



LODGING TAX ADVISORY COMMITTEE
Friday, September 13, 2019 – 8:30 A.M.
Lakewood City Hall, 6000 Main Street SW
Mt Rainier Conference Room, 3rd Floor

AGENDA

- 1. CALL TO ORDER**
- 2. ROLL CALL**
- 3. PUBLIC COMMENTS**
- 4. APPROVAL OF MINUTES**
September 14, 2018 LTAC Meeting Minutes
- 5. FINANCIAL REVIEW & OTHER INFORMATION**
Tho Kraus, Assistant City Manager/Chief Financial Officer
- 6. GRANT PROPOSAL PRESENTATIONS FOR 2020 FUNDING** (15 minutes per presentation)
 - 9:00 AM - 9:15 AM Lakewood Historical Society - Page 13
 - 9:20 AM - 9:35 AM Lakewold Gardens - Page 46
 - 9:40 AM - 9:55 AM Historic Fort Steilacoom Association - Page 74
 - 10:00 AM - 10:15 AM Asian Pacific Cultural Center - Page 98
 - 10:20 AM - 10:35 AM BREAK
 - 10:35 AM - 10:50 AM TSSSC and TC&VB - Page 133
 - 10:55 AM - 11:10 AM Lakewood Sister Cities Association - Page 180
 - 11:15 AM - 11:30 AM Lakewood Arts Festival Association - Page 206
 - 11:35 AM - 11:50 AM Lakewood Playhouse - Page 227
 - 11:55 AM - 12:40 PM BREAK - LUNCH
 - 12:45 PM - 1:00 PM Lakewood Chamber of Commerce - Nights of Lights - Page 254
 - 1:00 PM - 1:15 PM Lakewood Chamber of Commerce - Tourism - Page 286
 - 1:20 PM - 1:35 PM City of Lakewood PRCS – SummerFEST - Page 318
 - 1:40 PM - 1:55 PM City of Lakewood PRCS – Farmers Market - Page 335
 - 2:00 PM - 2:15 PM City of Lakewood PRCS – Concert Series - Page 349
 - 2:20 PM - 2:35 PM BREAK
 - 2:35 PM - 2:50 PM City of Lakewood – Imaging Promotions - Page 360
 - 2:55 PM - 3:10 PM City of Lakewood PRCS – Gateways - Page 375
- 7. GRANT FUNDING DECISIONS**
- 8. OTHER BUSINESS**
- 9. ADJOURNMENT**

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

Committee Members

Mayor Don Anderson, Chair
Jackeline Juy, Best Western
Asuka Ludden, Best Western
Brandie Lynn Hesson-Bullard, Candlewood
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 14, 2018 - 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 8:45a.m.

ROLL CALL

Members Present: Present: Lakewood Mayor Don Anderson, Chair; Jackeline Juy - Best Western Lakewood Motor Inn; Chelene Potvin-Bird, Travel Tacoma; Phillip Raschke - Lakewood Playhouse; and Linda Smith - Lakewood Chamber of Commerce

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

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

PUBLIC COMMENTS

None.

MEETING MINUTES APPROVAL

The motion passed unanimously.

2018 GRANTS STATUS & FUND BALANCE

Assistant City Manager/Administrative Service Director Tho Kraus provided the breakdown of funds available for 2019. The 2018 hotel/motel lodging tax revenue was estimated at \$775,520 available for allocation, and is after the allocation of \$101,850 for the Clover Park Technical College McGavick Center.

Ms. Kraus provided an update on the projected lodging tax revenue based on activity through second quarter 2018. She stated the \$800,000 revenue estimate could be increased to \$970,000 to \$1,075,000.

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

2018 GRANT PROPOSAL PRESENTATIONS

Lakewold Gardens

Cassandra de Kanter, Grants & Resources Specialist, explained Lakewold Gardens has partnered with South Sound Garden to expand their ability to attract more tourists. This partnership attempts to expand tourist stay by visiting all the gardens in the area.

She thanked LTAC for past funding and described how requested funds will be used for media and advertising.

Questions from the committee prompted the following information:

- The partnership with South Sound Gardens hopes to draw more people to hotels this year as they visit all the gardens.
- Cassandra discussed other funding sources and listed various events. She discussed how they have not been promoting weddings, despite having held 4 or 5 this season, as they are in the middle of a capital campaign to improve the house and grounds and they just hired an events specialist. The committee encouraged weddings as they draw many stays.
- Currently, they do not have a dedicated way to track stay, but has a formal partnership with Best Western and Best Value Inn.

Historic Fort Steilacoom

Joseph Lewis, Secretary, began by discussing three markers and the purpose of each marker. In addition he provided additional historical information on Historic Fort Steilacoom. He described their new mission statement, and how they provide guided tours, and hold special lectures. They plan to revamp their websites, continue social media, create brochures, and continue to be a part of the Steilacoom Street Fair.

He thanked the committee for their support and asked for continued support so visitors can visit the “past lanes”. He discussed the idea of working with other museums to have a weekend event for people to hit a few museums, as to encourage people to stay overnight.

Asia Pacific Cultural Center (APCC)

Faaluaina Pritchard, Executive Director, thanked the committee for their support and urged them to support \$10K or the full 15K because LTAC is their major funding support.

Faaluaina discussed how Asian Pacific people are growing every year due to the military. She discussed their Samoa Cultural Day, along with dates, and mentioned if they are unable get funding they many need to move to another area where they can get support.

Faaluaina describe how they began the tradition of playing the game and how Cricket has grown in their community.

Tacoma Regional Convention + Visitor Bureau (TRCVB)

Chelene Potvin-Bird, Interim President + CEO and Jaime Vogt, thanked the committee for their support and continued partnership. She mentioned they were the only destinations international accredited organization in Lakewood. They presented information on hotel stays, up-coming changes, and reported how other regions may be seeing decreased in overnight stays while Lakewood and surrounding areas are still increasing. They discussed marketing strategies in Pierce County and how they plan to improve website via a Google partnership. She described how Trip Advisor is the #1 place a visitor looks before visiting a city.

They displayed social media posts and described past marketing strategies and said 2019 will be focused on tracking overnight stay using new reporting tools. They currently compile county wide data and is striving to get city data. They explained how people who read their magazine/guides tend to spend more money in the area they visit because they know more about the area.

Chelene reported County LTAC funding decreased and described how they adjusted their funding pots by eliminating all meeting funding and focusing more on events marketing and recruitments. This change in marketing targets a much broader area. She reported they have created a sporting events division (CEO position is open) which will bring them much closer to the sports commission.

City of Lakewood Communications – Media Promotion

Brynn Grimley, Communications Manager, describe how their focus is on a cohesive brand while improving the city perception. They are focused on recruiting weekend events and presented an event overview (i.e., SummerFest, Truck and Tractor Day).

She discussed how their marking goal is to reach people, through targeted advertising and positive perception. She also discussed their communication plans and microsites.

Proposed funding is to be used for an imaging campaign, advertising, professional photography, videography, and graphic designer.

Committee member Chelene recommended they contact TRCVB to assist with the communication of their campaigns and events.

They discussed the use of images produced for City of Lakewood and how others may take advantage of the images.

Lakewood ArtsFest

Susan Baker, Chairman, discussed the 6th Annual Film Art Book (FAB) Festival. She provided a preview of the 2018 Lakewood Arts Festival and explained how FAB is a unique, creative endeavor at the Sharon McGavic Center Sept 28-30, showing 8 films and art & photographer exhibit. They will have 40 visiting authors (some award winners) that will come from all over.

Some of FAB's activities will include: juried art with \$1500 in prize money, frame program display, an Amelia Earhart Exhibit, harp players, Philippine Scouts Display, craft vendors, and more. Tami Oldham Ashcraft, the author and co-star of the hit movie "Adrift" will be signing and answer/questions, which will be a big deal for their audience. Susan also reported that Lee Oskar, acclaimed artist and cofounder of Rock – Soul group WAR, will be attending FAB on Saturday and Sunday. This harmonica player will be bringing some painting and will be a vendor.

Their 2019 proposal includes an expansion of our Film-Art Book Festival by having more visiting authors, which will increase art vendors, youth art displays, and will market state wide. Attendance expected to 700 to 800, past years has been around 400.

She described their future super goal is to host a national event that is close to the airport, and has affordable lodging and great restaurants.

Tacoma-Pierce County Sports Commission

Dean Burke, Executive Director, presented their annual scorecard. He discussed how they have been putting 40-50 events on per years within Pierce County. He's projecting funding will down slightly from last year, but still plans to have nine events in Lakewood.

His discussion was focused on cyclocross and cross country running as they are the biggest in Lakewood. Venue tour assessment campaign is in January and mentioned how permits are now requiring zip codes which will allow him to provide more data in the future. He also discussed current funding, possible upcoming events, and described how spectator draw differs from Nation to Regional competitions.

He talked how he proposal request was a bit higher due to the Dec 10-15, 2019 cyclocross in Lakewood. They estimate 2500 riders/participants, 10K spectators and 5K room nights (12 to 15K total). The extra funding request is for event costs, marketing, and advertising.

Lakewood Chamber of Commerce – Blue Nights

Linda Smith, President/CEO, started off describing how Lakewood does not have many shoulder month activities and is working on how to draw people into Lakewood during this time. She provided a brief history of the Lakewood Colonial Center, the first suburban shopping center on the west side, and how the owners of this center started a holiday tradition of using blue lights. She went on to explain that continuing this tradition (and to continue honoring our officers of 2009) would be a wonderful opportunity for Lakewood to begin a holiday tradition. She mentioned that this holiday tradition could started with a Christmas parade at the Colonial Plaza/Motor Avenue to the City Hall in 2020 and would coordinate with Christmas tree lighting events.

Funds would be used for marketing, and Lakewood Chamber would match the costs. She also discussed how hotel nights would probably not happen in the first year but would build as the tradition grew.

Lakewood Chamber of Commerce - Tourism

Linda Smith, President/CEO, described how funding would go to the Visitor Center which is open 24 hours, 7 days a week. Here they provide information and encourage people to shop or stay here in Lakewood. She described how visitors come to the Visitor Center after they have already decided where to stay here, but encourages longer stay by interesting them in other activities within the city.

Linda reviewed website data, described marketing, partnerships, and discussed how JBLM military as important to Lakewood, and how Lakewood would be a good partnership with the State fair.

Lakewood Playhouse

James Venturini, Associate Artistic Director, and Jon Munn, Artistic Director, provided their new play schedule that they distribute. They mentioned they use passive advertising with brochures and market via advertisements, programs, and are phone friendly. They reported they send out 5,200 to 5,400 electronic announcement per week. They also described how they are attracting a younger demographic, while maintaining their current members. This has increased their memberships. They discussed how their talent comes from all over the state.

They thanked the committee for their support and reported, that because of the funding, their tickets sales increased from 11,100 tickets to 15,000.

Lakewood Historical Society

President Sue Scott, Becky Hubert, Darrell Owens, and Glen Speack spoke of their appreciation for the past LTAC support. They reported on how they receive funding and described some of their fundraisers efforts (i.e. historic calendar, flapjack fundraiser). They thanked the Mayor & Denny Heck for giving the historian award at an event.

They announced Darrell Owns will be taking over marketing plans next year and discussed marketing strategies and explained how they have expanded through Facebook, E-blast, print media, and ads within

magazines. They reported that the “please bring in this ad to receive a free gift” campaign within their ads have been effective. They also mentioned that their website would get an overhaul and they provide 6 to 8 unique community events per year.

They have signed a 5 year lease at the Lakewood Terrace Restaurant (first floor only) to expand square footage. It will take several months to convert and move but plan to be completed by spring (May 1st).

Questions from the committee prompted the following information:

- They described how they are not an “all day” museum and would like to partner with other museums for a “loop tour” to encourage overnight stay. In addition they have been working with reunion groups.
- They reported they have 12 people visit that was from out of town and reported Sister Cities will be coming next Saturday, providing swag bags.
- They utilize sign-up sheets to report how the visitor has found out about them.
- They will have to think outside the box to figure out how they are going to bring in more bed tax.

Buffalo Soldiers Museum

Jackie Jones-Hook, Executive Director, talked about military history and described how this funding would go towards supporting the 4th annual celebrity golf tournament in August at the Home Course Golf Course. This tournament would support and celebrate the military service and military families. She explained how this could bring family and friends to stay the night in our area.

Jackie described the Buffalo Soldier Museum as a small museum with approximately 100 visitors, 50 of which traveled 50 miles or more (i.e. Bellevue, Seattle). She would like to include a musical activity that brings families together and noted Seahawks alumni would be in attendance.

She reported other funding will come from SSMCP and corporate sponsors.

Lakewood Sister Cities

Connie Coleman-Lacadie, President, announced it was their 20th year for the festival and their participation has doubled since partnering with Summerfest.

She discussed how funding would be used for canopies, dressing rooms, additional sanitary stations, and travel costs for the sister city group, which brings entertainment to the festival. She also described how including the sister city for entertainment increases hotel stay as they tend to bring support, family, and friends.

City of Lakewood PRCS – Gateways

Mary Dodsworth, Director, presented the history of the Gateway program. She presented the “First Impression” campaign by showing the locations and status of many gateways.

She described how funding would go to support two gateways; Steilacoom Blvd and Far West Drive, which she is partnering with Pierce College, and Nottingham and North Fort Road. Mary discussed why first impressions matter sign and noted gateways are not a “one time thing”, but that they last for years.

City of Lakewood PRCS – SummerFEST

Sally Martinez, Parks and Recreation Coordinator, started by thanking the committee for their support. She reported the attendance grew from 30K last year to 42K this year due to their marketing & branding campaign. They have added new radio ads, and included posters, TV commercial, and pitching stories. They have created a distinct look and feeling for the festival. She also reported they had reached 188K on

Facebook and received 13K responses. She estimated she has 2,100 visitors from a 50 miles radius, while the triathlon brought 30 visitors from a 50 miles radius.

She detailed how they had increased food booths from 15 last year to 26 this year, while the highest earning food truck reported that they made \$10,000. New vendors included; PNW volleyball, MotoX Areal Show, and they had their 3rd annual logo contest.

She discussed requested funding would go towards additional port-a-potties, parking assistances, water stations, and digital reader boards.

City of Lakewood PRCS – Farmers Market

Sally Martinez, Parks and Recreation Coordinator, announced it was their 7th Annual Farmers Market and sales grew from 175K to 227K. They had many new vendor trucks and listed them. She reported that those that attend the Farmers Market, on average, spend \$15-\$30 and provided many statistics.

She described her vision to have “Lunch in Lakewood” and described how farmers and vendors due to this event. She reported they brought in \$20K of revenue this year and discussed how market hours are based on farmers are available to attend.

City of Lakewood PRCS – Summer Concert Series

Sally Martinez, Parks and Recreation Coordinator, announce this would be the first year with the new pavilion, which is a great gathering spot and can accommodate large crowds.

She listed the bands that attended and announced they are planning to schedule eight concerts next year. She described they will recruit bands that have more than 12K followers on Facebook so they bring their fans down to generate night stays. Because of this her proposal request was higher than previous years.

City of Lakewood PRCS – Harry Todd Park

Mary Dodsworth, Director, described how investing in infrastructure will support larger events, thus bringing in more visitors. She displayed a map of Harry Todd Park and described how this infrastructure will solve various logistical problems and improve aging infrastructure. Included in the funding requests is updating finger piers and restrooms to meets all requirements.

She describe how rowing events (national championships), annual regattas, and fishing within our area would bring in overnight visitors as both rowing starts first thing in the morning. She described how PLU and UPS does regattas and how they can draw people from Oregon and/or Canada. They start early in the morning and goes two days.

City of Lakewood PRCS – Fort Steilacoom Park Angle Lane

Mary Dodsworth, Director, described how her request to improve Fort Steilacoom Park Angle Lane is to support the events and activities held at the park. More activities here would generate hotel stays and longer stays.

She described how the size and number of events have grown over the years. This improvement would be great for non-peak seasons activities such as cross country and cyclocross.

Funding would go to improve parking on Elwood Drive, trail heads, trailhead restrooms buildings, signs, include new trees, and cleanup/replace paths.

GRANT FUNDING DECISIONS

Group discussion ensued on setting their 2019 recommendations:

LAKESWOOD LODGING TAX ADVISORY COMMITTEE RECOMMENDATIONS

2018 Requests for 2019 LTAC Grant Funds Applicant	Total Project Cost	Funding Request		Recommended Funding	
		Non-Capital	Capital	Non-Capital (4%)	Capital (3%)
		Available Balance		\$ 547,857	\$ 399,513
Asian Pacific Cultural Center	\$ 37,500	\$ 15,000	\$ -	\$ 5,000	\$ -
Buffalo Soldiers Museum	\$ 14,700	\$ 2,700	\$ -	\$ -	\$ -
Friends of Lakewood/Lakewood Gardens	\$ 50,000	\$ 45,000	\$ -	\$ 30,000	\$ -
Historic Fort Steilacoom Association	\$ 14,000	\$ 12,000	\$ -	\$ 8,000	\$ -
Lakewood Arts Festival Association	\$ 25,000	\$ 17,500	\$ -	\$ 17,500	\$ -
Lakewood Chamber of Commerce - Blue Lights	\$ 20,000	\$ 20,000	\$ -	\$ 20,000	\$ -
Lakewood Chamber of Commerce - Tourism	\$ 90,000	\$ 90,000	\$ -	\$ 90,000	\$ -
Lakewood Historical Society	\$ 95,400	\$ 35,000	\$ -	\$ 20,000	\$ -
Lakewood Playhouse	\$ 24,986	\$ 23,000	\$ -	\$ 23,000	\$ -
Lakewood Sister Cities Association	\$ 22,600	\$ 22,600	\$ -	\$ 13,000	\$ -
Tacoma Pierce County Sports Commission	\$ 869,500	\$ 75,000	\$ -	\$ 75,000	\$ -
Travel Tacoma + Pierce County	\$ 2,345,000	\$ 50,000	\$ -	\$ 50,000	\$ -
CoL - Farmers Market	\$ 55,200	\$ 35,000	\$ -	\$ 20,000	\$ -
CoL - Fort Steilacoom Park Angle Lane	\$ 1,100,000	\$ -	\$ 250,000	\$ -	\$ 209,870
CoL - Gateway Improvements	\$ 100,000	\$ -	\$ 100,000	\$ -	\$ 80,000
CoL - Harry Todd Park	\$ 1,200,000	\$ -	\$ 300,000	\$ -	\$ 200,000
CoL - Media Production	\$ 44,000	\$ 44,000	\$ -	\$ 30,000	\$ -
CoL - Season Concert Series	\$ 16,900	\$ 10,000	\$ -	\$ 6,000	\$ -
CoL - SummerFEST	\$ 99,000	\$ 55,000	\$ -	\$ 50,000	\$ -
	\$ 6,223,786	\$ 551,800	\$ 650,000	\$ 457,500	\$ 489,870
		Subtotal	\$ 1,201,800	Subtotal	\$ 947,370
CPTC McGavic Center (Committee, Annual Payment)	\$ 101,850	\$ -	\$ 101,850	\$ -	\$ 101,850
	\$ 6,325,636	\$ 551,800	\$ 751,850	\$ 457,500	\$ 591,720
		Total	\$ 1,303,650	Total	\$ 1,049,220

Committee member made a motion to accept budget and another committee member second the motion. No discussion, motion passed.

OTHER BUSINESS

None

ADJOURNMENT

Chair Anderson thanked LTAC for their service. Chair Don Anderson adjourned the meeting at 6:45 p.m.

Minutes:

Dana Kapla, Finance Supervisor (Preparer)

Mayor Don Anderson, Chair

	Restrictions on Use		Total Estimated Funding Available for 2020 Grant Awards
	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.	
Estimated Ending Balance, 12/31/2019	\$640,121	\$385,865	\$1,025,987
Less Required CPTC McGavick Center Allocation	\$0	(\$101,850)	(\$101,850)
Available Balance for 2020 Allocation	\$640,121	\$284,015	\$924,137

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

Sources & Uses						
	2015 Actual	2016 Actual	2017 Actual	2018 Actual	2019 Est	5-Year Total
Revenues						
4% Revenue:						
Special Hotel/Motel Tax (2%)	\$ 197,657	\$ 216,390	\$ 217,771	\$ 306,901	\$ 257,143	\$ 1,195,862
Transient Rental Income Tax (2%)	197,657	216,390	217,771	288,084	257,143	1,177,045
	395,314	432,780	435,543	594,985	514,286	2,372,907
3% Revenue:						
Special Hotel/Motel Tax (3%)	296,485	324,584	326,657	460,351	385,714	\$ 1,793,791
	296,485	324,584	326,657	460,351	385,714	1,793,791
Interest Income	2,920	4,900	13,389	22,883	10,000	\$ 54,092
Total Revenues	\$ 694,719	\$ 762,264	\$ 775,589	\$ 1,078,219	\$ 910,000	\$ 4,220,791
Tourism/Promotion	313,285	382,425	370,658	368,943	457,500	\$ 1,892,811
Capital	136,850	205,771	338,898	1,057,311	591,720	\$ 2,330,550
Total Expenditures	\$ 450,135	\$ 588,196	\$ 709,556	\$ 1,426,254	\$ 1,049,220	\$ 4,223,361
Beginning Balance	\$ 1,028,557	\$ 1,273,141	\$ 1,447,209	\$ 1,513,242	\$ 1,165,207	\$ 1,028,557
Ending Balance	\$ 1,273,141	\$ 1,447,209	\$ 1,513,242	\$ 1,165,207	\$ 1,025,987	\$ 1,025,987
From 4% Unrestricted	446,930	502,185	580,459	768,943	640,121	640,121
From 3% Restricted	826,211	945,024	932,783	396,263	385,865	385,865
Estimated Ending Fund Balance from the 4% Unrestricted Revenue =>					\$ 640,121	\$ 640,121
Estimated Ending Fund Balance from the 3% Restricted (for Capital) Revenue =>					\$ 385,865	\$ 385,865

5-Year Funding History						
Organization	2015 Actual	2016 Actual	2017 Actual	2018 Actual	2019 Est	5-Year Total
Asia Pacific Cultural Center	\$ 2,500	\$ 10,000	\$ 10,000	\$ 5,000	\$ 5,000	\$ 32,500
City of Lakewood:						
Communications/Media Promotion	-	-	15,939	20,025	30,000	65,964
Econ Dev-Have You Seen Lakewood Lately?	-	6,488	-	-	-	6,488
Econ Dev-Promo/Outreach	9,628	-	-	-	-	9,628
Economic Dev-Brochures	4,480	-	-	-	-	4,480
PRCS-Asian Film Fest	-	-	7,499	-	-	7,499
PRCS-Concert Series	-	-	-	2,500	6,000	8,500
PRCS-Farmers Market	10,000	20,000	20,000	20,000	20,000	90,000
PRCS-Fort Steilacoom Park Pavilion	-	-	-	-	-	-
PRCS-SummerFEST/Triathlon	18,000	29,000	40,000	40,000	50,000	177,000
Historic Fort Steilacoom Association	6,500	10,000	10,000	8,000	8,000	42,500
Lakewood Arts Festival Association	-	-	-	4,977	17,500	22,477
Lakewood Asian Film Festival Association	-	-	-	7,000	-	7,000
Lakewold Gardens	40,000	40,000	38,220	43,603	30,000	191,823
Lakewood Chamber of Commerce - Tourism	78,500	80,000	80,000	80,000	90,000	408,500
Lakewood Chamber of Commerce - Blue Lights	-	-	-	-	20,000	20,000
Lakewood Historical Society & Museum	33,000	39,500	35,000	25,000	20,000	152,500
Lakewood Playhouse	21,601	49,000	21,000	21,000	23,000	135,601
Lakewood Sister Cities Assoc - Internat'l Festival	9,076	8,437	8,000	6,838	13,000	45,351
Tacoma Regional Convention+Visitor Bureau /Travel Tacoma + Pierce County	40,000	50,000	35,000	25,000	50,000	200,000
Tacoma South Sound Sports Commission	40,000	40,000	50,000	60,000	75,000	265,000
Total - Tourism/Promotion	\$ 313,285	\$ 382,425	\$ 370,658	\$ 368,943	\$ 457,500	\$ 1,892,811
PRCS-Gateways	10,000	-	62,983	29,958	80,000	182,941
PRCS-Harry Todd Park	-	-	-	-	200,000	200,000
PRCS-Waughop Lake Trail	25,000	100,000	-	-	-	125,000
PRCS-Fort Steilacoom Park Angle Lane	-	-	-	-	209,870	209,870
PRCS-Fort Steilacoom Park Pavilion	-	-	37,147	816,343	-	853,490
PRCS Fort Steilacoom Park Sports Field	-	3,921	136,918	109,160	-	249,999
Clover Park Tech College-McGavick Center	101,850	101,850	101,850	101,850	101,850	509,250
Total - Capital	\$ 136,850	\$ 205,771	\$ 338,898	\$ 1,057,311	\$ 591,720	\$ 2,330,550
Total	\$ 450,135	\$ 588,196	\$ 709,556	\$ 1,426,254	\$ 1,049,220	\$ 4,223,361

City of Lakewood 2018 LTAC Awardees

(Reported to JLARC)

Activity Name	Activity Type	Funds Awarded	Overall		50 Miles		Out of State		Overnight		Non-overnight		Paid Overnight	
			Predicted	Actual	Predicted	Actual	Predicted	Actual	Predicted	Actual	Predicted	Actual	Predicted	Actual
Asia Pacific Cultural Center	Event/Festival	5,000	5,000	7,500	2,500	3,000	300	500	7	7	300	200	200	300
Friends of Lakewold/Lakewold Gardens	Marketing	43,603	6,500	7,468	900	1,022	500	246	50	152	6,500	7,468	350	60
Historic Fort Steilacoom	Marketing	8,000	-	1,344	-	150	-	46	-	-	-	1,150	-	-
Lakewood Arts Commission	Event/Festival	7,000	430	474	15	17	8	8	8	10	420	465	8	10
Lakewood Arts Film Festival Association	Event/Festival	4,977	210	237	4	4	2	2	2	4	200	232	2	4
Lakewood Chamber of Commerce	Marketing	80,000	3,950	3,700	1,050	975	850	775	3,150	3,000	2,900	2,750	1,050	1,050
Lakewood Historical Society & Museum	Marketing	25,000	750	385	20	9	10	28	10	10	20	12	10	10
Lakewood Playhouse	Marketing	21,000	12,500	15,884	250	260	20	25	125	130	-	-	125	130
Lakewood Sister Cities Association	Event/Festival	6,838	9,000	15,000	750	1,000	-	150	-	75	1,500	14,000	-	100
Tacoma Regional Convention & Visitors Bureau	Marketing	25,000	-	200	-	50	-	-	-	220	-	150	-	-
Tacoma South Sound Sports	Marketing	60,000	185,139	187,721	50,400	77,330	12,096	23,670	23,184	25,353	10,080	26,624	45,360	50,706
CoL - Farmers Market	Event/Festival	20,000	13,500	16,000	30	44	5	140	-	70	13,000	16,000	-	70
CoL - Fort Steilacoom Park Sports Fields	Facility	109,160	-	-	-	-	-	-	-	-	-	-	-	-
CoL - Fort Steilacoom Pavilion	Facility	816,343	-	-	5,000	5,000	-	-	300	300	-	-	300	300
CoL - Gateways	Facility	29,958	-	-	-	-	-	-	-	-	-	-	-	-
CoL - Lakewood Concert Series	Event/Festival	2,500	750	750	-	20	-	10	-	5	-	735	-	5
CoL - Media Promotion	Marketing	20,025	40,000	50,000	800	1,000	-	-	160	200	39,840	49,800	160	200
Col - SummerFest	Event/Festival	40,000	30,000	45,000	3,500	4,500	1,350	1,350	1,000	2,315	30,000	42,685	1,000	2,315
Clover Park Technical College-McGavick Center	Facility	101,850	57,950	-	14,750	-	350	-	-	-	-	-	-	1
Total		286,418	223,479	239,913	55,889	83,817	13,786	25,450	26,536	28,961	21,920	53,051	47,105	52,370

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 2020 Lodging Tax Grant Funds

From:

Lakewood Historical Society

7. APPLICATION FOR FISCAL YEAR 2020 LTAC GRANT FUNDING

1a. Project Information

Project Name: LAKEWOOD HISTORICAL SOCIETY AND MUSEUM

Amount of Lodging Tax Funding Requested: \$ 42,000
(Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: \$ 74,200
(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 Identifier (UBI) 601 907 631
UBI Expiration Date: 12/13/2019 (renewed annually)

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

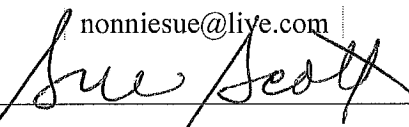
1c. Contact:

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 2020
- 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.

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

The Lakewood Historical Society was formed in 1998 and opened the Lakewood History Museum to the public in October 2006. The museum's new location is space previously occupied by the Terrace Restaurant and the lobby of the Lakewood Theater located in the historic Lakewood Colonial Center and is operated and managed by the Lakewood Historical Society. The location will greatly increase our exhibit space and enable us to display items that have been in storage. 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 Directors hold the responsibility for the management of this facility, with the President and Executive Officers providing primary directions, assisted by other Board members and member volunteers.

This project is a year-round activity with the timeline being the same as the Society's fiscal year: January 1 thru December 31, 2020. The Museum is currently open Wednesday thru 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 museums and tourist attractions such as Lakewood Gardens, Historic Fort Steilacoom 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 contact 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 receive a substantial benefit by having a local facility for the collection, preservation, interpretation and display of documents, photos and other archival records and

artifacts of historical significance. 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 storages and other area retail outlets.

Other tourist venue 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 addition to the Museum statistics, participant counts are conducted for Society programs, outreach, tours, educational activities and special events.

Quarterly website reports provide an indication of interest that assists us in refining the website and Facebook pages to meet visitor informational needs and promote overnight stays.

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

Various avenues of marketing, advertising and promotion will be used to encourage people to visit Lakewood, including, but not limited to, advertising of the History Museum, special events, monthly 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 New Tribune, The Ranger and other local newspapers; advertising in the Lakewood Connections Magazine; the Lakewood Chamber of Commerce "eblasts"; The SubTimes "on line" daily newspaper; highway and City signage directing travelers to the Museum.

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

The Society operates the Lakewood History Museum as a “tourist related” regional destination while meeting the needs of the local community through displays, exhibits, educational programs and special events. Marketing of the Society and Museum plus tourism promotion while partnering with other nearby museums and tourist attractions will promote increased visitors to Lakewood and will encourage overnight stays at local hotels/motels.

Some of the marketing, advertising and promotions used to attract out of town visitors to the Museum and that 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 the 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, mainly Seattle, Portland, Puyallup and Tacoma. The highway signs along I-5 have attracted several out of state visitors, so it is working. This experience is expected to continue in 2020.

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 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.

- \$15,710 – Marketing, Promotion, Advertising, Quarterly Newsletter & Graphic Design services
- \$ 6,290 – Administration including Museum lease payments, utilities, supplies, etc
- \$17,000 – Museum development, exhibits, displays and acquisitions
- \$ 3,000 - Minor equipment (computers, etc.)

\$42,000 - 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 2020. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
Public/Private Foundation Grants	\$6,000	No	Jan-Dec
Museum Fund Drive, Contributions & Gifts; Fund Raisers & Other Events	\$9,300	No	Jan-Dec
Programs, Special Events & Activities	\$200	No	Various
Membership Dues	\$4,300	No	Mar-Jun
Business Sponsorships	\$200	No	Mar-Dec
Visitor & Program donations & Memorial Gifts	\$10,700	No	Jan-Dec
Beginning Cash on Hand (as of 11/2019)	\$3,750	Estimate	January

Expenses: Based on full funding, please list project costs.

Note: Certain expenses may not be reimbursable, at the sole discretion of the City of Lakewood.

You will only be reimbursed at the authorized rates. Insurance is not an eligible cost.

	a. Lodging Tax Funds Requested *	b. Other Funds (Do not include In-Kind dollars)	c. Total Project Cost **
Personnel (salaries & benefits)	\$ None	\$ None	\$ None
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$ 6,290	\$22,910	\$29,200
Marketing/Promotion	\$11,250	\$3,050	\$14,300
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	\$ None	\$ None	\$ None
Minor Equipment (computers, desks, etc.)	\$ 3,000	\$1,500	\$4,500
Travel	\$ None	\$500	\$ 500
Contract Services Describe below	\$ 4,460	\$ None	\$ 4,460
Other Describe below	\$17,00	\$ 3,000	\$20,000
TOTAL COST	\$42,000	\$30,960	\$72,960 \$ 1,240 ending cash \$74,200 Total
Description for Direct Sales Activities, Contract Services, Travel and Others	Contract Consultant Services-professional museum mgmt., spt & tng Special Fund Raising Events and Programs Museum Development, Exhibits, Displays and Acquisitions		
In-Kind Contributions	Gramor Development WA Various Merchants Contractor		

** 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 2019? Yes No

b. If you answered yes to 11a, how much funding did you receive in 2019? \$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?

The Society Museum Fund Raising Program is done on an annual basis. It will be continued in 2020.

Special requests were made to several foundations and grant programs 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, Pierce County Libraries, 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, Grave Concerns Association, the Steilacoom Historical Museum Association, and Lakewood Gardens plus other various local businesses and organizations.

The Lakewood Historical Society has participated in the annual Lakewood SummerFest with a booth the past 14 years, the Lakewood Senior Center Open House the past 11 years, and the Lakewood Farmer’s Market for six years. Board members participate in Chamber of Commerce trade shows and regularly attend Chamber events.

Ads in the Lakewood playhouse “play bill” the past four years, and ads in Lakewood’s Connection Magazine the last 3 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 no city ownership are not eligible to receive funding.

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

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

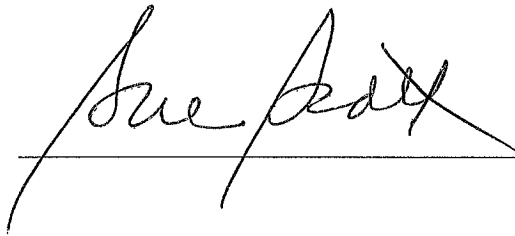
*If other funds are committed, please attach a letter of commitment from the funding source.

14. Certification

The applicant hereby certifies and confirms:

1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;
2. That it will abide by all relevant local, state, and federal laws and regulations;
3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;
4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

Primary Signature:



Sue Scott, President

Lakewood Historical Society

Printed Name & Title of Chief Administrator/Authorizing Official

Date *19 Aug 2019*

15. E-Verify Requirements for Contractors & Certification

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

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

Who is affected?

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

Are there exceptions?

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

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

- For at least the term of the contract.

Are there other stipulations?

- E-Verify must be used ONLY for NEW HIRES during the term of the contract. It is NOT to be used for EXISTING EMPLOYEES.
- E-Verify must be used to verify the documentation of ANY new employee during the term of the contract, not just those directly or indirectly working on deliverables related to the City of Lakewood contract.

How will the City of Lakewood check for compliance?

- All contractors will retain a copy of the E-Verify Memorandum of Understanding that they execute with the Department of Homeland Security AND
- Sign and submit to the City an Affidavit of Compliance with their signed contract.
- All General Contractors will be required to have their subcontractors sign an Affidavit of Compliance and retain that Affidavit for 4 years after end of the contract.
- The City of Lakewood has the right to audit the Contractor's compliance with the E-Verify Ordinance.

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

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

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

As the person duly authorized to enter into such commitment for

LAKEWOOD HISTORICAL SOCIETY
COMPANY OR ORGANIZATION NAME

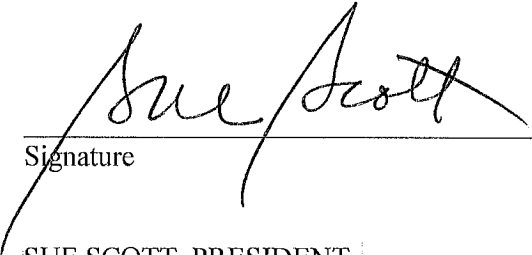
I hereby certify that the Company or Organization named herein will

(Check one box below)

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

- OR -

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



Signature

SUE SCOTT, PRESIDENT
Print Name and Title

AUGUST 18, 2019
Date

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

DEPARTMENT OF THE TREASURY

NOV 06 2006

Date:

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

Employer Identification Number:
91-1931462
DIN:
17053290049026
Contact Person:
RENEE RILEY 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

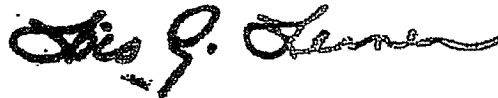
Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

Please see enclosed information for Exempt Organizations Under Section 501(c)(3) for some helpful information about your responsibilities as an exempt organization.

