

AGENDA

1.	CALL	ТО	ORDER

- 2. ROLL CALL
- 3. PUBLIC COMMENTS
- 4. APPROVAL OF MINUTES Page 2 September 22, 2017 LTAC Meeting Minutes
- 5. FINANCIAL REVIEW & JLARC REPORT Page 10 Tho Kraus, Assistant City Manager/Administrative Services Director

6. GRANT PROPOSAL PRESENTATIONS FOR 2019 FUNDING

9:00 AM - 9:15 AM Lakewold Gardens - Page 15

- 9:20 AM 9:35 AM Historic Fort Steilacoom Page 44
- 9:40 AM 9:55 AM Asia Pacific Cultural Center (APCC) Page 68
- 10:00 AM 10:15 AM Tacoma Regional Convention + Visitor Bureau (TRCVB) Page 103

10:20 AM - 10:35 AM BREAK

- 10:35 AM 10:50 AM City of Lakewood Communication Media Promotion Page 149
- 10:55 AM 11:10 AM Lakewood ArtsFest Page 165
- 11:15 AM 11:30 AM Tacoma-Pierce County Sports Commission Page 192
- 11:35 AM 11:50 AM Lakewood Chamber of Commerce Blue Nights Page 244
- 11:55 AM 12:10 PM Lakewood Chamber of Commerce Tourism Page 276

12:15 PM - 1:00 PM BREAK - LUNCH

- 1:00 PM 1:15 PM Lakewood Playhouse Page 308
- 1:20 PM 1:35 PM Lakewood Historical Society Page 334
- 1:40 PM 1:55 PM Buffalo Soldiers Museum Page 365
- 2:00 PM 2:15 PM Lakewood Sister Cities Page 425

2:20 PM - 2:35 PM BREAK

2:35 PM - 2:50 PM	City of Lakewood PRCS – SummerFEST - Page 452
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- 2:55 PM 3:10 PMCity of Lakewood PRCS Farmers Market Page 4663:15 PM 3:30 PMCity of Lakewood PRCS Summer Concert Series Page 4823:35 PM 3:50 PMCity of Lakewood PRCS Harry Todd Park Page 4913:55 PM 4:10 PMCity of Lakewood PRCS Fort Steilacoom Park Angle Lane Page 504
- 4:15 PM 4:30 PM City of Lakewood PRCS Gateways Page 519

7. GRANT FUNDING DECISIONS

8. OTHER BUSINESS

9. ADJOURNMENT

Committee Members Mayor Don Anderson, Chair Jackeline Juy, Best Western Asuka Ludden, Best Western Brandie Lynn Hesson-Bullard, Candlewood Chelene Potvin-Bird, Travel Tacoma Phillip Raschke, Lakewood 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 22, 2017 - 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 8:44a.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; Phillip Raschke - Lakewood Playhouse; and Linda Smith - Lakewood Chamber of Commerce

Members Absent: Asuka Ludden – Best Western Lakewood Motor; Brandie Lynn Hesson-Bullard - Candlewood Suites

Staff Present: Tho Kraus, Assistant City Manager/ Administrative Services Director; Dana Kapla, Finance Supervisor

PUBLIC COMMENTS

None.

MEETING MINUTES APPROVAL

Committee member Rebecca Huber made a motion to update the 2016 minutes to change "book" to "brochure" within the recap for Lakewood Historical Society & History Museum. Rebecca Huber moved to accept the minutes with changes and committee member Phillip Raschke seconded the motion to approve the September 30, 2016, LTAC minutes. The motion passed unanimously.

OPEN PUBLIC MEETINGS ACT

Assistant City Manager/Administrative Service Director Tho Kraus noted no changes had been made therefore no discussion was needed.

2017 GRANTS STATUS & FUND BALANCE

Assistant City Manager/Administrative Service Director Tho Kraus provided the breakdown of funds available for 2018. The 2017 hotel/motel lodging tax revenue was estimated at \$779,900 available for allocation, and is after the allocation of \$101,850 for the Clover Park Technical College McGavick Center.

Chair Mayor Don Anderson discussed the capital and non-capital restrictions on the funds and reiterated that the capital amount is restricted funds.

2017 GRANT PROPOSAL PRESENTATIONS

Lakewold Gardens

Sabrina Grace, Executive Director, talked about their 25 year experience in advertising strategy and experience. Ms. Grace detailed how their non-profit supporters and attendees to the Fairyfest brought in approximately 1816 visitors and then describe the possible areas they came from. She went on to explain that because Fairyfest had great exposure we should see it on PBS next year. She also explained how they would like to expand their adverting with PBS and the internet.

Ms. Grace listed the events and advertising they participated in and outlined their projected strategies for next year. Examples were: freeway signage, tradeshows, Washington State Fair, the website, Facebook, and Instagram.

Committee member Linda Smith asked if they would be improving meeting audio/visual equipment. Phillip Raschke inquired about Fairyfest. Linda Smith asked if they are putting on a holiday lights display.

Historic Fort Steilacoom

Thomas Melburg, Director Position 4, provided a brief history of their inception and background information on the museum.

Mr. Melburg thanked the committee as last year's funding provided them to distribute more brochures and handouts.

Committee member Linda Smith asked their hours of operation. Summers they are open from 1pm-4pm on Sunday only. Winters they are open the first Sunday of each month from 1pm-4pm.

Rebecca Huber also shared that Smithsonian day was Friday and open during other occasions and has a lecture series (historical nature).

Phillip Raschke offered more historical information.

Asia Pacific Cultural Center (APCC)

Faaluaina Pritchard, Executive Director, presented a program and highlighted that they dedicated a week honoring beloved Faleomavaega Eni Hunkin, which is one of the founders. Ms. Pritchard thanked the committee for funding their event for the last 6 of the 7 years, along with thanking Mayor Anderson for speaking at the event. She described how the population has grown over the years and discussed the importance of this event on the younger generation.

Ms. Pritchard described the Asian Pacific Cultural Center 7th Annual Samoa Cultural Day and explained the seven events that take place within the week. She also mentioned that students are now required to have a 2.5GPA to participate as a dancer to promote good citizens and described content in the APCC SCD Program.

Tacoma Regional Convention + Visitor Bureau (TRCVB)

Bennish Brown, President/CEO, thanked the committed for prior year award but then suggested he may have "left something on the table" as they were not fully funded. He explained tourism is up and looking for support and provide information how they can be a good investment for LTAC.

Mr., Brown also described how their year to date hotel performance has been climbing each year and is still strong, then went on to say their job is to tell a story to visitors about Pierce County, with Lakewood is a leading character.

Jamie Vogt of the Tacoma Regional Convention + Visitor Bureau explained their storytelling camp, how they utilize business referrals, and described their online and printed presence and advertising.

Chelene Potvin-Bird of the Tacoma Regional Convention + Visitor Bureau described how they were finding ways to reach out to key groups then mentioned they had six events this year in Lakewood area which contributed to 920 room nights and 4265 meeting attendees.

Mr. Brown concluded that they track and measure everything they do and this information is presented in their annual report.

Lakewood Sister Cities

Connie Coleman-Lacadie, President, shared that 2017 was fabulous and they doubled the attendance at SummerFest with more interest in performing and entertainment. Because of that there were more attendees and vendors staying in the city.

Ms. Coleman-Lacadie went on to explain why they requested more budget this year. Due to the warm weather they noticed the audience moved away from stage to stay cool. So they plan to invest in canopies for future events. They also plan to redesign their website as they want it to be more interactive with a calendar. They would like to continue to update audio, and book a reliable photographer for 2018. She also mentioned performers were late due to parking and to address this problem they would need more bilingual speaking attendants at different points to direct traffic.

Okinawa will be next year and they will work with APCC to see how to add them to their lineup. 2018 is the first year not in competition with APCC.

Committee member Rebecca Huber inquired about advertising in sister cities. Ms. Coleman-Lacadie explained how they more success this past year but they plan to advertise themselves better and recognize SummerFest.

Lakewood ArtsFest

Bob Lawrence, President, detailed how they work with other fests to take it to the next level. Mr. Lawrence mentioned that Edmonds Art fest is now self-supporting and how they would like to grow their venue and marketing so that they get attendees from both in and out of the state.

Lakewood ArtsFest held two festivals last year using donations. Mr. Lawrence explained how they are working on getting vendors to invest more.

Committee member Rebecca Huber asked how their 410 3c application was coming along as their application was submitted last year. Mr. Lawrence stated that the application has been submitted but is waiting on the IR to review and approve application. He went on to say that are a non-profit association and do not have to zero out the budget.

Tacoma-Pierce County Sports Commission

Dean Burke, Executive Director, and E. Fergus Pike presentation an overview of their proposal and detailed their increased budget and explained how the \$10,000 increase was dedicated to Lakewood.

They explained how they plan to go from 44 events to 49 events in 2018. Seventeen of the events are held in Lakewood which draws over 51K attendees. They presented a "snap shot" of all those that have attended from around the world in 2016 to Pierce County.

They plan to build a bigger championship narrative which started with the US Open. They listed the championship competitions they will be coming thru 2020.

This past year they hired Jayray for marketing and described how they are expanding their complete narrative utilizing mountain, city, and sea. They now have three full time people.

In addition to winning the bid for the US cycling National Championship in 2019, they plan to expand articles, subscribers (local and state), and listed the Lakewood events. They also detailed the Remotely Operated Vehicle (ROV) coming in the future as well.

Lakewood Chamber of Commerce

Linda Smith, President/CEO, discussed their tourism development and described how visitors dine, shop and recreate. The Lakewood Chamber of Commerce assists planners by providing information and brochure/dining guides.

Ms. Smith explained how the Lakewood Chamber of Commerce is the only organization that goes to JBLM to welcome to new JBLM people. They meet with 200-300 to 600-900 members which generates money as families return for visits. One goal is to provide information on more reasons to stay and play. The visitor information center is their main source open 7 days a week and has an average of 2500 to 3000 visitors a year. They would like to provide the most updated information and promote Lakewood as hub and spoke.

Soon they will be unveiling a new website with more user friendly apps and information. This will also promote all properties and members. They want to continue to build memberships and address their very specific questions. They also will develop a map this year that will be produced by March.

Chair Mayor Don Anderson requested more detail on the developing a map, which will be second tier to their website which is 6 to 9 months out.

Lakewood Playhouse

John Munn, Managing Artistic Director and James, Associate Artistic Director, explained how their marketing items reaches 3500 people, while the Facebook pages and websites they sponsored reached more than 6,000 to 11,000 people. Their season schedule goes out to 9,000 people.

They explained how their ticket sales have increased 2.25% which is 20,000 people, then went on to describe their visitors and audiences. They showed how they increased advertising and explained how their demographics are expanding to a younger audience, knowing they are luxury events.

Committee member Phillip Raschke talked about his last visit.

Committee member Phillip Raschke also asked about the 10th annual radio show.

Lakewood Historical Society

Sue Scott, Vice President, thanked the committee for their continued support and explained how it was very important. Ms. Scott described how they work hard to support themselves. She reported information on Slap Jack, the Thornwood Castle (sold out), a command performance of Christmas Carol,

and described the 2018 historical calendar, which they are working on and selling spaces now. They continue their outreach with the farmers market.

Glen Spieth, Board Member, displayed the Lakewood historical land marker for the House of Donuts (Plaque) and mentioned the other 22 land markers and others land markers they are working on.

Committee member Rebecca Huber asked about the status of the Museum Manager. Ms. Scott said they had hired a PLU student part-time Museum Manager in October. She put the collection in order and updated their presence on Facebook, but due to her schedule she accepted a job with more hours in Olympia. They are currently in a process to do another search.

Ms. Scott also mentioned that their landlord Graybar is waiting for permits to renovate but would consider moving into the old Lakewood Terrace Restaurant and perhaps use the lobby of the building for theater display, or have theatres around the coffee shop.

City of Lakewood Communications – Media Promotion

Brynn Grimley, Communications Manager, explained who they are and what they submitted. She mentioned the City's "Vision" was recently completed and the "Mission" will be completed later this year. The City will bring in a professional firm to hone in on the message we want and a destination.

Ms. Grimley presented a slideshow displaying events that took place last year. She explained how they were able to get a professional photography for SummerFest and will be able to use those photos for future promotions. Committee member Linda Smith asked if community members can borrow these photos.

Ms. Grimley described their local adverting strategies and mentioned that their new photographer is the main photographer for Alaska Airlines Beyond Magazine and a friend of Ms. Grimley. Committee member Linda Smith asked about the chances of getting an editorial and Ms. Grimley said she'd look into it.

Ms. Grimley went on to describe the "pay per click" ads in Instagram, Facebook, Google, and Bing ads, and then gave examples. They want to take the city to the next level by stepping up our visibility and who we are.

Committee member Rebecca Huber asked about redoing the website. Ms. Grimley said they are currently working on that and will be more user-friendly and interactive once it is complete.

City of Lakewood PRCS – SummerFEST

Sally Martinez, Recreation Coordinator, explained how the triathlon kicked off the SummerFest and continues to be a success. Ms. Martinez thanked the committee for their support and described how the support was able to bump up their attendance from ~7K to between 15K-30K participants. The received inspiring stories from attendees and emphasized how SummerFEST is not just a one day event but life changing event for those that attend. She described the trend for the Triathlon and described, and showed, how all three participation medallion awards comes together into one larger medallion tri award if participants participate in all three events.

They had 298 statewide participants that advertised which was well beyond the 50 mile radius target and had over 100 volunteers. They target sponsors that will advertise to not only their athletes but the supporters (family and friends) as well. Ms. Martinez presented a commercial that aired on cable for SummerFest described their marketing strategies.

City of Lakewood PRCS – Farmers Market

Sally Martinez, Recreation Coordinator, described how they marketed for the "wow" factor. They ended up getting incredible entertainers that kids will remember for a lifetime. They had 30 food trucks participate and noted that vendors get more from this one day event than the three day Taste of Tacoma event. She listed some of the entertainers, acts, competitions, and noted they now have seating with no fees.

Ms. Martinez mentioned that of those that attend farmers market, 70% of them shop at the Town Center which provides more loyal customers. They've been able to invest in TV commercials, healthy bucks, kid's day, and additional vendors.

Committee member Rebecca Huber asked if the sales up from last year, which Ms. Martinez replied they were approximately the same despite the increased number of vendors. Ms. Martinez believes the heat may have slowed down the activity at the market.

City of Lakewood PRCS – Asian Film Festival

Phillip Raschke, Lakewood Playhouse, shared their success and explained how they utilized Pierce Community College for the first time and how they packaged their event with other events (i.e., ArtFest and Bonsai display). Mr. Raschke explained that the LTAC funds were used to purchase new technical equipment and the facility/venue. A total of 423 attended. Mr. Raschke explained how they chose the venue and promotions strategies. They created flyers, purchased a 2/3 spread in City Magazine, and noted that all ads contained the names of three hotels and before each film the all hotels were mentioned.

Mr. Raschke discussed how they are thinking of changing location and time of year however doing so may affect attendance. He also mentions how they were contemplating changing their name to broaden their audience.

Mr. Raschke mentioned that if visitors booked their rooms with Best Western they gave 10% discount on their rate. He explained how they'd like to expand on this next year.

Chair Don Anderson asked if they knew how many utilized the 10%. Mr. Raschke did not know, but stated they will need to explore a way to track this in the future.

City of Lakewood PRCS – Gateways

Mary Dodsworth, Director, talked about the gateway project which started with the US Open to welcome visitors to Lakewood. This led to the vendor community contributing flowers, among other things, to the gateway projects. Ms. Dodsworth mentioned there are 14 ways to enter Lakewood, so they have prioritized the areas to obtain gateways. She presented before and after photos of the gateways and described how they have created a design for consistency.

Committee member Rebecca Huber asked how far down the lists are we to get a gateway, and Ms. Dodsworth explained which ones have been installed and those that are coming shortly.

Chair Don Anderson asked what parts of the gateways are funded by "in house" support. Ms. Dodsworth explained that each varies due to size but the City brings in the power, maintain the gateway, and may provide plants for the gateway areas.

City of Lakewood PRCS - Fort Steilacoom Park Pavilion

Mary Dodsworth, Director, presented a map that showed the different spaces available at the Fort Steilacoom Park. Ms. Dodsworth listed some of the events that were held in this location and emphasized how some events include national regional events. Events included; weddings, nation and regional

ceremonies, and sporting events. The pavilion is available for pre and post events, along with registration, vendors, and ceremonies. Special events up are up 30% and is generating economic impact and is a highly desired facility.

Ms. Dodsworth described how utilizing the pavilion are generates hotel stay and increases Lakewood visibility as a destination for outdoors.

Ms. Dodsworth displayed the design of the pavilion, pointing out the different areas including the plaza area for spectators. This would be a great place to hold a summer concert series or a theatre in the park. There is parking for 100s of cars, food trucks, and vendors, etc. There is room to grow.

Chair Don Anderson asked about financing for the ADA access, fire, and water flow that was not in the original funding. Ms. Dodsworth explained that brining utilities vehicles added cost to the total cost (road infrastructure) and that Lakewood rotary has donated 300K and there is the City's in-kind support.

Chair Don Anderson explained the fire flow need.

Committee member Phillip Raschke asked if there is funding from the City and Mary said "yes". Utilities improvements are what the park needs.

Committee member Phillip Raschke also asked what activities can take place in the colder months and/or inclement weather. Mary stated there will be heat and you can close areas off to stay out of the inclement weather.

City of Lakewood PRCS – Summer Concert Series

Sally Martinez, Recreation Coordinator, explained building a new pavilion would create a great concert series because it's a perfect location and a sense of community. Ms. Martinez listed their partners and detailed this year's spontaneous Concert in the Park, in August, which was a success. They had approximately 250 attendees, including bands and food trucks. She described how they would like to have a themed concert for kids.

Chair Don Anderson asked how many bands they can hire if they pay \$200 to \$400 per band, and/or have volunteer bands. Ms. Martinez said approximately 4 to 8 bands depending on the situation.

Committee member Rebecca Huber asked about the American Lake Concert Series and Ms. Martinez explained how the money was transferred.

Committee member Rebecca Huber asked how frequently they would have concerts and Ms. Martinez said it would depend on the resources, which is similar to DuPont and Steilacoom.

GRANT FUNDING DECISIONS

Group discussion ensued on setting their 2017 recommendations:

LAKEWOOD LODGING TAX ADVISORY COMMITTEE RECOMMENDATIONS

2017 Requests for 2018 LTAC Grant Funds		Total Funding Request			equest	Recommended Funding				
Applicant	Project Cost		N	Non-Capital		Capital	Non-Capital (4%		Ca	pital (3%)
				Avail	abl	e Balance	\$	527,685	\$	354,155
Friends of Lakewold/Lakewold Gardens	\$	50,000	\$	45,000	\$	-	\$	45,000	\$	-
Historic Fort Steilacoom Association	\$	14,000	\$	12,000	\$	-	\$	8,000	\$	-
Asian Pacific Cultural Center	\$	37,500	\$	15,000	\$	-	\$	5,000	\$	-
Travel Tacoma + Pierce County	\$	2,622,816	\$	50,000	\$	-	\$	25,000	\$	-
Tacoma Pierce County Sports Commission	\$	945,000	\$	60,000	\$	-	\$	60,000	\$	-
Lakewood Historical Society	\$	103,900	\$	35,000	\$	-	\$	25,000	\$	-
Lakewood Sister Cities Association	\$	17,000	\$	17,000	\$	-	\$	8,000	\$	-
Lakewood Chamber of Commerce	\$	80,000	\$	80,000	\$	-	\$	80,000	\$	-
Lakewood Playhouse	\$	27,000	\$	25,000	\$	-	\$	21,000	\$	-
CoL - Media Production	\$	52,500	\$	52,500	\$	-	\$	25,000	\$	-
CoL - SummerFEST	\$	95,000	\$	70,000	\$	-	\$	40,000	\$	-
CoL - Season Concert Series	\$	6,500	\$	2,500	\$	-	\$	2,500	\$	-
CoL - Farmers Market	\$	44,730	\$	32,000	\$	-	\$	20,000	\$	-
Lakewood Arts Commission - Asian Film Festival	\$	9,200	\$	7,000	\$	-	\$	7,000	\$	-
Lakewood Arts Festival Assocation	\$	13,000	\$	7,500	\$	-	\$	5,000	\$	-
CoL - Gateway Improvements	\$	100,000	\$	-	\$	100,000	\$	-	\$	-
CoL - Fort Steilacoom Park Pavilion	\$	1,335,000	\$	-	\$	600,000	\$	-	\$	403,490
Subtotal	\$	5,553,146	\$	510,500	\$	700,000	\$	376,500	\$	403,490
				Subtotal	\$	1,210,500		Subtotal	\$	779,990
CPTC McGavick Center (Committed, Annual Payment)	\$	101,850	\$	-	\$	101,850	\$	-	\$	101,850
Total	\$	11,208,142	\$	510,500	\$	801,850	\$	376,500	\$	505,340
				Total	\$	1,312,350		Total	\$	881,840

Committee member Phillip Raschke made a motion to accept budget and committee member Rebecca Huber second the motion. No discussion, motion passed.

OTHER BUSINESS

Committee member Rebecca Huber mentioned this was her last time on the committee and the position will be opened. Chair Don Anderson thanked her for her for all her work she's done on the committee.

ADJOURNMENT

Chair Anderson thanked LTAC for their service. Chair Don Anderson adjourned the meeting at 4:40 p.m.

Minutes:

	Restrictio		
	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 2019 Grant Awards
Estimated Ending Balance, 12/31/2018	\$507,857	\$369,513	\$877,370
Less 2018 CPTC McGavick Center	\$0	(\$101,850)	(\$101,850)
Available Balance for 2018 Allocation	\$507,857	\$267,663	\$775,520

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

Year	201	13 Actual	20	14 Actual	20	15 Actual	20)16 Actual	2017 Actu	al	2018 Est
Revenues											
4% Revenue:											
Special Hotel/Motel Tax (2%)	\$	153,431	\$	159,962	\$	197,657	\$	216,390	\$ 217,7	71	\$ 228,572
Transient Rental Income Tax (2%)		153,431		159,962		197,657		216,390	217,7	71	228,572
	-	306,862		319,924		395,314		432,780	435,5	_	457,144
3% Revenue:											· · · · · ·
Special Hotel/Motel Tax (3%)		230,147		239,942		296,485		324,584	326,6	57	342,856
· · ·	_	230,147		239,942		296,485		324,584	326,6	57	342,856
Interest Income		1,093		1,255		2,920		4,900	13,3	89	-
Total Revenue	\$	538,102	\$	561,121	\$	694,719	\$	762,264	\$ 775,5	89	\$ 800,000
Expenditures:											
CoL Economic Dev-Program & Personnel		34,359		13,190		-		-	-		-
CoL Economic Dev-Reprinting of Two Brochures		-		-		4,480		-	-		-
Asia Pacific Cultural Center (APCC)		-		-		2,500		10,000	10,0	00	5,000
Daffodil Festival dba Daffodilians		4,000		-	_	-	_	-	-		-
Historic Fort Steilacoom Assoc.		8,000		8,000		6,500		10,000	10,0	00	8,000
Lakewold Gardens		44,195		44,912		40,000		40,000	38,2	20	45,000
Lakewood Arts Festival Assocation		-		-		-		-	-		5,000
Lakewood Chamber of Commerce		80,000		80,000		78,500		80,000	80,0	00	80,000
CoL Communications - Media Promotion		-		-		-		-	15,9	39	27,061
CoL Economic Dev-Internat'l District Cultural Banners + Road Signs	5	12,931		-		-		-	-		-
CoL Economic Dev-Have You Seen Lakewood Lately>		-		-		-		6,488	-		-
Lakewood Historical Society & Museum		39,500		39,500		33,000		39,500	35,0	00	25,000
Lakewood Landmarks & Heritage Advisory Board-		9,968		-		-		-	-		-
Historical Driving Tour Brochure											
CoL PRCS-Asian Film Fest		-		-		-		-	7,4	99	7,000
CoL-Concert Series		-		-		-		-	-		2,500
CoL PRCS-Farmers Market		9,957		11,440		10,000		20,000	20,0	00	20,000
CoL PRCS-SummerFEST/Triatholon		17,000		15,275		18,000		29,000	40,0	00	40,000
Lakewood Playhouse		25,000		22,368		21,601		49,000	21,0	00	21,000
(2 Capital Impr. in 2013 \$20,178.44 & \$8,403.86)											
Lakewood Sister Cities Assn (LSCA) - International Festival		6,000		12,404		9,076		8,437	8,0	00	8,000
(2012 grant was extended to 2013)											
South Sound User's Guide		200		-		-		-	-		-
Tacoma Regional Convention+Visitor Bureau		45,000		45,000		40,000		50,000	35,0	00	25,000
Tacoma South Sound Sports Commission		50,000		50,000		40,000		40,000	50,0	00	60,000
City of Lakewood Econ Dev-Promo/Outreach		24,000		24,000		9,628		-	-		-
Lakewood Playhouse		28,582		-		-		-	-		-
CoL PRCS-Fort Steilacoom Park Pavilion		-		-		-		-	-		151,185
	Tot	al From 49	% - N	Aarketing		313,285		382,425	370,6		529,746
CoL PRCS-Gateways		-		-		10,000		-	62,9	83	29,958
CoL PRCS-Waughop Lake Trail		-		-		25,000		100,000	-		-
CoL PRCS-Fort Steilacoom Park Pavilion		-		-		-		-	37,1	47	665,157
CoL-PRCS Fort Steilacoom Park Sports Field Improvements		-		-		-		3,921	136,9	18	109,160
Clover Park Tech College-McGavick Ctr		101,850		101,850		101,850		101,850	101,8	50	101,850
		Total from				136,850		205,771	338,8		906,125
Total Expenditures	\$	540,542	\$	467,939	\$	450,135	\$	588,196	\$ 709,5	57	\$ 1,435,871
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Beginning Balance	\$	937,817	\$	935,374		1,028,557		1,273,141	\$ 1,447,2		\$ 1,513,241
Ending Balance	\$	935,374		1,028,557		1,273,141		1,447,209	\$ 1,513,2	41	\$ 877,370 \$ 507,857
				0		the from the 4					\$ 507,857 \$ 260,512
		Estimated	Endi	ng Fund Ba	uanc	e from the :	0% F	kevenue =>			\$ 369,513

City of Lakewood 2017 LTAC Awardees (JLARC Report)

	Activity	Funds	Ove	rall	50 N	/lile	Out Of	f State	Overi	night	Non-Ov	ernight	Paid Ov	ernight
Organization	Туре	Awarded	Predicted	Actual	Predicted	Actual	Predicted	Actual	Predicted	Actual	Predicted	Actual	Predicted	Actual
Asia Pacific Cultural Center	Event/ Festival	\$10,000	5,000	5,000	1,000	1,500	300	250	-	-	150	100	300	250
Historic Fort Steilacoom	Marketing	\$10,000	-	1,208	-	150	-	50	-	-	-	1,100	-	9
Lakewold Gardens	Marketing	\$40,000	6,500	7,997	1,000	1,529	500	536	50	133	6,000	7,598	300	459
Lakewood Chamber of Commerce	Marketing	\$80,000	3,475	3,100	875	700	650	600	2,750	2,600	2,450	2,300	675	650
Lakewood Historical Society	Marketing	\$35,000	1,000	531	20	14	10	13	10	9	20	6	10	12
Lakewood Playhouse	Marketing	\$21,000	12,500	13,000	250	260	20	25	125	130	12,375	12,870	125	130
Lakewood Sister Cities Association	Event/ Festival	\$8,000	5,000	10,000	600	1,000	-	100		30		9,950	-	50
Tacoma Regional Convention & Visitors Bureau	Marketing	\$35,000	4,265	4,265	1,110	1,110	1,110	1,110	7,020	7,020	3,155	3,155	1,110	1,110
Tacoma South Sound Sports Commission	Marketing	\$50,000	182,257	183,670	50,000	65,051	12,000	23,670	23,000	25,126	10,000	10,000	45,000	60,000
CoL-Asian Film Festival	Event/ Festival	\$7,500	350	428	20	14	4	7	10	6	340	422	10	6
CoL-Farmers Market	Event/ Festival	\$20,000	13,500	13,500	-	135	-	405	-	100	13,000	13,000	-	200
CoL-Fort Steilacoom Park Pavilion	Facility	\$450,000	68	130	68	130	68	130	-	-	-	-	-	-
CoL-Gateways	Facility	\$42,941	21,700	25,796	21,700	25,796	21,700	25,796	-	-	-	-	21,700	25,796
CoL-Media Promotions	Marketing	\$18,000	6,000	6,000	800	800	650	650	390	390	455	455	195	195
CoL-SummerFest	Event/ Festival	\$40,000	15,000	30,000	1,850	3,700	-	3,000	-	1,850	-	28,150	-	1,850
Clover Park Technical College-McGavick Center	Facility	\$101,850	52,287	-	1,500	130	450	144	-	-	-	-	-	144
	Total	\$969,291	276,615	304,625	79,293	101,889	37,012	56,342	33,355	37,394	47,945	89,106	69,425	90,861

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 2019 Lodging Tax Grant Funds

From:

Lakewold Gardens

7. APPLICATION FOR FISCAL YEAR 2019 LTAC GRANT FUNDING

1a. Project Information

Project Name: Lakewold Gardens Tourism Promotion 2019

\$45,000 Amount of Lodging Tax Funding Requested: (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 dba Lakewold Gardens

Mailing Address:	PO Box 39780
	Lakewood, WA
	98496-3780

Tax ID Number: 94-3041320

Organization Unified Business Identifer (UBI) 601-199-986 UBI Expiration Date: 31 December 2018

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

1c. Contact:

Cora Wells Name:

Title: General Manager

Telephone: (253) 584-4106 x106

Email:

cwells@lakewoldgardens.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): 01 January 2019 31 December 2019 (Tourism Promotion)
- b. Event Location: Lakewold Gardens, 12317 Gravelly Lake Dr. SW, Lakewood, WA 98499
- 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. Single admission for adults varies from \$7 - \$9 and includes access to our ten-acre historic estate garden. Children under the age of 12 are admitted free. Unlimited admission is included in our members' annual dues. We have recently partnered with the Pierce County, Tacoma, Puyallup, and JBLM library systems to offer passes for checkout by library cardholders. Our popular docent-led group tours range in price from \$8 - \$10 per person. We had 48 group tours booked in 2017, and we have 28 scheduled as of 07 August 2018. The apparent decrease in tour bookings is the result of a refinement in how we classify and track group tours. In 2017, we welcomed 7,697 guests.

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).

With LTAC support, Lakewold Gardens can magnify the impact and expand the reach of our marketing efforts. In the past, with support from LTAC, we have had success working with a media buyer to purchase advertising time on television. We also purchased ads on social media (Facebook and Instagram), and we handle those purchases in-house in order to maximize our funds. In 2019, our intention is to continue strategies that have proven effective while refining our approaches. In addition to continuing our relationship with Sunrise media, our media buyer, and purchasing Facebook and Instagram advertising, we plan to expand our viewing and listening audience through TV, radio, and internet ads as well as pursuing print advertising with complimentary organizations.

3. Beneficiaries

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

Lakewold Gardens provides guests with information about local hotels, restaurants, shops, and other tourist attractions. Informally, staff members are always available to offer the local's perspective on some of the great places to eat, grab a drink, or enjoy other activities in Lakewood. Our website includes a page introducing the City of Lakewood with an overview of opportunities to shop, dine, and have fun—another page at lakewoldgardens.org focus on dining and lodging. A few of the businesses and attractions highlighted on our website are:

- Thornewood Castle
- Best Western Lakewood Motor Inn
- America's Best Value Inn
- Lakewood Playhouse
- Lakewood History Museum
- · Fort Lewis Military Museum
- · Carr's Restaurant
- La Palma Mexican Restaurant

We also maintain a list of recommended vendors such as caterers for our private event clients. Weddings, conferences, and other large gatherings provide some of the strongest opportunities for overnight stays and dining in 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.

All tour groups and rental clients are provided with our "out and about" document listing local accommodations. Promoting events and rentals to out-of-county guests and clients is crucial, as these are the visitors likeliest to need overnight accommodations. With the 2019 campaign, Lakewold Gardens will continue to evaluate our data to track the efficacy of efforts to increase admissions, increase sales at our garden shop and nursery, and drive traffic to our website and social media pages. Methods and systems are already in place for tracking admissions, garden shop and nursery sales, and web/social media metrics.

The goal of our marketing efforts is to draw tourists to Lakewold Gardens and keep them in the area. We keep accurate records of where our visitors come from (Washington State counties, other U.S. states, and international locations), and with the hiring of additional full-time staff members in 2017, our records are more accurate and useful than ever.

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

Social media promotions offer the flexibility to target campaigns and promoted posts with a high degree of precision: we can customize an advertising campaign or promote a post to be shown to internet users in a specific location 50+ miles from Lakewood, and can further adjust for demographics such as age and sex, income, and interests (gardening, local history, wedding venues, etc.) Social media promotions paid with LTAC funds will target potential visitors or rental clients at least 50 miles from Lakewood. Advertising efforts will highlight reasons to visit Lakewold Gardens while situating the gardens in the context of

Lakewood and its other intriguing recreation opportunities. We will present Lakewold Gardens within the larger context of Lakewood to entice visitors to make an overnight trip of visiting our city.

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

LTAC-funded marketing efforts will be geared toward audiences 50 miles away from Lakewood. Populations to be targeted include those who garden and those who travel.

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

Our LTAC-funded marketing efforts are intended to bring people not only to Lakewold Gardens, but to Lakewood. We will promote special events, emphasizing Lakewold Gardens as a potential venue for gatherings such as weddings and family reunions likely to draw attendees from greater distances, and situating the gardens within the greater context of the City of 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:

Partial funding would be gratefully accepted. In the event Lakewold Gardens is awarded less than \$45,000, we would reduce the size of our media buy and reduce the number of print advertisements we buy, etc.

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.

All funds will be used for marketing, including costs associated with ad creation and distribution.

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 2019. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
Admissions	\$5,000	Yes	Ongoing
	\$		
	\$		
	\$		
	S		
	S		
	\$		

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)	S	\$5,000	S
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$	\$	\$
Marketing/Promotion	\$45,000	S	\$45,000
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	\$	S	S
Minor Equipment (computers, desks, etc.)	\$	S	\$
Travel	\$	\$	\$
Contract Services Describe below	\$	S	\$
Other Describe below	\$	\$	\$
TOTAL COST	\$45,000	\$5,000	\$50,000
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 2018? X Yes No

b. If you answered yes to 11a, how much funding did you receive in 2018? \$45,000

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?

Our operational budget supports media buys; we work with a media buyer (Sunrise Media) whose standard fee is 15% of net. Because we have a good long-term relationship with her, the media buyer reduces her rate to 10% for Lakewold Gardens.

As our operational budget is the other source of support for marketing and advertising, we have been diligent in expanding our capacity to bring in earned income. We hired full-time staff to oversee events and membership stewardship and part-time staff to work on fund development and volunteer coordination. Increased staffing, and dedicated employees working in these areas (all activities previously tackled on an ad-hoc basis by whatever staff member made time to do them), means we are operating more efficiently and effectively. With better events management, member stewardship, proactive fund development, and happier volunteers, Lakewold Gardens is well situated to expand our earned income—and provide a better and more memorable experience for every guest and rental client, ensuring positive word-of-mouth will continue to be a powerful source of grassroots marketing.

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.

Every year, we staff a booth at the Washington State Fair in Puyallup. In April of 2018, we participated in the Sustainability Expo, and in July Lakewold Gardens had a booth at Lakewood's popular Summerfest celebration at Fort Steilacoom Park. In September of 2018, we are also participating in FAB (Film/Arts/Books, a Lakewood Arts Festival to be held at the Sharon McGavick Center at Clover Park Technical College.) Also in September, we welcome children and families for Community Kids Day, during which we connect our visitors with a variety of nonprofits, service providers, and arts organizations. We have also partnered in the past with South Sound Gardens and Garden Conservancy Northwest Network and, with our increased staffing, are looking at opportunities to resume and expand these partnerships.

13. Capital Projects Budget

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

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				\$	\$	\$

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

*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:

B Well 8/17/18

<u>Cora B. Wells, General Manager</u> 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 <u>ONLY</u> for <u>NEW HIRES</u> during the term of the contract. It is <u>NOT</u> to be used for <u>EXISTING EMPLOYEES</u>.
- E-Verify must be used to verify the documentation of <u>ANY</u> 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 <u>AND</u>
- 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, dba 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.

BWD Signature

Cora B. Wells, General Manager Print Name and Title

17 August 2018 Date



Authorization to submit grant request:

The Lakewold Gardens 2018 Board of Directors approves for Cassandra de Kanter, Grants and Resource Specialist, to submit a Lakewood Lodging Tax funding request.

Carla gelten

Carla J. Pelster

Board President

LAKEWOLD GARDENS

2018 Board of Directors Contact List

Effective: February 15, 2018

EXECUTIVE COMMITTEE

President	Vice President	Secretary/Past President		
Carla Pelster (GTCF) 11309 Clover Crest Dr. SW Lakewood, WA 98499 Res: 253-589-4786 Cell: 253-219-8853 Email: pelster1@yahoo.com	Larry Woodin (GTCF) 2230 SW 309th St Federal Way, WA 98023 Cell: 206-794-5276 Email: ecohome@mindspring.com	Kate Read (FOL) 9004 Dolly Madison St SW Lakewood, WA 98498 Res: 253-588-9228 Cell: 415-509-8018 Email: kateread@aim.com		
Treasurer Lark Moore (GTCF) 9709 Zircon Dr. SW Lakewood, WA 98498 Res: Cell: 253-426-2871 Email: lark.moore@gmail.com	Past President Kate Read (FOL) 9004 Dolly Madison St SW Lakewood, WA 98498 Res: 253-588-9228 Cell: 415-509-8018 Email: kateread@aim.com	Member-At-Large Phyllis Griggs (FOL) 6816 79th St. W. Lakewood, WA 98499 Cell: 253-677-4253 Email: pawgriggs@gmail.com		
Ex-Officio Kathi Littmann GTCF 950 Pacific Ave., Suite 1100 Tacoma, WA 9840 Bus: 253-383-5622 Email: klittmann@gtcf.org	Executive Director	Honorary Judy Wagner 8209 N. Thorne Lane SW Lakewood, WA 98498 Cell: 253-203-8814 Email: Wagnerjc@earthlink.net		
DIRECTORS				
Steve Cissell (GTCF) 4511 141st Avenue SE Bellevue, WA 98006 Res: 425-643-2957 Cell: 425-941-7044 Email: apstevec1@msn.com	Yorleny Clapper (FOL) 3800 Bridgeport Way W. #A-265 University Place, WA 98466 Cell: 512-225-4777 Email: yorlenyg@yahoo.com	Carole Axtell Merz (FOL) 16705 89 th Ave E Puyallup, WA 98375 Res: 253-770-4287 Cell: 253-229-8328 Email: tissh@comcast.net		
Michael Larson (FOL) 1822 N. Tyler Street Tacoma, WA 98406 Cell: 253-209-1572 Email: mlarson@haroldallen.com	Mary Jane "MJ" Stackpole (GTCF) 1403 Cedar Tacoma, WA 98406 Bus: 253-566-5680 Cell: 253-312-8684 Email: mjstackpole@aol.com	David Colegrove (FOL) 6423 41st ave nw Gig harbor WA 98335 Cell: 253-381-538 (text during work hrs) Home: 253-851-8372 Work: 253-588-0569 Email: creationsbydavid@gmail.com		
Susan Pittman (GTCF) 1400 28 th Avenue Crt Milton, WA 98354 Cell: 206-931-2518 Email: susan@insurenw.com	Kayla Weyerhaeuser (GTCF) 7720 51st St. Ct. West University Place, WA 98467 Cell: 253-273-5543 Email: kaylaweyerhaeuser@gmail.com			



August 16, 2018

To whom it may concern:

Below, please find name, title, address, and telephone number for the person authorized to sign this application:

Cora Wells General Manager PO Box 39780 Lakewood, WA 98496-3780 (253) 584-4106 x106

If we can provide additional information to support this request, it will be our pleasure. Thank you.

Sincerely,

Carla gelten

Carla Pelster, President, Board of Directors Lakewold Gardens



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: 2-377Ø84-5

Dale: December 11, 1986



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

Ralph Munro, Secretary of State

ARTICLES OF INCORPORATION

FILED DEC 1 1 1986

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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 toraise 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

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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 ce-

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. <u>Powers</u>. 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

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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

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Section 1. <u>Management</u>. 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. <u>Names and Addresses of Directors</u>. 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

Corydon Wagner, Jr.

11427 Gravelly Lake Drive SW Tacoma, WA 98499

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 Articlese of Incorporation in the duplicate this <u>star</u> day a of of <u>December</u>, 1986.

VANDEBERG Incorpotator

34

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 Decay for , 1986.

6

PAUL

Address of Registered Agent:

Suite 614, Washington Building P.O. Box 1121 Tacoma, WA 98401-1121 3:17 PM

08/01/18

Accrual Basis

FRIENDS OF LAKEWOLD **Balance Sheet**

As of December 31, 2017

	Dec 31, 17
SSETS	
Current Assets	
Checking/Savings 1000 · COLUMBIA BANK-GENERAL	5,825.32
1035 · COLUMBIA BANK-MM-CASH RESERVES	87,269.18
1040 · COLUMBIA BANK - RENTAL DEPOSITS 1130 · RBC MANAGEMENT	3,350.00 2,846.39
1150 · Paypal 2205 · PETTY CASH	570.33 65.01
Total Checking/Savings	99,926.23
Accounts Receivable	14 575 00
2010 · ACCOUNTS RECEIVABLE	14,575.00
Total Accounts Receivable	14,575.00
Other Current Assets	200.00
1499 · UNDEPOSITED FUNDS	2,000.00
2200 · PREPAID EXPENSES	2,459.27
2202 · PREPAID INSURANCE	25,500.00
2210 · BOOK INVENTORY 2215 · GARDEN SHOP INVENTORY	8,209.61
Total Other Current Assets	38,368.88
Total Current Assets	152,870.11
Fixed Assets	465,017.00
2500 · WAGNER HOUSE	183,394.00
2510 · FILM	-960,098.00
2515 · ACCUMULATED DEPRECIATION	1,145,000.00
2520 · LAND	116,904.68
2530 · HOUSE FURNITURE & EQUIPMENT	98,143.89
2540 · HOUSE IMPROVEMENTS	56,552.92
2550 · GENERAL ADMIN BUILDING & IMPROV 2560 · GENERAL ADMINISTRATIVE EQUIP	1,880.00
2566 · SOFTWARE	17 240 00
2565 · ACCUMULATED AMORTIZATION 2566 · SOFTWARE - Other	-17,340.00 17,340.00
Total 2566 · SOFTWARE	0.00
A CONTRACT OF A	152,216.7
2570 · GARDEN LAND IMPROVEMENTS	11,660.33
2580 · GARDEN BUILDING IMPROVEMENTS	4,494.8
2582 · GARDEN SHOP EQUIPMENT	
2585 · CONSTRUCTION IN PROGRESS 2585A · SUNROOM (TEMPORARY - SEE DPC)	130,266.26 141,934.00
2585 · CONSTRUCTION IN PROGRESS - Other	272,200.20
Total 2585 · CONSTRUCTION IN PROGRESS	38,036.0
2590 · GARDEN MAINT. & DEV. EQUIPMENT	1,585,402.7
Total Fixed Assets	
Other Assets 2800 · ENDOWMENT RECEIVABLE	2,241,250.7
Total Other Assets	2,241,250.7
TOTAL ASSETS	3,979,523.6
LIABILITIES & EQUITY Liabilities	
Current Liabilities	
Accounts Payable	
3200 · ACCOUNTS PAYABLE	4,837.0
Total Accounts Payable	4,837.0
Credit Cards 3290 · BANK OF AMERICA	

3290 · BANK OF AMERICA

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08/01/18 Accrual Basis

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FRIENDS OF LAKEWOLD Balance Sheet As of December 31, 2017

	Dec 31, 17		
3296 · VISA - CORA	2,774.12		
Total 3290 · BANK OF AMERICA	2,774.12		
Total Credit Cards	2,774.12		
Other Current Liabilities			
3100 · PAYROLL LIABILITIES	2000		
3110 · FEDERAL WITHHOLDING PAYABLE	-792.00		
3120 · FICA PAYABLE	-530.46		
3130 · MEDICARE PAYABLE	-123.98		
3150 · LABOR & INDUSTRIES	1,702.22		
3160 · EMPLOYMENT SECURITY PAYABLE	1,081.18		
3263 · PTO PAYABLE	5,850.00		
Total 3100 · PAYROLL LIABILITIES	7,186.96		
3166 · DOR - SALES TAX PAYABLE	248.93		
3240 · REFUNDABLE DEPOSITS-TDC	2,800.00		
3255 · UNEARNED RENTAL REVENUE	26,150.00		
3256 · LINE OF CREDIT	68,906.58		
3350 · ACCRUED EXPENSES	8,430.56		
Total Other Current Liabilities	113,723.03		
Total Current Liabilities	121,334.17		
Total Liabilities	121,334.17		
Equity	1,879,529.02		
3000 · PERMANENTLY RESTR. NET ASSETS	177,273.5		
3400 · TEMPORARILY RESTRICTED NET ASTS	1,703,333.7		
3901 · UNRESTRICTED NET ASSETS - QB	98,053.1		
Net Income			
Total Equity	3,858,189.4		
TAL LIABILITIES & EQUITY	3,979,523.6		

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Accrual Basis

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FRIENDS OF LAKEWOLD Balance Sheet As of June 30, 2018

	Jun 30, 18
3190 · COLUMBIA BANK CREDIT CARD 3191 · VISA - CORA 3192 · VISA - SHEILA 3190 · COLUMBIA BANK CREDIT CARD - Other	498.49 819.13 39.00
Total 3190 · COLUMBIA BANK CREDIT CARD	1,356.62
Total Credit Cards	1,356.62
Other Current Liabilities 3100 · PAYROLL LIABILITIES 3110 · FEDERAL WITHHOLDING PAYABLE 3120 · FICA PAYABLE 3130 · MEDICARE PAYABLE 3150 · LABOR & INDUSTRIES 3160 · EMPLOYMENT SECURITY PAYABLE 3263 · PTO PAYABLE	776.16 -80.28 -18.68 2,529.90 537.67 5,850.00
Total 3100 · PAYROLL LIABILITIES	9,594.77
3166 · DOR - SALES TAX PAYABLE 3240 · REFUNDABLE DEPOSITS-TDC 3255 · UNEARNED RENTAL REVENUE 3256 · LINE OF CREDIT 3257 · GARDEN SHOP - GIFT CERTIFICATES	1,612.13 5,500.00 54,856.00 68,502.16 -20.00
Total Other Current Liabilities	140,045.06
Total Current Liabilities	142,373.96
Total Liabilities	142,373.96
Equity 3000 · PERMANENTLY RESTR. NET ASSETS 3400 · TEMPORARILY RESTRICTED NET ASTS 3901 · UNRESTRICTED NET ASSETS - QB Net Income	1,886,133.38 181,532.55 1,801,386.87 157,827.68
Total Equity	4,026,880.48
TOTAL LIABILITIES & EQUITY	4,169,254.44

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08/01/18

Accrual Basis

FRIENDS OF LAKEWOLD Balance Sheet As of June 30, 2018

	Jun 30, 18
ASSETS	
Current Assets Checking/Savings 1000 · COLUMBIA BANK-GENERAL	151,291.85
1035 · COLUMBIA BANK-MM-CASH RESERVES	82,183.53
1040 · COLUMBIA BANK - RENTAL DEPOSITS 1130 · RBC MANAGEMENT	6,000.00 2,847.35
1150 · Paypal 2205 · PETTY CASH	1,142.91 282.91
Total Checking/Savings	243,748.55
Accounts Receivable 2010 · ACCOUNTS RECEIVABLE 2015 · PLEDGES - PRESERVATION CAMPAIGN	14,766.00 38,000.00
Total Accounts Receivable	52,766.00
Other Current Assets 1499 · UNDEPOSITED FUNDS	479.09
2200 · PREPAID EXPENSES	6,000.00
2202 · PREPAID INSURANCE	-1,884.39 43,350.00
2210 · BOOK INVENTORY	14,170.10
2215 · GARDEN SHOP INVENTORY	62,114.80
Total Other Current Assets	358,629.35
Total Current Assets	356,629.35
Fixed Assets	465,223.45
2500 · WAGNER HOUSE	183,394.00
2510 · FILM	-977,679.14
2515 · ACCUMULATED DEPRECIATION	1,145,000.00
2520 · LAND 2530 · HOUSE FURNITURE & EQUIPMENT	116,904.68
2540 · HOUSE IMPROVEMENTS	98,143.89
2550 · GENERAL ADMIN BUILDING & IMPROV	56,552.92 1,880.00
2560 · GENERAL ADMINISTRATIVE EQUIP	
2566 · SOFTWARE 2565 · ACCUMULATED AMORTIZATION 2566 · SOFTWARE - Other	-17,340.00 17,340.00
	0.00
Total 2566 · SOFTWARE	153,563.06
2570 · GARDEN LAND IMPROVEMENTS 2580 · GARDEN BUILDING IMPROVEMENTS 2582 · GARDEN SHOP EQUIPMENT	11,660.33 4,494.83
2585 · CONSTRUCTION IN PROGRESS 2585A · SUNROOM (TEMPORARY - SEE DPC) 2585 · CONSTRUCTION IN PROGRESS - Other	130,266.26 141,934.00
Total 2585 · CONSTRUCTION IN PROGRESS	272,200.26
2590 · GARDEN MAINT. & DEV. EQUIPMENT	38,036.07
Total Fixed Assets	1,569,374.35
Other Assets	2,241,250.74
2800 · ENDOWMENT RECEIVABLE	2,241,250.74
Total Other Assets	4,169,254.44
TOTAL ASSETS	
LIABILITIES & EQUITY	
Liabilities Current Liabilities	
Accounts Payable	070 0/
Accounts Payable 3200 · ACCOUNTS PAYABLE	972.28

Lakewold Gardens

BUDGET 2019

Media Vendor		Gross	Net Billed Client
TOTAL NET BUDGET (media	+10%	agency)	 \$26,000
TOTAL GROSS BUDGET	\$	26,846.00	
Cable TV	\$	17,060.00	\$ 14,501.00
TV Production (no commission)	\$	500.00	\$ 500.00
Tegna Digital - Event Targeting	\$	7,000.00	\$ 5,950.00
Tegna Digital - Military Targeting	\$	650.00	\$ 552.50
Radio	\$	2,136.00	\$ 1,815.60
Commission			\$ 2,684.60

Total Spend:	\$ 26,003.70

2019 Marketing Calendar

LAKEWOLD GARDENS	A	ug-19		S	ep-19				Oct-19 Nov-19					Dec-19				#	Est. Net			
GritoLis	13	20	27	3	10	17	24	1	8	15	22	29	5	12	19	26	3	10	17	Wks	Tot	tal Cost
Marketing Promotions:	Mili	itary Adm	ission		munity Kic			Fall	Colors			Beautifu	I Tables				Holiday Artisan Bazaar	Cocoa & Caroling				
		8/14 - 29 (Tue - We			9/15 (Sat)				1 - 14 - Sun)				11/8-11 -Sat)				12/8 - 9 (Sat)	12/15 (Sat)				
able TV - Tacoma, E. Pierce, Thurs Production- Change Voiceover	ton	8/2	0 - 9/2	9/	4 - 15			10/	1 -14				- 11/11				12/3	s - 15		10	\$ 1	14,501.
creative for Beautiful Tables												Prod.									\$	500.
KRWM FM - 17x :15 promos, 6x :30 Website, ROS Web Banner Ads	0/:15, Fac	ebook Boo	st, Instagrar	m Boost, Eve	ent Listing or	Station						10/30	- 11/8				-			2	\$	1,275.
KJR FM - Sat / Sun 9x :30, 4x :1	5																12/1 - 2			1	\$	395
KFNY FM - W-Sun, 47x :30/:15	l																12/5 - 9			1	\$	145.
igital Military Geo-Target - Adults 18+ 98499 (20 mile radius)		8/14 - 2	9																	3	\$	552.
Pre-Roll Video - :15 w/ 300x250 con Banner - 160x600, 300x250, 728x90																						
Event Geo-Target - Women 35- 64 98499 (25 mile radius) 102,828 Pre-Roll Video - :15 w/ 300x250 con	- C. S.	id; 10,000	100 C		4 - 15							10/29	- 11/11							6	\$	2,550.
Banner - 160x600, 300x250, 728x90 Targeted Email w/FB Amplification,			62,755 Imp									10/29								1	\$	2,125.
Facebook Ads, 210,000 est. Reach																	12/5			1	\$	1,275
Agency Fee (10% of gross)																					\$	2,684.

