Attached Detail

3. Beneficiaries

Please list and provide specific information regarding all individuals, businesses, areas, or organizations that will directly benefit from the project/activity.

The Lakewood Arts Commission and the City of Lakewood will benefit from increased exposure as a city of enhanced appreciation of the arts and appreciation of its diverse Asian community. This 3 day event would benefit local hotels and motels from increased promotional visibility development of overnight promotional packages with discounted lodging opportunities for guests before, during and after the event. Also, local restaurants would benefit from sponsorship recognition and expanded dinning promotional packages.

4. Goals/Monitoring

Describe the goals of the project. Will the project result in an increase in overnight stays by visitors in Lakewood? If so, how will this increase be tracked and monitored? How will an increase in the sale of goods and services as a result of the project be measured? What other short or long-term economic benefits will occur and how will that be tracked? Why do you believe those project/activity outcomes are feasible?

Note - Applicants will be required to submit a post-funding report providing pertinent data evaluating tourism benefits resulting from the use of lodging tax funds as compared with the estimates contained in this application.

The primary goals are two fold; first to increase attendance at the event. Second is to expand the draw of the actual event. Event format to include high quality, culturally rich Asian films, an annual art or other culturally rich exhibit and /or activity and perhaps a meet the author book signing activity. Beginning in 2018, attendees would be asked to provide their zip code upon entry to the event venue to track location/distance for each attendee each day. Also, local lodging facilities will be asked to participate in the promotion of the event and setup tracking of guests who indicate they are there for the Asian Film Fest. Additionally, a small survey will be utilized with questions pertaining to meals consumed in Lakewood and other retail experiences while attending the event. "Lakewood is the home of the Asian Film Fest, Let's put it on the state map

5. Estimate how the funds will increase the amount of people traveling to Lakewood to stay overnight in paid accommodations.

The funds would enable the event to increase marketing beyond the Lakewood area and to increase marketing in the Asian communities of other major cities in the area thus giving significant exposure to the event. Also, target marketing would be conducted to known groups of film enthusiasts and Senior activity groups in other major cities encouraging them to come to the event.

6. Estimate how the funds will increase the amount of people traveling to Lakewood from more than 50 miles from their residences.

There are other film festivals along the I5 corridor but none cater to the outstanding cinema being produced by the Pan Pacific nations. The Asian Film Fest holds a natural interest for U. S. Asian communities and a connection to their heritage. There is also a large population of Pacific Rim "techies" residing along the I5 corridor who would appreciate an event of this nature. Moreover, film enthusiasts throughout our area will travel a reasonable distance to enjoy a unique film experience. Increased marketing of our unique film event will cater to these interests especially the idea of a high quality, free, film experience

7. Estimate how the funds will increase the amount of people traveling to Lakewood from outside their state or country.

Upgrading the rental facility for the event to include the sound and video capabilities in the facility will allow us to market a more positive viewing experience for any potential attendee thus encouraging potential attendees to make the trip to the event. Moreover, expanding our marketing both north and south of Lakewood will give us the opportunity to reach larger audiences and offer them a quality film experience worthy of their time. Our marketing effort will reflect that we sincerely want people to come and experience the warm, friendly community we have here in Lakewood and for them to enjoy a truly unique entertainment experience.

8. Funding Requirements

Due to funding constraints, partial funding may be recommended by the LTAC. If partial funding is received, how will that impact the project/activity? Please describe:

Could impact the rental of a quality event performance facility plus limit amount of event controlled paid advertising available outside the immediate Lakewood area. Both these limitations would definitely have an adverse impact on event attendance.

9. Use of Funds

Provide detail on how the funds will be used. For example, $20,000 of the funds will be used for marketing, $5,000 for administration, $10,000 for Consultants, etc.

Rental of McGavick Center, Lakes HS performing arts center or Pierce College Student Activity Center for 3 days
$4,600

Marketing Expansion to include: Bellevue, Seattle, Centralia and Portland
$2,400

Total Request:
$7,000

10. Project Budget (for non-capital projects). Do not include in-kind contributions.

Income: A diversified funding base is important to the success of any project. Please list all other sources of funding for the project, both anticipated and confirmed and when that funding will be available to the project. Include your own funding, sponsorships, other grants, etc.

Funding Source: List all revenue sources anticipated for 2018. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
Tacoma-Pierce County Crime Stoppers	$250	No	May2018
Clover Park Rotary	$200	No	May 2018
Lakewood Arts Commission	$1,000	Yes	Dec 2017
Historical Phil	$150	Yes	Dec 2017
KLAY Radio	$200	Yes	May2018
Cash donations, RAM Restaurants	$1000	No	June 2018
Ed Kane Free Lance Graphics, Bob Lawrence	$200	Yes	June 2018

Expenses: Based on full funding, please list project costs.
Note: Certain expenses may not be reimbursable, at the sole discretion of the City of Lakewood.
You will only be reimbursed at the authorized rates. Insurance is not an eligible cost.

	a. Lodging Tax Funds Requested *	b. Other Funds (Do not include In-Kind dollars)	c. Total Project Cost **
Personnel (salaries & benefits)	$	$	$
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	$	$	$
Marketing/Promotion	$2,500	$2,200	$4,700
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	$	$	$
Minor Equipment (computers, desks, etc.)	$	$	$
Travel	$	$	$
Contract Services Describe below	$4,500	$	$4,500
Other Describe below	$	$	$
TOTAL COST	$7,000	$2,200	$9,200
Description for Direct Sales Activities, Contract Services, Travel and Others	Rental of McGavick Conference Center or Lakes High School Performing Arts Center or Pierce College Student Activity Center		
In-Kind Contributions	Casa Mia Restaurant Gift Cards, $100 Best Western Water Bottle Giveaways, $60 Lakewood Playhouse Gift Certificate, $100 Jack in the Box, Gift Beverages, $100		

**Amount in column a" Lodging Tax Funds Requested" must match "Amount of Lodging Tax Funding Requested" under 1a of application.*
*** Amount in column c "Total Project Cost" must match "Total Project Cost" under 1a of application.*

11. Funding History

a. Was this project funded with Lakewood lodging tax funds in fiscal year 2017? X Yes No

b. If you answered yes to 11a, how much funding did you receive in 2017? $ 7,500

c. If you answered no to 11a, what is the last year Lakewood funding was received and how much?

Year Amount awarded No previous funding

11d. Indicate what efforts have been made to access funding from additional sources?

The event received an allocation of $1000 from the Arts Commission Operating Fund in 2017. Additionally, sponsorships were secured from: Clover Park Rotarty, The Ram Restaurant, Casa Mia, Tacoma Pierce County Crimestoppers, Lakewood Playhouse, Lakewood History Museum, Lakewood Sister Cities and GEICO Insurance.

12. Coordination and Collaboration

Please provide information about any other organizations or agencies involved in this project/activity. Describe their level of involvement. Describe how this project coordinates with other tourism promotion efforts or services in the area, including Chambers of Commerce, local festivals, local lodging and restaurants. You may attach up to three letters of support from these organizations.

The event works with the International Studies Dept at Pierce College for logistical support and coordination of volunteer international students who participate in the event. Artsfest provided their juried art show this year and additionally a photo exhibition entitled "Birds and Blossoms" was displayed by noted photographer Ed Kane. Ms. Jeannie Hill of Lakewood provided pre-show musical entertainment and Mr. Hank Kaihara of Kaihara Bonsai provided an elaborate display of Bonsai trees. Also, in 2018, the famous Philippine Scouts Historical Society will provide a historical display on their military accomplishments. Lastly, the Lakewood Chamber of Commerce does extensive promotion of the event 45 days prior to the actual event as does the City of Lakewood Communications Department.

13. Capital Projects Budget

Note: A capital project requires a proportional degree of city ownership in the facility. Therefore, capital projects where there is no city ownership are not eligible to receive funding.

Supporting the Capital Expenditures and/or Operation of City Tourism-Related Facilities

FUNDING/TIMELINE	Responsible Parties, Methods, Means	Begin (Dates or Periods)	End (Dates or Periods)	Amount Requested From Lodging Funds	Other Funds Committed or Proposed*	TOTALS
Design & Inspection				$	$	$
Other Consultants				$	$	$
Permits & Fees				$	$	$
Land Acquisition				$	$	$
Site Development & Landscape				$	$	$
Buildings (New Construction)				$	$	$
Building Renovations (Includes Access)				$	$	$
Other (Specify) *Insurance is not an eligible cost.*				$	$	$
TOTAL				$	$	$

*If other funds are committed, please attach a letter of commitment from the funding source.

14. Certification

The applicant hereby certifies and confirms:

1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;

2. That it will abide by all relevant local, state, and federal laws and regulations;

3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;

4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

Primary Signature: John J. Caulfield

City Manager

Printed Name & Title of Chief Administrator/Authorizing Official

8/20/2017

Date

"The Asian Film Fest Belongs to Lakewood, Let's Put it On the Map!"

2018 EVENT MARKETING PLAN (*italic dollar amounts represent Lodging Tax funds*):

- (August – December 16), Obtain tentative approval and Commission-Lodging Tax support to include preliminary funding.

- (January), Secure proper location with adequate seating and parking. Location must be able to show films, have above average sound system, and existing 14 foot movie screen or ability to handle a 14 foot movie screen. Negotiate 3 day rental price? (Current budget estimate *$4,500*)

- (January), Review film recommendations and purchase final film selections ($200).

- (January), Prepare initial media plan (newspapers (News Tribune, TacomaWeekly, Federal Way, Seattle, Bellevue, Centralia, Portland) *$2200,* radio ($100), flyers ($200).

- (January), contract with graphic artist for event promotional designs ($300).

- (January), Start initial contacts with potential sponsors (CP Rotary, RAM Restaurants, Casa Mia, Kim's Accounting, Tacoma Pierce County Crime Stoppers, GEICO, etc.).

- (February), Secure use of 14 foot screen from PCRP or event location (0).

- (February), begin writing of copy and production of promotional material in support of event. Compile current media contact list.

- (February), obtain event entertainment and/or partnerships to enhance appeal of event, arrange sponsorship to support pre-film entertainment needs (Korean Drummers, ArtsFest partnership, Philippine Scouts, etc.) Estimate $600 in sponsorship). Entertainment having children may require sponsor meals between performances.

- (March), confirm ad buys in major local media with launch date of mid July and continuing through opening night of event. (Estimate $2,500).

- (March), Make initial media contacts and inform contacts of upcoming event. Advise contacts that informational releases will be provided in June for publicity consideration.

- (Late March), Contact City Communications Director and provide overview of event publicity needs starting June.

- (April), Complete flyer design, complete all promotional releases, set event launch date and subsequence release of publicity.

- (April), Finalize sponsorship contracts, obtain logos, finalize all entertainment, added exhibits, displays.

- (May), Proof and print all marketing materials.

- (June), Hold pre-production meeting with location staff (venue operation, requirements, insurance, etc.,

- (June), Contract for rental-sponsorship of external sound system if needed)

- (Late June), Launch formal Marketing-Media Plan (late June, July - August depending on final event dates), make phone contact with everyone on media list. Distribute flyers to stores, sponsors, library, etc.

- (Late June), Finalize all event signage material and coordinate production, pick-up of all items.

- (Late June), Complete volunteer sign-up list to include venue setup, cleanup, health certificates, concession stand operators. Send out volunteer duties and responsibilities, provide SOP to all confirmed volunteers.

- (Early July-August), Promote Event, Promote Event, Promote Event). Launch emails to friends program and ask recipients to send to their friends. Do this twice with slightly different content.

- (Mid-July), Complete rental or loan of popcorn machine (Sponsorship $50).

- (Late July-August), Conduct complete test setup of all audio - visual equipment to include sound system at event location, determine projector setup and throw distance to screen based on aspect ratios (after test, return equipment and coordinate date for final pickup).

As Event Date Nears:

- (4 days prior to event), Purchase all concession items, soft drinks (75 assorted), cookies (Costco, 80), candy bars (50), Popcorn Oil, get cash box and change. Pick up popcorn machine, check amp use.

- Obtain, setup and re-test all equipment one day prior to event. Have set up crew prepare venue night before. Brief all exhibitors on start times.

- All volunteers and technical staff at location one hour prior to show time (need flashlights, safety briefing). Volunteers cleanup following each film

- Take down and return all equipment, may need truck to return screen, stands, speakers, etc. (Dennis, vehicle?)

- Collect and tally all receipts, marketing data, pay all obligations.

- Draft post event report with Marketing data, draft and send out "Thank You" letters to all supporters (include media), sponsors and volunteers.

Phil Raschke
Lakewood Arts Commission
Asian Film Fest Coordinator

-
-

"The Asian Film Fest Belongs to Lakewood, Let's Put it On the Map!"

Annual Lakewood Asian Film Fest
TBD July - August - Early September

Lodging Tax Request for 3 Day Event, $7,000.

Synopsis: Over last five years attendance at the Asian Film Fest has increased by 36% and is growing. 422 attended the 2017 event held at the Pierce College Student Activity Center. The entire event is put on by enthusiastic volunteers who donate hundreds of hours annually in support of this culturally rich Lakewood event. Costs of event have been offset by attendee donations, sponsorship, concession stand and a Lakewood Arts Commission grant.

Event was created to highlight an important part of the City of Lakewood's diverse community and to increase exposure of all citizens to the arts in general. Event is FREE to the public. 2017 attendees come from multiple communities located in Pierce County and beyond to include Olympia, Gig Harbor, Lacy, Puyallup, DuPont, Port Orchard, Steilacoom, University Place, Portland, OR, Seattle, WA plus international students from China, India, Vietnam, and Mongolia.

Besides the award winning Asian Films, this multi-faceted event has included cultural dance groups, Korean Women Drummers, Philippine Scouts Historical Society displays, special photo exhibits, award winning Kaihara Bonsai display and in 2017 a partnership with the Lakewood ArtsFest Committee.

The popularity of this cultural and art based event is definitely on an upward trajectory. However, event is limited do to lack of Marketing funds for expanded promotion beyond Pierce County. Other limitations include a proper venue for conducting a full Asian Film Fest and related art events plus cultural entertainment. A proper venue with expanded program would certainly be a Marketing Draw to communities beyond Lakewood. Such an event would also lend prestige to the image of Lakewood as a City of Diversity and allow for marketing packages to be developed to support a three day event which would definitely include local dinning and lodging options. More importantly, all this could be done at a very modest cost. $7,000.

All that is needed is a little tender love and care.
"The Asian Film Fest Belongs to Lakewood, Let's Put it On the Map!"