Sincerely,



Lois G. Lerner
Director, Exempt Organizations
Rulings and Agreements

Enclosures: Information for Organizations Exempt Under Section 501(c)(3)

Letter 947 (DO/CG)

Lakewood Historical Society and History Museum 2020 Marketing Plan and Key Objectives

The Museum Marketing Committee will continue to coordinate strategies and activities with the City of Lakewood, Chamber of Commerce, Clover Park School District, JBLM, plus other museums including Lakewold Gardens, and the Nisqually Tribe. All recommendations will be coordinated with the Society Board for review, input and approval. The museum's new location across from the Best Western, Lakewood Motor Inn offers excellent cross-marketing opportunities and the availability of convenient visitor parking is a valued enhancement. The modernization and planned activities of the new Colonial Plaza will also be a valued asset.

The Society is currently going “**ALL IN**” to upgrade the museum's new, larger location to include enhanced exhibits. A five-year lease with Gramor Development NW has been activated and museum relocation is currently underway. The new location will not only provide more exhibit space, it will include added space for historical programs, meetings and film events designed to increase visitor participation.

* **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 to 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. Increased emphasis will also be given to programs recognizing our recent donors and out of area visitors.

* **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. Museum will also increase use of digital communications via Facebook, Twitter, and other outlets plus launch a “*Proud Supporter*” membership-marketing-fund raising campaign in early 2020. “*Proud Supporter*” campaign will include logo sweatshirts funded by a private donor with all profits going to the museum.

* 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.

* Highway Signs: Renew the lease with the State of Washington for highway signage directing traffic to the Museum. Maintain the directional signs already in place within the City of Lakewood.

* Outreach: Initiate a film and museum tour program for local residents and hotel guests to include dinner at a local venue. Initiate a Nisqually Tribe early history program and exhibit. Initiate interactive historical programs for children in coordination with local schools.

* In short, we are going “All In”.

August 2019

LAKEWOOD HISTORICAL SOCIETY & MUSEUM

2020 BUDGET

Actual : Est.

2020 BUDGET REVENUES	Budget	Totals
INCOME		
Opening Cash on Hand (Estimate)	\$ 3,750	\$ 3,750
Municipal Appropriations		
City Lodging Tax Funds	\$ 42,000	
Nisqually Tribe Grant	\$ 5,000	
Total Municipal Appropriations		\$ 47,000
Contributions		
Public/Private Grants (Foundations, Gov't., Corp., etc.)	\$ 1,000	
Annual Fund Campaign and Contributions	\$ 7,500	
Business Sponsorships Contributions	\$ 200	
Museum Visitors, Memorials, Special Gifts	\$ 10,000	
Total Contributions		\$ 18,700
Dues & Fees		
Individual Membership Dues	\$ 4,100	
Business Membership Dues	\$ 200	
Total Dues & Fees		\$ 4,300
Earned Income		
Fund Raisers	\$ 2,000	
Bank Interest/Other	\$ 700	
Total Earned Income		\$ 2,700
Total 2020 Income		\$ 72,700
Opening Cash		\$ 3,750
TOTAL 2020 OPERATING INCOME & CASH		\$ 76,450

LAKEWOOD HISTORICAL SOCIETY & MUSEUM

2020 BUDGET

Actual: Est

2020 BUDGET EXPENDITURES	Budget	Totals
EXPENSES		
Professional Services & Support		
Museum Management Contract	\$ 4,460	
Insurance	\$ 2,250	
Total Professional Services & Support		\$ 6,710
Maintenance, Operations, Occupancy & Utilities		
Museum Lease	\$ 21,600	
Utilities, Telephone, PO Box, Internet Service, Security, etc.	\$ 2,100	
Administration, Maintenance and Operations	\$ 4,500	
Equipment, Software, Furnishings	\$ 1,500	
Total Maintenance, Operations, Occupancy & Utilities		\$ 29,700
Professional Development		
Memberships, Subscriptions (HLPC, WMA, AASLH)	\$ 500	
Conferences, Workshops, Training	\$ 500	
Volunteer Recognition & Board Development	\$ 500	
Total Professional Development		\$ 1,500
Fund Raising		
Annual Campaign	\$ 1,500	
Special Events (Fund Raisers)	\$ 500	
Total Fund Raising		\$ 2,000
Marketing, Promotion and Advertising		
Marketing, Publications, Advertising and Promotional Materials	\$ 4,000	
Newsletter Layout, Printing and Mailing Service	\$ 2,250	
Graphic Design Services	\$ 5,000	
Website Hosting/Maintenance/Update	\$ 300	
Educational Programs, Events, Activities, Tours	\$ 750	
Total Marketing, Promotion and Advertising		\$ 12,300
Museum Development and Markers		
Acquisitions, Conservation (Artifacts/Archival Collections)	\$ 1,500	
Museum Exhibits and Displays	\$ 1,500	
Historical Markers	\$ 5,000	
Total Museum Development and Markers		\$ 8,000
Museum Enhancement Expenses		
Enhance New Museum Exhibits	\$ 15,000	
Total Museum Enhancement Expenses		\$ 15,000
Total 2020 Operating Expenses		\$ 75,210
2020 Year End Cash on Hand (Estimate)		\$ 1,240
TOTAL 2020 EXPENSES AND CASH		\$ 76,450

LAKESWOOD HISTORICAL SOCIETY AND MUSEUM

BALANCE SHEET

Year Ending December 31, 2018

ASSETS – January 1, 2018

Cash on hand	\$31,673.22
Museum inventory, artifacts and furnishings	\$15,000
Total Assets	\$46,673.22

ASSETS – December 31, 2018

Cash on hand	\$24,585.28
Museum inventory, artifacts and furnishings	\$15,000
Total Assets	\$39,585.28

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.



STATE OF WASHINGTON
SECRETARY OF STATE

ARTICLES OF AMENDMENT
WASHINGTON
NONPROFIT CORPORATION

(Per Chapter 24.03 RCW)

- Please PRINT or TYPE in black ink
- Sign, date and return original AND ONE COPY TO:

CORPORATIONS DIVISION
801 CAPITOL WAY SOUTH • PO BOX 40234
OLYMPIA, WA 98504-0234

FILED
SECRETARY OF STATE
SAM REED

OCTOBER 5, 2006

FEE: \$20

EXPEDITED (24-HOUR) SERVICE AVAILABLE - \$20 PER ENTITY
INCLUDE FEE AND WRITE "EXPEDITE" IN BOLD LETTERS
ON OUTSIDE OF ENVELOPE

STATE OF WASHINGTON

FOR OFFICE USE ONLY
FILED: / /

- BE SURE TO INCLUDE FILING FEE. Checks should be made payable to "Secretary of State"

10/05/2006 925266
\$40.00 Check #3049
Tracking ID:
1177318
Doc No: 925268-001

H

IMPORTANT! Person to contact about this filing GARY J. FOWLER	Daytime Phone Number (with area code) 253-584-3958
---	--

AMENDMENT TO ARTICLES OF INCORPORATION

NAME OF CORPORATION (As currently recorded with the Office of the Secretary of State) LAKEWOOD HISTORICAL SOCIETY		
UBI NUMBER 601 907 631	CORPORATION NUMBER (If known) 2-592129-7	AMENDMENTS TO ARTICLES OF INCORPORATION WERE ADOPTED ON Date: OCTOBER 3, 2006
EFFECTIVE DATE OF ARTICLES OF AMENDMENT (Specified effective date may be up to 30 days AFTER receipt of the document by the Secretary of State) <input type="checkbox"/> Specific Date: _____ <input checked="" type="checkbox"/> Upon filing by the Secretary of State		
ADOPTION OF THE ARTICLES OF AMENDMENT (Please check ONE of the following) <input checked="" type="checkbox"/> The amendment was adopted by a meeting of members held on (specify date): OCTOBER 3, 2006 . A quorum was present at the meeting and the amendment received at least two-thirds of the votes which members present or represented by proxy were entitled to cast. <input type="checkbox"/> The amendment was adopted by a consent in writing and signed by all members entitled to vote. <input type="checkbox"/> There are no members that have voting rights. The amendment received a majority vote of the directors at a board meeting held on (specify date): _____		

AMENDMENTS TO THE ARTICLES OF INCORPORATION ARE AS FOLLOWS
If necessary, attach additional amendments or information.

SEE ATTACHED FOR DETAILS

SIGNATURE OF OFFICER This document is hereby executed under penalties of perjury, and is, to the best of my knowledge, true and correct.		
	GARY J. FOWLER	10-04-2006
Signature of Officer	Printed Name	Date

INFORMATION AND ASSISTANCE - 360/753-7115 (TDD - 360/753-1485)

FOR OFFICE USE ONLY

005-005 (8/00)

**ARTICLES OF AMENDMENT
WASHINGTON
NONPROFIT INCORPORATION**

Washington Nonprofit Corporations Act - 24.03

FEE: \$20
EXPEDITED FEE: +\$20

Filed: October 4, 2006

Contact:

Day Phone:

Gary J. Fowler, Treasurer
Lakewood Historical Society

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

AMENDMENT TO ARTICLES OF INCORPORATION

Name of Corporation (As currently recorded with the Office of the Secretary of State) Lakewood Historical Society		
UBI Number 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) <input checked="" type="checkbox"/> Upon filing by the Secretary of State	
PLEASE NOTE: EXPEDITED SERVICE REQUESTED		

Adoption of the Articles of Amendment

The amendment was adopted by a meeting of members held on October 3, 2006. A quorum was present at the meeting and the amendment received at least two-thirds of the votes which members present or represented by proxy were entitled to cast.

Summary of Board approved Amendments to Articles:

Article I: Added principal office of the Society

Article III: Added "cultural" and "literary" to Purpose; included limiting use of Society earnings

Article VII: Added Provisions to Regulate Internal Affairs paragraph and modified Members

Article VIII: Substantial additions to Dissolution section in accord with RCWs and IRS Code.

Article IX: Added revised language on Indemnification in accord with RCWs

Article X: Added Conflict Of Interest Policy and Procedure commitment

**AMENDMENT TO ARTICLES OF INCORPORATION
OF THE
LAKEWOOD HISTORICAL SOCIETY**

APPROVED: On October 3, 2006 the following amendments to the Articles of Incorporation were adopted by resolution at a meeting of the Board of Directors, in accord with the Society's Bylaws and current Articles of Incorporation. A quorum was present at the meeting (13 of 15 officers and directors) and the amendments received a unanimous vote, exceeding the required two-thirds (2/3) votes which members present were entitled to cast.

PURSUANT to the provisions of RCW 24.03.160, RCW 24.03.165 and RCW 24.03.170 of the Washington Nonprofit Corporations Act, the LAKEWOOD HISTORICAL SOCIETY adopts the following Articles of Amendment to the Articles of Incorporation filed with the Secretary of State of the State of Washington on the 15th day of October, 1998.

ARTICLE I – NAME AND LOCATION

The name of the corporation shall be the Lakewood Historical Society. The principal office of the Society is in the City of Lakewood in Pierce County, Washington.

ARTICLE II - DURATION

The period of duration of this Corporation is perpetual.

ARTICLE III - PURPOSE

Notwithstanding anything herein to the contrary, this corporation is organized exclusively for cultural, literary, educational, scientific, and other charitable purposes including for such purposes, the making of distributions to organizations that qualify as exempt organizations under section 501(c)(3) of the Internal Revenue Code of 1986 or any corresponding section of any future federal tax code. No part of the earnings of the corporation shall inure to the benefit of, or be distributable to, its members, trustees, officers or other private persons, except that the corporation shall be authorized and empowered to pay reasonable compensation for services rendered and to make payments and distributions in furtherance of the purposes set forth in this Article. No substantial part of the activities of the corporation shall be the carrying on of propaganda, or otherwise attempting to influence legislation, and the corporation shall not participate in, or intervene in (including the publishing or distribution of statements) any political campaign on behalf of or in opposition to any candidate for public office. Notwithstanding any other provision of these articles, the corporation shall not carry on any other activities not permitted to be carried on (a) by a corporation exempt from federal income tax under section 501(c)(3) of the Internal Revenue Code of 1954, or the corresponding section of any future federal tax code, or (b) by a corporation, contributions to which are deductible under section 170(c)(2) of the Internal Revenue Code of 1954, or any corresponding section of any future federal tax code.

**AMENDMENT TO ARTICLES OF INCORPORATION
OF THE
LAKEWOOD HISTORICAL SOCIETY**

ARTICLE VII - PROVISIONS TO REGULATE INTERNAL AFFAIRS

1. The definition, limitation, and regulation of the powers of the Society, the directors, and the members shall be set forth in the bylaws including the number of directors and officers and their terms and duties which may be amended from time to time by the board. In all cases, whenever a provision of the articles of incorporation is inconsistent with a bylaw, the provision of the articles of incorporation shall be controlling.

2. Membership is open to anyone interested in the mission of the Society upon payment of annual dues as delineated in the Standing Rules. The categories of membership shall be Individual, Family and others as determined by the Board of Directors and recorded in the Standing Rules. Each category of membership shall be entitled to vote during any general vote or election of the society.

ARTICLE VIII - DISSOLUTION

The Lakewood Historical Society may be voluntarily dissolved by a recorded vote of not less than a two-thirds (2/3) of the members in good standing at a meeting attended by a quorum of the total membership. Notice of the proposed dissolution and the documented reason thereof, and the date, time, and place of the membership meeting shall be mailed to each member in good standing a minimum of twenty (20) days prior to the meeting scheduled to debate dissolution of the Society. If voluntary dissolution proceedings have not been revoked, then, when all debts, liabilities and obligations of the Society have been paid and discharged, or adequate provision shall have been made therefore, including the return, where possible, of all items held on loan or with other restrictions, then all remaining property and assets shall be distributed to one or more institutions or entities chartered for the same or similar purposes as the Lakewood Historical Society and shall be comparably exempt under the Internal Revenue Code of 1986, Sections 170(c) and 501(c)(3), or the corresponding sections of any future federal tax code, or, shall be distributed to the state or local government for comparable public purposes. No property or any of the proceeds shall be distributed to or inure to the benefit of any directors or members of the Society. When all property and assets of the Society have been transferred, conveyed or distributed as provided in the Articles of Incorporation, RCW 24.03.225 and RCW 24.03.240, the articles of dissolution shall be executed by an officer of the Society pursuant to RCW 24.03.240.

ARTICLE IX - INDEMNIFICATION

The Society shall indemnify, eliminate and limit the personal liability of a director to the corporation or its members, if any, for monetary damages for conduct as a director, PROVIDED, that such provision shall not eliminate or limit the liability of a director for acts or omissions that involve intentional misconduct by a director or a knowing violation of law by a director, or for any transaction from which the director will personally receive a benefit in money, property, or services to which the director is not legally entitled. Further, this provision does not eliminate or limit the liability of a director for any act or omission occurring before the date when such provision becomes effective.

ARTICLE X – CONFLICT OF INTEREST

F. A new Article X is added, titled Conflict of Interest, to read:

The purpose of the conflict of interest policy is to protect the Society's interest when it is contemplating entering into a transaction or arrangement that might benefit the private interest if an officer or director of the Society or might result in a possible excess benefit transaction.

Each director, principal, officer, and member of a committee with governing board delegated powers shall annually sign a statement which affirms such person has:

- a. received a copy of the conflicts of interest policy,
- b. read and understands the policy,
- c. agreed to comply with the policy, and
- d. understands the organization is charitable and in order to maintain its federal tax exemption it must engage primarily in activities which accomplish one or more of its tax-exempt purposes

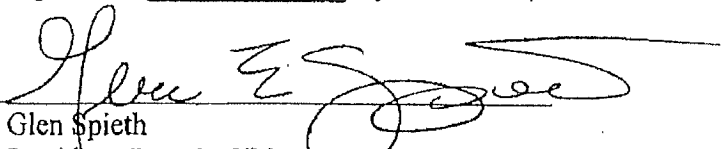
This policy is intended to supplement but not replace any applicable state and federal laws governing conflict of interest applicable to nonprofit and charitable organizations.

APPROVED:

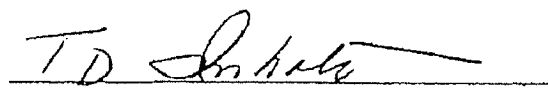
On October 3, 2006 the amendments to the Articles of Incorporation were adopted by Resolution by the Lakewood Historical Society Board of Directors. A quorum was present at the meeting and the amendment received at least two-thirds (2/3) of the votes which members present were entitled to cast.

The Articles will be presented to the general membership at the Annual Meeting of the Society on November 14, 2006 with a recommendation for ratification.

Signed this 3 day of October, 2006


Glen Spieth
President, Board of Directors, Lakewood Historical Society

Signed this 3rd day of October, 2006


TD Imholt
Secretary, Board of Directors, Lakewood Historical Society

**LAKEWOOD HISTORICAL SOCIETY
LAKEWOOD, WASHINGTON
BYLAWS**

Approved 07/28/2015

ARTICLE I – NAME AND LOCATION

- Section 1. The name of this organization shall be the Lakewood Historical Society (Society).
- Section 2. The Society operates a History Museum with displays and exhibits representing the history of the Lakewood area.
- Section 3. The Lakewood Historical Society is a non-profit 501(c) (3) organization with its principal office in the City of Lakewood in Pierce County, Washington.

ARTICLE II – MISSION

The mission of the Lakewood Historical Society is to identify, preserve and perpetuate the history of Lakewood.

ARTICLE III – MEMBERSHIP

- Section 1. Membership is open to anyone interested in the mission of the Society and upon payment of annual dues as delineated in the Standing Rules.
- Section 2. The categories of membership shall be Individual, Family, Association and Business.
- Section 3. Each category of membership in good standing shall be entitled to vote during any general vote or election of the Society.

ARTICLE IV – MEMBERSHIP DUES AND TERMINATION

- Section 1. The dues of the Society shall be set by the Board and may be revised as warranted.
- Section 2. Dues for Individual, Family and Associate membership shall be computed on a calendar year basis and shall be paid by March 1st. The Business Membership is renewable on the anniversary of the date they join. Members whose dues are delinquent after ninety (90) days will lose membership privileges until outstanding dues are paid.
- Section 3. Members failing to pay their dues shall be placed on the inactive list. Upon termination of membership, the former member shall have no right in the management or assets of the Society.

ARTICLE V – BOARD OF DIRECTORS

- Section 1. The Board of Directors (Board) shall consist of the four (4) elected officers and seven (7) elected directors. The immediate past President, if not assuming another Board position, shall be an ex-officio Board member.
- Section 2. All Board members must be members of the Society in good standing.
- Section 3. The Board may appoint Emeritus directors for outstanding service to the Society. Emeritus positions will be ex-officio.
- Section 4. A vacancy in any office of the Board shall be filled by appointment by the Board for the remainder of the term.
- Section 5. Board members shall read and sign a Conflict of Interest Statement annually as defined in the IRS code for nonprofit organizations.

- Section 6. The definition, limitation, and regulation of the powers of the Society, the Directors, and the members as set forth in the Bylaws shall regulate the internal affairs of the Society.
- Section 7. The Standing Rules provide additional guidance for Board members. Rules are approved by the Board and may be changed by a majority vote of the Board as deemed necessary. Standing Rules are not incorporated in the Bylaws.

ARTICLE VI – OFFICERS

- Section 1. The officers of the Society shall be President, Vice President, Secretary, and Treasurer and shall be elected by the membership at the Annual Meeting of the Society.
- Section 2. The term of office shall be for two (2) years, or until a successor is elected.
- Section 3. The President and Treasurer shall be elected in alternate years to the Vice-President and Secretary to ensure continuity for the organization.
- Section 4. The Officers' duties are defined in the Standing Rules.

ARTICLE VII – DIRECTORS

- Section 1. The Directors shall consist of seven (7) members.
- Section 2. The term of office shall be two (2) years or until a successor is elected.
- Section 3. Director's terms shall be staggered to provide continuity for the Society. Three positions shall be elected for a two year term and the other four will be elected in the following year for a two year term.
- Section 4. The Directors' duties are defined in the Standing Rules.

ARTICLE VIII – NOMINATIONS

- Section 1. The Ad Hoc Nominating Committee shall consist of three (3) members of the Society with at least one (1) current member of the Board.
- Section 2. The Nominating Committee shall present a candidate for each office to be filled at least thirty (30) days prior to the Annual Meeting. In all cases the consent of the nominee shall be obtained prior to the election.
- Section 3. Nominees must be members of the Society in good standing.
- Section 4. Additional nominations may be made from the floor providing consent of the nominee has been obtained and is reported at the Annual Meeting.

ARTICLE IX – ELECTIONS

- Section 1. Elections shall be held at the Annual Meeting. A majority of votes cast shall elect. Voice vote may elect if there is only one nominee for each office. Results of the election shall be recorded by the Society's Secretary.
- Section 2. The term of office shall commence at the close of the Annual Meeting.

ARTICLE X – MEETINGS

- Section 1. Regular meetings of the Board shall be held monthly as set by the Board. A majority of the members of the Board shall constitute a quorum for a regular or special meeting.
- Section 2. All meetings must be conducted in accord with the laws of the State of Washington and the IRS code applicable to nonprofit exempt organizations.
- Section 3. All Board members are entitled to a vote. A favorable vote by a majority of members present at a duly constituted meeting where a quorum is present shall signify a passing motion. Members may be polled to vote by phone or e-mail in

unusual situations, provided a record is maintained by the Secretary and ratified at the next Board meeting.

- Section 4. Special meetings of the Board may be called by the President or by one-third (1/3) of the Board members to be held as designated in the meeting announcement. A majority of the members of the Board shall constitute a quorum.
- Section 5. The Annual Meeting of the Society shall be in the fourth quarter of each year for the purpose of electing Officers and Directors, reporting to the membership, receiving committee reports, and voting on issues presented in advance by the Board. The meeting may be rescheduled by a Board resolution if necessary.
- Section 6. Special membership meetings may be called by the President, with a majority vote of the Board. Business shall be limited to that stated in the call for a special meeting.

ARTICLE XI – COMMITTEES

- Section 1. The President shall appoint the chairperson of each Standing Committee as listed in the Bylaws and shall appoint chairpersons of such Ad Hoc Committees as are applicable to the work of the Society or other such committees the Board of Directors may deem necessary.
- Section 2. Standing Committees are long term and meet on a regular basis shall include: Executive, Budget and Finance, Membership, Fundraising, Collections, Programs, Marketing and Historical Markers. Standing Committee chairpersons shall be Board members; other committee members may be selected from the general membership.
- Section 3. Ad Hoc Committees are those that are short-term or meet on a less regular basis and shall include: Nominating, Bylaws, or others as deemed necessary to the work of the Society. The Ad Hoc Committee shall include one Board member as liaison to the Board. Committee members may be selected from the general membership.
- Section 4. The makeup and duties of the committees is defined in the Standing Rules and may be revised.
- Section 5. Committee Chairpersons or liaisons to the Board shall report their activity at the Board meetings and shall present their proposed budget for the following year to the Treasurer and/or the Finance Committee Chairperson by the November Board meeting of each year.

ARTICLE XII – PARLIAMENTARY AUTHORITY

The rules contained in the most current edition of Robert's Rules of Order shall govern the Society in all cases to which they are applicable except when inconsistent with the adopted Bylaws or Articles of Incorporation.

ARTICLE XIII – AMENDMENT OF BYLAWS

- Section 1. Proposed amendments to the Bylaws may be suggested in writing by two (2) members of the Board, two (2) members of a Standing Committee, or by five members of the general membership for consideration.
- Section 2. It will be decided by the Board President if an Ad Hoc Committee needs to convene in order to review the proposed changes.
- Section 3. Amendments to the Bylaws may be made at any regular meeting of the Board by a majority vote, providing that the proposed amendments are submitted in writing to the full Board a minimum of seven (7) days prior to the meeting wherein the proposed changes are considered.

- Section 4. Any approved amendments to the Bylaws shall take effect at the close of the meeting wherein they were adopted.
- Section 5. Approved amendments to the bylaws shall be reported to the full membership at a general membership meeting, in the newsletter, by mail, or by other means.
- Section 6. A copy of the Amended Bylaws shall be filed with the Society's permanent documents as a matter of record, and with other agencies as may be required.
- Section 7. In all cases, whenever a provision of the Bylaws is inconsistent with the Articles of Incorporation, the provision of the Articles of Incorporation shall be controlling.

ARTICLE XIV – INDEMNIFICATION

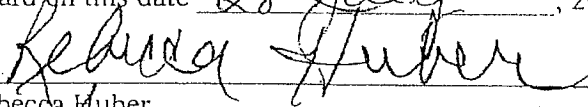
The Society shall indemnify, eliminate and limit the personal liability of a Director to the corporation or its members, if any, for monetary damages for conduct as a Director, provided, that such provision shall not eliminate or limit the liability of a Director for acts or omissions that involve intentional misconduct by a Director or a knowing violation of law by a Director, or for any transaction from which the Director will personally receive a benefit in money, property, or services to which the Director is not legally entitled. Further, this provision does not eliminate or limit the liability of a Director for any act or omission occurring before the date when such provision becomes effective.

ARTICLE XV – DISSOLUTION

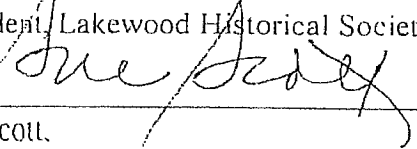
- Section 1. The Society may be dissolved by a recorded vote of not less than two-thirds (2/3) of the members in good standing present at a meeting called for this purpose. A notice of the proposed dissolution stating the reason thereof and the date, time, and place of the membership meeting shall be mailed to each member in good standing a minimum of ten (10) days prior to the meeting scheduled to debate dissolution of the Society.
- Section 2. If voluntary dissolution has been approved, all debts, liabilities and obligations of the Society shall be paid and discharged.
- Section 3. Adequate provision shall be made to return, where possible, all items held on loan. All remaining property and assets shall be distributed to one or more institutions or entities chartered for the same or similar purposes as the Society and shall be comparably exempt under the Internal Revenue Code of 1986, 501(c) (3), or the corresponding sections of any future federal tax code, or, shall be distributed to the state or local government for comparable public purposes.
- Section 4. No property or any of the proceeds shall be distributed to or inure to the benefit of any Directors or members of the Society.

APPROVAL BY BOARD OF DIRECTORS

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



 Rebecca Huber
 President, Lakewood Historical Society



 Sue Scott,
 Secretary, Lakewood Historical Society

LAKEWOOD HISTORICAL SOCIETY
BOARD MEETING
AUGUST 6, 2019, 3 P.M.

The meeting was called to order by Sue Scott at 4 p.m. In attendance: Sue Scott, Jim Curley, Ed Voie, Phil Raschke, Glen Spieth, Kris Kauffman, Jim Schell and Suzanne Merriam. Excused: Darryl Owens.

The minutes for the July 2, 2019 Board meeting were approved. Minutes for the Special July 25, 2019 LHS Board meeting were approved with the following addition: "Discussion followed regarding painting the cedar; it was voted to paint the cedar."

Treasurer's Report. Jim Curley provided a Financial Statement dated August 6, 2019 which included our next installment from the City of Lakewood and the special gift from the Charlton memorial.

Committee Reports.

- Museum Report. Sue noted there were 13 visitors in the museum in July including 2 from Canada.
- Marketing Committee Report. Chuck Mathias is working on ads for the Lakewood Playhouse playbill and the Lakewood Connections. The Playhouse cost for the season is \$500 and about the same amount for the Lakewood Connections ad. After discussion, the Board decided to put the Playhouse ads on hold til after the first of the year. Will check with Brynn Grimley at the City; do an article on the museum?
- Historic Markers Committee. After discussion, the Board decided to hold off on new historic markers until January 2020.

Old Business.

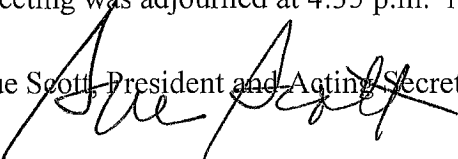
- Front entry being repainted by building owners.
- Jim Curley showed information from Larson Sign to paint "Lakewood History Museum" in middle window and above the canopy for a cost of \$265. Phil Raschke with work with Larson on the type of lettering.
- Dave Ross and Oscar Maysonet working on painting and flooring of new museum space. Their work can be considered mostly volunteer; however, there are many aspects that clearing go beyond just volunteer work. Examples are: use of personal and specialized tools; personal time to select, purchase and transport materials; wear and tear on personal vehicles; construction knowledge; personal contact resulting in substantial discounting of materials, etc. Motion: That the "value added" work of Dave Ross and Oscar Maysonet, over and above their volunteer contributions, be recognized with a contribution not to exceed the Board approved museum rehab amount of \$28,000 less material costs. Approved.

New Business.

- Lakewold Gardens Community Day, Aug 24, 1-4. Lakewold Gardens invited LHS to participate. Sue will send out an email for volunteers to "man" the LHS booth.
- Nisqually Tribe paperwork available; due Sep 24. LHS will ask for \$10,000.
- City of Lakewood LTAC paperwork available; due August 21. Sue will work with Jim Curley and Phil Raschke on completing the paperwork. The Board approved Sue Scott to submit the City of Lakewood lodging tax funding request.

Meeting was adjourned at 4:35 p.m. Next meeting is scheduled for September 3, 2019 at 3 p.m.

Sue Scott, President and 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: www.lakewoodhistorical.org
Email: contact@lakewoodhistorical.org

2018 – 2019 BOARD OF DIRECTORS

Officers

Sue Scott, President

10602 58th Ave Court SW
Lakewood, WA 98499
253-588-6354 (H); 253-961-2262 (C)
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

Directors

Kris Kauffman

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

Suzanne Merriam

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253-582-0797
merriamms@icloud.com

Darryl Owens

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darryl.owens@comcast.net

Phil Raschke

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253-861-1366 (Cell)
praschke@comcast.net

Jim Schell

9629 Meadow Road
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253-582-1822, ext 12
JSchell@washingtonea.org

Glen Spieth (Marlene)

5928 Steilacoom Blvd SW
Lakewood, WA 98499
253-584-3930 (H), 253-970-0383 (Cell)
b17relic@comcast.net

Becky Huber, Past President (John)

11012 Interlaaken Dr SW
Lakewood, WA 98498
253-582-8682 (H); 253-370-6676 (Cell)
craftyhubers@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

Emma Pierce

909 North 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
Suzanne Merriam
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

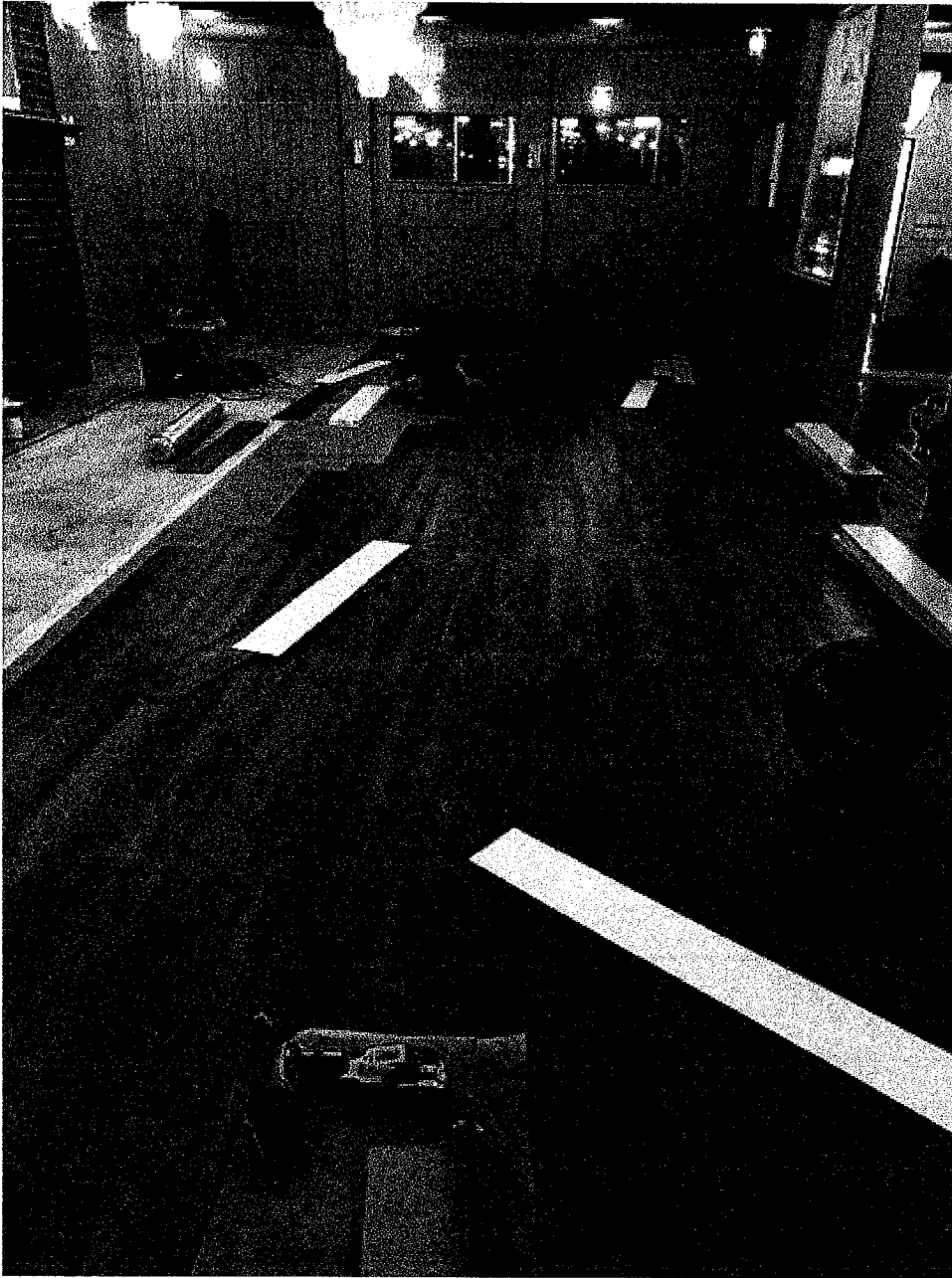
Attested this 17th day of August 2019

Edward Voie, Vice President
Lakewood Historical Society

The Historical Society is a 501(c)(3) not-for-profit organization;
your gift is tax-deductible to the extent allowable by law.







Application for:
City of Lakewood Fiscal Year 2020 Lodging Tax Grant Funds

From:
Lakewold Gardens

7. APPLICATION FOR FISCAL YEAR 2020 LTAC GRANT FUNDING

1a. Project Information

Project Name: | Lakewold Gardens |

Amount of Lodging Tax Funding Requested: \$ 60,000 |
(Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: \$ 80,900 |
(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 Identifier (UBI) | 601 199 986 |
UBI Expiration Date: | December 31, 2019 |

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

1c. Contact:

Name: | Susan Warner |

Title: | Executive Director |

Telephone: | (253) 584-4106 x102 |

Email: | swarner@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): January 1, 2020 – December 31, 2020 (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. Full-price single admission for adults is \$9 and allows access to our ten-acre historic estate garden and the Wagner House. Children under the age of 12 are admitted free. Unlimited admission is included in our members' annual dues. Our popular docent-led group tours range in price from \$8 to \$10 per person. Since July 2018 we have partnered with the Pierce County, City of Tacoma, City of Puyallup, and Joint Base Lewis-McChord public library systems to offer passes for checkout by library cardholders.

There is no additional charge beyond general admission for most Lakewold events such as MayFest, Fairfest, and Community Day. Some events such as the autumn Beautiful Tables Showcase and the new Music from Home concert series involve special ticket pricing. Our rental fees for private events range vary.

We plan to launch a winter solstice light display in December 2020 which will also be a ticketed event. While the final ticket price has not yet been determined, it is expected to be competitive with other local light displays such as Point Defiance Zoo and Aquarium's Zoolights or Woodland Park Zoo's WildLights.

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

With the support of the City of Lakewood Lodging Tax Advisory Committee, Lakewold Gardens will pay for strategically identified traditional media advertising with four media partners, magnify the impact of existing social media marketing strategies, and embark on planning and preparing for 2020's Winter Solstice Lights art installation. As of this writing, the solstice lights are expected to be a semi-permanent installation refreshed annually for five years.

We will pay for advertising on public radio, public television, digital and print, and on-screen at a prominent independent movie theater.