Holidays - Labor Day, Thanksgiving, Christmas

\$ 26,003.70

Internal Revenue Service

Date: March 28, 2003

Friends of Lakewold P.O. Box 39780 Lakewood, WA 98439-0780

Department of the Treasury

P. O. Box 2508 Cincinnati, OH 45201

Person to Contact: Mrs. Bonnie Lawson #31-07572 Customer Service Representative Toil Free Telephone Number: 8:00 a.m. to 6:30 p.m. EST 877-829-5500 Fax Number: 513-263-3756 Federal Identification Number: 94-3041320

Dear Sir or Madam:

This is in response to your request of February 10, 2003 requesting a copy of the determination letter for your organization.

Our records indicate that a determination letter issued in September 1987 granted your organization exemption from federal income tax under section 501(c)(3) of the Internal Revenue Code. That letter is still in effect.

Based on information subsequently submitted, we classified your organization as one that is not a private foundation within the meaning of section 509(a) of the Code because it is an organization described in section 509(a)(3).

This classification was based on the assumption that your organization's operations would continue as stated in the application. If your organization's sources of support, or its character, method of operations, or purposes have changed, please let us know so we can consider the effect of the change on the exempt status and foundation status of your organization.

Your organization is required to file Form 990, Return of Organization Exempt from Income Tax, only 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.

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 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, these organizations are not automatically exempt from other federal excise taxes.

Donors may deduct contributions to your organization as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to your organization or for its 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.

Friends of Lakewold 94-3041320

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 Code. If your organization is subject to this tax, it must file an income tax return on the Form 990-T, Exempt Organization Business Income Tax Return. In this letter, we are not determining whether any of your organization's present or proposed activities are unrelated trade or business as defined in section 513 of the Code.

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. If your organization had a copy of its application for recognition of exemption on July 15, 1987, it is also required to make available for public inspection a copy of the 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).

Because this letter could help resolve any questions about your organization's exempt status and foundation 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 your organization's exempt status.

Sincerely,

John E. Fichtte

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

Application for:

City of Lakewood Fiscal Year 2019 Lodging Tax Grant Funds

From:

Historic Fort Steilacoom

7. APPLICATION FOR FISCAL YEAR 2019 LTAC GRANT FUNDING

1a. Project Information

RECEIVED

Project Name:

AUG 1 5 2018 Marketing Lakewood's Oldest Attraction: Historic Fort Steilacoom CITY OF LAKEWOOD

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 (HFSA) 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 2019

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

1c. Contact:

Joseph W. Lewis Name:

Title: Secretary

Telephone: 253-226-2322

Email:

info@historicfortsteilacoom.org

asen 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): The entire year 2019
- 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 unit. This fee structure also applies to tours of our historic buildings. Revenue pays for 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).

Our marketing campaign will use a variety of tools to focus public attention upon our museum and the 170th anniversary of the fort's establishment (1849). Our new Instagram account combined with members' personal FaceBook accounts publicize our activities among a population relatively unaware of local history. Our color brochures are now available in local museums throughout Lewis, Mason, Thurston, and Pierce Counties thanks to our membership in the South Sound Heritage Association. Our newsletter is distributed in school libraries and given to visitors. Our website is being renovated to provide more info for interested parties regardless of residence. Our affiliate membership in the WA State Historical Society provides visibility throughout the Northwest.

Responsibility for the campaign rests with our officers and directors who 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 will receive more revenue from tickets sales and gift shop sales.

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 overall goal is to raise awareness of Fort Steilacoom and Lakewood as an appealing destination. Our promotional campaign in conjunction with comparable efforts by other heritage organizations should increase overnight stays by visitors in Lakewood. The most accurate tracking and monitoring could be accomplished upon registration at local hotels. Guests could be invited to share the reason for their visit. Our museum visitors are invited to sign a guestbook providing name and hometown. This info provides 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.

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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 patient cemetery, the Fort Lewis museum, and the Steilacoom Historical Museum. A brochure funded by lodging tax showing the location 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 funding will support distribution of brochures and event schedules at heritage sites in distant counties plus improvements to our website. We may also consider occasionally using a targeted cable TV ad.

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

The responses to questions 5 & 6 are also applicable here. Anyone interested in the American Civil War and unable to visit the actual battlefields and museums in the eastern United States can see at Fort Steilacoom the weapons, uniforms, and equipment used in that conflict. Our promotional campaign will convey this fact to potential visitors wherever they may reside.

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 most likely eliminate using any cable TV ads and would reduce production and distribution of brochures, newsletters, and event flyers. Website upgrades would be minimal with cutbacks in both online and print advertising.

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 website upgrades, \$4,000 for printed material, and \$3,000 for cable TV ads.

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 2019. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
Member Dues & Activities Revenue	\$2,000	Yes	July 2019
	\$		
	S		
	S		
	S		
	S		
	\$		

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)	S	\$	S
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$	\$300	\$300
Marketing/Promotion	\$7,000	\$1,000	\$8,000
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	\$	\$	\$
Minor Equipment (computers, desks, etc.)	\$	\$700	\$700
Travel	\$	\$	\$
Contract Services Describe below	\$5,000	S	\$5,000
Other Describe below	\$	\$	\$
TOTAL COST	\$12,000	\$2,000	\$14,000
Description for Direct Sales Activities, Contract Services, Travel and Others	Contract for website up frame to hold a large ban Steilacoom Blvd.	grades, minor equipment i nner advertising events po	is a wheeled aluminum sitioned adjacent to
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 2018? X Yes No

b. If you answered yes to 11a, how much funding did you receive in 2018? \$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?

We rely on member dues, donations, event ticket sales, and gift shop sales for income. We also receive funding from the Fred Meyer Community Rewards program and the Amazon Smile program.

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 received an unexpected boost in publicity when we were invited to educate interpretive guides that provide narration to Amtrak passengers on the Coast Starlight between Seattle and Portland. These guides will inform passengers about Fort Steilacoom as Amtrak passes through Lakewood on the rerouted line. The goal is to motivate passengers to return to Lakewood and tour all its attractions.

Our mission statement is: Sharing and preserving the first U.S. Army post in the Puget Sound region with museum guests. 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 community outreach 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.

Every 4th of July HFSA has a booth in the Steilacoom Street Fair where we inform hundreds of visitors about the fort and its location on the campus of Western State Hospital in Lakewood. We host a living history open house on the Saturday in July when Lakewood holds its Summerfest across the street in the park. 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 January 2018 we became a member of the South Sound Heritage Association consisting of museums and heritage organizations in Pierce, Thurston, Mason, and Lewis counties. We provide our promotional materials at each meeting to attendees for display in their museums. We continue our membership in the Heritage League of Pierce County which provides a forum for coordination with other museums in the area.

HFSA is enrolled in the Blue Star Museum program that provides free admission to active duty military and family members during the summer season. We also participate each year in the national Museum Day Live sponsored by Smithsonian Magazine. Interested parties visit the magazine's website, view the participating museums in each state, and print free admission tickets. Our museum has welcomed visitors from Oregon, Idaho, and British Columbia during past Museum Day Live events.

In conclusion, we welcome the opportunity 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 <u>no city ownership are not eligible</u> to receive funding.

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			-	\$	\$	\$

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

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

14. Certification

The applicant hereby certifies and confirms:

- 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, Secretary Printed Name & Title of Chief Administrator/Authorizing Official

Date 8/15/18

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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 <u>ONLY</u> for <u>NEW HIRES</u> during the term of the contract. It is <u>NOT</u> to be used for <u>EXISTING EMPLOYEES</u>.
- E-Verify must be used to verify the documentation of <u>ANY</u> 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 <u>AND</u>
- 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.

gnature

Joseph W. Lewis, Secretary Print Name and Title

August 15, 2018 Date

17

Internal nevenue weren **District Director**

P 0 80% 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 quastions, please contact the person whose name and telephone number are shown above. 5

Sincerely yours,

Frederick C. Nielsen District Director

Letter 1050(CG)

54

Internal Incruise warnes District Director

OCT 1 5 1984 Date:

D

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

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 section509(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 perio 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 t 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 yo 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 requiremen 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 o; 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 subm 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 o your foundation status. However, if notice that you will no longer be treated as organization is published in the Internal Revenue Bulletin, grantors and donors may not rely on this determination after the date c such publication. Also, a grantor or donor may not rely on this determination if or she was in part responsible for, or was aware of, the act or failure to act th that the Internal Revenue Service had given notice that you would be removed from classification as a section 509(a)(1) (over)

21347 P.O. Box 21224, Seattle, WA 98111 Letter 1045(DO

-exempt status and foundation status. Also, you should inform us of all changes in change, please let us know so we can consider the state

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 from 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 the Code.

You need an employer identification number even if you have no employees. 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(

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2019 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:

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

-Social Media – use FaceBook and Instagram to promote fort activities

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

-Targeted cable TV ad to attract distant visitors

-Narration on Lakewood attractions to Amtrak passengers

-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 2019 PROVISIONAL BUDGET

Category Description	Budget
NFLOWS	
Donations	1,200
Dues	1,900
Events	1,300
Gift Shop Sales	600
Lakewood Grant	12,000
Other Grants	4,000
TOTAL INFLOWS	21,000
OUTFLOWS	
Administrative Supplies	100
Administrative Supplies Brochures	100 400
Brochures	70.0
Brochures Cable TV Advertising	400
Brochures Cable TV Advertising Event Costs	400 3,000
Brochures Cable TV Advertising	400 3,000 300
Brochures Cable TV Advertising Event Costs Gift Shop Inventory Insurance	400 3,000 300 500
Brochures Cable TV Advertising Event Costs Gift Shop Inventory	400 3,000 300 500 1,650
Brochures Cable TV Advertising Event Costs Gift Shop Inventory Insurance Library Maintenance	400 3,000 300 500 1,650 600
Brochures Cable TV Advertising Event Costs Gift Shop Inventory Insurance Library Maintenance Non-designated	400 3,000 300 500 1,650 600 2,500
Brochures Cable TV Advertising Event Costs Gift Shop Inventory Insurance Library Maintenance Non-designated Postage	400 3,000 300 500 1,650 600 2,500 100 500 4,000
Brochures Cable TV Advertising Event Costs Gift Shop Inventory Insurance Library Maintenance Non-designated	400 3,000 300 500 1,650 600 2,500 100 500 4,000 1,600
Brochures Cable TV Advertising Event Costs Gift Shop Inventory Insurance Library Maintenance Non-designated Postage Printing	400 3,000 300 500 1,650 600 2,500 100 500 4,000

TOTAL OUTFLOWS 21,000

OVERALL TOTAL

₫

HISTORIC FORT STEILACOOM ASSOCIATION

Balance Sheet as of August 1, 2017

ASSETS			
Cash-Unrestricted Operating Funds 		23, 379.47	
 Franklin Income Find (Operating Funds) 	venting Funde)	22,755.94	46,135.41
· Franklin meoine Find (Ope	a atting Funds)	22,133. 94	40,155.41
Cash-Restricted			
 Gift Shop Change Fund 	150.00		
Co. M Funds	980.08		
Grants	00.00		1 120 00
CAPITAL EXPENDITURES			1,130.08
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			- Cartonian
 Audio-visual Equipr 	nent	11,614.58	
 Program Developme 		5,514.59	
 Displays & Display 	Equipment	6,626.88	23,392.05
Computers			1,500.00
Historic Furniture			4,596.78
Furniture, Equipment, &	2 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	6 000 1
 Cannon Trailer 		693.13	6,993.1
LIABILITIES			
None			
FUND BALANCE			
Fund Balance – August 1, 2	2016 \$167,095.77		
Increase in			
Operating funds	1,096.69		
Total Increase	<u>1,096.69</u>		
Fund Balance – August 1, 201	7 \$168, 192.46		
r und Dalance – August 1, 201	/ <u>3100, 172.40</u>		



STATE OF WASHINGTON DOMESTIC-NON PROFIT CORPORATION Page 1 FILED

JUN 1 4 1983

SECRETARY OF STATE

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, <u>Cyrus Happy, III</u>, , 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.

198 an (Dated)

Egistered Agent) signature/

ARTICLE V

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

Cyrus	Happy	, III, President
Bever	Lev Bi	ills, Vice Pres.
Bette	Bradl	Ley, Secretary
Helen	Pool.	Treasurer

11617	Gravell	Ly Lake Dr. S.W., Tacoma
11819	Clover	Creek Dr. S.W., Tacoma
1015	Rowell,	Steilacoom
P.0.	Box 445	32, Parkland

(See Reverse Side)

ssf-9 (r-8/82)

60



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: <u>The dissolution of the net assets of the corporation</u> will be determined as a part of the lease arrangement with the <u>Department of Social and Health Services and will for forwarded as</u> an amendment to these Articles of Incorporation.

ARTICLE VII

the name and address of each incorpo	Pierce County Planning Department
(signature of incorporator) Caroline Gallacci, Project	(address) 2401 South 35th Street, Room 6 Tacoma, WA 98409
Manager	



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

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Historic Fort Steilacoom Association

Meeting Minutes July 17, 2018

Opening

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

Present:

Bernie Bateman, Joe Lewis, Tom Melberg, Jim Lauderdale, Michael McGuire, and Lawrence Bateman.

The agenda was approved as amended.

Approval of Minutes and Treasurer's Report

The minutes of the June meeting were approved as written. The secretary informed the board about all correspondence received and sent since the last meeting. Media Temple refused to renew our ownership of the former website domain name (www.historicfortsteilacoom.com) because of privacy issues concerning individuals associated with the account. Three Requests for Proposal (RFP) seeking a website designer, a grant writer, and a membership coordinator were sent to the Heritage League of Pierce County, South Sound Heritage Association, Washington State Historical Society, Sons of Union Veterans of the Civil War, and the Washington Museum Association requesting redistribution to all members of each organization. DSHS will be coordinating a meeting of the Western State Hospital Historical Advisory Committee to be held in Ouarters 2 later this summer. A request for information about a soldier stationed at the fort was circulated by the secretary. Tom Melberg agreed to research the records. Secretarial Note: Tom identified the soldier shortly after the meeting and was thanked by the relative. The board agreed to accept a mannequin of Mrs. Greenlaw, a laundress at the fort during the period 1852 to 1854, from the Anderson Island Museum. The original donor agreed to this transfer after being contacted by SHMA officials. Anna McPherson emailed some suggestions to improve our museum store after working there during the Living History Open House. The secretary reviewed the upcoming calendar for use of our buildings. Lawrence Bateman will host wargaming on 4 August. Tom Melberg will host the 4th U.S. on 5 August.

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

Committee Reports

Docents – Lawrence Bateman and Joe Lewis will serve on 22 July. Bernie Bateman and Tom Melberg volunteered for 29 July. Michael McGuire will serve on 5 August. Lawrence Bateman volunteered for 12 August. John Roten will serve on 19 August.

Maintenance – Bernie Bateman agreed to purchase lumber for repair of entry steps in Quarters 2 and 4. Volunteers from Company A will do the work.

Research Center/Exhibits – Lawrence Bateman is donating a book on the Regular Army in the Western Theater of the Civil War.

Publicity – The board agreed that passwords to our email account should be changed by the secretary. Flyers for the Smithsonian Museum Day Live on 22 September should be available for distribution at the Founders' Day event on 18 August.

Old Business

Our participation in the Steilacoom 4th of July Street Fair resulted in gross sales of \$215 and donations of \$115 to our reenactors.who posed for photos.

The 14 July Open House was conducted in beautiful weather with our Sibley tent prominently on view between Quarters 2 and 3. Overflow Summerfest parking on the hospital campus resulted in some visitors entering our museum complex at Quarters 1 rather than the Quarters 4 Interpretive Center. Attendance appeared to be lower than in previous years.

Michael McGuire is finalizing arrangements for our PayPal account and will check on the acquisition of the Square CC Reader, associated tablet, and data plan.

Jim Lauderdale needs attendance numbers from Carol Stout to be included in the Long Range Interpretive Plan. There is a Google Documents Drive established for cloud storage. Joe Lewis complimented Jim for the excellent photos included in the various documents.

New Business

The board discussed how to evaluate proposals received from consultants. Joe Lewis stressed that proposals are confidential and should not be shared in any way with persons not on the board. The board agreed that the RFP Committee consisting of Loran Bures, Jim Lauderdale, and Joe Lewis would review each proposal and provide recommendations to the board.

The information contained in HFSA newsletters is a valuable resource that needs to be more accessible for researchers. The board would like digitized copies in PDF format of our newsletters in five-year increments starting with the most recent. All newsletter issues should be converted by the end of 2018. The board asks that President Pete convey this request to Orville Stout, our newsletter publisher.

The 18 August Founders' Day potluck picnic will start at 12 p.m. in Quarters 2. Following the meal Tricia Bures will present a program on hospital nurses and matrons.

A wheelchair bound guest visited Quarters 4 during the 14 July open house after being lifted onto the porch by family members. The board discussed this matter and decided to

seek guidance from DSHS and DAHP on access to historic buildings by visitors with mobility limitations. The secretary will contact these officials.

The 2019 Lakewood Lodging Tax Grant application period will occur in August. The board agreed that the secretary, Joseph Lewis, will prepare the application and request \$12,000 for promotional activities in 2019.

Lawrence Bateman informed the board that he cleaned our refrigerators removing expired items. Our refrigerators are not to be used for long term storage of leftovers.

Round Table

No comments.

Adjournment

The meeting was adjourned at 8:07 p.m. by Vice President Bateman. The next board meeting will be at 7 p.m. on Tuesday 21 August 2018 in Quarters 2.

Joseph Lewis, Secretary

10-15-2017

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 (2017-2019)

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

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 hrhjoel@comcast.net

Treasurer (2017-2019) Michael J. McGuire 864 S. Fife Street Tacoma, WA 98405 (360) 742-2983 mcguire@brandman.edu

Director Position 1 (2017-2018)

Jim Lauderdale 6418 S. Lawrence Tacoma, WA 98409 (512) 461-9597 Cell jiml@tacomaparks.com

Director Position 2 (2016-2018) John Roten 6720 – 121st Ave. S.E.

Bellevue, WA 98006 (425) 635-8791 Cell only (no e-mail address)

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 (2017-2019)

Thomas A. Melberg 5417 - 69th Avenue Ct. E. Puyallup, WA 98371 (253) 840-8072 Home <u>tm4thus@comcast.net</u>

Director Position 5 (2017-2019)

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

Director Position 6 (2017-2019) R. Dennis Eller 3127 S. 18th Street Tacoma, WA 98405 (253)241-3620 eller870@gmail.com



August 8, 2018

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 2019. 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,

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 2019 Lodging Tax Grant Funds

From:

Asian Pacific Cultural Center

7. APPLICATION FOR FISCAL YEAR 2019 LTAC GRANT FUNDING

1a. Project Information

Project Name: 9th 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 13, 2019
- b. Event Location: Clover Park High School's Harry Lang Stadium
- 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 gather together for APCC's 9th Annual Samoa Cultural Day at Clover Park High School's Harry Lang Stadium. This day is 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.

The Annual Samoa Cultural Day is a day-long, outdoor event that is the last day of a 3-day series of cultural events. This 3-day series begins with the Samoan Community Dinner on Thursday, the Native Hawaiian Pacific Islander (NHPI) MoveIt! Youth Health and Fitness Day on Friday, and ends 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.

Every year this event is held in or near the City of Lakewood. We have already confirmed our reservation with Clover Park High School's Harry Lang Stadium for the 2019 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 5,000 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 including NFL Football player Marcus Mariota, former NFL player Jesse Sapolu, Governor of American Samoa Olo Moliga, American Samoa Congresswoman Aumua Amata, Samoa Ambassador Aliioaiga Elisara (in New York), and renowned Polynesian entertainer Tofiga Fepuleai. In years past, many elected officials from throughout Washington State attended. At our last Samoa Cultural Day, Assistant Attorney General Chalia Stahlings Alailima 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, 11.4% of the populations or more than 94,000 people are Asian or Pacific Islander. The 9th 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. There would not only be sales on the weekend of the event, but also from the weeks leading up to the Samoa Cultural Day 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 appreciates and honors the Asia Pacific people who are an integral part of the City's community. 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, the number of performers and other participants who stay overnight will be tracked 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.

Funding for this event will increase the amount of people traveling to Lakewood to stay overnight in local hotels and motels. As stated earlier, the 9th 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 to 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 the previous 8th 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 2019 9th 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 9th Annual Samoa Culture Day will attract many 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. Pacific Islander festivals are not offered very often, 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 787,000 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 authentic foods, see traditional dances, and participate in cultural games, crafts and activities no matter how far away the event might be.

At the previous 8th Annual Samoa Cultural Day, people traveled 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 Samoa. Also, family members of local performers and participants often travel from out of state because this 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 9th 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 2019. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
Muckleshoot Charity Fund	\$5,000	No	N/A
Columbia Bank	\$3,000	Yes	Feb 2019
UFCW21	\$2,000	Yes	Feb 2019
United Healthcare	\$1,500	Yes	May 2019
Amerigroup	\$1,500	Yes	May 2019
Community Fundraising	\$5,000	No (ongoing)	June 2019
Other Funders	\$4,500	No (ongoing)	Mar 2019

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, 1 expenses Contract Services: equipt		ns, hotel rooms, and related
In-Kind Contributions		nistrative expenses such a	-

*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 2018? X Yes No

b. If you answered yes to 11a, how much funding did you receive in 2018? \$\$5,000

- 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 9th Annual Samoa Cultural Day from: Columbia Bank, UFCW21, Amerigroup, United Healthcare, and MultiCare among others. We also have many community fundraising events throughout the year to help raise funds.

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 9th 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 various 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. 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 <u>no city ownership are not eligible</u> to receive funding.

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				\$	\$	\$

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

*If other funds are <u>committed</u>, 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:

8/14/18

Faaluaina Pritchard, Executive Director 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 <u>ONLY</u> for <u>NEW HIRES</u> during the term of the contract. It is <u>NOT</u> to be used for <u>EXISTING EMPLOYEES</u>.
- E-Verify must be used to verify the documentation of <u>ANY</u> 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 <u>AND</u>
- 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: <u>https://www.uscis.gov/e-verify</u>

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)

 \boxtimes 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

8/14/18 Date



4851 So. Tacoma Way Tacoma WA 98409 253.383.3900 253.292.1551 F www.apcc96.org August 8, 2018

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

Re: Authorization to Submit Grant Request

To Whom It May Concern,

Asia Pacific Cultural Center's (APCC's) Board of Directors approves for Mrs. Faaluaina Pritchard, APCC Executive Director, to submit a Lakewood Lodging Tax funding request for the 9th Annual Samoa Cultural Day.

Sincerely,

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Al Cosio Secretary

DEPARTMENT OF THE TREASURY

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

Date: JAX 2 | 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 Codé 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)

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Asia Pacific Cultural Center 9TH Annual Samoa Cultural Day

Marketing Plan

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.
- o 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

- o 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.



Asia Pacific Cultural Center

9th Annual Samoa Cultural Day

Program Budget 2019

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 2017

	Dec 17	Jan - Dec 17
Ordinary Income/Expense Income		
Capital Projects Income	2,000.00	242,413.53
Cultural Program Income	435.00	36,515.00
Donations Income	325.00	20,243.28
Event Income	6,890.00	126,881.87
Grants/Corp Donations, General	8,300.00	231,982.10
Membership Dues Income Rental Income	0.00 3,843.00	610.00 91,755.00
Miscellaneous Income	100.00	84,245.63
Youth Program Income	19,030.30	61,342.48
Total Income	40,923.30	895,988.89
Gross Profit	40,923.30	895,988.89
Expense		,
Contributions	0.00	550.00
Accounting	600.00	7,730.00
Advertising	5,152.19	43,939.08
Board Expenses	1,274.68	4,022.31
Building Projects	109.57	634.84
Building Management	3,072.15	54,491.33
Business Expenses	1,020.75	13,546.13
Community Relations	1,042.88	17,132.15
GOTV	0.00	6,748.04
Health Benefits	5,167.86	41,847.55
Insurance	0.00	4,285.86
Licenses, Fees & Dues	1,674.55	11,230.32
Office Expense	530.67	5,246.03
Payroll Taxes	-10,058.55	22,523.42
Printing & Graphics	2,534.81	27,597.83
Professional Fees	3,000.00	148,033.49
Program Support	1,266.17	162,849.23
Rent Expense	1,128.40	13,540.80
Salaries and Wages	31,690.09	311,895.50
Telephone & Internet	547.99	4,723.17
Travel	364.50	3,462.34
Total Expense	50,118.71	906,029.42
Net Ordinary Income	-9,195.41	-10,040.53
Other Income/Expense		
Other Income		
Other Income Interest Income	0.00 4.37	27,913.28 55.66
Total Other Income	4.37	27,968.94
Net Other Income	4.37	27,968.94
Net Income	-9,191.04	17,928.41



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BOARD OF DIRECTORS

Programmer O'Connerli Programmer

1st Kee President

Judy Class 2nd Fax President

Factoria Prichard

Desice Ye Treasurer

Ele Addary Korral Collegea Coler Glassica Harmana Unite Martin Michie Osaka

BYLAWS Novembor, 1997

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2.

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 THO - MEMBERS:

1 .

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.

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

<u>SECTION 4. RENEWAL AND TERMINATION</u>: 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.

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

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.

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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

Page 6 of 12

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.

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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

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.

<u>SECTION 3.</u> 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.

<u>SECTION 4.</u> <u>SECOND VICE PRESIDENT</u>: 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.

<u>SECTION 5. SECRETARY</u>: 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.

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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.

<u>SECTION 7. NOMINATION, ELECTION, AND TERM OF OFFICE</u>: 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-

<u>SECTION 8. VACANCY AND REMOVAL</u>: 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.

ARTICLE SEVEN - COMMITTEES:

<u>SECTION 1. DESCRIPTION</u>: 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.

<u>SECTION 2. COMMITTEE CHAIR</u>: 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.

<u>SECTION 3. COMMITTEE MEMBERS</u>: Committee members must include at least one board member and can include non-board members. Nonboard 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 dayto-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 exofficio, 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.

ARTICLE NINE - CONTRACTS, CHECKS, DEPOSITS, AND GIFTS

<u>SECTION 1. CONTRACTS</u>: 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.

<u>SECTION 3. DEPOSITS</u>: 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.

<u>SECTION 4. GIFTS</u>: 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

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

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

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.

<u>SECTION 3. DEFAULT AND TERMINATION OF MEMBERSHIP</u>: 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.

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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:

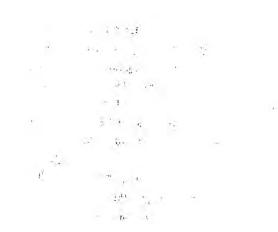
16

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.



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Tuesday, November 13, 2001 America Online: Psurhoc



Asia Pacific Cultural Center Board of Directors 2018

President	Vice President
Patsy Surh O'Connell/APCC Founder , Artist	Belinda Y. Louie, Ph.D./Professor of Education UWT
2520 71st Ave. Ct. NW Gig harbor, WA 98335	1900 Commerce St. Tacoma, WA 98402
(253) 265-2225 (Home), (253) 226-2742 (Cell)	(253) 692-4434 (Work), (253) 376-3553 (Cell)
psurhoc@comcast.net BDC, PC, CPDT, FC	bylouiel@gmail.com BDC. CPDT, FC
Secretary	Treasurer
Albert Q. Cosio, LTC (USA Ret.)/Community Advocate	Gim S. Seow, Ph.D.MBA, BE
7114 57th St. Ct. W University Place, WA 98467	Milgard School of Business UWT
(253)273-6119 (Cell)	1900 Commerce St Tacoma, WA 98402
kinilao@aol.com	(860) 324-1516, <u>gseow@uw.edu</u>
PC, CPDT	CPDT, FC
Elaine S. Ishihara/APIC Director	Tuyet Nguyen/DSHS Vocational Rehabilitation (Ret.)
10629 59th Ave S., Seattle, WA 98178	7114 Interlaaken SW Lakewood, WA 98499
(206)725-8715(Home), (206)851-1179 (Cell)	(253)445-7281(Work) (253)227-395 (Cell)
e.ishihara@comcast.net	ngyyeta@dshs.wa.gov BDC, CPDT, FC
Sunni Y. Ko, JD/Attorney at Law	Leonara(Schmit)Noble/Education Consultant
Criminal Defense/Person Injury	6712 103rd St. Ct., NW Gig Harbor, WA 98332
1105 Tacoma Ave. S. Tacoma, WA 98402	(253)678-6639 lee noble@comcast.net
(253)383-5346 (Work), (253)301-9418 (Cell)	
sunni@sunnikolaw.com CPDT, FC	PC
Ka'imi Alohilani Sinclair, Ph.D.MPH/UW	Jay Narongdej. Ph. D.
Assistant Professor	Registered Representative; ING
IREACH, College of Nursing	1463 E Republican St 15A, Seattle, WA 98112
1100 Olive Way, Suite 1200 Seattle, WA 98101	5400 Carilion Point Kirkland, WA 98033
(808)295-0810 kaimi.sinclair@wsu.edu	(425)502-0834 (Direct), (425)213-2542 (Cell) talktojay72@gmail.com
FC	BDC, CPDT
Dareth Pak	
Concerto Healthcare Associate	Sandra Bonifield/Admissions Specialist II
	IPEXL Green River College
(253) 202-4137	30346 10th Ave S., Federal Way, WA 98003
<u>darethpak@yahoo.com</u>	(253)261-2503
Latha Cambana d'	sandrabonifield@hotmail.com
Latha Sambamurti	Christina Arokiasamy
Former Arts WA Board & India Artist	Renewed Indonesia/Malaysian Chef & Author
(425)-208-1696	
lathapat.arts@gmail.com	christina@thespicemerchantsdaughter.com
APCC Executive Director	Board Committee Assignments
Faaluaina(Lua) Pritchard	* Board Development Committee = BDC
4851 S. Tacoma Way Tacoma, WA 98409	* Capital Project Development Team = CPDT
(253)590-7457 (Cell)	* Fundraising Committee = FC
faalua@comcast.net , luapritchard@apcc96.org	* Programs Committee = PC
<u>BDC, PC, CPDT, FC</u>	

Revised 8/10/18



4851 So. Tacoma Way Tacoma WA 98409 253.383.3900 253.292.1551 F www.apcc96.org August 8, 2018

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

Re: Contact Info for Authorized Person to Sign Application

To Whom It May Concern,

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 9th Annual Samoa Cultural Day in 2019:

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,

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Al Cosio Secretary

Tama ma Teine Samoa - Lumana'i o le Atunu'u Asia Pacific Cultural Center presents the 8th Annual



SAMOR CULTURAL DAY Saturday, July 14th 10 am - 6 pm

Special Entertainment Guests:





Lapi Mariner

Tofiga Fepulea'i

Mt. Tahoma High School Stadium 4634 South 74th St. | Tacoma

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

Wednesday - July 11, 2018 Fashion Show

Thursday - July 12, 2018 Youth Gospel Night

Friday - July 13, 2018 NHPI Youth Health Fitness Day

Friday - July 13, 2018 Community Dinner



FREE EVENT 253-383-3900 | apcc96.org

Application for:

City of Lakewood Fiscal Year 2019 Lodging Tax Grant Funds

From:

Tacoma Regional Convention + Visitor Bureau (TRCVB)

7. APPLICATION FOR FISCAL YEAR 2019 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: \$ 2,345,000 (Total Project Amount must match Project Budget column c "Total Project Cost")

1b. Applicant Organization

Name of Applicant Organization: Tacoma Regional Convention & Visitor Bureau aka 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: 12-31-18

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

1c. Contact:

Name: Chelene Potvin-Bird

Title: Interim President + CEO

Telephone: 253-830-6615

Email: chelene@traveltacoma.com VOLL VIn-Bir 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 December 31, 2019
- b. Event Location: N/A. This is a 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 2018, 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 2017, there was a total of 4,400 Lakewood business referrals online. This year there have already been 3,400 referrals to Lakewood businesses.
- Lakewood promotions conducted in 2018 increased visits to Lakewood's regional page by 700%.
- Sponsorship of Lakewood TripAdvisor Page (1,200 monthly users), 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.
- Lakewood Musical Playhouse featured on TripAdvisor Collection, and performances promoted on their calendar.
- Lakewood promoted as a featured region through visitor facing consumer newsletter

- Golf and Nature Facebook and Instagram Advertising
- SummerFEST, Promotions through social media, events calendar, newsletters and TripAdvisor.

Sales

- Marketing to hobby, social and military markets that local hotels said were of interest to their customer mix.
- McGavick Center featured through Sales newsletters that go out to more than 4,000 meeting planners.
- Narrative in meeting planner guide identifying venues in Lakewood that are a great fit for smaller events.
- Lakewold Gardens featured as wedding venue through wedding promotions and partnerships.

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.

We provide monthly reporting on our progress with a monthly dashboard (see example Dashboard for July included). 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 as well as tour and travel. 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. 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 sales and marketing efforts. There we're 4,400 business referrals to Lakewood in 2017, and we are on pace to beat that in 2018.

Second, the funds will help increase overall leisure traffic with our advertisements and campaigns through TripAdvisor, regional publications and golf/nature itineraries that are designed to generate traffic between November – February.

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.], corporate and social 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 specific 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 sales and marketing efforts. There we're 4,400 business referrals to Lakewood in 2017, and we are on pace to beat that in 2018.

Second, the funds will help increase overall leisure traffic with our advertisements and campaigns through TripAdvisor, regional publications and golf/nature itineraries that are designed to generate traffic between November – February.

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.], corporate and social 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 specific 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 through our advertisement, campaigns and customized itineraries that are designed to generate traffic between November – February.

We will advertise to those with an interest in Northwest travel through options such as, but not limited to, Google's Search Engine, Facebook, Instagram, Travel related websites and the Washington State Visitor Guide.

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.], corporate and social 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 specific 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.

\$12,100 - Personnel
\$6,100 - 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 2019. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
Tourism Promotion Area - TPA	\$800,000.00	No	
City of Tacoma	\$1,100,000.00	No	
Pierce County LTAC	\$250,000.00	No	
City of Puyallup	\$80,000.00	No	
City of Fife	\$40,000.00	Yes	1/1/2019
City of Gig Harbor	\$10,000.00	No	
Misc. (Annual Meeting, Interest, Partnerships)	\$15,000.00	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)	\$ 12,100	\$ 1,370,058	\$ 1,382,158.00
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$ 6,100	\$ 250,650	\$ 256,750.00
Marketing/Promotion	\$ 15,843	\$ 305,470	\$ 321,313.00
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	\$ 6,100	\$ 135,822	\$ 141,922.00
Minor Equipment (computers, desks, etc.)	\$	\$	\$
Travel	\$	\$ 23,000	\$ 23,000.00
Contract Services Describe below	\$ 6,800	\$ 150,000	\$ 156,800.00
Other Describe below	\$ 3,057	\$ 60,000	\$ 63,057.00
TOTAL COST	\$ 50,000	\$ 2,295,000.	\$ 2,345,000.00
Description for Direct Sales Activities, Contract Services, Travel and Others	Tradeshows – WSAE, C PR Services – Miles Par CRS & CMS Services –	VENT, CONNECT tnership, Jay Ray	
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 2018? X Yes No

b. If you answered yes to 11a, how much funding did you receive in 2018? \$ 25,000

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, promote events through our website calendar of events (currently Google's leading resource for events in Pierce County) and promote attractions, events and restaurants in Lakewood through our social media channels.

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 <u>no city ownership are not eligible</u> to receive funding.

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				\$	\$	\$

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

*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.

Chilene Potvin-Bir **Primary Signature:**

<u>Chelene Potvin-Bird, Interim President + CEO</u> Printed Name & Title of Chief Administrator/Authorizing Official

Date 8 16 18

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.
 - o 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 <u>ONLY</u> for <u>NEW HIRES</u> during the term of the contract. It is <u>NOT</u> to be used for <u>EXISTING EMPLOYEES</u>.
- E-Verify must be used to verify the documentation of <u>ANY</u> 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 <u>AND</u>
- 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 Regional Convention & Visitor Bureau aka Travel Tacoma + Pierce County COMPANY OR ORGANIZATION NAME

I hereby certify that the Company or Organization named herein will

(Check one box below)

 \mathbf{X} 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.

releve Potvin-Bi

Chelene Potvin-Bird, Interim President + CEO Print Name and Title

8/16/2018 Date

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
Tacoma-Pierce County Visitor & Convention Bureau PO Box 1754	Toll Free Telephone Number: 8:00 a.m. to 6:30 p.m. EST 877-829-5500
Tacoma, WA 98401-1754	Fax Number: 513-263-3756 Federal Identification Number: 91-1465947

Dear Sir or Madam:

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

In January 1991 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.

-2-

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 Ficketto

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





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STRUCTURE TO SUPPORT OUR TOP PRIORITIES

EXECUTIVE + ADMINISTRATIVE

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

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
- Senior Tour and Travel Marketing Manager
- 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 Part Time
- 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. We embrace the unknown and leap headfirst, fearlessly. We test new flavors, relish rhubarb, harness hops and make a splash withspirits. 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 live life with our arms open, welcoming others to be inspired by the natural beauty that invigorates us. We mold playgrounds for all-from mountaineers to makers and those who pine for yesteryear. We revere our industrial identity as we nod to the future. We are true to our roots. We are explorers. We are storytellers. We are artists. We are the Northwest unfiltered.

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.

Marketing Trade Shows

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.

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

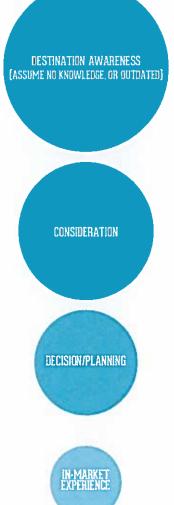
- » TripAdvisor
- » Search engine marketing
- » Social media marketing
- » Email marketing
- » Familiarization tours
- » Sales calls

CHOOSING A DESTINATION

- » Website
- » Site tools (businesses)
- » Visitor and dining guides

ARRIVAL AND EXPERIENCE

- » Visitor Information Center
- » 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.

24.914				
24,714	22,710	24,312	34,176	12,030
7	23	25	29	11
\$12,200,725	\$30,199,531	\$26,100,276	\$28,972,985	\$11,790,840
	7 \$12,200,725	\$12,200,725 \$30,199,531		\$12,200,725 \$30,199,531 \$26,100,276 \$28,972,985

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 Traveler+ Tour Operators

MARKETING RESULTS	2014	2015	2016	2017	2018 YTD
New website visitors	42,127	112,70 8	200,175	326,266	172,045
Published articles/*Influenced articles	219	199**	207**	972	351
Social media following	5,302	9,735	17,377	23,893	27,602
I IS NOTED THE TOTAL		2019 Goa	ls TBD		ALC: NO.

* 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.

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
- » Nothighly 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

TARGET AUDIENCES



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
 Hobby
- Corporate
 Military
- Education
 Social
- Religious
 Society
- Government
 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.

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

MEETINGS + CONVENTIONS

Travel Tacoma will access at the end of each calendar year which tradeshows brought the most bookings and which ones we can attend once the budget is finalized. Below are tradeshows that have earned Pierce County business in the past.

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

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 and nature, 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.

2019 PRIORITIES

Our two priorities for 2019 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, the development of new tourism product in the form of attraction passes or golf passes to sell to visitors to increase and track overnight stays.

LEISURE MARKET

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, Facebook and Instagram, Google and 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 in San Francisco.

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 \$1.3 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. We drive content marketing efforts with continual stories about authentic Pierce County experiences, and suggested trip itineraries. We then push out these stories to our email subscribers who are interested in visiting Pierce County.

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.

We will work with professional golf tour operators and tour packagers to create and sell itineraries at golf courses in Pierce County. We do this by hosting operators, and developing relationships at travel tradeshows.

EARNED MEDIA

Travel Tacoma + Pierce County will recruit travel writers by pitching tailored destination stories that fit their interest.

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.

ELECTRONIC NEWSLETTERS TO PAST + POTENTIAL VISITORS

We collect emails through our website, Visitor Information Centers, Social media campaigns and marketing partnerships. We email monthly with attractions and itineraries to inspire travel.

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, convention attendants and direct mail. Other methods of distribution include mailing upon request, distribution at military events and visitor information centers. 125,000 guides are distributed.

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. TIMBR is our mobile visitor information center, and distributes visitor information and answers visitor questions at major tourism hot spots.

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.

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.

WASHINGTON TOURISM ALLIANCE [WTA]

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.

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.

MARKETING MISSION: TO DELIVER TOURISM TO PIERCE COUNTY IASHBOARD REPORT

immer is in full suring. Travel Tacoma hosted two to unoperators and has connected

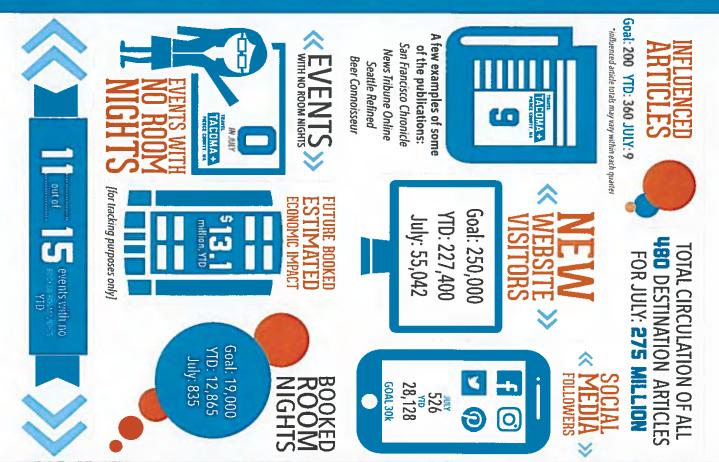
SALES

cheduled and drop-in sales call appointments to recruit meetings and convention. nd uncovering lead opportunities. The team spent a day in Olympia with

endagement at the harkesplace lunched is to increase networking opportunities



JULY 2018





reintroduced to Tacoma Museums » 11 Seattle Influencers are being

and Hudson Bay Heritage Days » TIMBER attends Rhubarb Days

» Pandora Radio advertising

launched this month



» SALES	JULY -18	YTD-18	2018 GOAL	% OF GOAL	YTD-17	% VARIANCE
Meetings + Booked Events						
Sales Booked Room Nights	835	12,865	19,000	%89	28,600	679%
Service Requests Booked	0	11	15	73%	21	52%
Total Combined Economic Impact	\$1,351,513.00	\$13,142,353.00	NA		\$23,583,912.00	56%
» MARKETING	JULY -18	YTD-18	2018 GOAL	% OF GOAL	YTD-17	% VARIANCE
Website				and the second se		and have been
New Visitors *	55,042	227,400	250,000	%16	174,217	131%
Social Media Followers **	526	4,235	NA		3,801	
Overall Social Media Followers	2	28,128	30,000	94%	21,173	ł
»MEDIA RELATIONS ***	JULY -18	YTD-18	2018 GOAL	% OF GOAL	YTD-17	% VARIANCE
Published Articles	ę	360	200	176%	438	80%
» SERVICES	JULY -18	YTD-18	2018 GOAL	% OF GOAL	YTD-17	% VARIANCE
Convention Services						
Customer Surveys Rated as 4 or Better	97%	97%	80%	121%	97%	0%
»VISITOR SERVICES						
Visitor Inquiries	473	2,712	2,500	108%	4,316	63%

*Google Analytics gives the number of first-time website visitors, compared to returning visitors. *Our goal is to grow our social media following by 30% annually.

***Coverage of our destination which the CVB had a hand in. Published article totals may vary slightly within each quarter. New visitors may be first time ever visitors, or visitors who have not used the site in some time (~2 years). Or since the user has deleted site cookies.

Visitor guides distributed through the Visitor Information Center only.

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Tacoma Regional CVB Statement of Revenues and Expenses with Budget 2019 Preliminary Budget

Revenues	2	2018 Budget	2019 Preliminary Budget
ТРА	\$	1,050,000	\$ 800,000
TPA Manager		7,000	-
Pierce County		500,000	250,000
City of Tacoma/ GTCTC		775,816	1,100,000
City of Tacoma Supplemental		50,000	-
City of Puyallup		80,000	80,000
City of Fife		50,000	40,000
City of Lakewood		25,000	50,000
City of Gig Harbor		10,000	10,000
Membership/Partnership		50,000	-
Annual Meeting Revenue		7,500	12,500
Interest Income		2,500	2,500
Total Revenues		2,607,816	2,345,000
Expenses			
General Administration		529,169	516,319
Sales & Servicing		887,111	880,023
Marketing		1,188,636	925,858
Business Development		50,900	22,800
TPA Manager		7,000	-
Total Expenses		2,662,816	2,345,000
Net Revenue Over (Under) Expenses	\$	(55,000)	\$ -

Tacoma Regional CVB Statement of Revenues and Expenses with Budget 2018 Budget

Revenues	2017 Actual	2017 Budget	2018 Budget	-	et Increase crease)
ТРА	\$ 937,000	\$ 937,000	\$ 1,050,000	\$	113,000
TPA Manager	4,068	7,000	7,000		-
Pierce County	500,000	500,000	500,000		-
City of Tacoma/ GTCTC	775,816	775,816	775,816		-
City of Tacoma Supplemental	100,000	100,000	50,000		(50,000)
City of Puyallup	80,000	80,000	80,000		-
City of Fife	50,000	50,000	50,000		-
City of Lakewood	35,000	35,000	25,000		(10,000)
City of Gig Harbor	10,000	10,000	10,000		-
Metro Parks Tacoma	60,000	60,000	-		(60,000)
Membership/Partnership	60,127	63,000	50,000		(13,000)
Annual Meeting Revenue	6,080	13,000	7,500		(5,500)
Interest Income	2,488	 2,500	 2,500		
Total Revenues	2,620,579	2,633,316	2,607,816		(25,500)
Expenses					
General Administration	523,714	562,516	529,169		(33,347)
Sales & Servicing	889,287	897,300	887,111		(10,189)
Marketing	1,136,780	1,184,500	1,188,636		4,136
Business Development	35,436	42,000	50,900		8,900
TPA Manager	 4,068	7,000	7,000		-
Total Expenses	2,589,285	2,693,316	2,662,816		(30,500)
Net Revenue Over (Under) Expenses	\$ 31,294	\$ (60,000)	\$ (55,000)	\$	5,000

Tacoma Regional CVB Statement of Revenues and Expenses with Budget For the Six Months Ending June 30, 2018

Revenues	June	Y	ear to Date Actual	20)18 Budget		Remaining Budget	% Used	
TPA	\$ 94,308	\$	501,989	\$	1,050,000	\$	548,011	48%	
TPA Manager	-		741		7,000		6,259	11%	
Pierce County	42,001		234,532		500,000		265,468	47%	
City of Tacoma/ GTCTC	64,651		387,908		775,816		387,908	50%	
City of Tacoma Supplemental	4,167		25,000		50,000		25,000	50%	
City of Puyallup	8,313		53,072		80,000		26,928	66%	
City of Fife	12,500		25,000		50,000		25,000	50%	1
City of Lakewood	-		25,000		25,000		-	100%	
City of Gig Harbor	2,500		5,000		10,000		5,000	50%	1
Membership/Partnership	-		54,369		50,000		(4,369)	109%	2
Annual Meeting Revenue	-		10,733		7,500		(3,233)	143%	3
Interest Income	485		1,285		2,500		1,215	51%	
In-kind Revenue	 		17,709		-		(17,709)		5
Total Revenues	228,925		1,342,338		2,607,816		1,265,478	51%	4
Expenses									
General Administration	53,368		257,734		529,169		271,435	49%	4
Sales & Servicing	110,678		396,677		887,111		490,434	45%	
Marketing	120,019		644,569		1,188,636		544,067	54%	4
Business Development	1,143		35,508		50,900		15,392	70%	3
TPA Manager	-		741		7,000		6,259	11%	
In-kind Expenses	 		17,709				(17,709)		5
Total Expenses	285,208		1,352,938		2,662,816		1,309,878	51%	4
Net Revenue Over (Under) Expenses	\$ (56,283)	\$	(10,600)	\$	(55,000))			

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

- 2. Partnership billings are sent out in May July each year. Outstanding balance of Partnership Revenue at 6-30-2018 was about \$31,500.
- 3. Revenue for 2018 Annual Meeting will be used to off-set Business Development costs for the meeting.
- 4. Six months into the year average annualized budget would be 50%, therefore, the CVB is in-line with budget for revenue and most expenses.

The majority of Marketing expenses include annual contracts for Cvent, Simpleview and CRM hosting. Some of these costs are prepaid 12 month contracts and will be expensed equally over the year.

5. In-kind expenses include \$10,113 of Annual Meeting donations and a \$7,595 human resource management grant from 501 Commons.

AMENDED AND RESTATED

ARTICLES OF INCORPORATION

OF

TACOMA REGIONAL CONVENTION & VISITOR BUREAU

L, 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

<u>Name</u>

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

<u>Incorporator</u>

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 ______ 2014.

Sennish D. Known

Bennish Brown, President/CEO



PIERCE COUNTY. WA Mission: To deliver tourism to Pierce County

Executive Committee Meeting Minutes July 17 | 10:00 a.m. *Convention Center, Tacoma*

Present: Evan Marques, Laurie Beck, Becky Newton, Matt Allen and Tom Pavlik Absent: None Staff: Chelene Potvin-Bird, Sharon McCormick and Jen Unrau Other: Dean Burke

Welcome ------ Evan

Called to order 10:05am

Approval of Agenda

Laurie moved to approve the agenda as presented. Tom seconded. Motion passed.

Approval of Minutes

Laurie moved to approve the minutes as presented. Tom seconded. Motion passed.

Balance Sheet

Cash balances at 6-30-2018 were \$608,700, up about \$36,000 due to collection of partnership and funding partner billings in June. Accounts Receivable of \$264,533 represents June billings from funding contracts as well as annual membership AR of just over \$30,000. No changes to property and equipment. Total Assets at 6-30-2018 were \$1,009,580. Accounts payable represents normal CVB liabilities as of 6-30-2018. Bennish's retention bonus accrual was reversed. Total Net Asset balances at 6-30-2018 were \$933,225. Income statement

Funding Partner revenues in June were \$228,440. Total CVB expenses for June were \$285,208 which is slightly higher than usual due to 3 pay periods in June. There were no other unusual or unbudgeted expenses. Six months into the year average budget would be 50%, therefore the CVB is in-line with budget for both total revenue and expenses. Net loss was \$56,283 for the month of June and \$10,600 year to date. Approval of Financial Reports

Approval of Financial Reports

Becky moved to approve the financials as presented. Laurie seconded. Motion passed.

For Discussion/Vote

 of the Board of Directors for Travel Tacoma + Pierce County approves Chelene Potvin-Bird to submit a Lodging Tax or TPA funding request through all relevant funders in Pierce County." Laurie moved to approve the motion presented. Tom seconded the motion. Motion passed.