Overview:

In early 2013, the Lakewood Arts Commission voted to create an Annual Asian Film Fest. The decision was based on the City of Lakewood being known as the the city of diversity and a concern that Lakewood international area residents might be underserved from an Arts point of view. Arts Commission member Phil Raschke undertook the responsibility to chair this volunteer community effort. A small initial budget was set aside by the Arts Commission to

support this effort. Decision was made to show 5 award winning Asian films over a three day weekend period and to rotate the country of origins each annual event.

Initial Asian Film Fest was launched in August of 2013 using rented space in Lakewood Playhouse and borrowed audio visual equipment. Event was very well received by the public with over 300 attendees. Second film fest was held at Playhouse in 2014 with 346 attendees (13.5% increase). Need for a larger venue became apparent and the third and fourth film fest were held in rented ballroom at Lakewood Elks.

Fifth film fest was just completed at Pierce College and had a whopping 422 attendees. A 17.7 % increase over 2015. To date, all five Asian Film Fests have been operated on a breakeven basis. Cost of each event is offset by sponsorship funds, event donations and concession sales. This currently runs about $2,500 per year not counting hundreds of hours of volunteer time.

Besides Lakewood and Tacoma, attendees listed home addresses in Olympia, Gig Harbor, Lacy, Puyallup, DuPont, Port Orchard, Bremerton, Steilacoom, University Place, Portland, OR plus international students from China, India, South Korea, Japan, Mongolia and Vietnam.

Also, for the four time, the Asian Film Fest partnered with the Lakewood ArtsFest Committee chaired by Lakewood residents Bob Lawrence and Shirley Petersen. Over 15 artists displayed more than 30 pieces of artwork. Part of the ArtsFest display included a "People's Choice" award. This award asked film fest attendees to vote for their favorite piece of artwork. A second award, called the "Board Choice" was also presented.

Moreover, special exhibits and entertainment have also been incorporated into the Asian Film Fest. Recent exhibits included the "Birds and Blossoms" photo display by Lakewood resident Ed Kane, an expanded display by the Philippine Scouts Historical Society presented by Art Garcia of Lakewood and a beautiful, award winning Bonsai display by Kaihara Bonsai of Lakewood. Ms. Jeannie Hill of Lakewood also provided musical entertainment for the 2017 film fest.

Naturally, the continuing success of the event could not have been achieved without the support of a dedicated group of local volunteers and sponsors.

Thus, the Lakewood Asian Film Fest has acquired a niche in the hearts and minds of our local citizens and is growing year by year. This year, phone calls and text messages asking about the 2017 dates began arriving in early June. And comments after the event included:

"What a wonderful experience you brought the Lakewood people." "The volunteers and the exhibits and the films themselves were outstanding."
"Almost need to do a rerun of all of it." "Very well produced." "We are most appreciative of the grand efforts and time given by so many to make this a success."
"Thank you for everything." "Superb!", "Just wonderful!", "Don't forget me next year."

THE FUTURE:

The potential of the Lakewood Asian Film Fest is great! Over the last five years, the event has a proven track record. But currently 90% of the current effort involves finding an affordable venue, gathering resources and raising funds. This leaves little time to think about growing the event. Ideally, a larger, more modern venue like McGavick Center or the Lakes High School Performing Arts Center or Pierce College would be a better positioning of the event. Look at the crowds the Pierce County Library gets for its annual reading event.

Using Lodging Tax grants to support rental of one of these facilities would allow those funds to be kept in Lakewood, support a Lakewood facility while simultaneously enhancing the audience potential of the event. This would allow the Asian Film Fest volunteers to focus on developing restaurant packages "Have dinner and enjoy a Free movie", or lodging-dinner packages "Spend the Night with Us and we will give you a free movies and dinner", etc. The potential is there, we just need to develop it.

THE REQUEST:

Rental of McGavick Center or Lakes High School or Pierce College would run about 4,500 for the three day Asian Film Fest. Price includes availability of a sound technician. Increased Marketing cost to support this expanded program and generate increased attendance would run about $2,500. Total Lodging Tax Request is $7,000.

"The Asian Film Fest Belongs to Lakewood, Let's Put it On the Map!"

Event Outline:

- (December), Obtain tentative approval and commission support to include preliminary funding.

- (January), Secure proper location with adequate seating and parking. Location must be able to show films, have above average sound system, and existing 14 foot movie screen or ability to hand a 14 foot movie screen. Negotiate 3 day rental price? (Current budget estimate $4,50000)

- (January), Review and purchase potential final film selections ($160).

- (January), Prepare initial marketing plan (newspapers, social media, radio, flyers, etc) and contract with graphic artist for event design ($300).

- (January), Start initial contacts with potential sponsors (CP Rotary, RAM Restaurant, Casa Mia, Kim's Accounting, Tacoma Pierce County Crime Stoppers, GEICO, etc.).

- (February), begin writing of copy and production of promotional material in support of event. Compile current media contact list.

- (February), obtain event entertainment and/or partnerships to enhance appeal of event, arrange funding to support pre-film entertainment needs (Korean Drummers, ArtsFest, Philippine Scouts, etc.) Estimate $700, entertainment with children may require meals between performances.

- (March), confirm ad buys in major local media with launch date of late June and continuing through opening night of event. (Estimate $1,150).

- (March), Initial media contacts and inform contacts of upcoming event. Advise contacts that informational releases will be provided in June for publicity consideration.

- (Late March), Contact City Communications Director and provide overview of event publicity needs starting June.

- (April), Complete flyer design, complete all promotional releases, set event launch date and subsequence release of publicity.

- (April), Finalize sponsorship contracts, obtain logos, finalize all entertainment, added exhibits, displays.

- (May), proof and print all marketing materials.

- (June), Hold pre-production meeting with location staff (venue operation, requirements, insurance, etc.,

- (Late June), Launch Marketing Plan (late June, July - August depending on final event dates), make phone contact with everyone on media list. Distribute flyers to stores,sponsors, library, etc.

- (Late June), Complete volunteer sign-up list to include venue setup, cleanup, health certificates, concession stand operators. Send out volunteer duties and responsibilities SOP to all confirmed volunteers.

- (Early July-August), Promote Event, Promote Event, Promote Event). Send emails to friends and ask them to send to their friends. Do this twice with slightly different content. Complete rental or loan of popcorn machine.

- (Late July-August), Gather audio visual equipment and conduct complete test setup of all equipment to include sound system at event location, determine projector setup and distance to screen based on aspect ratios (after test return equipment and coordinate date for final pickup).

As Event Date Nears:

- Purchase all concession items, soft drinks (75 assorted), cookies (Costco, 80), candy bars (50), Popcorn Oil, get cash box and change. Pick up popcorn machine, check amp use.

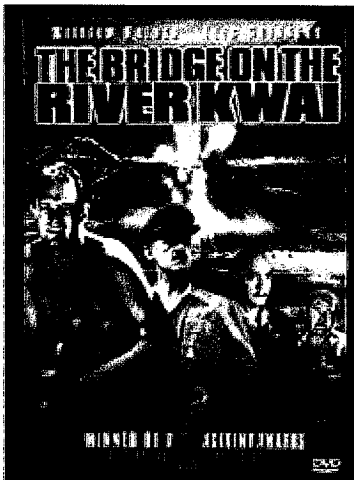
- Obtain, setup and re-test all equipment one day prior to event. Have set up crew prepare venue night before. Brief all exhibitors on start times.

- All volunteers and technical staff at location one hour prior to show time (need flashlights, safety briefing). Cleanup following each film

- Take down and return all equipment, may need truck to return screen, stands, speakers, etc. (Dennis, vehicle?)

- Collect and tally all receipts, Pay all obligations.

- Draft post event report, draft and send out "Thank You" letters to all supporters (include media), sponsors and volunteers.



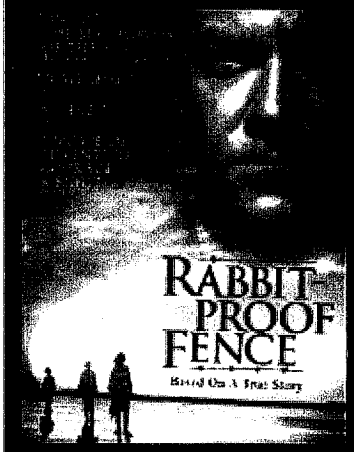
Fri August 11, 7 pm

The Lakewood Arts Commission
proudly presents the 5th annual

ASIAN FILM FEST



Sun August 13, 2 pm



Sat August 12, 2 pm

AUGUST 11.12.13
5 GREAT FILMS
FREE ADMISSION

Pierce College at Fort Steilacoom
Cascade Bldg 4th Floor
More info: **253-861-1366**
praschke@comcast.net
Music by Jeannie Hill
Amazing Bonsai Display
Juried Art and Photo Exhibit



Sat August 12, 7 pm

Bridge on the River Kwai
UK• Winner of Best Picture & 6 other Academy Awards

Rabbit Proof Fence
Australia • True story of aboriginal removal program

Airlift
India • Thriller based on true story of Kuwait evacuation

Like Father, Like Son
Japan • Winner Cannes, New York Film Festivals

Neerja
India • Flight attendant risks life to save passengers



Sun August 13, 7 pm

Proud Sponsors: *Casa Mia Restaurant Clover Park Rotary Ed Kane-Freelance Graphics Historical Phil KLAY Radio Lakewood History Museum Lakewood Playhouse Lakewood Sister Cities RAM Restaurants Tacoma-Pierce County Crime Stoppers–and these Lakewood Lodging Facilities: Best Western Lakewood Candlewood Suites Holiday Inn Express*

12x 18"x24" Single Sided Corex Plastic @ $16.50 ea + tx
wire step stakes @ $2.50 ea if needed



4'x8' 13oz 4 color banner with change-able vinyl lower copy



Return to Agenda

The Lakewood Arts Commission Proudly Presents the 5th Annual

"Lakewood Asian Film Fest"

August 11, 12, 13, Pierce College, Cascade Bldg.

FREE Admission Special Arts and Photo Show, Bonsai Exhibit

Pre-show Prizes. Music by Jeannie Hill. Don't Miss It! Info: Phil 253-861-1366.

Film Schedule

Friday, Aug 11: 7 pm, "Bridge on the River Kwai", UK, PG, WW II British prisoners build Thai-Burma railroad bridge for Japanese. Winner of 7 Academy Awards to include Best Picture, Best Actor (Alex Guinness), Best Sound "Col. Bogey March." Digitally Restored, Fabulous!

Saturday, Aug 12: 2 pm, "Rabbit Proof Fence", Australia, PG, True story about 1930 Australian policy that removes aboriginal girls from their families to isolated white run re-training camps. Molly escapes, hunted by police. "10 Best, Two Thumbs Way Up" Ebert.

Saturday, Aug 12: 7 pm, "Airlift", India, PG-13, High voltage thriller based on true story of world's largest human evacuation. 150,000 India workers are trapped in Kuwait during Iraq 1990 invasion. One man rises up! "Best Film 2016", Stars Akshay Kumar.

Sunday, Aug 13: 2 pm, "Like Father, Like Son", Japan, PG, What if your adorable six year old son turns out not to be yours, but a hospital mistake? What about the other family? Winner Cannes, New York Film Fest, "Deeply Moving, Five Stars".

Sunday, Aug 13: 7 pm, "Neerja", India, PG-13, Inspiring true story of young flight attendant who's family upbringing causes her to risk her life to save passengers from terrorists on hijacked airliner. "Gripping, absolute must watch", Stars Sonam Kapoor.

Three Days, Five Really Amazing Films!

Special Juried Art and Photographic Exhibit

Amazing Bonsai Display

Pierce College (Ft. Steilacoom Campus, Cascade Bldg, 4th FL), 9401 Farwest Dr, Lakewood, free parking, lot A. Info: Phil 253-861-1366 or email praschke@comcast.net. Seating first come basis, some subtitles. Free Popcorn!

Proud Sponsors: *Casa Mia Restaurant, Clover Park Rotary, Ed Kane-Freelance Graphics, Historical Phil, KLAY Radio, Lakewood History Museum, Lakewood Playhouse, Lakewood Sister Cities, Pierce County Library, RAM Restaurants, Tacoma-Pierce County Crime Stoppers and these Lakewood motels: Best Western Lakewood, Candlewood Suites, Holiday Inn Express.*

Thank You

- RAM Restaurants
- Best Western Lakewood
- Candlewood Suites
- Holiday Inn Express & Suites
- Lakewood Historical Society
- KLAY Radio
- Jeannie Hill
- Our Wonderful Volunteers
- City of Lakewood
- Tacoma-Pierce County
- CrimeStoppers

Ed Kane's
Birds and
Blossoms
Exhibit

LAKEWOOD ARTS COMMISSION

LAKEWOOD, WA

BYLAWS—FINAL DRAFT (3/05/07)

ARTICLE I --Title

Pursuant to Lakewood Municipal Code Chapter 2.66.00, there is created a citizens' committee called the Lakewood Arts Commission.

ARTICLE II -- Purpose

The mission of the Lakewood Arts Commission, consistent with guidance from the Lakewood City Council, is to assess needs, establish priorities, and make recommendations for the enrichment of the community and promotion of its cultural vitality through the arts. The Lakewood Arts Commission will therefore:

- promote the visual, performing, and literary arts
- encourage the creative contribution of local artists
- make recommendations for Public Art to the City Council
- support community-building events
- foster the city's cultural heritage.

ARTICLE III -- Membership

Section 1. Commissioners: The Lakewood Arts Commission shall consist of seven (7) to fifteen (15) persons who have acknowledged accomplishment in the arts or who work outside professional practice in the arts and have demonstrated commitment and passion for cultural and artistic activities. These "Commissioners" will be appointed by the Mayor, confirmed by the City Council, and serve at the pleasure of the City Council. Every practical effort will be made to represent and celebrate the diversity of the community. Membership shall comply with Lakewood Municipal Code 2.66.020 and 2.66.030.

The Commission may designate Commissioners to attend special meetings within the community as it deems necessary and also define their terms and duties for such purpose. Commissioners shall be information-gatherers and

shall not represent the Commission as a whole unless specifically authorized. The Commission shall act as a body in making its decisions and announcing them. No member shall speak or act for the Commission without prior authorization.

Section 2. Regional Connectors: They may be identified in order to further particular goals of the Arts Commission. Regional Connectors shall be invited to serve as liaisons to the Lakewood Arts Commission.

Section 3. Committees and Task Forces: Committees and Task Forces shall be established by the Commission as needed for a determined term, and the chairpersons shall be either appointed by the Chair or elected by the Commission as a whole. The chairpersons of all committees and task forces implementing the Lakewood arts strategies will be responsible to report as needed to the Commission at its regular meetings.