Paid reach and advertising on Facebook and Instagram have proven fruitful for several years, and we are seeing more success than ever with a full-time Communication Coordinator on board. We are tracking our reach with more precision and making decisions informed by better data than in the past. With LTAC support we will invest additional dollars in targeted social media reach through advertisements and post/event boosts on Instagram and Facebook. We successfully promote social media posts locally, and when we can put more money into social media promotion we will prioritize expanding the geographic reach as well as the specificity of our efforts. For example, we are looking at how we can most effectively refine and target Facebook ads to reach potential wedding rental clients in the wider region. Researching, analyzing, and reporting on the successes of paid social media reach will remain the responsibility of the newly-hired Communication Coordinator, with direction from the Executive Director and input from our Events Coordinator, General Manager, and other internal and external stakeholders as appropriate. For the first time, Lakewold Gardens is also reviewing Google analytics and using that data to inform decisions about geographic targeting as well.

A new program for which Lakewold seeks the planning support of the LTAC is the Winter Solstice Light installation. Part of our overall strategy for increasing attendance at Lakewold Gardens is enticing visitors to the gardens year-round. Gently pushing back against the idea that Lakewold Gardens is "(only) a spring

garden” means emphasizing the beauty of the grounds as the seasons change. Funds requested will support initial planning and preparation for this project; additional fundraising will be undertaken to fully execute Winter Solstice Lights in 2020. Initial planning activities such as contracting with light artist Simon Clark, preliminary design, executing a community focus group, creating both horticulture and marketing plans specific to the installation, and gathering cost estimates will be supported by the \$10,000 requested of the LTAC. As of this writing, Mr. Clark’s first visit to Lakewold for preliminary planning is expected in late August or early September. In the words of our Executive Director:

“Winter Solstice Lights at Lakewold Gardens will capture the serenity of the gardens and their meditative spirituality. Luminaries will gently light the paths while signature trees such as the Empress and Wolf Trees will be highlighted with an artistic installation of lights that illuminate their natural sculpted forms. The recently restored quatrefoil pool waters will resonate with light ripples and reflections dancing on the teahouse structure. Mystical, spiritual, and artistically the gardens will come alive, creating an oasis from the hustle and bustle of the holidays. Lakewold Gardens horticulture team will work with renowned light artist Simon Clark. Simon Clark, former owner and director of Stageworks, is a light artist known for his stunning architectural projections and light immersive environments. Mr. Clark will work with the team at Lakewold Gardens to map-out and create 4 - 5 light vistas that will include the Wagner House, in an elegant and mystical visually rich experience appropriate for the winter gardens. Winter Solstice Lights is a ticked event designed to set Lakewood apart from the light festivals currently available in the geographic area.” |

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 will continue to provide guests with information about local hotels, shops, restaurants, and other tourist attractions. All tour groups are provided with an “out-and-about” list of accommodations. We maintain a list of recommended caterers and other vendors for our private event clients. Special events, weddings, conferences, and other large gatherings provide some of the best opportunities for overnight stays and dining in Lakewood, and our Event Coordinator prioritizes these bookings. 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 and its opportunities for recreation: <http://lakewoldgardens.org/welcome-to-lakewood/>. We provide information about Lakewood city parks, lakes, and local businesses. Some of the businesses highlighted include:

Lakewood Playhouse
Steeped in Comfort
The Key Antiques
Thornewood Castle Bed & Breakfast
Holiday Inn
Candlewood Suites
America’s Best Value Inn
Best Western Lakewood Motor Inn

We are pleased that our media partnerships through advertising purchases are beneficial to community assets such as public radio, public television, and other non-profit arts and culture organizations.

Beneficiaries of the proposed Winter Solstice Lights include the Lakewood arts community, which will benefit from additional high-profile artist activity in the community. |

4. Goals/Monitoring

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

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

[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 guests come from (Washington State counties, other U.S. states, and international locations.) In 2019, Lakewold has recommitted to vigorous and accurate guest tracking. Regular visitors are asked their home ZIP codes and how they heard about Lakewold Gardens. We also track any discounts such as AAA, student, or senior to know the demographics of our existing visitorship, and we keep track of library pass redemption and ZIP codes for library pass patrons. For many years, attendance has dropped in July after our busiest months of May and June. In 2019 we are happy to report that while our July numbers are lower than June (to be expected given June's popular Fairyfest event) they are higher than July 2018 or any previous July for which we have data available.

We are reviewing a post-rental survey that used to be sent to private event clients. This survey will be revised to include questions about estimated numbers of out-of-town guests and their lodging choices; e.g. "How many of your guests traveled more than fifty miles to attend your event?" Revisions to the post-event survey are underway as of this writing. Weddings remain an important source of revenue and promotion for Lakewold, and we are refining our approach to marketing ourselves as a wedding venue: <http://lakewoldgardens.org/weddings/>

As we plan our programming for 2020 beyond our slate of recurring events (MayFest, Fairyfest, Community Day, and Beautiful Tables, we are prioritizing evening events that will entice visitors to linger in the area during the dinner hour and into the night, increasing the potential for overnight stays and other spending. Programming during the traditionally slower autumn and winter months is also a high priority, both to prove that Lakewold Gardens is a garden for all seasons and to show off all that the City of Lakewood has to offer year-round. In 2020 Lakewold Gardens will host its first fundraising auction, the Blue Poppy Gala, and this event figures into our marketing planning as well. |

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

[Advertising with KNKX, KBTC, Premier Media Group, and The Grand will help us reach a wide audience with the interest and means to attend special events. Events like Music from Home will draw attendees to Lakewood during the evening hours, making dinner out or an overnight stay attractive options for guests. An example of the type of outreach made possible through these partnerships is this video from spring of 2019:

<https://www.pbs.org/video/lakewold-gardens-wuyhlv/>

Content such as this KBTC video emphasizes all that Lakewold Gardens has to offer in terms of renewal and recreation as well as our potential as an event venue. Given the reach of KBTC, we are confident that continuing to partner with them will help us engage with potential rental clients and other visitors, both those who are close to home and those located 50+ miles from Lakewood.

Paying for social media reach on Facebook and Instagram offers the flexibility to target campaigns and promote posts with a high degree of precision: we can customize advertising campaigns or promote posts to be shown to internet users 50+ miles from Lakewood. Further, we can adjust for demographics such as age and sex, income, and interests (wedding venues, local history, gardening, etc.) Social media promotions paid with LTAC funds will target potential visitors and rental clients at least fifty miles from Lakewood.

Our Executive Director is in talks with a light artist Simon Clark to design and install the Winter Solstice Lights exhibit in 2020. We expect that this installation will be a popular and high-profile attraction appealing to art lovers and families in the region. Because Winter Solstice Lights would be a nighttime event, guests may be inclined to stay in Lakewood overnight after experiencing it. |

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

| In 2019, Lakewold's overall operations have been refined to attract more visitors and rental clients. The quality of our programming is improving, making the trip to Lakewold more worthwhile for all visitors. We have invested in staff (a full-time Event Coordinator, a full-time Communications Coordinator, and for the first time in almost two years an experienced Executive Director focused on high-quality programming, fundraising, and building organizational capacity), we are investing in our physical infrastructure and assets, and we are well-positioned to serve as a center of recreation and education for many years to come.

The requested LTAC funds will be used for targeted, strategic advertising through several channels: public television (KBTC, with whom we have advertised for several years); public radio (KNKX, with whom we are forging a fruitful and mutually beneficial relationship—we had the privilege of hosting an event for their top donors and are delighted to hear our garden and our events promoted regularly on KNKX); print and digital (Premier Media Group, who publish *South Sound Magazine* and who are providing in-kind media sponsorship in 2019 and 2020); and an independent movie theater (The Grand Cinema). Each of these partnerships is blooming because these media partners' identified audiences align with the audiences Lakewold needs to reach, including viewers/listeners/supporters from outside Lakewood and Pierce County.

We will also use LTAC funds to boost social media content for general visitation, special events and programs, and private event rentals. With a full-time Communication Coordinator who brings the expertise and capacity to review and evaluate statistics for our Facebook and Instagram pages we are able to target our paid reach with more precision and strategy than ever before. Promoting Lakewold Gardens as a wedding or other private event venue 50+ miles from Lakewood is one method we are using to increase the number of people traveling to Lakewood from outside our immediate area, and with the requested LTAC funds we will energetically pursue this avenue of driving tourism.

In late 2020 the Winter Solstice Lights project, currently in the early stages of planning, will be a prestigious, high-profile art installation attracting interest from across the region. We are especially excited to prepare for an event that will draw visitors to Lakewold Gardens during the traditionally sparsely attended winter months. |

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 the City of Lakewood. We will invest in advertising special events on social media. Also on Facebook and Instagram, we will invest in promoting Lakewold Gardens as a venue for weddings, family reunions, corporate retreats, and other gatherings likely to draw attendees from greater distances. We are proud to situate Lakewold Gardens within the greater context of the City of Lakewood and encourage private event clients to work with vendors from within the community. |

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 received. If awarded less than the \$60,000 requested, we would make a percentage cut across the board; i.e. decreasing each proposed expenditure in proportion to the amount of funding received this cycle.

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.

Funds requested will pay for marketing and Winter Solstice Lights as follows:

- \$24,000 advertising with public radio station KNKX
- \$10,000 planning and preparation for Winter Solstice Lights in December 2020
- \$9,000 advertising with public television station KBTC
- \$6,000 advertising with Premier Media Group, leveraged with a matching in-kind donation
- \$6,000 paid social media reach via Facebook/Instagram advertising, boosts, etc.
- \$5,000 advertising with independent theater The Grand Cinema

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 2020. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
Lakewold Gardens staff time for tourism promotion	\$15,000	Yes	January 1, 2020
Premier Media in-kind sponsorship; "details to be worked out for each event" but to include promotion of Lakewold events MayFest, Fairyfest, the Music From Home concert series, our 2020 gala, etc.	\$5,900 IK	Yes	January 1, 2020
Florence B. Kilworth Foundation: stipend support for Marketing & Communications Intern	\$5,000	No	Anticipated November 2019, if awarded
	\$		
	\$		

Expenses: Based on full funding, please list project costs.

Note: Certain expenses may not be reimbursable, at the sole discretion of the City of Lakewood.

You will only be reimbursed at the authorized rates. Insurance is not an eligible cost.

	a. Lodging Tax Funds Requested *	b. Other Funds (Do not include In-Kind dollars)	c. Total Project Cost **
Personnel (salaries & benefits)	\$	\$15,000	\$15,000
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$10,000	\$	\$10,000
Marketing/Promotion	\$50,000	\$	\$50,000
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	\$	\$	\$
Minor Equipment (computers, desks, etc.)	\$	\$	\$
Travel	\$	\$	\$
Contract Services Describe below	\$	\$	\$
Other Describe below	\$	\$	\$
TOTAL COST	\$60,000	\$	\$80,900
Description for Direct Sales Activities, Contract Services, Travel and Others			
In-Kind Contributions	\$5,900 in-kind sponsorship support from Premier Media Group		

**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 2019? Yes | No
- b. If you answered yes to 11a, how much funding did you receive in 2019? \$30,000 |
- 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?

Earlier in 2019, Lakewold Gardens applied to the Florence B. Kilworth Foundation for funds to support a marketing internship. A marketing intern would work under the guidance of our Communication Coordinator to assist in identifying Lakewold's audience and in planning and executing outreach efforts. If Kilworth funds are awarded, the marketing intern is expected to devote 36% of their time to activities intended to attract tourists to Lakewold from outside Pierce County.

Our Executive Director has so far raised \$3,500 from private donors to fund Music from Home, a series of intimate house concerts celebrating the musical expression of voices often under-represented in classical music. Fundraising for the series continues, and Lakewold is on track to meet our goal of a \$5,000 reserve for Music from Home expenses.

In the last five months, we have embarked on new partnerships with media partners and strengthened relationships with existing partners and sponsors. In-kind donations of print and digital advertising from Premier Media have helped build excitement for our programming. We are contracted to pay for additional advertising with Premier Media in the year ahead. As part of that agreement Premier is donating \$5,900 worth of in-kind advertising.

More broadly, we have been awarded a \$5,000 grant of general operating funds from the Gottfried & Mary Fuchs Foundation and are preparing a proposal for general operating funds for the Norcliffe Foundation. General operating funds support the staff time necessary to plan and execute top-notch programming, maintain a thriving garden worth visiting throughout the year, and track/report visitors and rental clients. Thus, general operating grants do not directly pay for marketing, outreach, and advertising but provide the staffing and infrastructure necessary to make the best use of LTAC and other marketing 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.

In 2019 and beyond, Lakewold is prioritizing building relationships with community partners. We are strengthening relationships with past partners (media partner KBTC, peer attractions through South Sound Gardens and the Heritage League of Pierce County, nonprofit educational and cultural organizations participating in Lakewold's Community Day on August 24, 2019, etc.)

New partnerships include relationships with media outlets such as public radio station KNKX, *South Sound Magazine* publisher Premier Media Group, and independent theater The Grand Cinema. We are also inviting organizations such as the Audubon Society, the Boy Scouts, Yoga Wild, and other community resources to present programming in the gardens. The Pacific Lutheran University Diversity Center has purchased a block of tickets

to Music from Home to distribute to PLU students. We also have a sponsorship relationship with Watson's Greenhouse and Nursery, which is new in 2019..]

13. Capital Projects Budget

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

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


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

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

14. Certification

The applicant hereby certifies and confirms:

1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;
2. That it will abide by all relevant local, state, and federal laws and regulations;
3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;
4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

Primary Signature:  _____

<u>Susan Warner, Executive Director</u>	<u>August 20, 2019</u>
Printed Name & Title of Chief Administrator/Authorizing Official	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 Friends of Lakewold dba Lakewold Gardens

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.

Cortney Wilt
Signature

Cortney Wilt, Manager
Print Name and Title

August 20, 2019
Date

Internal Revenue Service

Department of the Treasury

**P. O. Box 2508
Cincinnati, OH 45201**

Date: March 28, 2003

Person to Contact:

Mrs. Bonnie Lawson #31-07572
Customer Service Representative

Toll Free Telephone Number:

8:00 a.m. to 6:30 p.m. EST
877-829-5500

Fax Number:

513-263-3756

Federal Identification Number:

94-3041320

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

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.

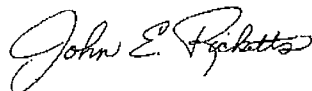
The law requires you to make your organization's annual return available for public inspection without charge for three years after the due date of the return. If your organization had a copy of its application for recognition of exemption on July 15, 1987, it is also required to make available for public 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. Ricketts, Director, TE/GE
Customer Account Services

FRIENDS OF LAKEWOLD
Balance Sheet
As of June 30, 2019

	<u>Jun 30, 19</u>
ASSETS	
Current Assets	
Checking/Savings	
1000 - COL BANK-GENERAL	16,164.21
1035 - COL BANK - TEMP RESTRICTED FUND	62,958.08
1036 - COL BANK - CAMPAIGN RESTRICTED	69,969.90
1040 - COL BANK - RENTAL DEPOSITS	7,000.00
1045 - COL BANK - GTCF DEPOSIT	100,022.30
1130 - RBC MANAGEMENT	1,435.28
2205 - PETTY CASH	44.34
Total Checking/Savings	257,594.11
Accounts Receivable	
2010 - ACCOUNTS RECEIVABLE	13,590.00
2015 - PLEDGES - PRESERVATION CAMPAIGN	-125.00
Total Accounts Receivable	13,465.00
Other Current Assets	
1499 - UNDEPOSITED FUNDS	560.51
2200 - PREPAID EXPENSES	1,000.00
2202 - PREPAID INSURANCE	3,508.82
2210 - BOOK INVENTORY	23,750.00
2215 - GARDEN SHOP INVENTORY	15,749.30
Total Other Current Assets	44,568.63
Total Current Assets	315,627.74
Fixed Assets	
2500 - WAGNER HOUSE	465,671.39
2510 - FILM	163,394.00
2515 - ACCUMULATED DEPRECIATION	-1,016,889.39
2520 - LAND	1,145,000.00
2530 - HOUSE FURNITURE & EQUIPMENT	116,904.68
2540 - HOUSE IMPROVEMENTS	98,143.89
2550 - GENERAL ADMIN BUILDING & IMPROV	56,552.92
2560 - GENERAL ADMINISTRATIVE EQUIP	1,860.00
2566 - SOFTWARE	
2565 - ACCUMULATED AMORTIZATION	-17,340.00
2566 - SOFTWARE - Other	17,340.00
Total 2566 - SOFTWARE	0.00
2570 - GARDEN LAND IMPROVEMENTS	153,563.06
2580 - GARDEN BUILDING IMPROVEMENTS	11,660.33
2582 - GARDEN SHOP EQUIPMENT	4,494.63
2585 - CONSTRUCTION IN PROGRESS	
2585A - SUNROOM (TEMPORARY - SEE DPC)	130,266.26
2585 - CONSTRUCTION IN PROGRESS - Other	141,934.00
Total 2585 - CONSTRUCTION IN PROGRESS	272,200.26
2590 - GARDEN MAINT. & DEV. EQUIPMENT	41,361.06
Total Fixed Assets	1,531,937.03
Other Assets	
2800 - ENDOWMENT RECEIVABLE	2,241,250.74
Total Other Assets	2,241,250.74
TOTAL ASSETS	<u>4,088,815.51</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
3200 - ACCOUNTS PAYABLE	764.72
Total Accounts Payable	764.72
Credit Cards	
3190 - COLUMBIA BANK CREDIT CARD	
3193 - VISA - KRISTINE	885.24
3194 - VISA - CORTNEY	2,474.84
Total 3190 - COLUMBIA BANK CREDIT CARD	3,360.08
Total Credit Cards	3,360.08
Other Current Liabilities	
3100 - PAYROLL LIABILITIES	
3110 - FEDERAL WITHHOLDING PAYABLE	-2,350.16
3120 - FICA PAYABLE	-80.28
3130 - MEDICARE PAYABLE	-18.68
3150 - LABOR & INDUSTRIES	2,679.84
3160 - EMPLOYMENT SECURITY PAYABLE	781.98
3163 - PAID FAMILY AND MEDICAL LEAVE	86.45
3263 - PTO PAYABLE	5,850.00
3100 - PAYROLL LIABILITIES - Other	292.42
Total 3100 - PAYROLL LIABILITIES	7,231.57
3166 - DOR - SALES TAX PAYABLE	948.45
3240 - REFUNDABLE DEPOSITS-TDC	5,200.00
3255 - UNEARNED RENTAL REVENUE	35,510.00
3257 - GARDEN SHOP - GIFT CERTIFICATES	400.00
Total Other Current Liabilities	49,290.02
Total Current Liabilities	53,414.82
Total Liabilities	
Equity	
3000 - PERMANENTLY RESTR. NET ASSETS	1,879,529.02
3400 - TEMPORARILY RESTRICTED NET ASSETS	177,273.55
3901 - UNRESTRICTED NET ASSETS - QB	1,834,932.81
Net Income	143,665.31
Total Equity	4,035,400.69
TOTAL LIABILITIES & EQUITY	<u>4,088,815.51</u>



STATE of WASHINGTON SECRETARY of STATE

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

CERTIFICATE OF INCORPORATION

to

THE FRIENDS OF LAKEWOLD

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

Corporation Number: 2-377084-5

Date: December 11, 1986



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

Ralph Munro, Secretary of State

FILED
DEC 11 1986

SECRETARY OF STATE
STATE OF WASHINGTON

ARTICLES OF INCORPORATION
OF
THE FRIENDS OF LAKEWOLD

KNOW ALL MEN BY THESE PRESENTS:

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

ARTICLE I

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

ARTICLE II

The duration of the Corporation shall be perpetual.

ARTICLE III

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

ARTICLE IV

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

ARTICLE V

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

Section 2. Limitations.

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

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

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

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

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

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

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

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

ARTICLE VI

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

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

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

Joanne Titus

11427 Gravelly Lake Drive SW
Tacoma, WA 98499

Corydon Wagner, Jr.

The Wagner Fund
2221 North 30th
Tacoma, WA 98403

Eulalie Wagner
(Honorary)

12221 Gravelly Lake Drive SW
Tacoma, WA 98499

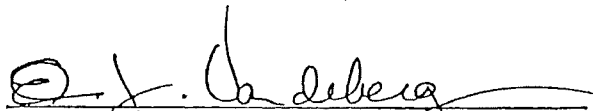
George H. Weyerhaeuser

Weyerhaeuser Company
Tacoma, WA 98477

ARTICLE VII

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

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



ELVIN J. VANDEBERG
Incorporator

2000 First Interstate Plaza
Tacoma, WA 98402-4391

CONSENT TO APPOINTMENT AS REGISTERED AGENT

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

DATED this 5th day of December, 1986.



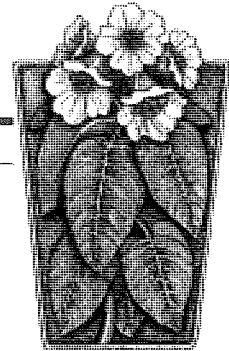
PAUL C. BENDER

Address of Registered Agent:

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

LAKEWOLD GARDENS

12317 Gravelly Lake Drive Southwest, Lakewood, WA 98499 • Mailing: PO Box 3978 Lakewood, WA 98496



BOARD OF DIRECTORS

August 20, 2019

PRESIDENT
Carla Pelster

Tho Kraus
Assistant City Manager
City Hall, 6000 Main St. SW
Lakewood, WA 98499

VICE PRESIDENT
Larry Woodin

TREASURER
Lark Moore

Re: Authorization to submit grant request

PAST PRESIDENT
Kate Read

The Lakewold Gardens 2019 Board of Directors approves for Cassandra de Kanter, Grants and Resource Specialist, to submit a Lakewood Lodging Tax funding request.

DIRECTORS
Phyllis Griggs
Michael Larson
MJ Stackpole
Kayla Weyerhaeuser
David Colegrove
Susan Pittman
Steven Cissell
Eve Hewitt

A handwritten signature in cursive script that reads "Carla J. Pelster".

Carla J. Pelster
Board President

HONORARY MEMBER
Judy Wagner

EX-OFFICIO
Kathi Littman

LAKEWOLD GARDENS

2019 Board of Directors Contact List

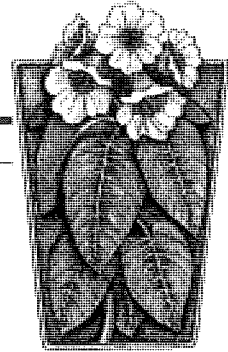
Effective: March 18th, 2019

EXECUTIVE COMMITTEE		
President Carla Pelster (GTCF) 11309 Clover Crest Dr. SW Lakewood, WA 98499 Res: 253-589-4786 Cell: 253-219-8853 Email: pelster1@yahoo.com	Vice President Larry Woodin (GTCF) 2230 SW 309th St Federal Way, WA 98023 Cell: 206-794-5276 Email: ecohome@mindspring.com	Secretary/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
Treasurer Lark Moore (GTCF) 9709 Zircon Dr. SW Lakewood, WA 98498 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@gctcf.org	Executive Director Susan Warner 3705 North Huson Street Tacoma, WA 98407 Cell: 253-970-9538 Email: swarner@lakewoldgardens.org	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	Megan Michels (FOL) 11505 Gravelly Lake Drive SW Lakewood, WA 98499 Cell: 760-214-4166 Email: mbleverson@gmail.com	Carole Axtell Merz (FOL) 16705 89 th Ave E Puyallup, WA 98375 Res: 253-770-4287 Cell: 253-229-8328 Email: tishh@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 N. 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	Eve Hewitt (GTCF) 515 N J Street Tacoma, WA 98403 Cell: 253-677-4980 Email: ehewitt@portblakely.com

1 (FOL) needed

LAKEWOLD GARDENS

12317 Gravelly Lake Drive Southwest, Lakewood, WA 98499 • Mailing: PO Box 3978 Lakewood, WA 98496



**BOARD OF
DIRECTORS**

August 20, 2019

PRESIDENT
Carla Pelster

Tho Kraus
Assistant City Manager
City Hall, 6000 Main St. SW
Lakewood, WA 98499

VICE PRESIDENT
Larry Woodin

TREASURER
Lark Moore

Re: Authorized signatory, LTAC application

PAST PRESIDENT
Kate Read

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

DIRECTORS
Phyllis Griggs
Michael Larson
MJ Stackpole
Kayla Weyerhaeuser
David Colegrove
Susan Pittman
Steven Cissell
Eve Hewitt

Susan Warner
Executive Director
PO Box 39780 Lakewood, WA 98496-3780
(253) 584-4106 x102

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

Sincerely,

HONORARY
MEMBER
Judy Wagner

EX-OFFICIO
Kathi Littman

Carla J. Pelster
Board President

Marketing Plan for
all 2020 Events

	PAID ADVERTISING							
	Design	Print	Broadcast	Direct Mail	eBlasts	Web	Social Media	Out of Home
4 - 6 months out	Campaign identity/brand					Build event webpage		
	Magazine ads (South Sound Magazine)	Confirm magazine ads	Confirm tv/radio ads			Post to community calendars		
	Video content for Grand Cinema					Add to web calendar		
	Video content for Website + Social Media							
	Collect media together for upcoming event marketing							
8 weeks out	Rack card/flier	Magazine ads run	Produce TV spots for KBTC					
	Poster	Print rack cards/fliers	Produce radio ad for KNKX			Post to parter websites (AGA, etc.)		
	Web ads	Print Posters						
6 weeks out	Direct mail postcard			Purchase/trade mailing lists		Post/purchase ads/event listings on local sites (Lakewood Mag, Lakeside Living, etc.)	Create FB Event	Distribute rack cards/fliers
								Distribute posters
4 weeks out		Magazine ads run		Mail postcard (members/patrons)	eBlast	Google Ads	Boost FB event	Distribute more rack cards/fliers
				Mail postcard (trade/purchased lists)	Send event to Tacoma Arts Listserv	Digital ads with Premier Media		Distribute more posters
	eblast e-mails							
3 weeks out	eBlast ads (for 3rd parties)				eBlast		FB/Insta posts	
			Grand Cinema ad runs (two weeks)					
2 weeks out	craft final eblast e-mails including more information about event		Radio ad runs		eBlast		FB/Insta posts	continue to distribute rack cards/fliers
			Tv ad runs		3rd party eBlasts (week prior)		Boost Insta Event post	
Week of			Radio ad runs		eBlast		FB/Insta posts	
			TV ad runs					



LAKEWOLD
GARDENS

Music from HOME

A celebration of live musical expression of women and people of color

The word home evokes comfort, belonging, self-formation. Artists and composers representing multiplicities of identities often find home in music. Power and healing enter when guests simply listen.

Music from Home is a house concert series that celebrates the live musical expression of womxn and people of color. Each month, Lakewold Gardens carves space for an inclusive social ceremony of wine, beer and musical storytelling.



August 11

Piano Music by Black, Womxn & Iranian Composers featuring Farshad Zadeh

September 8

Vocal Music by Black & Womxn Composers featuring Ibidunni Ojikutu

October 13

Music of Local Composer Deborah Anderson

November 24

Harp Music of France and Latin America featuring Adán Vásquez

December 8

Violin Music of the African Diaspora featuring Dr. Quinton Morris

All concerts are 3 - 5 pm

Tickets: \$25 Students/Military: \$15

(Includes admittance to performance, garden grounds and wine offerings)

Purchase tickets at [brownpapertickets.com](https://www.brownpapertickets.com)

While chairs are available, guests are encouraged to bring their own pillows for sitting. All are welcome to explore the Gardens during the event in search of their own home.

Application for:

City of Lakewood Fiscal Year 2020 Lodging Tax Grant Funds

From:

Historic Fort Steilacoom Association

7. APPLICATION FOR FISCAL YEAR 2020 LTAC GRANT FUNDING

1a. Project Information

Project Name: | Marketing Lakewood's Oldest Attraction: Historic Fort Steilacoom |

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

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

1b. Applicant Organization

Name of Applicant Organization: | Historic Fort Steilacoom Association |

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

Tax ID Number: | 91-1240261 |

Organization Unified Business Identifier (UBI) | C601246870 |
UBI Expiration Date: | 30 June 2020 |

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

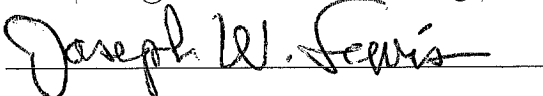
1c. Contact:

Name: | Joseph W. Lewis |

Title: | Secretary |

Telephone: | 253-226-2322 |

Email: | info@historicfortsteilacoom.org |

Signature: 

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 2020
- 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.

Admission for the Christmas at the Fort event costs \$5 per adult, \$3 for children over 6, with a maximum of \$10 per family unit. This fee structure also applies for tours of our historic buildings. Revenue pays for maintenance expenses.

- d. Please provide a detailed, yet concise **scope of work (mandatory)** and/or 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. Our social media presence on Instagram and FaceBook will publicize our activities among a population relatively unaware of local history. Social media will invite people to visit our newly renovated website for more info. Our color brochures are 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 affiliate membership in the WA State Historical Society provides visibility throughout the Northwest.

Responsibility for the campaign rests with the 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. Pierce Transit benefits since its buses service the hospital campus for visitors not wishing to drive. Local lodging is needed by visitors arriving from distant parts of WA and from out of state. Our museum will receive more revenue from ticket sales and gift shop purchases.

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 attractive destination. Our marketing 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 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.

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 proximity 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 and enhancements to our website. We may also consider occasionally boosting a social media post

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 reduce production and distribution of brochures, newsletters, and event flyers. Website enhancements and boosting of social media posts 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.

\$6,000 for printed material, \$4,000 for website improvements, and \$2,000 for social media advertising.

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 2020. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
Member Dues & Activities Revenue	\$2,000	Yes	July 2020
	\$		
	\$		
	\$		
	\$		
	\$		
	\$		

*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.)	\$	\$500	\$500
Marketing/Promotion	\$8,000	\$1,500	\$9,500
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	\$	\$	\$
Minor Equipment (computers, desks, etc.)	\$	\$	\$
Travel	\$	\$	\$
Contract Services Describe below	\$4,000	\$	\$4,000
Other Describe below	\$	\$	\$
TOTAL COST	\$12,000	\$2,000	\$14,000
Description for Direct Sales Activities, Contract Services, Travel and Others	Contract for website upgrades.		
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 2019? Yes No

b. If you answered yes to 11a, how much funding did you receive in 2019? \$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, ticket sales for tours and special events, 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.

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 U.S., 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 we operate 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 July Saturday when Lakewood holds its annual Summerfest in Fort Steilacoom Park. Many visitors come from the park to visit our historic buildings. 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. As a member of the South Sound Heritage Association we distribute our promotional materials to museum reps from Lewis, Mason, Pierce, and Thurston counties for display in their museums. We continue our membership in the Heritage League of Pierce County, a convenient 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 September in the national Museum Day sponsored by Smithsonian Magazine. Interested parties visit the magazine's website, view 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 events.

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

13. Capital Projects Budget

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

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

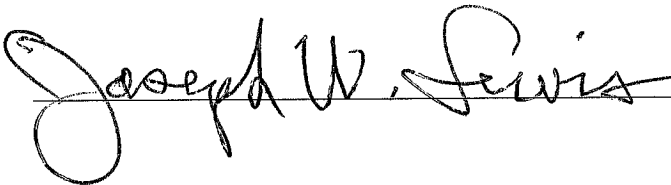
FUNDING/TIMELINE	Responsible Parties, Methods, Means	Begin (Dates or Periods)	End (Dates or Periods)	Amount Requested From Lodging Funds	Other Funds Committed or Proposed*	TOTALS
Design & Inspection				\$	\$	\$
Other Consultants				\$	\$	\$
Permits & Fees				\$	\$	\$
Land Acquisition				\$	\$	\$
Site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

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

14. Certification

The applicant hereby certifies and confirms:

1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;
2. That it will abide by all relevant local, state, and federal laws and regulations;
3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;
4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

Primary Signature:  _____

Joseph W. Lewis, Secretary
Printed Name & Title of Chief Administrator/Authorizing Official

Date 8/16/19

15. E-Verify Requirements for Contractors & Certification

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

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

Who is affected?

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

Are there exceptions?

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

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

- For at least the term of the contract.

Are there other stipulations?

- E-Verify must be used ONLY for NEW HIRES during the term of the contract. It is NOT to be used for EXISTING EMPLOYEES.
- E-Verify must be used to verify the documentation of ANY new employee during the term of the contract, not just those directly or indirectly working on deliverables related to the City of Lakewood contract.

How will the City of Lakewood check for compliance?

- All contractors will retain a copy of the E-Verify Memorandum of Understanding that they execute with the Department of Homeland Security AND
- Sign and submit to the City an Affidavit of Compliance with their signed contract.
- All General Contractors will be required to have their subcontractors sign an Affidavit of Compliance and retain that Affidavit for 4 years after end of the contract.
- The City of Lakewood has the right to audit the Contractor's compliance with the E-Verify Ordinance.

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

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

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

As the person duly authorized to enter into such commitment for

Historic Fort Steilacoom Association
COMPANY OR ORGANIZATION NAME

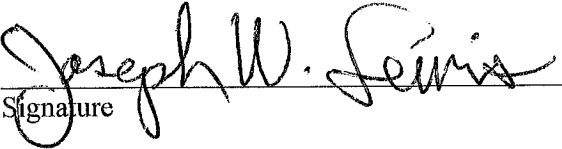
I hereby certify that the Company or Organization named herein will

(Check one box below)

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

- OR -

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


Signature

Joseph W. Lewis, Secretary
Print Name and Title

August 19, 2019
Date

Internal Revenue Service
District Director

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

Date: MAR. 27, 1989

HISTORIC FORT STEILACOMM
PO BOX 94095
FORT STEILACOMM, WA 98494

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

Our Letter Dated:
Oct. 16, 1984
Caveat Applies:
No

Dear Applicant:

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

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

Grantors and contributors may rely on this determination until the Internal Revenue Service publishes a notice to the contrary. However, a grantor or a contributor may not rely on this determination if he or she was in part responsible for, or was aware of, the act or failure to act that resulted in your loss of section 509(a)(1) status, or acquired knowledge that the Internal Revenue Service had given notice that you would be removed from classification as a section 509(a)(1) organization.

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

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

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

Sincerely yours,

Frederick C. Nielsen
District Director

Date: OCT 16 1984

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 section 509(a)(1) and 170(b)(1)(A)(vi)

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

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

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

(over)

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

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

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, or
other Federal taxes, please let us know.

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

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

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

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

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

Sincerely yours,



District Director

th/0220Z

Fort Steilacoom



2020 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 by audience engagement and boosting audience reach
- Brochures - distribute in locations frequented by people interested in history thereby increasing awareness of Lakewood as a place to visit
- Museum Gift Shop - sell clothing and souvenirs featuring Lakewood
- 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
2020 PROVISIONAL BUDGET**

<u>Category Description</u>	<u>Budget</u>
INFLOWS	
Donations	1,200
Dues	1,900
Events	1,300
Gift Shop Sales	600
Lakewood Grant	12,000
Other Grants	<u>4,000</u>
TOTAL INFLOWS	21,000
 OUTFLOWS	
Administrative Supplies	200
Brochures	400
Event Costs	400
Gift Shop Inventory	750
Insurance	1,950
Library	850
Maintenance	2,500
Non-designated	100
Postage	500
Printing	5,000
Social Media	2,000
Three Newsletters	1,600
Taxes & Permits	750
Website	<u>4,000</u>
TOTAL OUTFLOWS	21,000
 OVERALL TOTAL	 <u>0</u>

HISTORIC FORT STEILACOOM ASSOCIATION

Balance Sheet as of August 1, 2019

ASSETS

Cash-Unrestricted		
• Operating Funds	19,744.24	
• Franklin Income Fund (Operating Funds)	<u>30,469.45</u>	
		50,213.69

Cash-Restricted		
* Gift Shop Change Fund	150	
* Co. M Funds	691.9	
* Library Funds	531.31	
* Grants	<u>N/A</u>	
		1373.21

CAPITAL EXPENDITURES

Building #1	1,263.43	
Building #2	20,805.53	
Building #3	15,443.11	
Building #4	<u>22,987.78</u>	
		60,499.85

Security		350
Cannon Project		20,872.56
Cannon Shelter		1,980.20

Interpretive Center		
* Audio-visual Equipment	11,614.58	
* Program Development	5,514.59	
* Displays & Display Equipment	<u>6,626.88</u>	
		23,756.05

Computers		1,500.00
Historic Furniture		4,596.78
Furniture, Equipment, & Acquisitions		2,798.49
Reenactor uniforms		506.17
Merchandise Inventory		2,599.14

Company M		
* Cannon	5,000.00	
* Tents & Equipment	700	
* Uniforms	600	
* Cannon Trailer	<u>693.13</u>	
		6,993.13

Marketing & Website		5,000
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LIABILITIES

None

FUND BALANCE

Fund Balance - August 1, 2018		178,039.27
Increase in Operating Funds		5,000.00
Total Increase		5,000.00
Fund Balance - August 1, 2019		183,039.27



ARTICLES OF INCORPORATION

SECRETARY OF STATE
STATE OF WASHINGTON

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 office 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 will achieved through a lease of the property from the Washington State Departm of Social and Health Services. The property is located in Pierce County, Washington.