For Information/Discussion

• Update on 2019 Pierce County LTAC and TPA Application process ------- Chelene Chelene discussed the new application forms and that potentially 10-12 applications will be completed. That the team was on track to get the applications completed and would be attending the Joint TPA/LTAC meeting that evening to hear what the recommended review process will be for both committees. And, was meeting with Dan of JLL, Dean of Sports Commission and with Kathy of Pierce County to discuss the applications and some outstanding questions regarding the priorities and how to properly budget admin and personnel expenses.

• CEO Replacement Plan/Dean Burke Presentation----------Chelene Dean presented that he would like to be considered for the CEO position and proposed that the CVB and Sports Commission be joined. Explaining that collectively it would save on overhead and administrative costs and although sooner than expected with Bennish's departure, he has always considered merging the two organizations and believes it would be well received by the partners and funding sources since many of the same sources are shared. Evan then excused Dean and thanked him for coming and said the committee would need to discuss further and will consider his proposal as an option for the CEO position. Evan mentioned the committee would be making their recommendations at the next board meeting on August 1 and would consider this proposal while putting together their recommendations.

• DestinationNEXT assessment and strategy tool for sustainability ------ Chelene Chelene said about this assessment being used in other destinations to drive continuity and increase overall engagement and commitment to tourism. She is working with Metro Parks to see if they would like to partner on this project because Sandra said she was interested in finding ways to increase the visibility of Metro Parks in the tourism community. Evan told Chelene to continue to research and get back to the executive committee at a later time when there is more research and consideration completed. The project is approximately \$25,000 and could be completed by the end of the year.

Board Development------ All

• Discussion on Board recruitment

Laurie confirmed the Recruitment Committee was meeting that evening and would be discussing potential candidates for the board.

• Committee Reports

Tom confirmed that he is working on with PCLA and Hospitality Association to hopefully get the TPA increase approval to \$2 in 2018 in all cities, then Pierce County by end of year.

Good of the Order Adjourn 11:40am

Next Meeting: September 18 | 10:00am | Convention Center



Evan Marques- Chair Eisenhower + Carlson, PLLC emarques@eisenhowerlaw.com [253] 572-4500 1201 Pacific Ave., Ste. 1200 Tacoma, WA 98402

Matt Allen- Chair Elect Chambers Bay mallen@kempersports.com [253] 324-7122 6320 Granview Dr. W University Place, WA 98467

Tom Pavlik- Treasurer Hotel Murano Thomas.pavlik@hotelmurano.com [253] 238-8000 1320 Broadway Tacoma, WA 98402

Becky Newton- Secretary City of Lakewood bnewton@cityoflakewood.us [253] 983-7738 6000 Main St. SW Lakewood, WA 98499

Laurie Beck- Past Chair La Quinta Inn & Suites Laurie.beck@laquinta.com [253] 383-0146 1425 E 27th St. Tacoma, WA 98421 Carmen Palmer Sumner carmenp@sumnerwa.gov [253] 863-8300 1104 Maple St. Sumner, WA 98390

Carole Anne McQuade The Swiss Swisspub1904office@yahoo.com [253] 572-2821 1904 S. Jefferson St. Tacoma, WA 98402

Dean Burke South Sound Sports Commission deanb@tacomasports.org [253] 284-3259 1119 Pacific Ave., Ste. 500 Tacoma, WA 98402

Karen Scott City of Gig Harbor scottk@cityofgigharbor.com [253] 853-3554 3510 Grandview St. Gig Harbor, WA 98335

Kim Bedier City of Tacoma kbedier@tacomavenues.org [253] 573-2554 1500 Commerce St. Tacoma, WA 98402



Laurel McQuade City of Fife Imcquade@cityoffife.org [253] 284-2158 5411 23rd St. E. Fife, WA 98424

Pat Nagle Harmon Pub + Brewery jpatnagle@gmail.com [253] 383-2739 1938 Pacific Ave. Tacoma, WA 98402

Rob Allen Pierce County Economic Devel. Rallen3@co.pierce.wa.us [253] 798-6915 930 Tacoma Ave. S. Tacoma, WA 98402 Roshaun Yates Lifestyle Valet Lifestyle.tacoma@gmail.com [253] 324-1587 PO Box 112064 Tacoma, WA 98411

Sandra Eliason Metro Parks Tacoma sandrae@tacomaparks.com [253] 305-1016 4702 S. 19th St. Tacoma, WA 98405

Joe Bushnell Washington Hospitality Assoc. joeb@wahospitality.org [253] 792-1857 510 Plum St. SE Olympia, WA 98501



To: All Lodging Tax and TPA Funding Committees

- From: Evan Marques, Chair, Board of Directors
- Re: Designation of Authorized Official
- Date: July 17, 2018

This is to confirm that the Interim 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: Chelene Potvin-Bird Interim President/CEO 1516 Commerce Street Tacoma, WA 98402

> 253-830-6615 chelene@traveltacoma.com

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

all 7/17/2018

1516 Commerce Street Tacoma, WA 98402 | tel. [253] 627-2836 | fax. [253] 627-8783 visit traveltacoma.com Application for:

City of Lakewood Fiscal Year 2019 Lodging Tax Grant Funds

From:

City of Lakewood Communications – Media Promotion



Application for:

City of Lakewood Fiscal Year 2019 Lodging Tax Grant Funds



Lakewood Media Promotion

7. APPLICATION FOR FISCAL YEAR 2019 LTAC GRANT FUNDING

1a. Project Information

Project Name: Lakewood Media Promotion

Amount of Lodging Tax Funding Requested: \$44,000 (Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: \$44,000 (Total Project Amount must match Project Budget column c "Total Project Cost")

1b. Applicant Organization

Name of Applicant Organization: City of Lakewood, Communications Department

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 on in the years to come.

The project will create a marketable brand for Lakewood consistent with the City Council Vision statement and recently adopted Strategic Plan to 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 provide 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 is 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 friends and family, and contractors doing business in Lakewood to stay here and dine at one of our many restaurants.

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.

The responsible party is the Communications Department of 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.

Beneficiaries of this media promotion include:

The City of Lakewood, its residents, businesses, and real estate brokers will benefit from:

- Raising the level of awareness of Lakewood and its many attractions such as parks, lakes, hiking, gardens, fishing, biking, golfing, disc golf, indoor carting and live theater;
- Creating more economic activity and retail sales;
- Positive and professional messaging changing public perceptions of Lakewood;
- Increased event attendance as more people will be encouraged to come to Lakewood, particularly from beyond a 50-mile radius, thereby encouraging overnight stays;
- Hotels, motels, restaurants, gas stations, Lakewood Towne Center, International District businesses, coffee stands, and other merchants will benefit from increased tourism;
- The tourism industry in general will benefit because we can pinpoint who we
 want to reach and reach them where they already are social media and the
 internet thus creating greater awareness for the area. These platforms are
 where people go to get their news and information and it is also where they see
 the bulk of advertising.

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. 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 outdoor activities in Lakewood. 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 deliverables from our professional imaging campaign underway now, 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-byminute) 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 and 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" as well as other publications such as "OnTrak" magazine available on the Amtrak Cascades passenger train route from Portland to Vancouver, B.C., and 1889 Magazine available in Washington, including on the state ferry system (Washington's No. 1 tourist attraction) will expand Lakewood's reach to a captive audience, as well as heighten the city's visibility because it shares space with ads for other top travel destinations around the country and our region.

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 we can create promotional content crafted to include images, keywords and SEO (search engine optimization) allowing it to appear in a wide range of internet searches and 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, in the only magazine available on the Amtrak's Cascades run and in 1889 also increases our reach well past a 50-mile radius, and brings a higher level of sophistication to the city's marketing.

It is the desire of the City Council to tell our story by increasing imaging 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 reporting tools available (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 executing a sophisticated, imaging 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 carry out the deliverables and strategy created by our imaging firm currently under contract. A targeted repetitive advertising campaign will share our message across the region; without it our marketing/imaging effort will not succeed.

Limiting funding would hamstring our abilities to produce compelling imagery and professional level advertising that would reach and entice families and people to visit Lakewood.

Partial funding of \$27,000 would be used as follows:

- \$10,000 to execute deliverables from imaging campaign
- \$15,000 for advertising
- \$2,000 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.

Imaging campaign: The city hired a professional marketing firm in 2018 and work began in August to craft a marketable brand that includes laying the framework for a multi-faceted campaign aimed at changing public perception about Lakewood and marketing it as a destination. Part of the contract includes creating deliverables for the city to execute as funding is available. Cost: \$10,000.

Advertising: Targeted ads placed across social media platforms and Google and Bing; Print advertising in Alaska Airlines magazine (consecutive or repeated 1/3-page ad reaching more than 1 million readers/flyers a month, many who live in the Western United States and are ideal candidates to visit Lakewood); OnTrak magazine (available to 900,000 annual passengers); 1889 (826,800 annual readership); South Sound Magazine and other publications that will raise awareness about Lakewood as a destination. Cost: \$20,000.

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 print. Cost: \$2,000.

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 deliverables from the imaging campaign means we will need a professional design of graphics to use for our internet print 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 2019. Do not include requested Lodging Tax Funds		1	Amount	Confirmed Yes/No	I? Date Available
		\$			
		\$			
		\$			
		\$			
		\$			
		\$			
		\$			
You will only be reimbursed at	the authorized rates. 1 a. Lodging Tax Funds Request *		b. Other F (Do not		c. Total Project Cos
Personnel (salaries & benefits)	\$		\$,	\$
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$		\$		\$
Marketing/Promotion	\$30,000		\$		\$30,000
Direct Sales Activities (including trade shows, sales	\$		\$		\$
calls, and related travel)					
calls, and related travel) Describe below Minor Equipment (computers,			\$		\$
calls, and related travel) Describe below Minor Equipment (computers, desks, etc.)	\$		\$ \$		\$ \$ \$
calls, and related travel) Describe below Minor Equipment (computers, desks, etc.) Travel Contract Services Describe below	\$ \$14,000				•
calls, and related travel) Describe below Minor Equipment (computers, desks, etc.) Travel Contract Services Describe below	•		\$		\$
calls, and related travel) Describe below Minor Equipment (computers, desks, etc.) Travel Contract Services Describe below Other Describe below	\$14,000 \$		\$ \$ \$		\$ \$14,000 \$
(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 Description for Direct Sales Activities, Contract Services, Travel and Others	\$14,000	grapl	\$ \$ \$ 0 hy: \$2,000		\$ \$14,000

*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 2018? Yes

b. If you answered yes to 11a, how much funding did you receive in 2018? \$25,000

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 additional sources.

In 2018 we again relied on our in-house knowledge of Communications Manager Brynn Grimley to promote the city through social media and print publications. We continue to use our resources efficiently and partner with stakeholders like Travel Tacoma+Pierce County, South Sound Together and the Lakewood Chamber of Commerce to promote Lakewood.

In August we embarked on our imaging campaign with Hemisphere, the marketing company hired by the city to engage stakeholders and craft a framework to help the city begin its efforts to publicize why Lakewood is a great place to visit, stay, eat and do business. The majority of our lodging tax dollars were dedicated to this contract in 2018.

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 continue to coordinate with Travel Tacoma+Pierce County and South Sound Together to "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.

The Communications department also works closely with the city's Parks, Recreation and Community Services department to promote city events through social media, the website and regional publications/news media.

Responsible for the city's social media, the Communications department regularly "interacts" with various community partners and businesses when promoting events like SummerFEST, the farmers market, summer concert series and events year round. Promotion of these events demonstrates the city of Lakewood's commitment to creating a family-friendly, active community. Events like SummerFEST have grown in recent years and now have name recognition, making them a regional draw.

Other agencies we work with include:

- Asia Pacific Cultural Center
- Historic Fort Steilacoom Association
- Lakewold Gardens
- Lakewood Chamber of Commerce
- Lakewood Historical Society & Museum
- Lakewood Playhouse
- Lakewood Sister Cities Association
- Lakewood Family YMCA
- CHI Franciscan (St. Clare Hospital)
- Click! Cable TV
- WSECU
- Pierce County Fresh
- Entercom Radio (94.1, 107.7, 103.7)
- Caring for Kids
- Springbrook Connections
- Local churches and nonprofits

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.

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				\$	\$	\$

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

*If other funds are <u>committed</u>, 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. Caufield Signature

rais Printed Name & Title of Chief Administrator/Authorizing Official

higust 16, 2018

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 <u>ONLY</u> for <u>NEW HIRES</u> during the term of the contract. It is <u>NOT</u> to be used for <u>EXISTING EMPLOYEES</u>.
- E-Verify must be used to verify the documentation of <u>ANY</u> 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 <u>AND</u>
- 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: <u>https://www.uscis.gov/e-verify</u> 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)

Ŵ 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.

Brynn Grimley Communications Manager Print Name and Title

7/2018

Application for:

City of Lakewood Fiscal Year 2019 Lodging Tax Grant Funds

From:

Lakewood ArtsFest

7. APPLICATION FOR FISCAL YEAR 2019 LTAC GRANT FUNDING

1a. Project Information

Project Name: Lakewood Film Art & Book Festival

Amount of Lodging Tax Funding Requested: \$ 17,500.00 (Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

 Total Project Cost:
 \$ 25,000.00

 (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 98496

Tax ID Number: EIN 47-2922484

Organization Unified Business Identifier (UBI) 603-323-664 UBI Expiration Date: July 2019

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

anne 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): Fall 2019
- b. Event Location: Clover Park Technical College
- c. If there is a charge or fee for this activity, please describe how much and why.
 CPTC Sharon McGavick Center rental fee approx. \$2000 to \$4000 daily depending on lay out for the 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).

An expansion of our current Lakewood Art Festival featuring a Film, Art, Books event; award winning films, juried fine arts & photo/graphics, and visiting authors. (See our Facebook page lakewoodfilmartsbooks and our website lakewoodfestival.org) In 2019 we would like to expand military art displays/art vendors and add 3-dimensional art, youth art displays, performance art acts and musical presentations

Principle committee members: Chuck Mathias, Julie Powers, Linda McDermott, Heidi Pierson, Suzanne Bacon, Aruto L Garcia, Kat Flores, Barb Vest, Lonnie Lai, Shirley Peterson, Ed Trobaugh, Judy Lawrence, Bob Lawrence, Phil Raschke, Ed Kane,

All meeting minutes have and will be sent to Jason Whalen & Sally Martinez.

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's restaurants and hotels/motels and visitors from the greater Puget 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?

Our goal is to promote an annual cultural activity for the City of Lakewood. Vendors, visitors, authors, and artisans will use local restaurants and hotels/motels for multi day events.

Number of participants and visitors for the period of the event is the most direct metric.

Following the event a post report will list participants, visitors, how they learned of the event and their residence.

Lakewood is ideally suited for an annual cultural event due to its easy access from I-5, affordable lodging, great restaurants and free/easy parking.

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.

A well-funded marketing campaign will entice people throughout the region to attend a first-class cultural festival. Some of this year's advertisements are attached.

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

The funds will allow us to increase our venue offering and further our marketing out reach. (current advertising examples attached with this application) Establishing an annual first-class Cultural Festival in Lakewood which features Film, Art, Book, along with performance art, music and other fine arts will attract visitors throughout the state.

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

As our reputation grows more people will attend from our city's border. Having an annual first-class Cultural Festival in Lakewood which features Film, Art, Book, along with performance art, music and other fine arts will attract visitors and participants not only from other states but Canada as well.

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 and scope of the event

9. Use of Funds

\$10000 for facility rental \$6000 for marketing and \$1500 for minor costs

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 2019. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
Donors	\$3000	No	Spring 2019
Service organizations	\$3500	No	Spring 2019
Juried Art entry fees	\$1000	No	Spring 2019

\$	
\$	
\$	
\$	

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.)	\$10000	\$1000	\$11000
Marketing/Promotion	\$6000	\$3000	\$9000
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	\$	S	\$
Minor Equipment (computers, desks, etc.)	\$1000	\$2000	\$3000
Travel	\$	\$	\$
Contract Services Describe below	\$500	\$	\$500
Other Describe below	\$	\$1500	\$1500
TOTAL COST	\$17500	\$7500	\$25000
Description for Direct Sales Activities, Contract Services, Travel and Others			- :
In-Kind Contributions			

Contract Service- Pay for Jurist

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? <u>YES</u> No

In the past the film fest and art fest combined efforts for an annual single event. Last year the film fest committee received \$7000. The film fest committee will no longer seek LTAC funds. Our request is for a film, art and book festival.

b. If you answered yes to 11a, how much funding did you receive in 2017? \$ 0

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

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

Received funds from personal 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, Art Commission members, local art clubs and service clubs.

13. Capital Projects Budget <u>N/A</u>

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

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:

- 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.

manere **Primary Signature:**

____Robert I Lawrence Chairman of the Lakewood Arts Festival Association Name & Title of Chief Administrator/Authorizing Official Date 19 August 2018

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.
 - o 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.

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 <u>ONLY</u> for <u>NEW HIRES</u> during the term of the contract. It is <u>NOT</u> to be used for <u>EXISTING EMPLOYEES</u>.
- E-Verify must be used to verify the documentation of <u>ANY</u> 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 <u>AND</u>
- 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

COMPANY OR ORGANIZATION NAME Lakewood Arts Festival Association

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.

Javrance Signature

Robert I Lawrence Chairman

Print Name and Title

Date 19 August 2019

To: City Of Lakewood

Attn: Tho Kraus

Subject: Signatory authority for FY 2019 LTAC Grant Funding

As Chairman/President of the Lakewood Art Festival Association Robert Lawrence authorized to sign all necessary documents for the conduct of Lakewood FAB festival in 2019.

Contact information below

Robert I Lawrence-7022 Crescent Lane SW-Lakewood, WA 98499-253-973-7712

Manue

Robert Lawrence

President/Chairman of the Lakewood Arts Festival Association

POB 3930

Lakewood WA 98496

The State of State 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



Filed Secretary of State State of Washington Date Filed: 06/19/2018 Effective Date: 06/19/2018 UBI #: 603 323 664

EXPRESS ANNUAL REPORT WITH CHANGES

BUSINESS INFORMATION

Business Name: LAKEWOOD ARTS FESTIVAL ASSOCIATION

UBI Number: 603 323 664

Business Type: WA NONPROFIT CORPORATION

Business Status: ACTIVE

Principal Office Street Address: 7022 CRESCENT LANE SW, LAKEWOOD, WA, 98499, USA

Principal Office Mailing Address:

Expiration Date: 07/31/2019

Jurisdiction: UNITED STATES, WASHINGTON

Formation/Registration Date: 07/25/2013

Period of Duration: **PERPETUAL**

Inactive Date:

Nature of Business:

REGISTERED AGENT RCW 23.95.410

Registered Agent Name	Street Address	Mailing Address
LAKEWOOD ARTS FESTIVAL	7022 CRESCENT LN SW, LAKEWOOD,	PO BOX 39320, LAKEWOOD, WA,
ASSOCIATION	WA, 98499-1820, UNITED STATES	98496-3320, UNITED STATES

PRINCIPAL OFFICE

Phone: 253-973-7712

Email: LAWRENCEGROUP@COMCAST.NET

Street Address: 7022 CRESCENT LANE SW, LAKEWOOD, WA, 98499, USA

This document is a public record. For more information visit www.sos.wa.gov/corps

Mailing Address:

GOVERNORS

Title	Туре	Entity Name	First Name	Last Name
GOVERNOR	INDIVIDUAL		PHIL	RASCHKE
GOVERNOR	INDIVIDUAL		ROBERT	LAWRENCE

NATURE OF BUSINESS

• CULTURAL

EFFECTIVE DATE

Effective Date: 06/19/2018

CONTROLLING INTEREST

Does your company own real property (including leasehold interests) in Washington? $\ensuremath{\mathbf{NO}}$

RETURN ADDRESS FOR THIS FILING

Attention: Email: Address:

AUTHORIZED PERSON

Person Type: INDIVIDUAL

First Name: **ROBERT**

Last Name: LAWRENCE

Title:

This document is hereby executed under penalty of law and is to the best of my knowledge, true and correct.

BYLAWS OF THE LAKEWOOD ARTS FESTIVAL ASSOCIATION, INC.

Date of Adoption: July 16, 2013

Article 1. Name

The name of this organization is "Lakewood Arts Festival Association, Inc."

Article 11. Object

The object of this organization is to conduct the Lakewood Arts Festival (Lakewood ARTSFest) to be held annually in Lakewood.

The Mission of Lakewood ARTSFest is to:

Stimulate interest and growth in the arts Encourage and support creative artists Provide a sales outlet for professional and amateur artisans Involve the active sponsorships of community groups and individuals in the promotion of Lakewood Arts Make Film, Art, Book, Music and other fine arts available to the community through creation and promotion of art related events.

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 three 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, 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

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 Secretary will prepare and disseminate Minutes of all duly called Meetings.

The Treasurer, in order to maintain internal financial controls, will collect and deposit all monies into an authorized bank as desi^gnated by the Executive Board. S/he or President 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 four. 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 seven 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 S. 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 Literary Events 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. Two 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 501 c3 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 X111. 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-forprofit 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.

, -))[[is 16 Tely Date Acting Secretary

Richard Meier Printed Name of Secretary 16 July 2013

Artfest

2019 Balance Sheet

Jan 🦾	7,72,57	-3 svs charge
Feb	772.57	
donation	\$400.00	-3 svs charge
-20	mediatry	
Mertiniti	1. 52.57	-3 svs charge
April	1163.57	-3 svs charge
Ápri		-192.7 web fees
X 9¥		-3 svs charge
une		-3 svs charge
		-3 svs charge
Aug	958.87	-3 svs charge
donation	\$400.00	-633.99 display material
Aug.	\$721.88	
as of Aug 15	\$721.88	

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Artsfest Board Members

President Robert Lawrence 7022 Crescent Lane SW Lakewood, WA 98499: 253-973-7712

Treasurer Ed Kane 8521 Forest Ave SW, Lakewood, WA 98498: 253-254-2851

Secretary Associate Phillip Raschke 9933 Onyx Dr Lakewood, WA 98498:

Directors

Entertainment John Munn POB 99041 Lakewood, WA 98496

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	\$1500.00
Advertising (newspaper/radio ads/cable tv ads)	\$1000.00
,	\$7000.00
Facebook and Social Media posts advertising	done
Website Ads improvements	\$500.00

Lakewood Film, Art and Book Fest Meeting

19 July, 3 pm Lakewood RAM

Minutes

Members Present: Bob Lawrence, Phil Raschke, Shirley Petersen, Ed Kane, Ed Trobaugh, Susan Bacon, Kat Flores, Lonnie Lai, Chuck Mathias

Meeting called to order at 3:03 Minutes approved as written as were by-law changes.

Treasurer Report: Bob L. reported checkbook balance up to at \$918.86.

Arts Festival Agenda:

- Petersen reported Call to Artist sent out to list serve, response slow, but normal as date is still over 60 days out.

- General Ed reported Tray-Easel construction is ongoing and will be completed on time, although we will have to pay for the lumber

- Bob said he will begin sponsorship drive with Rotary and Crime stoppers. Carrs will sponsor Sunday Art reception.

- Board approved that Bob will submit the combined Lakewood lodging tax grant application in August

Webpage is ready to be loaded still some issues in getting access additional page on volunteers and donation will be added (as such will procure square and PayPal account) - URLs are Lakewoodartsfestival.org, Lakewoodartsfestivals.org, & Lakewoodfestivals.org.

Bob will procure acrylic trophies and Shirley ribbons.

Film and Book Agenda:

- Phil reported 8 films will be shown tentative times 1, 3, and 7

- Chuck M. showed his latest version of the proposed marketing ads. Initial launch of promotional material initiated.

Connections ad sent to Brynn. for Sep issue. Phil and Chuck will send continuing promotional updates to media, etc., starting in August.

-Heather agreed to build us a Facebook, did a great job and page is up and running. **Facebook**/filmartsbooks

-To date, 38 authors were committed to attend (40 is our cut off). Featured authors Debbie Macomber, Tami Oldham (Adrift) authors. Signed books will be used as film prizes. Will develop plan for activities with featured authors. Grand Cinema donating free tickets to Tacoma Film Festival in October 2018.

-The actual advertised time for Saturday book event with authors is noon to 6 pm. Will probably have to pay \$5 per table for linens.

-One question raised was the security of authors books during the festival, requires author game plan. Also need a sign plan with volunteers to make appropriate signs at the city hall best guess 3 hours.

-Market plan will present groups of authors weekly on social media and our surprise guest early September

- To date 2 vendors Russian crafts and jewelry – in addition two book stores, Pierce Library, Philippine scouts and Bonzi exhibit.

Concessions will be operated by volunteers (Bev R., Judy P., Lonnie L. and others. Food Handler permits already in place.

- Kat alerted to need for 24 volunteers (8 per day in two shifts of 4 volunteers per shift). Friday opening will be very heavy with logistics, setup, etc. Will contact USO and military group for volunteers

-Phil indicated he will send out floor plans to all members to assist in visualizing placement of all tables/chairs for all events.

- Linda Mc. acknowledged (great job) for writing excellent promotional releases on each of the films scheduled for viewing!

Next meeting set for August 16, 3 pm at RAM.

Meeting adjourned at 4:18 pm

Respectfully submitted,

Bob



LakewoodFilm-Arts-Books FESTIVALSEPT 28-29-30 McGavick Center (CPTC) 4500 Steilacoom Blvd SW

2018 Film Schedule

3 Exciting Days - 8 Award Winning Films & More. All Free

EDDIE=EAGLE Friday, Sept 28

1:00 pm, *Eddie the Eagle*, true story of 1988 Olympic ski-jumper Michael "Eddie" Edwards, the courageous British commoner who defies the establishment and inspires a nation! "Wonderfully fun, beautifully photographed", Stars Hugh Jackman, Taron Egerton. British, 105 minutes, PG



4:00 pm, *United 93*, pays honor to what was truly a tragic day in American history, four airliners, two towers, "Let's Roll". Spellbinding, US, 93 minutes, R

7:00 pm, *Race*, the inspirational life story of four time Olympic Gold Medal legend Jesse Owens (the Buckeye Bullet) at 1936 Olympics held in Nazi Germany. Gripping story of courage, tolerance, trust make "Movie Magic", *USA Today*, US, 135 minutes, PG-13



Saturday, Sept 29

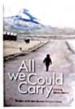
1:00 pm, *Wind River*, Bitter cold and possible murder of young girl on Wyoming Arapaho Reservation, heart pounding thriller, stars Jeremy Renner, Graham Greene. Directed by Taylor Sheridan (Sicario), US, 107 min, R

7:00 pm, *A Man Called Ove*, based on international bestseller, Ove is a widowed retiree with strict principles and a short fuse who must come to grips with his new Iranian neighbor and his new life, this emotional story will hit your chest and your heart. Don't miss it. Sweden, 116 minutes, PG-13

Sunday, Sept 30

1:00 pm, *Winter in Wartime*, 13 year-old boy and sister in occupied Netherlands. Father is town mayor and friend of German military, uncle in Dutch resistance, Winner, Dutch Film Festival, based on bestselling novel by Jan Terlouw. "Powerful", 103 minutes, R





3:15 pm, *All We Could Carry*, touching, true life story told by 12 former World War II detainees at Heart Mountain, WY Japanese– American Relocation Center, by Academy Award director Steve Okazaki, US, 15 minutes, G

7:00 pm, **Biutiful**, Javier Bardem, Best Actor Cannes Film Festival, Winner, Best Foreign Language Film, life and death in a dangerous Barcelona ghetto. Javier Bardem is "Amazing...Unforgettable, Must See Film", Mexico – Spain, 147 minutes, R.



FREE ADMISSION • Doors open noon to 9:30 pm daily

Some films subtitled. Seating on first come basis. Plus PRIZE tickets to the October Tacoma Film Festival hosted by the Grand Cinema! FREE Parking • Art and Photo Exhibits • Author Book Signings (closes at 6 pm) • Bonsai Exhibit • Music • Prizes • Concessions...and lots more!

Iakewoodfilmartsbooks

DON'T MISS THIS FABULOUS FREE EVENT!

Lakewoodfilmartsbooks FREE ADMISSION

Event showcases 8 award-winning Films, stunning Art displays, 38 visiting Authors, plus Kaihara Bonsai and Philippine Scouts exhibits, prizes including signed copies of Debbie Macomber's new book Cottage by the Sea and others. Also, tickets to October Tacoma Film Festival hosted by Grand Cinema! Doors open noon to 9:30 pm daily (Book signings close at 6:00 pm).

Don't miss this FABulous event!







(including signed books by famed author Debbie

Macomber and others)

... and it's all FREE!

Doors open noon to 9:30 pm (book signings end 6:00 pm), concessions, music by Jeannie Hill, Twy& Eddins-Worthy. Don't miss this FABulous free event.



Alakewoodfilmartsbooks

hit movie Adrift!



Application for:

City of Lakewood Fiscal Year 2019 Lodging Tax Grant Funds

From:

Tacoma-Pierce County Sports Commission

7. APPLICATION FOR FISCAL YEAR 2019 LTAC GRANT FUNDING

1a. Project Information

Project Name: Regional Sports Event Development

Amount of Lodging Tax Funding Requested: \$ 75,000 (Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost:\$ 869,500(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 98402

Tax ID Number: 94-3154901

Organization Unified Business Identifer (UBI) 601289518 UBI Expiration Date: 12/31/18

Type of Organization: 501(c)6 Non Profit (Non-profit, For-profit, Municipality, Private business, etc.)

1c. Contact:

Title: Executive Director

Telephone: 253-284-3259

Email: deanb@tacomasports.org Signature: Reference Content of the second second

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, 2019 Dec. 31, 2019
- 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 2019 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 2019 we hope to see an overall increase of amateur sports tourism of approximately generating more than 25,000 room nights. The bulk of those room nights will occur in the I-5 corridor from Tacoma through Lakewood.

For 2019 we are also proud to host the USA Cycling National Championships of Cyclocross to Fort Steilacoom Park in Lakewood. This championship will bring participants and spectators from all 50 states for a week of off-season (winter) competition, generating thousands of hotel room nights and millions in economic impact and exposure.

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 3 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 2019 we will continue to drive growth for Cyclocross, Cross Country Running, the SummerFEST Triathlon and golf tournaments 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, including Chambers Bay, 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:

We have maintained a high ROI and modest platform for compliance and flexibility over the last several years. However, if there was a year where our margin for flexibility was the leanest...,this would be it. With the 2019 USA Cycling National Championships of Cyclocross landing squarely in Lakewood, we do hope that the committee will approve full funding so that we can ensure that this event is a complete success.

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.

For ease of total understanding, we have provided you a comprehensive breakdown that includes not only Lakewood, but all of our funding partners for 2019, and where (by line item) funds will be directed.

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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 2019. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
City of Tacoma	\$100,000	NO	Jan 1, 2019
City of Fife	\$50,000	YES	Jan 1, 2019
City of Puyallup	\$40,000	NO	Jan 1, 2019
City of Gig Harbor	\$8,000	NO	Jan 1, 2019
Pierce County LTAC	\$30,000	NO	Jan 1, 2019
ТРА	\$566,500	NO	Jan 1, 2019
	\$		

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)	\$	\$273,056	\$273,056			
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$	\$221,180	\$221,180			
Marketing/Promotion	\$10,000	\$2,000	\$12,000			
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	\$59,500	\$276,764	\$336,264			
Minor Equipment (computers, desks, etc.)	\$	\$5,000	\$5,000			
Trayel	\$5,500	\$16,500	\$22,000			
Contract Services Describe below	\$	\$	\$			
Other Describe below	\$	\$	\$			
TOTAL COST	\$75,000	\$794,500	\$869,500			
Description for Direct Sales Activities, Contract Services, Travel and Others	\$5,500 for Trade Show T \$10,00 for Marketing/ PR \$59,500 for Direct Sales/ J	/ Social/ Web				
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 2018? X Yes No

b. If you answered yes to 11a, how much funding did you receive in 2018? \$ 60,000

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 Fort Steilacoom Park as one of those. We also partner and work closely with Travel Tacoma/ Regional Convention and Visitor Bureau.

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 2019 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 <u>no city ownership are not eligible</u> to receive funding.

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				\$	\$	\$

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

*If other funds are <u>committed</u>, 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 August 14th, 2018

Date

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

COMPANY OR ORGANIZATION NAME

TACOMA- PIERCE COUNTY SPORTS COMMISSION

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.

Er

Signature

BURKE, EXECUTIVE DRELTOR DEAN

Print Name and Title

AUGUST 14th, 2\$18

Date



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

n - r

Bradbury F. Cheney President

Ne HAVE it all... Ne DO it all...

IRS Department of the Treasury Internal Revenue Service P.O. Box 2508 Cincinnati OH 45201

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,

Michale M. Sullivar

Michele M. Sullivan, Oper. Mgr. Accounts Management Operations I

Form W-9
Form
(Rev. October 2007)
Department of the Treasury
Internal Revenue Service

	Name (as shown on your income tax return)		
6	TACOMA PIERCE COUNTY SPORTS COMMISSION		
page	Business name, if different from above		
ы Б	DBA. TACOMA SUNTH SUMD SPORTS		-
Print or type Specific Instructions	Check appropriate box: Individual/Sole proprietor I Corporation Partnership Limited liability company. Enter the tax classification (D=disregarded entity, C=corporation Other (see instructions)		Exempt payee
istri Istri	Address (number, street, and apt. or suite no.)	Requester's name and	address (optional)
2 1	1119 PACIFIC AVE, SUITE 500		
Scif	City, state, and ZIP code		
Š	TACOMA, WA 98402		
See	List account number(s) here (optional)		
Par	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

Social secu	urity number
	or
Employer i	dentification numb
94	3154901

Part II Certification

number to enter.

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 enose 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 of 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.

		, i			A					
Sign Here	Signature of U.S. person ►		M	Y	-/	Date 🕨	3	7	13	>
	·					 	_	1		

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)

TACOMA SOUTH SOUND SPORTS COMMISSION MARKETING PLAN 2019

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 2019 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 National and Regional Governing Bodies that seeks a host city that is near a first tier city or is itself a second or third tier city. 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.
- We are currently in steering/ advisory roles for venue enhancement and new development for:
 - Tacoma
 - University Place (Chambers Bay/ Pierce County Parks)
 - Puyallup
 - Sumner
 - DuPont
 - Gig Harbor

- 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

- Marketing efforts continue to expand on 2017 foundation and success via Media (PR/ Earned Articles) and core market social media channels (Facebook, Twitter and Instagram).
- Continue fostering an athletic, healthy and livable message about Tacoma and Pierce County by way of events and services.
- Expanding on the messaging that Travel Tacoma has established in partnership to generate tourism.

STAFF ROLES AND RESPONSIBILITIES

- Executive Director
 - Event Development
 - o Venue Development
 - Resource Development
 - o Board Development
 - o Community Development
 - All day-to-day operations of the organization
- Director of Sales and Club Development
 - o Club Development
 - Relationship Development
 - o Bid procurement and sales cycle management
 - Manages event reporting metrics
- Director of Event Services and Hotelier Relations
 - o Responsible for Event service delivery from bid to event completion
 - o Serves as key point of contact from promoter to staff
 - Responsible for monitoring all agreements with facility and staff support
 - o Manage hotelier relations
 - Assist in developing and managing Ambassador relationships

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.
- 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 2019 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:

2019 FORECAST

- Events 45
 Total Visitors 196 (
- Total Visitors
 Participants
 35,000
- Participants 35,000
 Spectators 162,000
- Outside of 50 65.300
- Out of State 27,700
- Room Nights 24,560
- Direct Spend \$14M
- Economic Impact \$25M
- (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 publicly funded 501(c)(6) nonprofit governed by a 12member 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 and the Tourism Promotion Area.

INCOME		2019	
City of Fife	\$	50,000	5.75%
City of Lakewood	\$	75,000	8.63%
City of Puyallup	\$	40,000	4.60%
City of Tacoma	\$	100,000	11.50%
Pierce County	\$	30,000	3.45%
Gig Harbor	\$	8,000	0.92%
ТРА	\$	566,500	65.15%
INCOME TOTAL	\$	869,500	100.00%
EXPENSES		l - I	
STAFF			
Insurance - Health	\$	30,000	3.45%
Taxes - Payroll	\$	22,766	2.62%
401 (k) Contribution	\$	10,490	1.21%
Staff Salaries	\$	209,800	24.13%
SALARY/ WAGES TOTAL	\$	273,056	31.40%
ACCOUNTING/ BOOKKEEPING/ AUDITS			
Bookkeeping	\$	30,000	3.45%
Accounting	\$	10,000	1.15%
Financial Audit	\$	12,000	1.38%
ACCOUNTING/ BOOKKEEPING TOTAL	\$	52,000	5.98%
ADMIN/ RENT/ ETC			
Payroll Fee	\$	180	0.02%
401(k) Admin Fee	\$	1,500	0.17%
Insurance - Business	\$	2,000	0.23%
Memberships	\$	3,000	0.35%
Office Expenses	\$	12,000	1.38%
Parking	\$	7,000	0.81%
Rent	\$	26,800	3.08%
Telephone	\$	4,200	0.48%
Cell Phone	\$	1,800	0.21%
Minor Equipment	\$	5,000	0.58%
Consulting/Services (IT Services, Marketing)	\$	5,000	0.58%
PR Strategy - Jay Ray	\$	35,000	116.67%
Social Media Strategy - Jay Ray		45,000	150.00%
Banners, Public and Market Facing Collateral - Jay Ray	-	25,000	83.33%
Web Hosting	\$	700	0.08%
ADMIN/ RENT/ ETC TOTAL	\$	174,180	20.03%
OVERHEAD TOTAL	\$	499,236	57.42%
MARKETING (PR, SOCIAL, WEB, MEDIA), MEETINGS & CONFERENCES			
TSSS Website: Marketing and Maintenance	\$	7,000	23.33%
Meetings/ TSSSC Hosted	\$	5,000	16.67%
Travel Expenses (To trade shows or other events)	\$	22,000	73.33%
MARKETING/ MEETINGS TOTAL	\$	34,000	3.91%
DIRECT SALES/ EVENT BID FEES/ EVENT OPERATIONS			
Charity Choice / Nastia Luiken Gymnastics	\$	20,000	2.30%
WSWA Folkstyle Championships	\$	22,000	2.53%
The Revolution Brazilian Jiujitsu Tournament (MAR)	\$	500	0.06%
Gig Harbor Paddlers Cup	\$	2,000	0.23%
Redhawk Invitational - Golf	\$	8,000	0.92%
WIAA Track & Field (2A, 3A, 4A)	\$	2,500	0.29%
	\$		

Ryan Moore Jr. Championship	\$ 5,000	0.58%
Lakewood SummerFEST TriathIon	\$ 8,000	0.92%
NW Epic Series - Suntop	\$ 1,000	0.12%
Seattle Invitational Men's Fastpitch Softball	\$ 23,000	2.65%
The Revolution Brazilian Jiujitsu Tournament (JULY)	\$ 500	0.06%
CT Pan	\$ 5,000	0.58%
Ft. Steilacoom Invitational	\$ 3,000	0.35%
Kyle Stanley Championship	\$ 2,500	0.29%
Slam on the Sound Quad Rugby	\$ 1,000	0.12%
Rainier Cup Judo Championships	\$ 3,000	0.35%
West Coast Open	\$ 3,000	0.35%
The Revolution Brazilian Jiujitsu Tournament (NOV)	\$ 500	0.06%
US Fencing Bladefest	\$ 1,000	0.12%
NWAACC Women's Volleyball	\$ 12,000	1.38%
Pro NSC	\$ 2,000	0.23%
USAVB Grass Event	\$ 3,000	0.35%
Region 2 Gymnastics	\$ 23,000	2.65%
Proctor Station / Tacoma Criterium	\$ 1,000	0.12%
American Lake Fall Classic	\$ 1,500	0.17%
South Sound Classic	\$ 500	0.06%
CYCLOCROSS NATIONAL CHAMPIONSHIPS	\$ 70,000	8.05%
OPPORTUNITY FUND/ PENDING EVENTS	\$ 96,764	11.13%
DIRECT SALES TOTALS	\$ 336,264	38.67%
SALES & MARKETING TOTAL	\$ 370,264	42.58%
Total Expenses	\$ 869,500	100.00%
Net	\$ -	0.00%

2:53 PM

07/10/18

Accrual Basis

TPC SPORTS COMMISSION Balance Sheet

As of June 30, 2018

Total Checking/Savings 306,954.95 219,155.45 87,799.50 40 Accounts Receivable 85,108.04 78,132.76 6,975.28 8 Total Accounts Receivable 85,108.04 78,132.76 6,975.28 8 Other Current Assets 2,042.23 2,042.23 0.00 0 0 Security Deposit 2,042.23 2,042.23 0.00 0 0 0 Total Other Current Assets 394,105.22 299,330.44 94,774.78 31 1 Fixed Assets 8,509.32 0.00 0 <t< th=""><th></th><th>Jun 30, 18</th><th>Jun 30, 17</th><th>\$ Change</th><th>% Change</th></t<>		Jun 30, 18	Jun 30, 17	\$ Change	% Change
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Fixed Assets 8,509.32 8,509.32 0.00 0.00 Accumulated Depreciation -8,509.32 -8,509.32 0.00 0 Total Fixed Assets 0.00 0.00 0.00 0 0 Total Fixed Assets 0.00 0.00 0.00 0 0 0 Total Fixed Assets 0.00 0.00 0.00 0.00 0 0 Total ASSETS 394,105.22 299,330.44 94,774.78 31 LiABILITIES & EQUITY Liabilities Credit Cards 0.00 0.00 0 Credit Card MC 0418 16.70 16.70 0.00 0 0 Total Credit Card MC 0418 16.70 16.70 0.00 0 0 Other Current Liabilities 1,925.60 1,927.02 -1,42 -0 0 Accrued Wages 3,754.93 3,645.56 109.37 3 3 464.5 109.37 3 Accrued Payroll Taxes 309.80 300.76 9.04 3 3	Total Current Assets	394,105.22	299,330.44	94,774.78	31.7
Accumulated Depreciation -8,509.32 -8,509.32 0.00 0.00 Total Fixed Assets 0.00 0.00 0.00 0.00 0.00 TOTAL ASSETS 394,105.22 299,330.44 94,774.78 31 LIABILITIES & EQUITY Liabilities Credit Card S 0.00 0.00 0.00 Current Liabilities Credit Card MC 0418 16.70 16.70 0.00 0.00 Total Credit Card MC 0418 16.70 16.70 0.00 0 0 Total Credit Card MC 0418 16.70 16.70 0.00 0 0 Cotal Credit Card MC 0418 16.70 16.70 0.00 0 0 Total Credit Cards 16.70 16.70 0.00 0 0 Other Current Liabilities 1.925.60 1.927.02 -1.42 -0 Accrued Wages 3.745.55 199.37 3 3 645.56 199.37 3 Accrued Retirement 116.45 113.05 3.40 3 3 3		A 500.05	0 500 00	0.00	
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TOTAL ASSETS 394,105.22 299,330.44 94,774.78 31 LIABILITIES & EQUITY Liabilities Credit Cards 0.00 0.00 0.0% Credit Card MC 0418 Credit Card DEAN 0426 16.70 16.70 0.00 0 Total Credit Cards 16.70 16.70 0.00 0 0 Total Credit Cards 16.70 16.70 0.00 0 0 Other Current Liabilities 16.70 16.70 0.00 0 0 Other Current Liabilities 1.925.60 1.927.02 -1.42 -0 4.64 5.66 109.37 3 Accrued Wages 3.754.93 3.645.56 109.37 3 3.40 33 Total Cher Current Liabilities 1.925.60 1.927.62 -1.42 -0 Accrued Payroll Taxes 309.80 300.76 9.04 3 3.40 33 Total Other Current Liabilities 6,112.24 5,991.48 120.76 2 2 Total Current Liabilities 6,128.94 </td <td>•</td> <td></td> <td></td> <td></td> <td>0.0</td>	•				0.0
LIABILITIES & EQUITY Liabilities Current Liabilities Credit Cards Credit Card MC 0418 Credit Card DEAN 0426 16.70 16.70 0.00 0 Total Credit Card MC 0418 16.70 16.70 0.00 0 Total Credit Card MC 0418 16.70 16.70 0.00 0 Total Credit Cards 16.70 16.70 0.00 0 Other Current Liabilities 1.925.60 1.927.02 -1.42 -0 Accrued Wages 3.754.93 3.645.55 109.37 3 Accrued Wages 3.754.93 3.645.55 109.37 3 Accrued Payroll Taxes 309.80 300.76 9.04 3 Accrued Retirement 116.45 113.05 3.40 3 Total Other Current Liabilities 6.112.24 5.991.48 120.76 2 Total Current Liabilities 6.128.94 6.008.18 120.76 2 Total Liabilities 6.128.94 6.008.18 120.76 2 Equity <t< td=""><td></td><td></td><td></td><td></td><td>31.7</td></t<>					31.7
Total Credit Card MC 0418 16.70 16.70 0.00 0 Total Credit Cards 16.70 16.70 0.00 0 Other Current Liabilities 16.70 16.70 0.00 0 Use Tax Due 5.46 5.09 0.37 7 Payroll Liabilities 1,925.60 1,927.02 -1.42 -0 Accrued Wages 3,754.93 3,645.56 109.37 3 Accrued Payroll Taxes 309.80 300.76 9.04 3 Accrued Retirement 116.45 113.05 3.40 3 Total Other Current Liabilities 6,112.24 5,991.48 120.76 2 Total Current Liabilities 6,128.94 6,008.18 120.76 2 Total Current Liabilities 6,128.94 6,008.18 120.76 2 Fund Balance 342,111.65 246,135.85 95,975.80 39 Net Income 45,864.63 47,186.41 -1,321.78 -2 Total Equity 387,976.28 293,322.26	Credit Cards Credit Card MC 0418	16 70	16 70	0.00	0.0%
Total Credit Cards 16.70 16.70 0.00 0 Other Current Liabilities Use Tax Due 5.46 5.09 0.37 7 Payroll Liabilities 1,925.60 1,927.02 -1.42 -0 Accrued Wages 3,754.93 3,645.56 109.37 3 Accrued Payroll Taxes 309.80 300.76 9.04 3 Accrued Retirement 116.45 113.05 3.40 3 Total Other Current Liabilities 6,112.24 5,991.48 120.76 2 Total Current Liabilities 6,128.94 6,008.18 120.76 2 Total Current Liabilities 6,128.94 6,008.18 120.76 2 Equity 549.44 6,008.18 120.76 2 Fund Balance 342,111.65 246,135.85 95,975.80 39 Net Income 45,864.63 47,186.41 -1,321.78 -2 Total Equity 387,976.28 293,322.26 94,654.02 32					
Other Current Liabilities 5.46 5.09 0.37 7 Payroll Liabilities 1,925.60 1,927.02 -1.42 -0 Accrued Wages 3,754.93 3,645.56 109.37 3 Accrued Payroll Taxes 309.80 300.76 9.04 3 Accrued Retirement 116.45 113.05 3.40 3 Total Other Current Liabilities 6,112.24 5,991.48 120.76 2 Total Current Liabilities 6,128.94 6,008.18 120.76 2 Total Liabilities 6,128.94 6,008.18 120.76 2 Equity 342,111.65 246,135.85 95,975.80 39 Net Income 45,864.63 47,186.41 -1,321.78 -2 Total Equity 387,976.28 293,322.26 94,654.02 32	Total Credit Card MC 0418	16.70	16.70	0.00	0.0
Use Tax Due 5.46 5.09 0.37 7 Payroll Liabilities 1,925.60 1,927.02 -1.42 -0 Accrued Wages 3,754.93 3,645.56 109.37 3 Accrued Payroll Taxes 309.80 300.76 9.04 3 Accrued Retirement 116.45 113.05 3.40 3 Total Other Current Liabilities 6,112.24 5,991.48 120.76 2 Total Current Liabilities 6,128.94 6,008.18 120.76 2 Total Liabilities 6,128.94 6,008.18 120.76 2 Equity 342,111.65 246,135.85 95,975.80 39 Net Income 45,864.63 47,186.41 -1,321.78 -2 Total Equity 387,976.28 293,322.26 94,654.02 32	Total Credit Cards	16.70	16.70	0.00	0.0
Payroll Liabilities 1,925.60 1,927.02 -1.42 -0 Accrued Wages 3,754.93 3,645.56 109.37 3 Accrued Payroll Taxes 309.80 300.76 9.04 3 Accrued Retirement 116.45 113.05 3.40 3 Total Other Current Liabilities 6,112.24 5,991.48 120.76 2 Total Current Liabilities 6,128.94 6,008.18 120.76 2 Total Liabilities 6,128.94 6,008.18 120.76 2 Equity 542.94 6,008.18 120.76 2 Fund Balance 342,111.65 246,135.85 95,975.80 39 Net Income 45,864.63 47,186.41 -1,321.78 -2 Total Equity 387,976.28 293,322.26 94,654.02 32		5.40	F 00	0.67	
Accrued Wages 3,754.93 3,645.56 109.37 3 Accrued Payroll Taxes 309.80 300.76 9.04 3 Accrued Retirement 116.45 113.05 3.40 3 Total Other Current Liabilities 6,112.24 5,991.48 120.76 2 Total Current Liabilities 6,128.94 6,008.18 120.76 2 Total Liabilities 6,128.94 6,008.18 120.76 2 Equity 5,991.48 120.76 2 2 Fund Balance 342,111.65 246,135.85 95,975.80 39 Net Income 45,864.63 47,186.41 -1,321.78 -2 Total Equity 387,976.28 293,322.26 94,654.02 32					7.3
Accrued Payroll Taxes 309.80 300.76 9.04 33 Accrued Retirement 116.45 113.05 3.40 3 Total Other Current Liabilities 6,112.24 5,991.48 120.76 2 Total Current Liabilities 6,128.94 6,008.18 120.76 2 Total Liabilities 6,128.94 6,008.18 120.76 2 Fund Balance 342,111.65 246,135.85 95,975.80 39 Net Income 45,864.63 47,186.41 -1,321.78 -2 Total Equity 387,976.28 293,322.26 94,654.02 32		,			-0.1
Accrued Retirement 116.45 113.05 3.40 3 Total Other Current Liabilities 6,112.24 5,991.48 120.76 2 Total Current Liabilities 6,128.94 6,008.18 120.76 2 Total Liabilities 6,128.94 6,008.18 120.76 2 Total Liabilities 6,128.94 6,008.18 120.76 2 Equity 5,991.48 120.76 2 2 Fund Balance 342,111.65 246,135.85 95,975.80 39 Net Income 45,864.63 47,186.41 -1,321.78 -2 Total Equity 387,976.28 293,322.26 94,654.02 32					3.0
Total Current Liabilities 6,128.94 6,008.18 120.76 2 Total Liabilities 6,128.94 6,008.18 120.76 2 Equity 5 95,975.80 39 39 Net Income 45,864.63 47,186.41 -1,321.78 -2 Total Equity 387,976.28 293,322.26 94,654.02 32					3.0 3.0
Total Current Liabilities 6,128.94 6,008.18 120.76 2 Total Liabilities 6,128.94 6,008.18 120.76 2 Equity 5 95,975.80 39 39 Net Income 45,864.63 47,186.41 -1,321.78 -2 Total Equity 387,976.28 293,322.26 94,654.02 32	Total Other Current Liabilities	6,112.24	5,991.48	120.76	2.0
Total Liabilities 6,128.94 6,008.18 120.76 2 Equity Fund Balance 342,111.65 246,135.85 95,975.80 39 Net Income 45,864.63 47,186.41 -1,321.78 -2 Total Equity 387,976.28 293,322.26 94,654.02 32	Total Current Liabilities	6,128.94	6,008.18	120.76	2.0
Equity Fund Balance Net Income342,111.65246,135.8595,975.8039Total Equity387,976.28293,322.2694,654.0232			6,008.18	120.76	2.0
Fund Balance342,111.65246,135.8595,975.8039Net Income45,864.6347,186.41-1,321.78-2Total Equity387,976.28293,322.2694,654.0232					
Net Income 45,864.63 47,186.41 -1,321.78 -2 Total Equity 387,976.28 293,322.26 94,654.02 32		342 111 65	246 135 85	95 975 90	39.0
Total Equity 387,976.28 293,322.26 94,654.02 32	•			•	-2.8
TOTAL LIABILITIES & EQUITY 394,105.22 299,330.44 94,774.78 31					32.3
	TOTAL LIABILITIES & EQUITY	394,105.22	299,330.44	94,774.78	31.7