Section 4. Term of Office of Members: The term of office of members is as defined in Lakewood Municipal Code section 2.66.040.

Section 5. Resignation: Resignation from the Commission shall be in writing or e-mail and delivered to the Mayor, effective on the day of submission.

Section 6. Vacancy: Any vacancy on the Commission shall be filled in accordance with Lakewood Municipal Code section 2.66.020 and 040, as applicable.

ARTICLE IV – OFFICERS and EXECUTIVE COMMITTEE

Section 1. Officers: The Arts Commission shall elect its officers, including a Chair and Vice Chair, and other officers as it may deem necessary. Such persons shall occupy their respective offices for a period of one year. The Chair and Vice Chair shall be elected by the first meeting of each calendar year. In the absence of the Chair, the Vice Chair is authorized to perform and carry out all of the duties and obligations of the Chair.

Section 2. Executive Committee: The Executive Committee shall consist of the Chair and Vice Chair of the Commission plus any other elected officers and committee chairpersons.

ARTICLE V – Meetings

Section 1. Meetings will be held on dates and at times and at locations agreed upon by the Arts Commission members. There will be at least six meetings held each year. Additional meetings may be called by the Chair or by a majority of members provided sufficient notice is given to all the members. All meetings must be properly noticed in compliance with the Open Public Meetings Act.

Section 2. Attendance: A Commissioner may be excused from a meeting by providing advance notice to both the chairperson and staff. In the event a Commissioner has three unexcused absences within a calendar year, the Commission may request the Chair to dismiss that member and the Mayor to fill his/her position with another similarly qualified individual.

Section 3. Quorum: A quorum shall consist of a majority of all voting members of the Commission.

Section 4. Voting: Voting requires attendance of a quorum at a meeting, and a simple majority will suffice and be decisive. Voting either by proxy or by e-mail shall not be allowed.

Section 5. Agendas and Minutes: Agendas for each meeting will be determined by the chairperson and distributed by the staff to all members one week prior to the meeting. Individual Commissioners may request via the chairperson that certain item(s) be included on the agenda. Minutes of the regular meetings will be taken by the Commission and will be distributed on the same schedule as the agenda.

Section 6. Records and Documents: All records and documents plus all minutes of the Commission meetings and an up-to-date list of the members of the Commission shall be kept in the office of the City Clerk. An annual report shall be submitted to the City Council.

ARTICLE VI -- Parliamentary Authority and Conduct of Meetings

Section 1. Meetings shall be governed by Robert's Rules of Order (most recent edition).

Section 2. The Commission shall operate under the provisions of the Washington State Open Public Meeting Act.

ARTICLE VII – ADMINISTRATION

Section 1. Administrative support from a City employee shall be at the discretion of the City Manager, who will take into account other demands on City resources.

Section 2. Requests for recommendations and study of matters within the area of interest of the Commission must be submitted to it five days prior to any scheduled meeting.

ARTICLE VIII -- Amendments

Section 1. Proposed amendments to these Bylaws may be approved by a majority vote of the entire Commission or by written consent of such majority and entered into the minutes of the Arts Commission. Proposed amendments shall be submitted to the Commission members and staff thirty (30) days prior to such a vote and subsequently will be subject to the approval of the City Council.

The undersigned Chairperson of the City of Lakewood Arts Commission does hereby certify that the foregoing Bylaws have been duly adopted by the members of the Arts Commission.

Sally Martin
Lakewood Arts Commission Chairperson

8/16/17
Date

LAKEWOOD ARTS COMMISSION
REGULAR MONTHLY MEETING
Date: Monday, August 7, 2017
Time: 4:30 PM – 6:00 PM
Lakewood City Hall Room 3A
6000 Main Street SW Lakewood,
WA 98499

CALL TO ORDER
Ed Kane called the meeting to order at 4:45pm.

ATTENDANCE:
Arts Commission Members Present: Ed Kane, Barbara Vest, Susan Coulter, Phillip Raschke, Bob Lawrence, Kathy Flores, Susan Coulter, Tony Lamb, Lynda Bishop

Staff: Cameron Fairfield, Recreation Coordinator, Sally Martinez, Recreation Coordinator, Nikki York, Office Assistant

Youth Council Liaison: Diana Carney, Absent

Council Liaison: Jason Whalen

Arts Commission Members Absent: Connie Perra, Maria Villalpando Romas, Chelsea Roberts, John Munn, Peggy Leach, Retha Hayward

Guests: Bobbie Ritter, Lynn Foyer

APPROVAL OF MINUTES: Susan Coulter moved and Barbara Vest seconded the motion to approve the minutes from June 5, 2017, meeting. The motion passes.

PUBLIC COMMENT: None

UNFINISHED BUSINESS:

Meeting Rules and Understandings:

- Focus on the business at hand/avoid side conversations
- Ask for the floor
- Raise hand and be called on
- Start the meeting on time
- Move the meeting location to the American Lake conference room on the first floor of City Hall
- Stay seated during the meeting
- Please turn off cell phone and put away during meeting

Recruitment and Appointments: The City Clerk is advertising for open positions.

September National Literacy Month: Barbara Vest discussed the ongoing partnership with the Lakewood Library to show off local celebrities and their top three books. She is open to other ideas. Bob Lawrence said that the Clover Park Rotary is looking to partner with their three year financial commitment to literacy programs that will improve literacy in Lakewood and that are sustainable.

Asian Film Festival: Phil Raschke passed out a sign in sheet for members to participate in the Asian Film Festival. Volunteers should bring a small flashlight and wear clothes that fit the theme. Phil made a motion for the board to submit the application for the lodging tax grant. Bob Lawrence moved. Kathy Flores seconded. Motioned approved unanimously.

Arts Fest: Bob said in the future an ideal location for a large scale Art Festival would be the City Hall parking lot or Fort Steilacoom Park. It could include having cars from Lemay, the Bell Ringer group, and other entertainment. This year it is taking place in conjunction with the Asian Film Festival. Sally ordered awards.

Concert in the Park: Susan Coulter announced that The Tacoma Concert Band and American Legion band will be performing at Fort Steilacoom Park on August 20th. The American Legion starting at 2pm. The Tacoma Concert Band starting at 6pm. Sally Martinez is working on getting the Stacks Burgers food truck to be there. Bob Lawrence made a recommendation to the board to try to get Tops in Blues to do a concert when they visit Fort Lewis. Sally Martinez will buy additional chairs.

Rotating Art for City Hall: Bob Lawrence made a motion to approve the new artwork by Rob Roy. Kathy Flores seconded it. Motion approved unanimously.

Gallery space at the Historical Museum: Ed Kane advised that the commission has a corner at the Historical Museum for an art display.

Art Space at the Lakewood Play House: The playhouse has offered space for a rotating exhibit. Likely every 6 weeks when the plays change. The board will need to determine who will manage this.

Permanent Art Collection: The discussion continued about creating a permanent art collection for Lakewood City Hall. The commission is looking to set a criteria for the art that will potentially be purchased. This project will be a few years out due to expense and location.

Arts Commission Retreat: Location TBD and Date set for October 5, 1:30-5:30
Sally Martinez to facilitate. The discussion will include: short term (1yr) and long term (5yrs) goals, utilizing the strengths of members, working together as a team, carefully selecting specific events to focus on and grow to their fullest potential.

Board will revisit mission and vison prior to retreat and Sally will call all members to gather information. Ideas or recommendations can be emailed to Smartinez@cityoflakewood.us

NEW BUSINESS: None

Council Comments: Jason Whalen said he could try to push for a larger budget for the Arts Fest to be separate from the Film Festival.

AGENDA ITEMS for September 11:

- **Retreat discussion**
- **Film/Arts Fest Wrap Up**

NEXT MEETING:

September 11, 2017 @ 4:30 pm – City Hall
American Lake Room

ADJOURNMENT: Kathy Flores moved, Susan Coulter seconded the motion to adjourn the meeting. The motion passes. The meeting was adjourned at 5:55pm.

Ed Kane, Chair

Sally Martinez, Staff Liaison

DRAFT

LAKEWOOD ARTS COMMISSION

June 5, 2017

NAME	REPRESENTATION At least 1 working professional artist; At least 1 work in Lakewood education community; and At least 1 active in Lakewood community organization.	START OF TERM	EXPIRATION DATE
Tony Lamb 11318 Interlaaken Dr. SW Lakewood, WA 98498 253-495-5346 (h) Lambap1948@gmail.com		10/16/15	10/15/2018 Appointed 10/5/15
Ms. Susan Coulter 10220 Lexington SW Lakewood, WA 98498 253-582-5315 SC.Coulter@yahoo.com		10/16/16	10/15/19 Reappointed 1/3/17
Ms. Peggy Leach 320 S. Garfield St. P.O. Box 44277 Parkland, WA 98448 253-229-9437 (h) 253-229-9437 (c) travelerpeg@comcast.net		10/16/14	10/15/17 Appointed 6/15/15
Maria Villalpando Ramos 7509 Dean St. West Lakewood, WA 98499 253-533-4284 (h) 360-786-7900 (w) Maria.vramos@outlook.com		10/16/16	10/15/19 Appointed 1/3/17
Chelsea Rose Roberts 601 N. Jackson Ave. Apt.10 Tacoma, WA 98406 253-370-9610 (h) 253-589-5692 (w) Chelsea.roberts@wsu.edu		10/16/16	10/15/19 Appointed 1/3/17
Ms. Retha Hayward 6324 School St. SW Lakewood, WA 98499 253-584-3605 (h) 253-582-7859 (w)	Artist	10/16/14	10/15/17 Reappointed 10/6/14
Mr. John Munn 7826 Sapphire Dr. SW Lakewood, WA 98498 253-223-2305 (h) 253-588-0042 (w) 253-223-2305 (cell) Jmunn.lakewoodplayhouse@gmail.com John.munnjr@gmail.com		10/16/15	10/15/18 Appointed 11/2/15

ARTS COMMISSION

June 5, 2017

Ed Kane, Chair 8521 Forest Ave SW Lakewood, WA 98498 253-582-7165 253-254-2851(cell) lakewoodnews@harbornet.com		10/16/2015	10/15/18 Appointed 4/4/2016
Barbara Vest, Vice Chair 8405 Amber Dr. SW Lakewood, WA 98498 253-588-2014 Bvest1@comcast.net		10/16/16	10/15/19 Reappointed 1/3/17
Mr. Phillip Raschke 9933 Onyx Dr. SW Lakewood, WA 98498 253-584-4319 (h) praschke@comcast.net		10/16/15	10/15/18 Reappointed 10/5/15
Ms. Kathy Flores 15127 Silcox Dr. SW Lakewood, WA 98498 253-537-6721 (h) 253-680-7178 (w) katathome@clear.net		10/16/16	10/15/19 Reappointed 1/3/17
Robert Fox 10419 Whitman Avenue SW Lakewood, WA 98498 916-317-5170 (h) 253-581-2926 (w) Robtox99@hotmail.com		10/16/14	10/15/17 Appointed 6/6/16
Robert Lawrence 7022 Crescent Ln. Lakewood, WA 98499 253-973-7712 (h) 253-584-5448 (w) lawrencegrup@comcast.net	Community organization	10/16/14	10/15/17 Reappointed 10/6/14
Ms. Lynda Bishop 10001 DeKoven Dr. SW Lakewood, WA 98499 253-625-5333(h) 360-584-7600 (cell) 206-439-5915 (w) lyndaelizabeth@comcast.net		10/16/17	10/15/20 Appointed 5/15/17 to fill unexpired term
Constance Perra 11421 Gravelly Lake Dr. SW Lakewood, WA 98499 fperra@comcast.net		10/16/14	10/15/17 Appointed 4/20/15

i:\city clerk\committees, boards, commissions (6-pa)\arts commission\membership roster.clean-up.doc
6/5/17

8521 Forest Ave. SW
Lakewood, WA 98498

8/15/2017

I, Edward Kane, 2017 Chair of the Lakewood Arts Commission, state that Phillip E. Raschke, Arts Commission Board Member, 9933 Onyx Dr. SW, Lakewood, WA 98498, Phone 253-861-1366, is the authorized Commission person for coordinating and submitting the 2018 Lodging Tax Application.



Edward G. Kane
Chairman,
Lakewood Arts Commission

Application for Fiscal Year 2018

Lodging Tax Grant Funds

City of Lakewood

Gateways



Due no later than 5:00 pm on Monday, August 21, 2017

Submit application by email to tkraus@cityoflakewood.us
One complete hard copy application to City Hall, 6000 Main Street SW, 1st Floor Reception

RECEIVED
AUG 21 2017
1:21pm
CITY OF LAKEWOOD

7. APPLICATION FOR FISCAL YEAR 2018 LTAC GRANT FUNDING

1a. Project Information

Project Name: Lakewood Gateway Improvements "First Impressions Matter"

Amount of Lodging Tax Funding Requested: $ 100,000
(Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: $ 100,000
(Total Project Amount must match Project Budget column c "Total Project Cost")

1b. Applicant Organization

Name of Applicant Organization: City of Lakewood

Mailing Address: 6000 Main Street SW
Lakewood, WA 98499

Tax ID Number: 91-71698185

Organization Unified Business Identifer (UBI) 601667295
UBI Expiration Date:

Type of Organization: Municipality – public non-profit
(Non-profit, For-profit, Municipality, Private business, etc.)

1c. Contact:

Name: Mary Dodsworth

Title: Parks, Recreation and Community Services Director

Telephone: 253-983-7741

Email: mdodsworth@cityoflakewood.us

Signature: _____

The signatory declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used only for the purposes set forth herein, and verifies that all the information contained in this application is valid and true to the best of his/her knowledge.

2. Project Description

a. Event Date(s): January 1, 2018 – December 30, 2018

b. Event Location: Two Sites: Farwest and Steilacoom Blvd & Northgate and Nottingham

c. If there is a charge or fee for this activity, please describe how much and why.

NO - Everyone can enjoy the beautiful entry to Lakewood for FREE!

d. Please provide a detailed, yet concise description of the proposed project/activity. Include information on the area the project will serve, its expected impact and list the responsible party(s).

We are proposing to continue the Gateway work started in 2015. We hope to improve two more gateway areas in 2018. We will create two new gateways; one at Farwest and Steilacoom Blvd and the other at Northgate and Nottingham (see map in packet).