ARTICLE IV

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

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

CONSENT TO APPOINTMENT AS REGISTERED AGENT

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

8 June 1983
(Dated)

Cyrus Happy, III
(Signature of Registered Agent)

ARTICLE V

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

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



ARTICLES OF INCORPORATION
OF
Historic Fort Steilacoom

ARTICLE VI

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

ARTICLE VII

The name and address of each incorporator is as follows:

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

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



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

Historic Fort Steilacoom Association

Meeting Minutes
July 16, 2019

Opening

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

Present:

Bernie Bateman, Joe Lewis, Loran Bures, Lawrence Bateman, Tom Melberg, Michael McGuire, John Roten and Jim Lauderdale.

The agenda was approved as published.

Approval of Minutes and Treasurer's Report

The minutes of the June meeting were approved. The secretary informed the board about all correspondence received and sent since the last meeting. HFSA received an invitation to participate in the Anderson Island Labor Day parade. The DuPont hearing examiner disapproved a proposal to construct a warehouse on historic land. Letters were sent to seven individuals thanking them for assisting in the installation and opening of the Isaac Stevens exhibit. Our liability policy covering museum guests has been renewed by Travelers. Media Temple was unable to grant HFSA ownership of our old .com domain name. The secretary reviewed the upcoming calendar for use of our buildings. Tom Melberg will host the 4th U.S. on 4 August. Lawrence Bateman will host American Civil War gaming on 10 August. Other events are addressed in other sections of the minutes.

Treasurer Michael McGuire's financial report for June was approved as submitted. The board agreed to pay for the food served at the 14 June opening of the Stevens exhibit.

Committee Reports

Docents – Gideon Pete and Joe Lewis will serve on 21 July. Tom Melberg and Lawrence Bateman volunteered for 28 July. Gideon Pete and Jim Lauderdale will work on 4 August. Lawrence Bateman and Dennis Eller will serve on 11 August. Bernie Bateman and Michael McGuire volunteered for 18 August.

Maintenance – The garage storage facility is now clean. The railings on the entry steps to Quarters 4 have been painted. The furnace in Quarters 1 has been shut off at the circuit breaker. Loran Bures suggested that maintenance of our security systems should be performed annually by the alarm company. The board approved and Gideon Pete will contact the alarm company. Gideon Pete asked the board to approve moss removal from the roofs of Quarters 2 & 4 plus the cannon shed. The board was concerned about paying for this work so soon after paying for Quarters 1 & 3. Bernie Bateman will check with local tribes to see if grants would be available for this project.

Research Center/Exhibits – Loran Bures reported that cataloging of our library collection was 93.6% complete. Loran will start on the BG Hall library donation very soon. Gideon Pete proposed deaccessioning certain items that are not relevant to our period. These include a hutch in Quarters 3 and the 1880s cook stove in Quarters 1. Gideon will email a photo of the female mannequin obtained from the Anderson Island museum to other local heritage organizations and see if there is any interest. Jim Lauderdale recommended that visitor attendance at the Stevens exhibit be documented. This info would be helpful in applications to host future exhibits. There may be an Excel spreadsheet to facilitate this process. Lawrence Bateman has created a new sign for the enlisted barracks upstairs in Quarters 2. Loran Bures reported that the Sons of Union Veterans of the Civil War has engaged Alan Archambault to make a poster for the Napoleon cannons.

Publicity – Jim Lauderdale reported that social media hits have increased. Jim and Lawrence will be promoting HFSA at Chehalis on 20 July.

Old Business

Participation in the Steilacoom 4th of July street fair resulted in \$325 gross sales and \$46 in donations for photos with our living historians.

The 13 July living history open house went well. A counter will be obtained to record attendance at future events.

Michael McGuire will coordinate with John McPherson to place a new order with Lantern Press for gift shop items.

Loran Bures reported that the bylaws have been revised to comply with WA state law. The board will vote on the revision at the August meeting.

New Business

The board approved Joseph W. Lewis to submit a Lakewood 2020 lodging tax funding request in the amount of \$12,000.

Joe Lewis proposed that there be no Founders' Day potluck picnic this year. The board agreed.

Loran Bures informed the board about public programs for 2020 that he has arranged. A listing is attached.

The board approved the conflict of interest policy developed by Loran Bures. Each board member will submit a completed certification to the secretary by the next meeting.

Based on the expectation that the general membership will approve the Restated Bylaws at the annual meeting, the board discussed two resolutions. The board approved Resolution No 2019-1 setting the number of director positions at eight and renumbering

them. The board approved Resolution No. 2019-2 directing the Nominating Committee to identify qualified candidates for eight officer and director positions.

Round Table

Tom Melberg reported that the Meeker Mansion was selling a covered cargo trailer that could be used to carry and store our event banner.

Loran Bures informed the board that the Articles of Incorporation do not require approval by the general membership.

Adjournment

The meeting was adjourned at 9:25 p.m. by President Pete. The next board meeting will be at 7 p.m. on Tuesday 20 August 2019 in Quarters 2.

Joseph Lewis, Secretary

Historic Fort Steilacoom Association Board Directory 2018-2020

President (2018-2020)

Craig Gideon Pete
P.O. Box 788
Spanaway, WA 98387
(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 (2018-2020)

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

Secretary (2018-2020)

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
m McGuire@brandman.edu

Director Position 1 (2018-2020)

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

Director Position 2 (2018-2020)

John Roten
6720 – 121st Ave. S.E.
Bellevue, WA 98006
(425) 635-8791 Cell only
john.edward.roten@gmail.com

Director Position 3 (2018-2020)

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
tm4thus@comcast.net

Director Position 5 (2017-2019)

Joe Miller
11615 Alaska Street S.
Tacoma, WA 98444
Cell: (253) 241-8621
usgmiller1844@gmail.com

Director Position 6 (2017-2019)

R. Dennis Eller
572 Lake Louise Dr. S.W.
Lakewood, WA 98498
(253)241-3620
eller870@gmail.com

Fort Steilacoom



August 13, 2019

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 2020. 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

Application for:

City of Lakewood Fiscal Year 2020 Lodging Tax Grant Funds

From:

Asian Pacific Cultural Center

7. APPLICATION FOR FISCAL YEAR 2020 LTAC GRANT FUNDING

1a. Project Information

Project Name: [10th 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 Identifier (UBI) [601786993]
UBI Expiration Date: [ongoing]

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

1c. Contact:

Name: [Faalua 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 11, 2020]
- b. Event Location: [Tacoma Dome Exhibition Hall]
- 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 **scope of work (mandatory)** and/or 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 10th Annual Samoa Cultural Day at the Tacoma Dome Exhibition Hall. 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 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 night. The second day is the Native Hawaiian Pacific Islander (NHPI) MoveIt! Youth Health and Fitness Day held at the Clover Park High School Harry Lang Stadium. And the finale is the Samoa Cultural Day on Saturday July 11, 2020. 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 the Tacoma Dome Exhibition Hall for the 2020 event. Because many planning and event activities will be held in Lakewood, and many families are from Lakewood, many 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 from American Samoa. In years past, many elected officials from throughout Washington State attended. At our last Samoa Cultural Day, 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 10th 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 10th 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 (many who live in Lakewood), tour around Washington State, and then stay through the week for the Samoa Cultural Day. At the previous 9th 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 2020 10th 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 10th 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 ethnic foods, see traditional dances, and participate in cultural games, crafts and activities no matter how far away the event might be.

At the previous 9th 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 10th 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 2020. 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 2020
UFCW21	\$2,000	Yes	Feb 2020
United Healthcare	\$1,500	Yes	May 2020
Amerigroup	\$1,500	Yes	May 2020
Community Fundraising	\$5,000	No (ongoing)	June 2020
Other Funders	\$4,500	No (ongoing)	Mar 2020

Expenses: Based on full funding, please list project costs.

Note: Certain expenses may not be reimbursable, at the sole discretion of the City of Lakewood.

You will only be reimbursed at the authorized rates. Insurance is not an eligible cost.

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

**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 2019? Yes No

b. If you answered yes to 11a, how much funding did you receive in 2019? \$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 10th 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 10th 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 no city ownership are not eligible to receive funding.

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

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

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

14. Certification

The applicant hereby certifies and confirms:

1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;
2. That it will abide by all relevant local, state, and federal laws and regulations;
3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;
4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

Primary Signature: _____


<u>Faaluaina Pritchard, Executive Director</u>	<u>August 20, 2019</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 ONLY for NEW HIRES during the term of the contract. It is NOT to be used for EXISTING EMPLOYEES.
- E-Verify must be used to verify the documentation of ANY new employee during the term of the contract, not just those directly or indirectly working on deliverables related to the City of Lakewood contract.

How will the City of Lakewood check for compliance?

- All contractors will retain a copy of the E-Verify Memorandum of Understanding that they execute with the Department of Homeland Security AND
- Sign and submit to the City an Affidavit of Compliance with their signed contract.
- All General Contractors will be required to have their subcontractors sign an Affidavit of Compliance and retain that Affidavit for 4 years after end of the contract.
- The City of Lakewood has the right to audit the Contractor's compliance with the E-Verify Ordinance.

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

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

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

As the person duly authorized to enter into such commitment for

Asia Pacific Cultural Center
COMPANY OR ORGANIZATION NAME


I hereby certify that the Company or Organization named herein will

(Check one box below)

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

- OR -

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



Signature

Faaluaina Pritchard, Executive Director
Print Name and Title

Aug 20, 2019
Date

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

DEPARTMENT OF THE TREASURY

Date: JAN 21 1998

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

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

Dear Applicant:

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

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

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

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

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

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

Letter 1045 (DO/CG)



Asia Pacific Cultural Center 10TH 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.
- Communications goals:
 - Build awareness about Samoa Cultural Day
 - Increase awareness of the City of Lakewood
 - Build awareness about APCC
 - Increase understanding of Asia Pacific Cultures

2. Objectives

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

3. Target Audience

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

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

4. Best Strategies

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

5. Budget

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

6. Evaluation

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



Asia Pacific Cultural Center
10th Annual Samoa Cultural Day
Program Budget 2020

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

Asia Pacific Cultural Center
Statement of Financial Income and Expense - Cash Basis
December 2018

	<u>Dec 18</u>	<u>Jan - Dec 18</u>
Ordinary Income/Expense		
Income		
Capital Projects Income	0.00	91,999.09
Cultural Program Income	1,460.00	69,773.23
Donations Income	1,230.00	18,723.38
Event Income	8,790.00	97,268.75
Grants/Corp Donations, General	6,681.82	352,400.74
Membership Dues Income	0.00	1,400.00
Rental Income	8,660.00	93,995.50
Miscellaneous Income	1,000.00	50,607.56
Youth Program Income	5,000.00	31,278.76
Total Income	<u>32,821.82</u>	<u>807,447.01</u>
Gross Profit	32,821.82	807,447.01
Expense		
Reconciliation Discrepancies	0.00	0.00
Accounting	600.00	8,400.00
Advertising	2,150.82	43,130.57
Board Expenses	948.50	1,568.00
Building Projects	0.00	2,971.19
Building Management	4,360.69	56,969.95
Business Expenses	560.82	10,319.93
Community Relations	3,836.92	20,097.99
GOTV	3,258.00	5,708.73
Health Benefits	4,215.19	52,093.63
Insurance	284.72	8,293.05
Licenses, Fees & Dues	1,233.03	19,192.97
Office Expense	781.64	7,696.69
Payroll Taxes	2,076.29	29,100.03
Printing & Graphics	4,301.79	31,584.51
Professional Fees	456.79	71,797.79
Program Support	4,231.37	167,006.70
Rent Expense	1,692.60	20,308.80
Salaries and Wages	21,950.79	295,023.80
Telephone & Internet	585.36	5,337.38
Travel	1,557.13	12,303.77
Total Expense	<u>59,082.45</u>	<u>868,905.48</u>
Net Ordinary Income	-26,260.63	-61,458.47
Other Income/Expense		
Other Income		
Interest Income	0.59	27.03
Total Other Income	<u>0.59</u>	<u>27.03</u>
Net Other Income	0.59	27.03
Net Income	<u><u>-26,260.04</u></u>	<u><u>-61,431.44</u></u>

No assurance is provided on these financial statements.



9312 So. Tacoma Hwy
Suite 110
Tacoma, Washington
95422

Telephone
253-265-7225
Fax
253-261-5515

BOARD OF DIRECTORS

Peggy Ann O'Connell
President

Barbara Munguchi
1st Vice President

Judy Chan
2nd Vice President

Franklin Pritchard
Secretary

Daniel Yu
Treasurer

Elle Abbey
Karen Kamara Cowr
Charles Hermann
Linda Martin
Michelle Onda

BYLAWS

November, 1997

BYLAWS: ASIA PACIFIC CULTURAL CENTER
WASHINGTON STATE NONPROFIT CORPORATION

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WASHINGTON STATE NONPROFIT CORPORATION

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WASHINGTON STATE NONPROFIT CORPORATION

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**BYLAWS: ASIA PACIFIC CULTURAL CENTER
WASHINGTON STATE NONPROFIT CORPORATION**

ARTICLE ONE - ADMINISTRATIVE OFFICE:

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

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

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

ARTICLE TWO - MEMBERS:

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

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

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

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

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

BYLAWS: ASIA PACIFIC CULTURAL CENTER
WASHINGTON STATE NONPROFIT CORPORATION

ARTICLE THREE - MEMBERS' MEETINGS:

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

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

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

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

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

ARTICLE FOUR - BOARD OF DIRECTORS:

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

BYLAWS: ASIA PACIFIC CULTURAL CENTER
WASHINGTON STATE NONPROFIT CORPORATION

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

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

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

ARTICLE FIVE - BOARD OF DIRECTORS MEETINGS

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

BYLAWS: ASIA PACIFIC CULTURAL CENTER
WASHINGTON STATE NONPROFIT CORPORATION

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

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

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

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

ARTICLE SIX - OFFICERS:

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

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

BYLAWS: ASIA PACIFIC CULTURAL CENTER
WASHINGTON STATE NONPROFIT CORPORATION

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

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

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

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

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

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

BYLAWS: ASIA PACIFIC CULTURAL CENTER
WASHINGTON STATE NONPROFIT CORPORATION

ARTICLE SEVEN - COMMITTEES:

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

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

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

ARTICLE EIGHT - DIRECTOR

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

BYLAWS: ASIA PACIFIC CULTURAL CENTER
WASHINGTON STATE NONPROFIT CORPORATION

ARTICLE NINE - CONTRACTS, CHECKS, DEPOSITS, AND GIFTS

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

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

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

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

ARTICLE TEN - CERTIFICATE OF MEMBERSHIP

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

BYLAWS: ASIA PACIFIC CULTURAL CENTER
WASHINGTON STATE NONPROFIT CORPORATION

ARTICLE ELEVEN - BOOKS AND RECORDS

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

ARTICLE TWELVE - FISCAL YEAR

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

ARTICLE THIRTEEN - DUES

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

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

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

ARTICLE FOURTEEN - SEAL

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

ARTICLE FIFTEEN - WAIVER OF NOTICE

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

BYLAWS: ASIA PACIFIC CULTURAL CENTER
WASHINGTON STATE NONPROFIT CORPORATION

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

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

ARTICLE SEVENTEEN - AMENDMENTS OF BYLAWS

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

PROPOSED ADDITION TO THE BY-LAWS:

In the matter of obtaining proxy vote permission:

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

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



ASIA
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CULTURAL
CENTER
SINCE 1996

4851 So. Tacoma Way
Tacoma WA 98409
253.383.3900
253.292.1551 F
www.apcc96.org

August 19, 2019

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 10th Annual Samoa Cultural Day.

Sincerely,

Al Cosio
Secretary



ASIA PACIFIC CULTURAL CENTER
Board of Directors - 2019

<p>President</p> <p>Patsy Surh O'Connell / APCC Founder, Artist 2520 71st Ave. Ct. NW. Gig Harbor, WA 98335 (253) 265-2225 (home), (253) 226-2742 (cell) psurhoc@comcast.net / BDC, CPDT</p>	<p>Vice President</p> <p>Belinda Y. Louie, Ph.D. / Professor of Education UWT 1900 Commerce St. Tacoma, WA 98402 (253) 692-4434 (work), (253) 376-3553 (cell) bylouie1@gmail.com / CPDT, FRC</p>
<p>Secretary</p> <p>Albert Q. Cosio, MS, LTC, (USA Ret.) / Community Advocate 7114 57th St. Ct. W. University Place, WA 98467 (253) 273-6119 (cell) kinilao@aol.com / CPDT, FC</p>	<p>Treasurer</p> <p>Gim S. Seow, Ph.D. MBA, BE Milgard School of Business UWT 1900 Commerce St. Tacoma, WA 98402 (860) 324-1516 / gseow@uw.edu / CPDT, FRC, FC</p>
<p>Elaine S. Ishihara / APIC Director 10629 59th Ave. S. Seattle, WA 98178 (206) 725-8715 (home), (206) 851-1179 (cell) e.ishihara@comcast.net / BDC, FC</p>	<p>Tuyet Nguyen / DSHS Vocational Rehabilitation (Ret.) 7114 Interlaaken SW Lakewood, WA 98499 (253) 445-7281 (work), (253) 227-3956 (cell) clairemarine2003@yahoo.com / BDC, CPDT</p>
<p>Sunni Y. Ko, JD / Attorney at Law Criminal Defense / Person Injury 1105 Tacoma Ave. S. Tacoma, WA 98402 (253) 383-5346 (work), (253) 301-9418 (cell) sunni@sunnikolaw.com / CPDT, FRC</p>	<p>Leonara (Schmit) Noble / Education Consultant 6712 103rd St. Ct., NW Gig Harbor, WA 98332 (253) 678-6639 lee_noble@comcast.net PC</p>
<p>Ka'imi Alohilani Sinclair, Ph.D. MPH / UW Assistant Professor / IREACH, College of Nursing 1100 Olive Way, Suite 1200, Seattle, WA 98101 19732 40th Ave. S. Seatac, WA 98188 (808) 295-0810 / kaimi.sinclair@wsu.edu / FRC</p>	<p>Jay Narongdej, Ph.D. / Registered Representative; VOYA 40 Lake Bellevue Dr. # 245, Bellevue, WA 98005 1211 E. Denny Way, # 15A, Seattle, WA 98122 (425) 502-0834 (direct), (425) 213-2542 (cell) talktojay72@gmail.com / CPDT, FC</p>
<p>Dareth Pak / Concerto Healthcare Associate 4033 E. C. St. Tacoma, WA 98404 (253) 202-4137 darethpak@yahoo.com / PC, FRC</p>	<p>Latha Sambamurti / Former Arts WA Board & India Artist 14030 NE. 85th Court, Redmond, WA 98052 (425) 208-1696 lathapat.arts@gmail.com / BDC, PC</p>
<p>Rachel Kim Tschida / Program Manager Partner Networks, Starbucks Corporation 2401 Utah Ave. S. Mailstop D&I, Seattle, WA 98134 (206) 318-3606 (direct), (206) 457-9593 (cell) rtschida@starbucks.com / PC, FRC</p>	<p>Xiaoming Melody Zhang / VP Human Resources Milgard Manufacturing 1010 54th Ave. E. Tacoma, WA, 98424 480-620-1370 mldyzhng@gmail.com</p>
<p>APCC Executive Director</p> <p>Faaluaina (Lua) Pritchard 4851 S. Tacoma Way, Tacoma, WA 98409 (253) 590-7457 (cell) faalua@comcast.net, luapritchard@apcc96.org BDC, PC, CPDT, FRC, FC</p>	<p>* Board Development Committee = BDC * Capital Project Development Team = CPDT * Fundrasing Committee = FRC * Programs Committee = PC * Finance Committee = FC</p>

Revised 4/15/2019



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August 19, 2019

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 10th Annual Samoa Cultural Day in 2020:

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,

Al Cosio
Secretary

Tho Kraus

From: Jasmine Argel <jargel.apcc96@gmail.com>
Sent: Wednesday, August 21, 2019 9:08 AM
To: Tho Kraus
Cc: lua pritchard
Subject: APCC application for City of Lakewood
Attachments: APCC 10th Samoa Cultural Day - Project Budget 2020 FINAL.xlsx; APCC Board of Directors 2019 3.0 FINAL.xlsx; APCC LTAC2020 10th Samoa Cultural Day Marketing Plan 1.0 FINAL.doc; APCC 501_(c)3[1] FINAL.pdf; APCC LTAC Application FY2020 1.0 FINAL.pdf; APCC LTAC2020 Authorization Letter - Al Cosio FINAL.pdf; APCC Stmt of Financial Income and Expense 2018 FINAL.pdf; APCC LTAC2020 Verification Letter of Contact Info - Al Cosio FINAL.pdf; apcc by-laws - FINAL.pdf

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Use caution when following links or opening attachments as they could lead to malicious code or infected web sites. When in doubt, please contact the HelpDesk.

- helpdesk@cityoflakewood.us ext. 4357

This email contains a compressed file as an attachment!

NOTICE: This email contains attached Microsoft Office files. These files can contain a virus. Use caution when opening this file, or do not open this file at all if you did not expect to receive it.

- helpdesk@cityoflakewood.us ext. 4357

Hello Tho,

APCC is pleased to submit the attached application packet for the FY2020 Lodging Tax Grant Funds. Hopefully all the files go through ok. We look forward to hearing from you soon!

Jasmine Argel
Fund Development Associate
Asia Pacific Cultural Center

Application for:

City of Lakewood Fiscal Year 2020 Lodging Tax Grant Funds

From:

**Tacoma South Sound Sports
Commission and Tacoma Regional
Convention + Visitor Bureau**

7. APPLICATION FOR FISCAL YEAR 2020 LTAC GRANT FUNDING

1a. Project Information

Project Name: | Sales, Marketing and Event Recruitment for Tourism Generators in Pierce County |

Amount of Lodging Tax Funding Requested: \$ | 120,000 |
(Amount Requested must match Project Budget column a “Lodging Tax Funding Requested”)

Total Project Cost: \$ | 2,740,086 |
(Total Project Amount must match Project Budget column c “Total Project Cost”)

1b. Applicant Organization

Name of Applicant Organization: | Tacoma South Sound Sports Commission and Tacoma Regional Convention + Visitor Bureau [dba – Travel Tacoma + Pierce County] |

Mailing Address: | 1516 Commerce Street |
| Tacoma, WA |
| 98402 |

Tax ID Number: | 91-1465947 |

Organization Unified Business Identifier (UBI) | 601 216 920 |
UBI Expiration Date: | 12-31-19 |

Type of Organization: | Nonprofit Convention and Visitor Bureau and Sports Commission 501c6 |
(Non-profit, For-profit, Municipality, Private business, etc.)


1c. Contact:

Name: | Dean Burke |

Title: | President + CEO |

Telephone: | 253-284-3250 |

Email: | dean@traveltacoma.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): N/A - This is a year-long program of event recruitment, marketing and sales for Pierce County Tourism |
- b. Event Location: N/A - See below for hotel and venue highlights. |
- c. If there is a charge or fee for this activity, please describe how much and why.
| |
- d. Please provide a detailed, yet concise **scope of work (mandatory)** and/or proposed project/activity. Include information on the area the project will serve, its expected impact and list the responsible party(s).

Tacoma South Sound Sports and Travel Tacoma + Pierce County will emerge as a united tourism organization in 2020; we will work to deliver room nights to Lakewood through sports, meetings/convention and leisure marketing. Combined, 2020 we project approximately 68,000 room nights in Pierce County.

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 generate 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.” 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 meetings and conventions and sports markets;
- (c) providing logistical service and engagement support to visitors, sports participants and attendees.

We are the only Destination Marketing Organization representing all of Pierce County, and the only tourism marketing and management organization in the county accredited through Destinations International. In 2020, we were also contracted by the cities of Fife, Gig Harbor, Puyallup, and Tacoma. While not all 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.

The organization supports all quality tourism facing businesses in Lakewood.

Five sports events will take place Lakewood in 2020 and will bring 14,260 attendees. These include:

- American Lake Fall Classic will take place at American Lake
- Ft. Steilacoom Invitational and SummerFest Triathlon will take place at Fort Steilacoom Park
- Rainier Cup Judo and West Coast Open will take place at Pierce College.

Combined, these have more than 14,000 in projected attendance.

Venues with meeting facilities in Lakewood are featured on our promotional meetings website and regularly featured in a monthly newsletter to more than 5,000 engaged meeting planners.

- McGavick Conference Center
- Holiday Inn Express – Lakewood
- Lakewold Gardens
- Best Western Lakewood

There are 86 Lakewood businesses listed on traveltacoma.com. The attractions that receive the most website referrals are:

- Fort Steilacoom Park
- Oakbrook Golf Course
- Pierce College Science Dome
- Thornewood Castle Inn and Gardens
- Lakewold Gardens

Hotels available on our direct booking engine include:

- Candlewood Suites Lakewood
- Best Western Lakewood
- Holiday Inn Express Lakewood
- Towneplace Suites Tacoma/ 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.

Travel Tacoma and the Sports Commission anticipate 68,000 room nights in 2020. Each of our markets measure the room nights in ways specific to their needs.

29,000 Room Nights from **Sports** Events

Estimated 46 Events throughout Pierce County. Room nights are tracked by reporting on the number of room nights generated by registered attendees who live 50 miles outside of the county or more.

27,000 Room Nights from **Meetings and Conventions**

21,000 from the Convention Center. 6,000 from other venues across the county. Room nights are measured by contracted room blocks with hotels.

12,000 Room Nights from **Marketing; Travel, Leisure and Events** (non-sport)

4 targeted campaigns that focus on Entertainment, Night Life, Makers Markets plus online booking. Room nights are monitored by digital footprints and hotel bookings in Pierce County as tracked by Sojern's digital platform.

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

Travel Tacoma promotes Lakewood venues and attractions to three major markets that bring overnight rooms to Lakewood: sport event planners, meeting and convention planners and to leisure travelers in identified markets.

Sports

There are currently five sporting events that will take place Lakewood in 2020 and are estimated to generate 2,108 room nights and 14,260 attendees:

- American Lake Fall Classic with 1,200 projected total attendance
- Ft. Steilacoom Invitational with 10,800 projected total attendance
- Rainier Cup Judo with 900 projected total attendance
- West Coast Open with 730 projected total attendance
- SummerFest Triathlon with 630 projected total attendance

In addition to the sporting events taking place in Lakewood, 15 nearby events will bring an additional 111,231 attendees that will impact Lakewood hotels through compression.

Meetings and Conventions

To date 2019, Travel Tacoma has sent 29 leads with the potential of 5,940 room nights to Lakewood. These are prequalified, vetted and determined appropriate for Lakewood based on the customer's requirements.

The sales marketing activities that will directly support meetings business and future leads for the Lakewood meetings/convention market are:

- Pierce County web pages to include Lakewood content in CVENT, the #1 meeting planner online resource to research destinations and source leads with retargeted video and banner advertisements.
- American Society of Association Executives Corporate Sponsorship which includes exclusive advertising on the ASAE website, advertisements in the publication and a tradeshow booth at the Annual Convention.
- Attendance at six Connect Events and promotional packages which include 25 prescheduled one-on-one planner appointments at each event.
- East Coast sales mission which includes a hosted client event with more than 20 planners representing hundreds of events annually, scheduled appointments and sales calls with meeting planners.

These sales marketing activities are focused on recruiting events that are the best fit for Lakewood and the other Pierce County cities. Primary meeting/convention targets are the association, corporate and SMERF (social, military, education, religion and fraternal) markets.

Additionally, we are working collaboratively with local south sound tourism assets to identify opportunities to promote Lakewood and other Pierce County venues to the local and regional market more effectively and efficiently. This collaboration is aimed at collective and cohesive marketing strategies to attract more one-day and multi-day events to Lakewood and Pierce County from the surrounding Washington and Pacific Northwest region. Opportunities with south sound partnerships, NW Events Show and South Sound Magazine are being explored to see what may flesh out as potential opportunities to showcase the destination and convert and recruit new business.

Leisure

The marketing team works to attract new visitors to Lakewood, and encourage repeat visits through advertising, public relations and visitor services.

The Pierce County tourism website receives 1 million pageviews a year and provides 85,000 hotel referrals. Visitor guides and planning tools extend stays and help visitors discover lesser known attractions. For the leisure market we focus on Lakewood's outdoor parks and recreation (Golf and Nature). We also promote tourism-facing attractions; such as Oakbrook Golf Course, and historic Fort Steilacoom. To do this we use suggested itineraries and planning tools to showcase Lakewood's activities through our social media channels (33,000 followers) monthly emails (6,000 subscribers), PR efforts (200 influenced articles), and digital advertising.

So far in 2019, *traveltacoma.com* has provided Lakewood businesses with 6,130 website referrals and 280 referrals to Lakewood business's Facebook pages. The Lakewood highlight page has had 3,000 visitors. In addition, social posts featuring Lakewood have reached more than 5,000 Facebook viewers.

In media, our work with travel writers has helped gain exposure for Lakewood. Our long-term work with Seattle Refined helped influence their decision to name Lakewood's Original House of Doughnuts the best place for doughnuts south of Seattle. Also, we recently put out a media pitch on Lakewood's food scene and are working with a writer from *The Emerald Palette*, a popular Seattle food blog, to cover the European restaurants and delicatessens in Lakewood. The Official Pierce County Visitor Guide is also referring Pierce County visitors to Lakewood restaurants and attractions.

In 2018, this work resulted in 6,300 event referrals, 8,500 blog views, 5,800 TripAdvisor page views, and 8,000 city page views. Also in 2018, Lakewood was covered in four travel publications including *Taste Washington Travel* and *Golf in the Northwest*.

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

Sporting events will bring 14,300 participants and guests who are coming from 50 miles or more directly to Lakewood venues. This is expected to deliver 2,108 room nights to Lakewood hotels. In addition, large scale events taking place in other parts of the county are expected to deliver nearly 21,000 room nights. Several of these will have an impact on Lakewood hotels. The WIAA High School Track and Field Championships and the Washington State Junior Olympic Track & Field Championships are being held at Mount Tahoma High School in 2020. These are large events that are expected to deliver 2,400 room nights. With Lakewood hotels near the high school, there will be an impact on Lakewood lodging during these events.

Several national events taking place at the Tacoma Dome, Chambers Bay Golf Course, and Pacific Lutheran University will impact Lakewood hotels because of their scale and the amount of people traveling to participate and attend. Combined these events will bring 21,000 room nights to Pierce County.

For leisure, Travel Tacoma markets to potential visitors in who are 50 miles away or farther: Spokane, Yakima, Tri-Cities and Portland. We do this through paid advertising and earned media targeted to these areas.

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

As of Tuesday, August 20, we secured supplemental funding to bring another large national event to Pierce County next May. USA Gymnastic Junior Olympics Nationals will take place at the Tacoma Dome in May, delivering up to 5,000 room nights from participants and spectators from across the country. This event had been held in Indianapolis for multiple years, but the organization was interested in bringing the event to new locations.

In addition to the above, Travel Tacoma works to attract meetings and conventions across the country with regular events recruiting national and international associations. In 2018 and 2019, Travel Tacoma has worked to bring conventions to Pierce County from Florida, Georgia, Oregon, and Washington D.C. among many other states. These events will bring 27,000 room nights to Pierce County in 2020.

Our main target is to influence people to stay overnight in paid accommodations. Approximately 40% of our website traffic comes from outside of Washington, demonstrating that our target goes far beyond the local audience. We work to attract travel writers who publish in national travel magazines and newspapers. Stories highlighting travel in Pierce County have been featured in the San Francisco Chronical, MSN Travel and Alaskan Airlines in-flight magazines.

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 desire. 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 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.

Personnel /Administrative - \$51,000

Sports Event Marketing - \$8,000

Sports Event Development - \$5,000

Conventions and Meetings Recruitment - \$16,000

Leisure Marketing and Visitor Information - \$24,250

Regional Sales, Conference Servicing - \$15,750

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 2020. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
Puyallup Lodging Tax	\$120,000	No	1/1/2020
City of Tacoma Contract	\$918,250	Yes	1/1/2020
Tourism Promotion Area	\$1,156,871	Yes	1/1/2020
Pierce County Lodging Tax	\$315,865	Yes	1/1/2020
Fife Lodging Tax	\$100,000	Yes	1/1/2020
	\$		
	\$		

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)	\$40,000	\$1,322,746	\$1,362,746
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$11,000	\$318,078	\$329,078
Marketing/Promotion	\$32,500	\$470,837	\$503,337
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	\$31,500	\$267,400	\$298,900
Minor Equipment (computers, desks, etc.)	\$	\$	\$
Travel	\$0	\$55,950	\$55,950
Contract Services Describe below	\$	\$	\$137,075
Other Describe below	\$5,000	\$48,000	\$53,000
Sports event development			
TOTAL COST	\$120,000	\$2,620,086	\$2,740,086
Description for Direct Sales Activities, Contract Services, Travel and Others	Tradeshows – ASAE, CVENT, CONNECT PR Services -- Miles Partnership, Jay Ray CRS & CMS Services -- Simpleview Accounting services IT Services Research Partners – Dean Runyon and a to-be-determined partner for event research in 2020		
In-Kind Contributions	We typically receive \$30,000 of In-Kind Contributions from Pierce County businesses		

11. Funding History

a. Was this project funded with Lakewood lodging tax funds in fiscal year 2019? Yes No

b. If you answered yes to 11a, how much funding did you receive in 2019? \$125,000 it total: Travel Tacoma + Pierce County (\$50,000) Tacoma South Sound Sports Commission (\$75,000)

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. 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 fees. It takes all 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.

Between the two newly merged organizations we have many points of collaboration with Lakewood. On the sports end, we work closely with the Parks and Recreation department to bring events like Cyclocross to Lakewood and Fort Steilacoom Park, as well as to help promote SummerFest. We have participated in cooperative advertisements with Lakewood Gardens in the Washington State Visitor Guide and are engaged with the Lakewood Chamber of Commerce and attend Chamber meetings to keep up to date on the local business community.

13. Capital Projects Budget

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

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

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

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

14. Certification

The applicant hereby certifies and confirms:

1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;
2. That it will abide by all relevant local, state, and federal laws and regulations;
3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;
4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.



Primary Signature:

Dean Burke, President and CEO

Printed Name & Title of Chief Administrator/Authorizing Official

Date 8/20/2019

15. E-Verify Requirements for Contractors & Certification

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

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

Who is affected?

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

Are there exceptions?

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

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

- For at least the term of the contract.

Are there other stipulations?

- E-Verify must be used ONLY for NEW HIRES during the term of the contract. It is NOT to be used for EXISTING EMPLOYEES.
- E-Verify must be used to verify the documentation of ANY new employee during the term of the contract, not just those directly or indirectly working on deliverables related to the City of Lakewood contract.

How will the City of Lakewood check for compliance?

- All contractors will retain a copy of the E-Verify Memorandum of Understanding that they execute with the Department of Homeland Security AND
- Sign and submit to the City an Affidavit of Compliance with their signed contract.
- All General Contractors will be required to have their subcontractors sign an Affidavit of Compliance and retain that Affidavit for 4 years after end of the contract.
- The City of Lakewood has the right to audit the Contractor's compliance with the E-Verify Ordinance.

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

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

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

As the person duly authorized to enter into such commitment for

Tacoma South Sound Sports Commission and Tacoma Regional Convention + Visitor Bureau [dba – Travel Tacoma + Pierce County

I hereby certify that the Company or Organization named herein will

(Check one box below)

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

- OR -

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



Signature

Dean Burke President and CEO |
Print Name and Title

8/20/2019 |
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**Toll Free Telephone Number:**

8:00 a.m. to 6:30 p.m. EST

877-829-5500

Fax Number:

513-263-3756

Federal Identification Number:

91-1465947

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

Dear Sir or Madam:

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

In January 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.