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Accrual Basis

TPC SPORTS COMMISSION Profit & Loss January through June 2018

	Jan - Jun 18	Jan - Jun 17	\$ Change	% Change
Income	· · · · · ·			
Tourism Promotion Area	229,985.02	171,235.77	58,749.25	34.3%
Pierce County	92,098.51	71,251.18	20,847.33	29.3%
City of Lakewood	27,852.74	27,272.46	580.28	2.1%
City of Puyallup	20,703.43	20,791.80	-88.37	-0.4%
City of Gig Harbor	2,500.00	2,500.00	0.00	0.0%
City of Fife	8,551.92	10,900.27	-2,348.35	-21.5%
City of Tacoma	50,000.00	50,000.00	0.00	0.0%
Interest Inc	112.91	77.44	35.47	45.8%
Total Income	431,804.53	354,028.92	77,775.61	22.0%
Expense				
Personnel Expenses				
Insurance - Health	11,824.74	0.00	11,824.74	100.0%
Salaries - Wages	104,620.30	97,518.57	7,101.73	7.3%
Taxes - Payroll	9,919.12	8,761.02	1,158.10	13.2%
401 (k) Contribution	3,236.58	3,023.94	212.64	7.0%
Total Personnel Expenses	129,600.74	109,303.53	20,297.21	18.6%
Administration Expenses				
Payroll Processing Fee	80.92	80,71	0.21	0.3%
401(k) Adminsistrative Fee	712.50	725.00	-12.50	-1.7%
Bank Charge	30.00	10.00	20.00	200.0%
Insurance - Business	0.00	99.00	-99.00	-100.0%
Licenses and Permits	46.00	0.00	46.00	100.0%
Memberships	1,075.00	1,176.00	-101.00	-8.6%
Office Expenses	5,708.65	5,937.63	-228.98	-3.9%
Parking	3,501.12	3,493.20	7.92	0.2%
Rent	13,191.30	12,808.65	382.65	3.0%
Telephone	1,981.14	2,506.52	-525.38	-21.0%
Cell Phone	750.00	600.00	150.00	25.0%
Minor Equipment	0.00	3,679.82	-3,679.82	-100.0%
Accounting Bookkeeping	3,071.00 13,143.25	2,417.00 11,844.00	654.00 1,299.25	27.1% 11.0%
Total Administration Expenses	43,290.88	45,377.53	-2,086.65	-4.6%
·				
Marketing/Promotion Expenses JR - PR Social Web & Media	109,738.66	45,838.13	62 000 52	120, 49/
JR - Website Rebuild	29,873.53	45,838,13	63,900.53 25,689.78	139.4%
Meetings	604.18	978.1 4	-373.96	614.0% -38.2%
Travel Expenses	004.10	510.14	-373.90	-30.270
NASC	5,209.13	7,589.33	-2.380.20	-31.4%
Meals	269.25	366.00	-96.75	-26.4%
Tolls & Parking	12.00	66.00	-54.00	-81.8%
Mileage Reimbursement	74.88	384.40	-309.52	-80.5%
Travel Expenses - Other	1,157.66	0.00	1,157.66	100.0%
Total Travel Expenses	6,722.92	8,405.73	-1,682.81	-20.0%
Marketing - Event Operations				
Charity Choice / Nastia Luiken	10,000.00	4,935.35	5,064,65	102.6%
WSWA Folkstyle	10,364.59	20,000.00	-9,635.41	-48.2%
The Revolution Braz Jiujitsu	0.00	500.00	-500.00	-100.0%
Gig Harbor Paddlers Cup	1,946.10	1,753.00	193.10	11.0%
Redhawk Invitational - Golf	8,000.00	0.00	8,000.00	100.0%
WIAA Track & Field	2,575.48	2,698.38	-122.90	-4.6%
Ryan Moore Golf	0.00	5,000.00	-5,000.00	-100.0%
Lakewood SummerFEST Triathlon	583.91	985.53	-401.62	-40.8%
Seattle Inv Softball Tournament	2,636.97	2,417.30	219.67	9.1%
West Coast Open	115.70	113.50	2.20	1.9%
SEVENTY48	2,306.69	0.00	2,306.69	100.0%
Gymnastics Region 2	13,419.98	0.00	13,419.98	100.0%
Golf Opportunity Fund	0.00	8,000.00	-8,000.00	-100.0%
WIAA Hotel Expenses	869.54	2,861.10	-1,991.56	-69.6%
Marine Robotics	10,000.00	0.00	10,000.00	100.0%
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Accrual Basis

TPC SPORTS COMMISSION Profit & Loss January through June 2018

Jan - Jun 18	Jan - Jun 17	\$ Change	% Change
0.00	500.00	-500.00	-100.0%
3,290.03	0.00	3,290.03	100.0%
0.00	42,991.54	-42,991.54	-100.0%
66,108.99	92,755.70	-26,646.71	-28.7%
213,048.28	152,161.45	60,886.83	40.0%
385,939.90	306,842.51	79,097.39	25.8%
45,864.63	47,186.41	-1,321.78	-2.8%
	0.00 3,290.03 0.00 66,108.99 213,048.28 385,939.90	0.00 500.00 3,290.03 0.00 0.00 42,991.54 66,108.99 92,755.70 213,048.28 152,161.45 385,939.90 306,842.51	0.00 500.00 -500.00 3,290.03 0.00 3,290.03 0.00 42,991.54 -42,991.54 66,108.99 92,755.70 -26,646.71 213,048.28 152,161.45 60,886.83 385,939.90 306,842.51 79,097.39

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Accrual Basis

TPC SPORTS COMMISSION Budget vs. Actual - ALL January through December 2018

	Jan - Dec 18	Budget	\$ Over Budget	% of Budget
Income				, <u></u>
Tourism Promotion Area	229,985.02	575,000. 00	-345,014.98	40.0%
Pierce County	92,098.51	125,000.00	-32,901.49	73. 7 %
City of Lakewood	27,852.74	60,000.00	-32,147.26	46.4%
City of Puyallup	20,703.43	40,000.00	-19,296.57	51.8%
City of Gig Harbor	2,500.00	5,000.00	-2,500.00	50.0%
City of Fife	8,551.92	40,000.00	-31,448.08	21.49
City of Tacoma	50,000.00	100,000.00	-50,000.00	50.0%
Interest Inc	112.91	0.00	112.91	100.0%
Total Income	431,804.53	945,000.00	-513,195.47	45.7%
Expense				
Personnel Expenses				
Insurance - Health	13,795.53	30,000.00	-16,204.47	46.0%
Salaries - Wages	104,620.30	234,800.00	-130,179.70	44.6%
Taxes - Payroli	9,919.12	22,766.00	-12,846.88	43.6%
401 (k) Contribution	3,236.58	10,490.00	-7,253.42	30.9%
Total Personnel Expenses	131,571.53	298,056.00	-166,484.47	44.1%
Administration Expenses				
Payroll Processing Fee	80.92	180.00	-99.08	45.0%
401(k) Adminsistrative Fee	712.50	1,700.00	-987.50	41.9%
Bank Charge	64.00	0.00	64.00	100.0%
Insurance - Business	0.00	2,000.00	-2,000.00	0.0%
Licenses and Permits	46.00	0. 0 0	46.00	100.0%
Memberships	1,075. 00	3,000.00	-1,925.00	35.8%
Office Expenses	6,492.45	12,000.00	-5,507.55	54.1%
Parking	4,084.64	7,000.00	-2,915.36	58.4%
Rent	15,422.35	26,550.00	-11,127.65	58.1%
Telephone	1,981.14	4,500.00	-2,518.86	44.0%
Cell Phone	750.00	1,800.00	-1,050.00	41.7%
Minor Equipment	0.00	5,000.00	-5,000.00	0.0%
Accounting	3,071.00	10,000.00	-6,929.00	30.7%
Bookkeeping	13,143.25	30,000.00	-16,856.75	43.8%
Consulting/Services (IT Serv)	0.00	6,000.00	-6,000.00	0.0%
Web Hosting	0.00	700.00	-700.00	0.0%
Total Administration Expenses	46,923.25	110,430.00	-63,506.75	42.5%
Marketing/Promotion Expenses				
JR - PR Social Web & Media	109,738.66	159,525. 0 0	-49,786.34	68.8%
JR - Website Rebuild	29,873.53	38,795. 0 0	-8,921.47	77.0%
Meetings	604.18	5,000.00	-4,395.82	12.1%
Travel Expenses	7,221.92	22,000.00	-14,778.08	32.8%
Marketing - Event Operations	69,726.97	310,000.00	-240,273.03	22.5%
Total Marketing/Promotion Expenses	217,165.26	535,320.00	-318,154.74	40.6%
Total Expense	395,660.04	943,806.00	-548,145.96	41.9%
Income	36,144.49	1,194.00	34,950.49	3,027.2%

TPC SPORTS COMMISSION Budget vs. Actual - MARKETING ONLY January through December 2018

	Jan - Dec 18	Budget	\$ Over Budget	% of Budget
Expense				
Marketing/Promotion Expenses				
JR - PR Social Web & Media	109,738.66	159,525.00	-49,786.34	68.8%
JR - Website Rebuild	29,873.53	38,795.00	-8,921.47	77.0%
Meetings	604.18	5,000.00	-4,395.82	12.1%
Travel Expenses	7,221.92	22,000.00	-14,778.08	32.8%
Marketing - Event Operations	69,726.97	310,000.00	-240,273.03	22.5%
Total Marketing/Promotion Expenses	217,165.26	535,320.00	-318,154.74	40.6%
Total Expense	217,165.26	535,320.00	-318,154.74	40.6%
Net Income	-217,165.26	-535,320.00	318,154.74	40.6%

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07/10/18 Accrual Basis

TPC SPORTS COMMISSION Budget vs. Actual - ADMIN ONLY January through December 2018

	Jan - Dec 18	Budget	\$ Over Budget	% of Budget
Expense				
Personnel Expenses				
Insurance - Health	13,795,53	30.000.00	-16,204.47	46.0%
Salaries - Wages	104,620.30	234,800.00	-130,179.70	44.6%
Taxes - Pavroll	9.919.12	22,766.00	-12,846.88	43.6%
401 (k) Contribution	3,236.58	10,490.00	-7,253.42	30.9%
Total Personnel Expenses	131,571.53	298,056.00	-166,484.47	44.1
Administration Expenses				
Payroll Processing Fee	80.92	180.00	-99.08	45.0%
401(k) Adminsistrative Fee	712.50	1,700.00	-987.50	41.9%
Bank Charge	64.00	0.00	64.00	100.0%
Insurance - Business	0.00	2,000.00	-2,00 0 .00	0.0%
Licenses and Permits	46.00	0.00	46.00	100.0%
Memberships	1,075.00	3,000.00	-1,925.00	35.8%
Office Expenses	6,492.45	12,000.00	-5,507.55	54.1%
Parking	4,084.64	7,000.00	-2,915.36	58.4%
Rent	15,422.35	26,550.00	-11,127.65	58.1%
Telephone	1,981.14	4,500.00	-2,518.86	44.0%
Cell Phone	750.00	1,800.00	-1,050.00	41.7%
Minor Equipment	0.00	5,000.00	-5,000.00	0.0%
Accounting	3,071.00	10,000.00	-6,929.00	30.7%
Bookkeeping	13,143.25	30,000.00	-16,856.75	43.8%
Consulting/Services (IT Serv)	0.00	6,000.00	-6,000.00	0.0%
Web Hosting	0.00	700.00	-700.00	0.0%
Total Administration Expenses	46,923.25	110,430.00	-63,506.75	42.5
Total Expense	178,494.78	408,486.00	-229,991.22	43.7
et Income	-178,494.78	-408,486.00	229,991.22	43.7

	Jan 18	Feb 18	Mar 18	Apr 18	May 18	Jun 18	Jul 18	Aug 18	Sep 18	Oct 18	Nov 18	Dec 18	TOTAL
Beginning Cash Balance 263,143.89 301,843.49 262,264.39	263,143.89	301,843.49	262,264.39	269,187.31	294,285.28	247,203.87	306,954.95	306,954.95	306,954.95	306,954.95	306,954.95	306,954.95 263,143.89	263,143.89
Cash In													
Tourism Promotion Area	23,714,46	23,714,46 44,256.42	53,663.58	38,415.16	25,520.80	44,414.60							229,985.02
Pierce County	5,706.28	14,265.57	18,387.45	21,816.74	17,843.91	14,078.56							92,098.51
City of Lakewood	3,376.23	5,691.61	3,912.99	3,777.74	3,900.73	7,193.44							27,852.74
City of Puyallup	2,708.41	4,344.54	2,914.71	2,707.88	2,902.45	5,125.44							20,703.43
City of Gig Harbor	00'0	0.00	1,250.00	0.00	0.00	1,250.00							2,500.00
City of Fife	00.0	0.00	3,839.25	0.00	0.00	4,712.67							8,551.92
City of Tacoma	8,333.33	8,333.33	8,333.34	8,333.34	8,333.33	8,333.33							50,000.00
Event Income & Special Grants	00.00	0.00	0.00	0.00	00.0	00.0							0.00
Interest Inc	19.76	17.21	18.90	18.18	19.09	19.77							112.91
Other Income	00.0	0.00	0.00	0.00	00.0	00'0							0.00
Total Cash In	43,858.47	76,908.68	92,320.22	75,069.04	58,520.31	85,127.81	0.00	00.0	00.0	00.00	00.0	0.00	431,804.53
Cash Out													
Expense													
Personnel Expenses	19,625.47	19,877.22	19,843.07	21,632.73	19,843.07	28,779.18							129,600.74
Administration Expenses	7,689.48	6,802.26	8,020.00	6,924.52	6,354.02	7,500.60							43,290.88
Marketing/Promotion Expenses	15,209.22	43,768.49	51,978.83	39,320.72	25,918.28	36,852.74							213,048.28
Total Expense	42,524.17	70,447,97	79,841.90	67,877.97	52,115.37	73,132.52	00'0	00.0	00'0	00.00	00'0	00.00	385,939.90
Total Cash Out	1,334.30		6,460.71 12,478.32	7,191.07	6,404.94	11,995.29	0.00	0.00	0.00	0.00	0.00	0.0	45,864.63

Ending Cash Balance 301,843.49 262,264.39 269,187.31 294,285.28 247,203.87 306,954.95 306,954.95 306,954.95 306,954.95 306,954.95 306,954.95 306,954.95 306,954.95

40,110.70 7,645.09

-47,253.17 -6,233.18

18,680.29 -773.39

-5,336.42 -218.98

-47,470.73 1,430.92

40,235.28 -2,869.98

Change in A/R Change in A/P

-1,034.05 -1,019.52 LAWOFFICES

CORDON. THOMAS. HONEYWELL. MALANCA. PETERSON & DAHEIM LLP

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January 17, 2009

SEATTLE OFFICE ONE UNION SQUARE 600 UNIVERSITY, SUITE 2100 SEATTLE. WASHINGTON 98101-4185 (206) 676-7500 FACSIMILE (206) 676-7575

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 4^{l}_{h} 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.

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)

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.

OL

Secretary

FILED STATE OF WASHINGTON

DEC 1 1 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

Name

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:

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) <u>Purposes:</u> 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) <u>Private Foundation Status</u>: 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) <u>Prohibited Activities</u>: 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) <u>Distribution</u>: 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 $50l(c){3}$ 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 The Corporation may, by action of its Board of Corporation: 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 executors and administrators. heirs, 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) <u>Severability</u>: 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 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. Ιf 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.

ELVIN VANDEBERG Incorporator

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 _____ day of November, 1990.

Woud W. Shanpel

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 *N* is hereby revised to read as follows:

(1) <u>Number and Powers:</u> 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) <u>Regular Meetings</u>: 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.

CI

Secretary

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 by the Board of Directors, shall have a business office identical with such registered office.

(2) <u>Other Offices</u> 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

Memhers

(1) <u>Number and</u> 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) <u>Disbursement:</u> The orporation shall not make any 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.

Annual Meeting Order of Business: At t.he annua **1** { 3 } meeting of the member, the order of business shall he as follows:

- {a} Calling the meeting to order.
- {b) Proof of notice nf meeting {or fiJ.ing waiver)
- {c) :Reading of minutes of last annual meet.i.nq.
- (d) Reportn of officers.(e) Reports of r:ommi.ttees.
- Miscellaneous busin s.s. (f)

(4) Special Meetings: Sped.al mePtings of the member fnr any purpose may be called at any time by the president. or the Board of Directors.

(5) Notice: Notice of the time and place of '\:he annual meeting of-the member and of regular meeting.s and special meetings shall be given by delivering personally or ${\sf by}$ 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.

Waiver of Notice: A waiver of any notice required (6) 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·ting F:xr.ept as may othenvise be provided in these Bylaws or t:he corporation's 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-riting, 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) <u>lumber ans_'!_J?oY"'er</u> 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 acl:s as are not by statute or required to be exercised or done by the member.

(2) <u>Election</u> 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, three (3) din cl.:ors having a **bm** (2) year \cdot term, and three (3) directors having a one (1) vear term. Upon the expiration of the initial terms, directors shall be elected for a three (3) year term. The din: ct.ors shall bP electe<'l by the Board of Directors of the sole member.

(3) Change of Number: The number of directors may at any time be increase-dordecreased by amendmen-t: of these Ryl.m-JS, but no decrease shall have the effect of shortening the term of any incumbent director.

(4) <u>Vacancies</u>: 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 <u>Members of the Board of Directors</u>: The Board of Directors shall include such \times fficio members $\cdot as$ the board may appoint from time to t.ime by a maiority vot.e of all direr-tors entitled to vote.

(6) Removal of <u>Directors</u>: 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) <u>SpeE...: al !leeting</u>: Special meetings of 1:he Board of Directors, or any committeP denignated by the Board of Directors, may be called at any time by 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) <u>Notice:</u> 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.il: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 objecting 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 of the 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 'vritien dissent to such action with 1:he person act.ing ar; the secretary of the meeting, before the adjournment thereof, or shall forward such dissent by registered ma 1 to the secretary of the corporation immediately after the adjournment of the meeting. Such right to dissent shall not apply the adjourn who voted in favor of such action.

(13) Committees: The Board of Directors, by resolution adopted by a majori y 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 provj_ded in such resolution, shall have and exercise the author.i.1:y of thP. Board of Directors in the ma.nagemoni of t:hP. corporation: provided that no such committee shall have the authority of i:he Board of Direci:ors in reference to amending, altering or repealing the Bylaws; electing, appointing removing any member of any such committee or any director or or the corporation; amending officer of the Articles of Incorporation; adopting a plan of merger or adopt.i.mg a plan of consolidation with another corporation; authorizing the sale, lease or exchange nf all or substantially all of the property and assets of the corporation not in the ordinary course of husinP.ss; 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 Roard of Directors which by j_ts terms provides that it shall not be amP.nded, altered or repealed by such committee. The designation and appointment of any such committee and thP. delegation thereto of authority shall not operate i:0 reJ.ieve the Board of Directors, or any individual director of any responsibility imposed upon it or him by law.

(14) Opera_ij.__g of Direct.ors:

(a) The Board of Directors shall have the authority to appoint, by resolution adopted hy 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 "Operatincr Board").

(h) The Operating Board shall be vested with such power and authority as deemed appropriate hv the Roarcl of Directors provided, the Operating Board shal.l not have the authority to commit, allocate or expend any assets nf the corporat.ion or its separate funcis. The Operal:ing 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 Operating Board, whether causeo by removal, resignation, neath, or ot.henlise, may be fill.eo by the affirmative vote of a majority 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.ing 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: C: 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) <u>Disbursement</u>: The corporation shall not make any dishurseme t of incomto any Board Members.

(18) <u>Action by Board Members without</u> 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 <u>Communications</u>: Board Hemhers may participate in a meeting of--"-Roard .Members hy means of a conference t.elephone or s.imila.r communications equipment. by 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 meeting.

A:RTIC:LE V

Officers

(1) Designations: The officers of the corporation shall be a Chai.rmal 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 and 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 by 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 time to time.

(4) <u>The</u> President: The President. shall be the principa **1** 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:0 his office, or are properly required of him hy the Board of Directors.

(6) The Treasurer: The Treasurer shall have the custody of all mnneys or-the-co) porat.ion and shall keep regular books 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 to the Roard of Directors from time to time as may 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) Delegat<u>ion</u>: In the case of absence or inability to act of any officer of- the corporation and of any 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 any office arising from any cause may be filled by the Board of Directors at any regular 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) <u>Disbursement:</u> 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 may, hy resolution, require any and all of the officers to give 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 account:. 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 the corporation in such bank 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 signed. 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.ited 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 any minutes which may be maintained by committees of the Board of Directors. Records may 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.

Tacoma South Sound Sports

Board of Directors UPDATED JUN 2018

Name	Board Position	Employment	Title	Email
Nigel English	Executive Chairman	Lending	President	nenglish@heritagebankwa.com
Jeff Woodworth	Council Member	Woodworth Capital	President	jeff@woodworthcapital.com
Tyler Shillito	Exectutive Secretary	Smith Alling, P.S.	Attorney	tyler@smithalling.com
Debbie Wittmers	Executive Treasurer	D Wittmers PLLC	Tax Director	Debbie@dwittmerscpa.com
Jeff Lyon	Council Member	Kidder Mathews	Chairman & CEO	jlyon@kiddermathews.com
Willie Stewart	Council Member	Retired: Tacoma Schools	Administrator	wcstewart@q.com
Doug Andreassen	Council Member	US Soccer Federation	Task Force Chair	dougandreassen@gmail.com
Kim Bedier	Council Member	City of Tacoma	Director	kbedier@ci.tacoma.wa.us
Shon Sylvia	Council Member	Metro Parks Tacoma	Executive Director	shons@tacomaparks.com
Ted Danek	Council Member	City of DuPont	City Manager	tdanek@dupontgov.wa
Jeff Quint	Council Member	Trio Group	Vice President	jeff@triogroupnw.com
Tacoma South So	und Sports	STAFF		

Name		Employment	Title	Email
Dean Burke	Executive Director	Staff	Executive Director	deanb@tacomasports.org
Fergus Hyke	Sports Development	Staff	Director of Sales/ Club Development	fergush@tacomasports.org
Emily Tollefson	Logistics	Staff	Relations	emilyt@tacomasports.org

Tacoma South Sound Sports

Name		Employment	Title	Email
Owen Wollum	IT Support	Dependable IT Support	Founder and CEO	owen.wollum@dependableitsupport.com
Terre Zacek	Bookkeeping	By the Numbers	President/ Founder	terre@bythenumbersinc.com
Briget Baerth	Marketing/ Web/ Social Media	Jay Ray	Principal	BBaeth@jayray.com

Application for:

City of Lakewood Fiscal Year 2019 Lodging Tax Grant Funds

From:

Lakewood Chamber of Commerce – Blue Nights

7. APPLICATION FOR FISCAL YEAR 2019 LTAC GRANT FUNDING

1a. Project Information

Project Name: Lakewood's Nights of Lights

Amount of Lodging Tax Funding Requested: \$20,000.00 (Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost:\$20,000.00(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, 2019

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

1c. Contact:

Name: Linda K. Smith

Title: President/CEO

Telephone: 253-582-9400

Email: Ismith@lakewood-wa.com Signature: Finda Law: the

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): December 1-31, 2019
- b. Event Location: Motor Avenue and Gravelly Lake Drive
- c. If there is a charge or fee for this activity, please describe how much and why.

Services surrounding light purchases, installation and advertising are free of charge to the public. The requested lodging tax contract of \$20,000 is to cover expenses for the first 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).

The Lakewood Chamber is proposing a new (and historic) Christmas celebration beginning in the winter of 2019.

When the Lakewood Colonial Center was built in 1937, it was known as the Lakewood Community Center and represented a new way of life for the Lakes District. Developed by Norton Clapp, Lakewood Development Company, it was the first suburban shopping center west of the Mississippi.

It is rumored his first wife Mary Cordelia Davis's favorite color was blue. Hence the beginning of decorating the Colonial Center with blue lights during the Christmas season. Mary (Davis) Clapp inspired owners of nearby shopping centers to follow the color scheme, and in the late 1930's blue bulbs symbolized the holiday spirit of community businesses. For decades, people would travel from all over the South Sound to see the City luminous with sparkling blue lights ~ and it became a destination for holiday shoppers.

But they took on new meaning after Nov. 29, 2009, when our four Lakewood police officers were gunned down at a Parkland coffee shop. In the weeks after the tragedy, blue lights blazed throughout the region in memory of Sgt. Mark Renninger and officers Tina Griswold, Greg Richards and Ronald Owens.

The blue lights are scarcely used by the business community \sim and the goal is to reawake this tradition of the blue lights as they were 50 and 60 years ago beginning December 2019.

Community awareness campaign showcasing the business district along Gravelly Lake Drive will be the primary focus, although the entire business community will be encouraged to "go blue."

An outdoor community gathering with caroling, cocoa and an official "building lighting" is proposed to begin on the Motor Avenue Event Site. The Holiday Blue Light Drive will showcase and incorporate the new urban design concept of Motor Avenue to kick-start a vibrant and welcoming public space within the City's central business district.

The Christmas Parade coordinated by the City, could begin at the Colonial Center, continue down Gravelly Lake Drive and end at City Hall for the official Tree Lighting Ceremony.

The promotion of the holiday blue lights will also create a stronger sense of identity and pride among residents in our city and develop/brand a unique destination opportunity for out of towners.

3. Beneficiaries

First, the residents of the City will take pride in having a unique tradition resurrected and branding our own unique footprint in the region. We expect to see visitors from the county begin their trek into Lakewood as part of their holiday traditions. Restaurants and retailers can expect to see a boost in their sales activity. Packages for overnight stays with theater, restaurant and attractions passes can be built up in future years to promote Lakewood for overnight stays. Showcasing the City's Urban Design Project as a gathering place and creating the Blue Light Drive theme is undeniably a formula for economic prosperity in 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.

Resurrecting this tradition and branding our own unique footprint in the region will draw visitors. We expect to see visitors from the county begin their trek into Lakewood as part of their holiday traditions the first year. Restaurants and retailers can expect to see a boost in their sales activity. Packages for with lodging, theater, restaurants and/or attractions can be built up in future years to promote Holiday Blue Light Drive for overnight stays. Showcasing the City's Urban Design Project as a gathering place and creating the Blue Light theme is undeniably a formula for economic prosperity in Lakewood .

Short-term benefits are what we see in retail taxes collected. Long-term benefits include overnight holiday package tours to encourage h/motel stays in Lakewood.

We will calculate local retail sales tax collected, as well as lodging tax receipts collected as our bottom line gauge.

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

We expect to see visitors from the county begin their trek into Lakewood as part of their holiday traditions in the first year. Restaurants and retailers can expect to see a boost in their sales activity. Packages for with lodging, theater, restaurants and/or attractions can be built up in future years to promote Lakewood Lights for overnight stays. Showcasing the City's Urban Design Project as a gathering place and creating the Blue Light theme is undeniably a formula for economic prosperity in Lakewood .

Short-term benefits are what we see in retail taxes collected. Long-term benefits include overnight holiday package tours to encourage h/motel stays in Lakewood.

We will calculate local retail sales tax collected, as well as lodging tax receipts collected as our bottom line gauge.

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

We expect to see visitors from the county begin their trek into Lakewood as part of their holiday traditions in the first year. Restaurants and retailers can expect to see a boost in their sales activity. Packages for with lodging, theater, restaurants and/or attractions can be built up in future years to promote Lakewood Lights for overnight stays. Showcasing the City's Urban Design Project as a gathering place and creating the Blue Light theme is undeniably a formula for economic prosperity in Lakewood.

Short-term benefits are what we see in retail taxes collected. Long-term benefits include overnight holiday package tours to encourage h/motel stays in Lakewood.

We will calculate local retail sales tax collected, as well as lodging tax receipts collected as our bottom line gauge.

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

Although Lakewood Lights is expected to draw local citizenry and visitors as far as 50 miles away, people outside of the state and country are not expected to be the primary focus, with the exception of motorcoach tours designed for the holiday season.

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:

With limited funding, the program will undoubtedly be more of a business community education campaign. Assisting in offsetting the cost of the purchase of the lights is the primary objective for the first year.

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.

\$4,000 Marketing Promotion & Advertisng \$10,000 Administration/Operations \$6,000 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 2019. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
	\$		
	\$		+
	\$		
	S		
	\$		
	\$		
	\$		

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)	\$6,000.00	\$	\$6,000.00
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$10,000.00	\$	\$10,000.00
Marketing/Promotion	\$4,000.00	\$	\$4,000.00
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	\$20,000.00	\$	\$20,000.00
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 1 a of application.

11. Funding History

a. Was this project funded with Lakewood lodging tax funds in fiscal year 2018? Yes X No

b. If you answered yes to 11a, how much funding did you receive in 2018?

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

Year Amount awarded

X No previous funding

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

Currently, there are no other funding resources available for this project that have been identified.

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.

Currently, the Chamber has begun discussions with the manager of Gramor Development and several of the small businesses on Gravelly Lake Drive. The Lakewood Historical Society's enlistment has begun. Preliminary discussion with City Staff regarding the partnership of Lakewood Lights and the Christmas Parade have begun as well. Restaurants, attractions and lodging businesses will also be encouraged to participate in creating and helping promote packages to incentivize travelers to spend while in our 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 <u>no city ownership are not eligible</u> to receive funding.

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				\$	\$	\$

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

*If other funds are <u>committed</u>, 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:

Tinda Kon. th

Linda K. Smith, President/CEO Printed Name & Title of Chief Administrator/Authorizing Official <u>8/13/2018</u> 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 <u>ONLY</u> for <u>NEW HIRES</u> during the term of the contract. It is <u>NOT</u> to be used for <u>EXISTING EMPLOYEES</u>.
- E-Verify must be used to verify the documentation of <u>ANY</u> 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 <u>AND</u>
- 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.

Inda Komith ignature

Linda K. Smith, President/CEO Print Name and Title

<u>8/13/18</u> Date



Marketing Plan

Lakewood Nights of (Blue) Lights

Our Objective

Facilitate and promote a community brand, increase job opportunities and economic prosperity, by increasing visitations into Lakewood.

Linda K. Smith Ismith@lakewood-wa.com

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- Our Core Missions
- Our Marketing Leadership

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- o On-line and electronic promotions
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- On-line and Digital Promotion
- Social Media

Summary

Our organization

The Lakewood Chamber of Commerce and Visitor Information Center is located at 6310 Mt. Tacoma Drive SW in Lakewood, WA.

Our objective is to promote a favorable business climate through professionally coordinated business development and marketing strategies while promoting a healthy and desirable community in which to live, work and do business.

Our core missions

Promoting the Community Providing Networking Opportunities Representing the Interests of Business with Government through Political Action Creating a Strong Local Economy

Our Marketing Leaders

Linda K. Smith President/CEO Over 35 years of experience in hospitality, marketing and event planning.

Scott Jonson Office Manager and Visitor Information Center Coordinator Over 30 years of experience in hospitality training and marketing

Objective

The Lakewood Chamber's goal is to 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.

As the City continues to mature and define our unique brand that makes Lakewood truly special and desirable to visit, the Lakewood Chamber is proposing a new (and historic) Christmas celebration beginning in the winter of 2019.

Reawakening Lakewood's Christmas Blue Light Tradition!

When the Lakewood Colonial Center was built in 1937, it was known as the Lakewood Community Center and represented a new way of life for the Lakes District. It was developed by Norton Clapp, Lakewood Development Company. It was the first suburban shopping center west of the Mississippi.

It is rumored his first wife Mary Cordelia Davis's favorite color was blue. Hence the beginning of decorating the Colonial Center with blue lights during the Christmas season. Mary (Davis) Clapp inspired owners of nearby shopping centers to follow the color scheme, and in the late 1930's blue bulbs symbolized the holiday spirit of community businesses. For decades, people would travel from all over the South Sound to see the City luminous with sparkling blue lights ~ and it became a destination for sightseeing and for holiday shoppers.

But they took on new meaning after Nov. 29, 2009, when our four Lakewood police officers were gunned down at a Parkland coffee shop. In the weeks after the tragedy, blue lights blazed throughout the region in memory of Sgt. Mark Renninger and officers Tina Griswold, Greg Richards and Ronald Owens.

The Lakewood City Council unanimously passed a resolution adopting blue as the official color for holiday lights in the city's residential and commercial areas.

The lights aren't prevalent as they were 50 or 60 years ago, but the Lakewood Chamber proposes reawakening this tradition in 2019.

In order to accomplish that, the Chamber will pursue the following:

Developing a community awareness campaign for the business district along Gravelly Lake Drive for the first year will be the primary focus, although the entire business community will be encouraged to "go blue."

An outdoor community gathering with caroling, cocoa and an official building lighting is proposed to begin on the Motor Avenue Event Site. The Christmas Parade coordinated by the City, will begin at the Colonial Center down Gravelly Lake Drive and end at City Hall for the official Tree Lighting Ceremony.

The Chamber also plans to promote the historic holiday blue lights to support a stronger sense of identity and branding for Lakewood as a shopping destination.

Take advantage of any advertising/partnership opportunities with umbrella organizations such as Travel Tacoma that could include a Familiarization Tour, contacting regional press to encourage articles and stories about Lakewood's Nights of (Blue) Lights.

Metrics to measure success:

In the first year, we will calculate local retail sales tax collected, as our bottom line gauge. In 2020, we propose offering packages that include overnight accommodations, meals, entertainment and shopping discounts.

Target Market

Foremost is the education of our business community and local consumers in our city. Local social media posts have indicated tremendous interest in resurrecting one of Lakewood's "shining" historic traditions. Pride and excitement among our citizens, as well as neighboring communities in the South Sound will be the first wave of promotions.

Market Strategy

Creating and branding this unique project will pique interest of area press, as well as South Sound residents. Information placement in print and digital advertising are effective tools for capturing the market share. Promotional information will also be distributed to local accommodations for their guests. Posters will be printed and distributed.

Cost of purchasing blue lights is an expense that must be considered. In order to recruit as many businesses as possible to participate, the Chamber proposes sharing the cost of purchasing the lights for the first two years.

Budget

Over the course of the year, given the cash allotted to the Marketing team, we expect to invest in the following items to ensure we meet the objectives outlined in this marketing plan:

Marketing Expense	Estimated Price		
Marketing Promotion & Advertising	\$4,000		
Administration/Operations	\$10,000		
Personnel	\$6,000		
Total	\$20,000		

Marketing Channels

Over the course of [current year], we will launch/ramp up our use of the following channels for educating our customers, generating leads, and developing brand awareness:

Membership Directory & Visitor Guide

Annual quality premiere publication, with full-color magazine-style format with tourist information, newcomers information and business listings. This publication is also available in digital format that will be linked to new website.

A total of 7,500 copies printed. Provided to new military personnel at JBLM Orientations (a required program). Provided to Chamber Members. Also provided at lodging establishments for their lobbies and guest rooms. Distributed at Visitor Information Center. Past digital formats has been viewed 500-600 times a month.

Lakewood Lure Brochures

Designed to provide detailed tourist information to the traveling public, with quality full-color shell and 4 individual information pieces providing information on the following:

Lodging Guide – 5,000 Restaurant Guide – 5,000 Attractions Guide – 5,000 Events Calendar – 10,000

These handy 4" x 9" guides will be provided to tourists, meetings/conferences and sporting events attendees. The same information is available online on the Chamber's new website.

Attractions/Services Inventory

Designed to provide "everything and anything" front line personnel are asked by the visiting public. From Antique Stores to Zip Lining, this annual information resource is updated and delivered to all accommodations in Lakewood. The information is also available on the Chamber's new website.

www.Lakewood-Chamber.org

This new website is designed to be significantly more interactive than past years, providing google map/directions technology, a page for each member business, which provides space for photos and videos. Also available is a 5-star rating system.

Plan to purchase ad space on the Lakewood Trip Advisor page created by Travel Tacoma to gauge the level of views and interest level for future promotional efforts. Ensuring direct links are mutually on our social media platforms with Travel Tacoma and Tacoma South Sound Sports.

https://www.facebook.com/lakewoodchamber

An efficient delivery system to provide followers with information on upcoming events, local attraction, restaurant and lodging information.

https://twitter.com/LakewoodCofC

An efficient delivery system to provide followers with information on upcoming events, local attraction, restaurant and lodging information.

https://www.pinterest.com/ lakewood-chamber-of-commerce

Beginning phase of creation and development of board encouraging followers who are interested in affordable, outdoor recreation, natural scenery and historic places to follow and share.

Lakewood's Nights of (Blue) Lights

Budget

Over the course of the year, given the cash allotted to the Marketing team, we expect to invest in the following items to ensure we meet the objectives outlined in this marketing plan:

Marketing Expense	Estimated Price	
Marketing Promotion & Advertising	\$4,000	
Print Brochures/Distribution		
Print Posters/Distribution		
Press Releases & Media Advisories		
Administration/Operations	\$10,000	
Rent/Utilities/Supplies		
Local Business and Parade Coordination		
Building Lighting Party Supplies on Motor Ave.		
Blue Light Purchases		
Personnel	\$6,000	
Total	\$20,000	_

ADDRESS BOY POPLY SK

915 Second Avenue, Seattle, Wash. 98174

Department of the Treasury

G. A. Tornow (206) 442-5110

District Director

Date:	In reply refer to:
FEB 2 # 1975	L-179, Code 428

 Lakewood Area Chamber of Commerce P.O. Box 99084 Tacoma, WA 98409

internal Revenue Code: Section 501(c) (6) Form 990 Required: ② 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, cr 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)



1

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)

265

9:02 AM

08/01/18 Accrual Basis

	Jul 31, 18
ASSETS Current Assets	
Checking/Savings	
Checking*	277.3
Money Market	214.7
Petty Cash	500.0
Total Checking/Savings	992.1
Accounts Receivable Accounts Receivable (Unpaid or unapplied customer invoices and credits)	29,259.0
Total Accounts Receivable	29,259.0
Total Current Assets	30,251.1
Fixed Assets	00,201.1
Equipment	44,119.7
Furniture	2,414.4
Total Fixed Assets	46,534.1
OTAL ASSETS	76,785.3
IABILITIES & EQUITY	-
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable (Unpaid or unapplied vendor bills or credits)	6,406.5
Total Accounts Payable	6,406.5
Other Current Liabilities	
Columbia Bank	16,617.2
Deposits and Prepaid Payroll Liabilities	12,380.6
Payroll Liabilities Company Retirement Simple IRA (Company Paid Portion 3% up to \$7,000 Annually)	241.40
Employee Retirement Simple IRA (Employee Paid Retirement SEP)	341.40 967.96
HSA Employee Contribution (HSA Employee Contribution)	200.00
Labor & Industries	42.72
940 Taxes Payable	42.72
941 Taxes Payable	1,810.83
State Unemployment	-35,77
Supplemental Insurance	592.98
Total Payroll Liabilities	3,920.8
Total Other Current Liabilities	32,918.6
Total Current Liabilities	39,325.2
Total Liabilities	39,325.2
Equity	
Unrestricted Net Assets (Undistributed earnings of the corporation)	17,207.3
Opening Balance Equity	25,421.1
Net Income	-5,168.5
Total Equity	37,460.0

223498



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 CHAMBI	SR OF COMMERCE		
a domestic corporation of	Ticoma , Washingto		
was filed for record in this office on this date	e, and 1 further certify that such Articles rema		
on file in this office.			
2			
Filed at request of Richard J. Kelley, Atty P. O. Box 3302 Lakewood Center Tacoma, Washington 98499			
NON PROFIT	In witness whereof I have signed and ha affixed the seal of the State of Washington this contificate at Olympia, the State Capity		
License to June 30, 19 \$	this certificate at Olympia, the State Capit September 12, 1972		
Excess pages @ 25¢ \$			
Microfilmed, Roll No. 1248	<i>t</i>		
Page 200-205	200 A. LUDLOW KRAM SECRETARY OF STA		

EILED

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 _____ day of September, 1972.

James Walter

202

STATE OF WASHINGTON))ss. County of Pierce)

THIS IS TO CERTIFY that on this <u>1972</u> 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.



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 <u>76</u> 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.

COMMERCE LAKEWOOD CHAMBER OF ice 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 Parsons

SUBSCRIBED and SWORN to before methis 7th day of September,

204

1972.

Notary Publ 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 $1^{\frac{1}{12}}$ 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 Meeting Minutes June 14, 2018 12 noon – 1:30 pm Lakewood Chamber of Commerce

Call to Order/Roll Call -Wolf, Brown, Miller, Walsh, Cofchin, Goddard, Harding and Smith

Absent – Bakamis, Mattingly and Steele

Additions/Deletions to the Agenda –Initiative Measure 1608. Boat Cruise – Change date or cancel? Power Lunch July 13, L&I Minimum Wage Act & EAP

Approval of Board Meeting Minutes – Cofchin moved and Walsh seconded approval of the May 10, 2018 Meeting Minutes. M/S/C.

Approval of Financial Report – Walsh reported the Ad Hoc Finance Committee met four times to discuss various options for a shift in direction that would ultimately generate additional income to the Chamber. Some discussions included potential dramatic shifts with minor legwork done in between to allow for general assessment. Net income for month of May \$2,602.62 - \$2,322.16 over budget.

Chair of the Board Report – *Wolf*

Nomination suggestions for 2018-19 Board of Directors was submitted by Brown. An Ad Hoc Nominating Committee will convene on June 19, 12 noon at the Chamber. Wolf, Harding, Miller and Brown.

Annual Retreat is July 20. Cofchin offered space at Marymount for the Board Retreat.

Upcoming Ribbon Cuttings, Cash Mob and Meetings were discussed.

President's Report – Smith

A draft policy position was submitted regarding the support of Initiative Measure No. 1608 concerning collective bargaining by state and local public employees. Organizations open for public observation and recording, make bargaining proposals public and establish an online library of public collective bargaining agreements. Harding moved, Wolf seconded. M/S/C. Abstained: Brown and Cofchin.

Smith requested approval to submit a contract for lodging tax funds with the City of Lakewood. Cofchin moved, Walsh seconded that Smith submit an application for 2019. M/S/C.

Smith continues to serve on police oral boards. A sponsor has not been secured for the Commencement Bay Boat Cruise. Possible cancellation of the event this year.

Adjourned-

Harding moved and Walsh seconded approval to adjourn. M/S.C.

2017-18 BOARD OF DIRECTORS

Executive Team

Tod Wolf, Chair (John)

Robi's Camera Center & Custom Framing 10015 Gravelly Lake Dr SW Lakewood, WA 98499 Ph - 253-584-0210 wolf@robis.com

Stephanie Walsh, Treasurer (Sue)

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

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 – 530-200-1915 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 (John)

America's Credit Union 6310 Mt. Tacoma Drive SW Lakewood, WA 98499 Ph – 253-591-6889 paulmillerlending@gmail.com



August 15, 2018

To whom it may concern:

As the 2017-18 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,

Tod Wolf Robi's Camera Center & Custom Framing 2017-18 Chair of the Board

Application for:

City of Lakewood Fiscal Year 2019 Lodging Tax Grant Funds

From:

Lakewood Chamber of Commerce - Tourism

7. APPLICATION FOR FISCAL YEAR 2019 LTAC GRANT FUNDING

1a. Project Information

Project Name: Lakewood Tourism & Event Promotion and Services

\$ 90,000.00 Amount of Lodging Tax Funding Requested: (Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: \$90,000.00 (Total Project Amount must match Project Budget column c "Total Project Cost")

1b. Applicant Organization

Name of Applicant Organization: Lakewood Chamber of Commerce

6310 Mt. Tacoma Drive SW Mailing Address: Suite B Lakewood, WA 98499

Tax ID Number: 91-0892937

Organization Unified Business Identifer (UBI) 601021198 UBI Expiration Date: September 30, 2019

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

1c. Contact:

Name: Linda K. Smith

Title: President/CEO

Telephone: 253-582-9400

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, 2019 December 31, 2019
- 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 \$90,000 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.¹ 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 of the City of Lakewood and surrounding area. We will continue to create publications, brochures and advertisements offering information addressing lodging, attractions, dining, tours and events, as well as maps and on-line access to previously stated pieces on our newly designed 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 members first – however – we do 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 businesses encourages additional jobs for local employees – critical in our current economy. More jobs equates to more spending, which in turn, encourages more business growth and investment in Lakewood.

We look forward to the additional new lodging properties to include in the current inventory and choice of accommodations in Lakewood. It will increase our ability to promote Lakewood as a great place for overnight stays. The ability to increase the number of "heads in beds," grows the lodging tax and sales tax revenue in our city. The link between tourism as well as meetings & events is undeniably economic prosperity in 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 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 Chamber's Bay's 2021 US Amateur Four-Ball Championship, as well as bookings at the McGavick Conference Center.

We will calculate local retail sales tax collected, as well as lodging tax receipts collected as our bottom line gauge. Data is also made available by Travel+Tacoma. The latest figures by Dean Runyan show that travel spending in Lakewood exceeds \$93 million, providing more than 950 jobs. Local and state tax receipts total more than \$9.6 million. Average expenditures for a party of two, overnighting for two nights in Pierce County totals \$350 in revenues.

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 \sim as an affordable place to visit \sim as well as the perfect central location for hub and spoke tours \sim 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. Take advantage of any partnership opportunities with umbrella organization Travel Tacoma that includes 2019 (tbd) Familiarization Tours, purchasing ad space on the Lakewood Trip Advisor page, as well as ensuring direct links are on our social media platforms.

Local placement of our lure brochures and events calendars at Visitor Information Centers outside of our area will also enhance awareness and encourage visitations. Complimentary street maps will also be available for the traveling public.

The Chamber produces a Membership Directory and Visitor Guide. We include the McGavick Conference Center in the directory to promote meeting and event space in Lakewood. We also list all accommodations in the city.

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 \sim as an affordable place to visit \sim as well as the perfect central location for hub and spoke tours \sim 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. Take advantage of any partnership opportunities with umbrella organization Travel Tacoma that includes 2019 (tbd) Familiarization Tours, purchasing ad space on the Lakewood Trip Advisor page, as well as ensuring direct links are on our social media platforms. Also assisting Tacoma South Sound Sports by providing tourism information to amateur athletes visiting Lakewood.

Local placement of our lure brochures and events calendars at Visitor Information Centers outside of our area will also enhance awareness and encourage visitations. Complimentary street maps will also be available for the traveling public.

The Chamber produces a Membership Directory and Visitor Guide. We include the McGavick Conference Center in the directory to promote meeting and event space in Lakewood. We also list all accommodations in the city

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 \sim as an affordable place to visit \sim as well as the perfect central location for hub and spoke tours \sim 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. Take advantage of any partnership opportunities with umbrella organization Travel Tacoma that includes 2019 (tbd) Familiarization Tours, purchasing ad space on the Lakewood Trip Advisor page, as well as ensuring direct links are on our social media platforms.

Local placement of our lure brochures and events calendars at Visitor Information Centers outside of our area will also enhance awareness and encourage visitations. Complimentary street maps will also be available for the traveling public.

The Chamber produces a Membership Directory and Visitor Guide. We include the McGavick Conference Center in the directory to promote meeting and event space in Lakewood. We also list all accommodations in the city

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 have to be decreased. Tourism advertising sales and activities such as lure brochure creation, advertising in county programs will not occur, leaving no real opportunities to advertise and market Lakewood outside of the immediate area.

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 Marketing Promotion & Advertising

\$30,000 Administration/Operations \$35,000 Personnel

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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 2019. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
	\$		
	\$		
	\$		6
	\$		
	\$		
	\$		
	\$		

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)	\$35,000.00	\$	\$35,000.00	
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$30,000.00	\$	30,000.00\$	
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	\$90,000.00	\$	\$90,000.00	
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 2018? X Yes No

b. If you answered yes to 11a, how much funding did you receive in 2018? \$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 funding 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. Reach out to assist the Bureau to best promote Lakewood in the Tacoma Regional Visitor Guide.

Continue assistance to 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, 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 <u>no city ownership are not eligible</u> to receive funding.

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)	I			\$	\$	\$
Building Renovations (Includes Access)				\$	\$	\$
Other (Specify) Insurance is not an eligible cost.				\$	\$	\$
TOTAL				\$	\$	\$

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

*If other funds are <u>committed</u>, 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.

Mith Kinda, **Primary Signature**

<u>Linda K. Smith, President/CEO</u> Printed Name & Title of Chief Administrator/Authorizing Official <u>8/13/2018</u> 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 <u>ONLY</u> for <u>NEW HIRES</u> during the term of the contract. It is <u>NOT</u> to be used for <u>EXISTING EMPLOYEES</u>.
- E-Verify must be used to verify the documentation of <u>ANY</u> 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 <u>AND</u>
- 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.

Inda K Maith Signature

Linda K. Smith, President/CEO Print Name and Title

<u>8/13/18</u> Date



Marketing Plan

Lakewood Tourism & Event Promotion Services

Our Objective

Facilitate and promote a community brand, increase job opportunities and economic prosperity, by increasing visitations into Lakewood.

Linda K. Smith Ismith@lakewood-wa.com

Table of Contents

1. Summary

- Our Organization
- o Our Core Missions
- Our Marketing Leader

2. Objective

- Overarching initiatives
- Metrics to Measure Success

3. Target Market

- o Local Consumers
- Regional Visitors
- o Major National/International Events
- o Reunions and Meetings

4. Market Strategy

- Promotion
- o Process

5. Budget

- 6. Marketing Channels
 - Print Publications
 - o On-line and Digital
 - o Social Media

Summary

Our organization

The Lakewood Chamber of Commerce and Visitor Information Center is located at 6310 Mt. Tacoma Drive SW in Lakewood, WA.

Our objective is to promote a favorable business climate through professionally coordinated business development and marketing strategies while promoting a healthy and desirable community in which to live, work and do business.

Our core missions

Promoting the Community Providing Networking Opportunities Representing the Interests of Business with Government through Political Action Creating a Strong Local Economy

Our Marketing Leaders

Linda K. Smith President/CEO Over 35 years of experience in hospitality, marketing and event planning.

Scott Jonson Office Manager and Visitor Information Center Coordinator Over 30 years of experience in hospitality training and marketing

Objective

The Lakewood Chamber has the goal to 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.

In order to accomplish that, the Chamber will pursue the following:

Provide optimum, full service visitor information/promotions in support of the City of Lakewood and surrounding area. We will continue to create publications, brochures and advertisements offering information addressing lodging, attractions, dining, tours and events, as well as maps and on-line access to previously stated pieces on our newly designed web site

The Chamber-operated Visitor Information Center will continue to ensure that we are the onestop 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.

Take advantage of any advertising/partnership opportunities with umbrella organizations such as Travel Tacoma that includes 2019 Familiarization Tours (dates tbd), purchasing ad space on the Lakewood Trip Advisor page, as well as ensuring direct links are mutually on our social media platforms. Also assist Tacoma South Sound Sports by providing tourism information to amateur athletes visiting Lakewood.

Metrics to measure success:

We will calculate local retail sales tax collected, as well as lodging tax receipts collected as our bottom line gauge. Data is also made available by Travel Tacoma. The latest figures by Dean Runyan show that travel spending in Lakewood exceeds \$93 million, providing more than 950 jobs. Local and state tax receipts total more than \$9.6 million. Average expenditures for a party of two, overnighting for two nights in Pierce County totals \$350 in revenues.