First Impressions matter! There are 14 different ways to access and enter the Lakewood community and each of the access points (gateways) are different and leave a different impact and impression with those who pass by to visit, shop, stay or play. According to Princeton psychologists Janine Willis and Alexander Todorov, all it takes is a one tenth of one second (1/10) to form an impression. More current research states that we may have 3-7 seconds to capture that first impression. Lakewood visitors may be developing a negative impression of our community when they pass through certain areas.

Unless identified, most visitors don't even know when they enter Lakewood. Certain entries are not providing a positive impression of our community. Rumor has it that realtors, developers, and businesses use certain streets to direct their customers to Lakewood and avoid certain streets because they are so busy or don't represent the community. Creating visually pleasing gateways will have a positive impact on our local economy, tourism and the community. The City of Lakewood will take the lead in designing and constructing the signs and manage the improvement projects. The City will provide the annual maintenance at these sites to ensure it will positively represent our community. We will work with local businesses throughout the community to improve the overall gateway experience as well.

With an emphasis on economic development and to leave a positive impression on the thousands of people coming to and through Lakewood, the City created a Gateway Improvement Program. A 17 member community planning team developed a gateway vision and preliminary design to be used in various ways at our 14 gateway areas. The group felt strongly that the sign needed to make a statement that you are in LAKEWOOD, a special place. They discouraged directional or informational signs at the gateway locations. To date four new gateway signs and a similar one at Fort Steilacoom Park have been installed, one sign was modified to match the others and two more are in the planning stages. The landscaped signs are similar in nature and light up at night. The projects have been well received by the Lakewood citizens, businesses and visitors. LTAC funds, grants and taking advantage of various street projects has allowed us to continue and expand this effort.

3. Beneficiaries

Please list and provide specific information regarding all individuals, businesses, areas, or organizations that will directly benefit from the project/activity.

Lakewood first time visitors will benefit from the gateway improvement projects. They will see the sign(s) and know they are in a special place, Lakewood, Washington. The secondary impressions will be that we care about our community, we take care of our infrastructure and we want to make a good first impression. Hopefully this will translate to more overnight visits, new businesses and economic impact.

Lakewood businesses can use the signs as landmarks for giving directions to their customers and guests.

Many visitors coming from Lacy, JBLM, Dupont and Steilacoom enter Lakewood along Steilacoom Blvd (near Farwest Drive) and others use Huggins Meyer Road leading to the Northgate and Nottingham city entrance to avoid traffic along I-5 and some of the heavier traffic areas. The transition from Steilacoom or JBLM to Lakewood is very vague. The new signs will let them know they are now in LAKEWOOD, somewhere special and can easily find their way to Fort Steilacoom Park, Pierce College, American Lake Boat Launch, Lakewold Gardens, Tacoma Golf and Country Club or the Town Center.

Lakewood residents will benefit because as they travel to and from this area regularly, they will see that the City cares about their image and the impression that is made to visitors.

4. Goals/Monitoring

Describe the goals of the project. Will the project result in an increase in overnight stays by visitors in Lakewood? If so, how will this increase be tracked and monitored? How will an increase in the sale of goods and services as a result of the project be measured? What other short or long-term economic benefits will occur and how will that be tracked? Why do you believe those project/activity outcomes are feasible?

Note - Applicants will be required to submit a post-funding report providing pertinent data evaluating tourism benefits resulting from the use of lodging tax funds as compared with the estimates contained in this application.

The goals of the Gateway Project are:

- Annually review all City gateways to assess current condition and provide recommendations for improvements
- Develop a gateway program that could be replicated in a variety of ways at various locations,
- Determine a phasing plan based on various prioritization criteria.
- Implement improvements as resources, partnerships and roadway projects are being planned for efficiencies.

Whether it is the first time a person sees the improved gateway or if they have experienced the "before and after" views, they will have a positive impression of the site and our community.

Although it will be difficult to determine if this gateway project increases visits or overnight stays in Lakewood, we can monitor and document the number of people who will see the sign each day by doing traffic counts at these locations using technology owned by the City. We can do a community survey using our City website, social media and traditional publications to capture community opinion of our gateway improvement projects.

5. Estimate how the funds will increase the amount of people traveling to Lakewood to stay overnight in paid accommodations.

Each day drivers come from 1-5, JBLM, Olympia, DuPont and Steilacoom to enter Lakewood on Steilacoom Blvd or from Huggins Meyers Road (North Fort). Many road and building improvements have occurred in these areas and the City is looking more modern and complete. Also the City is planning to make street improvements along Steilacoom Blvd and although we can't use transportation funds to build the signs, we may be able to tie the gateway into the improvements which creates construction efficiencies.

We can do traffic counts to determine if traffic has increased in these particular areas. We may not be able to directly relate the improvements to an increase in overnight accommodations, however based on the location, individuals using these roads and intersections and/or visiting local businesses in this area will observe the site, know they are in LAKEWOOD and have a positive impression of the Lakewood area. Hopefully this will lead to return visits and more overnight stays and economic impact in Lakewood.

6. Estimate how the funds will increase the amount of people traveling to Lakewood from more than 50 miles from their residences.

We can do traffic counts to determine if traffic has increased in these particular areas. We may not be able to directly relate the improvements to visitors from more than 50 miles, however, we know, based on the location, that all of the visitors coming from more than 50 miles, who use this intersection and/or visit these local businesses will observe the site, know they are in LAKEWOOD and have a positive impression of the area. Hopefully this will lead to return visits and more overnight stays in Lakewood.

7. Estimate how the funds will increase the amount of people traveling to Lakewood from outside their state or country.

We can do traffic counts to determine if traffic has increased in these particular areas. We may not be able to directly relate the improvements to visitors from outside their state or country, however, we know, based on the location, that all of the visitors coming from outside their state or country, who use this intersection and/or visit these local businesses will observe the site, know they are in LAKEWOOD and have a positive impression of the area. Hopefully this will lead to return visits and more overnight stays in Lakewood.

8. Funding Requirements

Due to funding constraints, partial funding may be recommended by the LTAC. If partial funding is received, how will that impact the project/activity? Please describe:

If partial funding is available we would prioritize the gateway projects or reduce the footprint of each sign. First priority – Northgate and Nottingham - Second Priority – Farwest and Steilacoom Blvd

9. Use of Funds

Provide detail on how the funds will be used. For example, $20,000 of the funds will be used for marketing, $5,000 for administration, $10,000 for Consultants, etc.

Use of Funds: This budget is for two signs!
$ 10,000 of the funds will be used for design work and construction drawings.
$ 10,000 of the funds will be used for earthwork / footing / engineering
$ 35,000 of the funds will be used for masonry work / cement work
$ 10,000 of the funds will be used for electrical work and other specialty services
$ 25,000 of the funds will be used for the sign
$ 10,000 of the funds will be used for landscaping and irrigation
$100,000

10: Project Budget for Non Capital projects - NA

11. Funding History

a. Was this project funded with Lakewood lodging tax funds in fiscal year 2017? X Yes No

b. If you answered yes to 11a, how much funding did you receive in 2017? $ $100,000

c. If you answered no to 11a, what is the last year Lakewood funding was received and how much?

Year Amount awarded No previous funding

11d. Indicate what efforts have been made to access funding from additional sources?

The City will coordinate with current and future construction projects and work with transportation dollars to offset or expand opportunities at each site.

12. Coordination and Collaboration

Please provide information about any other organizations or agencies involved in this project/activity. Describe their level of involvement. Describe how this project coordinates with other tourism promotion efforts or services in the area, including Chambers of Commerce, local festivals, local lodging and restaurants. You may attach up to three letters of support from these organizations.

After a five month planning and public review process the Lakewood City Council supported the gateway improvement project. We have partnered with transportation projects to expand the program.

As we succeed in making improvements to our gateways, we will look to the Lakewood Community Foundation for support as well as service organizations, citizen groups and nearby businesses to encourage involvement and financial support.

The following groups and organizations were involved in this planning process:

- Lakewood Redevelopment Advisory Board – planning and design
- Lakewood Citizens Transportation Advisory Board – planning and design
- Lakewood Parks and Recreation Advisory Board – planning and design
- Lakewood Arts Commission – planning and design
- Lakewood Planning Advisory Board – planning and design
- Lakewood Landmarks and Heritage Advisory Board – planning and design
- Lakewood Historical Society – planning and design
- Tillicum Neighborhood Association – planning and design
- Pierce County Refuse / Waste Connections – planning and design
- Holiday Inn Express – planning and design
- Keep Lakewood Beautiful/Lakewood Community Foundation – planning
- Washington State Dept. of Transportation (WSDOT) – planning and design
- Lakewood Concerned citizens – planning and design
- City of Lakewood departments of Public Works and Parks and Recreation

13. Capital Projects Budget

Note: A capital project requires a proportional degree of city ownership in the facility. Therefore, capital projects where there is no city ownership are not eligible to receive funding.

Supporting the Capital Expenditures and/or Operation of City Tourism-Related Facilities

FUNDING/TIMELINE	Responsible Parties, Methods, Means	Begin (Dates or Periods)	End (Dates or Periods)	Amount Requested From Lodging Funds	Other Funds Committed or Proposed*	TOTALS
Design & Inspection	City	1/1/18	12/1/18	$10,000	$	$10,000
Other Consultants				$	$	$
Permits & Fees				$	$	$
Land Acquisition				$	$	$
Site Development & Landscape				$65,000	$	$65,000
Buildings (New Construction)				$25,000 (signs	$	$25,000
Building Renovations (Includes Access)				$	$	$
Other (Specify) *Insurance is not an eligible cost.*				$	$	$
TOTAL				$100,000	$	$100,000

*If other funds are committed, please attach a letter of commitment from the funding source.

14. Certification

The applicant hereby certifies and confirms:

1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;

2. That it will abide by all relevant local, state, and federal laws and regulations;

3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;

4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

Primary Signature: John J. Caulfield

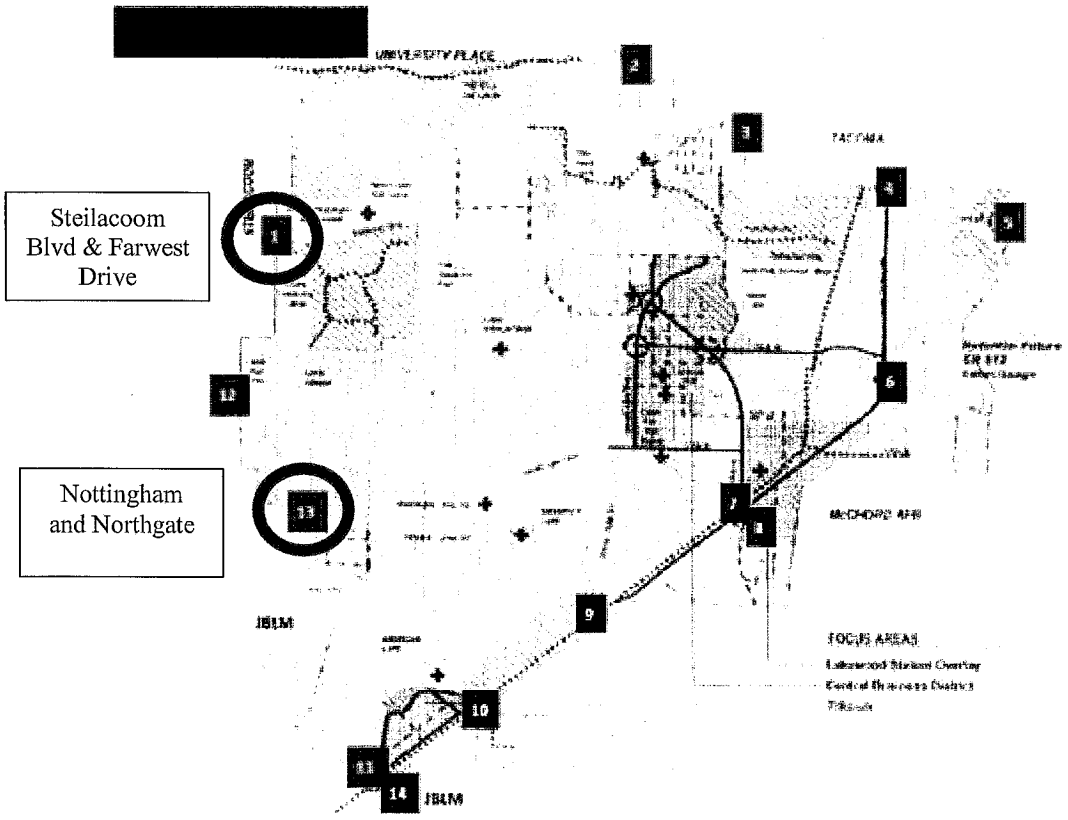
City Manager — 8/20/2013

Printed Name & Title of Chief Administrator/Authorizing Official — Date

Gateway Marketing Plan

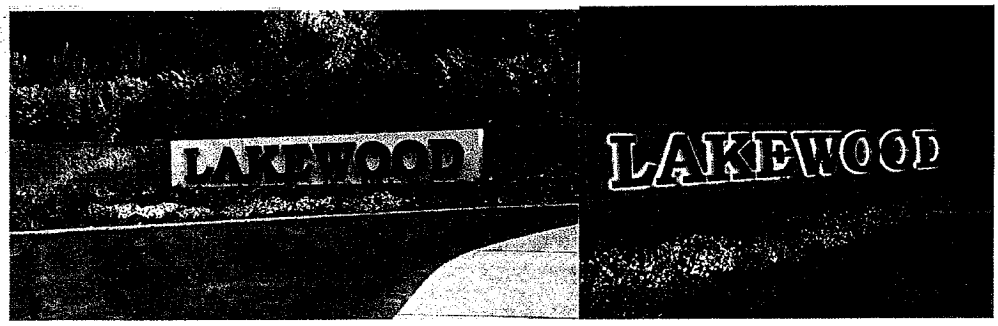
Gateway Marketing Plan

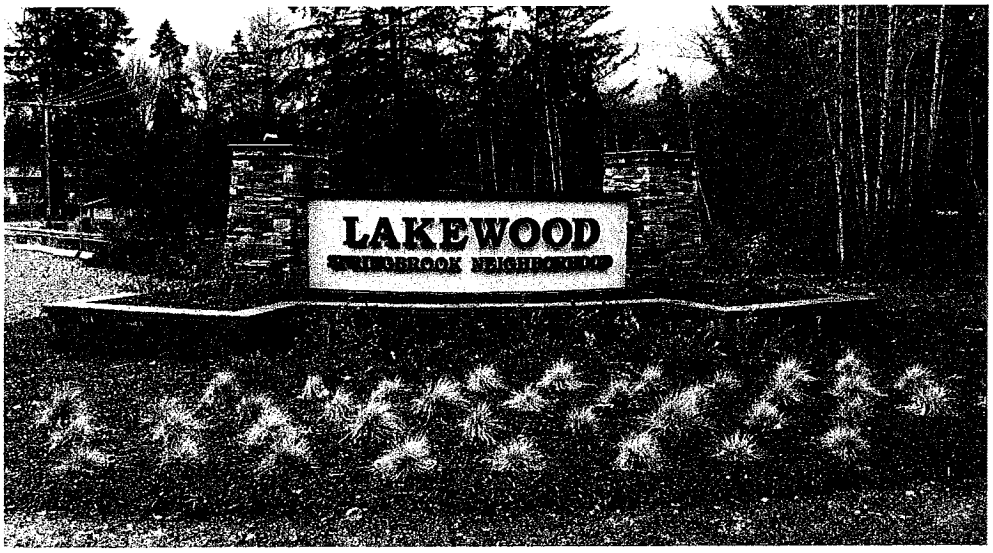
	Marketing Description
• Lakewood Connections • Press Releases to local (TNT, Sub-Times, PATCH) and regional publications. • Social Media timeline • Masthead for website pages • Electronic copies for distribution	Information regarding the Gateway Program and specifically the new sign(s) installed at the various city Locations Photos and graphic representations of the new gateway signs will be used in publications and on our website. We will anchor it on social media timelines and hope it becomes a valued landmark for Lakewood. Prepare informational material and articles that will be direct mailed to 24,000 Lakewood residents and businesses. Photos and graphics available for use in various publications.