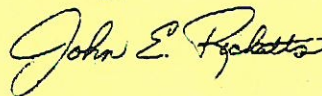
The law requires you to make your organization's annual return available for public inspection without charge for three years after the due date of the return. You are also required to make available for public inspection a copy of your organization's exemption application, any supporting documents and 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,



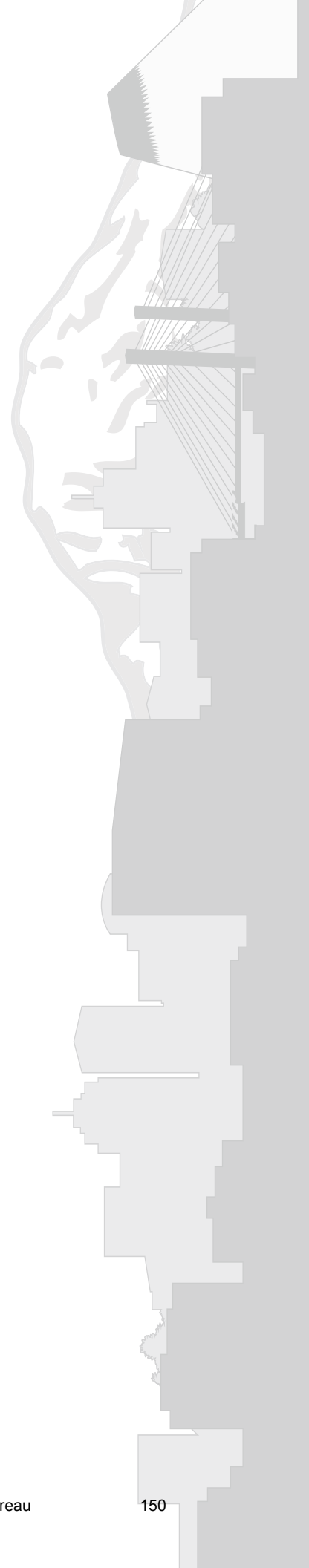
John E. Ricketts, Director, TE/GE
Customer Account Services

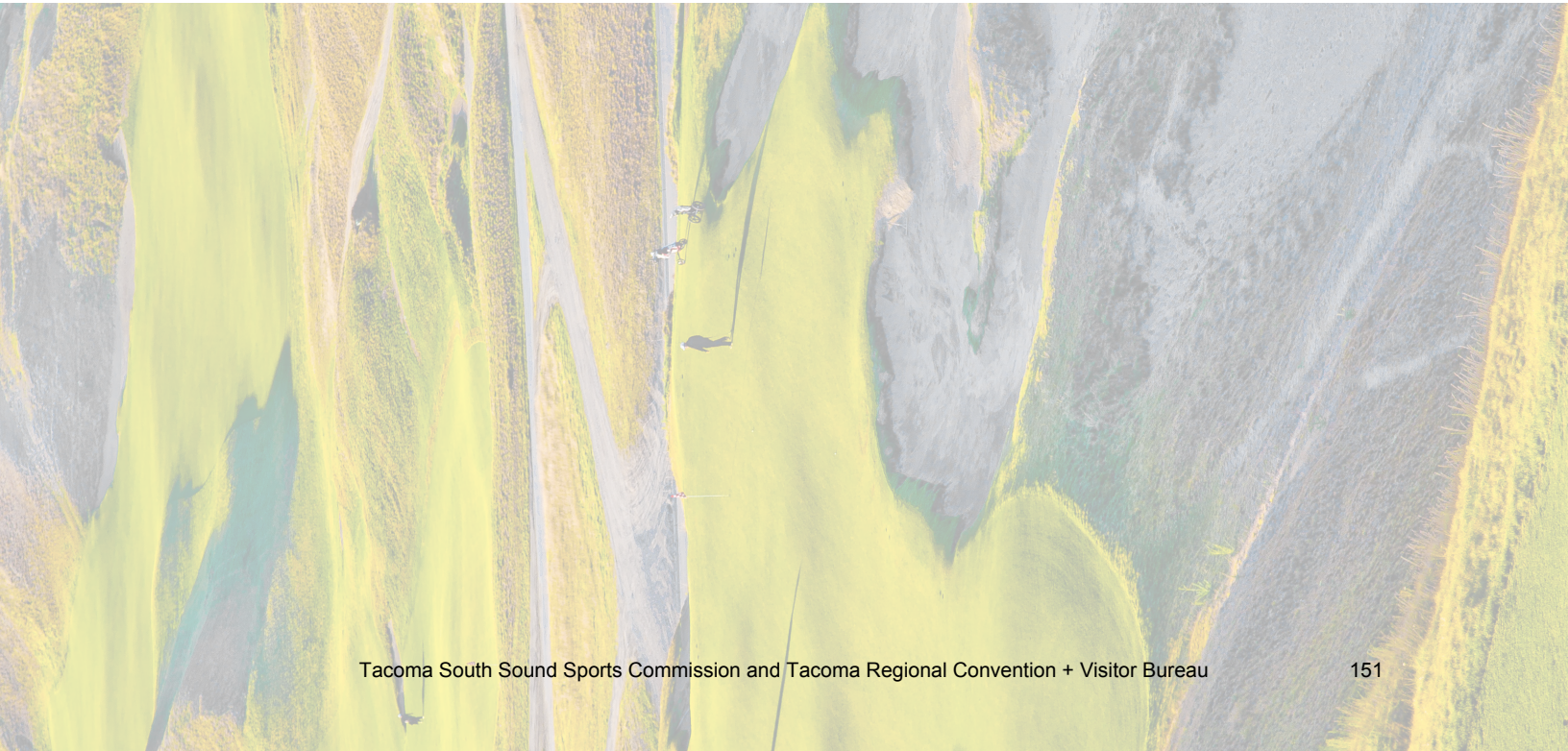
Lakewood LTAC Members,

Please find our 2019 Sales and Marketing Plan. Typically we do not create our official Marketing Plan until the fall of the prior year. But see 2019's as an example, as 2020 will be similar.

TRAVEL TACOMA + PIERCE COUNTY

2019 SALES + MARKETING PLAN





CORE FUNCTIONS

Travel Tacoma + Pierce County is the official destination marketing organization for Tacoma and Pierce County. Our mission is to build tourism in Pierce County through sales and marketing efforts. We also work with our community and stakeholders to develop the destination through events, infrastructure and attractions.

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 make top influencers connect with our destination and enthusiastic about it is to have them experience it first hand. That's why we bring travel media, social-media influencers, meeting planners and tour operators to Tacoma + Pierce County to touch, see, taste and experience all this destination has to offer.

DIRECT MARKETING

Direct marketing helps turn casual interest in the destination into a booked trip. This is done through attraction pass sales, search engine 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 SERVICES

Influence visitor spending, regional visitor distribution and lengthen stays by providing visitors with a visitor center, recommendations, visitor guides, brochures, and maps of the region.

CONVENTION CENTER SALES

Proactively 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, proactively prospecting, tradeshow participation, industry memberships, networking, site visits, hosting client events, community relationships, sponsorships and partnering with other CVBs.

REGIONAL SALES

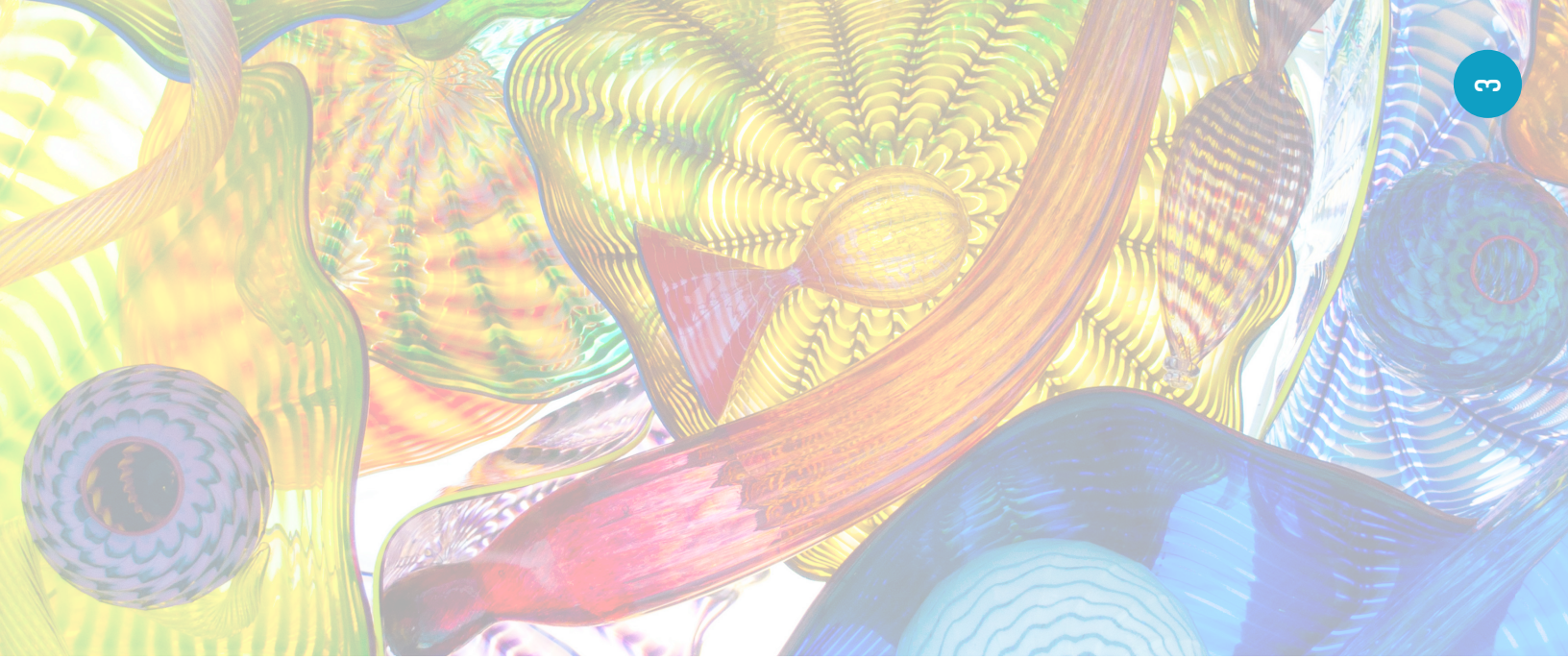
Proactively sell Pierce County as a destination for meetings and events, and generate leads for members and book business in the region. Through proactive sales calls, tradeshow participation, sponsorships, industry

DESTINATION DEVELOPMENT

Use research and on-the-ground experience to help develop events, attractions, hotels and unified brand positioning throughout the destination, keep the community informed and engaged about the destination's tourism health and positioning.

COMMUNITY PARTNERSHIP

Employ Promote 253 partnerships and marketing options to give businesses unique and powerful platforms to connect to visitors, and in turn generate community engagement that elevates the tourism industry.



PART OF TOURISM ON LOCAL, STATE AND NATIONAL LEVELS

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

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 Hospitality Association.

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

A membership organization that represents Pierce County as the third largest hotel room community in the State of Washington. PCCLA 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.

BUILDING THE STORY OF PIERCE COUNTY: NORTHWEST UNFILTERED

Travel Tacoma continues use the community insights to grow the story of Pierce County through the Northwest Unfiltered lens. A destination of honest experiences, we tell the story of our main attractions through our Microregions and our county-wide guide to our cities. We've worked with the various regions and stakeholders throughout Pierce County to distill our county's tourism value proposition into an anthem that represents what visitors can expect when they arrive.

WE ARE THE 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 with spirits.

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**.

Learn more at southsoundtourism.com

MICROREGIONS MAP



LEISURE TARGET AUDIENCE

DEPARTMENTS AND DEPARTMENT GOALS

Target audiences focus on the visitors to Pierce County. We reach these visitors directly, through our marketing and visitor services; and indirectly, through professionals in the meeting planning, tour operation, and travel writing fields.

GEO MARKETS:

Seattle, Yakima/Tri-Cities, Spokane, and Portland.



DREAM TRIPPER

- » 51-65 years old
- » HHI @ \$150K+
- » Couples traveling together; sometimes with friends
- » Lots of planning, includes tours and package options
- » 8+ trips per year, 2 big vacations & 6 getaways including visiting family
- » Not highly engaged in social media, loyal to associations
- » Desired Experience: Leisure and culture; storytelling



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

CONVENTION + CONVENTION ATTENDEES



MEETING PLANNER PROFESSIONAL

- » Association, corporate, government
- » Seeking full service inclusive destinations
- » Per Diem needs
- » Easily accessible and affordable
- » Focus on experiences, and pre/post activities



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



EDUCATIONAL PROFESSIONAL

- » Per Diem needs
- » Budget - conscious
- » Primarily female audience
- » Seeks safe and accessible locations



[CONVENTION + MEETINGS]

CONVENTION AND MEETING SALES

KEY SALES STRATEGIES

- » Commit to the Destinations 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. The destination will brand itself through national, 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, sponsorship and membership opportunities.
- » Promote destination and convention center at industry events, 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.

CONVENTION + MEETINGS	2014	2015	2016	2017	2018 as of Dec 1.	2019 Goals
Booked (Contracted) room nights	24,914	22,710	24,312	34,176	21,579	19,000
Events with no room nights	7	23	25	29	16	15
Estimated Economic Impact	\$9,175,963	\$12,200,725	\$26,100,276	\$28,900,000	\$18,100,106	NA

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.

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 and, increase sales and profitability. Campaigns [online and print] will continue to be leveraged by investments in research, industry associations, familiarization tours, client events, sales calls, tradeshows, conferences, site visits, relationship development, etc. to support the scope of work and benchmarks. Here are a few highlights:

- » American Society of Association Executives [ASAE] – corporate partnership
- » Meetings Professionals International [MPI]
- » Pierce County Chamber 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
- » Online Destination and Event Venue Directories
- » Cvent – Tacoma (1 Diamond Package) + Convention Center (2 Diamond Package)
- » EmpowerMint – Tacoma
- » Meetings + Convention Advertising [Print/Digital/Video]

ASAE

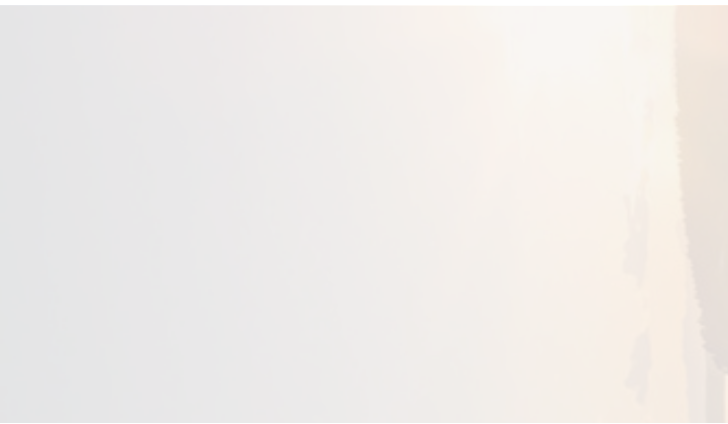
ASAE represents more than 21,000 association executives and industry partners in nearly 50 countries around the world. These events are annual conferences with tradeshow components generating opportunities for destination exposure and business opportunities.

CVENT

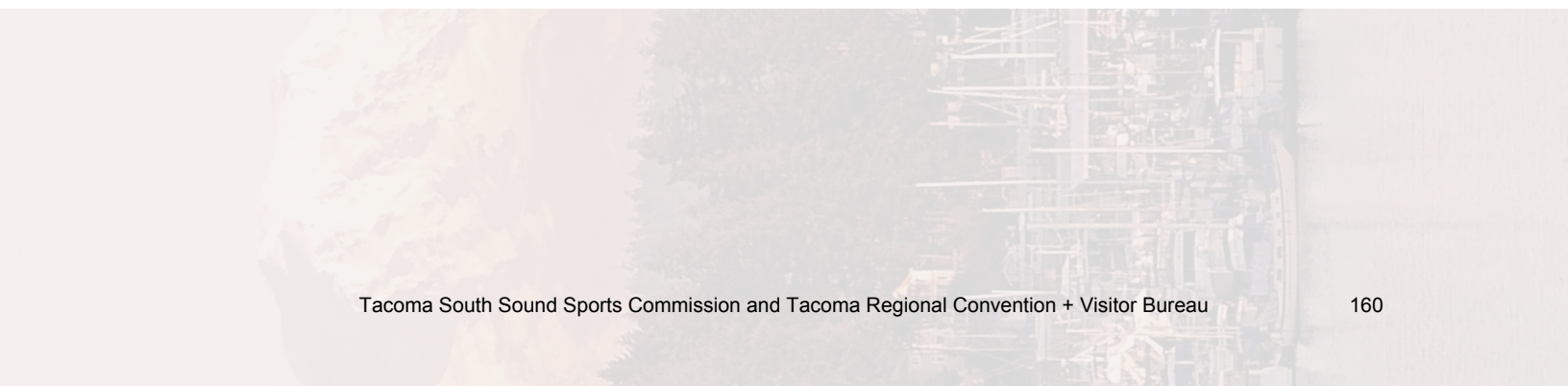
- » Travel Tacoma + Pierce County
- » Visit Seattle Meeting Planner Guides
- » Convention Center Listing
- » Other Key Market Advertising Opportunities (to be determined), etc.
- » Smart Meetings (print + digital)
- » Market Tradeshows [wedding shows, reunion, military shows, etc.]
- » Facebook
- » Client site visits/familiarization tours/sales appointments, etc.
- » Outbound client development [destination presentations/ sales calls/DC + Chicago client event/etc.]

**MPI CASCADIA
WSAE ANNUAL CONFERENCE
CVENT CONNECT**





[LEISURE]



LEISURE

Key Strategies to deliver room nights to Pierce County:

TOUR AND TRAVEL

Work with professional tour operators and travel retailers to secure room-nights and ongoing group travel business for Pierce County. Travel Tacoma works with traditional tour operators, as well as retail tour packages to sell Pierce County hotels.

- » International Association of Golf Tour Operators – North American Convention. One on One appointments with golf domestic and international tour operators booking business in the Pacific Northwest.
- » National Travel Association – Professional tour operators and tour retails, Travel Tacoma joins other state partners to participate and promote Washington in the international event.
- » Spotlight on the Northwest – a convention of mostly domestic tour operators with boutique tours and client lists.

TRAVEL WRITERS

Pitch and host travel writers to produce and print two-to-three-day itinerary travel pieces on Pierce County as well as promoting the Pierce County attraction pass.

KEY ACTIVITIES:

- » Pitch travel media in select markets about major tourism news in Pierce County. Expected stories include:
 - » The opening of the TAM's Benaroya Wing (January 2019)
 - » The opening of McMenamins Elks Lodge (April 2019)
 - » The launch of the Pierce County Attraction Pass (Spring 2019)
 - » The opening of Wilson Way at Point Defiance (Spring 2019)
 - » The Great Race (June 2019)
- » Conduct one hosted media FAM with participants from geographical target markets. Pierce County regions to be covered on the tour include Mount Rainier, Tacoma, Summer and Puyallup.
- » Partner with other Washington State destinations to conduct a media blitz in a to-be-determined target media market.

LEISURE	2014	2015	2016	2017	2018 as of Dec 1.	2019 Goals
New Website visitors	42,164	112,708	200,175	326,266	379,167	200,000
Influenced Articles	203	199	207	972	381	200
Social Media followers	6,599	9,735	17,372	23,524	29,588	39,000



INDIVIDUAL LEISURE

According to the latest Visitor Study, 80% of Pierce County visitors come for vacation and personal purposes. Travel Tacoma works to attract visitors through advertising programs, and build relationships through opt-in campaigns and compelling content in newsletter and social media. The content helps drive overnight bookings through book direct, a new booking engine for traveltacoma.com

ATTRACTION PASS - In 2019, Travel Tacoma will work on developing a multi-day attraction pass for Pierce County visitors. Travel Tacoma plans to launch the pass in early summer. Travel Tacoma will work to recruit attractions, restaurants, tours and other visitor facing businesses to participate. Allowing for maximum flexibility in pass management and maintenance. The passes will be designed as multi-day attraction passes to drive leisure overnights.

TRIPADVISOR - TripAdvisor remains the #1 site for travel planning and is a powerful tool for hotel bookings. Travel Tacoma sponsors pages representing major cities in our county – and starting this year, Mount Rainier. In addition to the sponsored pages, and content, Travel Tacoma advertises overnights in Pierce County to travelers researching Washington state vacations.

BUSINESS AND HOTEL REFERRALS - Travel Tacoma uses its platforms to reach visitors and get those visitors into the doors of Pierce County businesses. We will continue to increase the number of these referrals by optimizing our content and website structure. In 2018, there were more than 100,000 business listings views on traveltacoma.com, up 32% from the year prior.

NEWSLETTERS - Travel Tacoma continues to use proper GDPR appropriate methods to grow its opt-in database of future visitors and meeting planners to inspire and motivate overnight stays.

GOOGLE - Google has become a powerhouse in the travel industry. This year its travel guides have increased in popularity, giving hefty competition to both TripAdvisor- and destination websites worldwide. Travel Tacoma uses its unique influence and access to work with this channel for the benefit of the county's tourism-facing businesses. Google posts give us access to searchers, and paid ads reach a wider audience. Maintaining strong content and SEO gives Travel Tacoma a presence on google, and it frequently uses our content in the Google "Answer box."

SOCIAL MEDIA - Travel Tacoma will continue to grow social followings through content development and advertising. The focus is on Facebook and Instagram. In addition, Travel Tacoma is working to create more searchable content on important platforms like Pinterest and YouTube. Travel Tacoma also maintains a presence on Twitter and LinkedIn for a business audience.

EVENT MARKETING

The Great Race - The Great Race is annual vintage car race across the United States. This year, the timed race will travel from Richmond, California to cross the finish line in Tacoma. This event brings 250 racers and 10,000 spectators. Travel Tacoma and Pierce County is the primary local sponsor of this event. The main events will take place in Pierce County June 29 and 30, and will impact Tacoma and surrounding unincorporated Pierce County.

STRUCTURE TO SUPPORT OUR TOP PRIORITIES

EXECUTIVE + ADMINISTRATIVE

- » President + CEO
- » Office Administrator
- » Finance + Benefits

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

MARKETING, COMMUNICATIONS + VISITOR SERVICES

- » Vice President
- » Senior Communications Manager
- » Marketing Manager
- » Visitor Services Manager
- » Seasonal Visitor Experience Coordinator

STRATEGIC PARTNERS

- » Contract: Media Relations Support
- » Contract: Website development
- » Contract: Visitor Guide and Meeting Planner Guide Production

PRIORITIES: Increase overnight stays from leisure visitors to drive economic impact.

SALES + SERVICING

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

PRIORITIES: Generate economic impact through sales activities that provide a consistent return on investment for funders by delivering

2020 BUDGET

	<u>INCOME</u>	BUDGET
TPA		1,156,871.00
Pierce County LTAC		315,865.00
Research		9,100.00
Tacoma		900,000.00
Lakewood		120,000.00
Puyallup		120,000.00
Fife		100,000.00
INCOME \$		2,721,836

TOTAL PERSONNEL		1,362,746.00
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<u>ADMIN</u>		
Retirement Fees & Background Checks		2,100.00
Accounting & Bookkeeping		56,500.00
Audit / Financial Review		25,000.00
Legal Fees		1,500.00
Payroll Processing Fee		1,000.00
Bank Charges & Merchant Fees		775.00
Employee Mileage, Badges, etc		1,400.00
Insurance/Licenses/Business Tax		7,618.00
Memberships (TS)		27,252.00
Office Supplies, Postage & Minor Equipment		16,300.00
Equipment Leasing		13,882.00
Rent		55,100.00
Telephone		7,850.00
Consulting/Services (IT)		26,716.00
Web Hosting		36,300.00
Computer Software/Licenses & Tools		72,675.00
Maintenance & Repair		500.00
HR Program Expenses		8,226.00
Research - Smith Travel Research Forcast		6,600.00
ADMIN SUBTOTAL (Does not include Travel & Meetings)		367,294.00
Travel & Conferences		25,350.00
Team Building		4,750.00
Board of Directors		3,000.00
Partnership & Meetings		22,850.00
TRAVEL & MEETINGS SUBTOTAL		55,950.00
TOTAL ADMIN		423,244.00

P&A TOTAL		1,785,990.00
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	BUDGET
MARKETING	
SPORTS EVENT MARKETING	159,000.00

SPORTS EVENT DEVELOPMENT	53,000.00
EVENT MARKETING (non-sport)	73,000.00
EVENT DEVELOPMENT (non-sport)	60,000.00
LEISURE	41,019.00
CONVENTIONS AND MEETINGS	211,300.00
TACOMA MARKETING SCOPES	
Regional/GTCC Sales Programs	87,600.00
Marketing Programs	269,177.00
MARKETING TOTAL \$	954,096

TOTAL EXPENSE BUDGET	2,740,086.00
INCOME \$	2,721,836
DIFFERENCE	-18,250.00

NOTE: Tacoma Sports Reserves to pay for partial accounting due to two tax returns & two audits in 2020

**Tacoma Regional CVB
Balance Sheet
July 31, 2019**

ASSETS		
Cash		
Cash-Chkng-HSB	\$ 136,714.92	
Cash-Chkng-U B	120.00	
Cash-Chkng-HB	146,864.73	
Ops Reserve-MM-HSB	90,692.08	
Ops - Money Market-UB	222,349.87	
Ops Reserve-MM-SCU	<u>125,744.35</u>	
Total Cash		722,485.95
Other Assets		
Account Receivable	165,196.39	
Pass Thru Reimbursements	3,500.00	
Prepaid Expense	<u>42,019.94</u>	
Total Other Assets		210,716.33
Property and Equipment		
Leasehold Improvements	91,262.19	
Furniture & Fixtures	34,690.00	
Computer/Telecommunication	62,071.13	
Accumulated Depreciation	<u>(90,925.00)</u>	
Total Property and Equipment		<u>97,098.32</u>
Total Assets		<u><u>\$ 1,030,300.60</u></u>
LIABILITIES AND CAPITAL		
Current Liabilities		
Accrued PTO	\$ 12,569.06	
Accounts Payable	<u>1,380.55</u>	
Total Current Liabilities		13,949.61

Unaudited - For Management Purposes Only

**Tacoma Regional CVB
Balance Sheet
July 31, 2019**

Long-Term Liabilities	
Total Long-Term Liabilities	0.00
Total Liabilities	13,949.61
Capital	
Beginning Balance Equity	978,977.57
Net Income	37,373.42
Total Capital	1,016,350.99
Total Liabilities & Capital	\$ 1,030,300.60

AMENDED AND RESTATED
ARTICLES OF INCORPORATION
OF

TACOMA REGIONAL CONVENTION & VISITOR BUREAU

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

ARTICLE I

Name

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

ARTICLE II

Duration

The period of duration of the Corporation shall be perpetual.

ARTICLE III

Purpose

The purpose for which the Corporation is organized is:

1. To promote tourism in Pierce County, Washington.
2. To engage in any lawful activity which is necessary or incidental to the above state purposes and which is intended by the Corporation, directly or indirectly, to promote the interests of the Corporation.
3. To engage in any activity not contrary to the laws of the State of Washington and to exercise all of the powers, rights and privileges conferred by existing and future laws of the State of Washington upon a corporation formed under the Washington Non-Profit Corporation Act.

ARTICLE IV

Members

That the Corporation shall have no members.

ARTICLE V

Registered Agent

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

ARTICLE VII

Directors

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

- (1) Monique Trudnowski
1119 Pacific Ave #1400
Tacoma, WA 98402
- (2) Dan O'Leary
1119 Pacific Ave #1400
Tacoma, WA 98402
- (3) Ralph Pease
1119 Pacific Ave #1400
Tacoma, WA 98402
- (4) Laurie Beck
1119 Pacific Ave #1400
Tacoma, WA 98402
- (5) Kim Bedier
1119 Pacific Ave #1400
Tacoma, WA 98402
- (6) Trudy Cofchin
1119 Pacific Ave #1400
Tacoma, WA 98402
- (7) Denise Dyer
1119 Pacific Ave #1400
Tacoma, WA 98402
- (8) Jeremy Foust
1119 Pacific Ave #1400
Tacoma, WA 98402

- (9) **Kathy Franklin**
1119 Pacific Ave #1400
Tacoma, WA 98402
- (10) **Mike Gommi**
1119 Pacific Ave #1400
Tacoma, WA 98402
- (11) **Stan Kott**
1119 Pacific Ave #1400
Tacoma, WA 98402
- (12) **Evan Marques**
1119 Pacific Ave #1400
Tacoma, WA 98402
- (13) **Bill McDonald**
1119 Pacific Ave #1400
Tacoma, WA 98402
- (14) **Carmen Palmer**
1119 Pacific Ave #1400
Tacoma, WA 98402
- (15) **Laurel Potter**
1119 Pacific Ave #1400
Tacoma, WA 98402
- (16) **Joanne Selden**
1119 Pacific Ave #1400
Tacoma, WA 98402
- (17) **Skip Smith**
1119 Pacific Ave #1400
Tacoma, WA 98402
- (18) **Stephanie Walsh**
1119 Pacific Ave #1400
Tacoma, WA 98402
- (19) **Anna Sullivan**
1119 Pacific Ave #1400
Tacoma, WA 98402
- (20) **Kathy McGoldrick**
1119 Pacific Ave #1400
Tacoma, WA 98402

- (21) Matt Allen
1119 Pacific Ave #1400
Tacoma, WA 98402
- (22) Shon Sylvia
1119 Pacific Ave #1400
Tacoma, WA 98402
- (23) Mark Horace
1119 Pacific Ave #1400
Tacoma, WA 98402

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

ARTICLE VIII

Incorporator

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

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

ARTICLE IX

Limitation of Liability for Directors

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

ARTICLE X

Indemnification

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

ARTICLE XI

Dissolution

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

ARTICLE XII

Effective Date

These Articles shall become effective upon filing.

DATED this 30th day of July 2014.



Bennish Brown, President/CEO

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
City of 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

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

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: March 27, 2019

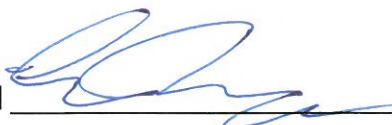
This is to confirm that the President/CEO of Tacoma Regional Convention + Visitor Bureau [doing business as Travel Tacoma + Pierce County] is authorized by the organization's Board of Directors to contractually bind the agency if funding is awarded.

The authorized individual is:

Dean Burke
President/CEO
1516 Commerce Street
Tacoma, WA 98402

(253) 284-3250
dean@traveltacoma.com

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

Signed  _____ Date 3/19/19 _____

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visit traveltacoma.com



Board of Directors Meeting MINUTES

March 27, 2019 | 9:00am

Greater Tacoma Convention Center | Tacoma

Present: Kim Bedier, Laurie Beck, Evan Marques, Becky Newton, Sandra Eliason, Tom Pavlik, Roshaun Yates, Joe Bushnell, Matt Allen, Carole Ann McQuade, Willie Stewart, Shon Silvia, Ted Danek, Doug Andreassen, Jeff Quint, Jeff Woodworth, Rob Allen, Joe Bushnell

Excused: Carmen Palmer, Pat Nagle, Debbie Wittmers, Jeff Lyon, Tyler Shillito, Nigel English

Staff: Dean Burke, April Selby, Sharon McCormack, Jaime Vogt, Chelene Potvin-Bird

CALL TO ORDER

9:08

Welcome.....Evan Marques

GUEST PRESENTATION

Tacoma Fast Ferry Feasibility Study Ryan Mello, Tacoma City Councilman

INTRODUCTIONS AROUND THE TABLE.

CONSENT AGENDA

- Approval of Financials, January Minutes, and Audit
 - Evan - No issues, Jen and Sharon did a fabulous job. Clean audit. Motion to approve. Joe motioned, Rob Allen seconded. Approved by all. Rob abstained. Motion approved.

INFORMATION AND/OR DISCUSSION

1. Welcome Tacoma Sports Commission Board
2. Name Signers on TRCVB Bank Accounts (Heritage Bank, HomeStreet Bank, Union Bank, & Sound Credit Union)
 - Dean Burke, Evan Marques, Matthew Allen, Thomas Pavlik, Rebecca Newton, & Chelene Potvin-Bird.
 - Also, Sharon McCormack is authorized for online and phone inquiry and the right to transfer funds between company accounts within each bank.
 - i. Evan motioned to approve. Joe moved. Matt Allen seconded. All are in favor, motion passed.
3. Merger Discussion
 - Bi-Laws Committee
 - i. Evan - meetings including both organizations' Executive Committees have been held. Dean is applying for funding on behalf of both organizations, as approved by EC boards. Evan has prepared drafts of legal documents which will bind the two organizations. Last two main important items are the review and revision of bylaws. Will be creating a bylaw committee, as part of the

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merger process. Evan invites volunteers to join bylaw committee alongside himself and Tyler Shillito. Rob Allen, Roshawn Yates, Jeff Quint, and Joe Bushnell all volunteer to join committee. Kim – the Board Recruitment Committee has had discussions and have notes to contribute to the conversation. Matt Allen comments that Dean will have a leading role in establishing new bylaws. Evan will review what comes from the committee. After bylaws are established then branding, mission, and other things outside bylaws will be addressed. We’re changing the scope of both organizations. That larger discussion will happen once we get through the legal part. This discussion will happen all year so we will be ready for rollout at the Annual Meeting. Doug asks for bylaw deadline. Evan says he would like to have them completed before the next combined meeting. Will send out current bylaws to committee to start with. Will need a couple hours-long planning meeting for this project, need to identify what should change. Rob says Articles of Incorporation will also be sent out as those will need to be revised as well.

- ii. Rob Allen asks if any challenges have arisen at EC meetings. Even says no, just time constraints among so many busy schedules. Both orgs have been very aligned. Dean has provided feedback all along the way, how he has been strategically working through funding challenges, applications, etc.

4. CEO Report.....Dean

- Exciting to see both boards together. We are 90 days in.
- 2020 Budget Planning: TPA & LTAC Application Process
 - i. Mostly focusing on 2020 so far. Applications opened on February 28 and will close on April 18. Difficult because it seems so early to start talking about 2020 already. Playing to contracts tightly. We have 7 or 8 contract partners, but 3 main drivers (TPA, LTAC, & Tacoma). At the time when the county rewrote the strategic plan, Tacoma’s voice was missing. Kim met with Dan Fenton, strategic consultant. Kim will be joining the TPA board, which will help strengthen those 3 funding pillars.
- DuPont/ JBLM Soccer Project Update
 - i. Ted was former DuPont city manager, Spokane before that. He is working with us on this soccer project. \$700-800K has been put into feasibility of soccer in our area. Tacoma Defiance, S2, Reign. Stadium HS will be shouldered by 8-field complex as part of Metro Parks. Maybe that will land at TCC. JBLM project is 25 fields Mega regional center. When studies were first conducted, it was emphasized that all entities will need to talk to each other if this is to work. Feasibility study resulted in an overwhelming yes, everything is needed. What’s next? Hopefully in the next few months the 2 anchors will start operating as one unit, one project. This will be a really cool pipeline for a kid to progress from one level of soccer, to the next to the next. Look at it as a whole umbrella... It could be a \$150M project, return on it is, 1.3 million users, 65k room nights/year, that’s more than all other room night efforts combined. Since it’s sports-related, it’s a sure metric you can count on. Gap in the market in NW, west coast. Will make an impact from Denver west. Feasibility shows no issues. Need wider public net because of impact to all, serves much more than the city of DuPont. This is a regional product. Site is 95% JBLM land. Coastline leads one to the other, sport and public access venues.
- Events & Festivals Audit



- i. Research into events and festivals has begun. Looking at event marketing and development, as well as boosting existing events or creating a new signature event. 150 events have been identified in Pierce County. Maybe we will eventually partner with the county to bring in a research person to study this more deeply. We're a collection of a lot of small events, with a few exceptions (US open, cyclocross, All Star Game).
- General Feedback YTD
 - i. Good feedback regarding the merge. It's a slower process. No issues to report.
- Scorecard and Annual Reports are in process. Should be done in June. Dean Runyan reports are running late this year at the state level. There will be 2 Annual Reports this year, reflecting on 2018, but they will go together and be distributed together.
- Laurel McQuade leaving Fife – going to be a full-time mom. Won't make an immediate change to board members, we'll wait for new bylaws and structures to be in place.
- Cyclocross national championships in Lakewood in December. 2500 riders from all 50 states. 10k spectators.
- Annual meeting slated for October, new branding will roll out then. Team for that will be rolled out hopefully in June. Evan – staff will be relied upon to contribute to the vision, mission, etc. At next EC meeting will come up with a timeline for this.
- Sales team met goal for q1. Even with reduced power due to staff changes after funding cuts. Sales team can now start booking groups in the new convention center hotel for events starting November 2021 and beyond. Hotel is in the process of naming meeting rooms. Construction has reached the 14th floor. 308 sleeping rooms, city contract allows the CVB 80% of inventory. Hotel will open spring 2020. Only looking at group business for now.