Target Market

Foremost is the education of our local consumers in our region. Promoting assets such as Lakewold Gardens, Thornewood Castle, Lakewood History Museum, Historic Fort Steilacoom, Lakewood Playhouse, Grand Prix Raceway, our local parks, golf courses, gardens, lakes and more. Residents, including newcomers to JBLM ~ and the South Sound market are the current base. Visitors from out of state are drawn for reasons such as vacationing near family members stationed at JBLM and as a secondary destination to Seattle, Mt. Rainier, etc. National events such as the 2021 US Amateur Four-Ball Championship and the international USAF Mobility Guardian (Rodeo). Information placement, print advertising, digital advertising, as well as television commercials are effective tools for capturing the market share. Reunions and meetings also draw out of town visitors who are interested in extending their stay.

Market Strategy

Creating awareness of our local attractions, shopping and dining experiences through our social media campaign ~ as an affordable place to visit ~ as well as the perfect central location for hub and spoke tours ~ 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 on our brand new web site. We will take advantage of any partnership opportunities with umbrella organization Travel Tacoma that includes 2019 (tbd) Familiarization Tours, purchasing ad space on the Lakewood Trip Advisor page, as well as ensuring direct links are on our social media platforms. Also assist Tacoma South Sound Sports by providing tourism information to amateur athletes visiting Lakewood.

Local placement of our lure brochures and events calendars at Visitor Information Centers in our region will also enhance awareness and encourage visitations. Complimentary street maps will also be available for the traveling public.

The Chamber produces a print Membership Directory and Visitor Guide. We include the McGavick Conference Center in the directory to promote meeting and event space in Lakewood. We also list all accommodations in the city. Local attractions, golf courses, parks, recreational activities and more are showcased in a full-color publication, as well as offered in a digital format.

Budget

Over the course of the year, given the cash allotted to the Marketing team, we expect to invest in the following items to ensure we meet the objectives outlined in this marketing plan:

Marketing Expense	Estimated Price	
Marketing Promotion & Advertising	\$25,000	
Administration/Operations	\$30,000	
Personnel	\$35,000	
Total	\$90,000.00	

Marketing Channels

Over the course of [current year], we will launch/ramp up our use of the following channels for educating our customers, generating leads, and developing brand awareness:

Membership Directory & Visitor Guide

Annual quality premiere publication, with full-color magazine-style format with tourist information, newcomers information and business listings. This publication is also available in digital format that will be linked to new website.

A total of 7,500 copies printed. Provided to new military personnel at JBLM Orientations (a required program). Provided to Chamber Members. Also provided at lodging establishments for their lobbies and guest rooms. Distributed at Visitor Information Center. Past digital formats has been viewed 500-600 times a month.

Lakewood Lure Brochures

Designed to provide detailed tourist information to the traveling public, with quality full-color shell and 4 individual information pieces providing information on the following: Lodging Guide – 5,000 Restaurant Guide – 5,000 Attractions Guide – 5,000 Events Calendar – 10,000 These handy 4" x 9" guides will be provided to tourists, meetings/conferences and sporting events attendees. The same information is available online on the Chamber's new website.

Attractions/Services Inventory

Designed to provide "everything and anything" front line personnel are asked by the visiting public. From Antique Stores to Zip Lining, this annual information resource is updated and delivered to all accommodations in Lakewood. The information is also available on the Chamber's new website.

www.Lakewood-Chamber.org

This new website is designed to be significantly more interactive than past years, providing google map/directions technology, a page for each member business, which provides space for photos and videos. Also available is a 5-star rating system.

Plan to purchase ad space on the Lakewood Trip Advisor page created by Travel Tacoma to gauge the level of views and interest level for future promotional efforts. Ensuring direct links are mutually on our social media platforms with Travel Tacoma and Tacoma South Sound Sports.

https://www.facebook.com/lakewoodchamber

An efficient delivery system to provide followers with information on upcoming events, local attraction, restaurant and lodging information.

https://twitter.com/LakewoodCofC

An efficient delivery system to provide followers with information on upcoming events, local attraction, restaurant and lodging information.

https://www.pinterest.com/ lakewood-chamber-of-commerce

Beginning phase of creation and development of board encouraging followers who are interested in affordable, outdoor recreation, natural scenery and historic places to follow and share.

Lakewood Chamber of Commerce Lakewood Tourism & Event Promotion Services

Budget

Over the course of the year, given the cash allotted to the Marketing team, we expect to invest in the following items to ensure we meet the objectives outlined in this marketing plan:

Marketing Expense	Estimated Price
Marketing Promotion & Advertising	\$25,000
Full Color Lure Brochure with Inserts	
City Map	
Membership Directory & Visitor Guide	
Website Maintenance	
Lakewood Trip Advisor Ad	
Welcome Posters	
Lakewood Goodie Bags	
Digital & Social Media Promotions	
Administration/Operations	\$30,000
Visitor Information Center Rent	
Telephone	
Computer	
Copier	
Personnel	\$35,000
President/CEO Program Development	
Visitor Services Coordinator	
Visitor Information Center Front Line	
Total	\$90,000.00

Address any reply to:

915 Second Avenue, Seattle, Wash. 98174

Department of the Treasury

G. A. Tornow (206) 442-5110

District Director

Internal Revenue Service

 Date:
 in reply refer to:

 FEB 2 & 197%
 L-179, Code 428

 SEA:E0:75-215

Lakewood Area Chamber of Commerce P.O. Box 99084 Tacoma, WA 98409

・ Internal Revenue Code: Section 501(c) (6) Form 990 Required: ① 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, cr 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.

Form L-179 (Rev. 4-73)



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(OVER)

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)

08/01/18 Accrual Basis

	Jul 31, 18
ASSETS	
Current Assets Checking/Savings	
Checking*	277.36
Money Market	214.74
Petty Cash	500.00
Total Checking/Savings	992.10
Accounts Receivable	
Accounts Receivable (Unpaid or unapplied customer involces and credits)	29,259.07
Total Accounts Receivable	29,259.07
Total Current Assets	30,251.17
Fixed Assets	
Equipment	44,119.72
Furniture	2,414.42
Total Fixed Assets	46,534.14
TOTAL ASSETS	76,785.31
IABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable (Unpaid or unapplied vendor bills or credits)	6,406.55
Total Accounts Payable	6,406.55
Other Current Liabilities	
Columbia Bank	16,617.23
Deposits and Prepaid	12,380.66
Payroll Liabilities Company Retirement Simple IRA (Company Paid Portion 3% up to \$7,000 Annually)	244.40
Employee Retirement Simple IRA (Employee Paid Portion 5% up to \$7,000 Annually)	341.40 967.96
HSA Employee Contribution (HSA Employee Contribution)	200.00
Labor & Industries	42.72
940 Taxes Payable	0.68
941 Taxes Payable	1,810.83
State Unemployment	-35.77
Supplemental Insurance	592.98
Total Payroll Liabilities	3,920.80
Total Other Current Liabilities	32,918.69
Total Current Liabilities	39,325.24
Total Liabilities	39,325.24
Equity	
Unrestricted Net Assets (Undistributed earnings of the corporation)	17,207.39
	25,421.19
Opening Balance Equity	
Opening Balance Equity Net Income	-5,168.51

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 CHAME	
a domestic corporation of	Tidona, Washingtor
	4)
was filed for record in this office on this date	e, and 1 further certify that such Articles remain
on file in this office.	
10 - E	
filed at request of	
Richard J. Kelley, Atty	
P. O. Box 3302	
P. O. Box 3302	
P. O. Box 3302 Lakewood Center Tacoma, Washington 98499	In witness whereof I have signed and have
Lakewood Center Tacoma, Washington 98499 NON PROFIT	
P. O. Box 3302 Lakewood Center Tacoma, Washington 98499	In witness whereof I have signed and have affixed the seal of the State of Washington to this certificate at Olympia, the State Capital
P. O. Box 3302 Lakewood Center Tacoma, Washington 98499 NON PROFIT	affixed the seal of the State of Washington to this certificate at Olympia, the State Capitol,
P. O. Box 3302 Lakewood Center Tacoma, Washington 98499 NON PROFIT Tacoma in the state of th	affixed the seal of the State of Washington to
P. O. Box 3302 Lakewood Center Tacoma, Washington 98499 NON PROFIT Tacoma, Washington 98499 NON PROFIT	affixed the seal of the State of Washington to this certificate at Olympia, the State Capitol
P. O. Box 3302 Lakewood Center Tacoma, Washington 98499 NON PROFIT Filing and recording fee \$ 20.00 icense to June 30, 19\$	affixed the seal of the State of Washington to this certificate at Olympia, the State Capitol
P. O. Box 3302 Lakewood Center Tacoma, Washington 98499 NON PROFIT Filing and recording fee \$ 20.00 icense to June 30, 19\$ Excess pages @ 25¢ \$	affixed the seal of the State of Washington to this certificate at Olympia, the State Capitol,

thund of this

EILED

SEP 12 1972

A. LUDLOW KRAMER SFCRETARY 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 _____ day of September, 1972.

James Walter

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STATE OF WASHINGTON))ss. County of Pierce)

THIS IS TO CERTIFY that on this 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.



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

ce Presiden

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 Parsons

7th day of September, SUBSCRIBED and SWORN to before methis

in and for the State of Washington, residing at lacoma.

1972.

303

- (14

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 12th 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

-11.5



Board of Directors Meeting Minutes June 14, 2018 12 noon – 1:30 pm Lakewood Chamber of Commerce

Call to Order/Roll Call - Wolf, Brown, Miller, Walsh, Cofchin, Goddard, Harding and Smith

Absent – Bakamis, Mattingly and Steele

Additions/Deletions to the Agenda –Initiative Measure 1608. Boat Cruise – Change date or cancel? Power Lunch July 13, L&I Minimum Wage Act & EAP

Approval of Board Meeting Minutes – Cofchin moved and Walsh seconded approval of the May 10, 2018 Meeting Minutes. M/S/C.

Approval of Financial Report – Walsh reported the Ad Hoc Finance Committee met four times to discuss various options for a shift in direction that would ultimately generate additional income to the Chamber. Some discussions included potential dramatic shifts with minor legwork done in between to allow for general assessment. Net income for month of May \$2,602.62 - \$2,322.16 over budget.

Chair of the Board Report – *Wolf*

Nomination suggestions for 2018-19 Board of Directors was submitted by Brown. An Ad Hoc Nominating Committee will convene on June 19, 12 noon at the Chamber. Wolf, Harding, Miller and Brown.

Annual Retreat is July 20. Cofchin offered space at Marymount for the Board Retreat.

Upcoming Ribbon Cuttings, Cash Mob and Meetings were discussed.

President's Report – Smith

A draft policy position was submitted regarding the support of Initiative Measure No. 1608 concerning collective bargaining by state and local public employees. Organizations open for public observation and recording, make bargaining proposals public and establish an online library of public collective bargaining agreements. Harding moved, Wolf seconded. M/S/C. Abstained: Brown and Cofchin.

Smith requested approval to submit a contract for lodging tax funds with the City of Lakewood. Cofchin moved, Walsh seconded that Smith submit an application for 2019. M/S/C.

Smith continues to serve on police oral boards. A sponsor has not been secured for the Commencement Bay Boat Cruise. Possible cancellation of the event this year.

Adjourned-

Harding moved and Walsh seconded approval to adjourn. M/S.C.

2017-18 BOARD OF DIRECTORS

Executive Team

Tod Wolf, Chair (John)

Robi's Camera Center & Custom Framing 10015 Gravelly Lake Dr SW Lakewood, WA 98499 Ph - 253-584-0210 wolf@robis.com

Stephanie Walsh, Treasurer (Sue)

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

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 – 530-200-1915 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 (John)

America's Credit Union 6310 Mt. Tacoma Drive SW Lakewood, WA 98499 Ph – 253-591-6889 paulmillerlending@gmail.com



August 15, 2018

To whom it may concern:

As the 2017-18 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 Ismith@lakewood-wa.com

Sincerely,

Tod Wolf Robi's Camera Center & Custom Framing 2017-18 Chair of the Board

Application for:

City of Lakewood Fiscal Year 2019 Lodging Tax Grant Funds

From:

Lakewood Playhouse

7. APPLICATION FOR FISCAL YEAR 2019 LTAC GRANT FUNDING

1a. Project Information

Project Name: Lakewood Playhouse Marketing Program

Amount of Lodging Tax Funding Requested: \$ 23,000 (Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost:\$24,986(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:	PO Box 99041
	Lakewood WA
	98496-0041

Tax ID Number: 91-6058223

Organization Unified Business Identifer (UBI) 278-031-367 UBI Expiration Date: 6/30/2019

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:	Somester -a.

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, 2019
- 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 2019 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 by direct-mailed to households therein. We also continue to increase our on-line marketing activity so as 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; the brochure is designed to feature this information as prominently as possible. 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 a 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: 55% of our audience base is between the ages of 17 and 54, and more than 44% make

10

more than \$54,000 per year. 89% 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 promote our programming 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, Center Stage in Federal Way, Theatre Puget Sound in Seattle, and Harlequin Productions, Broadway Olympia, and Olympia Family Theatre in Olympia, among 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.

The goal of Lakewood Playhouse's marketing is to increase audience attendance at the Playhouse, to increase long-term patronage of the Playhouse by those audience members, and to grow our audience by attracting new patrons. Fourty-nine percent of our current audience base visits the Playhouse at least five times a year. Our "Outside the Box" and "Outside the Music Box" programming of more challenging theatrical fare has resulted in attracting increasing numbers of patrons new to the Playhouse. We firmly believe that increasing attendance and growing our audience 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. Many of these patrons, once familiarized with the local businesses of our immediate community, return to patronize those businesses even when they are not specifically visiting the Playhouse.

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 growing 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.

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 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:

- growing 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. Our "Outside the Box" and "Outside the Music Box" programming of more challenging theatrical fare is partially designed to garner more attention for the Playhouse since it is not the usual programming of many community theatres. 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.

\$23,000 of the funds will be used for marketing:

<u>Season Brochures</u>, 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. \$5,250

<u>Posters</u>, 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. \$1,624

Our <u>Website</u>, updated frequently, and another part of our "Shop/Eat/Play/Stay" campaign; <u>Weekly E-News</u>, e-mailed to 5,000+ recipients and part of our "Shop/Eat/Play/Stay" campaign. \$3,250

Our paid Facebook social media advertising, which reaches 45,000+ every month. \$2500

Print Advertising, in the Tacoma News Tribune, Lakewood Chamber of Commerce Member Directory, and others. Always part of part of our "Shop/Eat/Play/Stay" campaign. \$2,000

Art Tix display advertising in the Tacoma News Tribune, part of the "Shop/Eat/Play/Stay" campaign. \$3,080

Education Marketing and School Outreach, in pursuit of higher class registration volume and increased participation in special school performances. \$5,296

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 2019. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
Lakewood Playhouse	\$1,986	Yes	1/1/2019
	\$		
	\$		
	\$		
	\$		
	\$		
	\$		

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	\$23,000	\$1,986	\$24,986
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	\$23,000	\$1,986	\$24,986
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 2018? X Yes No

b. If you answered yes to 11a, how much funding did you receive in 2018? \$\$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 also have another commission-based grant seeker/writer. We are in constant pursuit of opportunities that will provide unearned income for our operations, including marketing.

Over the past year, we have received \$6,900 in additional funding from theLakewood Community Foundation, the Pierce County Arts Commission, and 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, Mountain View Funeral Home, and the Pierce County Library System. 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, Allen Realtors (Marie Barth), Carr's Restaurant, the Lakewood Historical Society and Museum, Casa Mia restaurant, On-Site Express computer repair, Best Western hotel, Lakewood Costumes, KLAY Radio, Lakewood Hardware and Paint, and Subway and La Palma restaurants in the Towne Center. 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 <u>no city ownership are not eligible</u> to receive funding.

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				\$	\$	\$

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

*If other funds are <u>committed</u>, 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 Munn, Managing Artistic Director Printed Name & Title of Chief Administrator/Authorizing Official

Date 8/20/18

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 <u>ONLY</u> for <u>NEW HIRES</u> during the term of the contract. It is <u>NOT</u> to be used for <u>EXISTING EMPLOYEES</u>.
- E-Verify must be used to verify the documentation of <u>ANY</u> 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 <u>AND</u>
- 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

John Munn, Managing Artistic Director Print Name and Title

8/20/2018 Date

INTERNAL REVENUE SERVICE EP/E0

LAKEWOOD COMMUNITY PLAYERS

P 0 80X 99041 TACOMA, WA 98499 Internal Revenue Service EP/ED Disclosure Desk P.C. Cox 2050 Los Angeles, CA 90059

Person to Contact. F. Miraflor or L. Barragan Telephone Number: (213)094-4282 Refer Reply to: 90-268 Date: AUG 2 2 1990

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,

J. C. minafler

Disclosure Assistant

Lakewood Playhouse Marketing Plan for 2019 Calendar Year

Season Brochures (including mailing)	\$5250	
Posters and Distribution	\$1624	
Website and Weekly E-News	\$3250	
Facebook Advertising	\$2500	
Print Advertising	\$2000	
Art Tix Advertising in News Tribune	\$3080	
Education (including posters, newsletter and mailing, o	display ad, flyers)	
	\$5312	
Friends Fund Letter	\$300	
Poster Artist	\$600	
TLT/TMP Ticket Vouchers	\$350	
Special Occasion Liquor Licenses	\$420	
Business Cards	\$300	
	\$24,986	

LWPH Marketing Budget	
Printer Prest Mamping	
Brighton Beach Memoirs Poster Distribution	\$203.00
Art Tix (TNT)	\$440.00
Brighton Sub-Total	\$643.00
Digitor Sub-Total	\$040.00
Yes, Virginia, There Is a Santa Claus	
Poster Distribution	\$203.00
Art Tix (TNT)	\$440.00
Virginia Sub-Total	\$643.00
Forbidden Broadway	
Poster Distribution	\$203.00
Art Tix (TNT)	\$440.00
Forbidden Sub-Total	\$643.00
Angels in America	
Poster Distribution	\$203.00
Art Tix (TNT)	\$440.00
Angels Sub-Total	\$643.00
Increasting Carol	
Inspecting Carol Poster Distribution	\$203.00
Art Tix (TNT)	\$440.00
Carol Sub-Total	\$643.00
	\$010.00
The Producers	
Poster Distribution	\$203.00
Art Tix (TNT)	\$440.00
Producers Sub-Total	\$643.00
Radio Gala	
Radio Gala	
Art Tix (TNT)	
Art Tix (TNT) RG Sub-Total	
Art Tix (TNT) RG Sub-Total Education	\$176.00
Art Tix (TNT) RG Sub-Total Education Summer N'Ltr	\$176.00 \$176.00 \$1,950.00 \$950.00
Art Tix (TNT) RG Sub-Total Education Summer N'Ltr Postage	\$176.00 \$1,950.00 \$950.00
Art Tix (TNT) RG Sub-Total Education Summer N'Ltr Postage Posters & Distribution	\$176.00 \$1,950.00 \$950.00 \$812.00
Art Tix (TNT) RG Sub-Total Education Summer N'Ltr Postage	\$176.00 \$1,950.00 \$950.00

The Velveteen Rabbit	
Poster Distribution	\$203.00
Art Tix (TNT)	\$264.00
Rabbit Sub-Total	\$467.00
Season	
Poster Distribution	\$203.00
Brochure	\$4,200.00
Brochure Postage	\$1,050.00
Constant Contact, Website	\$3,250.00
Facebook	\$2,500.00
TLT/TMP Ticket Vouchers	\$350.00
Print Ads	\$2,000.00
Season Sub-Total	\$13,553.00
Friend's Fund	
Friend's Fund Appeal Letter Postage	\$300.00
FF Sub-Total	\$300.00
Other	
Other Business Cards	\$300.00
Business Cards	\$600.00
Business Cards Poster Artist	\$300.00 \$600.00 \$420.00 \$1,320.00

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Accrual Basis

Lakewood Playhouse Profit & Loss August 2017 through July 2018

	Aug '17 - Jul 18
Marketing	40.41
Stipends	
Stage Manager	932.00
Production Manager	1,800.00
Stipends - Other	15,220.33
Total Stipends	17,952.33
Supplies	550.64
Total Education Expenses	23,245.54
Production Expenses	
Master Electrician	700.00
scripts	154.65
Costumes	2,382.64
Expendibles	100.27
Lights	640.52
Paint	1,914.85
Props	828.52
Royalties	12,091.71
Set	4,778.39
Show Maintenence	170.51
Sound	676.56
Special Effects	3,150.94
Stipends	
Sound	450.00
Band	6,527.50
Music Director	2,650.00
Choreographer	1,348.04
Scenic Artist	1,925.00
Props Designer	2,375.00
Stage Manager	5,300.00
Set Design	2,350.00
Lighting Designer	2,400.00
Assistant Stage Manager	1,311.32
Costume Designer	3,235.77
Stage Combat Choreographer	250.00
Director	5,500.00
Stipends - Other	1,100.00
Total Stipends	36,722.63
Total Production Expenses	64,312.19
Total COGS	87,557.73
Gross Profit	384,324.67
Expense	
Penalties & Fees	8,219.75
Concessions Exp	5,654.41
Marketing	
Handouts	752.50
Cups	1,965.30
Apparal	666.24
Facebook	4,406.30
Newspaper	4,111.46
Posters	1,209.97
Mailings	6,063.05
Online	1,861.70
Lodging Tax Reimb	-2,188.97
Total Marketing	18,847.55
Occupancy	
Volunteer Appreciation	136.34
Property Tax	695.48
Building Maintenance	4,208.64

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08/20/18 Accrual Basis

Lakewood Playhouse Profit & Loss August 2017 through July 2018

	Aug '17 - Jul 18
linary Income/Expense	
Income Show Income	
Command Performance	6,500.00
Season Tickets Allocation	49.961.19
Season Tickets	9,859.00
Production Income	149,855.45
Total Show Income	
	216,175.6
Advertising	1.014.07
Program Advertising	4,641.67
Sponsorships	5,750.00
Total Advertising	10,391.6
Concessions Income	16,981.4
Education Income	
Student Matinees	1,190.00
Scholarship	8,035.61
Tickets	6,966.00
Tuition	31,471.30
Total Education Income	47,662.9
Contributions	
Friends Fund	
Fundraising	
Item Sales	2,403.00
Event	20 J
Scholarship	800.00
Bathrooms	8,844.00
Raffle	304.00
Friends Fund	5,892.00
Sound	18,312.00
Board	2,500.00
Event - Other	2,530.00
Total Event	39,182.00
Total Fundraising	41,585.00
Cash	33,595.31
Total Friends Fund	75,180.31
Board Giving	
Cash	765.00
Total Board Giving	765.00
Corporate Matching	14,943.00
Total Contributions	90,888.3
Grants	66,054.00
Interest Income	0.02
Lodging Tax (HMT) Work Study	15,210.9 8,517.53
Total Income	471,882.40
Cost of Goods Sold	
Education Expenses	
Production	
Paint	151.20
Production - Other	358.11
Total Production	509,31
Royalties	4,192.85

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08/20/18

Accrual Basis

Lakewood Playhouse Profit & Loss August 2017 through July 2018

	Aug '17 - Jul 18
Capital Improvements	59,081.39
Small Tools	227.26
Utilities	16,917.91
Total Occupancy	81,267.02
Operations	
Rental of Equipment	1,869.92
Development	967.03
Automobile Expense	1,000.75
Dues and Subscriptions	1,616.00
Insurance Expense	9,245.16
Interest Expense	17.33
Licenses & Fees	
Ticketing	117.00
Licenses & Fees - Other	832.05
Total Licenses & Fees	949.05
Meals and Entertainment	144.00
Off-Site Storage	5,120.04
Office Expenses	
computers and equip	2,169.80
Bank Fees	8,058.10
Copier	19,070.67
Supplies	2,414.30
Office Expenses - Other	15.92
Total Office Expenses	31,728.79
Professional Fees	
Accounting	3,474.99
Total Professional Fees	3,474.99
Operations - Other	500.00
Total Operations	56,633.0
Payroll Expenses	86.2
Staff Compensation	
House Managers	1,535.00
Payroll Taxes	15,698.62
Wages	177,161.50
Total Staff Compensation	194,395.1
Total Expense	365,103.1
Net Ordinary Income	19,221.5
Other Income/Expense	
Other Expense	
Building Improvements	
Bathroom	8,615.91
Sound	7,957.05
Total Building Improvements	16,572.9
Total Other Expense	16,572.9
Net Other Income	-16,572.9
let Income	2,648.5

BY-LAWS OF THE LAKEWOOD COMMUNITY PLAYERS DBA THE LAKEWOOD PLAYHOUSE

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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

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<u>Section 1.</u> 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.

<u>Section 2.</u> 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

<u>Section 1.</u> 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.

<u>Section 3. Reelection.</u> 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.

<u>Section 4.</u> 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

<u>Section 1. Board Meetings.</u> 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.

<u>Section 3.</u> 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.

Governing Body's Authorization to Submit Grant Funding Request

In accordance with Article IV, Section 1 of the By-Laws of The Lakewood Community Players, a meeting was held via e-mail to approve by quorum the following language of authorization:

"The Board of Directors of Lakewood Playhouse approve John Munn, and/or James Venturini to submit a Lodging Tax funding request through the City of Lakewood."

To be ratified at the next Board meeting on Wednesday, August 22, 2018.

Lakewood Playhouse Board of Directors

Updated 8/20/2018

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/Acting 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: <u>bvest1@comcast.net</u>

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

(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



Lakewood Playhouse Celebrating Our 80th Anniversary Season P.O. Box 99041 · Lakewood, WA 98499 · 253-588-0042 www.lakewoodplayhouse.org · jmunn.lakewoodplayhouse@gmail.com

August 1, 2018

This document serves as authorization of The Lakewood Community Players/Lakewood Playhouse Board of Directors for the below-named representatives to contractually bind the organization in relation to the City of Lakewood "Application for Fiscal Year 2019 Lodging Tax Grant Funds".

John Munn Managing Artistic Director 7826 Sapphire Drive SW Lakewood WA 253-223-2305

James Venturini Associate Artistic Director 818 N. Trafton St. Tacoma WA 253-209-8051

Sincerely,

Mike Jankelson Vice President/Acting President Lakewood Playhouse Board of Directors

Application for:

City of Lakewood Fiscal Year 2019 Lodging Tax Grant Funds

From:

Lakewood Historical Society

7. APPLICATION FOR FISCAL YEAR 2019 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:\$95,400(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: 91-19311462

Organization Unified Business Identifer (UBI) 601 907 631 UBI Expiration Date: 12/13/2018 (renewed annually)

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

1c. Contact:

Name:	Sue Scott	
Title:	President	

Telephone: 253.588,6354

Email: nonniesue@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 2019.
- 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, at the Lakewood Applebee's Flapjack Fundraiser, and for the 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 pubic in October 2006. The current 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 continue to help support the operations, programs, special events, tourism promotions, activities and marketing related to the Lakewood Historical Society and History Museum. The Board of Director 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. The Board of Directors recently approved and signed a contract with Gramor Development to move the Museum to the space previously occupied by the Terrace Restaurant and the lobby of the Lakewood Theater. This will greatly increase our exhibit space and enable us to display items that have been in storage.

This project is a year-round activity with the timeline being the same as the Society's fiscal year: January 1 thru December 31, 2019. 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 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 museum 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 help develop contacts with potential new Society members. Society promotional materials such as brochures, website, signage, historic 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 received 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. The Lakewood History Museum provides a place for 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, restaurants, and 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 continue to 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. 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 services that include lodging facilities. In additional to the Museum statistics, participant counts are conduct 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 educational programs of historical interest plus exhibits and displays in the Museum.

Examples of the advertising outlets that will be used include:

- Printed materials such as the News Tribune, The Ranger and other local newspapers.

- Advertising in the Lakewood Connections Magazine
- The Lakewood Chamber of Commerce "eblasts"
- Local radio stations such as KLAY
- Highways and City signage directing travelers to the Museum
- The SubTimes "on line" daily newspaper

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 museum and tourist attractions will promote increased visitors to Lakewood and will encourage overnight stays at local hotels/motels.

Some of the marketing, advertising and promotions 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 advertisements
- Publicity and promotion through the Lakewood Chamber of Commerce
- 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 visitors from out of town who learn of the Museum through Society marketing, advertising and promotions, Society programs and special events as well as from family and friends.

Experience has shown that marketing special events has attracted people from other cities and statement mainly Seattle, Portland, Puyallup and Tacoma plus some from Oregon/California. The highway signs along I-5 have attracted several out of state visitors, so it is working. This experience is expected to continue in 2019.

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 have to be made in marketing, graphic design services, advertising and promotion; 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.

\$22,500 - Marketing, Promotion, Advertising, Quarterly Newsletter & Graphic Design services

\$10,000 - Administration including Museum lease payments, utilities, supplies, etc.

\$ 1,500 - Professional Museum Management Consultant Services

\$ 1,000 - Special Fund Raising Events, Programs and Museum displays/exhibits

\$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 2019. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
Public/Private Foundation Grants	\$1,000	No	Jan-Dec
Museum Fund Drive, Contributions & Gifts; Fund Raisers & Anniversary Events	\$8350	No	Jan-Dec
Programs, Special Events & Activities	\$3,800	No	Various
Membership Dues	\$4,950	No	Mar-Jun
Business Sponsorships	\$1,000	No	Mar-Dec
Visitor & Program donations & Memorial Gifts	\$12,250	No	Jan-Dec
Beginning Cash on Hand (as of 11/2018)	\$39,902.36	Estimate	January
		A STORY CHILD	

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)	SNone	SNone	\$None
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$10,500	\$16,350	\$25,350
Marketing/Promotion	\$14,500	\$8,700	\$23,200
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	SNone	\$None	\$None
Minor Equipment (computers, desks, etc.)	\$None	\$1,000	\$1,000
Travel	SNone	\$500	\$500
Contract Services Describe below	\$5,000	\$15,000	\$6,150
Other Describe below	\$5,000	\$15,000	\$20,000
TOTAL COST	\$35,000	\$41,200	\$76,200 \$19,200 ending cash \$95,400 Total
Description for Direct Sales Activities, Contract Services, Travel and Others	Special Fund Raising Eve	vices – professional museur ents and Programs xhibits, Displays and Acqu	
In-Kind Contributions	Gramor Development W Lakewood Chamber of C Tacoma Trophy		

*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.

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11. Funding History

a. Was this project funded with Lakewood lodging tax funds in fiscal year 2018? X Yes No

b. If you answered yes to 11a, how much funding did you receive in 2018? \$ 25,000

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 Fund Raising Program is done on an annual basis. It will be conducted in 2018 and continued in 2019.

Special requests were made to several foundations and grant program for funds including the Dimmer Family Foundation (\$1,000 received) and the Nisqually Tribe Foundation (\$5,000 received).

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 13 years, the Lakewood Senior Center Open House the past 10 years, and the Lakewood Farmer's Market for five years. Board members participate in Chamber of Commerce trade shows and regularly attend Chamber events.

Placed ads in the Lakewood Playhouse "play bill" the past three years, and ads in Lakewood's Connection Magazine the last 2 years.

13. Capital Projects Budget

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

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		1		\$	\$	\$
Permits & Fees				\$	\$	\$
Land Acquisition				\$	\$	\$
Site Development & Landscape				\$	\$	\$
Buildings (New Construction)				\$	\$	\$
Building Renovations (Includes Access)				\$	\$	\$
Other (Specify) Insurance is not an eligible cost.				\$	\$	\$
TOTAL				\$	\$	\$

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

*If other funds are <u>committed</u>, 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:

<u>Sue Scott, President</u> <u>Lakewood Historical Society</u> Printed Name & Title of Chief Administrator/Authorizing Official

Date Aug 20, 2018

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.
 - o 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 <u>ONLY</u> for <u>NEW HIRES</u> during the term of the contract. It is <u>NOT</u> to be used for EXISTING EMPLOYEES.
- E-Verify must be used to verify the documentation of <u>ANY</u> 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 <u>AND</u>
- 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 HISTORCAL SOCIETY COMPANY OR ORGANIZATION NAME

I hereby certify that the Company or Organization named herein will

(Check one box below)

 \boxtimes 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.

Acal Signature

SUE SCOTT, PRESIDENT Print Name and Title

AUGUST 20, 2018 Date

20

DEPARTMENT OF THE TREASURY

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

NOV 0 6 2005

Date:

LAKEWOOD HISTORICAL SOCIETY C/O GARY FOWLER PO BOX 98014 LAKEWOOD, WA 98499-8014

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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
```

Dear Applicant:

\$2

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,

Sie J. Kernen

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 2019 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, Lakewood educational institutions, the military community and local businesses and organizations in marketing endeavors to increase tourism throughout the community of Lakewood and the Pierce County area.

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.

The Society is excited to announce that a 5 year lease agreement was signed in May, 2018, with Gramor Development NW for the former Lakewood Terrace Restaurant space next to the historic Lakewood Theatre. The anticipated move will occur by May 2019 and the new location will afford four times more space for displays, meetings and storage than the current space. This project coincides with the Society's celebration of its 20th Anniversary in October, 2018.

- 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 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.

August 2018

LAKEWOOD HISTORICAL SOCIETY & MUSEUM

2019	BUDGET
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2019 BUDGET REVENUES		Budget		ctual : Est Totals
2019 BUDGET REVENUES		Budget		TOLAIS
INCOME				
Opening Cash on Hand (Estimate)	\$	28,800	\$	28,800
Municipal Appropriations				
City Lodging Tax Funds	S	35,000		
Total Municipal Appropriations			\$	35,000
Contributions				
Public/Private Grants (Foundations, Gov't., Corp., etc.)	\$	1,000		
Annual Fund Campaign and Contributions	\$	8,350		
Business Sponsorships Contributions	\$	1,000		
Museum Visitors, Memorials, Special Gifts	\$	12,250		32.020
Total Contributions			\$	22,600
Dues & Fees				
Individual Membership Dues	\$	4,700		
Business Membership Dues	\$	250		
Total Dues & Fees			\$	4,950
Earned Income				
Fund Raisers	\$	3,800		
Bank Interest/Other	\$	250	0.2	-1051
Total Earned Income			\$	4,050
Total 2019 Income			\$	66,600
Opening Cash			\$	28,800

LAKEWOOD HISTORICAL SOCIETY & MUSEUM

2019 BUDGET

2019 BUDGET EXPENDITURES		Budget		Actu Totals	-
EXPENSES					
Professional Services & Support					
Museum Management Contract	\$	2,460			
Insurance	\$	1,500		0.000	
Total Professional Services & Support			\$	3,960	
laintenance, Operations, Occupancy & Utilities					
Museum Lease	\$	21,600			
Utilities, Telephone, PO Box, Internet Service, Security, etc.	\$	1,500			
Administration, Maintenance and Operations	\$	3,500			
Equipment, Software, Furnishings	\$	500			
Total Maintenance, Operations. Occupancy & Utilities			\$	27,100	
Professional Development					
Memberships, Subscriptions (HLPC, WMA, AASLH)	\$	500			
Conferences, Workshops, Training	\$	500			
Volunteer Recognition & Board Development	\$	500			
Total Professional Development			\$	1,500	
und Raising					
Annual Campaign	\$	500			
Special Events (Fund Raisers)	\$	500			
Total Fund Raising			\$	1,000	
Aarketing, Promotion and Advertising					
Marketing, Publications, Advertising and Promotional Materials	\$	12,100			
Newsletter Layout, Printing and Mailing Service	\$	5,750			
Graphic Design Services	\$	5,500			
Website Hosting/Maintenance/Update	\$	870			
Educational Programs, Events, Activities, Tours	\$	500			
Total Marketing, Promotion and Advertising			S	24,720	
Iuseum Development and Markers					
Acquisitions, Conservation (Artifacts/Archival Collections)	\$	1,000			
Museum Exhibits and Displays	\$	1,420			
Historical Markers	\$	500			
Total Museum Development and Markers			\$	2,920	
Iuseum Relocation Expenses					
Relocate Museum to new facilities: complete redesign/rehab)	\$	15,000			
Total Museum Relocation Expenses	, Alexandre	and the state	\$	15,000	
Total 2019 Operating Expenses			\$	76,200	
2019 Year End Cash on Hand (Estimate)			\$	19,200	
TOTAL 2019 EXPENSES AND CASH			\$	95,400	-

LAKEWOOD HISTORICAL SOCIETY AND MUSEUM

BALANCE SHEET

Year Ending December 31, 2017

ASSETS - January 1, 2017

Cash on hand	\$24,746.75
Museum inventory, artifacts and furnishings	\$14,700
Total Assets	\$39,446.75

ASSETS - December 31, 2017

Cash on hand	\$31,673.22
Museum inventory, artifacts and furnishings	\$15,000
Total Assets	\$46,673.22
LIABILITIES	None

The Lakewood Historical Society and Museum operates on a cash basis and has no outstanding liabilities other than monthly lease payments of \$1,800 per month for the Museum space in the Lakewood Colonial Center.

SECRE	OF WASHINGTON		WASHING	PORATION	Doc
ease PRINT or TYPE	in black ink SECRETARY	OF STATE	(Per Chapter 24.00 RC FEE: \$20		E n Z
gn, date and return or	in black ink iginal AND ONE COPY to: SAM R	EED EXPEDITED	A NONED REPART AVAIL		Ver 9
PROPATIONS DIVI	UTH - PO BOX 40234	SHINGTONE	ON OUTSIDE OF ENVI	e" in Bold Letters Elope	925268-001
SURE TO INCLUDE	E FILING FEE. Checks le to "Secretary of State"	FILE		1	100-
ORTANTI Person to con	nted about this filing		Daytime Phone Number (w		
GARY J.F	JULER		253.584.	3958	
	AMENDMENT TO ARTI	CLES OF IN	CORPORATIO	N	1
ME OF CORPORATION	(As currently recorded with the Office of the S	Secretary of State)			11
LAKEWOO	D HISTORICAL SOCI	Ery			
NUMBER	CORPORATION NUMBER (If known)	AMENDMENTS TO	ARTICLES OF INCORPO	RATION WERE ADOPTED ON	
601 907 631	2-592129-7		0BER 3, 200		
ARTICLES OF	(Specified effective date may be up to 30 days Specific Date:	s AFTER receipt of the		or State) the Secretary of State	
OPTION OF THE ARTIC	CLES OF AMENDMENT (Please check ONE it was adopted by a meeting of members	of the following)			
The amendmen	tled to cast. It was adopted by a consent in writing an members that have voting rights. The amo e):			ctors at a board meeting held	OR OFFICE UR
The amendmer	nt was adopted by a consent in writing an nembers that have voting rights. The amo	endment received a	majority vote of the dire	ctors at a board meeting held	
The amendmen	nt was adopted by a consent in writing an nembers that have voting rights. The arm e):	endment received a S OF INCORPORATIO	majority vote of the dire	ctors at a board meeting held	U B
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The amendment There are no m on (specify data	ATTACHED FOR DE ANENDMENTS TO THE ARTICLE It necessary, attach add	endment received a S OF INCORPORATION titional amendments or TAILS and is, to the best o	f my knowledge, true en		UNE OXLY FOR OFF-
The amendment There are no m on (specify data	AMENDMENTS TO THE ARTICLE If necessary, attach add ATTACHED FOR DE R By executed under penalties of perjury,	endment received a so of INCORPORATIO libional amendments or TAILS	f my knowledge, true en		UNE ONLY FOR OFFICE

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	253 / 584-3958; Fax 253/503-6847
Lakewood Historical Society	gjfowler@hotmail.com

AMENDMENT TO ARTICLES OF INCORPORATION

Name of Corpor Lakewood	ation (As currently recorded Historical Society	with the Office of the Secretary of State)
UBI Number 601 907 631	Corporation Account # 2-592129-7	Amendments to Articles of Incorporations were adopted on 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 <u>October 3, 2006</u>. 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

Page lof 4

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.

Lakewood Historical Society Articles Of Amendment 10/3/06

Page 2of 4

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.

Lakewood Historical Society Articles Of Amendment 10/3/06

Page 3of 4

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
- 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 amendmients 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.

day of October, 2006 Signed this Glen Spieth

President, Board of Directors, Lakewood Historical Society

day of October, 2006 Signed this

TD Imholt Secretary, Board of Directors, Lakewood Historical Society

Lakewood Historical Society Articles Of Amendment 10/3/06

Page 4of 4

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 officient of the Society.
Section 7.	affairs of the Society. 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
Section 1.	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
Section 4.	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
	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.
 - 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. In all cases, whenever a provision of the Bylaws is inconsistent with the Articles
- 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

The Society may be dissolved by a recorded vote of not less than two-thirds (2/3) Section 1 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. If voluntary dissolution has been approved, all debts, liabilities and obligations of Section 2. the Society shall be paid and discharged. Adequate provision shall be made to return, where possible, all items held on Section 3. 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. No property or any of the proceeds shall be distributed to or inure to the benefit of Section 4. any Directors or members of the Society.

APPROVAL BY BOARD OF DIRECTORS

Section 6

The amended Bylaws herein were approved and adopted by the Lakewood Historical Society's Board on this date 28 August 2015

Rebecca Muber President Lakewood Historical Society

Suc Scott.) Secretary, Lakewood Historical Society

LAKEWOOD HISTORICAL SOCIETY BOARD MEETING AUGUST 7, 2018

The meeting was called to order by Sue Scott at 3:10 p.m. In attendance: Sue Scott, Ed Voie, Jim Curley, Glen Spieth, Jim Schell and Becky Huber. Excused: Kris Kauffman. Guests: Darryl Owens and Phil Raschke.

The minutes for the July 10, 2018 Board meeting were approved.

Treasurer's Report. Jim Curley presented the Financial Statement dated August 4, 2018. He has received the last of the 2018 Lodging Tax Grant in the amount of \$9,682.93.

Committee Reports.

- Museum Report. Becky noted 25 visitors to the museum in July. We currently have 301 memberships and noted 549 "likes" on Facebook. The LHS annual picnic has been scheduled for August 28 from 4-6 p.m. at Fort Steilacoom Park with an update on park activities and projects from Mary Dodsworth.

- Marketing Committee. Becky noted our booth at the Lakewood SummerFest was visited by 265 people. One more booth at the Lakewood Farmers Market scheduled for July 21.

- Markers. Sue noted she had met Tom Peterson, House of Donuts at SummerFest and will set up a meeting regarding the marker. Kris Kauffman is working on dedications for the Mountain View, House of Donuts and Chief Leschi markers.

New Business

- Sue nominated Darryl Owens and Phil Raschke as potential board members. After discussion, both were approved by the Board.

- The Board approved buying a "brick" for \$100 to be placed at the new Fort Steilacoom band shell.

- 2019 Lodging Tax Grant Application received from the City of Lakewood. Stress moving into a larger facility with more exhibit space, with a hotel across the street. Sue will work with Jim Curley and Becky Huber on completing the application. The Board approved for Sue Scott to submit the Lakewood lodging tax funding request. - The Board agreed to having a table at the Lakewood Arts Festival Sep 28-30 at the McGavick Center. Will work with Historic Fort Steilacoom and Grave Concerns on sharing the table.

Old Business. Sue did meet with Mary Bowlby who agreed to a new contract to assist LHS in the move to the new museum space. Once the contract is written, Sue will send to the Board members for review.

The meeting was adjourned at 4:25 p.m. Next meeting is scheduled for Tuesday, September 4 at 3 p.m.

test

Sue Scott, Acting 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: <u>www.lakewoodhistorical.org</u> Email: <u>contact@lakewoodhistorical.org</u>

2017 - 2018 BOARD OF DIRECTORS

Officers

Sue Scott, President 10602 58th Ave Court SW Lakewood, WA 98499 253-588-6354 (H), 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

Becky Huber, Past President (John) 11012 Interlaaken Dr SW Lakewood, WA 98498 253-582-8682 (H), 253-370-6676 (Cell) craftyhubers@comcast.net

Directors

Kris Kauffman 12228 Nyanza Rd SW Lakewood, WA 98499 253-581-9752 (W), 253-219-2837 (Cell) waterrightsinc@msn.com

Darryl Owens 10215 108th Av SW Lakewood, WA 98498 253-426-0569 (Cell) darryl.owens@comcast.net

Phil Raschke 9933 Onyx Dr SW Lakewood, WA 98498 253-861-1366 (Cell) praschke@comcast.net Jim Schell 9629 Meadow Road Lakewood, WA 98499 253-582-1822, ext 12 (W) JSchell@washingtonea.org

Glen Spieth (Marlene) 5928 Steilacoom Blvd SW Lakewood, WA 98499 253-584-3930 (H), 253-970-0383 (Cell) b17relic@comcast.net

Director Emeritus

LTG (Ret) Bill Harrison 3724 68th Ave Ct W University Place, WA 98466 253-582-1725 (H) wharri6665@aol.com

Museum Consultants

Mary Bowlby (Wes) 720 South Mason Avenue Tacoma, WA 98405 253-752-8059 (H), 253-222-2699 (cell) bowlbyonmason@msn.com

Emma Pierce 909 N. M Street Tacoma, WA 98403 253-222-2627 (Cell) pierceelp@gmail.com

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

Board of Directors Sue Scott

President

Ed Voie Vice-President

Secretary

Jim Curley Treasurer

Becky Huber Past President

Directors Kris Kauffman Darryl Owens Phil Raschke Jim Schell Glen Spieth

Director Emeritus Lt. Gen. Bill Harrison

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 S.W. Lakewood, WA 98499 253.588.6354

James Curley, Treasurer 7236 Turquoise Dr S.W. Lakewood, WA 98498 253.584.8731

Attested this 18th day of August 2018

Ed Voie, Vice President Lakewood Historical Society

Application for:

City of Lakewood Fiscal Year 2019 Lodging Tax Grant Funds

From:

Buffalo Soldiers Museum



Buffalo Soldiers Museum 1940 South Wilkeson Tacoma, WA 98405 AUG 2 0 2018 2

CITY OF LAKEWOOD FINANCE DEPARTMENT

City of Lakewood Lakewood Lodging Tax Committee Lakewood, WA

We are requesting lodging tax dollars for our annual golf tournament which is our fundraiser on American history and culture. We are working to build upon the history and culture for the region. Our Executive Director – Jackie Jones-Hook is the project director. On behalf of the Buffalo Soldiers Museum, I thank you for your consideration.

On behalf of the Buffalo Soldiers Museum, we are submitting for your consideration a request for Lodging Tax funding. Our museum is dedicated to the preservation, education, and presentation of the history of the Buffalo Soldiers, the segregated African American regiments who fought from 1866 to 1944. We aim to honor their legacy by making sure that their contributions to America are never forgotten. In the future, we want our museum to become a place that improves our community by providing underprivileged youth by providing them with educational programs and inspiring them with the stories of the Buffalo Soldiers.

Currently, we are moving toward this goal by developing our early education program, as well as our youth summer learning program. So far, we have established a lesson plan for preschool-aged children, which involves art, discussion, and imaginative play. We are also working with public schools to develop curriculum that can be used to teach students from elementary to high school about the Buffalo Soldiers, a piece of history which would likely be overlooked otherwise.

Sincerely.

Willie Stewart Chairperson – Buffalo Soldiers Museum President - Willie Stewart Treasurer – Billy Hebert Secretary - Audrey Capers-Credle Executive Director – Jackie Jones-Hook Linda Evans Miller Jim Dimond Philip Rashke

7. APPLICATION FOR FISCAL YEAR 2019 LTAC GRANT FUNDING

1a. Project Information

Project Name: Heritage and Cultural Event and For Fun and Community - Golf Tournament

Amount of Lodging Tax Funding Requested: \$ 2,700.00 (Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

\$ 14,700 Total Project Cost: (Total Project Amount must match Project Budget column c "Total Project Cost")

1b. Applicant Organization

Name of Applicant Organization: 9th and 10th Horse Cavalry Buffalo Soldiers Museum

Mailing Address: 1940 South Wilkeson Tacoma, WA 98405

Tax ID Number: 37-1660458

Organization Unified Business Identifer (UBI) 603-166497 UBI Expiration Date: 12/2018

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

1c. Contact:

Name:	Jackie Jones-Hook
Title:	Executive Director
Telephone:	253-272-4257
Email:	SoldiersMuseum@aol.com
Signature:	At a Jones- Los

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): August 9, 2019
- b. Event Location: Home Course Lakewood Pierce County
- c. If there is a charge or fee for this activity, please describe how much and why.

The fees are estimated are be \$40.00 per golfer for the tournament and musical cultural event for which charges will be determined upon assessment of supporting sponsorships for the 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).

Community golfer, veterans and active duty citizens

3. Beneficiaries

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

Community hotels, restaurants and tourism. We have planned a evening concert with the golf tournament.

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.

DuPont represents an area in Pierce County which has not been discovered. This area has significant history with the Buffalo Soldiers and we would like to promote the golf tournament with a cultural event.

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

We will use the fund to market and advertise the golf tournament and the cultural concert celebrating military history and military for a summer evening of enjoyment and entertainment.

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

The event will be held on a Friday, and person traveling down from Seattle and the King county area will have any opportunity to enjoy a day and night in Pierce county

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

The Buffalo Soldiers Museum promotes American and Military history. Pierce County's largest employers is the military. We will advertise the event to the many person across the nation who have been stationed here and will be in the area to visit family and friends or on vacation. The education and preservation of this great legacy is significant to the region and the history of the area. We will be advertising to military, retired, historians and educators to attend this golf tournament and cultural event. This event will promote history and culture of Lakewood and Pierce County. It will be a time to share and celebrate American patriotism, history , legacy the region of servicemen and women and the many contribution down through the years. Buffalo soldiers performed the American Lake Maneuvers in 1940. 1906, 1910 and 1912 which establish the JBLM 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:

We will be seeking funds from area Chamber of Commerce and corporate business sponsors other sources.

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.

The requested amount is \$2,700. The full amount will b used for Advertisement to attend the event

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 2019. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
Chambers of commerce	\$5,000	No	March 2019
Corporate Businesses	\$7,000	No	March 2019
	S		
	\$		
	\$		
	\$		
	\$		

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.)	\$	S	S
Marketing/Promotion	\$2,700	\$5,000	\$7,700
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	\$	S	\$
Minor Equipment (computers, desks, etc.)	S	S	\$
Travel	\$	\$	\$
Contract Services Describe below	\$	\$5000	
Other Describe below	\$	S	\$
TOTAL COST	\$	\$	\$14,700
Description for Direct Sales Activities, Contract Services, Travel and Others			
In-Kind Contributions	\$36,000		

*Amount in column a" Lodging Tax Funds Requested" must match "Amount of Lodging Tax Funding Requested" under Ia 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 2018? Yes X No

b. If you answered yes to 11a, how much funding did you receive in 2018? \$

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 are a 501C3 will use grants, and seek corporate sponsorships for attracting tourism and promotion Buffalo Soldiers American history and culture.

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 have plans to connect with the Nisqually tribe in developing a history and cultural tourism attraction in conjunction with this proposal.

13. Capital Projects Budget

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

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				\$	\$	\$

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

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

14. Certification

The applicant hereby certifies and confirms:

- 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;
- 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: Hook TONES

Printed Name & Title of Chief Administrator/Authorizing Official

Date 20 Aug 2018

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 <u>ONLY</u> for <u>NEW HIRES</u> during the term of the contract. It is <u>NOT</u> to be used for <u>EXISTING EMPLOYEES</u>.
- E-Verify must be used to verify the documentation of <u>ANY</u> 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 <u>AND</u>
- 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

9th and 10th Horse Cavalry Buffalo Soldiers Museum 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 \boxtimes 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

Jackie Jones-Hook - Executive Director Buffalo Soldiers Museum Print Name and Title

August 16, 2018 Date

17



9th & 10th Buffalo Soldiers Museum 1940 South Wilkeson Tacoma, WA 98405 Board Members

Office	Name	Experience	Phone	
			#	
President	Willie Stewart	Retired Military and Retired School Board Pierce County	253-441-5772	Fircrest
Secretary	Audrey Capers- Credle	Retired Teacher	253-472-0436	Tacoma
Treasurer	Billy Hebert	Retired Engineer Boeing	253-893-9957	Lakewood
Executive Director	Jackie Jones-Hook	Retired Project Manager WA State Government	253-376-5743	Gig Harbor
Historian	Phillip Raschke	Retired Lt. Colonel	253-861-1366	Lakewood
Historian	Jim Dimond	Retired History Teacher	425-524-1740	Auburn
Community Relations	Tim Pinckney	Environmental Business Person	253-754-4227	Tacoma
Asst. Secretary	Linda Evans-Miller	Retired WA State Governement	253-921-5797	Puyallup

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08/19/18

Accrual Basis

9th & 10th Horse Cavalry Buffalo Soldiers Museum Statement of Financial Position

As of August 19, 2018

	Aug 19, 18	Aug 19, 17	\$ Change	% Change
ASSETS				
Current Assets Checking/Savings				
10000 · WSECU Checking 0088	4,253.86	0.00	4,253.86	100.0%
10100 · WSECU Savings 0088	4,025.25	0.00	4.025.25	100.0%
Total Checking/Savings	8,279.11	0.00	8,279.11	100.0%
Accounts Receivable 11100 · Allowance for Doubtful Accounts	-500.00	0.00	-500.00	-100.0%
Total Accounts Receivable	-500.00	0.00	-500.00	-100.0%
Other Current Assets				
12100 · Inventory Asset	2,000.00	0.00	2,000.00	100.0%
Total Other Current Assets	2,000.00	0.00	2,000.00	100.0%
Total Current Assets	9,779.11	0.00	9,779.11	100.0%
Fixed Assets 15000 · Furniture and Equipment	1,300.00	0.00	1,300.00	100.0%
Total Fixed Assets	1,300.00	0.00	1,300.00	100.0%
Other Assets	075.00	0.00	075.00	100.00
18700 · Security Deposits Asset	375.00	0.00	375.00	100.0%
Total Other Assets	375.00	0.00	375.00	100.0%
TOTAL ASSETS	11,454.11	0.00	11,454.11	100.0%
LIABILITIES & EQUITY Liabilities Current Liabilities Accounts Payable				
20100 · Grants Payable	474.18	0.00	474.18	100.0%
Total Accounts Payable	474.18	0.00	474.18	100.0%
Total Current Liabilities	474.18	0.00	474.18	100.0%
Total Liabilities	474.18	0.00	474.18	100.0%
Equity 30000 · Opening Balance Equity Net Income	4,613.27 6,366.66	0.00	4,613.27 6,366.66	100.0% 100.0%
Total Equity	10,979.93	0.00	10,979.93	100.0%
TOTAL LIABILITIES & EQUITY	11,454.11	0.00	11,454.11	100.0%

Page 1

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08/19/18

9th & 10th Horse Cavalry Buffalo Soldiers Museum Fixed Asset Listing August 19, 2018

Item	FAM Number	Purchase Date	Purchase Description	Account
43400		01/31/2018	Mac Computer	43440 · Gifts in Kind
Museum Inventory 2018		01/31/2018	Museum Inventory	15000 · Furniture and

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1.

08/19/18

9th & 10th Horse Cavalry Buffalo Soldiers Museum Fixed Asset Listing August 19, 2018

Cost

1,300.00 384,028.00

.



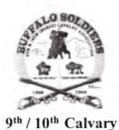
Buffalo Soldiers Museum 1940 South Wilkeson Tacoma, WA 98405

Marketing Plan

Marketing for the event will be through travel Tacoma magazine and social media network. We intend to utilize our military partnerships for retired and active duty service person who travel from all over the nation to visit this region.

The Buffalo Soldiers Museum request for lodging tax dollars respectfully submit to the City of Lakewood lodging tax committee. We have held a golf tournament at American Veterans golf course as our annual fundraising project. Our intent is to build upon the event in promoting tourism thorough and advertisement. We represent a historical piece of American history; the military history of the area and the American Lake Maneuvers. The events will include; a golf tournament and we will promote American history, and military history and cultural event in the area.

The draw is an activity which gives visitor a chance to experience the great northwest natural habitat the trees, Nisqually river and restaurants. Our proposal includes developing a partnership with Nisqually to do a tourism attraction event.



May 16, 2018 3:00 p.m. – 5:00 p.m.

Buffalo Soldiers Museum Board Meeting Minutes

PRESENT: Jackie Jones-Hook, Jim Dimond (by phone), Billy Hebert, Willie Stewart, Phillip Raschke,

Guests: Linda Evans Miller, Tony Miller, Claire Keller Scholz,

The Buffalo Museum Board (BSM) Meeting was called to order at 3:10 p.m.; followed with prayer by President, Willie Stewart. The minutes were distributed for all present to peruse.

Financial / Treasury Report - Billy Hebert

Checking Account Balance	\$1,085.77
Savings Account Balance	\$4,026.37
Donations Collected	\$30.00

New Business

Pres. Stewart met with Cassandra Mitchell from Key Bank to determine if Key Bank was doing something for Black folks. Pres. Stewart asked that Jackie meet with Cassandra to discuss potential professional relationships for the good of the Buffalo Soldiers Museum and the assistance and educational connections in the community. Cassandra is interested in attending a meeting with the BSM board.

Jackie mentioned that the Buffalo Soldiers Fort Nisqually historical fabric of the establishment of American Lake Fort Lewis. Meeting will be scheduled with Metro Parks to discuss documented military history.

Pres. Stewart stated how the historical accounts are misrepresented or eliminated altogether.

Jackie iterated that BSM need monies to pay part-time staff to assist with the Museum operations. There is a need for staff to conduct the summer schedule for the early learning program, and monies to compensate the educational staff. We are hoping that Linda Evans Miller would step into that role—assisting with the educational programs we have for BSM.

Jim reminded Jackie that he provided a 30-page regarding curriculum development. The Museum is a good catalyst for the educational piece. Also, there are several ways in which BSM could entice others to participate and/or donate. There are championship baseball participants from the Negro Leagues. Also, there were many in the military who had connections to the baseball leagues. Additionally, the BSM could be promoted through baseball cards, using four or five pics of the Buffalo Soldiers with historical information on one side of those cards. Jim would need to contact the Negro Baseball League to determine copyright constraints on the pictures.

Jackie Golf Tournament update suggested that each board member ask at least five others to participate in the golf tournament, scheduled August 10, 2018. American Lake Golf course.

Pres. Stewart asked that an extra day be set aside to discuss the golf tournament. No date was available before the scheduled meeting for June 20, 2018. We also need to get donors into the Museum. Knowing history is necessary; getting money to share that history.

Phil Phil will talk with Joethel Smith about the golf tournament. Joethel's son is Michael Smith at Lake Wohop (sp). Michael does sports promotion.

A special note: the memorial services for first Black mayor of Lakewood, Claudia Thomas, will be June 2.

Billy stated the American Lake maneuvers need to include the Buffalo Soldiers as history and a part of the Fort protection of Fort Nisqually.

Jackie said, "We have get on the schedule of the Metro Parks; the June 12, 2018, to present the full picture of the history of Fort Nisqually.

Tacoma Creates – PC Arts and Culture is an organization that is seeking donations from BSM for proposal to tax payers for 1% sales tax for Arts and Culture organizations. If passed by citizens monies would be distributed to arts, culture and history organizations. **Jackie** Tacoma Lodging Tax available in June. **Phil** pointed out that Jackie should apply for the Lakewood Lodging Tax, *IF* she has already applied for the Tacoma Lodging Tax. These are monies set aside for tourism. The board agreed.

Phil suggested we ask each board member to ask companies to visit the Museum. This could pique their interest, and they may become donors.

Pres. Stewart will contact Click Tacoma and Weyerhauser about involvement with the Museum.

Old Business

Golfers are still needed for the tournament August 10. There are 96 committed participates for the tournament. We need 144. This is an important fundraiser for BSM, so please ask your friends, co-workers, and others who might be interested, to participate.

Action Items / Dates of Interest May 26, 2018 Oasis of Hope will honor Black Veterans June 2, 2018 Claudia Thomas' Memorial Services June 20, 2018 Next BSM Meeting to concentrate on the Golf Tournament August 10, 2018 Golf Tournament for BSM Jim will have info on the historical baseball cards and check entry for Federal Combined Fund Pres. Willie will contact Weyerhauser and Click Tacoma for commitments Each board member should have names and phone numbers to call for golf tournament **Recorded by Linda Evans Miller**

Buffalo Soldiers Museum 2018 Budget



2018 Operating Costs

Operation Expenses			Sub-Total
Century Link Phone and Web	\$	1,289.66	
ADT Security	\$	594.10	
Insurance Building	\$	1,146.76	
Board of Directors Insurance	\$	560.00	
City of Tacoma - Utilities	\$ \$ \$ \$ \$ \$	2,404.31	
Building Lease	\$	7,200.00	
Building Maintenance	\$	2,400.00	
Office Supplies	\$	1,200.00	
	\$	16,794.83	\$ 16,794.00
History Association Memberships Dues			
Secretary of State Renewal	\$	10.00	
PC Arts and Cultrue Coalition Dues	\$	60.00	
Pierce County Heritage League Dues	\$	35.00	
AASLH - American Association for State and Local History	\$	115.00	
Friends of the Fort Lewis Museum	\$	25.00	
AAM - American Alliance of Museum	\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$	150.00	
WAMA - Washington Museum Associaton	\$	35.00	
NMAAHC - National African American History Center	\$	25.00	
501 Commons Membership	\$	50.00	
WA Non-profit Association	\$	45.00	
	\$	550.00	\$ 550.00
Program Development			
Grant Writer	\$	5,300.00	
Conference Attendance	\$	500.00	
Education Program Expenses	\$ \$ \$ \$	5,420.00	
Volunteer Services	\$	720.00	
Fund Raising Expenses	\$	7,650.00	 Second
	\$	19,590.00	\$ 19,590.0
GRAND TOTAL			\$ 36,934.00

DEPARTMENT OF THE TREASURY

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

Date: JAN 31 2013

9TH AND 10TH CAVALRY BUFFALO SOLDIERS MUSEUM 1940 S WILKESON TACOMA, WA 98405

Employer Identification Number: 37-1660458 DLN: 17053332320012 Contact Person: DALE T SCHABER ID# 31175 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: December 16, 2011 Contribution Deductibility: Yes Addendum Applies: No

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.

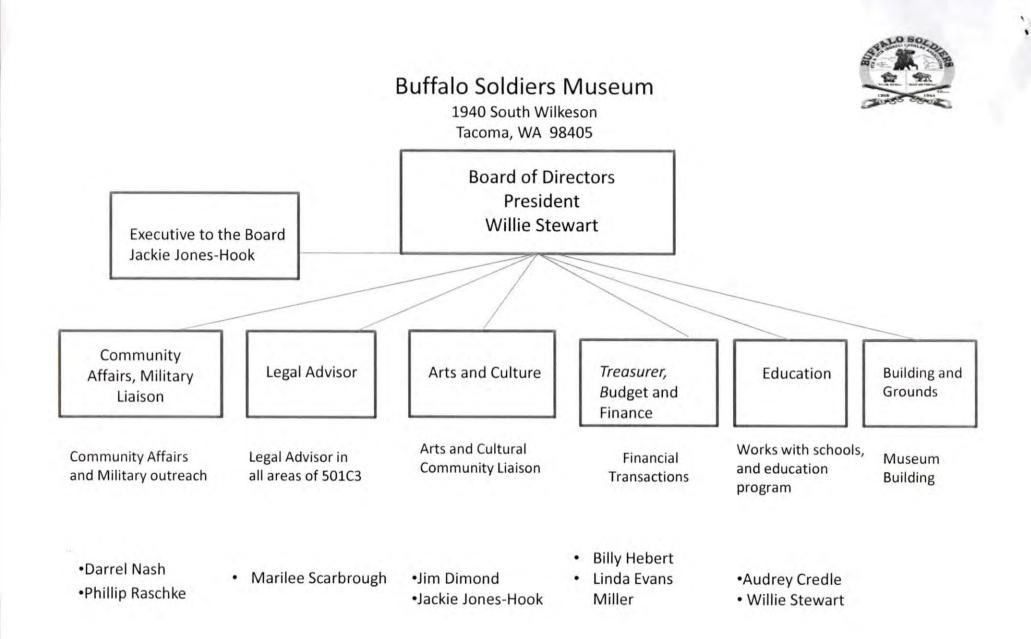
Please see enclosed Publication 4221-PC, Compliance Guide for 501(C)(3) Public Charities, for some helpful information about your responsibilities as an exempt organization.

Letter 947 (DO/CG)



9th & 10th Buffalo Soldiers Museum 1940 South Wilkeson Tacoma, WA 98405 Board Members

President	Willie Stewart	Retired Military and Retired School Board Pierce County
Secretary	Audrey Capers-Credle	Retired Teacher
Treasurer	Billy Hebert	Retired Engineer Boeing
Executive Director	Jackie Jones-Hook	Retired Project Manager WA State Government
Historian	Phillip Raschke	Retired Lt. Colonel
Historian	Jim Dimond	Retired History Teacher
Community Relations	Tim Pinckney	Environmental Business Persor





COUNCIL ON AMERICA'S MILITARY PAST - U.S.A.

PRESERVING, INTERPRETING AND SHARING OUR MILITARY HERITAGE

OFFICERS

Mark Magnussen President Manassas, Virginia

Ron Plante Vice President Bettendorf, Iowa

Vance Nelson Treasurer Ogallala, Nebraska

Dale Floyd Secretary Charlottesville, Virginia

DIRECTORS (also the officers)

Gordon Bliss Webmaster Dedham, Massachusetts

Emil Dansker Cincinnati, Ohio

Jeff Davis Camas, Washington

Marylou Gjernes Silver Spring, Maryland

Bridget Hart Union Bridge, Maryland

Terry McGovern McLean, Virginia

Mark Morgan Manchester, Missouri

Nick Reynolds Membership Arlington, Virginia

In Support of The 9th and 10th Horse Cavalry Buffalo Soldiers Museum

The 9th and 10th Horse Cavalry Buffalo Soldiers Museum is providing a much-needed, valuable service to history and to the future of all Americans. The members of the Council on America's Military Past (CAMP) strongly support the mission of this museum and the accompanying outreach it is performing.

As professional historians, history buffs, amateur historians, history teachers, history book authors, active-duty military, retired military, and civilians, we encourage the preservation and memorialization of history and traditions. The Buffalo Soldiers Museum's efforts to share the outstanding contributions of America's Buffalo Soldiers from the Civil War to World War II are to be commended, shared, and supported.

When CAMP visited the Buffalo Solders Museum during our 51st Annual Conference in May 2017, it was immediately clear that there is so much the museum can offer to educate students to help them understand history, put into context today's events which will become our history, and better appreciate the outstanding contributions this oft-overlooked segment of the U.S. military played in forming our nation's military and our nation's freedoms.

We would be honored to discuss with potential funders the benefits CAMP believes will result from the American History Program the Buffalo Soldiers Museum has developed.

Bridget Hart

Bridget Hart, J.D. Union Bridge, MD 240.672.6844 CAMPConference@hotmail.com

Founded in 1966 as the Council on Abandoned Military Posts; name changed in 1981. CAMP is a non-profit, tax-exempt corporation whose members are interested in the identification, location, restoration, preservation and memorialization of old military installations and their history and traditions. All persons sharing this interested are invited to join.

Annual Military History Conference

1967 Ft. Bowie, AZ 1968 Augusta, GA 1969 San Francisco, CA 1970 El Paso, TX 1971 Washington, DC and Ft. McHenry, MD 1972 Denver, CO 1973 U.S. Military Academy and New York City 1974 Leavenworth, KS 1975 Los Angeles and San Diego, CA 1976 Tucson, AZ and Nogales, Mexico 1977 Hampton Roads, VA 1978 Minneapolis, MN 1979 Boston, MA and Newport, RI 1980 New Orleans, LA 1981 San Francisco, CA 1982 Charleston, SC 1983 San Antonio, TX 1984 Jacksonville, FL 1985 Santa Fe, NM 1986 Toledo, OH, and Windsor, Ontario 1987 Philadelphia, PA 1988 Portland, OR 1989 Mobile, AL 1990 Bismarck, ND 1991 Honolulu, HI 1992 Tampa, FL 1993 Galveston, TX 1994 Tacoma, WA 1995 Savannah, GA 1996 El Paso, TX 1997 Buffalo, NY 1998 Lexington, KY 1999 Omaha, NE 2000 Burlington, VT 2001 Rapid City, SD 2002 San Juan, Puerto Rico 2003 St. Louis, MO 2004 Portland, ME 2005 San Diego, CA 2006 Chattanooga, TN 2007 Hampton, VA 2008 Salt Lake *City, UT 2009* Pittsburgh, PA 2010 San Francisco, CA 2011 Kansas City, MO 2012 Lexington, VA 2013 Dayton, OH 2014 Reno, NV 2015 New Orleans, LA 2016 Frederick MD 2017 Vancouver, WA





THE E-VERIFY MEMORANDUM OF UNDERSTANDING FOR E-VERIFY EMPLOYER AGENTS

ARTICLE I PURPOSE AND AUTHORITY

The parties to this agreement are the Department of Homeland Security (DHS) and 9th and 10th Horse Cavaly Buffalo Soldiers Museum (E-Verify Employer Agent). The purpose of this agreement is to set forth terms and conditions which the E-Verify Employer Agent will follow while participating in E-Verify.

E-Verify is a program that electronically confirms an employee's eligibility to work in the United States after completion of Form I-9, Employment Eligibility Verification (Form I-9). This Memorandum of Understanding (MOU) explains certain features of the E-Verify program and describes specific responsibilities of the E-Verify Employer Agent, the Employer, DHS, and the Social Security Administration (SSA).

The Employer is not a party to this MOU; however, this MOU contains a section titled Responsibilities of the Employer. This section is provided to inform E-Verify Employer Agents acting on behalf of the Employer of the responsibilities and obligations their clients are required to meet. The Employer is bound by these responsibilities through signing a separate MOU during their enrollment as a client of the E-Verify Employer Agent. The E-Verify program requires an initial agreement between DHS and the E-Verify Employer Agent as part of the enrollment process. After agreeing to the MOU as set forth herein, completing the tutorial, and obtaining access to E-Verify as an E-Verify Employer Agent, the E-Verify Employer Agent will be given an opportunity to add a client once logged into E-Verify. All parties, including the Employer, will then be required to sign and submit a separate MOU to E-Verify. The responsibilities of the parties remain the same in each MOU.

Authority for the E-Verify program is found in Title IV, Subtitle A, of the Illegal Immigration Reform and Immigrant Responsibility Act of 1996 (IIRIRA), Pub. L. 104-208, 110 Stat. 3009, as amended (8 U.S.C. § 1324a note). The Federal Acquisition Regulation (FAR) Subpart 22.18, "Employment Eligibility Verification" and Executive Order 12989, as amended, provide authority for Federal contractors and subcontractors (Federal contractor) to use E-Verify to verify the employment eligibility of certain employees working on Federal contracts.

ARTICLE II

RESPONSIBILITIES

A. RESPONSIBILITIES OF E-VERIFY EMPLOYER AGENT

1. The E-Verify Employer Agent agrees to provide to the SSA and DHS the names, titles, addresses, and telephone numbers of the E-Verify Employer Agent representatives who will be accessing

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information under E-Verify and shall update them as needed to keep them current.

2. The E-Verify Employer Agent agrees to become familiar with and comply with the E-Verify User Manual and provide a copy of the most current version of the E-Verify User Manual to the Employer so that the Employer can become familiar with and comply with E-Verify policy and procedures. The E-Verify Employer Agent agrees to obtain a revised E-Verify User Manual as it becomes available and to provide a copy of the revised version to the Employer no later than 30 days after the manual becomes available.

3. The E-Verify Employer Agent agrees that any person accessing E-Verify on its behalf is trained on the most recent E-Verify policy and procedures.

4. The E-Verify Employer Agent agrees that any E-Verify Employer Agent Representative who will perform employment verification cases will complete the E-Verify Tutorial before that individual initiates any cases.

a. The E-Verify Employer Agent agrees that all E-Verify Employer Agent representatives will take the refresher tutorials initiated by the E-Verify program as a condition of continued use of E-Verify, including any tutorials for Federal contractors, if any of the Employers represented by the E-Verify Employer Agent is a Federal contractor.

b. Failure to complete a refresher tutorial will prevent the E-Verify Employer Agent and Employer from continued use of E-Verify.

5. The E-Verify Employer Agent agrees to grant E-Verify access only to current employees who need E-Verify access. The E-Verify Employer Agent must promptly terminate an employee's E-Verify access if the employee is separated from the company or no longer needs access to E-Verify.

6. The E-Verify Employer Agent agrees to obtain the necessary equipment to use E- Verify as required by the E-Verify rules and regulations as modified from time to time.

7. The E-Verify Employer Agent agrees to, consistent with applicable laws, regulations, and policies, commit sufficient personnel and resources to meet the requirements of this MOU.

8. The E-Verify Employer Agent agrees to provide its clients with training on E-Verify processes, policies, and procedures. The E-Verify Employer Agent also agrees to provide its clients with ongoing E-Verify training as needed. E-Verify is not responsible for providing training to clients of E-Verify Employer Agents.

9. The E-Verify Employer Agent agrees to provide the Employer with the notices described in Article II.B.1 below.

10. The E-Verify Employer Agent agrees to create E-Verify cases for the Employer it represents in accordance with the E-Verify Manual, the E-Verify Web-Based Tutorial and all other published E-Verify rules and procedures. The E-Verify Employer Agent will create E-Verify cases using information provided by the Employer and will immediately communicate the response back to the Employer. If E-Verify is temporarily unavailable, the three-day time period will be extended until it is again operational in order to accommodate the E-Verify Employer Agent's attempting, in good faith, to

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make inquiries on behalf of the Employer during the period of unavailability.

11. When the E-Verify Employer Agent receives notice from a client company that it has received a contract with the FAR clause, then the E-Verify Employer Agent must update the company's E-Verify profile within 30 days of the contract award date.

12. If data is transmitted between the E-Verify Employer Agent and its client, then the E-Verify Employer Agent agrees to protect personally identifiable information during transmission to and from the E-Verify Employer Agent.

13. The E-Verify Employer Agent agrees to notify DHS immediately in the event of a breach of personal information. Breaches are defined as loss of control or unauthorized access to E-Verify personal data. All suspected or confirmed breaches should be reported by calling 1-888-464-4218 or via email at E-Verify@dhs.gov. Please use "Privacy Incident – Password" in the subject line of your email when sending a breach report to E-Verify.

14. The E-Verify Employer Agent agrees to fully cooperate with DHS and SSA in their compliance monitoring and evaluation of E-Verify, including permitting DHS, SSA, their contractors and other agents, upon reasonable notice, to review Forms I-9, employment records, and all records pertaining to the E-Verify Employer Agent's use of E-Verify, and to interview it and its employees regarding the use of E-Verify, and to respond in a timely and accurate manner to DHS requests for information relating to their participation in E-Verify.

15. The E-Verify Employer Agent shall not make any false or unauthorized claims or references about its participation in E-Verify on its website, in advertising materials, or other media. The E-Verify Employer Agent shall not describe its services as federally-approved, federally-certified, or federally-recognized, or use language with a similar intent on its website or other materials provided to the public. Entering into this MOU does not mean that E-Verify endorses or authorizes your E-Verify Employer Agent services and any claim to that effect is false.

16. The E-Verify Employer Agent shall not state in its website or other public documents that any language used therein has been provided or approved by DHS, USCIS or the Verification Division, without first obtaining the prior written consent of DHS.

17. The E-Verify Employer Agent agrees that E-Verify trademarks and logos may be used only under license by DHS/USCIS (see M-795 (Web)) and, other than pursuant to the specific terms of such license, may not be used in any manner that might imply that the E-Verify Employer Agent's services, products, websites, or publications are sponsored by, endorsed by, licensed by, or affiliated with DHS, USCIS, or E-Verify.

18. The E-Verify Employer Agent understands that if it uses E-Verify procedures for any purpose other than as authorized by this MOU, the E-Verify Employer Agent may be subject to appropriate legal action and termination of its participation in E-Verify according to this MOU.

B. RESPONSIBILITIES OF THE EMPLOYER

The E-Verify Employer Agent shall ensure that the E-Verify Employer Agent and the Employers represented by the E-Verify Employer Agent carry out the following responsibilities. It is the E-Verify Page 3 of 19 E-Verify MOU for E-Verify Employer Agents | Revision Date 06/01/13





Employer Agent's responsibility to ensure that its clients are in compliance with all E-Verify policies and procedures.

1. The Employer agrees to display the following notices supplied by DHS in a prominent place that is clearly visible to prospective employees and all employees who are to be verified through the system:

- a. Notice of E-Verify Participation
- b. Notice of Right to Work

2. The Employer agrees to provide to the SSA and DHS the names, titles, addresses, and telephone numbers of the Employer representatives to be contacted about E-Verify. The Employer also agrees to keep such information current by providing updated information to SSA and DHS whenever the representatives' contact information changes.

3. The Employer shall become familiar with and comply with the most recent version of the E-Verify User Manual. The Employer will obtain the E-Verify User Manual from the E-Verify Employer Agent.

4. The Employer agrees to comply with current Form I-9 procedures, with two exceptions:

a. If an employee presents a "List B" identity document, the Employer agrees to only accept "List B" documents that contain a photo. (List B documents identified in 8 C.F.R. § 274a.2(b)(1)(B)) can be presented during the Form I-9 process to establish identity.) If an employee objects to the photo requirement for religious reasons, the Employer should contact E-Verify at 1-888-464-4218.

b. If an employee presents a DHS Form I-551 (Permanent Resident Card), Form I-766 (Employment Authorization Document), or U.S. Passport or Passport Card to complete Form I-9, the Employer agrees to make a photocopy of the document and to retain the photocopy with the employee's Form I-9. The Employer will use the photocopy to verify the photo and to assist DHS with its review of photo mismatches that employees contest. DHS may in the future designate other documents that activate the photo screening tool.

Note: Subject only to the exceptions noted previously in this paragraph, employees still retain the right to present any List A, or List B and List C, document(s) to complete the Form I-9.

5. The Employer agrees to record the case verification number on the employee's Form I-9 or to print the screen containing the case verification number and attach it to the employee's Form I-9.

6. The Employer agrees that, although it participates in E-Verify, the Employer has a responsibility to complete, retain, and make available for inspection Forms I-9 that relate to its employees, or from other requirements of applicable regulations or laws, including the obligation to comply with the antidiscrimination requirements of section 274B of the INA with respect to Form I-9 procedures.

a. The following modified requirements are the only exceptions to an Employer's obligation to not employ unauthorized workers and comply with the anti-discrimination provision of the INA: (1) List B identity documents must have photos, as described in paragraph 4 above; (2) When an Employer confirms the identity and employment eligibility of newly hired employee using E-Verify procedures, the Employer establishes a rebuttable presumption that it has not violated section 274A(a)(1)(A) of the Immigration and Nationality Act (INA) with respect to the hiring of that employee; (3) If the Employer receives a final nonconfirmation for an employee, but continues to employ that person,

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the Employer must notify DHS and the Employer is subject to a civil money penalty between \$550 and \$1,100 for each failure to notify DHS of continued employment following a final nonconfirmation; (4) If the Employer continues to employ an employee after receiving a final nonconfirmation, then the Employer is subject to a rebuttable presumption that it has knowingly employed an unauthorized alien in violation of section 274A(a)(1)(A); and (5) no E-Verify participant is civilly or criminally liable under any law for any action taken in good faith based on information provided through the E-Verify.

b. DHS reserves the right to conduct Form I-9 compliance inspections, as well as any other enforcement or compliance activity authorized by law, including site visits, to ensure proper use of E-Verify.

7. The Employer is strictly prohibited from creating an E-Verify case before the employee has been hired, meaning that a firm offer of employment was extended and accepted and Form I-9 was completed. The Employer agrees to create an E-Verify case for new employees within three Employer business days after each employee has been hired (after both Sections 1 and 2 of Form I-9 have been completed), and to complete as many steps of the E-Verify process as are necessary according to the E-Verify User Manual. If E-Verify is temporarily unavailable, the three-day time period will be extended until it is again operational in order to accommodate the Employer's attempting, in good faith, to make inquiries during the period of unavailability.

8. The Employer agrees not to use E-Verify for pre-employment screening of job applicants, in support of any unlawful employment practice, or for any other use that this MOU or the E-Verify User Manual does not authorize.

9. The Employer must use E-Verify (through its E-Verify Employer Agent) for all new employees. The Employer will not verify selectively and will not verify employees hired before the effective date of this MOU. Employers who are Federal contractors may qualify for exceptions to this requirement as described in Article II.B of this MOU.

10. The Employer agrees to follow appropriate procedures (see Article III below) regarding tentative nonconfirmations. The Employer must promptly notify employees in private of the finding and provide them with the notice and letter containing information specific to the employee's E-Verify case. The Employer agrees to provide both the English and the translated notice and letter for employees with limited English proficiency to employees. The Employer agrees to provide written referral instructions to employees and instruct affected employees to bring the English copy of the letter to the SSA. The Employer must allow employees to contest the finding, and not take adverse action against employees if they choose to contest the finding, while their case is still pending. Further, when employees contest a tentative nonconfirmation based upon a photo mismatch, the Employer must take additional steps (see Article III.B below) to contact DHS with information necessary to resolve the challenge.

11. The Employer agrees not to take any adverse action against an employee based upon the employee's perceived employment eligibility status while SSA or DHS is processing the verification request unless the Employer obtains knowledge (as defined in 8 C.F.R. § 274a.1(I)) that the employee is not work authorized. The Employer understands that an initial inability of the SSA or DHS automated verification system to verify work authorization, a tentative nonconfirmation, a case in continuance (indicating the need for additional time for the government to resolve a case), or the finding of a photo

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mismatch, does not establish, and should not be interpreted as, evidence that the employee is not work authorized. In any of such cases, the employee must be provided a full and fair opportunity to contest the finding, and if he or she does so, the employee may not be terminated or suffer any adverse employment consequences based upon the employee's perceived employment eligibility status (including denying, reducing, or extending work hours, delaying or preventing training, requiring an employee to work in poorer conditions, withholding pay, refusing to assign the employee to a Federal contract or other assignment, or otherwise assuming that he or she is unauthorized to work) until and unless secondary verification by SSA or DHS has been completed and a final nonconfirmation has been issued. If the employee does not choose to contest a tentative nonconfirmation or a photo mismatch or if a secondary verification is completed and a final nonconfirmation is issued, then the Employer can find the employee is not work authorized and terminate the employee's employment. Employers or employees with questions about a final nonconfirmation may call E-Verify at 1-888-464-4218 (customer service) or 1-888-897-7781 (worker hotline).

12. The Employer agrees to comply with Title VII of the Civil Rights Act of 1964 and section 274B of the INA as applicable by not discriminating unlawfully against any individual in hiring, firing, employment eligibility verification, or recruitment or referral practices because of his or her national origin or citizenship status, or by committing discriminatory documentary practices. The Employer understands that such illegal practices can include selective verification or use of E-Verify except as provided in part D below, or discharging or refusing to hire employees because they appear or sound "foreign" or have received tentative nonconfirmations. The Employer further understands that any violation of the immigration-related unfair employment practices provisions in section 274B of the INA could subject the Employer to civil penalties, back pay awards, and other sanctions, and violations of Title VII could subject the Employer to back pay awards, compensatory and punitive damages. Violations of either section 274B of the INA or Title VII may also lead to the termination of its participation in E-Verify. If the Employer has any questions relating to the anti-discrimination provision, it should contact OSC at 1-800-255-8155 or 1-800-237-2515 (TDD).

13. The Employer agrees that it will use the information it receives from E-Verify (through its E-Verify Employer Agent) only to confirm the employment eligibility of employees as authorized by this MOU. The Employer agrees that it will safeguard this information, and means of access to it (such as PINS and passwords), to ensure that it is not used for any other purpose and as necessary to protect its confidentiality, including ensuring that it is not disseminated to any person other than employees of the Employer who are authorized to perform the Employer's responsibilities under this MOU, except for such dissemination as may be authorized in advance by SSA or DHS for legitimate purposes.

14. The Employer agrees to notify DHS immediately in the event of a breach of personal information. Breaches are defined as loss of control or unauthorized access to E-Verify personal data. All suspected or confirmed breaches should be reported by calling 1-888-464-4218 or via email at E-Verify@dhs.gov. Please use "Privacy Incident – Password" in the subject line of your email when sending a breach report to E-Verify.

15. The Employer acknowledges that the information it receives through the E-Verify Employer Agent from SSA is governed by the Privacy Act (5 U.S.C. § 552a(i)(1) and (3)) and the Social Security Act (42 U.S.C. 1306(a)). Any person who obtains this information under false pretenses or uses it for any purpose other than as provided for in this MOU may be subject to criminal penalties.

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16. The Employer agrees to cooperate with DHS and SSA in their compliance monitoring and evaluation of E-Verify (whether directly or through their E-Verify Employer Agent), which includes permitting DHS, SSA, their contractors and other agents, upon reasonable notice, to review Forms I-9 and other employment records and to interview it and its employees regarding the Employer's use of E-Verify, and to respond in a prompt and accurate manner to DHS requests for information relating to their participation in E-Verify.

17. The Employer shall not make any false or unauthorized claims or references about its participation in E-Verify on its website, in advertising materials, or other media. The Employer shall not describe its services as federally-approved, federally-certified, or federally-recognized, or use language with a similar intent on its website or other materials provided to the public. Entering into this MOU does not mean that E-Verify endorses or authorizes your E-Verify services and any claim to that effect is false.

18. The Employer shall not state in its website or other public documents that any language used therein has been provided or approved by DHS, USCIS or the Verification Division, without first obtaining the prior written consent of DHS.

19. The Employer agrees that E-Verify trademarks and logos may be used only under license by DHS/USCIS (see <u>M-795 (Web)</u>) and, other than pursuant to the specific terms of such license, may not be used in any manner that might imply that the Employer's services, products, websites, or publications are sponsored by, endorsed by, licensed by, or affiliated with DHS, USCIS, or E-Verify.

20. The Employer understands that if it uses E-Verify procedures for any purpose other than as authorized by this MOU, the Employer may be subject to appropriate legal action and termination of its participation in E-Verify according to this MOU.

C. RESPONSIBILITIES OF FEDERAL CONTRACTORS

The E-Verify Employer Agent shall ensure that the E-Verify Employer Agent and the Employers represented by the E-Verify Employer Agent carry out the following responsibilities if the Employer is a federal contractor or becomes a Federal contractor. The E-Verify Employer Agent should instruct the client to keep the E-Verify Employer Agent informed about any changes or updates related to federal contracts. It is the E-Verify Employer Agent's responsibility to ensure that its clients are in compliance with all E-Verify policies and procedures.

1. If the Employer is a Federal contractor with the FAR E-Verify clause subject to the employment verification terms in Subpart 22.18 of the FAR, it will become familiar with and comply with the most current version of the E-Verify User Manual for Federal Contractors as well as the E-Verify Supplemental Guide for Federal Contractors.

2. In addition to the responsibilities of every employer outlined in this MOU, the Employer understands that if it is a Federal contractor subject to the employment verification terms in Subpart 22.18 of the FAR it must verify the employment eligibility of any "employee assigned to the contract" (as defined in FAR 22.1801). Once an employee has been verified through E-Verify by the Employer, the Employer may not reverify the employee through E-Verify.

a. An Employer that is not enrolled in E-Verify as a Federal contractor at the time of a contract award must enroll as a Federal contractor in the E-Verify program within 30 calendar days of

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contract award and, within 90 days of enrollment, begin to verify employment eligibility of new hires using E-Verify. The Employer must verify those employees who are working in the United States, whether or not they are assigned to the contract. Once the Employer begins verifying new hires, such verification of new hires must be initiated within three business days after the hire date. Once enrolled in E-Verify as a Federal contractor, the Employer must begin verification of employees assigned to the contract, whichever date of enrollment or within 30 days of an employee's assignment to the contract, whichever date is later.

b. Employers enrolled in E-Verify as a Federal contractor for 90 days or more at the time of a contract award must use E-Verify to begin verification of employment eligibility for new hires of the Employer who are working in the United States, whether or not assigned to the contract, within three business days after the date of hire. If the Employer is enrolled in E-Verify as a Federal contractor for 90 calendar days or less at the time of contract award, the Employer must, within 90 days of enrollment, begin to use E-Verify to initiate verification of new hires of the contractor who are working in the United States, whether or not assigned to the contractor who are working in the United States, whether or not assigned to the contract. Such verification of new hires must be initiated within three business days after the date of hire. An Employer enrolled as a Federal contractor in E-Verify must begin verification of each employee assigned to the contract within 90 calendar days after date of contract award or within 30 days after assignment to the contract, whichever is later.

c. Federal contractors that are institutions of higher education (as defined at 20 U.S.C. 1001(a)), state or local governments, governments of Federally recognized Indian tribes, or sureties performing under a takeover agreement entered into with a Federal agency under a performance bond may choose to only verify new and existing employees assigned to the Federal contract. Such Federal contractors may, however, elect to verify all new hires, and/or all existing employees hired after November 6, 1986. Employers in this category must begin verification of employees assigned to the contract within 90 calendar days after the date of enrollment or within 30 days of an employee's assignment to the contract, whichever date is later.

d. Upon enrollment, Employers who are Federal contractors may elect to verify employment eligibility of all existing employees working in the United States who were hired after November 6, 1986, instead of verifying only those employees assigned to a covered Federal contract. After enrollment, Employers must elect to verify existing staff following DHS procedures and begin E-Verify verification of all existing employees within 180 days after the election.

e. The Employer may use a previously completed Form I-9 as the basis for creating an E-Verify case for an employee assigned to a contract as long as:

- i. That Form I-9 is complete (including the SSN) and complies with Article II.B.6,
- ii. The employee's work authorization has not expired, and

iii. The Employer has reviewed the Form I-9 information either in person or in communications with the employee to ensure that the employee's Section 1, Form I-9 attestation has not changed (including, but not limited to, a lawful permanent resident alien having become a naturalized U.S. citizen).

f. The Employer shall complete a new Form I-9 consistent with Article II.A.6 or update the previous Form I-9 to provide the necessary information if:

i. The Employer cannot determine that Form I-9 complies with Article II.A.6, Page 8 of 19 E-Verify MOU for E-Verify Employer Agents | Revision Date 06/01/13





ii. The employee's basis for work authorization as attested in Section 1 has expired or changed, or

iii. The Form I-9 contains no SSN or is otherwise incomplete.

Note: If Section 1 of the Form I-9 is otherwise valid and up-to-date and the form otherwise complies with Article II.C.5, but reflects documentation (such as a U.S. passport or Form I-551) that expired after completing Form I-9, the Employer shall not require the production of additional documentation, or use the photo screening tool described in Article II.A.5, subject to any additional or superseding instructions that may be provided on this subject in the E-Verify User Manual.

g. The Employer agrees not to require a second verification using E-Verify of any assigned employee who has previously been verified as a newly hired employee under this MOU or to authorize verification of any existing employee by any Employer that is not a Federal contractor based on this Article.

3. The Employer understands that if it is a Federal contractor, its compliance with this MOU is a performance requirement under the terms of the Federal contract or subcontract, and the Employer consents to the release of information relating to compliance with its verification responsibilities under this MOU to contracting officers or other officials authorized to review the Employer's compliance with Federal contracting requirements.

D. RESPONSIBILITIES OF SSA

1. SSA agrees to allow DHS to compare data provided by the Employer (through the E-Verify Employer Agent) against SSA's database. SSA sends DHS confirmation that the data sent either matches or does not match the information in SSA's database.

2. SSA agrees to safeguard the information the Employer provides (through the E-Verify Employer Agent) through E-Verify procedures. SSA also agrees to limit access to such information, as is appropriate by law, to individuals responsible for the verification of Social Security numbers or responsible for evaluation of E-Verify or such other persons or entities who may be authorized by SSA as governed by the Privacy Act (5 U.S.C. § 552a), the Social Security Act (42 U.S.C. 1306(a)), and SSA regulations (20 CFR Part 401).

3. SSA agrees to provide case results from its database within three Federal Government work days of the initial inquiry. E-Verify provides the information to the E-Verify Employer Agent.

4. SSA agrees to update SSA records as necessary if the employee who contests the SSA tentative nonconfirmation visits an SSA field office and provides the required evidence. If the employee visits an SSA field office within the eight Federal Government work days from the date of referral to SSA, SSA agrees to update SSA records, if appropriate, within the eight-day period unless SSA determines that more than eight days may be necessary. In such cases, SSA will provide additional instructions to the employee. If the employee does not visit SSA in the time allowed, E-Verify may provide a final nonconfirmation to the E-Verify Employer Agent.

Note: If an Employer experiences technical problems, or has a policy question, the employer should contact E-Verify at 1-888-464-4218.





E. RESPONSIBILITIES OF DHS