Updated Gateway Signs







Nyanza Before



Nyanza After



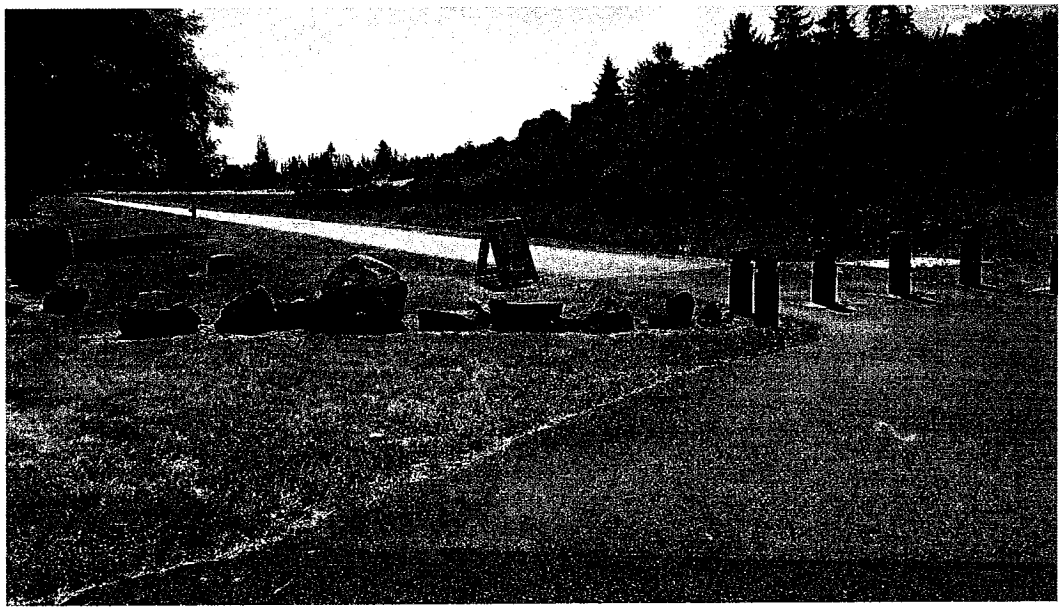
More to Come!

Proposed Project Areas

Nottingham and Northgate



Steilacoom Blvd and Farwest Drive



Application for Fiscal Year 2018

Lodging Tax Grant Funds

City of Lakewood

Pavilion in the Park



Due no later than 5:00pm on Monday, August 21, 2017

Submit application by email to tkraus@cityoflakewood.us
One complete hard copy application to City Hall, 6000 Main Street SW, 1st Floor Reception

RECEIVED
AUG 21 2017
1:21 pm
CITY OF LAKEWOOD

7. APPLICATION FOR FISCAL YEAR 2018 LTAC GRANT FUNDING

1a. Project Information

Project Name: Fort Steilacoom Park Pavilion

Amount of Lodging Tax Funding Requested: $600,000
(Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: $ 1,335,000
(Total Project Amount must match Project Budget column c "Total Project Cost")

1b. Applicant Organization

Name of Applicant Organization: City of Lakewood

Mailing Address: 6000 Main Street SW
Lakewood, WA
98499

Tax ID Number: 91-71698185

Organization Unified Business Identifer (UBI) 601667295
UBI Expiration Date:

Type of Organization: Municipality – public non-profit
(Non-profit, For-profit, Municipality, Private business, etc.)

1c. Contact:

Name: Mary Dodsworth

Title: Director

Telephone: 253-983-7741

Email: mdodsworth@cityoflakewood.us

Signature: _____

The signatory declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used only for the purposes set forth herein, and verifies that all the information contained in this application is valid and true to the best of his/her knowledge.

2. Project Description

a. Event Date(s): January 2018 - December 2018

b. Event Location: Fort Steilacoom Park

c. If there is a charge or fee for this activity, please describe how much and why.

Funds are being requested to build a stage and gathering space at Fort Steilacoom Park. Once the facility is built, fees will be charged to user groups based on size of event and length of time in the space. Fees will offset cost to manage and maintain the site. Free community activities and events will also be implemented.

d. Please provide a detailed, yet concise description of the proposed project/activity. Include information on the area the project will serve, its expected impact and list the responsible party(s).

The proposal is for a multi-use indoor / outdoor stage structure called the Pavilion in the Park. The purpose of the project is to provide a new venue for community and regional ceremonies, performances and entertainment. The footprint for the proposed structure is approximately an acre in size and includes a stage, storage rooms, utilities and access and open space improvements to support building needs, landscaping and spectator seating. The Pavilion is located at Fort Steilacoom Park.

Fort Steilacoom Park is a 350+ acre site located in the northwest portion of Lakewood Washington. Over a million people visit the park each year for active and passive recreation opportunities. Visitors from all corners of the state and our nation, representing every demographic category you can imagine, walk, run, bike, hike, walk their dogs, play sports, celebrate and visit the park. Creating the Pavilion will provide a new venue to bring even more people from outside our community to the park. The Pavilion in the Park will provide a new space for events that generate tourism and local economic impact.

The City of Lakewood will take the lead in designing and managing this project by using local architects, contractors and volunteers. Many other partners are involved in the design, funding and development of this project. See question #12 for community partners.

3. Beneficiaries

Please list and provide specific information regarding all individuals, businesses, areas, or organizations that will directly benefit from the project/activity.

Local Benefit: Local businesses will benefit because when events are held at the park, the participants, guests and/or spectators will generate economic benefit through sale of meals, fuel, hotel rooms, goods and services.

Regional Benefit: Fort Steilacoom Park (FSP) is a regional resource for public, private and corporate events. The park is becoming known as a premier sports venue. This facility will work well for registration, staging, award ceremonies or pre/post activities associated with various sporting events.

Outdoor concerts and entertainment are an obvious use of the Pavilion and will generate new visitors to the area. Hotels will benefit because more regional, statewide and national events will generate more hotel stays.

Thirty five percent (35%) of weddings are now outdoor occasions with gardens and parks topping the list of outdoor locales. In 2015, 49% of couples were married 200 miles or more from where they currently lived. People travel for weddings and because of access to indoor and outdoor space, this facility will bring weddings to the park.

4. Goals/Monitoring

Describe the goals of the project. Will the project result in an increase in overnight stays by visitors in Lakewood? If so, how will this increase be tracked and monitored? How will an increase in the sale of goods and services as a result of the project be measured? What other short or long-term economic benefits will occur and how will that be tracked? Why do you believe those project/activity outcomes are feasible?

Note - Applicants will be required to submit a post-funding report providing pertinent data evaluating tourism benefits resulting from the use of lodging tax funds as compared with the estimates contained in this application.

Build a community venue that provides a place for community gatherings as well as events that generate hotel stays and local economic impact.

□ Increase recognition of Lakewood throughout the region as a destination for outdoor tournaments, special events and tourism.

□ Create a highly marketed and improved community resource which will generate new economic opportunities and tourism in Lakewood.

□ Encourage people to visit the park for at least four hours with the hope of scheduling events which will bring people to the Lakewood area overnight. This will generate economic benefit through the sale of hotel rooms, meals, fuel, goods and services. The Tacoma Regional Convention and Visitor Bureau did a Pierce County travel impact study which identifies spending patterns for overnight versus day trip visitors. A day trip visitor who visits for 4 hours or more will generate approximately $55 per person in economic impact. If you can encourage the visitors to stay overnight, the visitor will spend an average of $114 per room per night. So approximately $250 is generated in local economic benefit through the sale of lodging, meals, fuel, goods and services when a family (2.5 people) comes to Lakewood for an overnight visit.

Activity at the site will be monitored by our special use permit program.

5. Estimate how the funds will increase the amount of people traveling to Lakewood to stay overnight in paid accommodations.

Currently many organizations coordinate large regional events at Fort Steilacoom Park. These events generate thousands of visitors to the park each year. Types of events include: single day events such as SummerFEST Triathlon, Statewide Cross County meets and walk a thons as well as multi-day events such as international Cyclo-cross races, 4US music festival and running and biking events. These events bring people from throughout the region, country and internationally to the park. We documented a 23% increase from 2015 to 2016 in the number of special use permits/events using the park areas and the requests for use continue to come in. This doesn't include regular shelter rentals, leagues, tournaments and City special events. The City has recently updated the mile long trail around the lake and is making significant sports field improvements. Our limited facilities are selling out each year and new users are finding other places in the park to set up for their events. Currently groups are renting empty open space areas with no amenities. This facility would be highly requested for use by many groups. The funds will be used to build the facility in 2018. Once developed and programmed, the site will generate overnight paid accommodations in our community.

6. Estimate how the funds will increase the amount of people traveling to Lakewood from more than 50 miles from their residences.

Funds from this grant cycle will be used to build the venue and bring utilities and other infrastructure needs to the area. Following years will generate even more use by people from more than 50 miles for major events, weddings and corporate events. For instance the Lakes Invitational Cross Country meet currently serves over 2,400 participants, plus spectators who travel by car and bus to our area. This year 10 new teams (to add to the 50 teams already signed up) from outside Lakewood will use the park for this event in the fall. Over 300 room nights were sold last year. We've added orienteering and trail races, baseball tournaments, a four day music festival and looking forward to another successful cyclocross event. Most of the athletes bring travel partners who drive and stay all day to support the athlete. These guests purchase food, fuel, goods and services locally. Calculating participation at these few events easily will bring in over 5,000 athletes and guests to Lakewood. These types of events could use this facility for event staging, storage, event registration and/or pre and post event activities. This facility would also be a new venue for weddings and concerts which will generate new use by regional users as well (see attached business plan).

7. Estimate how the funds will increase the amount of people traveling to Lakewood from outside their state or country.

Successful events generate repeat users and help a site becomes even better known as a destination site for various events. We have the capacity at the park to host more statewide and national events and the City has recently updated the mile long trail around the lake and is making significant sports field improvements. These improvements and events will increase the number of people who travel to Lakewood from outside their own state or country. Our first SummerFEST triathlon had participation from outside the state and country (Canada). Participation has increased each year and for the past three years the City has partnered with JBLM and Thurston County to increase the exposure statewide for our event. We sold out this year in advance of race day and participants came from across the state and Oregon, Florida and Colorado. After saving the International Cyclo cross race in 2014 (due to a major sponsor loss in Oregon) this organization has continued to book our site for the past three years. Our national reputation for providing great venues and support sealed the deal and will generate more deals in the future. We are gearing up for a 2019 International cyclocross event. This weeklong event will bring in over 2,000 racers from 50 states and across the world to Lakewood. Preliminary estimates suggest the event will generate $1.5 million for the region in direct spending by visitors and people associated with the event.

As we establish new partnerships, directly market to specific types of event promoters (sports, entertainment and wedding coordinators) and find new ways to use this facility and adjacent areas at the park, we can plan for new events and markets which will draw people from outside our region, our state and our country.

8. Funding Requirements

Due to funding constraints, partial funding may be recommended by the LTAC. If partial funding is received, how will that impact the project/activity? Please describe:

This is a major capital request. Funds are needed to build the facility and necessary site requirements. If partial funding is recommended by LTAC, the facility size would be reduced or the construction could be delayed until additional funding was found to finish the project.

9. Use of Funds

Provide detail on how the funds will be used. For example, $20,000 of the funds will be used for marketing, $5,000 for administration, $10,000 for Consultants, etc.

100% of the funds would be used for capital construction
$ 125,000 for development costs (design, survey, construction documents, and permit requirements
$1,210,000 for construction, taxes, bonds and construction oversight.
$1,335,000

11. Funding History

a. Was this project funded with Lakewood lodging tax funds in fiscal year 2017? X Yes No

b. If you answered yes to 11a, how much funding did you receive in 2017? $ $450,000

c. If you answered no to 11a, what is the last year Lakewood funding was received and how much?

Year Amount awarded No previous funding

11d. Indicate what efforts have been made to access funding from additional sources?

$300,000 – cash and in-kind services is secured from Lakewood Rotary Club and various local architects, contractors and suppliers.

12. Coordination and Collaboration

Please provide information about any other organizations or agencies involved in this project/activity. Describe their level of involvement. Describe how this project coordinates with other tourism promotion efforts or services in the area, including Chambers of Commerce, local festivals, local lodging and restaurants. You may attach up to three letters of support from these organizations.

Partners contributing cash and in-kind services to this effort.
- The City of Lakewood – fiscal agent, staff support and overall project management
- Rotary Club of Lakewood - $300,000 for construction, design and professional support
- Broadway Center for the Arts – acoustic and design consulting
- James Guerrero and Associates – design services
- Tacoma South Sound Sports – marketing and promotion for regional / statewide events.
- The Knot and other wedding promoters / vendors / trends / data
- Racing and event promoters - networking, marketing, scheduling and promotion.

13. Capital Projects Budget

Note: A capital project requires a proportional degree of city ownership in the facility. Therefore, capital projects where there is no city ownership are not eligible to receive funding.