Adjourn at 10:15am

Next Meeting: May 22, 2019 | GTCC Boardroom South | 9:00am (CVB Board Only)

Elected	Representative	Appointed
Laurie Beck	Rob Allen	Carole Ann McQuade
Roshaun Yates	Becky Newton	Pat Nagle
Evan Marques	Kim Bedier	Matt Allen
Carmen Palmer		Tom Pavlik
Sandra Eliason		

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Joe Bushnell		
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Application for:

City of Lakewood Fiscal Year 2020 Lodging Tax Grant Funds

From:

Lakewood Sister Cities Association

7. APPLICATION FOR FISCAL YEAR 2020 LTAC GRANT FUNDING

1a. Project Information

Project Name: Lakewood Sister Cities Association 2020 International Festival

Amount of Lodging Tax Funding Requested: \$23,900
(Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: \$23,900
(Total Project Amount must match Project Budget column c "Total Project Cost")

1b. Applicant Organization

Name of Applicant Organization: Lakewood Sister Cities Association (LSCA)

Mailing Address: Lakewood Sister Cities Association
PO Box 97294
Lakewood, WA 98497

Tax ID Number: 31-1639695

Organization Unified Business Identifier (UBI) 601-939-267
UBI Expiration Date: N/A

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

1c. Contact:

Name: Connie Coleman-Lacadie

Title: President

Telephone: 253.906.1346

Email: cjlacadie@aol.com

Signature: 

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

2. Project Description

- a. Event Date(s): [July 11, 2020]
- 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.
[No, the event is totally FREE to the public.]
- d. Please provide a detailed, yet concise **scope of work (mandatory)** and/or proposed project/activity. Include information on the area the project will serve, its expected impact and list the responsible party(s).

[Annually the Lakewood Sister Cities International Festival showcases the diversity of Lakewood and surrounding communities throughout the South Puget Sound area. This will be our 5th year at SummerFest. Once again we contributed greatly to the increase of 5,000 towards the estimated 50,000 who now attend. We will provide a venue that serves people of every ethnicity, socio-economic background and all ages throughout the South Puget Sound and Pacific Northwest with

- the opening entertainment with Shei Shei Dog and Taiko Drummers to WOW and amaze the children and adults as they encourage everyone to enjoy the International Stage as well as music, games, crafts, food, vendors, kid activities, etc.
- an entertainment line-up representing over 14 countries showcasing their traditional dance and costumes from China, Japan, Korea, Philippines, Guam, Cambodia, India and so many more.
- activities for kids and adults as they 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.
- not one but two outstanding face painters who craft their magic on the faces of over 300 kids and adults.
- a chance to learn medieval sword fighting maneuvers and an opportunity to join the academy interested.

We will be hosting a delegation of 4-6 city leaders including the Mayor from Gimhae, South Korea, over the week leading up to and including the festival to showcase our city and adjoining communities. Their stay along with several other visitors to the festival will contribute greatly to our local businesses, restaurants and hotels.

Several partners and leaders of our community are responsible for making the International Festival successful to include LSCA Board of Directors, Pierce College Chancellor, President and International Education Department, Asian Pacific Culture Center (APCC), Korean Associations, OKK, Lakewood employees, Enterprise and the Lakewood Tax Advisory Committee to name a few.]

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:

- Pierce College international department by providing volunteer opportunities to their international students who in-turn benefit by sharing their culture, handwriting and arts with the kids and adults.
- Entertainers by showcasing their cultural dance and dress as well a little history about their country.

- Vendors to include non-profits and service organizations, i.e., Korean organizations, Asian Pacific Culture Center (APCC), OKK, Lions, self-employed face painters, various children's academies, by promoting their business or organization.
- Food vendors from their sales.
- Local businesses; i.e., car rentals, hotels, restaurants, tourist areas from increased visitors purchasing their goods and services.
- JBLM, LPD, WPF, Historical Society and libraries through their demonstrations and educational resources.
- Kids greatly benefit from the overall variety of fun activities and bonding with family and friends in a safe environment.
- Volunteers by helping in the KidZone, sports and arts activities, directing traffic, assisting vendors with their wares to and from their designated areas which in turn checks their community service block on their high school and college profiles.
- SummerFest through the increased number of visitors of which many attend to be a part of the international flavor LSCA brings to the event. |

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 to: |

- increase the number of attendees to SummerFest which increases overnight stays, sales of goods and services in the local area as well as at the park.
- solicit our international community to sponsor and participate in the festival
- connect with the local and international media to market and promote the International Festival and SummerFest
- to invite our Sister and Friendship cities to participate

We believe the outcomes of our goals have been greatly substantiated over the last four years by the increased level of attendees, the requests from our entertainers to return to the stage the following year, the overwhelming support from our international organizations and the feedback from participants throughout the day which is easier to monitor and measure than what we have experienced in the past with paper surveys.

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

| The funds will support at least one and perhaps more delegations from our sister/friendship cities which will constitute 8-10 room nights for 6-10 visitors. |

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

| Our entertainers travel up to 50 miles one-way to perform on the International stage. They bring family and friends with them in many cases to assist with their performance. The festival is marketed throughout Washington and draws attendees from many miles away. |

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

| As stated in #5, hosting a delegation from our sister/friendship cities brings 6-10 visitors from Okinawa, Korea, the Philippines or China. Their visit also includes a visit from their U.S. Consulate. In 2019 we had nine foreign visitors join us during the festival. |

8. Funding Requirements

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

| Partial funding has always negatively impacted our ability to host delegations from our sister/friendship cities. We encourage them to bring a limited delegation during our planning conversations in case we are not fully funded to assist with their visit. Our grant for 2019 greatly reflected a huge impact on LSCA's budget by receiving only partial funding which we needed to host three delegations (9) from our sister/friendship cities to attend the festival and renew their relationship with the City of Lakewood. We know for certain that in 2020 we will be hosting the Mayor of Gimhae, South Korea, and 4-6 of his city and school administrators for up to 6 room nights plus meals and transportation. |

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.

| Funding will be used as:

- \$2,500 – Marketing (ads, printing, graphics, social media boosts, international media/radio)
- \$300 – Direct Sales (Trades shows with Chamber of Commerce)
- \$11,500 – International Delegation(s) (lodging, meals, tourist excursions)
- \$6,600 – Contract Services (entertainers, DJ/sound system, photographer, Pavilion, rentals)
- \$3,000 – Other (tents, canopies, tables, art supplies, water, 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 2020. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
Lakewood Sister Cities Association	\$1,000	Yes	January 2020
Sponsors	\$1,000	No	
Vendors	\$400	Yes	April 2020
	\$		
	\$		
	\$		
	\$		

*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	\$2,500	\$0	\$2,500
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	\$300	\$0	\$300
Minor Equipment (computers, desks, etc.)	\$0	\$0	\$0
Travel	\$11,500	\$0	\$11,500
Contract Services Describe below	\$6,600	\$0	\$6,600
Other Describe below	\$3,000	\$0	\$3,000
TOTAL COST	\$23,900	\$0	\$23,900
Description for Direct Sales Activities, Contract Services, Travel and Others	Direct Sales: Trade shows with Chamber of Commerce and other local organizations; Travel: Sister/Friendship cities delegations lodging, meals, meetings, tourist excursions; Contract Services: entertainers, DJ/sound system, photographer, Pavilion, rentals; Other: tents, canopies, tables, art supplies, water, miscellaneous		
In-Kind Contributions	APCC, Pierce College volunteers, LSCA Board of Directors, Lakewood Lions Club		

*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 2019? Yes No

b. If you answered yes to 11a, how much funding did you receive in 2019? \$13,000

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 sponsorships from local businesses, international and service organizations, donors and vendors.

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.

Other organizations or agencies involved are and level of support:

- City of Lakewood SummerFest includes the International Festival poster in their marketing pieces and a link on their website.
- Pierce College provides International Education Department staff and international students; social media coverage.
- Lakewood Chamber of Commerce provides email blasts promoting event to their members.
- Asian Pacific Culture Center provides email blasts promoting event to their members and staff support for entertainment contracts and presentations.
- Local international organizations provide social media coverage.
- LSCA Board of Directors share with friends on FB.

13. Capital Projects Budget

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

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

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

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

14. Certification

The applicant hereby certifies and confirms:

1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;
2. That it will abide by all relevant local, state, and federal laws and regulations;
3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;
4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

Primary Signature:

A handwritten signature in cursive script, reading "Connie Coleman-Lacadie", written over a horizontal line.

Connie Coleman-Lacadie, President

Printed Name & Title of Chief Administrator/Authorizing Official

Date August 20, 2019

**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)

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

- OR -

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


Signature

Connie Coleman-Lacadie, President
Print Name and Title

August 20, 2019
Date

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

DEPARTMENT OF THE TREASURY

Date: **JAN 30 2004**

LAKEWOOD SISTER CITIES ASSOCIATION
6000 MAIN ST SW
LAKEWOOD, WA 98499

Employer Identification Number:
21-1034695

EIN:

17053347718063

Contact Person:

ERIC J. BERTELSEN

ID# 31323

Contact Telephone Number:

(877) 829-5500

Public Charity Status:

170(b)(1)(a)(vi)

RECEIVED

FEB 3 2004

Dear Applicant:

CITY CLERK'S OFFICE

Our letter dated May 1999, stated you would be exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code, and you would be treated as a public charity during an advance ruling period.

Based on our records and on the information you submitted, we are pleased to confirm that you are exempt under section 501(c)(3) of the Code, and you are classified as a public charity under the Code section listed in the heading of this letter.

Publication 557, Tax-Exempt Status for Your Organization, provides detailed information about your rights and responsibilities as an exempt organization. You may request a copy by calling the toll-free number for forms, (800) 829-3676. Information is also available on our Internet Web Site at www.irs.gov.

If you have general questions about exempt organizations, please call our toll-free number shown in the heading between 8:00 a.m. - 6:30 p.m. Eastern time.

Please keep this letter in your permanent records.

Sincerely yours,



Lois G. Lerner
Director, Exempt Organizations
Rulings and Agreements

Letter 1050 (20/00)

**Lakewood Sister Cities Association
2020 International Festival
Marketing Plan**

The Lodging Tax Grant funds of \$23,900 will be used for:

- Marketing and operational costs of \$2,500
 - Advertising – radio, TV, international and local newspapers, international organization newsletters, Facebook and websites
 - Outreach to other organizations – Asia Pacific Cultural Center, Korean Women Association, Lakewood Arts Commission, various Philippine organizations, service groups, colleges, etc.
 - Presentations at local clubs, non-profit agencies, businesses
 - Personal invitations to elected local and state officials, Consulates, JBLM, surrounding city managers and mayors, Presidents/Executive Directors of various international organizations and clubs, statewide sister city associations, community, educational and service organization leaders.
 - Printing, graphics
- Direct Sales Activities - \$300
 - Trade shows with Chamber of Commerce, local organizations
- Travel - \$11,500
 - International delegation lodging, meals, tourist excursions, etc.
- Contract Services - \$6,600
 - Sound DJ and sound system
 - Photographer
 - Entertainment representing international traditional music and dance
 - Pavilion
 - Rentals
- Other - \$3,000
 - Tents, canopies
 - Tables
 - Art Supplies
 - Water and miscellaneous supplies

2020 Festival Budget (\$23,900)

Expenses	Est Cost	Service/ Product
Marketing	\$2,500.00	Ads, printing, graphics, social media boosts, international media/radio
Direct Sales	\$300.00	Direct Sales: Trade shows with Chamber of Commerce and other local organizations
Travel	\$11,500.00	International Delegation lodging, meals, tourist excursions
Contract Services	\$6,600.00	DJ & Sound System, entertainers, photographer, Pavilion, rentals
Other	\$3,000.00	Tents, canopies, tables, art supplies, water, miscellaneous
Total	\$23,900.00	

LSCA INCOME STATEMENT 2014-2018

	2014	2015	2016	2017	2018
Cash on Hand	\$ 13,188.29	\$ 12,220.07	\$ 10,523.38	\$ 8,972.24	\$ 9,210.14
Revenues	\$ 13,209.11	\$ 13,500.00	\$ 8,700.00	\$ 9,368.35	\$ 8,017.12
Expenses	\$ 14,177.33	\$ 15,196.69	\$ 10,251.14	\$ 9,130.45	\$ 8,070.24
Total net Assets	\$ 12,220.07	\$ 10,523.38	\$ 8,972.24	\$ 9,210.14	\$ 9,157.02

ARTICLES OF INCORPORATION

OF

LAKWOOD 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 LAKWOOD SISTER CITIES ASSOCIATION.

ARTICLE II - REGISTERED OFFICE

The address of the initial registered office of this Corporation is c/o City of Lakewood, 10510 Gravelly Lake Drive SW, Suite 206, Lakewood, Washington 98499, Pierce County, and the name of its initial registered agent at such address is ALICE M. BUSH. The written consent of such person to serve as registered agent is attached hereto.

ARTICLE III - PURPOSES

The purposes for which this Corporation, a nonprofit charitable organization, is formed are:

1. To provide a forum for community involvement in Lakewood's sister city relationships and to encourage educational, cultural, economic, trade, and tourism opportunities for the greater Lakewood community through the sister city experience; and
2. To engage in any other lawful activity which may hereafter be authorized from time to time by the membership of the Association; provided, however, that the purposes for which the Corporation is formed shall at all times be consistent with Section 501(c) (3) of the Internal Revenue Code.

ARTICLE IV - MEMBERSHIP

The management of this Corporation shall be vested in the membership of the Association. The membership, and the method of selecting officers, shall be fixed by the Bylaws of this Corporation; provided, that the initial officers shall be two in number and their names and addresses are:

Name

Address

Pat Cavendish

Pierce College
9401 Farwest Drive SW
Lakewood, WA 98498

Lua Pritchard

125 E. 96th Street
Tacoma, WA 98445

The initial officers shall serve until the first organizational meeting of the membership of the Association and until their successors are appointed and qualified.

ARTICLE V - POWERS

This Corporation shall have the power to do all lawful acts or things necessary, appropriate, or desirable to carry out and in furtherance of its purposes described in Article III which are consistent with the Washington Nonprofit Corporation Act and Section 501(c) (3) of the Internal Revenue Code.

ARTICLE VI - INFLUENCE LEGISLATION

No substantial part of the activities of this Corporation shall be carrying on of propaganda, or otherwise attempting to influence legislation, and this Corporation shall not participate in, or intervene in (including the publishing or distribution of statements) any political campaign on behalf of or in opposition to any candidate for public office. Notwithstanding any other provision of these articles, this Corporation shall not carry on any other activities not permitted to be carried on:

- (a) By a Corporation exempt from federal income tax under Section 501(c) (3) of the Internal Revenue Code, or the corresponding section of any future federal tax code; or
- (b) By a Corporation, contributions to which are deductible under Section 170 (c) (2) of the Internal Revenue Code, or the corresponding section of any future federal tax code.

ARTICLE VII - BYLAWS

ARTICLE VIII - LIMITATIONS

This Corporation shall have no capital stock, and no part of the net earnings of this Corporation shall inure, in whole or in part, to the benefit of, or be distributable to, any member, officer, trustee, director, or other private person having a personal or private interest in the activities of the Corporation, or to any person or organization other than an organization which is exempt from federal income taxation under Sections 501(a) and 501(c) (3) of the Internal Revenue Code, except that the Corporation shall be authorized and empowered to pay reasonable compensation for services rendered and to make payments and distributions in furtherance of the purposes set forth in Article III hereof.

ARTICLE IX - TRANSACTION INVOLVING DIRECTORS

1. No contracts or other transactions between this Corporation and any other Corporation, and no act of this Corporation shall in any way be affected or invalidated by the fact that any director of this Corporation is pecuniarily or otherwise interested in, or is a trustee, director, or officer of, such other Corporation.
2. Any member and officer, individually, or any firm of which any trustee may be a member, may be a party to, or may be pecuniarily or otherwise interested in, any contracts or transactions of the Corporation; provided, that the fact that such member and officer or such firm is so interested shall be disclosed to or shall have been known by the Association or a majority thereof.

ARTICLE X - DISTRIBUTIONS UPON DISSOLUTION

Upon the dissolution of this Corporation, all of its assets remaining after payment of creditors shall be distributed for one or more exempt purposes within the meaning of Section 501(c) (3) of the Internal Revenue Code, or the corresponding section of any future federal tax code, or shall be distributed to the federal government, or to a state or local government, for a public purpose. Any such assets not so disposed of shall be disposed of by a Court of Competent Jurisdiction of Pieres 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 BOARD MEMBERS



NAMES & ADDRESSES
<p>Councilmember Michael Brandstetter (COUNCIL LIAISON/ TREASURER) 11322 Interlakken Drive SW Lakewood WA 98499 253.230.5406</p>
<p>Mr. Michael R. Lacadie (BOARD MEMBER) Same Address as below 253.588.8967</p> <p>Mrs. Connie J. Coleman-Lacadie (PRESIDENT) 10208 101st Ave. CT SW Lakewood, WA 98498 253.906.1346</p>
<p>(VICE PRESIDENT) Vacant</p>
<p>Mr. Herb Stumpf (BOARD MEMBER) 11718 Terry Lake Rd SW Lakewood, WA 98498-2715 253.582.3073</p>
<p>Julia Woodworth (SECRETARY) Pierce College 9401 Farwest Dr SW Lakewood, WA 98498 253.381.3304</p>
<p>Mr. James Kim (BOARD MEMBER) 1551 Bay Hill Avenue Fircrest, WA 98466 253.250.1210</p>
<p>Kathleen Hoban (BOARD MEMBER) 10204 101st Ave Ct SW Lakewood, WA 98498 253.720.1998</p>



LAKWOOD 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
Kathleen Hoban
James Kim
Michael Lacadie
Enrico Picardal
Herb Stumpf

August 20, 2019

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 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 8, the board moved, seconded and voted to authorize the appointed representative to submit the Lodging Tax Grant Application.

This authorization will be reviewed annually.

With Regards,



Connie Coleman-Lacadie
President
Lakewood Sister Cities Association

Enclosed
LSCA Minutes, August 8, 2019



**LAKWOOD SISTER CITIES ASSOCIATION (LSCA)
General Membership Meeting Minutes**

Thursday, August 8, 2019 @ 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 6:04pm.

ATTENDANCE: In attendance were James Kim, Herb Stumpf, Connie Coleman-Lacadie, Kathleen Hoban, Bill McDonald, Kareem Kandi, and Julia Woodworth.

MEMBERS EXCUSED: Ashley Chambers, Enrico Picardal, Michael Lacadie

MEMBERS ABSENT: none

COUNCIL LIAISON: Councilmember Michael Brandstetter

PUBLIC COMMENTS: none

APPROVAL OF MINUTES: A motion was made by Herb Stumpf to move to approve the June meeting minutes as presented. Kathleen Hoban seconded, and minutes approved.

TREASURER'S REPORTS & APPROVAL:

- 4 entertainers will be paid after our grant comes in.
- Connie will meet with the city manager and mayor about future budgeting.
- Julia motioned to defer the approval of the report until the treasurer and full board are present next month.

LTAC APPLICATION:

- The 2020 Festival Grant is due August 21st
- Connie stated she received the LTAC Grant application and requested a motion to authorize the submission of the grant request. Herb moved that President Coleman-Lacadie serve as the LSCA representative to submit the Lodging Tax Grant; Julia seconded. Motion carried.

OLD BUSINESS:

SummerFest: Herb gave a membership update. We need a Sister Cities banner on the LSCA tent next year. 5 people indicated they were interested in joining LSCA from SummerFest.

Okinawa Update: The delegation indicated they may want more city involvement, not just student involvement through Pierce College. We will discuss details such as setting up city manager or Chamber of Commerce exchanges. Julia Woodworth gave an update about the Pierce College Okinawa meeting, which went very well. For the past several years, up to two Okinawan students each year received a scholarship from the government to attend Pierce College. Recipient requirements outcomes were discussed, such as involvement in community festivals.

Gimhae Update: The delegation was very pleased with their interpreter, transportation, and itinerary. They really enjoyed meeting with the mayor and city hall. The meetings were well organized and they got to see much of the Northwest. Their meeting with the Mayor was very positive and promising for finalizing a Sister City relationship in 2020.

NEW BUSINESS:

- N/A

OTHER BUSINESS:

Kareem Kandi Foundation Presentation: Kareem Kandi gave an overview about what his company could offer LSCA. The foundation works with the Tacoma School of the Arts, offers private teaching lessons, and is a nonprofit.

He has been an Artist in residence in his 20th year 10 years directing Big Band at Pierce College. 3 years on Tacoma Art Commission. Other guest Bill McDonald has been a student of Kareem's, and has experience working with the city of Lakewood as the DuPont city manager.

3 components to their mission of making art accessible to everyone; they are one of the few that present for free!

1. Concerts: Concerts are structured with professionals first, then student involvement. Usually at the Swiss, but starting in new space in Lakewood.
2. Classes: All ages classes offered at Ted Brown Music at \$100 per month, but we have scholarships and can provide instruments.
3. International Exchange: 3rd component is the international performances. They have international guest performers, international students at TCC, they can provide them with instruments. Kiticushu partnership: They raised all the travel funds for travel to Japan, and also hosted a program of student exchange and cultural experiences including learning, studying, and food such as buffalo hamburgers and a taco truck.

In addition to TCC and Ted Brown, KNKX radio is also a partner; the foundation's network could help with building an international exchange.

Ask: We can send one or two professional musicians to a partner country to do an exchange. Would LSCA like to be involved in a partnership? Not only is collaboration

generational but regional. We raised our own travel expenses to do an exchange in Japan. How we raised \$13,000 for both way exchange: Corporate donations, suggested donations at concerts, and grants.

Connie noted we are interested in exchanges between artists, city employees, students, etc. Formerly we had an exchange of art (so potentially could be expanded to artists.) We are happy to discuss possibilities when the full board meets next month. Exciting opportunity for students, who can participate free of charge.

NEXT MEETING:

The next board meeting will be Thursday, September 12th at 6pm.

ADJOURNMENT: The meeting was adjourned at 7:27 pm.

From: Connie Coleman-Lacadie <cjlacadie@aol.com>

To: cjlacadie <cjlacadie@aol.com>

Date: Wed, Aug 21, 2019 12:46 pm

Attachments: 20190821_123850.jpg (4475K), 20190821_123758.jpg (4771K), 20190821_123618.jpg (2749K), 20190821_123556.jpg (3846K), 20190821_123534.jpg (3840K), 20190821_123422.jpg (4136K)

Connie
Connie Coleman-Lacadie
253.906.1346

Chad - ROMANS 8:31,32

6Attached Images







Application for:

City of Lakewood Fiscal Year 2020 Lodging Tax Grant Funds

From:

Lakewood Arts Festival Association

7. APPLICATION FOR FISCAL YEAR 2020 LTAC GRANT FUNDING

1a. Project Information

Project Name: **Lakewood Film, Art, Book Festival**

Amount of Lodging Tax Funding Requested: **\$ 19,500.00**
(Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: **\$ 27,000.00**
(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 98499**

Tax ID Number: **EIN 47-2922484**

Organization Unified Business Identifier (UBI) **603-323-664**
UBI Expiration Date: July 2020

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: **lakewoodfestival@gmail.com or bobpaloalto@comcast.net**

Signature: 

2. Project Description

- a. Event Date(s): **October 2020 on Friday, Saturday, Sunday**
- b. Event Location: **McGavick Center at 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 approx. \$2400 to \$4000 daily depending on the hours used and 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 Film Art Book Festival

(For this year's event >8 award winning films, juried art, 38 authors, 2 featured presenters multiple exhibits< see our Facebook page <https://www.facebook.com/Lakewood-FAB-Festival> and our Web Site lakewoodfestival.org).

In 2020 we plan to expand with more live art/photo/graphics demonstrations, art vendors, youth art displays, local historical displays/exhibits, three-dimensional art, performance art and musical presentations.

Principle committee members: Chuck Mathias, Heidi Pierson, Kat Flores, Barb Vest, Lonnie Lai, Shirley Peterson, Ed Trobaugh, Judy Lawrence, Bob Lawrence, Phil Raschke, Ed Kane.

As before each meeting minutes were sent to councilman Jason Whalen

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, motels/hotels, restaurants, and retail stores.

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 the cultural activity in the City of Lakewood. Vendors, visitors, authors and artists will use motel/hotels, local restaurants and retail stores for this 3-day event. Number of participants and visitors for the period of the event is the most direct metric.

Lakewood is ideally suited for an annual cultural event due to its easy access from I-5, 50 minutes access from SEATAC airport, 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.

By marketing and establishing an annual 3-day Arts Festival that offers different venues each day will entice visitors to stay for all 3 days, as well as the authors and artists who are showing their creations for 3 days.

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

The establishment of an annual Lakewood Arts Festival that offers Film, Art, Book, plus music, and live performances will be a magnet for tourism in the fall and in turn enhance the cultural heritage of Lakewood.

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

With ever increasing marketing in both paid and word-of mouth advertising, an annual Lakewood Film Art Book Festival will become an event that people will look forward to and thus will want to visit, participate and view.

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, scope and marketing of this event

9. Use of Funds

\$9000 for facility rental \$8000 for marketing and \$2500 for administrative

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/summer 2020
Service organizations	\$3500	No	Spring/summer 2020
Juried Art entry fees	\$1000	No	Spring/summer 2020
	\$		
	\$		
	\$		
	\$		

*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.)	\$9000	\$1000	\$10000
Marketing/Promotion	\$8000	\$1000	\$9000
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	\$	\$	\$
Minor Equipment (computers, desks, etc.)	\$1800	\$2000	\$3800
Travel	\$	\$	\$
Contract Services Describe below	\$	\$1900	\$1900
Other Describe below	\$700	\$1600	\$2300
TOTAL COST	\$19500	\$7500	\$27000
Description for Direct Sales Activities, Contract Services, Travel and Others			
In-Kind Contributions			

Contract Service- Pay for Jurist and Insurance

Other – Banners and Yard Signs plus Awards for the 1st, 2nd, 3rd artist recipients

11. Funding History

a. Was this project funded with Lakewood lodging tax funds in fiscal year 2019? YES No

b. If you answered yes to 11a, how much funding did you receive in 2017? **\$17,500**

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?

Contacting donors, participants, vendors 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, Service Organizations, local Community Colleges and Art Commission members

13. Capital Projects Budget

N/A

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

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

14. Certification

The applicant hereby certifies and confirms:

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

2. That it will abide by all relevant local, state, and federal laws and regulations;
3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;
4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

Primary Signature: 

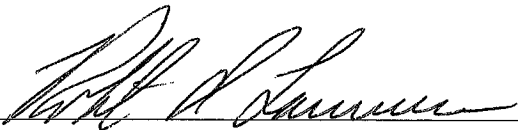
Chair of the Lakewood Arts Festival Association
Name & Title of Chief Administrator/Authorizing Official

20 August 2019
Date

14. Certification

The applicant hereby certifies and confirms:

- 5. 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;
- 6. That it will abide by all relevant local, state, and federal laws and regulations;
- 7. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;
- 8. 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: 

Robert Lawrence Chair of Lakewood Arts Festival Association 20 August 2019

Printed Name & Title of Chief Administrator/Authorizing Official

Date

15. E-Verify Requirements for Contractors & Certification

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

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

Who is affected?

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

Are there exceptions?

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

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

- For at least the term of the contract.

Are there other stipulations?

- E-Verify must be used ONLY for NEW HIRES during the term of the contract. It is NOT to be used for EXISTING EMPLOYEES.
- E-Verify must be used to verify the documentation of ANY new employee during the term of the contract, not just those directly or indirectly working on deliverables related to the City of Lakewood contract.

How will the City of Lakewood check for compliance?

- All contractors will retain a copy of the E-Verify Memorandum of Understanding that they execute with the Department of Homeland Security AND
- Sign and submit to the City an Affidavit of Compliance with their signed contract.
- All General Contractors will be required to have their subcontractors sign an Affidavit of Compliance and retain that Affidavit for 4 years after end of the contract.
- The City of Lakewood has the right to audit the Contractor's compliance with the E-Verify Ordinance.

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

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

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

As the person duly authorized to enter into such commitment for

Robert Lawrence
COMPANY OR ORGANIZATION NAME
Lakewood Arts Festival Associaton

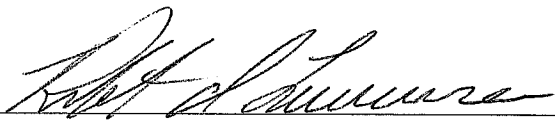
I hereby certify that the Company or Organization named herein will

(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

Robert Lawrence Chair of the Lakewood Arts Festival Association
Print Name and Title

August 20, 2019
Date

Lakewood Arts Festival Associations 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

Directors

Entertainment -John Munn POB 99041 Lakewood, WA 98496

Volunteers/Outreach- Ed Trobaugh 73 Chapman Ct, Steilacoom, WA 98388

Juried Art -Shirley Peterson 7408 71st Av Ct SW, Lakewood WA 98498

Films -Phillip Raschke 9933 Onyx Dr Lakewood, WA 98498

Authors -Daryl Owens 10215 108th AV SW, Lakewood, WA 98498

Marketing Plan

Photocopying/Printing Flyers Advertising	\$1500.00
(newspaper/radio ads/cable tv ads)	\$6900.00
Facebook and Social Media posts advertising	\$300.00
Website Ads improvements	\$300.00

August 15 Artfest FAB Minutes

Meeting opened at 3pm concluded at 408pm

Attendees Gen Ed, Ed, Shirley, Lonnie, Chuck and Bob

Minutes approved - no questions

Treasury Report \$99

Review of completed actions

- Dorothy Wilhelm will be another feature Presenter along with Ron Snowdon on Sunday from 230 to 430

- Pierce library contacted working on a team

- Lakewood Playhouse young actors will present a scene from Les Misérables and Jeannie Hill play her flute Saturday 3-4pm

- Nisqually tribe agreed to set up a table

- Contracts signed with McGavick center

- Center will allow us to preposition material Thursday

Review open items

- Will build a list of last year artists

- Will build an insert for artists and authors

- Kat will work with Pierce College for International student volunteers

The board approves for Robert Lawrence to submit a Lakewood lodging tax funding request for the Lakewood Arts Festival Association

Next Meeting 22 Aug 2019 at the RAM 3pm

UNITED STATES OF AMERICA

The State of Washington



Secretary of State

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

CERTIFICATE OF INCORPORATION

to

LAKWOOD 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

Handwritten signature of Kim Wyman in cursive script.

Kim Wyman, Secretary of State

Date Issued: 8/7/2013

BYLAWS OF THE LAKEWOOD ARTS FESTIVAL ASSOCIATION, INC.

Date of Adoption: July 16, 2013

Article I. Name

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

Article II. Object

The object of this organization is to conduct the Lakewood Arts Festival (Lakewood ARTSFest) to be held annually in Lakewood, Washington during the fourth weekend in April. The Mission of Lakewood ARTSFest is to:

- Stimulate both interest and growth in the arts
- Encourage and support potentially creative artists of all ages
- Provide a sales outlet for professional and amateur creative artisans
- Involve the active sponsorships of both community groups and individuals in the promotion of Lakewood Arts Festival Association
- Make fine art and other creative endeavors available to the community by providing a celebration of the arts in Lakewood in free public forums

Article III. Members

This organization will have no members.

Article IV. Executive Board

Section 1. The affairs of this organization will be managed by the Executive Board. The Executive Board will consist of five Officers, the immediate Past President, and two Advisory Members. Officers will be elected as prescribed in Article V, below. The President will appoint the two Advisory Members of the Executive Board.

Section 2. The Executive Board has the authority to make decisions, establish policies, and conduct any and all business of the organization, with the assistance of the Board of Directors in those areas listed in Article VI below.

Section 3. Lease, rent, exchange, or sale of any property or items owned by the Association will be handled by the President with the authorization of the Executive Board.

Section 4. Minutes from the Executive Board Meetings shall be disseminated to both the Executive Board and the Board of Directors (Combined Board) in either printed or digital format before the next Regular Meeting.

Section 5. Discussion of Executive Board action, or pending action, shall be included on the Agenda for all Regular Meetings of the Combined Board.

Article V. Officers

Section 1. The 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 2. 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 3. 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 4 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 designated 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

Section 6. The Director of Student Art will be chosen in consultation with the Clover Park School District. The term of the Director of Student Art will be coordinated with the Clover Park School District and will not be subject to the term limit listed above (Section 2).

Section 7. Any Director may be removed by the Executive Board whenever, in its judgment, the best interests of the organization will be served thereby. A two-thirds vote of those members of the Executive Board present at a duly called Meeting is required to remove a Director.

Section 8. Replacement of a director will be filled by appointment of the President with the approval of the Executive Board.

Section 9. Dissolution of a Directorship will be undertaken with the advice and consent of the Combined Board.

Section 10. Principal Areas. The following areas must be managed by Directors:

- Juried gallery
- Arts and Crafts Vendors
- Performing Arts/Entertainment
- Student Art
- Authors
- Performance Art
- Exhibits
- 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 X11. Dissolution of Organization

Section 1. To authorize the voluntary dissolution of this organization and to distribute its assets, the Combined Board must approve the action by a two-thirds vote of those present at a duly called Meeting.

Section 2. In the event of dissolution, the assets of the organization will be distributed to a not-for-profit organization registered in the state of Washington whose purposes are compatible with the purposes of this organization. No assets shall inure to the benefit of any individual person.

ADOPTION

These original Bylaws have been adopted by the Combined Board of the Lakewood Arts Festival Association, Incorporated at its Meeting of July 16, 2013.

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Richard Meier

16 July

Acting Secretary

Date

Richard Meier Printed Name of Secretary 16 July 2013

**Lakewood FAB Festival Balance
As of 20 Aug 2019**

Expenses

	LTAC Expenses
Adver/promo	\$500.00
Film purchases/licenses	\$1,886.27
Graphics	\$0.00
Misc pr,sup,etc	\$55.00
Raffle items	\$248.00
Display material	\$0.00
Easels	\$941.00
Web fees	\$237.00
Trophies	\$131.07
Printing	\$364.86
	\$6,643.05

Income

LTAC
\$17,500

LTAC balance
\$10,856.95

Non LTAC Expenses

Liability Insurance	\$1,435.00
Bank Fees	\$24.00

Donations

\$50.00
\$375.00
\$487.00
\$50.00
\$500.00

Total	\$1,462.00
--------------	-------------------

Entry Fees

\$265.00
\$45.00

Total	\$310.00
--------------	-----------------

Grand Total	\$1,772.00
--------------------	-------------------

Non LTAC Balance
\$313.00

RECEIVED

AUG 21 19

CITY OF
LAKEWOOD

To: Tho Kraus

August 20, 2019

From: Bob Lawrence

Lakewood Arts Festival Association

Lakewood Arts Festival Association Application for FY 2020 LTAC Grant Funding

- Package includes completed signed Application
- Board Members and Marketing Plan
- Latest Board minutes
- Secretary of State Incorporation and by-laws
- 2019 current budget and balance sheet

RECEIVED

AUG 27 19

CITY OF
LAKEWOOD

2020 LTAC Application

Lakewood Arts Festival Association

POB 39320

Lakewood, WA 98496

To Whom it May Concern

The board approved on 15 August that Chairman Robert Lawrence is authorized to submit 2020 LTAC Application.

Address and telephone number below

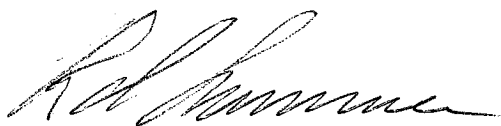
Chairman Robert Lawrence

7022 Crescent Lane SW

Lakewood, WA 98499

253 582 2062

Sincerely

A handwritten signature in black ink, appearing to read 'Robert Lawrence', written in a cursive style.

Robert Lawrence

Application for:

City of Lakewood Fiscal Year 2020 Lodging Tax Grant Funds

From:

Lakewood Playhouse

7. APPLICATION FOR FISCAL YEAR 2020 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: \$ 23,350
(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 Identifier (UBI) 278-031-367

UBI Expiration Date: 6/30/2020

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.org

Signature:  8-21-19

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

Event Date(s): January 1 through December 31, 2020

- a. Event Location: Lakewood Playhouse
- b. If there is a charge or fee for this activity, please describe how much and why.