1. DHS agrees to provide the Employer with selected data from DHS databases to enable the Employer (through the E-Verify Employer Agent) to conduct, to the extent authorized by this MOU

a. Automated verification checks on alien employees by electronic means, and

b. Photo verification checks (when available) on employees.

2. DHS agrees to assist the E-Verify Employer Agent with operational problems associated with its participation in E-Verify. DHS agrees to provide the E-Verify Employer Agent names, titles, addresses, and telephone numbers of DHS representatives to be contacted during the E-Verify process.

3. DHS agrees to provide to the E-Verify Employer Agent with access to E-Verify training materials as well as an E-Verify User Manual that contain instructions on E-Verify policies, procedures, and requirements for both SSA and DHS, including restrictions on the use of E-Verify.

4. DHS agrees to train E-Verify Employer Agents on all important changes made to E-Verify through the use of mandatory refresher tutorials and updates to the E-Verify User Manual. Even without changes to E-Verify, DHS reserves the right to require E-Verify Employer Agents to take mandatory refresher tutorials.

5. DHS agrees to provide to the Employer (through the E-Verify Employer Agent) a notice, which indicates the Employer's participation in E-Verify. DHS also agrees to provide to the Employer antidiscrimination notices issued by the Office of Special Counsel for Immigration-Related Unfair Employment Practices (OSC), Civil Rights Division, U.S. Department of Justice.

6. DHS agrees to issue each of the E-Verify Employer Agent's E-Verify users a unique user identification number and password that permits them to log in to E-Verify.

7. DHS agrees to safeguard the information the Employer provides (through the E-Verify Employer Agent), and to limit access to such information to individuals responsible for the verification process, for evaluation of E-Verify, or to such other persons or entities as may be authorized by applicable law. Information will be used only to verify the accuracy of Social Security numbers and employment eligibility, to enforce the INA and Federal criminal laws, and to administer Federal contracting requirements.

8. DHS agrees to provide a means of automated verification that provides (in conjunction with SSA verification procedures) confirmation or tentative nonconfirmation of employees' employment eligibility within three Federal Government work days of the initial inquiry.

9. DHS agrees to provide a means of secondary verification (including updating DHS records) for employees who contest DHS tentative nonconfirmations and photo mismatch tentative nonconfirmations. This provides final confirmation or nonconfirmation of the employees' employment eligibility within 10 Federal Government work days of the date of referral to DHS, unless DHS determines that more than 10 days may be necessary. In such cases, DHS will provide additional verification instructions.





ARTICLE III

REFERRAL OF INDIVIDUALS TO SSA AND DHS

The E-Verify Employer Agent shall ensure that the E-Verify Employer Agent and the Employers represented by the E-Verify Employer Agent carry out the following responsibilities. It is the E-Verify Employer Agent's responsibility to ensure that its clients are in compliance with all E-Verify policies and procedures.

A. REFERRAL TO SSA

1. If the Employer receives a tentative nonconfirmation issued by SSA, the Employer must print the tentative nonconfirmation notice as directed by E-Verify. The Employer must promptly notify employees in private of the finding and provide them with the notice and letter containing information specific to the employee's E-Verify case. The Employer also agrees to provide both the English and the translated notice and letter for employees with limited English proficiency to employees. The Employer agrees to provide written referral instructions to employees and instruct affected employees to bring the English copy of the letter to the SSA. The Employer must allow employees to contest the finding, and not take adverse action against employees if they choose to contest the finding, while their case is still pending.

2. The Employer agrees to obtain the employee's response about whether he or she will contest the tentative nonconfirmation as soon as possible after the Employer receives the tentative nonconfirmation. Only the employee may determine whether he or she will contest the tentative nonconfirmation.

3. After a tentative nonconfirmation, the Employer will refer employees to SSA field offices only as directed by E-Verify. The Employer must record the case verification number, review the employee information submitted to E-Verify to identify any errors, and find out whether the employee contests the tentative nonconfirmation. The Employer will transmit the Social Security number, or any other corrected employee information that SSA requests, to SSA for verification again if this review indicates a need to do so.

4. The Employer will instruct the employee to visit an SSA office within eight Federal Government work days. SSA will electronically transmit the result of the referral to the Employer (through the E-Verify Employer Agent) within 10 Federal Government work days of the referral unless it determines that more than 10 days is necessary.

5. While waiting for case results, the Employer agrees to check the E-Verify system regularly for case updates.

6. The Employer agrees not to ask the employee to obtain a printout from the Social Security Administration number database (the Numident) or other written verification of the SSN from the SSA.

B. REFERRAL TO DHS

1. If the Employer receives a tentative nonconfirmation issued by DHS, the Employer must promptly notify employees in private of the finding and provide them with the notice and letter containing information specific to the employee's E-Verify case. The Employer also agrees to provide both the English and the translated notice and letter for employees with limited English proficiency to employees. The Employer must allow employees to contest the finding, and not take adverse action Page 11 of 19 E-Verify MOU for E-Verify Employer Agents | Revision Date 06/01/13





against employees if they choose to contest the finding, while their case is still pending.

2. The Employer agrees to obtain the employee's response about whether he or she will contest the tentative nonconfirmation as soon as possible after the Employer receives the tentative nonconfirmation. Only the employee may determine whether he or she will contest the tentative nonconfirmation.

3. The Employer agrees to refer individuals to DHS only when the employee chooses to contest a tentative nonconfirmation.

4. If the employee contests a tentative nonconfirmation issued by DHS, the Employer will instruct the employee to contact DHS through its toll-free hotline (as found on the referral letter) within eight Federal Government work days.

5. If the Employer finds a photo mismatch, the Employer must provide the photo mismatch tentative nonconfirmation notice and follow the instructions outlined in paragraph 1 of this section for tentative nonconfirmations, generally.

6. The Employer agrees that if an employee contests a tentative nonconfirmation based upon a photo mismatch, the Employer will send a copy of the employee's Form I-551, Form I-766, U.S. Passport, or passport card to DHS for review by:

- a. Scanning and uploading the document, or
- b. Sending a photocopy of the document by express mail (furnished and paid for by the employer).

7. The Employer understands that if it cannot determine whether there is a photo match/mismatch, the Employer must forward the employee's documentation to DHS as described in the preceding paragraph. The Employer agrees to resolve the case as specified by the DHS representative who will determine the photo match or mismatch.

8. DHS will electronically transmit the result of the referral to the Employer (though the E-Verify Employer Agent) within 10 Federal Government work days of the referral unless it determines that more than 10 days is necessary.

9. While waiting for case results, the Employer agrees to check the E-Verify system regularly for case updates.

ARTICLE IV

SERVICE PROVISIONS

A. NO SERVICE FEES

1. SSA and DHS will not charge the Employer or the E-Verify Employer Agent for verification services performed under this MOU. The E-Verify Employer Agent is responsible for providing equipment needed to make inquiries. To access E-Verify, an E-Verify Employer Agent will need a personal computer with Internet access.





ARTICLE V MODIFICATION AND TERMINATION

A. MODIFICATION

1. This MOU is effective upon the signature of all parties and shall continue in effect for as long as the SSA and DHS operates the E-Verify program unless modified in writing by the mutual consent of all parties.

2. Any and all E-Verify system enhancements by DHS or SSA, including but not limited to E-Verify checking against additional data sources and instituting new verification policies or procedures, will be covered under this MOU and will not cause the need for a supplemental MOU that outlines these changes.

B. TERMINATION

1. The E-Verify Employer Agent may terminate this MOU and its participation in E-Verify at any time upon 30 days prior written notice to the other parties. In addition, any Employer represented by the E-Verify Employer Agent may voluntarily terminate its MOU upon giving DHS 30 days' written notice.

2. Notwithstanding Article V, part A of this MOU, DHS may terminate this MOU, and thereby the E-Verify Employer Agent's participation in E-Verify, with or without notice, at any time if deemed necessary because of the requirements of law or policy, or upon a determination by SSA or DHS that there has been a breach of system integrity or security by the E-Verify Employer Agent or the Employer, or a failure on the part of either party to comply with established E-Verify procedures and/or legal requirements. The Employer understands that if it is a Federal contractor, termination of this MOU by any party for any reason may negatively affect the performance of its contractual responsibilities. Similarly, the Employer understands that if it is in a state where E-Verify is mandatory, termination of this by any party MOU may negatively affect the Employer's business.

3. An E-Verify Employer Agent for an Employer that is a Federal contractor may terminate this MOU for that Employer when the Federal contract that requires its participation in E-Verify is terminated or completed. In such cases, the E-Verify Employer Agent must provide written notice to DHS. If the E-Verify Employer Agent fails to provide such notice, then that Employer will remain an E-Verify participant, will remain bound by the terms of this MOU that apply to non-Federal contractor participants, and will be required to use the E-Verify procedures to verify the employment eligibility of all newly hired employees.

4. The E-Verify Employer Agent agrees that E-Verify is not liable for any losses, financial or otherwise, if the E-Verify Employer Agent or the Employer is terminated from E-Verify.





ARTICLE VI PARTIES

A. Some or all SSA and DHS responsibilities under this MOU may be performed by contractor(s), and SSA and DHS may adjust verification responsibilities between each other as necessary. By separate agreement with DHS, SSA has agreed to perform its responsibilities as described in this MOU.

B. Nothing in this MOU is intended, or should be construed, to create any right or benefit, substantive or procedural, enforceable at law by any third party against the United States, its agencies, officers, or employees, or against the E-Verify Employer Agent, its agents, officers, or employees.

C. The E-Verify Employer Agent may not assign, directly or indirectly, whether by operation of law, change of control or merger, all or any part of its rights or obligations under this MOU without the prior written consent of DHS, which consent shall not be unreasonably withheld or delayed. Any attempt to sublicense, assign, or transfer any of the rights, duties, or obligations herein is void.

D. Each party shall be solely responsible for defending any claim or action against it arising out of or related to E-Verify or this MOU, whether civil or criminal, and for any liability wherefrom, including (but not limited to) any dispute between the Employer and any other person or entity regarding the applicability of Section 403(d) of IIRIRA to any action taken or allegedly taken by the Employer.

E. The E-Verify Employer Agent understands that its participation in E-Verify is not confidential information and may be disclosed as authorized or required by law and DHS or SSA policy, including but not limited to, Congressional oversight, E-Verify publicity and media inquiries, determinations of compliance with Federal contractual requirements, and responses to inquiries under the Freedom of Information Act (FOIA).

F. The individuals whose signatures appear below represent that they are authorized to enter into this MOU on behalf of the E-Verify Employer Agent and DHS respectively. The E-Verify Employer Agent understands that any inaccurate statement, representation, data or other information provided to DHS may subject the Employer or the E-Verify Employer Agent, as the case may be, its subcontractors, its employees, or its representatives to: (1) prosecution for false statements pursuant to 18 U.S.C. 1001 and/or; (2) immediate termination of its MOU and/or; (3) possible debarment or suspension.

G. The foregoing constitutes the full agreement on this subject between DHS and the E-Verify Employer Agent.

If you have any questions, contact E-Verify at 1-888-464-4218.





Approved by:

Title Executive Director Date 07/17/2018	
Title	
Date	





Information Required for the E-Verify Program					
Company Name	9th and 10th Horse Cavaly Buffalo Soldiers Museum				
Company Facility Address	1940 South Wilkeson Tacoma, WA 98405				
Company Alternate Address					
County or Parish	PIERCE				
Employer Identification Number	371660458				
North American Industry Classification Systems Code	712				
Parent Company					
Number of Employees	1 to 4				
Number of Sites Verified for	1				

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Are you verifying for more than 1 site? If yes, please provide the number of sites verified for in each State:

WASHINGTON

1 site(s)

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Information relating to the Program Administrator(s) for your Company on policy questions or operational problems:

NameJackie Jones-HookPhone Number(253) 272 - 4257Fax NumberEmail AddressSoldiersMuseum@aol.com





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BYLAWS OF 9TH AND 10TH CAVALRY BUFFALO SOLDIERS MUSEUM

ARTICLE 1. OFFICES

The principal office of the 9th and 10th Cavalry Buffalo Soldiers Museum (the "corporation") shall be located at its principal place of business or such other place as the Board of Directors ("Board") may designate. The corporation may have such other offices, either within or without the State of Washington, as the Board may designate or as the business of the corporation may require from time to time.

ARTICLE 2. MEMBERSHIP

The corporation shall have membership in the museum as determined by the board of directors.

ARTICLE 3. BOARD OF DIRECTORS

3.1 General Powers

The affairs of the corporation shall be managed by a Board of Directors.

3.2 Number

.

The Board shall consist of not less than five not more than fifteen Directors, the specific number to be set by resolution of the Board. The number of Directors may be changed from time to time by amendment to these Bylaws, provided that no decrease in the number shall have the effect of shortening the term of any incumbent Director.

3.3 Qualifications

Directors shall have such qualifications as the Board may prescribe by resolution or amendment to these Bylaws.

3.4 Election of Directors

3.4.1 Initial Directors

The initial Directors named in the Articles of Incorporation shall serve until the first annual meeting of the Board.

3.4.2 Successor Directors

Successor Directors shall be elected at the annual meeting of the Board. One-half of the number of initial Directors shall serve a term of one year and one-half shall serve a term of two years so that the term of future directors will be staggered.

3.5 Term of Office

Unless a Director dies, resigns or is removed, he or she shall hold office for a term of three years or until his or her successor is elected, whichever is later.

3.6 Annual Meeting

The annual meeting of the Board shall be held the __30 day of January__ in each year at Museum. for the purposes of electing directors and officers and transacting such business as may properly come before the meeting. If the day fixed for the annual meeting is a legal holiday at the place of the meeting, the meeting shall be held on the next succeeding business day. If the annual meeting is not held on the date designated therefore, the Board shall cause the meeting to be held as soon thereafter as may be convenient.

3.7 Regular Meetings

By resolution, the Board may specify the date, time and place for the holding of regular meetings without other notice than such resolution.

3.8 Special Meetings

Special meetings of the Board or any committee designated and appointed by the Board may be called by or at the written request of the President or any two Directors, or, in the case of a committee meeting, by the chairman of the committee. The person or persons authorized to call special meetings may fix any place either within or without the State of Washington as the place for holding any special Board or committee meeting called by them. The minutes from the special meeting shall be submitted to the board.

3.9 Meetings by Telephone

Members of the Board or any committee designated by the Board may participate in a meeting of such Board or committee 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. Participation by such means shall constitute presence in person at a meeting.

3.10 Place of Meetings

All meetings shall be held at the principal office of the corporation or at such other place within or without the State of Washington designated by the Board, by any persons entitled to call a meeting or by a waiver of notice signed by all Directors.

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3.11 Notice of Special Meetings

Notice of special Board or committee meetings shall be given to a Director in writing or by personal communication with the Director not less than ten days before the meeting. Notices in writing may be delivered or mailed to the Director at his or her address shown on the records of the corporation or given by facsimile or electronic transmission. Neither the business to be transacted at, nor the purpose of any special meeting need be specified in the notice of such meeting. If notice is delivered by mail, the notice shall be deemed effective when deposited in the official government mail properly addressed with postage thereon prepaid. Notices by electronic transmission must be delivered in accordance with Section 3.22 of these Bylaws.

3.12 Waiver of Notice

3.12.1 In Writing

Whenever any notice is required to be given to any Director under the provisions of these Bylaws, the Articles of Incorporation or applicable Washington law, 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 deemed equivalent to the giving of such notice. Neither the business to be transacted at, nor the purpose of, any regular or special meeting of the Board need be specified in the waiver of notice of such meeting.

3.12.2 By Attendance

The attendance of a Director at a meeting shall constitute a waiver of notice of such meeting, except where a Director attends a meeting for the express purpose of objecting to the transaction of any business because the meeting is not lawfully called or convened.

3.13 Quorum

A majority of the number of Directors in office shall constitute a quorum for the transaction of business at any Board meeting. If a quorum is not present at a meeting, a majority of the Directors present may adjourn the meeting from time to time without further notice.

3.14 Manner of Acting

The act of the majority of the Directors present at a meeting at which there is a quorum shall be the act of the Board, unless the vote of a greater number is required by these Bylaws, the Articles of Incorporation or applicable Washington law.

3.15 Presumption of Assent

A Director of the corporation present at a Board meeting at which action on any corporate matter is taken shall be presumed to have assented to the action taken unless his or her dissent or abstention is entered in the minutes of the meeting, or unless such Director files a written dissent or abstention to such action with the person acting as secretary of the meeting before the adjournment thereof, or forwards such dissent or abstention by registered mail to the Secretary of the corporation immediately after the adjournment of the meeting. Such right to dissent or abstain shall not apply to a Director who voted in favor of such action.

3.16 Action by Board Without a Meeting

Any action which could be taken at a meeting of the Board may be taken without a meeting if a written consent setting forth the action so taken is signed by each of the Directors. Such written consents may be signed in two or more counterparts, each of which shall be deemed an original and all of which, taken together, shall constitute one and the same document. Any such written consent shall be inserted in the minute book as if it were the minutes of a Board meeting.

3.17 Resignation

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Any Director may resign at any time by delivering written notice to the President or the Secretary at the registered office of the corporation, or by giving oral or written notice at any meeting of the Directors. Any such resignation shall take effect at the time specified therein, or if the time is not specified, upon delivery thereof and, unless otherwise specified therein, the acceptance of such resignation shall not be necessary to make it effective.

3.18 Removal

At a meeting of the Board called expressly for that purpose, one or more Directors may be removed from office, with or without cause, by two-thirds of the votes cast by Directors then in office.

3.19 Vacancies

A vacancy in the position of Director may be filled by the affirmative vote of a majority of the remaining Directors though less than a quorum of the Board. A Director who fills a vacancy shall serve for the unexpired term of his or her predecessor in office.

3.20 Board Committees

3.20.1 Standing or Temporary Committees

The Board, by resolution adopted by a majority of the Directors in office, may designate and appoint one or more standing or temporary committees, each of which shall consist of two or more Directors. Such committees shall have and exercise the authority of the Directors in the management of the corporation, subject to such limitations as may be prescribed by the Board; except that no committee shall have the authority to: (a) amend, alter or repeal these Bylaws; (b) elect, appoint or remove any member of any other committee or any Director or officer of the corporation; (c) amend the Articles of Incorporation; (d) adopt a plan of merger or consolidation with another corporation; (e) authorize 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; (f) authorize the voluntary dissolution of the corporation; or (h) amend, alter or repeal any resolution of the Board which by its terms provides that it shall not be amended, altered or repealed by a committee. The designation and appointment of any such committee and the delegation thereto of authority shall not operate to relieve the Board or any individual Director of any responsibility imposed upon it, him or her by law.

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3.20.2 Quorum; Manner of Acting

A majority of the number of Directors composing any committee shall constitute a quorum, and the act of a majority of the members of a committee present at a meeting at which a quorum is present shall be the act of the committee.

3.20.3 Resignation

Any member of any committee may resign at any time by delivering written notice thereof to the President, the Secretary or the chairperson of such committee, or by giving oral or written notice at any meeting of such committee. Any such resignation shall take effect at the time specified therein, or if the time is not specified, upon delivery thereof and, unless otherwise specified therein, the acceptance of such resignation shall not be necessary to make it effective.

3.20.4 Removal of Committee Member

The Board, by resolution adopted by a majority of the Directors in office, may remove from office any member of any committee elected or appointed by it.

3.21 Compensation

The Directors shall receive no compensation for their service as Directors but may receive reimbursement for expenditures incurred on behalf of the corporation.

3.22 Electronic Transmission

The Corporation may deliver to a Director notices, demands, consents or waivers by electronic transmission, if such Director has consented to receive such electronically transmitted communications. The consent must designate the message format accessible to the Director and the address, location or system to which the notices or other document may be electronically transmitted. Notice provided in an electronic transmission is effective when it: (a) is electronically transmitted to an address, location, or system designated by the recipient for that purpose, and is made pursuant to the consent provided by the recipient; or (b) has been posted on an electronic network and a separate record of the posting has been delivered to the recipient together with comprehensible instructions regarding how to obtain access to the posting on the electronic network.

ARTICLE 4. OFFICERS

4.1 Number and Qualifications

The officers of the corporation shall be a President, one or more Vice Presidents, a Secretary and a Treasurer, each of whom shall be elected by the Board. Other officers and assistant officers may be elected or appointed by the Board, such officers and assistant officers to hold office for such period, have such authority and perform such duties as are provided in these Bylaws or as may be provided by resolution of the Board. Any officer may be assigned by the Board any additional title that the Board deems appropriate. Any two or more offices may be held by the same person, except the offices of President and Secretary.

4.2 Election and Term of Office

The officers of the corporation shall be elected each year by the Board at the annual meeting of the Board. Unless an officer dies, resigns, or is removed from office, he or she shall hold office until the next annual meeting of the Board or until his or her successor is elected.

4.3 Resignation

Any officer may resign at any time by delivering written notice to the President, a Vice President, the Secretary or the Board, or by giving oral or written notice at any meeting of the Board. Any such resignation shall take effect at the time specified therein, or if the time is not specified, upon delivery thereof and, unless otherwise specified therein, the acceptance of such resignation shall not be necessary to make it effective.

4.4 Removal

Any officer or agent elected or appointed by the Board may be removed from office by the Board whenever in its judgment the best interests of the corporation would be served thereby, but such removal shall be without prejudice to the contract rights, if any, of the person so removed.

4.5 Vacancies

A vacancy in any office created by the death, resignation, removal, disqualification, creation of a new office or any other cause may be filled by the Board for the unexpired portion of the term or for a new term established by the Board.

4.6 President

The President shall be the chief executive officer of the corporation, and, subject to the Board's control, shall supervise and control all of the assets, business and affairs of the corporation. The President shall preside over meetings of the Board. The President may sign deeds, mortgages, bonds, contracts, or other instruments, except when the signing and execution thereof have been expressly delegated by the Board or by these Bylaws to some other officer or agent of the corporation or are required by law to be otherwise signed or executed by some other officer or in some other manner. In general, the President shall perform all duties incident to the office of President and such other duties as are assigned to him or her by the Board from time to time.

4.7 Vice Presidents

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In the event of the death of the President or his or her inability to act, the Vice President (or if there is more than one Vice President, the Vice President who was designated by the Board as the successor to the President, or if no Vice President is so designated, the Vice President whose name first appears in the Board resolution electing officers) shall perform the duties of the President, except as may be limited by resolution of the Board, with all the powers of and subject to all the restrictions upon the President. Vice Presidents shall have, to the extent authorized by the President or the Board, the same powers as the President to sign deeds, mortgages, bonds, contracts or other instruments. Vice Presidents shall perform such other duties as from time to time may be assigned to them by the President or the Board.

4.8 Secretary

The Secretary shall: (a) keep the minutes of meetings of the Board, and minutes which may be maintained by committees of the Board; (b) see that all notices are duly given in accordance with the provisions of these Bylaws or as required by law; (c) be custodian of the corporate records of the corporation; (d) keep records of the post office address of each Director and each officer; (e) sign with the President, or other officer authorized by the President or the Board, deeds, mortgages, bonds, contracts, or other instruments; and (f) in general perform all duties incident to the office of Secretary and such other duties as from time to time may be assigned to him or her by the President or the Board.

4.9 Treasurer

If requested by the Board, the Treasurer shall give a bond for the faithful discharge of his or her duties in such amount and with such surety or sureties as the Board may determine. The Treasurer shall have charge and custody of and be responsible for all funds and securities of the corporation; receive and give receipts for moneys due and payable to the corporation from any source whatsoever, and deposit all such moneys in the name of the corporation in banks, trust companies or other depositories selected in accordance with the provisions of these Bylaws; and in general perform all of the duties incident to the office of Treasurer and such other duties as from time to time may be assigned to him or her by the President or the Board.

ARTICLE 5. ADMINISTRATIVE PROVISIONS

5.1 Books and Records

The corporation shall keep at its principal or registered office copies of its current Articles of Incorporation and Bylaws; correct and adequate records of accounts and finances; minutes of the proceedings of the Board, and any minutes which may be maintained by committees of the Board; records of the name and address of each Director, and each officer; and such other records as may be necessary or advisable.

5.2 Accounting Year

The accounting year of the corporation shall be the twelve months ending _December 31st calendar year.

5.3 Rules of Procedure

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

ARTICLE 6. AMENDMENTS

These Bylaws may be altered, amended or repealed and new Bylaws may be adopted by the vote of a majority of the number of Directors in office.

The foregoing Bylaws were adopted by the Board of Directors on 28th August, 2012.

Secretary J. Mant

ARTICLES OF INCORPORATION OF

9TH AND 10TH (HORSE) CAVALRY BUFFALO SOLDIERS MUSEUM

I, the undersigned, acting as the incorporator of a corporation under the provisions of the Washington Nonprofit Corporation Act (Chapter 24.03 of the Revised Code of Washington), hereby sign and verify the following Articles of Incorporation for such corporation.

Article I: Name

The name of the corporation shall be 9th and 10th (Horse) Cavalry Buffalo Soldiers Museum (hereinafter referred to as the "Corporation").

Article II: Duration

The Corporation shall have perpetual existence.

Article III: Registered Office and Agent

The address of the initial registered office of the Corporation shall be 1940 S. Wilkeson, Tacoma, Washington 98405. The name of the initial registered agent of the Corporation at such address shall be Jackie Jones-Hook.

Article IV: Purposes and Powers

Section 1. Purposes. The Corporation is organized exclusively for charitable, scientific, literary and educational purposes within the meaning of Section 501(c)(3) of the Internal Revenue Code of 1986, as amended (the "Code"), including but not limited to the following:

A. To depict and illustrate the story of the all black regiment of the United States Military in order educate the public, including children and youth, about the regiment and the soldiers in it.

B. To preserve and restore the history of the regiment for the benefit of the public.

C. To further education on American history, particularly the history of the Buffalo soldiers, and its relationship to the present.

D. To aid, support, and assist by gifts, contributions or otherwise, other corporations, community chests, funds and foundations organized and operated exclusively for charitable, scientific, or educational purposes, no part of the net earnings of which inures to the benefit of any private shareholder or individual, and no substantial part of the activities of which is carrying on propaganda, or otherwise attempting to influence legislation.

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E. To do any and all lawful activities which may be necessary, useful or desirable for the furtherance, accomplishment, fostering or attainment of the foregoing purposes, either directly or indirectly and either alone or in conjunction or cooperation with others, whether such others be persons or organizations of any kind or nature, such as corporations, firms, associations, trusts, institutions, foundations, or governmental bureaus, departments, or agencies.

Section 2. 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 hereafter are conferred by law upon a corporation organized for the purposes set forth above, or are necessary or incidental to the powers so conferred, or are conducive to the attainment of the Corporation's purposes.

Article V: Limitations

All of the purposes and powers of the Corporation shall be exercised exclusively for charitable, scientific, and educational purposes in such manner that the Corporation shall qualify as an exempt organization under Section 501(c)(3) of the Code or any successor provision, and that contributions to the Corporation shall be deductible under Section 170(c)(2) of the Code or any successor provision.

No substantial part of the activities of the Corporation shall be the carrying on of propaganda, or otherwise attempting to influence legislation, except as otherwise permitted to an organization described in Section 501(c)(3) of the Code or any successor provision. 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 provisions of these Articles, the Corporation shall not carry on any activities not permitted to be carried on (a) by a corporation exempt from federal and state income taxes under Section 501(c)(3) of the Code or any successor provision, or (b) by a corporation, contributions to which are deductible under Section 170(c)(2) of the Code or any successor provision.

No part of the net earnings of the Corporation shall inure to the benefit of, or be distributable, to its members (if any), directors, officers, or other private persons, except that the Corporation is authorized or empowered to pay reasonable compensation for services rendered and to make payments and distributions in furtherance of its purposes.

Upon the winding up and dissolution of the Corporation, the assets of the Corporation remaining after payment of, or provision for payment of, all debts and liabilities of the Corporation, shall be distributed to an organization or organizations, as determined by the Board of Directors, that recognized as exempt under Section 501(c)(3) of the Code or any successor provision, and used exclusively to accomplish the purposes for which this Corporation is organized.

Article VI: Directors

The number of directors constituting the initial Board of Directors of the Corporation shall be six (6) directors. The names and addresses of the persons who are to serve as the initial directors of the Corporation are as follows:

Name	Address
Jackie Jones-Hook	PO Box 846
	Wauna, WA 98395
William Watkins	7805 – 99 th Avenue SW
	Lakewood, WA 98498
Beverly Grant	PO Box 65413
	University Place, WA 98464
Lynn Di Nino	2313 North 29 th Street
	Tacoma, WA 98403
Edvine Evans	PO Box 5626
	Olympia, WA 98504
Willie Stewart	1014 Paradise Lane
	Fircrest, WA 98466
Tom Holt	1202 North I Street
	Tacoma, WA 98403
Sandra Turner	1216 - 135th Street Court S
	Tacoma, WA 98444
Warren Smith	1633 Creso Road
	Spanaway, WA 98387

The powers and duties, number, qualifications, terms of office, manner of election, time and criteria for removal of directors shall be as set forth in the Bylaws of the Corporation.

Article VII: Director Liability Limitations

A director shall have no liability to the Corporation for monetary damages for conduct as a director, except for acts or omissions that involve intentional misconduct by the director, or a knowing violation of law by a director, where the director votes or assents to a distribution which is unlawful or violates the requirements of these articles of incorporation, 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. If the Washington Nonprofit Corporation Act is hereafter amended to authorize corporate action further eliminating or limiting the personal liability of directors, then the liability of a director shall be eliminated or limited to the full extent permitted by the Washington Nonprofit Corporation Act, as so amended. Any repeal or modification of this Article shall not adversely affect any right or protection of a director of the Corporation existing at the time of such repeal or modification for or with respect to an act or omission of such director occurring prior to such repeal or modification.

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Article VIII: Indemnification

Section 1. Right to Indemnification. Each person who was, or is threatened to be made a party to or is otherwise involved (including, without limitation, as a witness) in any actual or threatened action, suit or proceeding, whether civil, criminal, administrative or investigative, by reason of the fact that he or she is or was a director or officer of the Corporation or, while a director or officer, he or she is or was serving at the request of the Corporation as a director, trustee, officer, employee or agent of another corporation or of a partnership, joint venture, trust or other enterprise, including service with respect to employee benefit plans, whether the basis of such proceeding is alleged action in an official capacity as a director, trustee, officer, employee or agent or in any other capacity while serving as a director, trustee, officer, employee or agent. shall be indemnified and held harmless by the Corporation, to the full extent permitted by applicable law as then in effect, against all expense, liability and loss (including attorney's fees, judgments, fines, ERISA excise taxes or penalties and amounts to be paid in settlement) actually and reasonably incurred or suffered by such person in connection therewith, and such indemnification shall continue as to a person who has ceased to be a director, trustee, officer, employee or agent and shall inure to the benefit of his or her heirs, executors and administrators; provided, however, that except as provided in Section 2 of this Article with respect to proceedings seeking solely to enforce rights to indemnification, the Corporation shall indemnify any such person seeking indemnification in connection with a proceeding (or part thereof) initiated by such person only if such proceeding (or part thereof) was authorized by the board of directors of the Corporation. The right to indemnification conferred in this Section 1 shall be a contract right and shall include the right to be paid by the Corporation the expenses incurred in defending any such proceeding in advance of its final disposition; provided, however, that the payment of such expenses in advance of the final disposition of a proceeding shall be made only 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 Section 1 or otherwise.

Section 2. Right of Claimant to Bring Suit. If a claim for which indemnification is required under Section 1 of 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 twenty (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 claimant shall be entitled to be paid also the expense of prosecuting such claim. The claimant shall be presumed to be entitled to indemnification under this Article upon submission of a written claim (and, in an action brought to enforce a claim for expenses incurred in defending any proceeding in advance of its final disposition, where the required undertaking has been tendered to the Corporation), and thereafter the Corporation shall have the burden of proof to overcome the presumption that the claimant is not so entitled. Neither the failure of the Corporation (including its board of directors, independent legal counsel or its members, if any) to have made a determination prior to the commencement of such action that indemnification of or reimbursement or advancement of expenses of the claimant is proper in the circumstances nor an actual determination by the Corporation (including its board of directors, independent legal counsel or its members, if any) that the claimant 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 claimant is not so entitled.

Section 3. Nonexclusivity of Rights. The right to indemnification and the payment of expenses incurred in defending a proceeding 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, if any, or disinterested directors or otherwise.

Section 4. Insurance, Contracts and Funding. The Corporation may maintain insurance at its expense to protect itself and any director, trustee, officer, employee or agent of the Corporation or another corporation, partnership, joint venture, trust or other enterprise against any expense, liability or loss, whether or not the Corporation would have the power to indemnify such persons against such expense, liability or loss under the Washington Business Corporation Act, as applied to nonprofit corporations. The Corporation may, without further membership 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.

Section 5. 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 a proceeding 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, as applied to nonprofit corporations, or otherwise.

Article IX: Bylaws

Bylaws of the Corporation may be adopted by the Board of Directors at any regular meeting or any special meeting called for that purpose, so long as they are not inconsistent with the provisions of these Articles. 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 of directors.

Article X: Incorporator

The name and address of the incorporator of the Corporation is as follows: <u>Name</u> <u>Address</u> Jackie Jones-Hook 1940 S. Wilkeson Tacoma, WA 98405

	IN WITNESS WHEREOF, the undersigned has signed these Articles of Incorporation
this	2 day of SEPTEMBER, 2012.
- 1	Arter DANES - Hock Jackie Jones-Hook
21	Arther JANES - took Jackie Jones-Hook

CONSENT TO APPOINTMENT AS REGISTERED AGENT

I, JACKIE JONES-HOOK, hereby consent to serve as registered agent, in the State of Washington, for the following Corporation: 9th and 10th (Horse) Cavalry Buffalo Soldiers Museum. 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(s) 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.

Date: 2 SEPTEMEER, 2012

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(Signature)

Jackie Jones-Hook 1940 S. Wilkeson Tacoma, WA 98405

9TH AND 10TH CAVALRY BUFFALO SOLDIERS MUSEUM

CONFLICTS OF INTEREST POLICY

Article I. Purpose

The purpose of the conflicts of interest policy is to protect the interest of the 9th and 10th Cavalry Buffalo Soldiers Museum (the "Corporation") when it is contemplating entering into a transaction or arrangement that might benefit the private interest of an officer, director or employee of the Corporation. This policy is intended to supplement but not replace any applicable state laws governing conflicts of interest applicable to nonprofit and charitable corporations.

Article II. Definitions

1. Interested Person

Any director, principal officer, or member of a committee with board-delegated powers who has a direct or indirect financial interest, as defined below, is an interested person.

2. Financial Interest

A person has a financial interest if the person has, directly or indirectly, through business, investment or family --

- a. an ownership or investment interest in any entity with which the Corporation has a transaction or arrangement, or
- b. a compensation arrangement with the Corporation or with any entity or individual with which the Corporation has a transaction or arrangement, or
- a potential ownership or investment interest in, or compensation arrangement with, any entity or individual with which the Corporation is negotiating a transaction or arrangement.

Compensation includes direct and indirect remuneration as well as gifts or favors that are substantial in nature.

Article III. Procedures

1. Duty to Disclose

In connection with any actual or possible conflicts of interest, an interested person must disclose the existence and nature of his or her financial interest to the directors and members of committees with board delegated powers considering the proposed transaction or arrangement.

2. Determining Whether a Conflict of Interest Exists

After disclosure of the financial interest, the interested person shall leave the board of committee meeting while the financial interest is discussed and voted upon. The remaining board or committee members shall decide if a conflict of interest exists.

Procedures for Addressing the Conflict of Interest

- a. The chairperson of the board or committee shall, if appropriate, appoint a disinterested person or committee to investigate alternatives to the proposed transaction or arrangement.
- b. After exercising due diligence, the board or committee shall determine whether the Corporation can obtain a more advantageous transaction or arrangement with reasonable efforts from a person or entity that would not give rise to a conflict of interest.
- c. If a more advantageous transaction or arrangement is not reasonably attainable under circumstances that would not give rise to a conflict of interest, the board or committee shall determine by a majority vote of the disinterested directors whether the transaction or arrangement is in the Corporation's best interest and for its own benefit and whether the transaction is fair and reasonable to the Corporation and shall make its decision as to whether to enter into the transaction or arrangement in conformity with such determination.

Violations of the Conflicts of Interest Policy

a. If the board or committee has reasonable cause to believe that a member has failed to disclose actual or possible conflicts of interest, it shall inform the member of the basis for such belief and afford the member an opportunity to explain the alleged failure to disclose. b. If, after hearing the response of the member and making such further investigation as may be warranted in the circumstances, the board or committee determines that the member has in fact failed to disclose an actual or possible conflict of interest, it shall take appropriate disciplinary and corrective action.

Article IV. Records of Proceedings

The minutes of the board and all committees with board-delegated powers shall contain --

- a. the names of the persons who disclosed or otherwise were found to have a financial interest in connection with an actual or possible conflict of interest, the nature of the financial interest, any action taken to determine whether a conflict of interest was present, and the board's or committee's decision as to whether a conflict of interest in fact existed.
- b. the names of the persons who were present for discussions and votes relating to the transaction or arrangement, the content of the discussion, including any alternatives to the proposed transaction or arrangement, and a record of any votes taken in connection therewith.

Article V. Compensation Committees

A voting member of any committee whose jurisdiction includes compensation matters and who receives compensation, directly or indirectly, from the Corporation for services is precluded from voting on matters pertaining to that member's compensation.

Article VI. Annual Statements

Each director, principal officer and member of a committee with board delegated powers shall annually sign a statement which affirms that such person --

- has received a copy of the conflicts of interest policy,
- b. has read and understands the policy,
- c. has agreed to comply with the policy, and
- d. understands that the Corporation is a charitable organization and that in order to maintain its federal tax exemption it must engage primarily in activities which accomplish one or more of its tax-exempt purposes.

Article VII. Periodic Reviews

To ensure that the Corporation operates in a manner consistent with its charitable purposes and that it does not engage in activities that could jeopardize its status as an organization exempt from federal income tax, periodic reviews shall be conducted. The periodic reviews shall, at a minimum, include the following subjects:

- a. Whether compensation arrangements and benefits are reasonable and are the result of arm's-length bargaining.
- b. Whether partnership and joint venture arrangements conform to written policies, are properly recorded, reflect reasonable payments for goods and services, further the Corporation's charitable purposes and do not result in inurement or impermissible private benefit.
- d. Whether agreements to provide services further the Corporation's charitable purposes and do not result in inurement or impermissible private benefit.

Article VIII. Use of Outside Experts

In conducting the periodic reviews provided for in Article VII, the Corporation may, but need not, use outside advisors. If outside experts are used, their use shall not relieve the board of its responsibility for ensuring that periodic reviews are conducted.

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Application for:

City of Lakewood Fiscal Year 2019 Lodging Tax Grant Funds

From:

Lakewood Sister Cities

7. APPLICATION FOR FISCAL YEAR 2019 LTAC GRANT FUNDING

1a. Project Information

Lakewood Sister Cities 2019 International Festival Project Name:

Amount of Lodging Tax Funding Requested: \$ 22,600 (Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: \$ 22,600 (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:

253,906.1346

dilacadie way

Title: President

Telephone:

Email:

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.

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2. Project Description

- a. Event Date(s): July 13, 2019
- 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.

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 showcases the diversity of the Lakewood and surrounding communities through the entertainment line-up. In 2019 Lakewood Sister Cities Association (LSCA) will partner with the City of Lakewood SummerFest for the 4th consecutive year. The history of the SummerFest in the past reflected up to 8,000 attendees. During the past three years since the Festival joined SummerFest a vast increase in attendance has gone from approximately 8,000 to 15,000 in 2016, 30,000 in 2017 and 42,000 in 2018. This increase can partially be attributed to the International Festival's wide array of diverse entertainers who reflect the diversity of our city. This year over 14 countries were represented with authentic dance and costume. The Lion Dog and Taiko Drummers set the mood for the event as the opening event; encouraging everyone to engulf themselves in the music, games, crafts, food and support of our 1st Responders, vendors, activities.

The International Festival serves people of every ethnicity, socio-economic backgrounds and all ages throughout the South Puget Sound and Pacific Northwest. They thank us personally for bringing their cultures alive. Kids and adults line up to visit the Pierce College International students and learn how to write their name in Korean, Arabic, Chinese and other languages as well as create unique origami. We have the greatest face painter available and eager to impart colorful, creative and exciting paintings on over 150 young faces throughout the day. No one is turned away. An average of over 2,000 additional attendees will contribute to our local businesses, restaurants and hotels over the weekend as out of town visitors because they came to enjoy an ever growing and exciting day of family and fun activities.

So many are responsible for making the International Festival happen to include LSCA board of directors, Pierce College Chancellor, President and International Education Department, Asian Pacific Culture Center (APCC) and the Lakewood Tax Advisory Committee to name a few. The City of Lakewood employees Sally Gilpin-Martinez and Mary Dodsworth were instrumental in foreseeing the possible growth of the SummerFest by partnering with LSCA.

3. Beneficiaries

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

Beneficiaries include but are not limited to:

- * Festival entertainers benefit by showcasing their talent and culture
- * Kids benefit from the overall fun activities and bonding with family and friends in a safe environment

* Vendors to include non-profits and service organizations benefit by promoting their business or organization

* Food vendors benefit from sales

* Local businesses benefit from increased visitors purchasing their goods and services

* JBLM, LPD and WPFD benefit through their demonstrations and educational resources shared with the attendees

* Volunteers benefit by helping in the Kid Zone, sports and arts activities, directing traffic, assisting vendors with their wares as they set up and take down which in turn gives them a block checked for community service on their high school and college profiles.

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 are:

- * Continue to draw more attendees which in turn supports our local businesses and increases our overnight stays
- * Continue to solicit our international community to sponsor the festival and participate in the event
- * Continue to work closely with SummerFest Director to ensure our goals are in concert with each other

* Continue to encourage and support our Sister Cities of Okinawa (Japan) and Bauang (Philippines) and our Friendship Cities of Danzhou (China) and Gimhae (Korea) to travel to Lakewood and participate in the festivities

- * Continue to market the International Festival and SummerFest locally and internationally
- * Better support SummerFest with the increased needs of safety and sanitary resources

Each goal will be monitored by number of attendees, return responses through our outreach efforts and feedback from the community, vendors, and local businesses.

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

An increase of funds will assist us in bringing our Sister/Friendship Cities to our city to renew our common goals, share in the activities and learn more about our community, our city and our schools. A visiting delegation will entice their Consulate and other affiliated organizations to join in the festivities and participate in meetings with the city during their stay.

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

An increase in funds will provide additional and far reaching marketing opportunities such as social media, TV and international radio ads, personal invites to our Consulates, other State Sister Cities Associations and Sister Cities International State Representatives,

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

Hosting a sister/friendship delegation brings 3-10 visitors from out of country in addition to their U.S. Consulate.

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:

As noted previously the LSCA International Festival has greatly impacted the continued increase of attendees to SummerFest. More and more entertainers from within and outside of the state would like to participate in the Festival but we are not financially able to support bigger or well renowned groups. Increasing the level of entertainment will bring more attendees and the individual group followers. We are in need of additional tents to serve as dressing rooms for a seamless transition of performances and canopies for our audience at the Pavilion due to the continued hot weather during the festival. LSCA was greatly supported with funds in the past and we had international visitors that stayed for 2-3 days, visited our sites, ate in our restaurants and shopped in our stores. The continued decrease in supporting LSCA has taken that away. We are uniting our diverse community through our partnership with SummerFest. Keeping our funds at the same level or less as reflected over the last five years will not support keeping the message alive that we value the rich diversity of our city.

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 – Marketing/Operational Costs (various media ads to include TV & local/international radio, social media boosts, media printing, graphics)

* \$5,500 - International Travel (entertainers, city delegation from sister/friendship cities)

* \$9,300 - Contract Services (entertainment [local/international], DJ/sound system, photographer, sanitary stations, Pavilion, stage hand)

* \$2,800 - Other (tents, canopies, food & water for volunteers, miscellaneous)

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 2019. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
Lakewood Sister Cities Association	\$1,500	Yes	June 2019
Sponsors	\$1,000	No	
Vendors	\$1,000	Yes	June 2019
	\$		
	S		1
	\$		
	\$		

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	S0	\$5,000	
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	\$0	S0	\$0	
Minor Equipment (computers, desks, etc.)	\$0	\$0	\$0	
Travel	\$5,500	\$0	\$5,500	
Contract Services Describe below	\$9,300	\$0	\$9,300	
Other Describe below	\$2,800	\$0	\$2,800	
TOTAL COST	\$22,600	\$0	\$22,600	
Description for Direct Sales Activities, Contract Services, Travel and Others	sanitary stations, Pavilion Travel: International ent		from sister/friendship cities	
In-Kind Contributions	MC & staff 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 2018? X Yes No

b. If you answered yes to 11a, how much funding did you receive in 2018? \$ 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?

Soliciting sponsorship from local businesses, international and service organizations and donors.

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 Lakewood includes the Festival in their marketing and a link on their website.

* Pierce College Fort Steilacoom Chancellor, President & International Education Department provide IE Staff, student volunteers and social media coverage.

* Lakewood Chamber of Commerce provides eMail blasts promoting the event to their membership.

* Asian Pacific Cultural Center (APCC) provides eMail blasts promoting the event to their membership and staff support for entertainer presentations.

* Vendors and service organizations promote 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 <u>no city ownership are not eligible</u> to receive funding.

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	X.			\$	\$	\$
Permits & Fees				\$	\$	\$
Land Acquisition				\$	\$	\$
Site Development & Landscape		-		\$	\$	\$
Buildings (New Construction)	v.	7		\$	\$	\$
Building Renovations (Includes Access)				\$	\$	\$
Other (Specify) Insurance is not an eligible cost.			4	\$	\$	\$
TOTAL				\$	\$	\$

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

*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, President Printed Name & Title of Chief Administrator/Authorizing Official

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.
 - o 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 <u>ONLY</u> for <u>NEW HIRES</u> during the term of the contract. It is <u>NOT</u> to be used for <u>EXISTING EMPLOYEES</u>.
- E-Verify must be used to verify the documentation of <u>ANY</u> 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 <u>AND</u>
- · 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 Association COMPANY OR ORGANIZATION NAME

I hereby certify that the Company or Organization named herein will

(Check one box below)

 \boxtimes 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.

Fladee ature

Connie Coleman-Lacadie, President Print Name and Title

August 18, 2018 Date INTERNAL REVENUE SERVICE P. O. BOX 2508 CINCINNATI, OH 45201

JAN 30 2004 Date:

LAKEWOOD SISTER CITIES ASSOCIATION 6000 MAIN ST SW LAREWOOD, WA 98499 Employer Identification Number: 31-1633695 DUN: 17053347718063 Contact Person: ERIC J BERTELSEN ID# 31323 Contact Telephone Number: (877) 829-5500 Public Charity Status: RECEIVED 170(b) (1) (a) (vi)

FEB 3 2004

Dear Applicant:

CITY CLERK'S UFFICE

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 Meb Site at

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,

20.00

Lois G. Lerner Director, Exempt Organizations Rulings and Agreements

Letter 1050 (DO/CG)

Lakewood Sister Cities Association 2019 International Festival Marketing Plan

The Lodging Tax Grant funds of \$22,600 will be used for:

- Marketing and operational costs of \$5,000
 - Advertising TV & radio ads, international and local newspapers, international organization newsletters, website upgrade, Social Media (Twitter, Instagram, Facebook)
 - Graphic Designer signage, ads, etc.
 - Outreach to other organizations Asia Pacific Cultural Center, Korean Women Association, Lakewood Arts Commission, Washington State Sister Cities, Japan-American Society of the State of Washington, JASSW, Fil-Am and other Philippine organizations, service groups, colleges, Lakewood Chamber of Commerce, 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 \$5,500
 - Travel for international entertainers and/or city delegation from sister/friendship cities
- Contract Services \$9,300
 - Entertainment local/international
 - Sound DJ and sound system
 - Photographer
 - Stage Hand
 - Pavilion
 - Sanitary Stations
- Other \$2,800
 - · Tents for dressing rooms and storing costumes and equipment, when necessary
 - Canopies for audience
 - Food & water for volunteers
 - Supplies for student activities

Sheet1

2019 Festival Budget (\$22,600)

Est Cost	Service/ Product
\$5,000.00	Graphics (\$500), TV/Radio ads (\$3,000), media printing (\$1,500)
\$5,500.00	Travel support for international entertainers or Sister/Friendship City Delegation
\$9,300.00	DJ & Sound System (\$250), Photographer (\$250), Stage Hand (\$300), Entertainment (\$5,000), Sanitary stations (\$2,500), Pavilion (\$1,000)
\$2,800.00	Tents/Canopies (\$2,500), food & water for volunteers (\$150), supplies for student activities (\$150),
\$22,600.00	
	\$5,000.00 \$5,500.00 \$9,300.00 \$2,800.00

.

	2013	2014	2015	2016	2017
Cash on Hand	17630.7	13188 20	12220.07	10523 38	8972.24
Revenues	11 2 2 2 4 7		13500.00		9368.35
Expenses	1967.87	14177.33	15196.69	10251.14	9130.45
Total Net Assets	30004.53	12220.07	10523.38	8972.24	9210.14

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 1 - 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:

- 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
- 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

Pat Cavendish

Address

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

- 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 (LSCA) General Membership Meeting Minutes

Thursday, August 9, 2018 @ 6:00 PM

Lakewood City Hall American Lake Conference Room, 1st Floor 6000 Main Street SW, Lakewood, WA 98499

CALL TO ORDER: President Connie Coleman-Lacadie called the meeting to order at 6:10pm.

ATTENDANCE: In attendance were Connie Coleman-Lacadie, Herb Stumpf, Michael Lacadie, Mike Brandsetter, Enrico Picardal

MEMBERS EXCUSED: James Kim and Julia Woolworth

MEMBERS ABSENT: none

COUNCIL LIAISON: Councilmember Michael Brandstetter

PUBLIC COMMENTS: none

APPROVAL OF MINUTES: There were no minutes available for July meeting due to Secretary's absence—approval of minutes pushed to next meeting.

TREASURER'S REPORTS & APPROVAL: Mike Brandsetter stated that 1 membership was paid and that he paid insurance for the year. Brandstetter stated that an expense report for LTAC reimbursement had been forwarded to the appropriate department for the City of Lakewood. Michael Lacadie moved to approve the treasurer's report as submitted; seconded by Herb Stumpf. Motion carried.

OLD BUSINESS:

- SummerFest/International Festival:
 - President Coleman-Lacadie noted that one expense had not yet been considered for the support of the Asian Cultural Center (APCC) in confirming our entertainers and ensuring all appropriate information was available and schedules times were relayed. An invoice will be submitted for \$500. Herb moved to approve payment of the invoice when received and seconded by Michael Lacadie. Motion carried.
 - A discussion ensured concerning the festival. Michael mentioned that one of the canopies was broken and needed to be replaced. It was reported by the city that approximately 42,000 people attended the event. It was mentioned by Michael that he plans on meeting with city folks to ensure that the first email they send asking for vendors does not include those

currently on the LSCA vendor list. Connie mentioned that we again would be the main users of the pavilion at next year's event.

- It was noted that the students helpers were apparently given incorrect information and did not show up until after all the LSCA set up was complete and they left at 6:00. Since the last act did not end until 6:30, all the student helpers were gone.
- JASSW Summit Update:
 - Connie stated she will meet with Becky Newton, who represents the city of Lakewood, the week of the 20th to review the itinerary and determine budget.