Supporting the Capital Expenditures and/or Operation of City Tourism-Related Facilities

FUNDING/TIMELINE	Responsible Parties, Methods, Means	Begin (Dates or Periods)	End (Dates or Periods)	Amount Requested From Lodging Funds	Other Funds Committed or Proposed*	TOTALS
Design & Inspection	Rotary and City	1/1/18	12/31/18	$	$120,000	$120,000
Other Consultants	City			$		
Permits & Fees	City	1/1/18	12/31/18	$	$5,000	$5,000
Land Acquisition				$	$	$
Site Development & Landscape	Rotary and City	1/1/18	12/31/18	$	$200,000	$200,000
Buildings (New Construction)	City	1/1/18	12/31/18	$600,000	$240,000	$840,000
Building Renovations (Includes Access)	City	1/1/18	12/31/18	$	$ 100,000 ADA /Access	$100,000
Other (Specify) *Insurance is not an eligible cost.*	City	1/1/18	12/31/18	$	$70,000 Taxes/bonds	$70,000
TOTAL				$600,000	$735,000	$1,335000

*If other funds are committed, please attach a letter of commitment from the funding source.

14. Certification

The applicant hereby certifies and confirms:

1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;

2. That it will abide by all relevant local, state, and federal laws and regulations;

3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;

4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

Primary Signature: John J. Caulfield

City Manager — 8/26/2017

Printed Name & Title of Chief Administrator/Authorizing Official — Date

Pavilion in the Park
2018 Marketing Plan

Company Organization–Club	Marketing Description	Audience
Running / Biking Fort Steil. Running Club Tacoma Runners JBLM/Military Groups Civic Organizations School Athletic Directors School Coaches Park Departments Senior Centers Wedding Coordinators Marathon Run Groups Special Event Coord. Cascade Bicycle Club Duathlon Coordinators Corporate event planner	Prepare informational material for electronic distribution regarding improvements and emphasizing use of site for event activities • Registration, Packet Pick Up • Vendor Fair • Announcements • Pre / Post event activities Note its accessibility and suitability for local, regional and national races. Send out e-mail messages as the project is implemented to share its progress and encourage support	Event Coordinators Event Sponsors Event Vendors
Charity Groups ALS MS Cancer Society Humane Society Lupus Arthritis	Encourage groups to hold walk-a-thon fundraisers at the site. Note site amenities, including new pathway. Become the premier walk-a-thon event site utilizing the improved pathway – we are one of the few sites that allow this type of event year round, so we should capitalize on that category and use the improved pathway for promotion.	Fundraising event coordinators needing a beautiful site – safe route – easy parking and accessibility Charity organization event coordinators to publicize the improvements and encourage bookings.
Historical Phil – Radio Station KLAY – **City Connections**	share the history of the park and note the project and improvement plans	Radio Audience – provide information
City Manager Weekly Report Updates	Keep citizens informed – they will help pass along sue options to others.	Distributed to Lakewood households and businesses
City Staff – Webpage, Press Releases local (TNT, Sub-Times) and **Trade websites and publications (weddings).**	Articles regarding improvements and ways the facility can be used. BLOGs, pics on various websites.	Lakewood residents Visitors from 50 miles away Visitors from outside the state and country.

Lakewood Parks, Recreation and Community Services

BUSINESS PLAN for the FORT STEILACOOM PARK Pavilion in the Park

"Building a healthy and vibrant community where opportunities abound."



Contact
Mary Dodsworth, Director
Parks, Recreation and Community Services
mdodsworth@cityoflakewood.us

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Introduction

The City of Lakewood prides itself as a healthy, vibrant community where opportunities abound. With twelve active parks in the City, we encourage community members to explore and use the parks to their full extent. In keeping with this vision, the goal of the Fort Steilacoom Park Pavilion in the Park is to build and establish a designated place for the community to come together, while preserving the integrity of Fort Steilacoom Park. The proposed Pavilion in the Park includes a covered stage, storage areas, sound and lighting system, utilities and areas for spectators to view a variety of activities. Creating the Pavilion in the Park will provide a new venue for community get-togethers, ceremonies, performances and entertainment. Because of its design and placement, it will have minimal impact on the park's natural environment. The Fort Steilacoom Park Pavilion in the Park will enhance the park and provide a new space for revenue generating events.

The purpose of this report is to outline current uses at the park, potential target markets and opportunities, potential revenue sources, projected operational expenditures and associated capital costs to build this facility.

Creation of the Pavilion in the Park

After a two year community review process and several potential design options, a preferred multi-use enclosable structure and park site location have been selected (**Appendix A**). The footprint for the proposed Pavilion structure at Fort Steilacoom Park is approximately 4,500 sq. ft. and includes a stage, sound and lighting equipment and storage rooms along with park space to support perimeter building needs, landscaping and spectator seating. Estimated cost for developing this project is $ $835,000. **(Appendix B)** The Rotary Club of Lakewood has committed $300,000 in cash, donations and in-kind services to help develop this project.

Current Uses at the Park

Fort Steilacoom Park accommodates over one million visitors annually and participation continues to increase each year. With 350 acres of both open space and trails, the park provides space for a variety of active and passive uses and has a number of dedicated user groups. There are not many public spaces in our region which support such a variety of uses.

The special use permit is a management tool to document and track events at the park. Each permit defines the reserved space and lists allowed uses, event requirements and associated fees. Currently, park use and rates for special use permits are based on area of impact, number of anticipated guests and amount of time used (full day, half day or multiple days). The permit helps ensures proper use of the site and safety for event participants and other park visitors. In the last two years the City generated an average of 225 special use permits each year at Fort Steilacoom Park. Permits are for large and small events ranging from shelter rentals, walk-a-

thons, fundraisers and festivals to regional soccer competitions and International cyclocross races. Only one of the 225 permits supported a main parking lot for the United States Golf Association's US Open tournament. Although not realistic to assume all these events would utilize the Pavilion in the Park, many could make use of the Pavilion for an element of their event. **Appendix C** shows specific types of events held at the park for the past two years.

Target Markets and Opportunities

Regional Site

Fort Steilacoom Park is a regional resource for public, private and corporate events. The City of Lakewood's population is projected to increase approximately 1 % in the next five years while Pierce County has a steadily growing regional population, with more than 100,000 new residents relocating to Pierce County since 2000. [1] Pierce County is expected to grow by approximately 6% in the next 5 years. [2] In 2015, fifty two percent (52%) of all special use permit applicants were non-residents. It's anticipated that non-resident use will continue to increase. New regional residents could provide a new customer base.

Premier Sports Venue

Recently Fort Steilacoom Park is becoming known as a premier sports venue. This use generates local economic impact for Lakewood. Fort Steilacoom Park is a destination venue and could market the Pavilion to regional, national and international promoters and user groups. Our relationship with the Tacoma South Sound Sports Commission has brought in many regional sporting events and, for the last two years, the international cyclocross events. Forty percent (40%) of athletes and spectators attending these events travel more than 50 miles (or are from out of state) to participate in sporting events. Overnight stays generate local economic impact; approximately $114 per night for a hotel room and $50 per person per day for food, beverage and additional necessities.[3]

Weddings

According to industry statistics outdoor weddings are on the rise. Thirty five percent (35%) of weddings are now outdoor occasions with gardens and parks topping the list of outdoor locales (followed by beaches). Wedding websites note that individuals looking for an outdoor space should ensure an indoor, or at least a suitable outdoor sheltered area, is an available alternative. In 2015, the average rental cost of a wedding venue was $1,900. Seventy six percent (76%) of weddings occur during the summer and fall months and 25 dates made up 50% of all weddings in 2015. This is definitely a market that that the Pavilion in the Park could attract.

---

[1] State of Washington 2015 Population Trends. Forecasting & Research Division: Office of Financial Management. September 2015.

[2] Office of Financial Management projections /GMA_2012_county_pop_projections.pdf

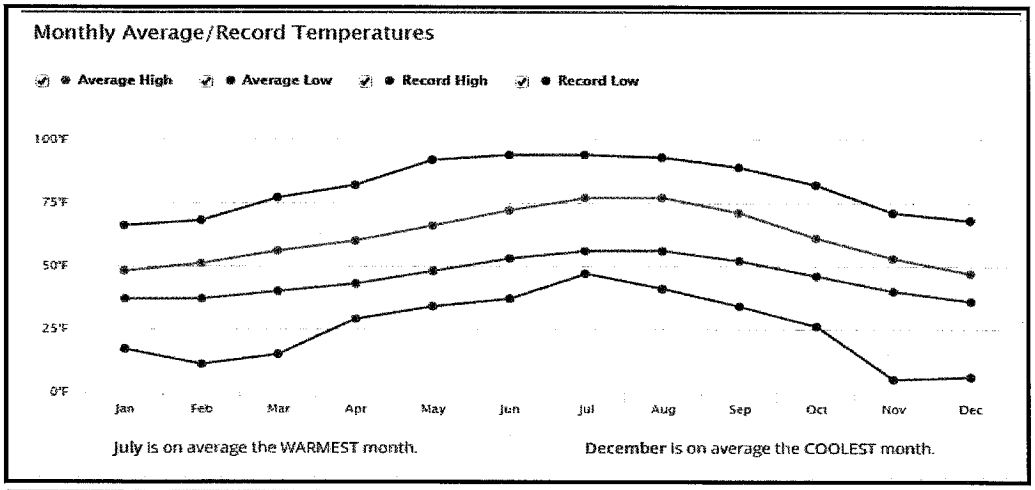
[3] Tacoma South Sound Sport Commission 2015 Scorecard and Fact Sheet

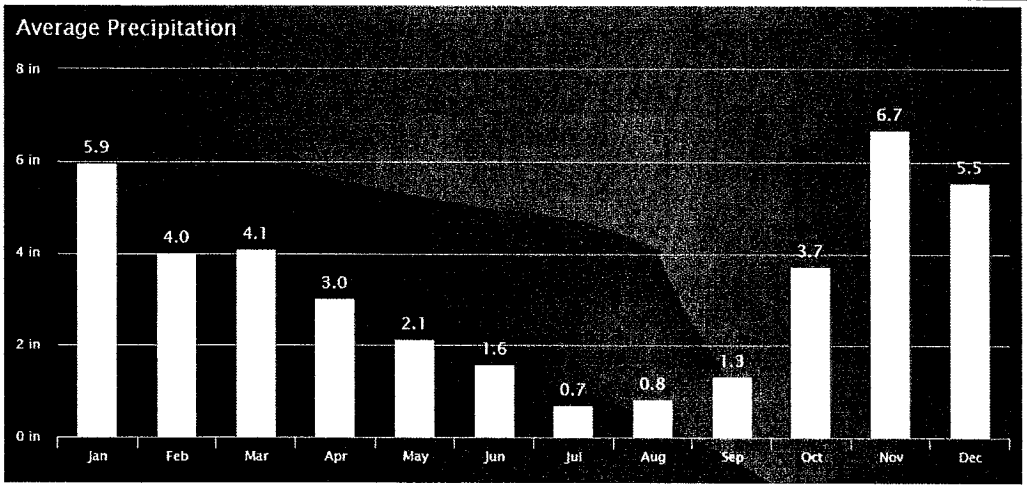
Performances and Events

Outdoor concerts and entertainment are an obvious use of the Pavilion in the Park. However, due to the open location of the facility and park site, creating secure areas, accessible for ticketed only events, could be challenging. The City, however, could receive revenue from private concerts or events from the special use permits and/or a percentage of ticket and merchandise sales or parking revenues. The City's current fee structure for special use permits is based on size of event and impact to the site. The City fee schedule allows the City to collect a 15% impact fee for private event revenue (parking, camping and merchandise) and a 5% fee on ticketed events (admissions tax). The fee schedule can be updated to benefit from new uses.

Weather

One of the largest programming challenges for any Pavilion in the Park in the Pacific Northwest is the weather. Weather, specifically rain, can significantly affect the number of participants and/or spectators who attend an event. Below are summaries of 2015 monthly temperatures in Lakewood, along with a parallel comparison of record highs and lows and annual rainfall.





The Pavilion in the Park, with a covered stage and indoor space, can add a unique community resource, available to event participants rain or shine. Indoor space for registration, pre/post event announcements, performances and celebrations is a distinctive feature at this site. A Pavilion in the Park with shelter, viewing options, a stage and sound equipment will make Fort Steilacoom Park extremely popular for hosting a wide variety of events.

Revenue

There are very few comparable facilities in Washington State to distinguish how this space differs from other local competitors. To determine potential user fees, comparing market rates along with reviewing direct and indirect operational costs should be considered.

The chart below lists current Special Use Permit fees for City park use.

Special Use Permit*	
Small events (100 - 200 guests)	$200.00
Large events (201 - 500 guests)	$500.00
Major events (over 500 guests)	$1,000.00
**permit fee + extra costs associated with event (garbage, staff support, notification, sanitation, security, etc....)*	
Alcohol Permit Fee	
Small events (100 - 200 guests)	$200.00
Large events (201 - 500 guests)	$500.00
Major events (over 500 guests)	$1,000.00
Liability Insurance required	$1,000,000
Parks Shelter Rentals	**Fort Steilacoom Park**
Large Shelter (Half Day/ Full Day)	$100 / $200
Small Shelter (Half Day/Full Day)	$50 / 75

Table One compares rental costs for similar type Pavilion in the Park venues in various park settings.

Table One
Comparable Stage Rental Costs

Venue Name	Location (population)	Venue/ Stage Size	Rental Costs	Security Deposit	Capacity	Estimated Permit Fee (6 hr event)
Lakewood Pavilion in the Park	Lakewood, WA (58,590)	3,000 Sq. Ft 40 x 60 Ft Stage	**$200 per hour $1000 Full Day**	**$500**	Max Capacity to be determined	$1,000
Robert Hawkins Amphitheater	Reno, Nevada (231,103)	36' x 24' 864 Ft. Stage	6-Hour Minimum: **$225 Per Hour**	**$500**	1,000	$1,350

Midvale Outdoor Stage Park	Midvale, Utah (29,957)	N/A	Per Hour Cost - **$200**		**$500**	N/A	$1,200
Jacksonville Park Stage	Jacksonville, Florida (837,533)	2,400 Sq. Ft 60 x 40 Ft Stage	**Resident** 6 Hours: **$95** Full Day: **$190**	**Non-Resident** 6 Hours: **$125** Full Day: **$250**	N/A	N/A	$250
Marymoor Park	Redmond, Washington (56,704)	3,000 Sq. Ft 46 x 52 Stage	Services contracted thru AEG Live & King County Not used for other purposes.		$0	5,000 1,700 reserve seating & 3,300 lawn	TBD
Mercer Island Community Center	Mercer Island, Washington (26,363)	1,280 sq. ft. terrace adjacent to 3,335 Sq. Ft. Facility	5-Hour Minimum: **$230 per hour**		**$400**	90 for terrace with 225 Theater Style	$1,380
Curran Apple Orchard Park	University Place, Washington (31,670)	20 X 25 500 sq. ft.	**Resident** 6 Hours: **$95** Full Day: **$190**	**Non-Resident** 6 Hours: **$125** Full Day: **$250**	N/A	300	$250

Appendix D provides a visual of each venue for comparative purposes.