Admission ranges from Pay-What-You-Can to \$31 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 \$25 to \$31 for musicals. Admission is charged to partially offset the costs of production.

- c. Please provide a detailed, yet concise **scope of work (mandatory)** and/or 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 2020 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 some that are direct-mailed to households therein. We also continue to increase our on-line marketing activity in order to reach as many potential patrons as possible, and to reach beyond our immediate area.

Almost all of Lakewood Playhouse’s marketing tools promote Lakewood as a destination through our “Lakewood: Shop, Eat, Play, Stay” campaign. Our largest piece, the season brochure, includes an up-to-date listing 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 near the “Lakewood: Shop, Eat, Play, Stay” logo.

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: *45% of our audience base is between the ages of 17 and 54, and more than 40% make more than \$55,000 per year. 84% 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. *More than 80% of our audiences live outside of the city of Lakewood. More than 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, state-wide, and national businesses, is increasing.

Our Theatre Education programming also garners Playhouse involvement from many area families, and serves to facilitate growth of a younger local audience. We continue to increase our exposure to the nearby military community. We maintain our participation and visibility in local service organizations such as Rotary, Kiwanis, the Chamber of Commerce, and the Pierce County Library System. We are also closely involved with coordinating and communicating our activities with other local theaters such as Tacoma Little Theatre, Tacoma Musical Playhouse, Center Stage in Federal Way, Harlequin Productions, Broadway Olympis, and Olympia Family Theatre in Olympia, The Northwest Playwrights Alliance, Theatre Puget Sound in Seattle, and many others.

4. Goals/Monitoring

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

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

The goal of Lakewood Playhouse's marketing is to increase audience attendance at the Playhouse, and to increase long-term patronage of the Playhouse by those audience members. *More than half of our current audience base visits the Playhouse at least five times a year. Our programming of more challenging theatrical fare has resulted in attracting increasing numbers of new patrons to the Playhouse.* We firmly believe that increasing 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 social media and internet advertising, 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, information about local restaurants and lodging, and keep a selection of past and present show posters available, as many patrons like to take them as souvenirs.

We believe these outcomes are feasible because of our past successes in increasing Playhouse patronage.

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

We believe that increasing our audience, and increasing and maintaining the patronage of that audience over time (the goal of Lakewood Playhouse's marketing efforts) results in a significant number of those patrons spending further dollars within our community, and with some of them utilizing local lodging for out-of-town guests/family members. Our year-round theatre education programming (The Lakewood Institute of Theater), particularly the performance-based classes and our youth-involvement main stage show at Thanksgiving time, bring in extended family members from farther away who often need lodging in the area to see our young performers' work.

Lakewood Playhouse's reputation for high-quality theatre with excellent production values (and the public's perception of this through marketing), continues to grow. 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 (in co-ordination with our subscription and Friends Fund drives), and our wide distribution of our brochure reach thousands of current and prospective patrons, 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 promotional distribution efforts reach thousands of people, 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 programming of more challenging theatrical material is specifically designed to garner more attention for the Playhouse since it is not the usual programming of many other 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”; 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:

Season Brochures, distributed directly to the community. The brochure is part of our “Shop/Eat/Play/Stay” campaign. \$3,077

Posters, 300 for each of 6 main stage productions, plus 300 Season posters, plus posters for special events, distributed via professional distribution contractors and by volunteers. Posters are part of our “Shop/Eat/Play/Stay” campaign. \$2,134

Our Website, updated frequently, and another part of our “Shop/Eat/Play/Stay” campaign.
Weekly E-News, e-mailed to 3,000+ recipients and part of our “Shop/Eat/Play/Stay” campaign. \$1,768

Our paid Social Media Advertising, which reaches tens of thousands every month. \$6,200

Art Tix display advertising in the Tacoma News Tribune, part of the “Shop/Eat/Play/Stay” campaign. \$3,168

Education Marketing and School Outreach, in pursuit of higher class registration volume and increased participation in special school performances. \$3,559

Miscellaneous other varied marketing expenditures, including in-house displays. \$3,444

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 2020. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
Lakewood Playhouse	\$350	Yes	1/1/2020
	\$		
	\$		
	\$		
	\$		
	\$		
	\$		

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	\$350	\$23,350
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	\$350	\$23,350
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 2019? Yes No

b. If you answered yes to 11a, how much funding did you receive in 2019? \$ 23,000

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

Year Amount awarded

No previous funding

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

Lakewood Playhouse has an employee (the Associate Artistic Director) part of whose duties include seeking outside funding from various sources (government and foundation grants, corporate arts funding, etc.). We are in constant pursuit of opportunities that will provide unearned income for our operations, including marketing. We have also exceeded our annual "Friend's Fund" individual giving campaign goal for the past two 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, Geico Insurance, the Lakewood Chamber of Commerce, Pierce County Library System, Glass Works, Military Surplus and Collectables, and McDonalds. These entities provide us with funding and/or in-kind services in exchange for logo placement, advertising, and show tickets.

Our playbill advertisers include, Allen Realtors (Marie Barth), Best Western hotel, Carr's Restaurant, Casa Mia restaurant, Diva Nail and Spa, Jimmy Johns, Lakewood Costumes, the Lakewood Historical Society and Museum, the Moon Rise Café, Mountain View Funeral Home, On-Site Express computer repair, Orca Granite and Stone, The Ram restaurant, Shroom Brothers Graphics, 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 participate and/or maintain presences in local festivals and educational fairs/expos. We collaborate and cross-promote our programming with our neighboring theatres in Tacoma, Federal Way, and Olympia and maintain memberships in local, state, and national theatrical support organizations, and local service organizations.

13. Capital Projects Budget

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

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

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

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

14. Certification

The applicant hereby certifies and confirms:

1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;
2. That it will abide by all relevant local, state, and federal laws and regulations;
3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;
4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

Primary Signature:



John Munn, Managing Artistic Director

Printed Name & Title of Chief Administrator/Authorizing Official

Date 8-21-19

15. E-Verify Requirements for Contractors & Certification

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

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

Who is affected?

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

Are there exceptions?

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

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

- For at least the term of the contract.

Are there other stipulations?

- E-Verify must be used ONLY for NEW HIRES during the term of the contract. It is NOT to be used for EXISTING EMPLOYEES.
- E-Verify must be used to verify the documentation of ANY new employee during the term of the contract, not just those directly or indirectly working on deliverables related to the City of Lakewood contract.

How will the City of Lakewood check for compliance?

- All contractors will retain a copy of the E-Verify Memorandum of Understanding that they execute with the Department of Homeland Security AND
- Sign and submit to the City an Affidavit of Compliance with their signed contract.
- All General Contractors will be required to have their subcontractors sign an Affidavit of Compliance and retain that Affidavit for 4 years after end of the contract.
- The City of Lakewood has the right to audit the Contractor's compliance with the E-Verify Ordinance.

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

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

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

As the person duly authorized to enter into such commitment for

Lakewood Community Players dba Lakewood Playhouse
COMPANY OR ORGANIZATION NAME

I hereby certify that the Company or Organization named herein will

(Check one box below)

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

- OR -

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



Signature

John Munn, Managing Artistic Director
Print Name and Title

8-21-2019
Date

INTERNAL REVENUE SERVICE
EP/EO

Internal Revenue Service
EP/EO Disclosure Desk
P.O. Box 2250 Los Angeles, CA 90059

LAKEWOOD COMMUNITY PLAYERS

P O BOX 99041
TACOMA, WA 98499

Person to Contact:
F. Miraflor or L. Barragan
Telephone Number:
(213)994-4292
Refer Reply to:
90-268
Date: **AUG 22 1990**

RE: 91-6056223
LAKEWOOD COMMUNITY PLAYERS

Gentlemen:

This is in response to your request for a determination letter of the above-named organization.

A review of our records indicates that the above-named organization was recognized to be exempt from Federal income tax in June 1942, as an organization described in Internal Revenue Code section 501(c)(3). It is further classified as an organization that is not a private foundation as defined in section 509(a) of the code, because it is an organization described in section 509(A)(2).

This letter is to verify your exempt status and the fact that the determination letter issued on June 1942 continues to be in effect.

If you are in need of further assistance, please feel free to contact me at the above address.

We appreciate your cooperation in this regard.

Sincerely,

F. C. Miraflor

Disclosure Assistant

Lakewood Playhouse Marketing Plan for 2020 Calendar Year

<u>Season Brochures (including mailing)</u>	\$3077
<u>Posters and Distribution</u>	\$2134
<u>Website and Weekly E-News</u>	\$1768
<u>Social Media Advertising</u>	\$6200
<u>Art Tix Advertising in News Tribune</u>	\$3168
<u>Outdoor Banners</u>	\$350
<u>Education (including posters, newsletter and mailing, display ad, flyers)</u>	\$3559
<u>Friends Fund Letter</u>	\$275
<u>Poster Artist</u>	\$600
<u>TLT/TMP Ticket Vouchers</u>	\$310
<u>Special Occasion Liquor Licenses</u>	\$240
<u>Business Cards</u>	\$300
<u>Miscellaneous One-Time Expenditures</u>	\$1369
	\$23,350

Lakewood Playhouse Marketing Budget	
<i>Biloxi Blues</i>	
Poster Distribution	\$248.00
Art Tix (TNT)	\$440.00
Biloxi Sub-Total	\$688.00
<i>Best Christmas Pageant Ever</i>	
Poster Distribution	\$248.00
Art Tix (TNT)	\$440.00
Pageant Sub-Total	\$688.00
<i>Heathers</i>	
Poster Distribution	\$248.00
Art Tix (TNT)	\$440.00
Heathers Sub-Total	\$688.00
<i>The Wolves</i>	
Poster Distribution	\$248.00
Art Tix (TNT)	\$440.00
Wolves Sub-Total	\$688.00
<i>Murder on the Nile</i>	
Poster Distribution	\$248.00
Art Tix (TNT)	\$440.00
Nile Sub-Total	\$688.00
<i>Ragtime</i>	
Poster Distribution	\$248.00
Art Tix (TNT)	\$528.00
Ragtime Sub-Total	\$776.00
<i>Radio Gala</i>	
Poster Distribution	\$248.00
Art Tix (TNT)	\$176.00
Outdoor Banner	\$175.00
RG Sub-Total	\$424.00
<i>Education</i>	
Postcard Stock	\$40.00
Postcard Postage	\$450.00
Poster Distribution	\$994.00
Peach Jar Online School Flyers	\$850.00
DuPont Advertising	\$400.00
Summer Fest Booth	\$75.00

TNT Summer Camps Insert Ad	\$750.00
Education Sub-Total	\$3,559.00
<i>Pippi Longstocking</i>	
Poster Distribution	\$248.00
Art Tix (TNT)	\$264.00
Outdoor Banner	\$175.00
Pippi Sub-Total	\$512.00
<i>Season</i>	
Poster Distribution	\$150.00
Brochure	\$1,422.00
Brochure Distribution	\$1,380.00
Lobby Display Advertising	\$100.00
Subscription Renewal Letter Postage	\$275.00
Website	\$455.00
Constant Contact	\$1,313.00
Facebook	\$4,800.00
Instagram	\$1,400.00
TLT/TMP Ticket Vouchers	\$310.00
Season Sub-Total	\$11,605.00
<i>Friend's Fund</i>	
Friend's Fund Appeal Letter Postage	\$275.00
FF Sub-Total	\$275.00
<i>Other</i>	
Business Cards	\$300.00
Poster Artist	\$600.00
Special Occasion Liquor Licenses	\$240.00
Photo Backdrop (one-time expense)	\$794.00
Booth Banners (one-time expense)	\$475.00
Other Sub-Total	\$2,409.00
Total Marketing Expenses	\$23,350.00

Lakewood Playhouse
Profit & Loss
 August 2018 through July 2019

	Aug '18 - Jul 19
Ordinary Income/Expense	
Income	
Recycling	99.20
Insurance Income	1,527.70
Show Income	
Command Performance	4,000.00
Season Tickets Allocation	48,139.40
Season Tickets	10,273.00
Production Income	127,898.63
	190,311.03
Total Show Income	190,311.03
Rental of Costumes/Set	900.00
Advertising	
Program Advertising	4,100.00
Sponsorships	9,000.00
	13,100.00
Total Advertising	13,100.00
Concessions Income	14,839.62
Education Income	
Student Matinees	505.00
Scholarship	
Event	862.23
Scholarship - Other	6,836.00
	7,698.23
Total Scholarship	7,698.23
Tickets	11,834.00
Tuition	44,116.00
	64,153.23
Total Education Income	64,153.23
Contributions	
Friends Fund	
Fundraising	
Item Sales	
Posters	476.00
T-Shirts	1,105.00
Cups	826.00
	2,407.00
Total Item Sales	2,407.00
Event	
Walk on Role	1,300.00
Paddle Raise	7,335.00
Silent Auction	2,078.00
Raffle (Jewelry)	540.00
Heads Or Tails	360.00
Wine Sales	49.00
Table	1,200.00
Sponsorship	1,000.00
Scholarship	800.00
Raffle	235.00
Friends Fund	5,538.00
Board	1,500.00
Event - Other	2,170.00
	24,105.00
Total Event	24,105.00
Total Fundraising	26,512.00
Cash	56,842.34
	83,354.34
Total Friends Fund	83,354.34

Lakewood Playhouse
Profit & Loss
 August 2018 through July 2019

	Aug '18 - Jul 19
Board Giving	
Cash	1,270.00
Total Board Giving	1,270.00
Corporate Matching	15,844.16
Total Contributions	100,468.50
Grants	
Hotel Motel Tax Grant	22,455.64
Grants - Other	10,002.50
Total Grants	32,458.14
Work Study	10,013.83
Total Income	427,871.25
Cost of Goods Sold	
Education Expenses	
Production	
Supplies	62.41
Make-Up	241.28
Sound	68.13
Royalties	5,435.54
Script	211.79
Properties	630.91
Set	414.35
Lights	79.22
Costumes	757.68
Paint	33.49
Total Production	7,934.80
Stipends	
Instructor	4,205.00
Music Director	2,080.00
Costumer	850.00
Choreographer	475.00
Stage Manager	4,026.00
Director	11,200.00
Production Manager	2,000.00
Total Stipends	24,836.00
Supplies	328.77
Total Education Expenses	33,099.57
Production Expenses	
Wigs	473.78
Consumables	325.99
scripts	225.63
Costumes	2,996.55
Lights	668.66
Paint	1,655.04
Props	1,640.07
Royalties	13,951.63
Set	7,199.52
Show Maintenance	198.00
Sound	133.08
Special Effects	923.45

Lakewood Playhouse
Profit & Loss
 August 2018 through July 2019

	Aug '18 - Jul 19
Stipends	
Sound Engineer	350.00
Performers	4,888.00
Master Electrician	2,687.50
Sound	1,270.00
Band	1,250.00
Music Director	1,600.00
Choreographer	1,100.00
Scenic Artist	1,925.00
Props Designer	2,450.00
Stage Manager	6,100.00
Set Design	2,500.00
Lighting Designer	3,262.50
Assistant Stage Manager	1,800.00
Costume Designer	3,050.00
Stage Combat Choreographer	300.00
Director	6,400.00
	40,933.00
Total Stipends	
Supplies	211.96
	71,536.36
Total Production Expenses	
Total COGS	104,635.93
	323,235.32
Gross Profit	
Expense	
Penalties & Fees	1,472.65
Concessions Exp	5,885.14
Marketing	
Signage	4.26
T-Shirts	945.97
Handouts	2,416.24
Magazines	400.00
Apparel	70.47
Facebook	6,568.21
Newspaper	3,319.53
Posters	1,343.92
Mailings	5,967.53
Online	1,930.39
	22,966.52
Total Marketing	
Occupancy	
Volunteer Appreciation	503.27
Building Maintenance	1,586.34
Small Tools	66.72
Utilities	
Sewer	1,057.20
Water	582.53
Phone & Internet	3,541.67
Electricity	5,016.54
Refuse & Recycle	3,190.52
	13,388.46
Total Utilities	
Total Occupancy	15,544.79
Operations	
Rental of Equipment	-283.16
Development	3,015.79
Automobile Expense	927.17
Dues and Subscriptions	1,826.59
Insurance Expense	8,532.70

Lakewood Playhouse
Profit & Loss
 August 2018 through July 2019

	Aug '18 - Jul 19
Licenses & Fees	
Outside Events	50.00
Business	111.00
Liquor License	60.00
Property Tax	329.36
Total Licenses & Fees	550.36
Off-Site Storage	
Off-Site Rehearsal Space	
Utilities	400.79
Maintenance	288.11
Off-Site Rehearsal Space - Other	12,113.33
Total Off-Site Rehearsal Space	12,802.23
Total Off-Site Storage	12,802.23
Office Expenses	
Shipping	488.55
Software	175.36
Ticketing	1,546.50
computers and equip	1,971.95
Bank Fees	9,305.34
Box Office	433.00
Copier	16,777.22
Supplies	3,188.47
Total Office Expenses	33,886.39
Professional Fees	
Accounting	
Tax Preperation	2,985.00
Online Hosting	480.00
Total Accounting	3,465.00
Total Professional Fees	3,465.00
Total Operations	64,723.07
Payroll Expenses	107.88
Staff Compensation	
House Managers	1,995.00
Payroll Taxes	18,893.45
Wages	192,857.22
Total Staff Compensation	213,745.67
Total Expense	324,445.72
Net Ordinary Income	-1,210.40
Other Income/Expense	
Other Expense	
Building Improvements	
Dressing Rooms	477.91
Lighting	686.61
Sign	1,711.30
Bathroom	206.15
Sound	7,435.09
Total Building Improvements	10,517.06
Total Other Expense	10,517.06
Net Other Income	-10,517.06
Net Income	-11,727.46

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

A NONPROFIT ORGANIZATION IN
THE STATE OF WASHINGTON

Ratified at the Annual Meeting of the
Members of the Lakewood Playhouse
August 24, 2013

Article I: PURPOSES AND MISSION STATEMENT

The Lakewood Community Players provides a diverse variety of quality theatrical experiences, both on and off stage. It reaffirms the ability of theater to affect the community's growth in a positive manner. It is committed to providing education and training in theater arts.

Article II: MEMBERSHIP

Section 1. All persons interested in participating in or supporting the work of the organization may, upon application and either purchase of a season ticket or its equivalent for the Lakewood Playhouse or donation of an amount equal to the cost of a season ticket, be admitted to membership.

Section 2. Each member shall be entitled to one vote, in person or by proxy. Membership shall be for a year, beginning with the date of the annual membership meeting, which shall be August 1 or such other date as determined by the Board of Directors.

Article III: BOARD OF DIRECTORS

Section 1. Duties of the Board of Directors. The affairs of the organization shall be managed by the membership. Between annual meetings, the management and control of the organization shall be delegated to its officers and trustees, known as a Board of Control or Board of Directors (hereafter referred to as "The Board"). The Board will hire a Managing Artistic Director (and other employees as necessary), who will be responsible for administrative operation of the theater and its activities.

Section 2. Election of the Board. Board members shall consist of a number of directors (not less than five (5) or more than eleven (11)) elected to a three-year term by the membership at an annual meeting held at the end of the regular season of the theater (August 1 or such other date as determined by the Board) together with other officers (Secretary and Treasurer) as provided in these rules.

- a. The President of the Board will appoint a nominating committee of three members for the purpose of selecting nominees to fill vacancies occurring on the Board. Nominations to the Board may be made by written petition of members. Such petitions from members must be received no later than six weeks prior to the annual meeting. Nominees whose names are submitted must have given their consent to serve, be acquainted with the duties involved, and be a member for a minimum of six months.
- b. At least thirty days prior to the annual meeting, an informational mailing or email will be sent to all members.
- c. Formal election of directors will take place at the annual meeting.

- c. In the event of any unexpected vacancy on the Board, the Board may appoint a member to serve until the next annual meeting. At the next annual meeting, the expired position may be filled in the regular manner.

Section 3. Reelection. No director may serve more than two consecutive three-year terms without a break in service of at least one year. However, if a director is appointed to serve an expired position of less than one year, he/she will be eligible, if elected, to serve the two terms for which he/she would normally be eligible.

Section 4. Absence of directors from Board meetings. If any director misses two consecutive meetings without prior notification, it will be the duty of the President of the Board to contact that director and assess that director's intention for future service on the Board. If that director misses a third consecutive meeting, the director's name will be brought up, discussed, and voted on for dismissal from the Board.

Section 5. Officers within the Board of Directors.

- a. President and Vice President: At the first meeting following the annual meeting, the Board will elect one of the directors to serve as President and one as Vice President.
 - i. The President will preside at all meetings and perform the duties as set forth in these by-laws.
 - ii. The Vice President will preside in the absence of the President and will perform other duties as assigned.
- b. Secretary: The Board will appoint a Secretary, who will become a voting member of the Board if selected from the membership of the organization. The Secretary will take the minutes of all Board meetings, maintain a record of all Board decisions, act as custodian of all records of the organization (including financial records), and oversee Board correspondence.
- c. Treasurer: The Board shall select a Treasurer, who will become a voting member of the Board if selected from the membership of the organization.
 - i. The Treasurer will review the accounting system monthly and provide a Statement of Activities and a Financial Position report as of the last day of the previous month. If the Treasurer expects to be absent from a meeting, the Managing Artistic Director shall provide the reports.
 - ii. The fiscal year begins on August 1 and ends on July 31.

- iii. An annual report will be prepared by the Treasurer and presented to each member at the annual meeting.

Article IV: MEETINGS

Section 1. Board Meetings. Board meetings will be held regularly at a time and place determined by the Board. A quorum to conduct the legal business of the Board at a meeting will consist of fifty-one percent of the Board members. In the absence of a quorum, the meeting may proceed and take preliminary action subject to ratification at a subsequent meeting with a quorum present. In case of emergency, business may be conducted electronically and ratified at the next meeting.

Section 2. Annual Meeting. The annual meeting will be scheduled and held on August 1, or such other convenient date selected by the Board. A report of all major activities occurring during the preceding year will be presented by the Board at the annual meeting and made part of the minutes. Written notice of the annual meeting will be provided to all members thirty days prior to the annual meeting. Notice may be given by email. Such notice will state the date, time, and place of the meeting and any pertinent matters to be discussed. The President or a designee shall compose a list of members in attendance, and those members may then elect officers and make motions or resolutions including adoption of by-laws. A simple majority of those members who are present at an annual meeting constitutes a quorum for the purpose of passing a resolution or motion. A two-thirds majority of the members present at the annual or special meeting is required to amend the by-laws.

Section 3. Special Meetings. Any Board member may call a special Board meeting for good reason at any time with five (5) days' notice to all Board members.

Article V: DISSOLUTION

The Corporation will follow legal requirements of the State for dissolution of an incorporated society. After payment of all outstanding debts and a final financial review, any remaining monies will be donated to a selected charity when approved by a two-thirds vote of the Board.

Article VI: PARLIAMENTARY AUTHORITY

New Robert's Rules of Order will govern the Corporation in all applicable cases that are consistent with the by-laws or the special rules or orders of the Corporation.

Adopted this 24th day of August 2013.

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 Tuesday, September 10, 2019.

Lakewood Playhouse Board of Directors
Updated 8/20/2019

Mike Jankelson – 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

Bob Lawrence – Vice-President

(Educator; ArtsFest Chair, Military Ret.)
7022 Crescent Lane SW
Lakewood WA 98499
Home: 253-582-2062
Cell: 253-973-7712
Email: BobPaloAlto@comcast.net

Julie Cole – Treasurer

(JLC Business Services)
6914 59th Street Court W
University Place WA 98467
Home: 253-566-6603
Cell: 253-686-8091
Email: jlcbusinessservices@gmail.com

Marie Barth

(Realtor)
5015 81st Street SW
Lakewood WA 98499
Cell: 253-777-8889
Email: marie@mariebarth.com

Heidi Wachter

(Attorney)
4024 W. 35th Street
Tacoma, WA 98407
Cell: 253-720-6159
Email: hhorst@harbornet.com

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: [kreb1959@comcast.net](mailto: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 19, 2019

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 2020 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
President
Lakewood Playhouse Board of Directors

Application for:

City of Lakewood Fiscal Year 2020 Lodging Tax Grant Funds

From:

**Lakewood Chamber of Commerce -
Lakewood's Nights of Lights**

7. APPLICATION FOR FISCAL YEAR 2020 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 Dr SW |
| Suite B |
| Lakewood, WA 98499 |

Tax ID Number: | 91-0892937 |

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

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

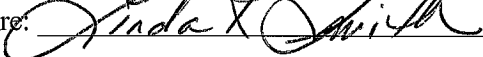
1c. Contact:

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): December 1, 2020 – December 31, 2020

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 light purchases, installation and promotions.

d. Please provide a detailed, yet concise **scope of work (mandatory)** and/or 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 to build on the new (and historic) holiday celebration.

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 ~ and the goal is to reawake this tradition of the blue lights as they were 50 and 60 years ago.

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 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

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

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 an economic "bump" during the holiday season.

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 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 growth 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 growth 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 community awareness campaign. Assisting in offsetting the cost of the purchase/installation of the lights is the objective.|

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 & Advertising
\$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 2020. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
	\$		
	\$		
	\$		
	\$		
	\$		
	\$		
	\$		

Expenses: Based on full funding, please list project costs.

*Note: Certain expenses may not be reimbursable, at the sole discretion of the City of Lakewood.
You will only be reimbursed at the authorized rates. Insurance is not an eligible cost.*

	a. Lodging Tax Funds Requested *	b. Other Funds (Do not include In-Kind dollars)	c. Total Project Cost **
Personnel (salaries & benefits)	\$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 1a of application.*

11. Funding History

a. Was this project funded with Lakewood lodging tax funds in fiscal year 2019? Yes No

b. If you answered yes to 11a, how much funding did you receive in 2019? \$20,000.00

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.

[The Chamber has attempted to coordinate with the Colonial Center’s new management company, Bona Vista, to meet with and begin the site inspection process to have a starting point in Lakewood. Response has not been forthcoming. The Chamber is looking at an alternative in the event a collaboration is not possible in 2019 ~ lights to be strung on trees on Motor Avenue and Gravelly Lake Drive as a starting point for other businesses to follow suit. The Lakewood Historical Society’s enlistment has begun. The Storefront Decorating Contest will also incentivize businesses to decorate in blue lights. 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 **no city ownership are not eligible** to receive funding.

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

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

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

14. Certification

The applicant hereby certifies and confirms:

1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;
2. That it will abide by all relevant local, state, and federal laws and regulations;
3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;
4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

Primary Signature: Linda K. Smith, President/CEO 8/16/19

Linda K. Smith, President/CEO

August 16, 2019 |

Printed Name & Title of Chief Administrator/Authorizing Official

Date

15. E-Verify Requirements for Contractors & Certification

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

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

Who is affected?

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

Are there exceptions?

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

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

- For at least the term of the contract.

Are there other stipulations?

- E-Verify must be used ONLY for NEW HIRES during the term of the contract. It is NOT to be used for EXISTING EMPLOYEES.
- E-Verify must be used to verify the documentation of ANY new employee during the term of the contract, not just those directly or indirectly working on deliverables related to the City of Lakewood contract.

How will the City of Lakewood check for compliance?

- All contractors will retain a copy of the E-Verify Memorandum of Understanding that they execute with the Department of Homeland Security AND
- Sign and submit to the City an Affidavit of Compliance with their signed contract.
- All General Contractors will be required to have their subcontractors sign an Affidavit of Compliance and retain that Affidavit for 4 years after end of the contract.
- The City of Lakewood has the right to audit the Contractor's compliance with the E-Verify Ordinance.

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

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

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

As the person duly authorized to enter into such commitment for

Lakewood 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.


Signature 8/16/19

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

August 16, 2019
Date

1-27-2-1-8

Department of the Treasury

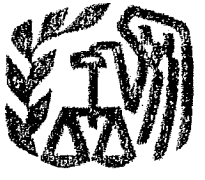
G. A. Tornow
(206) 442-5110

District Director

Internal Revenue Service

Date:	In reply refer to:
FEB 2 1974	L-179, Code 428

SEA:EO:75-215



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

Internal Revenue Code: Section 501(c) (6)
 Form 990 Required: Yes No
 Accounting Period Ending: September 31

Dear Applicant:

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

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

If your purposes, character, or method of operation is changed, you must let us know so we can consider the effect of the change on your exempt-status. Also, you must inform us of all changes in your name or address.

The block checked at the top of this letter shows whether you must file Form 990, Return of Organization Exempt From Income Tax. If the Yes box is checked, you are only required to file Form 990 if your gross receipts each year are normally more than \$5,000. If a return is required, it must be filed by the 15th day of the fifth month after the end of your annual accounting period. The law imposes a penalty of \$10 a day, up to a maximum of \$5,000, for failure to file the return on time.

(OVER)

Form L-179 (Rev. 4-73)

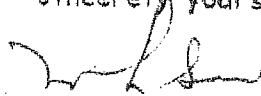
You are not required to file Federal income tax returns unless you are subject to the tax on unrelated business income under section 511 of the Code. If you are subject to this tax, you must file an income tax return on Form 990-T. In this letter we are not determining whether any of your present or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

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

Please keep this determination letter in your permanent records.

Contributions to you as a chamber of commerce organization are not deductible under the provisions of section 170 of the Internal Revenue Code. Please advise your contributors to that effect.

Sincerely yours,



Michael Sassi
District Director



Marketing Plan & Budget

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
lsmith@lakewood-wa.com

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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 building on a new (and historic) Christmas celebration that is being introduced in December 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 and building on this tradition.

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 for the new Colonial Plaza site.

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:

Calculate local retail sales tax collected, as our bottom line gauge. 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:

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 – 10,000

Restaurant Guide – 10,000

Attractions Guide – 10,000

Events Calendar – 20,000

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 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

The 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.

Plans are 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.

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

Lakewood Chamber of Commerce

Balance Sheet

08/02/19

As of July 31, 2019

Cash Basis

	Jul 31, 19	Jul 31, 18
ASSETS		
Current Assets		
Checking/Savings		
Checking*	270.85	277.36
Money Market	1,614.79	214.76
Petty Cash	500.00	500.00
Total Checking/Savings	2,385.64	992.12
Accounts Receivable		
Accounts Receivable (Unpaid or unapplied customer invoices and credits)	0.00	-670.00
Total Accounts Receivable	0.00	-670.00
Other Current Assets		
Undeposited Funds	20.00	541.46
Total Other Current Assets	20.00	541.46
Total Current Assets	2,405.64	863.58
Fixed Assets		
Equipment	44,119.72	44,119.72
Furniture	2,414.42	2,414.42
Total Fixed Assets	46,534.14	46,534.14
TOTAL ASSETS	48,939.78	47,397.72
LIABILITIES & EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
Accounts Payable (Unpaid or unapplied vendor bills or credits)	2,307.19	2,807.19
Total Accounts Payable	2,307.19	2,807.19
Other Current Liabilities		
Columbia Bank	16,617.23	16,617.23
Deposits and Prepaid	21,623.00	6,603.82
Payroll Liabilities		
Company Retirement Simple IRA (Company Paid Portion 3% up to \$7,000 Annually)	9.66	341.40
Employee Retirement Simple IRA (Employee Paid Retirement SEP)	143.58	967.96
HSA Employee Contribution (HSA Employee Contribution)	0.00	200.00
Labor & Industries	45.95	42.72
940 Taxes Payable	36.61	0.68
941 Taxes Payable	2,183.39	1,810.83
State Unemployment	-38.57	-35.77
Supplemental Insurance	-158.86	592.98
Payroll Liabilities - Other	143.98	0.00
Total Payroll Liabilities	2,365.74	3,920.80
Total Other Current Liabilities	40,605.97	27,141.85
Total Current Liabilities	42,913.16	29,949.04
Total Liabilities	42,913.16	29,949.04
Equity		
Unrestricted Net Assets (Undistributed earnings of the corporation)	-3,192.68	3,199.57
Opening Balance Equity	25,421.19	25,421.19
Net Income	-16,201.89	-11,172.08
Total Equity	6,026.62	17,448.68
TOTAL LIABILITIES & EQUITY	48,939.78	47,397.72

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 LAKWOOD CHAMBER OF COMMERCE
a domestic corporation of Tacoma, Washington,

was filed for record in this office on this date, and I further certify that such Articles remain on file in this office.

Filed at request of
Richard J. Kelley, Atty
P. O. Box 3302
Lakewood Center
Tacoma, Washington 98499
NON PROFIT

Filing and recording fee \$ 20.00
License to June 30, 19..... \$.....
..... Excess pages @ 25¢ \$.....

Microfilmed, Roll No. 1248

Page 200-205

In witness whereof I have signed and have affixed the seal of the State of Washington to this certificate at Olympia, the State Capitol,
September 12, 1972

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A. LUDLOW KRAMER
SECRETARY OF STATE

FILED

SEP 12 1972

A. LUDLOW KRAMER
SECRETARY OF STATE

ARTICLES OF INCORPORATION

OF

LAKEWOOD CHAMBER OF COMMERCE

I, the undersigned, acting as the incorporator of a Corporation under the provisions of the Washington Non-Profit Corporation Act (RCW 24.03), adopt the following Articles of Incorporation for such corporation:

ARTICLE I

The name of the corporation shall be LAKEWOOD CHAMBER OF COMMERCE.

ARTICLE II

The period of duration of the corporation shall be perpetual.

ARTICLE III

The purpose for which the corporation is organized is to promote and perpetuate the business, financial, manufacturing, professional, and civic interests of Western Pierce County, in the State of Washington.

ARTICLE IV

Internal affairs of the corporation shall be regulated by the Constitution and By-Laws of the corporation.

ARTICLE V

The address of the initial registered office of the corporation shall be 10123 Plaza Drive S.W., Tacoma, Washington 98499. The name of the initial registered agent of the corporation at such address shall be JAMES WALTER.

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ARTICLE VI

The number of directors constituting the initial Board of Directors of the corporation shall be four (4). The number of directors shall be governed by the Constitution and By-Laws which shall not allow a number less than three (3).

The names and addresses of the persons who are to serve as the initial directors of the corporation are as follows:

President	JAMES WALTER	6015 Wildaire Road S.W. Tacoma, Washington
Vice-Pres.	EARL PARSONS	8405 Amber Drive S.W. Tacoma, Washington 98499
Secretary	FRANK JACOBS	625 North McCarver Tacoma, Washington 98403
Treasurer	MAX APPELGATE	4509 North Ferdinand Tacoma, Washington

ARTICLE VII

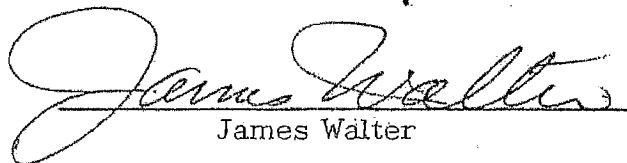
The name and address of the incorporator of the corporation is as follows:

JAMES WALTER	6015 Wildaire Road S.W. Tacoma, Washington
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ARTICLE VIII

Upon dissolution of this corporation, and after all obligations thereof have been satisfied, any remaining assets thereof shall, by resolution of the last Board of Directors, be distributed to any one or more non-profit charitable corporation or organization carrying on activities within the State of Washington.

IN WITNESS WHEREOF, the incorporator hereinabove named has hereunto set his hand in triplicate this 7 day of September, 1972.

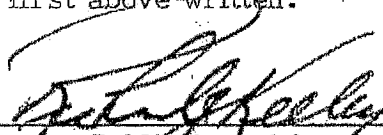

James Walter

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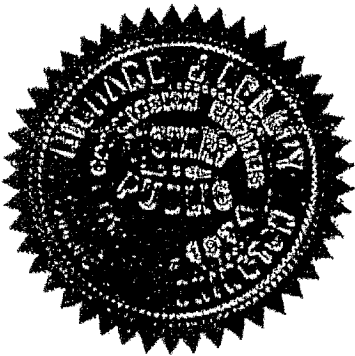
STATE OF WASHINGTON)
) ss.
County of Pierce)

THIS IS TO CERTIFY that on this 7 day of September, 1972, there personally appeared before me JAMES WALTER known personally to me to be the person described in and who executed the foregoing Articles of Incorporation, and that he did acknowledge and declare to me that he executed the same freely and voluntarily for the uses and purposes therein mentioned.

IN WITNESS WHEREOF, I have hereunto set my hand and official seal, the day and year first above written.