 - The JASSW Summit, scheduled for Sept 20-23, was the next topic of conversation. Connie mentioned that it would be nice if we had more host families. It was also suggested that we find some memento to give to the visitors commemorating their visit to Lakewood. Mike Brandstetter mentioned a framed print from Lakewold Gardens with a small attached metal plaque memorializing their visit.

NEW BUSINESS:

- LTAC Application:
 - Connie stated she informed the City that LSCA would be applying for the LTAC Grant.
 - She asked for a motion to authorize the submission of the grant request. Michael moved that President Coleman-Lacadie serve as the LSCA's representative to submit the Lodging Tax Grant; Herb seconded. Motion carried. We need additional sponsors.

OTHER BUSINESS: No other business.

NEXT MEETING:

The next meeting is moved from September 6 to September 11, 2018.

ADJOURNMENT: The meeting was adjourned at 6:45 PM.



LAKEWOOD SISTER CITIES BOARD MEMBERS

NAMES & ADDRESSES

Councilmember Michael Brandstetter

(COUNCIL LIAISON/ TREASURER) 11322 Interlakken Drive SW Lakewood WA 98499 253.230.5406

Mr. Michael R. Lacadie (BOARD MEMBER) Same Address as below 253,588,8967

Mrs. Connie J. Coleman-Lacadie *(PRESIDENT)* 10208 101st Ave. CT SW Lakewood, WA 98498 253.906.1346

(VICE PRESIDENT) Vacant

Mr. Herb Stumpf *(BOARD MEMBER)* 11718 Terry Lake Rd SW Lakewood, WA 98498-2715 253.582.3073

Julia Woodworth (SECRETARY) Pierce College 9401 Farwest Dr SW Lakewood, WA 98498 253.381.3304

Mr. James Kim (BOARD MEMBER) 1551 Bay Hill Avenue Fircrest, WA 98466 253.250.1210



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 - Julia Woodworth James Kim Michael Lacadie Herb Stumpf August 18, 2018

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) Board of Directors' authorize for the following individual to serve as their representative.

Connie Coleman-Lacadie, President, 10208 101st Ave Ct SW, Lakewood, WA 98498, 253.906.1346

On August 9, 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,

President

Lakewood Sister Cities Association

Enclosed Results of Motion





July 14th

Lakewood Sister Cities

oth International Festives

Fort Steilacoom Park, Lakewood

Main Stage ENTERTAINMENT OKINAWA DRAGON DANCE II:00 am International Stage ENTERTAINMENT OKINAWA TAIKO DRUMMERS...II:15 am

Dance and Music Performances from:

Hawaii Cambodia Egypt India Indonesia Korea Mexico Native American Philippines Samoa Thailand Tokelau Tonga & Fiji PLUS-Tacoma Refugee Choir International food, face painting, fencing, jijutsu, origami! www.cityoflakewood.us













Calendar 12G

22

GO

NIGHTLIFE, Friday **MUSIC AND**

COMEDY

Magic with Cary Durgin

6 p.m. Stonegate Restaurant Bar and Grill 5421 South Tacoma Way. 253-473-2255

Cory Michaelis

8 and 10:30 p.m. and Saturday. Tacoma Comedy Club, 933 Market St., Tacoma. 253-282-7203, tacomacomedyclub.com

Rumor 6

9 p.m. and Saturday. Great American Casino 10117 South Tacoma Way, Lakewood. 253-396-0500

Summer Luke Nas 9 p.m. Jaz Ave., Tacc 9169

Travis La in the Da 8 p.m. Lo Highway 9700

Satur

Kim Arc 8 p.m. Th Tacoma.

Kaos N I Party 8 p.m. Lo riighway 9700

Live mu brews a 8 p.m., U Lickin' Ri St., Taco

Randy H to Jimi

9 p.m. Ja Ave., Tac 9169

Kryboy 9 p.m. T ferson, 7

Sunc Blinded Hardin 4:30 p.m

Jefferso Countr Dave N 8 p.m. S

and Gril Way. 25.

Mon

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	Olivia Bidleman 253.597.8809 · Fax 253.597.8263	

LIAMIERS



11 IN A

Lakewood Sister Cities Association

FESTIVAL

INTERNATIONAL

BEAUTY AND THE AST

JULY 6-29

Playhouse

NUHAMAN

City of Lakewood

SUMMERFEST

Tacoma Musical

DISNEY'S

FRI & SAT 7:30PM SAT + SUN

SAUDIOLAN

Lakewood

July 14th

llam-llpm

Lakewood

Fort Steilacoom Park

Lakewood's Summerfest

Fort Steilacoom Park,

8717 87th Ave SW.

7116 6th Avenue, Tacoma "Be Our Guest!" The Academy Award-winning film comes to life in this romantic and beloved take on the classic fairytale. Ticket Info: \$31 Adults, \$29 Senior Military & Students, \$22 Children (12 & Under), \$27 Groups of 10 or more.

ALL IS

Second City Chamber Series SUMMER CONCERT T

썲

Lakewold Garden 12317 Gravelly Lake DR SW, Lakewood Music of Spain and Latin America featuring Hilary Field, classical guitar. Ticket Info: \$25 Regular Admission, \$23 Seniors or Military, Under 18 free (253)572-TUNE(8863)

ww.scchamherseries.org

Fort Steilacoom Park

Lakewood Sister Cities

International Festival

Fort Stellacoom Park,

THE NEWS

TRIBUNE

8717 87th Ave SW,

Lakewood

July 14th

11am - 6pm,

Lakewood

Application for:

City of Lakewood Fiscal Year 2019 Lodging Tax Grant Funds

From:

City of Lakewood PRCS – SummerFEST



Lakewood SummerFEST

Application for Fiscal Year 2019 Lodging Tax Grant Funds



7. APPLICATION FOR FISCAL YEAR 2019 LTAC GRANT FUNDING

1a. Project Information

Project Name: Lakewood SummerFEST

Amount of Lodging Tax Funding Requested: \$ 55,000 (Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

 Total Project Cost:
 \$ 99,000

 (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) UBI Expiration Date:

Type of Organization: (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

Min 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 13, 2019
- b. Event Location: Fort Steilacoom Park
- c. If there is a charge or fee for this activity, please describe how much and why.

SummerFEST is free to all. There is a charge for the Triathlon in the amount of \$75 (Before 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.

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 22nd annual event. Historically the event attracted 5-8,000 people. In 2016, that number jumped to 15,000. In 2017, it increased to 30,000. This year we had a record breaking year of attendance with over 42,000. The festival consists of a multi-day soccer tournament, Triathlon, 5k, 10k and 1 mile race, two stages with live entertainment, Sister Cities International Festival, 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 35 new activities for families; opening ceremonies, Pet Parade, Fire Dancers, Stilt Walkers, bubble soccer, and Free style Motorcross aerial show. The successful integration of the Sister Cities International Festival *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 people, 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.

This year was the 7th annual SummerFEST Triathlon. 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 across the country. It 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 of the triathlon enjoy all that SummerFEST has to offer. Unique to this triathlon, is that it part of the innovative "Triple Threat Series." This was the 4th year of the Triple Threat. 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.

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 & shops benefit from the over 2,100 people who come to SummerFEST from outside the 50 mile radius 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.

- Perhaps the most important goal that is coming to fruition is making SummerFEST a house-hold name, not only in Lakewood but in the surrounding counties as well. And in-so-doing, increase the number of people, athletes and spectators who stay overnight in Lakewood.
- Increase the number of participants of the triathlon to 250. 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.
- Maintain the current relationships, and grow new fabulous partnerships at SummerFEST that help elevate the reputation of the festival and quality of events.
- Strategically market the entire event through consistent branding. This requires consistency in the look and feel of the event (logo, fliers, posters, merchandise, etc). We were extremely pleased with the Radio advertising and its reach outside the 50 mile radius.
- Continue to pursue sponsors and in-kind donations to offset costs of the event. This year we added a new presenting sponsor (CHI), a new stage sposor, a new movie sponsor, a TV sponsor that offered free

commercials, a new radio sponsor, and two new Entertainment sponsors. The result was the ability to reach thousands of people in advertising, at no additional cost.

- Continue to create TV commercials and radio ads.
- Continue to think of new ideas that add the "Wow" factor.
- 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.
 - Continue to 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: more bubble soccer and Puget Sound Regional volleyball.

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

This year (based on a sampling of waivers) an estimated 5% or 2,100 SummerFEST Festival participants came from outside the 50 mile radius. For visitors who stay in the area over 4 hours, it is estimated they spend \$55 day. That translates to an economic impact of over \$10,500. We know a large portion of these travelers stayed the night. This year it is estimated that 600 spectators came to support the 393 participants of the Triathlon and 5k races. Ten participants travelled from outside of Washington State and 29 athletes travelled from outside the 50 mile radius. Both of these numbers are increases from last year. The estimated room nights is 39. The local economic impact of direct spending is estimated to be \$11,895. These numbers are based on the National Association of Sports Commissions –NASC, Calculator.

Lodging Tax Grant funds enable us to continue to execute our strategic marking plan for SummerFEST that has shown amazing results and is key to bringing people to Lakewood for SummerFEST and staying the night. It also pays for the invaluable Radio and TV 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. We have experienced an increase from 90 to 170 vendors in the last two years. 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.

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

The funds enable us to put on the triathlon and advertise across the state and country through race magazines. The triathlon participants come to Lakewood City Hall to pick up their race packets the night before the race, which provides another opportunity for people outside the 50 mile radius and outside the state to purchase goods and services in Lakewood and stay the night.

Lodging Tax Grant funds enable us to advertise SummerFEST in publications that reach state and country-side like 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 and outside of the state. It also pays for the invaluable Radio ads and new TV commercial which are extremely effective in reaching people across Washington State.

The Funds enable us to hire people 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 guests.

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

See above answer

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 doubling the number of Honeybuckets and gargage cans, adding a 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.

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.

- \$20,000 will be used for Marketing/Promotion.
- \$30,000 will be used for contract services.
 \$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 2019. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
CHI Fransiscan Heath, presenting sponsor	\$15,000	У	4.18
CHI Fransiscan Heath, presenting sponsor triathlon	\$7,500	y	4.18
Americas Credit Union	\$3,000	У	4.18
Discount Direct Furniture	\$3,000	n	
Alaska Federal Credit Union	\$3,000	n	
Drangsholt Orthodontics	\$800	n	
Geico	\$3,000	n	

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.)		\$4,000	\$9,000	
Marketing/Promotion	\$20,000	\$10,000	\$30,000	
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	ctivities \$ \$ \$ \$ \$			
Minor Equipment (computers, desks, etc.)	\$	\$	\$	
Travel	\$	S	\$	
Contract Services Describe below	\$30,000	\$20,000	\$50,000	
Other Describe below	\$	\$	\$	
TOTAL COST	\$55,000	\$44,000	\$99,000	
Description for Direct Sales Activities, Contract Services, Travel and Others	entertainment (stilt walke garbage cans, hand wash	cians, stage rental, golf carr ers, fire dancers, motor-cro ing stations, parking servic prace director, photograph	oss show, porta-potties, ces, timing & equipment	
In-Kind Contributions	In 2018 we had the follo \$3,500 for TV commercia volunteers, marketing pro- west pierce fire and rescu support, YMCA provides	wing and hope to get the sa ils, \$2,500 in signage, \$1,00 omotions from sponsors, J he and Tacoma Maritime C s lifeguards, Partners for P	ame donation this year: 0 for t-shirts, food for BLM provides 10 kayaks, Organization provides aquatio	

 boards. 34 partners provided activities for children and paid for all of their materials and staffing.

*Amount in column a" Lodging Tax Funds Requested" must match "Amount of Lodging Tax Funding Requested" under la 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 2018? x Yes No

b. If you answered yes to 11a, how much funding did you receive in 2018? \$ 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?

I am working diligently and making a concerted effort to secure new sponsors while keeping past sponsors. I have had follow-up meetings with 2018 sponsors to present statistics and to show them they received everything that was detailed in our letters of agreement in terms of marketing and exposure.

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. 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. Each partner business and sponsor advertised and promoted SummerFEST through their social media, emails and newsletters, reaching thousands of additional people. Also with 170 vendors - 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 Asia Pacific Cultural Center CHI Franciscan Health St. Clare Hospital Drangsholt Orthodontics Hotels in Pierce County **JROTC** Lakewood Police and fire Department Lakewood Sister Cities Lemay/Waste Connections Geico Fleet Feet Intercom radio Starbucks Historical Society Pierce College R/C Boat Club Tacoma Children's Museum Tacoma South Sound Sports University of Puget Sound

Alaska Federal Credit Union Bricks 4 Kids Clover Park School District Explorers JBLM Just Tri Lakewood Senor Center Lakewood Arts Commission Tacoma Museum of Glass Trader Joes Click! Cable TV Navy Federal Credit Union Lakewood's Promise Humane Society Pierce County Library System St. Clare Hospital Tacoma Maritime Institute The YMCA

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:

The Kraus, Acting City Manager Assistant City Manager Talmin SVCs

Caulfield

Printed Name & Title of Chief Administrator/Authorizing Official

Date

FREEDOM FEST



Bubble soccer fun at Lakewood's annual SummerFEST.

Lakewood's 2018 SummerFEST

A FREE OUTDOOR FESTIVAL WITH SPORTING EVENTS, EXTREME ENTERTAINMENT AND MORE By Kristi Berry

Lakewood's annual SummerFEST will be held Saturday, July 14, at Fort Steilacoom Park. The whole family will enjoy this free event that's packed with entertainment, sports, food and fun.

SummerFEST kicks off with a sprint triathlon at 9 a.m. followed by a *Run Forrest Run 5k* and 10k race at 11 a.m. Participants receive a "Gump Style" beard with registration. Kids can get in on the action with a one-mile fun run at 12:30 p.m.

Entertainment begins at 11 a.m. with an opening ceremony complete with Taiko drummers and a dragon dance. Trampoline performers, trapeze artists, stilt walkers and local bands including *Spike & The Impalers* will perform throughout the day. You can also shop for unique items at 150 market vendors and taste delicious treats from more than 30 food trucks.

Kids can show off their building skills in a Lego Contest (must be pre-registered) and head to The Kids Zone, where they can jump in bounce houses, scamper up a climbing wall and ride a pony.

"SummerFEST has been going on for 22 years, but just in the last two years has the audience exploded to 30,000 people," said Sally Gilpin Martinez, City of Lakewood Parks and Recreation manager. "This is thanks to the many partners we have joined forces with to bring quality sports and art activities to the event. We don't just book acts, we ask our partners to put intention into their event to create a worthwhile and maybe even life-changing experience for our attendees. We make sure that each activity engages every age group from toddlers to adults — and especially teens, who are so often overlooked at festivals. Last year, a favorite teen activity was bubble soccer, which was a new addition."

As part of her commitment to active living, Martinez has assembled more than 25 sports and art stations for families to sample new fitness activities and get creative. Visitors will receive a free *Passport to Sports & Art* that can be stamped at each station.

"All ages can try out golf, tennis, soccer, football, yoga, fencing, kick boxing, beach volleyball, disc golf, Tae Kwon Do, trapeze and more," Martinez said. "We want families to walk away inspired from trying something new and perhaps find a sport they are newly passionate about and want to further pursue. We know that not all families can afford to have their kids take lessons in multiple sports to see which one they like best. Our hope is that the passport will let kids do just that at no cost."

After filling your passport and being amazed by the high-flying acts, stick around for the evening schedule, which includes the Fire Fighter Life Line Rescue Dog Calendar launch, a pet parade, hip-hop dance performance, and the family-friendly movie Coco on an outdoor screen.

Fort Steilacoom Park is a 340-acre park in Lakewood with a fort-themed playground, expansive dog park, obstacle course, and miles of biking and hiking trails.

To learn more and register for events, visit cityoflakewood.us/parks-andrecreation/summerfest or contact Sally Gilpin Martinez at 253.983.7758 or smartinez@cityoflakewood.us.

Fort Steilacoorn Park, 9 a.m., Saturday, July 14, 8714 87th Ave. SW, Lakewood, cityoflakewood.us



men to the first Independence celebration west of the Mississippi: a picnic on Sequalitchew Lake (across I-5 from JBLM).

However, the 4th fell on a Sunday that year. Folks took their religion very seriously back then, s

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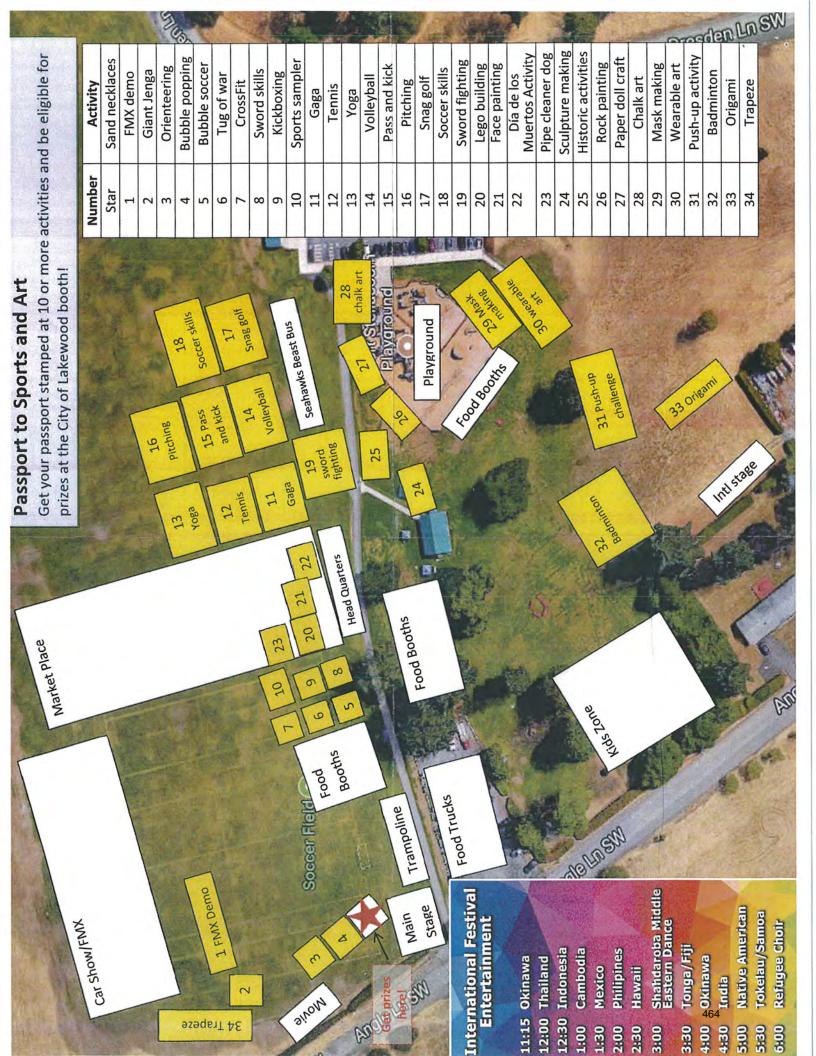
631 Valley Ave NW, Puyallup, WA 253.926.1097

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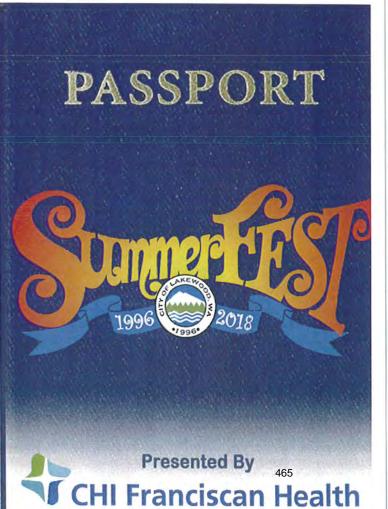


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Entertainment Schedule

- 11:00 Opening Ceremonies
- 11:15 Extreme Trampoline Show
- 11:30 Live Music, Aaron Crawford
- 12:30 Trapeze Show
- 12:40 Extreme Trampoline Show
- 1:00 Live Music, the Herding Cats
- 2:00 Trapeze Show
- 2:00 Extreme Trampoline Show
- 2:30 Live Music, Nite Wave
- 3:00 Trapeze Show
- 3:30 Extreme Trampoline Show
- 4:00 Live Music: Spike & the Impalers
- 4:30 Trapeze Show
- 4:30 Freestyle Motocross Aerial Show
- 5:30 Extreme Trampoline Show
- 5:45 Live Music, 204th Army Band
- 6:30 Fire Fighter Calendar Launch
- 6:45 Pet Parade and Costume Contest
- 8:30 Fire Dancers
- 8:45 The League Hip Hop Dance
- 0.20 Mavie at Night "Case"





Application for:

City of Lakewood Fiscal Year 2019 Lodging Tax Grant Funds

From:

City of Lakewood PRCS – Farmers Market



Lakewood Farmers Market

Application for Fiscal Year 2019 Lodging Tax Grant Funds







7. APPLICATION FOR FISCAL YEAR 2019 LTAC GRANT FUNDING

1a. Project Information

Project Name:

Lakewood's Farmers Market

Amount of Lodging Tax Funding Requested: \$ 35,000 (Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: \$ 55,200 (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: 91-169818

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

11 artiner 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.

RECEIVED



AUG 20 2018

CITY OF LAKEWOOD FINANCE DEPARTMENT

2. Project Description

- a. Event Date(s): Tuesdays, June 4 September 10, 2019
- 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 8th 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. A new addition this year was children's programming at the city booth, which served about 200 children each week. Roughly 15,000 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 three years with a new, updated logo, t-shirts, **reusable tote bags**, posters, note pads and other merchandise that have a consistent look and feel and that is made with the intention of being kept in households for long periods of time. 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 third 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 two years ago. Two years ago 1,000 children age 16 and under ate \$2 worth of free fruits and vegetables. This year, 1,500 children did, with an average of 200 children per week. For the third 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. Two yeas ago we secured a license to have vendors who sell beer and wine. We now have four wineries and a brewery.

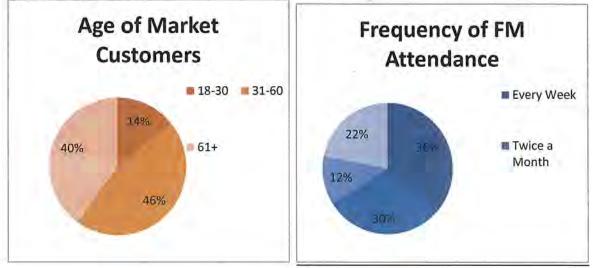
With the help of Lodging Tax Grant funds from last year, we were able to extensively market and advertise the Farmers Market. As a result, vendors reported their highest sales ever. Some vendors even reported that their best sales day last year was their worst sales day this year. This means more people 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, Yakima, and Mason counties. Three percent of the 320 people surveyed come from outside of the 50 mile radius. Considering we likely have around 1,400 people attend the market per week, our survey data suggests that about 44 people (or three percent) are from outside of the 50 mile radius. Additionally, nearly 20% of our market's vendors are from out 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 about 66% percent of people said YES, they do shop in Towne Center before or after attending the farmers market shop at other stores in Towne Center.



Low and very low-income residents benefit from the farmers market, as well as seniors. We continue our partnership with the Franciscan Women, Infant, and Children Clinic of Lakewood. 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 2018 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 Lakewood's Promise, Clover Park School District, Pierce County Public Work, Community Health Care, Rebuilding Together 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, CHI Franciscan Health, Click Cable TV, and Country Financial.

Customers of the market benefit by having reasonable prices and local, fresh produce. The market will experience over fifteen thousand visitors during the season with an average of about twelve hundred customers per day. This is up from eight hundred customers per day last summer, meaning we had a 50% increase of customers per day this year.

The vendors benefit from the market. Vendor sales for last summer totaled around \$170,000, and this year that amount is up about 30% at roughly \$220,000. 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 2019 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 "farmer to table" style.

Give 2,000 children free fruits and vegetables with Healthy Bucks, at no cost to the City by finding 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.

Additional goals for the Lakewood Farmers Market 2019 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.

• 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.

• 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. Now we are going to provide International cultural performances every week at the Farmers Market to appeal to a wider variety of people and improve Farmers Market entertainment. This costs more money but has a profound impact on those who come to the market.

• 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.

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

According to our 2018 customer survey of 320 people, 3 were out-of-state travelers (California and Arizona). 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 2018 Lodging Tax Fund enabled us to edit and update our professional Farmers Market Commercial shown on cable tv, greatly expanding our footprint of advertising and elevating the profile of the market.

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 15 for gas or food, and direct them

13

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 second 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 2019 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. Additionally, the electric message board that would be bought with the 2019 Lodging Tax Grant will catch the eye of drives and help bring people into the market.

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 we would not be able to purchase the electronic reader board to advertise the market in a more effective manner, nor would we be able to provide engaging international entertainment from the Asia Pacific Cultural Center every week at the Farmers Market. Both of these initiatives would increase outreach to the Lakewood community and those passing through the area, and not being able to provide them would diminish our ability to grow the 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.

- \$5,000 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.
- \$10,500 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.
 - \$4,500 Contract services (music)
 - \$15,000 Electronic reader board (new one time capital expense)

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.

Amount	Confirmed? Yes/No	Date Available
\$7,000	Yes	June 2019
\$2,500	Yes	May 2019
\$1,500	Yes	May 2019
\$1,000	Yes	September 2019
s		
\$		
\$		
	\$7,000 \$2,500 \$1,500 \$1,000 \$ \$ \$	Yes/No \$7,000 Yes \$2,500 Yes \$1,500 Yes \$1,000 Yes \$ \$ \$ \$

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.

tea at lana)	a. Lodging Tax Funds Requested *	b. Other Funds (Do not include In-Kind dollars)	c. Total Project Cost **	
Personnel (salaries & benefits)	\$5,000	\$15,000	\$20,000	
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$	\$		
Marketing/Promotion	\$10,500	\$5,200	\$15,700	
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	\$15,000	\$	\$15,000	
TOTAL COST	\$35,000	\$20,200	\$55,200	
Description for Direct Sales Activities, Contract Services, Travel and Others	Contract Services are for dance one hour for each time purchase of an elect		s performing music and) an hour. \$15,000 for a one	
In-Kind Contributions				

*Amount in column a" Lodging Tax Funds Requested" must match "Amount of Lodging Tax Funding Requested" under Ia 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 2018? X Yes No

b. If you answered yes to 11a, how much funding did you receive in 2018? \$ 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 creating booth space for collaborating non-profits at no charge to market their organizations.

All of the local hotels, as well as hotels in Tacoma were hand delivered brochures and materials to promote our market. 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!

Click Cable TV promotes the Farmers Market commercial on air at no cost.

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 continue a partnership with the Pierce County Conservation District who creates farmers Market brochures for South King County markets and distributes them widely. New this year, they created an agro tourism map that included the Lakewood Farmers Market information as well as Truck and Tractor Day. We are members of the Washington State Farmers Market Association and consider them an important partner.

We participate in the South Sound Farmers Market Managers group and 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:

The Kraus,

Printed Name & Title of Chief Administrator/Authorizing Official

Date

Farmers Market Attachment A

Publication Advertising	Cascade harvest coalition Puget Sound Fresh	\$1,200.00	
Poster Art Creation	Chuck Mathias	\$150.00	
Swarner Communications ads	JBLM advertising	\$1,500.00	
Facebook Ads	Facebook	300	
Update A-Frames and street signs (10)	Larsen Sign Company	\$1,500.00	
Update large street banner dates	Larsen Sign Company	\$200.00	
Farmers Market bags	Holden Bags	\$5,000.00	
shopping note pads, custom	Personalize Paper	\$1,000.00	
Farmers Market Tshirts	Post Industrial Press	\$1,200.00	
FM Magnets		\$850.00	
Show case magazine ads	Show Case Media	\$800.00	
Connections Magazine		NA	
14 online Calendars for events	free	NA	
Printing of school flyers and brochures for community and hotels	Office Depot	\$2,000.00	
TOTAL		\$15,700.00	

2019 Farmers Market - Marketing Plan



Kids Day at the Farmers Market, where children are vendors!





This is one of 13 Farms selling a wide variety of fruits and veggies

Application for:

City of Lakewood Fiscal Year 2019 Lodging Tax Grant Funds

From:

City of Lakewood PRCS – Summer Concert Series



Lakewood Summer Concert Series

Application for Fiscal Year 2019 Lodging Tax Grant Funds









7. APPLICATION FOR FISCAL YEAR 2019 LTAC GRANT FUNDING

1a. Project Information

Project Name:

Lakewood's "Move with the Music", Summer Concert Series

Amount of Lodging Tax Funding Requested: \$ 10,000 (Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

 Total Project Cost:
 \$ 16,900

 (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 USA

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 Marting

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.

RECEIVED

AUG 20 2018 CITY OF LAKEWOOD FINANCE DEPARTMENT

2. Project Description

- a. Event Date(s): Summer 2019
- 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 Summer Concert Series is live music that will be performed on eight Thursdays, 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

Asia Pacific Cultural Center because they will help book the international entertainers

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 Summer Concert Series are to:

- · Highlight Lakewood's beautiful parks and new pavilion.
- · Encourage residents to enjoy anoutdoor setting that provides a healthy environment for family bonding.
- Provide an avenue for "community building"
- Offer a unique event for out of town guests that will could help draw them back to the area in the future.

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 hire quality bands and musicians who are well known. These bands will have their own "Fan base" to whom they market their events. The majority of these bands and their fans live outside a 50 mile radius from Lakewood. Because the concerts are at night, there is a good chance that many people won't want to drive back to Seattle or other outlying areas late in the evening and will spend the night. We will market and brand this concert series in a professional manner and distribute fliers 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 2017 which drew over 250 people, 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. Similarly with Facebook ads, we can target people who live outside the 50 mile radius as well as local families. 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:

If we receive partial funding, 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.

\$8,200 contract services for musicians

\$1,800 for new banner to hang at Park Lodge that will last several years and have an interchangeable date.

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 2019. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
Sponsorship	\$2,000	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.

J-Tax ()	a. Lodging Tax Funds Requested *	b. Other Funds (Do not include In-Kind dollars)	c. Total Project Cost *	
Personnel (salaries & benefits)	\$	\$3,000	\$3,000	
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$	\$\$		
Marketing/Promotion	\$1,800	\$3,900	\$5,700	
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	\$	\$		
Minor Equipment (computers, desks, etc.)	\$	\$	\$	
Travel	\$	\$	\$	
Contract Services Describe below	\$8,200	\$	\$8,200	
Other Describe below	\$	\$	\$	
TOTAL COST	\$10,000	\$6,900	\$16,900	
Description for Direct Sales Activities, Contract Services, Travel and Others	Musicians and performe two hours, for eight conce		d and sound technician, for	
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 2018? X Yes No

b. If you answered yes to 11a, how much funding did you receive in 2018? \$ 2,500

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?

In 2018 we made a concerted effort to get a Levitt Amp Grant in partnership with the Broadway Center for the Performing Arts. However we did not receive the grant.

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 advertise the concert series.

We will strategically time the concerts to have synergy with other local events and to not conflict with other local concerts, such as Steilacoom's concert series and Lakewold Gardens concert series.

We will collaborate with Asia Pacific Cultural Center for cultural performances, and JBLM (for free military band performance). The Lakewood Famers Market, with over 1,200 people visiting per day is an excellent opportunity to market the Concert Series, at no cost. SummerFEST is also a perfect venue to promote the series at no cost.

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: Who that Ar John J. Caulfield The Kravs, Acting City Manager assistant Cay Manager ladonin Sves 8/20/18

Printed Name & Title of Chief Administrator/Authorizing Official

Date

Move with the Music, Summer Concert Series Attachment A

Poster Art Creation	In-house	NA
A-Frames signs	In-house	NA
14 On line event Calendars	Free on the web	NA
Connections Magazine	In-house	NA
Fliers and signs at the Lakewood Farmers Market	Free	NA
Facebook Ads	Facebook	\$100
Printing of school flyers and posters to distribute to hotels, farmers market and local businesses	Office Depot	\$2,000.00
Banner with changeable date to put at Park Lodge. Will last several years.		\$1,800
TOTAL		\$3,900.00

2019 - Marketing Plan

Application for:

City of Lakewood Fiscal Year 2019 Lodging Tax Grant Funds

From:

City of Lakewood PRCS – Harry Todd Park

Application for Fiscal Year 2019

Lodging Tax Grant Funds



City of Lakewood

Harry Todd Park Improvements



Due no later than 5:00pm on Monday, August 20, 2018

Submit application by email to <u>tkraus@cityoflakewood.us</u> One complete hard copy application to City Hall, 6000 Main Street SW, 1st Floor Reception

7. APPLICATION FOR FISCAL YEAR 2019 LTAC GRANT FUNDING

1a. Project Information

Project Name: Harry Todd Waterfront Improvements

Amount of Lodging Tax Funding Requested: \$ 300,000 (Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: \$1,200,000 (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:**

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

1c. Contact:

Name: Mary Dodsworth

Title: Director

253-983-7741 Telephone:

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): 2019
- b. Event Location: Harry Todd Park
- c. If there is a charge or fee for this activity, please describe how much and why.

No charge for regular use. Special use permit fees are based on the size of event and area used. Special use permits can range from \$200 - \$1,000 per day.

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 City of Lakewood is making waterfront improvements at Harry Todd Park, a 17 acre park located in the Tillicum neighborhood which is located in the southwest portion of Lakewood. Harry Todd is located on American Lake, a 1,200 acre freshwater lake in Pierce County. Our project goal is to improve access to this park, build a fishing pier, replace finger docks which support rowing shells and other nonmotorized vessels and replace a 50 year old restroom building to support park visitors and special events. Currently there are no accessible public fishing areas in Lakewood. The City is making accessibility improvements at this site so everyone will be able to access the waterfront area. The fishing pier will generate new uses for this site. The finger docks will support the Commencement Bay Rowing Club and other rowing groups to make the park more desirable for regattas and other special events.

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 people will flock to this new and improved waterfront area. When they come to the park for a day of fishing or for special events 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: Harry Todd Park is located along I-5 making it easy to access for visitors from Pierce, Thurston or King Counties. It is also adjacent to Camp Murray and Joint Base Lewis McChord which can generate visitors from throughout the nation. This site could also be used as a regional resource for public, private and corporate events. The park is already used by the Commencement Bay Rowing Club (CBRC) for their county-wide high school rowing leagues and it is the home base for the University of Puget Sound (UPS) and Pacific Lutheran University (PLU) rowing teams. The CBRC also supports a regional master's rowing program. This site and lake are known as one of the best rowing areas in the Northwest.

The Tillicum area is emerging as an economic center with many new improvements (roads and sewers) and national businesses coming to the area. This type of growth creates new economic impact for the City. Improvements to the park will bring new customers to this area and generate economic benefit through sale of meals, fuel, hotel rooms, goods and services.

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

10

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 Goal: Build new facilities to support fishing, rowing, regattas and other special events that generate hotel stays and local economic impact.

Increase recognition of Lakewood throughout the region as a destination for water related activities, 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.

The number of groups requesting and using Harry Todd Park has increased in the past few years, this includes upland and waterfront events. Permitted uses include private events by regional businesses, community organizations and the military. The site is 17 acres so there is room to support many different types of uses along with parking and ancillary services. By improving access to the waterfront, bringing utilities to the site and building new facilities like docks and restrooms to support fishing and rowing, the park will become a destination for water related activities and other types of events, like boat shows, swim competitions or music festivals. These type of events can generate thousands of visitors to the park each year. 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 will be used to build the improvements and bring utilities and other infrastructure needs to the park. The following years will generate even more use by people from more than 50 miles for major water related events and corporate and military events. For instance the Commencement Bay Rowing Club (CBRC) has been hosting an annual regatta at the park since 2010. In 2017 they had 22 different teams attend, five were from the state of Oregon. Other teams were from areas more than 50 miles from their residences (such as Port Angeles, Wenatchee, Bellingham and Vancouver, WA). Each year the number of teams has increased. In addition to the CBRC American Fall Classic, both UPS and PLU hold Northwest Conference Regattas in the park during the fall and spring seasons. Their events are not as large as the CBRC events but their league stretches from Bellingham to University of Oregon in Eugene. 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.

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

As noted above, many of the regattas held at this site support visitors from outside the State and Nation (Canada). By making improvements that will support these events will make the site more desirable to other event promoters. 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 in the City. We will work with our partners to expand use and generate more hotel stays by visitors traveling from outside their state or country. As we establish new partnerships, directly market to specific types of event promoters 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:

There are several major elements to this project. Funds could be used to support the entire project or one element of it, for instance just the fishing pier, a finger dock or the restroom building.

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.

<u>\$ 300,000</u> finger docks

11. Funding History

a. Was this project funded with Lakewood lodging tax funds in fiscal year 2018? Yes X No

b. If you answered yes to 11a, how much funding did you receive in 2018? \$

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

Year 2018 Amount awarded \$40,000 for SummerFEST, \$2,500 for Summer Concert Series \$20,000 for Farmers Market, \$7,000 for Asian Film Festival, \$403,490 for Fort Steilacoom Park Pavilion No previous funding

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

The City has requested State grant funds to support improvements to this site. We've also requested funding from the Commencement Bay Rowing Club

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 are working with the Commencement Bay Rowing Club which includes coordination with Pacific Lutheran University and University of Puget Sound for technical expertise and coordination with the rowing communities throughout the state and country. We are also working with South Sound Sports for marketing and to partner with waterfront sports groups and festival promoters from throughout the region and country. We are working with West Pierce Fire and Rescue to ensure the waterfront area is safe for all use and easy to access for emergency response. We have communicated with the Tillicum Neighborhood Association so they are aware of changes occurring in or impacting their neighborhood.

13. Capital Projects Budget

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

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	1/1/19	12/31/19	\$	\$ 200,000	\$200,000
Other Consultants				\$	\$	\$
Permits & Fees			18 1	\$	\$	\$
Land Acquisition				\$	\$	\$
Site Development & Landscape				\$	\$150,000	\$150,000
Buildings (New Construction)				\$300,000	\$550,000	\$850,000
Building Renovations (Includes Access)				\$	\$	\$
Other (Specify) Insurance is not an eligible cost.				\$	\$	\$
TOTAL				\$300,000	\$900,000	\$1200000

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

*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;
- 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.

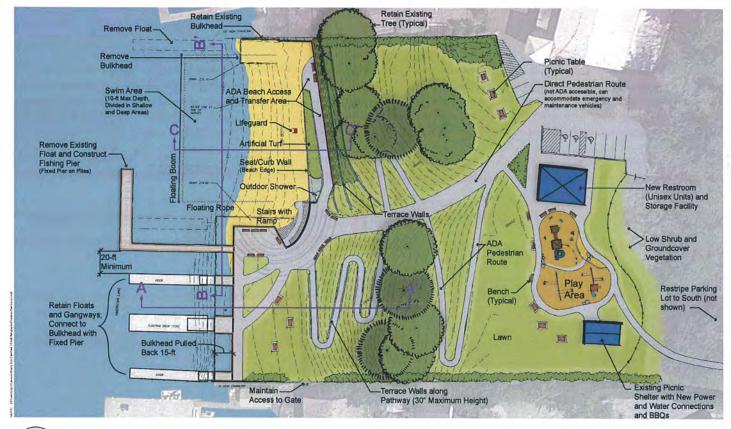
The J. Caulfield Primary Signature: tual

The Kravs, Acting City Marager + 1 in Manager / admin Svos

Printed Name & Title of Chief Administrator/Authorizing Official

Date

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C OEA

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NORTH

20

Harry Todd Waterfront Renovation Plan Preferred Alternative - Conceptual Design



COMMENCEMENT BAY ROWING CLUB P.O. Box 99512

Lakewood, WA 98496-0512

June 28, 2016

Mary Dodsworth, CPRP Parks & Recreation Director 6000 Main Street SW Lakewood, Washington 98499-5027

Re: Harry Todd Waterfront Renovation Plan

Dear Mary,

I wanted to let you know that Commencement Bay Rowing Club is in support of the waterfront improvements to Harry Todd Park. With the addition of the ADA Pedestrian route to the beach front this would allow our club to offer more adaptive rowing events at our fall regatta. With these improvements it would also allow more access and the potential for rowing programs that would include the Wounded Warrior Project that has asked us for programs but the access for those individuals is currently very limited.

The other improvements to Harry Todd Park will add to the enjoyment of others who use the facilities including the swimming area and with the addition to a fixed fishing pier this should allow the local people more access to the lake for fishing again including those that need the ADA pedestrian route.

Thank you for allowing Commencement Bay Rowing Club the opportunity to participate in the community meetings to discuss the potentials and needs for improvements to Harry Todd Park waterfront.

Sincerely,

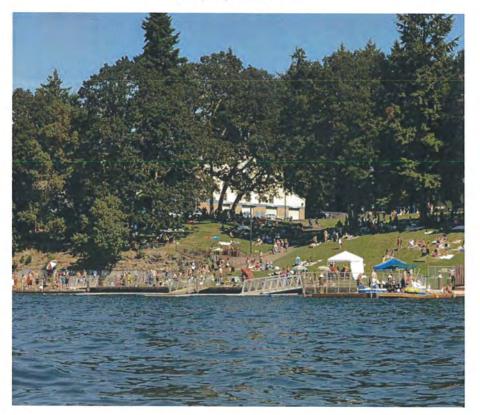
Brian D. Coulson Boathouse Operations Manager CBRC Treasurer

Commencement Bay Rowing Club is a 501(c)(3) organization providing instructional rowing to the youth of Pierce County.

Commencement Bay Rowing Club Regatta



A busy day at the Beach!



billsboathouse@qwestoffice.net 14506 Portland Ave. SW Lakewood, WA 98498 (253)988-2536

Tillicum/Woodbrook Neighborhood Association "Where our greatest assets are our people"

2016 Board

David Anderson, President 14506 Portland Ave. SW Lakewood, WA 98498 253-988-2536 cell communitymattersweb@gmail.com

Sharon Taylor, Vice-President 8314 Spruce St. SW Lakewood, WA 98498 253-691-2366 cell SharonItaylor8314@yahoo.com

Becca Scanlan, Secretary 14518 Washington Ave. SW Lakewood, WA 98498 253-203-8752 <u>pekascanlan@gmail.com</u>

Abby Henning, Treasurer 15414 Rose Rd. SW Lakewood, WA 98498 926-0455, 564-9549 abbyanddwane@aol.com

Russell Albright, II Lakewood, WA 98498 253-495-8677 rl_albright@yahoo.com

Our Legacy

"...wherever they found themselves within society - rich, poor, or middle class - and with whatever gifts or talents they had been given, they could and should unite their energies with those of their fellow citizens and follow through on their duty to work toward making the good society...." The Biography of William

The Biography of William Wilberforce (1759-1833), Belmonte "Do for the future what you're grateful the past did for you." – Danny Hillis, the Golden Rule of Time

Throughout the years, Harry Todd Park has been a place where families have gathered. Thanks to the work of the Lakewood Parks Department, rolling green grass has replaced thickets; the trees - that once housed makeshift forts – are landscaped; and memories continue to be made there at a most beautiful setting - the envy of any community.

Now, with the plans calling for easier access for those with disabilities, the less-mobile can escape their home fortresses of solitude for the wide-open vistas and waterfront activities that will thus become available to everyone.

Anyone considering a move to a community should make one of their first visits in the neighborhood to the local park. That's where neighbors gather, where friendships are made, where laughter and family gatherings and baseball games are had. Where memories are made!

One of the best quality of life indicators in a community is the existence of, and the investment in, the local park. It is with this sense of pride that we, as the Tillicum Woodbrook Neighborhood Association Board of Directors, heartily endorse the plans for Harry Todd Park, grateful for the past where then, and now, and even more so for the future it is the place to be.

Tillicum Woodbrook Neighborhood Association Board of Directors

Application for:

City of Lakewood Fiscal Year 2019 Lodging Tax Grant Funds

From:

City of Lakewood PRCS – Fort Steilacoom Park Angle Lane

Application for Fiscal Year 2018

Lodging Tax Grant Funds



City of Lakewood

Fort Steilacoom Park

Angle Lane Improvement Project



Due no later than 5:00pm on Monday, August 20, 2018

Submit application by email to <u>tkraus@cityoflakewood.us</u> One complete hard copy application to City Hall, 6000 Main Street SW, 1st Floor Reception

APPLICATION FOR FISCAL YEAR 2019 LTAC GRANT FUNDING 7.

1a. Project Information

Project Name: Fort Steilacoom Park Angle Lane Improvement Project

Amount of Lodging Tax Funding Requested: \$250,000 (Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: \$1,100,000 (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 (Non-profit, For-profit, Municipality, Private business, etc.)

1c. Contact:

Name: Mary Dodsworth

Title: Director

253-983-7741 Telephone:

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, 2019 December 2019
- b. Event Location: Fort Steilacoom Park
- c. If there is a charge or fee for this activity, please describe how much and why.

No

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 improve access and use of the southeast portion of Fort Steilacoom Park, a 350 acre regional park in Lakewood. Over a million people visit this site each year and larger events are being held at this site. The purpose of this project is to provide new and upgraded access and park amenities to support various tourism related events and activities. Improvements include a new parking area, signage, path restoration and a new bathroom facility. The City of Lakewood will take the lead in designing and managing this project by using local architects, contractors and volunteers.

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. Our 22 acre dog park brings visitors from throughout the region. We've been recognized by several media outlets as having the best dog park in the South Sound or Northwest. Recently King 5 Evening Magazine did a feature on our park. The park is also becoming known as a premier sports venue and bringing new visitors to the area. As an example, in 2019 the National Cyclocross Championships will be held at this site. This will draw major media to a 5 day event bringing over 2,000 people from across the country to the site each day. Hotels will benefit because more regional, statewide and national events will generate more hotel stays.

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.

Goal - Add infrastructure and park amenities to insure Fort Steilacoom Park is desirable for multi-day festivals and events that generate hotel stays and local economic impact.

Goal - Increase recognition of Lakewood throughout the region as a destination for outdoor tournaments, special events and tourism.

Goal - Create a highly marketed and improved community resource which will generate new economic opportunities and tourism in Lakewood.

Goal – Create amenities that support 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.

Park use and economic 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, baseball and soccer tournaments and running and biking events. These events bring people from throughout the region, country and internationally to the park. The City has recently updated the mile long trail around the lake, paved the road entering the park, paved two parking lots, opened up a performance venue and is making significant sports field improvements to accommodate more use. We have to be ready for these events or event promoters will go elsewhere. 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 2017 were double of previous years and the use continue to come in. This doesn't include regular shelter rentals which have also increased in size and frequency. The City has recently updated the mile long trail around the lake, paved the road entering the park and two parking lots and is making significant sports field improvements to accommodate more use. We have to be ready for these events or event promoters will go elsewhere. Also, requiring sanican rentals increases the cost of doing business which could deter events from being located at Fort Steilacoom Park. 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 will be used to expand parking, build a restroom and other infrastructure needs and park amenities. The following years will generate even more use by people from more than 50 miles for major events at the park. 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. Each year more and more teams from outside our region come to this event. They must park and spread out all over the park to set up their "team" areas. Over 300 room nights were sold last year just for this event. We've added orienteering and trail races, baseball tournaments, a four day music festival and looking forward to another successful multi day cyclocross event. Most of the athletes bring travel partners who drive and stay all day to support the athlete. These guests purchase hotel rooms, food, fuel, goods and services locally.

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. The recent updates noted above are directly adjacent to the proposed restroom building. These improvements and events will make the park more desirable and potentially increase the number of people who travel to Lakewood from outside their own state or country. Our SummerFEST triathlon regularly has participation from outside the state and country. 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. We know these guests will purchase hotel rooms, food, fuel, goods and services locally.

As we establish new partnerships, directly market to specific types of event promoters (sports, private and corporate events 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:

Funds will be used to support a new restroom at Fort Steilacoom Park

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.

\$ 150,000 - restroom building
\$ 50,000 - site development (grading, landscaping, signage)
\$ 50,000 - utilities
\$250,000

11. Funding History

a. Was this project funded with Lakewood lodging tax funds in fiscal year 2018? Yes X No

b. If you answered yes to 11a, how much funding did you receive in 2018? \$

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

Year 2018 Amount awarded \$40,000 for SummerFEST, \$2,500 for Summer Concert Series \$20,000 for Farmers Market, \$7,000 for Asian Film Festival, \$403,490 for Fort Steilacoom Park Pavilion No previous funding

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

\$5,000 has been committed from Protect our Pets (POP dog park volunteers). POP has also offered to create a Go Fund Me campaign to support a new restroom building and project improvements. The Town of Steilacoom is also interested in contributing funds towards the water utilities or restroom building. A \$500,000 state grant has been written to offset project costs.

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 Lakewood Public Works – Design and Permitting Lakewood Water District – design and installation Protect our Pets – advocacy and funding South Sound Sports – event planning and needs Lakewood Parks and Recreation – logistics, cost estimates and M & O

13. Capital Projects Budget

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

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	1/1/19	12/31/19	\$	\$200.000	\$200,000
Other Consultants				\$	\$	\$
Permits & Fees				\$	\$ 30,000	\$ 30,000
Land Acquisition				\$	\$	\$
Site Development & Landscape				S	\$620,000	\$
Buildings (New Construction)		1		\$200,000	\$	\$
Building Renovations (Includes Access)				\$	\$	\$
Other (Specify) Insurance is not an eligible cost.				\$50,000	\$	\$
TOTAL		1		\$250,000	\$850,000	1,100,000

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

*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: Show of Ar Ohn I- Caulfield The Krass, Acting City Manager Assistant City Manager IAdmin SVCS Printed Name & Title of Chief Admine IAdmin SVCS

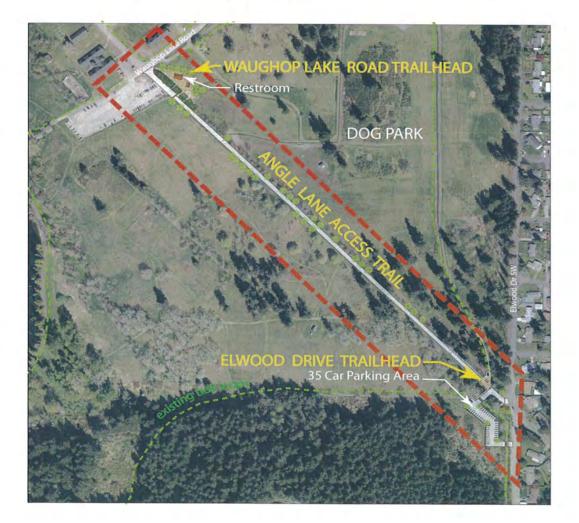
Printed Name & Title of Chief Administrator/Authorizing Official

Date

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Fort Steilacoom Park Project Location Outlined in Red

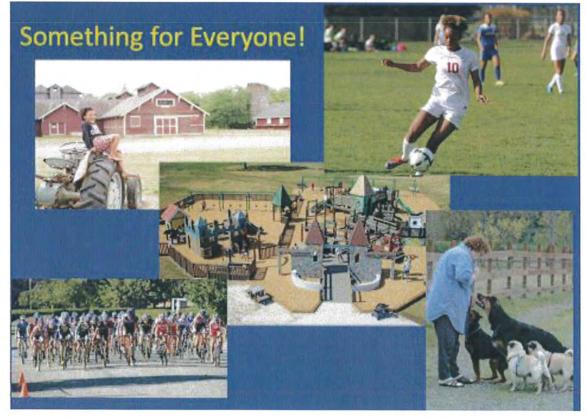




Close up of improvements and area



Improvements would support many tourism activities.



	2014	2015	2016	2017*
January	2 Duathlon Events	0 Events	0 Events	1 Orienteering Event
February	1 Biking/Running Event	1 Duathlon Event	0 Events	1 5k
March	1 BuDu Racing 2 Student Biking League 1 Soggy Doggy 2 RC Boat Races	2 RC Boat Races 1 Model Boat Race	1 Orienteering Championship 2 egg hunts	1 day Lakewood Soccer
April	1 Parks Appreciation Day 1 Ben Keller Boat Races	1 Lake Waughop ESU 1 Baseball Tournament	1 Parks Appreciation Day	1 Parks Appreciation Day 1 Civil War Dedication 1 Gaelic football Tournament 1 Lakewood Baseball Jamboree 4 days CSSA Softball 5 days Lakewood Soccer 6 days Lakewood Baseball
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	1 Organizational Day 1 5k 1 Walk-A-Thon 1 Baseball Tournament	2 Walks 2 days CSSA Softball 3 days Lakewood Soccer 1 day Eric Powell Baseball 2 Matt Creaser Tournament 13 days Lakewood Baseball
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	2 5K Events 1 Boat Race 3 Baseball Tournaments	3 5K 1 Walk 3 days CSSA Softball 2 Matt Creaser Tournament 1 day CJ Hoffman Baseball 2 day Baseball Tournament 8 Warhawks Soccer Games 4 days Lakewood Baseball
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	1 SummerFEST 2 Dog-A-Thon 1 Movie in the Park 1 Soccer Tournament 1 Softball Tournament 1 SummerFEST Triathalon	1 SummerFEST 1 Dog a Thon 1 Triathlon 1 Movie Under the Stars 1 SummerFest Event 2 days Comeback Sports Soccer 15 Days Skyhawks Football Clinic 3 Juan Espinoza Soccer
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	4 Days Diego Wendt 4US 2 Dog Walk-A-Thons 2 Boat Races 1 Soccer Tournament 2 Organizational Day National Night Out	1 National Night Out 4 days 4US Event 1 McClane Northwest Company Event 1 Dog Event 1 Concert in the Park 2 Military Days 4 days 4US Event 1 McClane Northwest Company Event 2 day Dave Painton Cup Soccer Tournament 1 day Church Event 3 Juan Espinoza Soccer
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	6 Cross Country Events 1 Walk-A-Thon 1 Boat Race 1 Organizational Day	1 day Gaelic Football 7 Cross Country 1 Wedding 1 Military Day 1 Half Marathon 1 5K 1 Fundraiser Event 1 Walk 4 Juan Espinoza Soccer 2 Life Christian Academy Soccer 7 days Lakewood Soccer
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	3 Cross Country Races 2 Walk-A-Thons 1 5K Event 1 Truck and Tractor Days	1 Trail Run 6 Cross Country 1 Truck and Tractor Day Event 1 Partners for Parks Walk 1 5K 1 Truck and Tractor Day Event 1 Juan Espinoza Soccer 1 Life Christian Academy Soccer 8 days Lakewood Soccer 1 day Evergreen Lutheran School Soccer
November	1 Lake Waughop Walk-A-Thon 1 Open Space Permit	3 Days Cyclocross Events	1 5K	1 RC Boat Race 1 Cyclocross Event 1 5K 8 days Lakewood Soccer
December	1 Charity Bike Ride 1 Cyclocross Event	1 Jingle Bell 5K	1 Jingle Bell 5K 1 Cyclocross Event	1 Cyclocross Event 1 5K 6 days Lakewood Soccer

* ADDED 2017 LEAGUE PLAY WHEN ALL FIELDS AT FORT STEILACOOM PARK WERE USED BY GROUPS

Fort Steilacoom Park 2019 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 –	share the history of the park and note the project and improvement plans	Radio Audience – provide information		
City Connections 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	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		
publications		state and country.		



Protect our Pets (POP) is a local dedicated citizens group of dog enthusiast that monitor the dog park within Fort Steilacoom Park, a regional park in Lakewood, WA. We ensure that the dog park is a clean and safe environment for pets and people. Our effort has been rewarded by being named this past year, and many years by local news stations and magazines as The Best Dog Park in the South Sound.

I'm writing today to support the City of Lakewood's Fort Steilacoom Park enhancement project. Protect our Pets is thrilled to be an active participant in bringing more dog enthusiasts to the Fort Steilacoom Park. We enthusiastically endorse this project with a \$5,000 donation. We will also encourage our dog park supporters to contribute to this effort!

Pets and their people come from all over our region to visit the dog park. The proposed improvements will increase access on the south east end of Fort Steilacoom Park, a 350+ acre regional park in Lakewood, WA. The proposed project will create new and upgraded access to park amenities, which will lead more visitors directly to the 24 acre dog park and the beautiful 30 acre Waughop Lake with an one-mile loop trail.

This project includes a new paved parking area; two trail head developments; improved trail surfacing; new pedestrian trails; expansion of the Discovery Trail interpretive program; restroom building; and associated signage, landscaping and site furnishings. All these amenities will improve the experience and safety for both pets and people.

Protect our Pets believes by increasing access for dog enthusiasts, trail walkers and other park visitors we will create a more vibrant and engaging environment for all to enjoy for many years to come.

We look forward to our continued partnership with the City of Lakewood. POP invites you to be part of our success by increasing access to this regional resource.

Sincerely,

Chrus Supps

Chris Guppy, President Protect Our Pets (POP) UBI 602-484-882 P.O. Box 97111 Lakewood, WA 98497



Board of Directors

Sally Saunders (President) Hallie McCurdy (Vice-President) Mary Dodsworth (Secretary) Sylvia Allen (Treasurer)

Cynthia Balzarini Brian Benedetti Bruce Dees Dave Betz Clayton DeNault Sydna Koontz John Lowney Ron Lucas Steve Mauer Charlie Maxwell Ted Wier

Partners For Parks

Dear Parks Partner:

Partners for Parks is a coalition of Lakewood service organizations, community groups, educational institutions, military partners and local businesses that come together for the purpose of assisting in the improvement of Lakewood area parks. We raise funds and volunteer to clean up parks and improve the quality of life for Lakewood residents and its visitors.

I'm writing today to support the City of Lakewood's Fort Steilacoom Park enhancement project. Partners for Parks will be an active participant in endorsing these much needed park improvements.

The proposed improvements will increase access on the south east end of Fort Steilacoom Park, a 350+ acre regional park in Lakewood, WA. The proposed project will create new and upgraded access to park amenities, which include an existing 24 acre dog park, 30 acre Waughop Lake with 1 mile loop trail, historic cemetery and barns, sport fields, and event and performance venues.

When the project is complete there will be a new paved parking area; two trail head developments; improved trail surfacing; new pedestrian trails; expansion of the Discovery Trail interpretive program; restroom building; and associated signage, landscaping and site furnishings.

Partners to Parks believes by increasing access for dog enthusiasts, trail walkers and other park visitors we will create a more vibrant and engaging environment for all to enjoy for many years to come.

Again, we wholeheartedly support this grant and we encourage you to support our efforts to increase access

Sincerely,

Selly Seundis

Sally Saunders, President

Partners For Parks • PO Box 98352 • Lakewood, WA 98496 • EIN# 76-0808398 www.partnersforparks.net Application for:

City of Lakewood Fiscal Year 2019 Lodging Tax Grant Funds

From:

City of Lakewood PRCS – Gateways

Application for Fiscal Year 2019

Lodging Tax Grant Funds



City of Lakewood

Gateways



Due no later than 5:00 pm on Monday, August 20, 2018

Submit application by email to <u>tkraus@cityoflakewood.us</u> One complete hard copy application to City Hall, 6000 Main Street SW, 1st Floor Reception

7. APPLICATION FOR FISCAL YEAR 2019 LTAC GRANT FUNDING

1a. Project Information

Project Name: Lakewood Gateway Project

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: 91-71698785

Organization Unified Business Identifer (UBI) 601667295 **UBI Expiration Date:**

Type of Organization: Municipality (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 1, 2019 June 30, 2019
- b. Event Location: Farwest Drive and Steilacoom Blvd and Northgate and Nottingham
- c. If there is a charge or fee for this activity, please describe how much and why.

No charge - everyone can enjoy this great first impression 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 2019. We will create two new gateways; one at Farwest and Steilacoom Blvd and the other at Northgate and Nottingham (see attached map)

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 a Princeton study, 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 have two options – develop a negative impression of our community when they pass through certain areas or develop a positive first impression.

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 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. By year end eight new gateway will have been installed. 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.

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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

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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. We know that people traveling from JBLM into Lakewood from these destinations are from across the state and around the world.

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 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. We know that people traveling from JBLM into Lakewood from these destinations are from across the state and around the world.

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. First priority – Farwest and Steilacoom Blvd – Second Priority – Northgate and Nottingham

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.

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

<u>\$ 10,000</u> of the funds will be used for landscaping and irrigation

\$100,000

11. Funding History

a. Was this project funded with Lakewood lodging tax funds in fiscal year 2018? Yes X No

b. If you answered yes to 11a, how much funding did you receive in 2018? \$

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

Year 2016 Amount awarded \$100,000

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. We have also requested funding from various service clubs who are annually looking at community projects to support.

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 local 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 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 <u>no city ownership are not eligible</u> to receive funding.

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	1/18/19	12/31/19	\$10,000	\$	\$10,000
Other Consultants				\$	\$	\$
Permits & Fees	1			\$	\$	\$
Land Acquisition				\$	\$	\$
Site Development & Landscape				\$65,000	\$	\$65,000
Buildings (New Construction)				\$	\$	\$
Building Renovations (Includes Access)				\$	\$	\$
Other (Specify) Insurance is not an eligible cost.				\$25,000 (signs)	\$	\$25,000 (signs)
TOTAL				\$100,000	\$	\$100,000

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

*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: Star for Dha J. Cauffield Acting City Manager 8/20/18

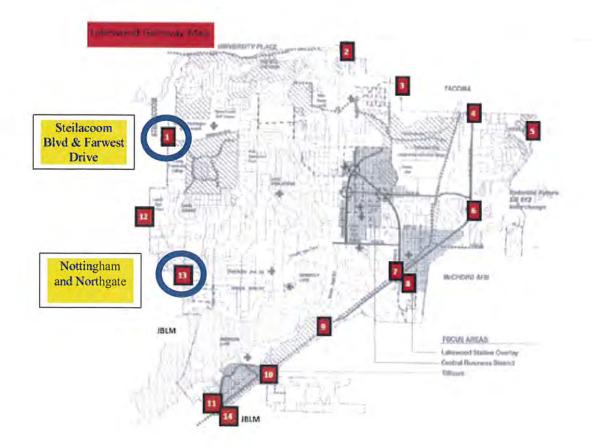
Tho Kraus, Assistant City Manager Printed Name & Title of Chief Administrator/Authorizing Official

Date

Gateway Marketing Plan

Gateway Marketing Plan

		Marketing Description			
•	Lakewood Connections	Information regarding the Gateway Program and specifically the new sign(s) installed at the various city Locations			
•	Press Releases to local				
	(TNT, Sub-Times, PATCH) and regional publications.	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.			
•	Social Media timeline				
		Prepare informational material and articles that will be direct			
•	Masthead for website pages	mailed to 24,000 Lakewood residents and businesses.			
		Photos and graphics available for use in various publications.			
•	Electronic copies for distribution				



Updated Gateway Signs







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Nyanza Before



Nyanza After



More to Come!

Proposed Project Areas

Nottingham and Northgate



Steilacoom Blvd and Farwest Drive