Expenditures

Description of Services (City v Contractor Options)

A variety of services will be needed to manage and maintain the Pavilion in the Park. Services can be provided by City Staff or contracted personnel or a combination of both. The services of note are: security, supervision, cleaning, management, maintenance, concessions, utilities, performances and alcohol consumption or distribution.

Security

Security provisions for the Pavilion in the Park rely on off-duty Lakewood police officers. Security could be required based on number of guests, length of event time, time of day (day, evening or after regular park hours) or other event criteria. Security could be required up front

or determined at time of application. The police department, based on specific event criteria, would determination if security is needed or if alternative security options (private service) are acceptable. Applicants would be required to pay for additional security fee associated with the event. Cost for an off-duty police officer is $75 per hour.

Supervision

City staff would be required to open, close and inspect facility use. Supervision during an event could also be required depending on the equipment installed and needed for an event. This cost could be absorbed into permit fee or added to event costs. City staff or contracted staff could be used to provide supervision and technology support. Cost would range from $25-$35 per hour.

Event Cleaning

The Pavilion in the Park would need to be cleaned following an event to ensure it was ready for the next user group. Experience has shown that most groups do not provide adequate clean up following an event. When a facility is not cleaned or maintained properly, you normally find out when the next group is ready to use the site and that can create last minute reactive struggles to prepare the site for use. This can generate a poor impression of the facility and the City. Generally, a cleaning fee is required with a facility rental. The cleaning fee can be taken from the deposit following the event. Staff (regular or contracted) can provide this service after each event. A set cleaning cost can be established or based on hours of use or size of event. Cleaning fee would range from $50 - $70 per event.

Maintenance

City staff will provide maintenance during the calendar year, to include preventive maintence, seasonal and annual maintence, landscape maintenance, repairs from regular use and reactive response due to emergency issues or graffiti. The city uses regular staff and contracted staff for facility maintenance. Estimated initial annual cost is $5,000.

Concessions

Concession services are contracted at City facilities. Concessionaires can support one day events (SummerFEST or a Farmers Market) or provide year round services (summer vendor at American Lake Park or at sports tournaments). The City could require applicants to use preferred vendors or allow individuals to bring in their own concessionaires. Currently the City does not receive revenue from concessionaires who support private events. One time special event vendors pay various rates based on the event size and hours of operation. A year round City contracted concessionaire pays a daily rate of $25 per day for four (4) hours or less or $50 per day for more than four (4) hours (or all day) or 10% of sales, whichever is greater (for large special events).

Utilities and Sanitation

Based on draft facility design, only electricity and water utilities would be needed at the Pavilion in the Park. Restrooms (no access to sewers) are not anticipated at this time. Electricity is needed to support lights, sound and utility meters. Water is needed for maintence, irrigation and other exterior site needs. Garbage, generated by the event, would be collected on site and park dumpsters would be used. Based on size of event, additional dumpsters and sanicans could be required. These additional costs would be outlined and included on the special use permit and paid for by the applicant. Estimated annual utility costs are $500.

Performances

The Pavilion in the Park could become a concert venue. If included in an annual work program, a local concert, movie or entertainment series could be managed with City staff. Event cost would be incorporate into annual budget. Hiring a private promoter to manage larger, more regional events would be more cost effective. Larger events could require fencing, parking, concessions, sanitation, security and other support services. Typically a promoter would pay the City a set fee for the use of the venue along with a percentage of sales or the direct cost to offset support services. Support services would be negotiated at the time of contact and based on the size of the event and impact to the site.

Management (planning, contracting, customer support)

The Pavilion in the Park would be managed similarly to other City facilities. A contract or special use permit should be required for all use. As with other special events and use permits, staff spends time with each potential customer to answer questions, review event needs (based on size/impact) and performs walk-through(s) to determine event area, parking needs, access for guests/equipment, etc.). First time applicants and larger or more complicated events take more time to prepare for than smaller events. Site could be used for one event per day or, if time allows, multiple events in a day. Estimated cost to manage each permit is $40.

Marketing

Marketing for the proposed Pavilion in the Park would include social media, traditional word-of-mouth, trade organizations, City website, signage at the site and other low cost "green" messaging tools (reader boards, blogs and on-line posts, feature stories in media, video clips, and QR code). Specific event marketing would be tied to each event. Cost for marketing the Pavilion in the Park would be included into current City work programs.

Alcohol

Some agencies allow alcohol at their events by permit. The City of Lakewood does allow non-profit event organizers to apply for a special use permit to allow the distribution and consumption of alcoholic beverages at public or private events in City parks and facilities. A

separate permit and conditions are required for alcohol use. Currently, only non-profit organizations working with a liquor licensed business that has a separate endorsement with the WA State Liquor Control Board (WSLCB) to cater and run beer gardens/events are allowed to apply for the City special use permit. State policies have recently changed. City policy changes and additional research may be needed regarding requirements to expand this privilege to private individuals.

Revenue and Expenditure Projections

Table 2 - Provides a five year projection of estimated annual revenue and expenditures based on anticipated special use permits. Damage deposits, security fees and additional sanitation costs were not included in the chart as the deposit would be refunded (or used to repair damage) and any additional fees would be directly offset by costs.

Table 2 - Revenue and Expendure Projections

Revenue Projections	Cost	**1st year**	**2nd year**	**3rd year**	**4th Year**	**5th Year**
Total Yearly Reservations		20	25	30	35	40
Use and Fee Schedule						
Partial Day ($200 Per Hour)		16	20	20	25	30
Partial Day Reservation Revenue	$200 x 3 Hours x Number of Reservations	$9,600	$12,000	$12,000	$15,000	$18,000
Partial Day Cleaning Fee	50 per event	$800	$1,000	$1,000	$1,250	$1,500
Full Day Reservation ($1,000 per day)		4	5	10	10	10
Full Day Reservation Revenue	$1,000 x Number of Reservations	$4,000	$5,000	$10,000	$10,000	$10,000
Full Day Cleaning Fee	70 per event	$280	$350	$700	$700	$700
Total Revenues		**$14,680**	**$18,350**	**$23,700**	**$26,950**	**$30,200**

Expenditure Projections	Cost	**1st year**	**2nd year**	**3rd year**	**4th Year**	**5th Year**
Total Annual Staff Hours		**80**	**100**	**140**	**155**	**170**
Operations and Maintenance						
Management (per permit)	$40	$800	$1,000	$1,200	$1,400	$1,600
Supervision (Hourly Rate)	$20	$1,600	$2,000	$2,800	$3,100	$3,400
Cleaning (per event)	$35	$700	$875	$1,050	$1,225	$1,400
Utilities						
Water (annual cost)		$350	$375	$400	$425	$450
Electricity (annual cost)		$150	$175	$200	$225	$250
Maintenance						
Maintenance Cost Per Year	$7,500	$5,000	$5,500	$6,000	$6,500	$7,000
Total Expenditures		**$8,600**	**$9,925**	**$11,650**	**$12,875**	**$14,100**
Net Revenue		$6,080	$8,425	$12,050	$14,075	$16,100

Assumptions:
3 Hour event for partial day reservation
8 hour event for full day reservation
one hour of cleaning for each event
utilities estimated using meter fees and similar use at other park sites.

Summary and Recommendations

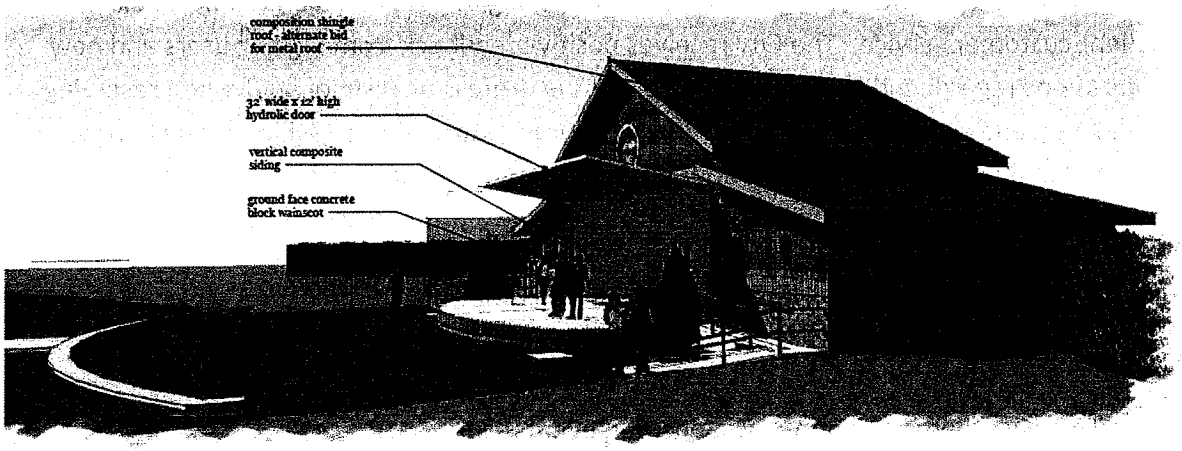
The Pavilion in the Park could be used to generate revenue to offset general fund subsidy at Fort Steilacoom Park or used for future capital development or major maintence of the facility. Based on projections, annual expenditures to manage and maintain the Pavilion in the Park would be offset by annual revenues.

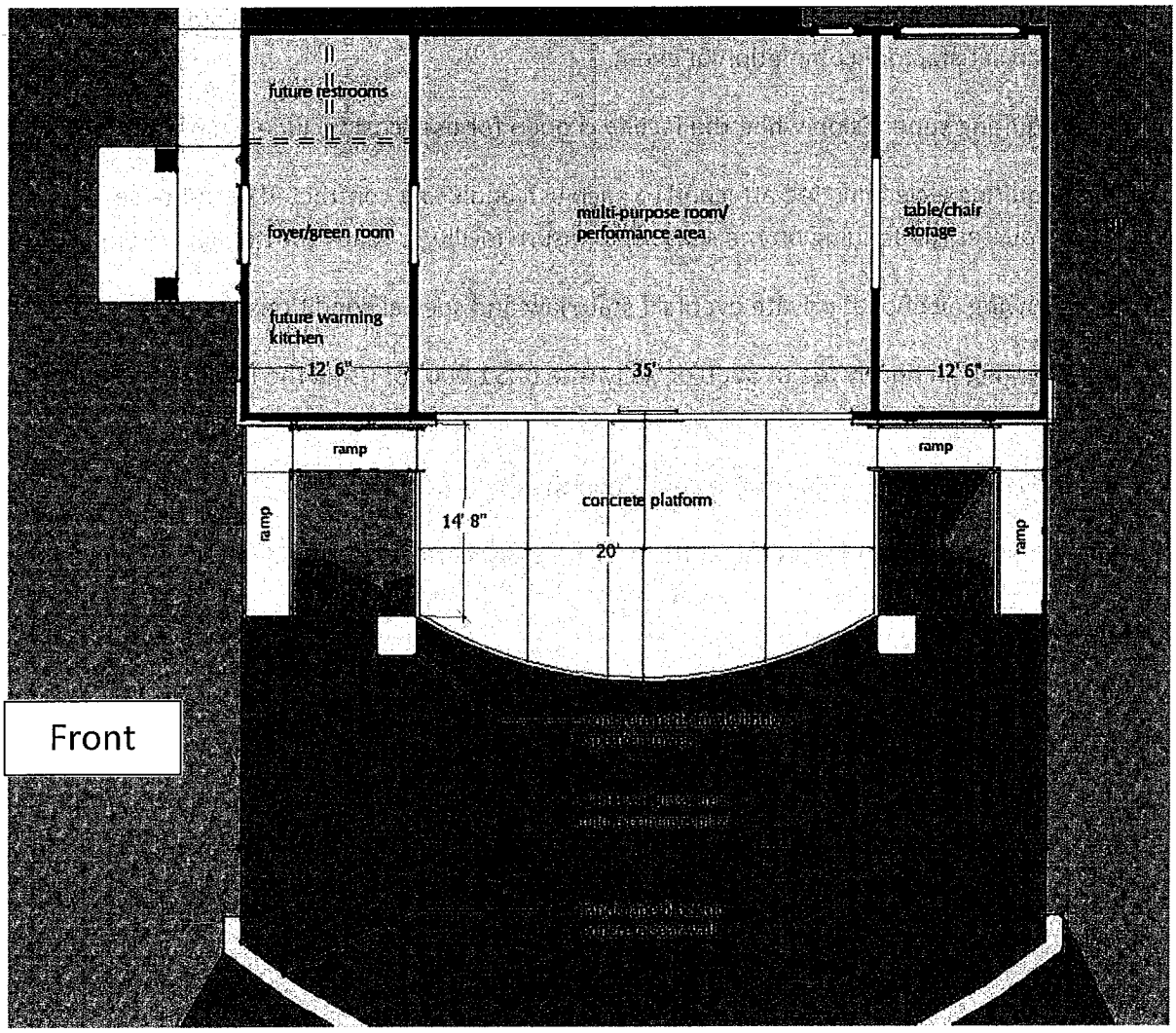
Lakewood park sites are selected for location, quality of resources and flexibility to plan for active and passive activities. Organizations keep coming back for our consistency, flexibility and excellent customer service. The City receives positive feedback from regular users and new organizations regarding the quality of space and the professionalism of staff when reserving, coordinating and supporting their events. The unique nature of the Pavilion in the Park to Lakewood and our region, the condition of Fort Steilacoom Park, along with its variety of available uses, will help the Pavilion in the Park become a positive asset to the City.

Recommendations for managing the Pavilion in the Park would include:

- Requiring a special use permit for each use.
- Charging fees for all non-city sponsored events.
- Requiring a damage deposit for each use (or on the books if ongoing use) to be refunded upon satisfactory completion of event.
- Requiring supervision when the facility is open for use (cost included in permit fee).
- Requiring a cleaning fee attached to each use and using contracted or in-house resources (depending on the season) to insure facility is ready for the next user group.
- Allowing alcohol at private events if state law and special conditions are met.
- Charging an hourly fee of $200 or daily rate of $1,000 for using the Pavilion in the Park regardless of number of anticipated guests.
- Only one rental per day at the Pavilion in the Park.
- Not allowing after hours use at the park unless security was provided.

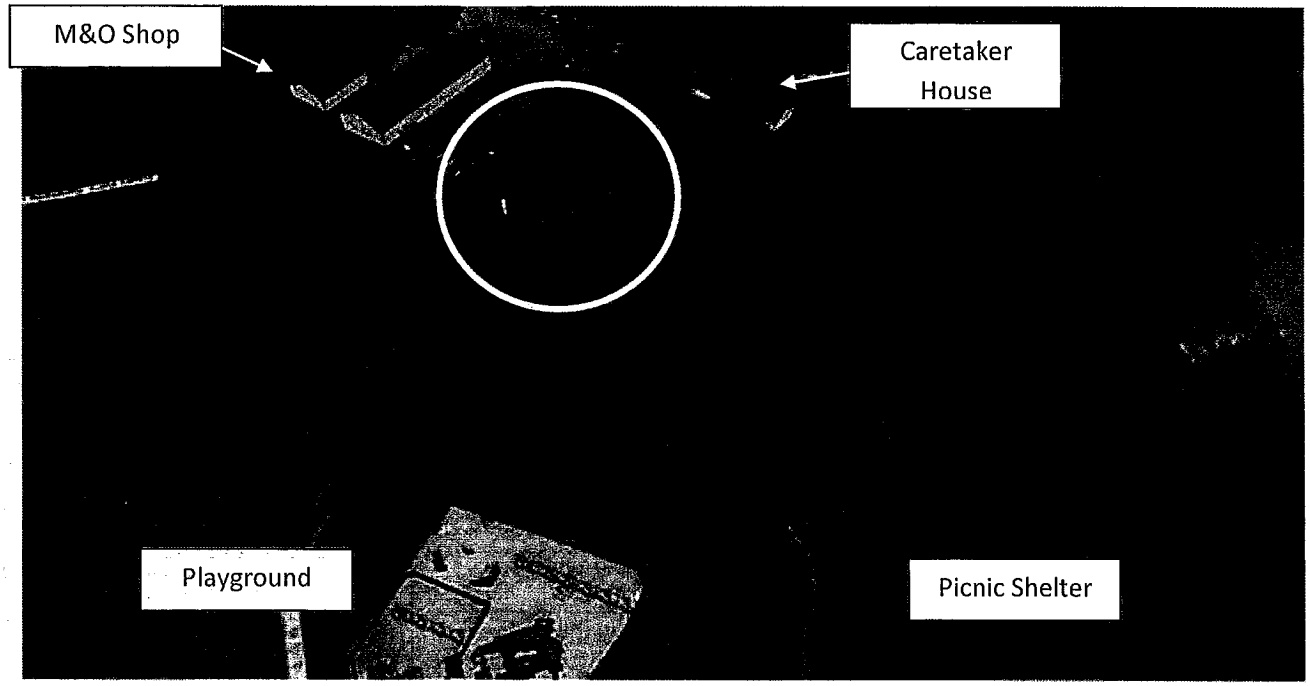
Appendix A – Preferred Design and Location





Floor Plan

Appendix A (continued) Preferred Location



Appendix B - Cost Estimate

Item	Estimated Cost	Comments
Structure	$675,000	72 x 40 interior structure, electrical, plumbing (no service), board and batten siding with cultured stone.
Lights / Sound / Rigging or Trusses	$ 50,000	A PA system for announcements and background music. Install wiring (110 and 220 volts with 2 -50 amp generator plugs and rigging for contracted sound and lights to meet event needs. Issues: Equipment security, maintence and ongoing technology changes.
Acoustic Finishes / shell	$ 50,000	Sloped roof, angled walls or portable system (12 acoustic panels with ability to create a shell / backdrop. Ceiling or wall mounted art or panels to break up sound/echo.
Fence, landscaping, Irrigation, spectator seating areas.	$ 60,000	Privacy fence to separate access from caretaker house, gate(s), irrigation, turf, landscaping and graded areas for spectators (no permanent seating areas).
Estimated Total	$835,000	Does not include costs for additional equipment, portable walls, curtains, tables, chairs, portable stage and risers)

Appendix C: Types of Special Use Permits at Fort Steilacoom Park

	2014	2015
January	2 Duathlon Events	0 large Events
February	1 Biking/Running Event	1 Duathlon Event
March	1 BuDu Racing 2 Student Biking League 1 Soggy Doggy 2 RC Boat Races	2 RC Boat Races 1 Model Boat Race
April	1 Parks Appreciation Day 1 Ben Keller Boat Races	1 Lake Waughop ESU 1 Baseball Tournament
May	2 Walk-A-Thons 1 Zombie Run 1 Organizational Day 1 RC Boat Races 5 Days Baseball Tournaments	1 Walk-A-Thon 1 5K Warrior Dash 2 Military Days 1 Lake Waughop ESU 2 Dog Events 1 Community Connector Event 2 Days Baseball Tournaments
June	2 5k Runs1 Movie in the Park 1 Military Day 1 Bike Training 2 RC Boat Races 4 Days Baseball Tournaments	9 Days U.S. Open 3 5K Events 1 Town of Steilacoom Org Day 3 Boat Races Lake Waughop 1 Baseball Tournament
July	1 SummerFEST 1 Dog-A-Thon 1 Remote Control Boat Race 1 Soccer Tournament 2 Days Baseball Tournaments	1 SummerFEST 1 Dog-A-Thon 1 Movie in the Park 2 Model Boat Race 1 Soccer Tournament
August	4 Days Diego Wendt 4US 1 Cancer Relay 1 Cross Country Event 1 Jerry Dunlap RC Boat Race 1 Military Day 1 Soccer Tournament	1 Cyclocross Event 6 Cross Country Events 1 Dog Walk-A-Thon 1 Walk-A-Thon 1 Soccer Tournament
September	1 Cyclocross Race 1 5K 3 Cross Country Races	1 Cyclocross Event 6 Cross Country Events 1 Dog Walk-A-Thon 1 Walk-A-Thon
October	5 Cross Country Races 1 Truck and Tractor Day 1 Walk-A-Thon 1 4th Dimension Racing Event 1 Major Cross Country Meet 2 Jerry Dunlap RC Boat Races	8 Cross Country Races 2 Walk-A-Thons 2 5K Events 1 4th Dimension Racing Event 2 Jerry Dunlap RC Boat Races 1 Truck and Tractor Days
November	1 Lake Waughop Walk-A-Thon 1 Open Space Permit	3 Days Cyclocross Events
December	1 Charity Bike Ride 1 Cyclocross Event	1 Jingle Bell 5K

Appendix D – Visual Images of Comparable Sites

Facility Name	Image
City of Lakewood Pavilion in the Park	
Robert Hawkins Amphitheater	
Midvale Outdoor Stage Park	
Jacksonville Park Stage	
Marymoor Park	
Mercer Island Community Center	
Curran Apple Orchard Park	

Application for:

City of Lakewood Fiscal Year 2018 Lodging Tax Grant Funds

From:

City of Lakewood Concert Series

7. APPLICATION FOR FISCAL YEAR 2018 LTAC GRANT FUNDING

1a. Project Information

Project Name: Lakewood Season Concert Series

Amount of Lodging Tax Funding Requested: $ 2,500
(Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: $ 6,500
(Total Project Amount must match Project Budget column c "Total Project Cost")

1b. Applicant Organization

Name of Applicant Organization: City of Lakewood

Mailing Address: 6000 Main Street SW
Lakewood, WA 98498

Tax ID Number: 91-1698185

Organization Unified Business Identifer (UBI) 601667295
UBI Expiration Date:

Type of Organization: Municipality, public non-profit
(Non-profit, For-profit, Municipality, Private business, etc.)

1c. Contact:

Name: Sally Martinez

Title: Parks and Recreation Coordinator

Telephone: 253.983.7758

Email: smartinez@cityoflakewood.us

Signature: Sally Martinez

The signatory declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used only for the purposes set forth herein, and verifies that all the information contained in this application is valid and true to the best of his/her knowledge.

2. Project Description

a. Event Date(s): Spring, Summer and Fall of 2018

b. Event Location: Fort Steilacoom Park, new Pavilion

c. If there is a charge or fee for this activity, please describe how much and why.

There is no fee. This is a way of bringing the arts to community members and providing a free community gathering

d. Please provide a detailed, yet concise description of the proposed project/activity. Include information on the area the project will serve, its expected impact and list the responsible party(s).

The Season Concert Series is live music that will be performed on a regular basis, on the new Pavilion stage. It will provide free entertainment to the Lakewood community and surrounding areas.

3. Beneficiaries

Please list and provide specific information regarding all individuals, businesses, areas, or organizations that will directly benefit from the project/activity.

Musician, Dance and Theatre companies who perform.
The citizens of Lakewood and the surrounding area who enjoy the music.
Out of town guests who come to the performances.
Sponsors who gain visibility by financially contributing to the series.
Partners who have booths or fliers at the events to highlight upcoming events and programs.

4. Goals/Monitoring

Describe the goals of the project. Will the project result in an increase in overnight stays by visitors in Lakewood? If so, how will this increase be tracked and monitored? How will an increase in the sale of goods and services as a result of the project be measured? What other short or long-term economic benefits will occur and how will that be tracked? Why do you believe those project/activity outcomes are feasible?

Note - Applicants will be required to submit a post-funding report providing pertinent data evaluating tourism benefits resulting from the use of lodging tax funds as compared with the estimates contained in this application.

Out of town guests who visit family in Lakewood are much more likely to stay in hotels in the area if there is entertainment here. Instead of going to Tacoma or Seattle, they can stay in Lakewood and enjoy a first-rate concert in a unique and beautiful setting. If bands are from outside the area, we will attract the family members and fans of those bands who will drive from outside the area to see them. The concerts are in the evening and concert goers will eat locally before or after the concert. It is reasonable to have surveys handed out at the concerts to track overnight stays and other pertinent data.

5. Estimate how the funds will increase the amount of people traveling to Lakewood to stay overnight in paid accommodations.

The funds will enable us to create a brochure, far in advance, with a schedule of events. We will market and brand this concert series in a professional manner and distribute them to hotels.

6. Estimate how the funds will increase the amount of people traveling to Lakewood from more than 50 miles from their residences.

It was evident from the most recent concert on August 20th, that band members will come from outside the area, and in turn, their family, friends and fans will follow. With online events calendars, it is easy to reach an audience outside the 50 mile radius, who will come to Lakewood to see live music. With other attractions at the park like the playground and dog park, it makes it a perfect all day or half day outing that is well-worth the drive.

7. Estimate how the funds will increase the amount of people traveling to Lakewood from outside their state or country.

These events are not only on par, but far exceed the quality and unique atmosphere that can be found in other cities in the area. Fort Steilacoom Park is a gem and so family friendly. Not only that, but out-of-town guests can swim in beautiful American Lake prior to the concert, walk the trails at the park, and enjoy the dog park. The pull is strong and will win over other cities for those families who want to stay in a location that offers a memorable, one-of-a kind, experience. Hotels will see an increase in stays as a result.

8. Funding Requirements

Due to funding constraints, partial funding may be recommended by the LTAC. If partial funding is received, how will that impact the project/activity? Please describe:

We will have fewer performances.

9. Use of Funds

Provide detail on how the funds will be used. For example, $20,000 of the funds will be used for marketing, $5,000 for administration, $10,000 for Consultants, etc.

$2,500 contract services for musicians

10. Project Budget (for non-capital projects). Do not include in-kind contributions.

Income: A diversified funding base is important to the success of any project. Please list all other sources of funding for the project, both anticipated and confirmed and when that funding will be available to the project. Include your own funding, sponsorships, other grants, etc.

Funding Source: **List all revenue sources anticipated for 2018.** **Do not include requested Lodging Tax Funds**	**Amount**	**Confirmed? Yes/No**	**Date Available**
	$		
	$		
	$		
	$		
	$		
	$		
	$		

Expenses: Based on full funding, please list project costs.
Note: Certain expenses may not be reimbursable, at the sole discretion of the City of Lakewood.
You will only be reimbursed at the authorized rates. Insurance is not an eligible cost.

	a. Lodging Tax Funds Requested *	**b. Other Funds (Do not include In-Kind dollars)**	**c. Total Project Cost ****
Personnel (salaries & benefits)	**$**	**$2,000**	**$2,000**
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	**$**	**$**	**$**
Marketing/Promotion	**$**	**$2,000**	**$2,000**
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	**$**	**$**	**$**
Minor Equipment (computers, desks, etc.)	**$**	**$**	**$**
Travel	**$**	**$**	**$**
Contract Services Describe below	**$2,500**	**$**	**$2,500**
Other Describe below	**$**	**$**	**$**
TOTAL COST	**$2,500**	**$4,000**	**$6,500**
Description for Direct Sales Activities, Contract Services, Travel and Others	**Musician and performers**		
In-Kind Contributions			

**Amount in column a" Lodging Tax Funds Requested" must match "Amount of Lodging Tax Funding Requested" under 1a of application.*
*** Amount in column c "Total Project Cost" must match "Total Project Cost" under 1a of application.*

11. Funding History

a. Was this project funded with Lakewood lodging tax funds in fiscal year 2017? Yes x No

b. If you answered yes to 11a, how much funding did you receive in 2017? $

c. If you answered no to 11a, what is the last year Lakewood funding was received and how much?

Year Amount awarded No previous funding x

11d. Indicate what efforts have been made to access funding from additional sources?

We will reach out to businesses to sponsor additional concerts, as $2,500 will only cover the cost of about 5 concerts.

12. Coordination and Collaboration

Please provide information about any other organizations or agencies involved in this project/activity. Describe their level of involvement. Describe how this project coordinates with other tourism promotion efforts or services in the area, including Chambers of Commerce, local festivals, local lodging and restaurants. You may attach up to three letters of support from these organizations.

We will coordinate with the Chamber of Commerce to advertise the event and reach out to sponsors
We will reach out to local restaurants and hotels to come up with a package or perhaps special discount for concert goers.
We will strategically time the concerts to have synergy with other local events.

14. Certification

The applicant hereby certifies and confirms:

1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;

2. That it will abide by all relevant local, state, and federal laws and regulations;

3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;

4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

Primary Signature: Sally Martinez (For John Caulfield)

John Caulfield, City Manager — 8/21/17

Printed Name & Title of Chief Administrator/Authorizing Official — Date

Seasonal Concert Series Marketing Plan - Attachment A

Newspaper Ads	$400
JBLM Ads	$400
Facebook Ads	$200
Fliers to schools	$1,000
Total	$2,000

Photo from 8/20/17 concert in the park attracting ove 250 people.