Notary Public in and for the State of
Washington, residing at Tacoma.



10/10/72

STATEMENT OF DESIGNATION OF REGISTERED OFFICE
AND REGISTERED AGENT

To the Honorable A. Ludlow Kramer, the Secretary of State of the State of Washington:

Pursuant to the provisions of Revised Code of Washington 24.03.050, the LAKEWOOD CHAMBER OF COMMERCE, a Washington non-profit corporation, designated, by a resolution of its Board of Directors duly adopted on the 7th day of September, 1972, its registered office as follows: 10123 Plaza Drive S.W., City of Tacoma, County of Pierce, State of Washington, and its registered agent as follows: JAMES WALTER, said registered agent having a business office identical with said registered office.

This statement is accompanied by a copy of said designating resolution certified as true by FRANK JACOBS, the Secretary of said corporation.

Dated this 7th day of September, 1972.

LAKEWOOD CHAMBER OF COMMERCE
By Earl G. Parsons
Vice President

STATE OF WASHINGTON)
)ss.
County of Pierce)

EARL PARSONS, being first duly sworn upon oath deposes and says: That he is the Vice President of the LAKEWOOD CHAMBER OF COMMERCE, that he is authorized to and does make this verification for and on behalf of said corporation; that he has read the foregoing, knows the contents thereof and believes the same to be true.

Earl G. Parsons
Earl Parsons

SUBSCRIBED and SWORN to before me this 7th day of September, 1972.

Frank G. Kelly
Notary Public in and for the State of
Washington, residing at Tacoma.

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RESOLUTION OF BOARD OF DIRECTORS

DESIGNATING REGISTERED OFFICE AND REGISTERED AGENT

WHEREAS under the provisions of Revised Code of Washington 24.03.050, the LAKEWOOD CHAMBER OF COMMERCE, a Washington non-profit corporation, is required to have and continuously maintain in the State of Washington a registered office and a registered agent, the latter to have an office identical with said registered office; and

WHEREAS said statutory provision requires that said registered office and registered agent be designated by a duly adopted resolution of the Board of Directors of said corporation; now, therefore,

IT IS RESOLVED by the Board of Directors of said corporation that the registered office of said corporation be, and it hereby is, designated as 10123 Plaza Drive S.W., City of Tacoma, County of Pierce, State of Washington.

IT IS FURTHER RESOLVED that the registered agent of said corporation be, and said agent hereby is, designated as JAMES WALTER, and that said registered agent is an individual residing in the State of Washington whose business office is identical with said registered office.

IT IS FURTHER RESOLVED that the Vice President of said corporation be, and he hereby is, directed to execute a verified statement of the aforesaid designation, and that the Secretary of said corporation be, and he hereby is, directed to certify as true this resolution and to file said verified statement and said certified resolution with the Secretary of State of the State of Washington.

DATED this 7th day of September, 1972.

THIS IS TO CERTIFY that the above is a true resolution of the Board of Directors of the LAKEWOOD CHAMBER OF COMMERCE.


Frank Jacobs, Secretary

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Board of Directors Meeting Minutes
May 9, 2019
12 noon – 1:30 pm
Lakewood Chamber of Commerce

Call to Order/Roll Call –Walsh, Goddard, Wolf, Miller, Mattingly and Smith

Absent – Harding, Cofchin

Meeting Minutes Approval – Mattingly moved and Goddard seconded approval of the March minutes as submitted. M/S/C.

Treasurer’s Report – Walsh reported on the April financials. Goddard moved and Wolf seconded approval of the Treasurer’s Report. M/S/C.

Chair of the Board Report - Walsh reported that Jose Galvin had to resign due to his new position at TwinStar.

The Rock-n-Roll Diner Scholarship Luncheon had less attendees, but the event itself was very well organized and received. It has become increasingly challenging to get a response from the school district to get scholarship applications submitted. Smith to forward application link to Miller and Goddard for follow-up. It was recommended that another “worthy cause” be found for the future. Several agreed an animal support group would be worth looking into.

New Board Member Recommendations. Walsh, Mattingly, Wolf and Miller made suggestions of some viable candidates: Eric Kantor, Gil Quante, John Snyder, Brian Stella, Scott Leingang, Tammy Faelnar, Debie McVicker, Deanne Davidson, Teri Wilcox. Mark from Brink & Sadler was also suggested.

President’s Report – Smith reported on past month’s activities. Coffee Club drew a small but interested group who were looking at the Chamber’s new Health Plan. Met Susan Warner, Lakewood Garden’s new Executive Director. Member Orientation was lightly attended. Hops-n-Drops is catering upcoming rive Time. Smith was presented with a proclamation from Mayor Anderson recognizing the Chamber’s contributions during National Small Business Week. Edward Jones is adding a Future Scholar Account for children as a new benefit for groups. Lakewood Police Oral Boards continue, primarily for new officers. Blue Ribbons coming up include Windell Portraits, KeyBank Oakbrook and Farmer’s Market. Smith is working on producing several new tourism videos and will begin the Blue Lights Project in the next month.

→ Smith announced she would be submitting a Lodging Tax Fund Request with the City of Lakewood for 2020. Wolf moved and Mattingly seconded approval of proceeding with the funding request. M/S/C. Foot Golf Tournament is July 19 at Meadow Park Golf Course. Players and Sponsors needed.

Adjourned – 1:35 pm

2018-19 BOARD OF DIRECTORS

Executive Team

Stephanie Walsh, *Chair of the Board*

DOTY Group
1102 Broadway, Suite 400
Tacoma, WA 98402
Ph – 253-830-5450
swalsh@dotygroupecpas.com

Trudy Cofchin, *Treasurer*

LeMay Family Collection
325 152nd Street E
Tacoma, WA 98445
Ph – 253-272-2336
tcofchin@comcast.net

Shawn Mattingly, *Secretary*

F. James Weinand & Associates, CPAs
6322 Lake Grove St. SW
Lakewood, WA 98499
Ph – 253-584-7966
shawn@weinandandassociates.com

Tod Wolf, *Past Chair*

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

Board Members

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
926 96th St E
Tacoma, WA 98445
Ph - 253-987-7980
brian@wapdco.com

Paul Miller

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



August 19, 2019

To whom it may concern:

As the 2019-20 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,

A handwritten signature in black ink that reads "Stephanie Walsh". The signature is fluid and cursive, with a long horizontal stroke at the end.

Stephanie Walsh
The Doty Group
2019-20 Chair of the Board

6310 Mt Tacoma Drive SW – Lakewood, WA 98499 – 253-582-9400



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
08/20/2019

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement.

PRODUCER: Taylor-Thomason Ins. Brokers, 3401 South 19th Street, P.O. Box 7187, Tacoma, WA 98417. CONTACT: Julie Ellis, 253-284-7900. INSURED: Lakewood Chamber of Commerce, Scott Jonson, 6310 Mt Tacoma Dr SW, Lakewood, WA 98499.

COVERAGES CERTIFICATE NUMBER: REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES.

Table with columns: INSR LTR, TYPE OF INSURANCE, ADDL INSD, SUBR WVD, POLICY NUMBER, POLICY EFF (MM/DD/YYYY), POLICY EXP (MM/DD/YYYY), LIMITS. Rows include Commercial General Liability (PHPK1963029), Umbrella Liability (PHUB670238), and Workers Compensation.

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

CERTIFICATE HOLDER CANCELLATION

CITYLAK City of Lakewood, 6000 Main St SW, Lakewood, WA 98499. SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

Application for:

City of Lakewood Fiscal Year 2020 Lodging Tax Grant Funds

From:

Lakewood Chamber of Commerce

7. APPLICATION FOR FISCAL YEAR 2020 LTAC GRANT FUNDING

1a. Project Information

Project Name: | Lakewood Tourism & Event Promotion and Services |

Amount of Lodging Tax Funding Requested: | \$ 90,000.00 |
(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 |

Mailing Address: | 6310 Mt Tacoma Dr SW |
| Suite B |
| Lakewood, WA 98499 |

Tax ID Number: | 91-0892937 |

Organization Unified Business Identifier (UBI) | (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, 2020 – December 31, 2020
- 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 **scope of work (mandatory)** and/or proposed project/activity. Include information on the area the project will serve, its expected impact and list the responsible party(s).

Continue to serve as lead destination marketing organization to encourage individual visitors and groups to come to Lakewood to overnight, shop, dine and tour the area through combined efforts of our lodging, restaurants, attractions, retailers and meeting spaces. We offer more reasons for the visiting public to extend their stay at our Visitor Information Center.

Provide optimum, full service visitor information/promotions in support 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. More jobs equates to more spending, which in turn, encourages more business growth and investment in Lakewood.

The new lodging properties have added to the 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 and vicinity

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 ~ 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. Take advantage of any partnership opportunities with umbrella organization Travel Tacoma that includes 2020 (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 will produce a series of tourist destination videos to encourage out of town visitors to travel and overnight in Lakewood.

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

Creating awareness of our local attractions, shopping and dining experiences through our social media campaign ~ as an affordable place to visit ~ 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. Take advantage of any partnership opportunities with umbrella organization Travel Tacoma that includes 2020 (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 will produce a series of tourist destination videos to encourage out of town visitors to travel and overnight in Lakewood. |

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

| Creating awareness of our local attractions, shopping and dining experiences through our social media campaign ~ as an affordable place to visit ~ 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. Take advantage of any partnership opportunities with umbrella organization Travel Tacoma that includes 2020 (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 will produce a series of tourist destination videos to encourage out of town visitors to travel and overnight in Lakewood |

8. Funding Requirements

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

| 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 tourist video creation, lure brochures development and distribution, advertising in county programs will not occur, leaving limited 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 |

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 2020. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
	\$		
	\$		
	\$		
	\$		
	\$		
	\$		
	\$		

Expenses: Based on full funding, please list project costs.

Note: Certain expenses may not be reimbursable, at the sole discretion of the City of Lakewood.

You will only be reimbursed at the authorized rates. Insurance is not an eligible cost.

	a. Lodging Tax Funds Requested *	b. Other Funds (Do not include In-Kind dollars)	c. Total Project Cost **
Personnel (salaries & benefits)	\$35,000.00	\$	\$35,000.00
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$	\$	\$
Marketing/Promotion	\$30,000.00	\$	\$30,000.00
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	\$25,000.00	\$	\$25,000.00
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 2019? Yes No

b. If you answered yes to 11a, how much funding did you receive in 2019? \$90,000.00

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.

As Tacoma South Sound Sports has merged with Tacoma Travel Tacoma, we continue to partner and assist when bidding on amateur sporting competitions in Lakewood. The Chamber will provide 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 Lakewood 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 no city ownership are not eligible to receive funding.

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

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

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

14. Certification

The applicant hereby certifies and confirms:

1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;
2. That it will abide by all relevant local, state, and federal laws and regulations;
3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;
4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

Primary Signature: *Linda K. Smith, President/CEO 8/16/19*

Linda K. Smith, President/CEO

August 16, 2019

Printed Name & Title of Chief Administrator/Authorizing Official

Date

15. E-Verify Requirements for Contractors & Certification

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

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

Who is affected?

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

Are there exceptions?

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

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

- For at least the term of the contract.

Are there other stipulations?

- E-Verify must be used ONLY for NEW HIRES during the term of the contract. It is NOT to be used for EXISTING EMPLOYEES.
- E-Verify must be used to verify the documentation of ANY new employee during the term of the contract, not just those directly or indirectly working on deliverables related to the City of Lakewood contract.

How will the City of Lakewood check for compliance?

- All contractors will retain a copy of the E-Verify Memorandum of Understanding that they execute with the Department of Homeland Security AND
- Sign and submit to the City an Affidavit of Compliance with their signed contract.
- All General Contractors will be required to have their subcontractors sign an Affidavit of Compliance and retain that Affidavit for 4 years after end of the contract.
- The City of Lakewood has the right to audit the Contractor's compliance with the E-Verify Ordinance.

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

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

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

As the person duly authorized to enter into such commitment for

Lakewood 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.

 8/16/19
Signature

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

August 16, 2019
Date

27-2-74
8

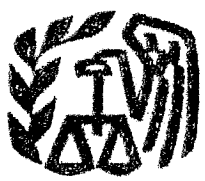
Address any reply to: 915 Second Avenue, Seattle, Wash. 98174

Department of the Treasury

G. A. Tornow
(206) 442-5110

**District Director
Internal Revenue Service**

Date: FEB 2 1974 In reply refer to: L-179, Code 428
SEA:EO:75-215



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

Internal Revenue Code: Section 501(c) (6)
Form 990 Required: Yes No
Accounting Period Ending: September 31

Dear Applicant:

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

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

If your purposes, character, or method of operation is changed, you must let us know so we can consider the effect of the change on your exempt-status. Also, you must inform us of all changes in your name or address.

The block checked at the top of this letter shows whether you must file Form 990, Return of Organization Exempt From Income Tax. If the Yes box is checked, you are only required to file Form 990 if your gross receipts each year are normally more than \$5,000. If a return is required, it must be filed by the 15th day of the fifth month after the end of your annual accounting period. The law imposes a penalty of \$10 a day, up to a maximum of \$5,000, for failure to file the return on time.

(OVER)

Form L-179 (Rev. 4-73)

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

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

Please keep this determination letter in your permanent records.

Contributions to you as a chamber of commerce organization are not deductible under the provisions of section 170 of the Internal Revenue Code. Please advise your contributors to that effect.

Sincerely yours,



Michael Sassi
District Director



Marketing Plan & Budget

Lakewood Tourism & Event Promotion Services

Our Objective

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

Linda K. Smith
lsmith@lakewood-wa.com

Table of Contents

1. Summary

- Our Organization
- Our Core Missions
- Our Marketing Leader

2. Objective

- Overarching initiatives
- Metrics to Measure Success

3. Target Market

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

4. Market Strategy

- Promotion
- Process

5. Budget

6. Marketing Channels

- Print Publications
- On-line and Digital
- 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 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.

Take advantage of any advertising/partnership opportunities with umbrella organizations such as Travel Tacoma that includes 2020 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 the newly merged Travel Tacoma/Tacoma South Sound Sports by providing assistance and information when bidding on upcoming amateur athletic events and 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 Lakewood 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 televised 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 web site. We will take advantage of any partnership opportunities with umbrella organization Travel Tacoma that includes 2020 (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 the newly merged Travel Tacoma/Tacoma South Sound Sports by providing assistance and information when bidding on upcoming amateur athletic events and 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 full color lure brochure/package highlighting Lakewood's attractions. New in 2020 will be a specific brochure insert promotion meeting and event space in Lakewood to include the McGavick Conference Center. Also included in the lure jacket is a brochure listing all accommodations in the city. Another insert lists local attractions and recreational opportunities. A dining/restaurant insert and quarterly events calendar are also included in the lure package.

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

Lakewood Lure Brochures

Designed to provide detailed tourist information to the traveling public, with quality full-color shell and 5 individual information pieces providing information on the following:

Lodging Guide – 10,000

Restaurant Guide – 10,000

Attractions Guide – 10,000

Events Calendar – 20,000

These handy 4" x 9" guides will be provided to tourists, meetings/conferences and sporting events attendees. They will also be provided to new military personnel at monthly JBLM Orientations (a required program – seeing an average of 400 newcomers monthly). The packets will also be provided at lodging establishments for their guests. Distributed at Visitor Information Center. The same information is available online on the Chamber's new website.

Visit Lakewood Tourism Promotion Videos

Designed to promote and encourage visitations to Lakewood. Videos to be showcased on digital marketing platforms, as well as cable television commercials.

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 website.

www.Lakewood-Chamber.org

The website is 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.

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 <i>Full Color Lure Brochure with Inserts</i> <i>City Map</i> <i>Website Maintenance</i> <i>Lakewood Trip Advisor Ad</i> <i>Welcome Posters</i> <i>Lakewood Goodie Bags</i> <i>Digital & Social Media Promotions</i>	\$30,000
Administration/Operations <i>Visitor Information Center Rent</i> <i>Telephone</i> <i>Computer</i> <i>Copier</i>	\$30,000
Personnel <i>President/CEO Program Development</i> <i>Visitor Services Coordinator</i> <i>Visitor Information Center Front Line</i>	\$30,000
Total	\$90,000.00

Lakewood Chamber of Commerce

Balance Sheet

As of July 31, 2019

	Jul 31, 19	Jul 31, 18
ASSETS		
Current Assets		
Checking/Savings		
Checking*	270.85	277.36
Money Market	1,614.79	214.76
Petty Cash	500.00	500.00
Total Checking/Savings	2,385.64	992.12
Accounts Receivable		
Accounts Receivable (Unpaid or unapplied customer invoices and credits)	0.00	-670.00
Total Accounts Receivable	0.00	-670.00
Other Current Assets		
Undeposited Funds	20.00	541.46
Total Other Current Assets	20.00	541.46
Total Current Assets	2,405.64	863.58
Fixed Assets		
Equipment	44,119.72	44,119.72
Furniture	2,414.42	2,414.42
Total Fixed Assets	46,534.14	46,534.14
TOTAL ASSETS	48,939.78	47,397.72
LIABILITIES & EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
Accounts Payable (Unpaid or unapplied vendor bills or credits)	2,307.19	2,807.19
Total Accounts Payable	2,307.19	2,807.19
Other Current Liabilities		
Columbia Bank	16,617.23	16,617.23
Deposits and Prepaid	21,623.00	6,603.82
Payroll Liabilities		
Company Retirement Simple IRA (Company Paid Portion 3% up to \$7,000 Annually)	9.66	341.40
Employee Retirement Simple IRA (Employee Paid Retirement SEP)	143.58	967.96
HSA Employee Contribution (HSA Employee Contribution)	0.00	200.00
Labor & Industries	45.95	42.72
940 Taxes Payable	36.61	0.68
941 Taxes Payable	2,183.39	1,810.83
State Unemployment	-38.57	-35.77
Supplemental Insurance	-158.86	592.98
Payroll Liabilities - Other	143.98	0.00
Total Payroll Liabilities	2,365.74	3,920.80
Total Other Current Liabilities	40,605.97	27,141.85
Total Current Liabilities	42,913.16	29,949.04
Total Liabilities	42,913.16	29,949.04
Equity		
Unrestricted Net Assets (Undistributed earnings of the corporation)	-3,192.68	3,199.57
Opening Balance Equity	25,421.19	25,421.19
Net Income	-16,201.89	-11,172.08
Total Equity	6,026.62	17,448.68
TOTAL LIABILITIES & EQUITY	48,939.78	47,397.72

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 LAKESWOOD CHAMBER OF COMMERCE
a domestic corporation of Tacoma, Washington,

was filed for record in this office on this date, and I further certify that such Articles remain on file in this office.

Filed at request of Richard J. Kelley, Atty
P. O. Box 3302
Lakewood Center
Tacoma, Washington 98499
NON PROFIT

Filing and recording fee \$ 20.00
License to June 30, 19
Excess pages @ 25¢ \$

Microfilmed, Roll No. 1248

Page 200-205

In witness whereof I have signed and have affixed the seal of the State of Washington to this certificate at Olympia, the State Capitol,
September 12, 1972

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A. LUDLOW KRAMER
SECRETARY OF STATE

FILED

SEP 12 1972

A. LUDLOW KRÄMER
SECRETARY OF STATE

ARTICLES OF INCORPORATION
OF
LAKEWOOD CHAMBER OF COMMERCE

I, the undersigned, acting as the incorporator of a Corporation under the provisions of the Washington Non-Profit Corporation Act (RCW 24.03), adopt the following Articles of Incorporation for such corporation:

ARTICLE I

The name of the corporation shall be LAKEWOOD CHAMBER OF COMMERCE.

ARTICLE II

The period of duration of the corporation shall be perpetual.

ARTICLE III

The purpose for which the corporation is organized is to promote and perpetuate the business, financial, manufacturing, professional, and civic interests of Western Pierce County, in the State of Washington.

ARTICLE IV

Internal affairs of the corporation shall be regulated by the Constitution and By-Laws of the corporation.

ARTICLE V

The address of the initial registered office of the corporation shall be 10123 Plaza Drive S.W., Tacoma, Washington 98499. The name of the initial registered agent of the corporation at such address shall be JAMES WALTER.

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ARTICLE VI

The number of directors constituting the initial Board of Directors of the corporation shall be four (4). The number of directors shall be governed by the Constitution and By-Laws which shall not allow a number less than three (3).

The names and addresses of the persons who are to serve as the initial directors of the corporation are as follows:

President	JAMES WALTER	6015 Wildaire Road S.W. Tacoma, Washington
Vice-Pres.	EARL PARSONS	8405 Amber Drive S.W. Tacoma, Washington 98499
Secretary	FRANK JACOBS	625 North McCarver Tacoma, Washington 98403
Treasurer	MAX APPELGATE	4509 North Ferdinand Tacoma, Washington

ARTICLE VII

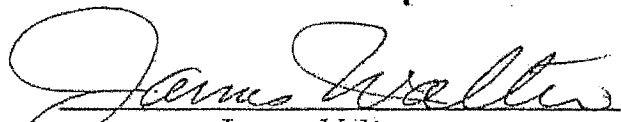
The name and address of the incorporator of the corporation is as follows:

JAMES WALTER	6015 Wildaire Road S.W. Tacoma, Washington
--------------	---

ARTICLE VIII

Upon dissolution of this corporation, and after all obligations thereof have been satisfied, any remaining assets thereof shall, by resolution of the last Board of Directors, be distributed to any one or more non-profit charitable corporation or organization carrying on activities within the State of Washington.

IN WITNESS WHEREOF, the incorporator hereinabove named has hereunto set his hand in triplicate this 7 day of September, 1972.

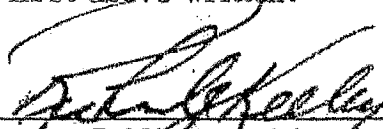

James Walter

202

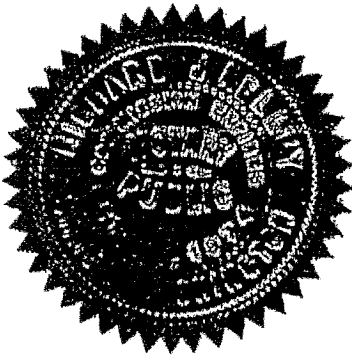
STATE OF WASHINGTON)
) ss.
County of Pierce)

THIS IS TO CERTIFY that on this 7 day of September, 1972, there personally appeared before me JAMES WALTER known personally to me to be the person described in and who executed the foregoing Articles of Incorporation, and that he did acknowledge and declare to me that he executed the same freely and voluntarily for the uses and purposes therein mentioned.

IN WITNESS WHEREOF, I have hereunto set my hand and official seal, the day and year first above written.



Notary Public in and for the State of
Washington, residing at Tacoma.



2023

STATEMENT OF DESIGNATION OF REGISTERED OFFICE
AND REGISTERED AGENT

To the Honorable A. Ludlow Kramer, the Secretary of State of the State of Washington:

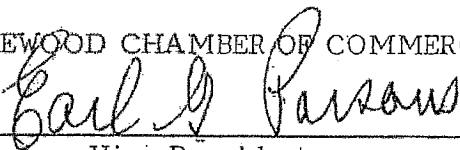
Pursuant to the provisions of Revised Code of Washington 24.03.050, the LAKEWOOD CHAMBER OF COMMERCE, a Washington non-profit corporation, designated, by a resolution of its Board of Directors duly adopted on the 7th day of September, 1972; its registered office as follows: 10123 Plaza Drive S.W., City of Tacoma, County of Pierce, State of Washington, and its registered agent as follows: JAMES WALTER, said registered agent having a business office identical with said registered office.

This statement is accompanied by a copy of said designating resolution certified as true by FRANK JACOBS, the Secretary of said corporation.

Dated this 7th day of September, 1972.

LAKEWOOD CHAMBER OF COMMERCE

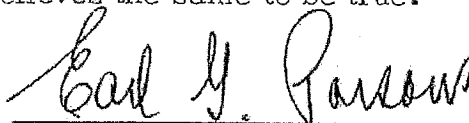
BY



Vice President

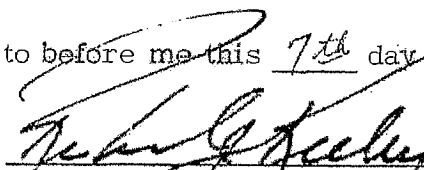
STATE OF WASHINGTON)
) ss.
County of Pierce)

EARL PARSONS, being first duly sworn upon oath deposes and says: That he is the Vice President of the LAKEWOOD CHAMBER OF COMMERCE, that he is authorized to and does make this verification for and on behalf of said corporation; that he has read the foregoing, knows the contents thereof and believes the same to be true.



Earl Parsons

SUBSCRIBED and SWORN to before me this 7th day of September, 1972.


Notary Public in and for the State of Washington, residing at Tacoma.

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RESOLUTION OF BOARD OF DIRECTORS

DESIGNATING REGISTERED OFFICE AND REGISTERED AGENT

WHEREAS under the provisions of Revised Code of Washington 24.03.050, the LAKEWOOD CHAMBER OF COMMERCE, a Washington non-profit corporation, is required to have and continuously maintain in the State of Washington a registered office and a registered agent, the latter to have an office identical with said registered office; and

WHEREAS said statutory provision requires that said registered office and registered agent be designated by a duly adopted resolution of the Board of Directors of said corporation; now, therefore,

IT IS RESOLVED by the Board of Directors of said corporation that the registered office of said corporation be, and it hereby is, designated as 10123 Plaza Drive S.W., City of Tacoma, County of Pierce, State of Washington.

IT IS FURTHER RESOLVED that the registered agent of said corporation be, and said agent hereby is, designated as JAMES WALTER, and that said registered agent is an individual residing in the State of Washington whose business office is identical with said registered office.

IT IS FURTHER RESOLVED that the Vice President of said corporation be, and he hereby is, directed to execute a verified statement of the aforesaid designation, and that the Secretary of said corporation be, and he hereby is, directed to certify as true this resolution and to file said verified statement and said certified resolution with the Secretary of State of the State of Washington.

DATED this 7th day of September, 1972.

THIS IS TO CERTIFY that the above is a true resolution of the Board of Directors of the LAKEWOOD CHAMBER OF COMMERCE.


Frank Jacobs, Secretary

205



Board of Directors Meeting Minutes
May 9, 2019
12 noon – 1:30 pm
Lakewood Chamber of Commerce

Call to Order/Roll Call –Walsh, Goddard, Wolf, Miller, Mattingly and Smith

Absent – Harding, Cofchin

Meeting Minutes Approval – Mattingly moved and Goddard seconded approval of the March minutes as submitted. M/S/C.

Treasurer’s Report – Walsh reported on the April financials. Goddard moved and Wolf seconded approval of the Treasurer’s Report. M/S/C.

Chair of the Board Report - Walsh reported that Jose Galvin had to resign due to his new position at TwinStar.

The Rock-n-Roll Diner Scholarship Luncheon had less attendees, but the event itself was very well organized and received. It has become increasingly challenging to get a response from the school district to get scholarship applications submitted. Smith to forward application link to Miller and Goddard for follow-up. It was recommended that another “worthy cause” be found for the future. Several agreed an animal support group would be worth looking into.

New Board Member Recommendations. Walsh, Mattingly, Wolf and Miller made suggestions of some viable candidates: Eric Kantor, Gil Quante, John Snyder, Brian Stella, Scott Leingang, Tammy Faelnar, Debie McVicker, Deanne Davidson, Teri Wilcox. Mark from Brink & Sadler was also suggested.

President’s Report – Smith reported on past month’s activities. Coffee Club drew a small but interested group who were looking at the Chamber’s new Health Plan. Met Susan Warner, Lakewold Garden’s new Executive Director. Member Orientation was lightly attended. Hops-n-Drops is catering upcoming rive Time. Smith was presented with a proclamation from Mayor Anderson recognizing the Chamber’s contributions during National Small Business Week. Edward Jones is adding a Future Scholar Account for children as a new benefit for groups. Lakewood Police Oral Boards continue, primarily for new officers. Blue Ribbons coming up include Windell Portraits, KeyBank Oakbrook and Farmer’s Market. Smith is working on producing several new tourism videos and will begin the Blue Lights Project in the next month.
→ Smith announced she would be submitting a Lodging Tax Fund Request with the City of Lakewood for 2020. Wolf moved and Mattingly seconded approval of proceeding with the funding request. M/S/C. Foot Golf Tournament is July 19 at Meadow Park Golf Course. Players and Sponsors needed.

Adjourned – 1:35 pm

2018-19 BOARD OF DIRECTORS

Executive Team

Stephanie Walsh, *Chair of the Board*

DOTY Group
1102 Broadway, Suite 400
Tacoma, WA 98402
Ph – 253-830-5450
swalsh@dotygroupcpas.com

Trudy Cofchin, *Treasurer*

LeMay Family Collection
325 152nd Street E
Tacoma, WA 98445
Ph – 253-272-2336
tcofchin@comcast.net

Shawn Mattingly, *Secretary*

F. James Weinand & Associates, CPAs
6322 Lake Grove St. SW
Lakewood, WA 98499
Ph – 253-584-7966
shawn@weinandandassociates.com

Tod Wolf, *Past Chair*

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

Board Members

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
926 96th St E
Tacoma, WA 98445
Ph - 253- 987-7980
brian@wapdco.com

Paul Miller

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



August 19, 2019

To whom it may concern:

As the 2019-20 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,

A handwritten signature in black ink that reads "Stephanie Walsh". The signature is fluid and cursive, with a long horizontal stroke at the end.

Stephanie Walsh
The Doty Group
2019-20 Chair of the Board

6310 Mt Tacoma Drive SW – Lakewood, WA 98499 – 253-582-9400



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
08/20/2019

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER Taylor-Thomason Ins. Brokers 3401 South 19th Street P.O. Box 7187 Tacoma, WA 98417 Tom Taylor, Jr. CPCU, ARM, AAI	253-284-7900		CONTACT NAME: Julie Ellis PHONE (A/C, No, Ext): 253-284-7900 FAX (A/C, No): 253-284-7901 E-MAIL ADDRESS: JulieE@ttib.net
			INSURER(S) AFFORDING COVERAGE INSURER A: Philadelphia Insurance Company INSURER B: INSURER C: INSURER D: INSURER E: INSURER F:
INSURED Lakewood Chamber of Commerce Scott Jonson 6310 Mt Tacoma Dr SW Lakewood, WA 98499			

COVERAGES CERTIFICATE NUMBER: REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR <input checked="" type="checkbox"/> Stop Gap GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PROJECT <input type="checkbox"/> LOC OTHER:			PHPK1963029	05/21/2019	05/21/2020	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 100,000 MED EXP (Any one person) \$ 5,000 GENERAL & ADV INJURY \$ Excluded GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMP/OP AGG \$ 2,000,000 Emp Ben. \$ 1,000,000 COMBINED SINGLE LIMIT (Ea accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$
	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO OWNED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> NON-OWNED AUTOS ONLY						PER STATUTE <input type="checkbox"/> OTH-ER <input type="checkbox"/> E.L. EACH ACCIDENT \$ E.L. DISEASE - EA EMPLOYEE \$ E.L. DISEASE - POLICY LIMIT \$
A	<input checked="" type="checkbox"/> UMBRELLA LIAB <input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE DED <input checked="" type="checkbox"/> RETENTION \$ 10,000			PHUB670238	05/21/2019	05/21/2020	EACH OCCURRENCE \$ 1,000,000 AGGREGATE \$ 1,000,000
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) <input type="checkbox"/> Y/N If yes, describe under DESCRIPTION OF OPERATIONS below		N/A				

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

CERTIFICATE HOLDER CANCELLATION

CITYLAK City of Lakewood 6000 Main St SW Lakewood, WA 98499	SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE
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Application for:

City of Lakewood Fiscal Year 2020 Lodging Tax Grant Funds

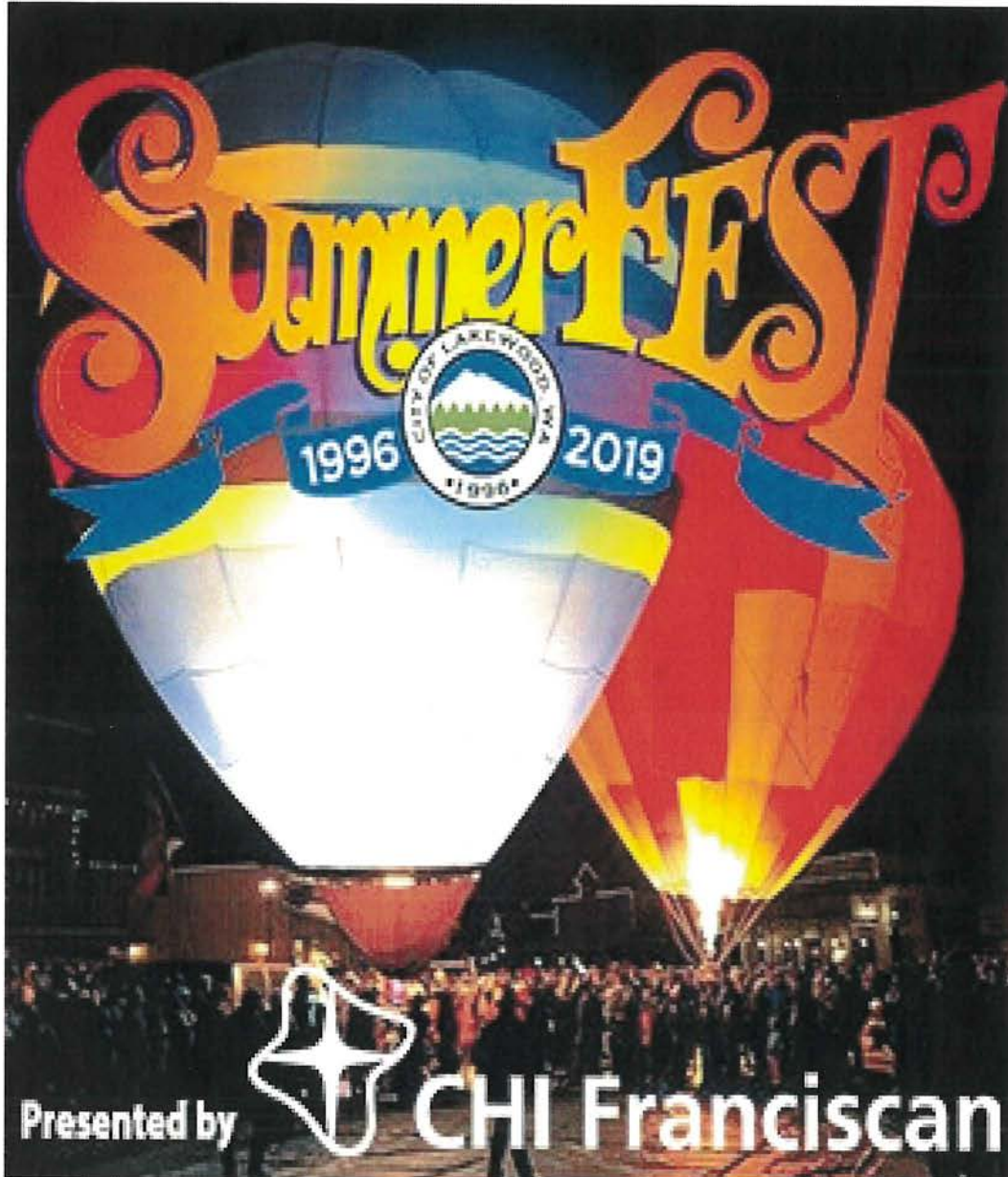
From:

**City of Lakewood
SummerFEST**



Lakewood SummerFEST

Application for Fiscal Year 2020 Lodging Tax Grant Funds



7. APPLICATION FOR FISCAL YEAR 2020 LTAC GRANT FUNDING

1a. Project Information

Project Name: Lakewood SummerFEST

Amount of Lodging Tax Funding Requested: \$ 80,000
(Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: \$ 128,000
(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 Identifier (UBI) 601667295
UBI Expiration Date:

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

1c. Contact:

Name: Sally Martinez

Title: Parks and Recreation Coordinator

Telephone: 253.983.7758

Email: smartinez@cityoflakewood.us

Signature: Sally Martinez

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

2. Project Description

- a. Event Date(s): July 11, 2020
- 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. We work extremely hard to get sponsorships and grants so the festival can be accessible to people of all socio-economic backgrounds. There is a charge for the Triathlon of \$85. Team prices vary. The triathlon participant fee helps offset the cost of liability insurance, event staffing, police, life guards, rescue boats, shuttle bus, advertising, registration, medals, t-shirts, swim caps, and the timing chip system. There is also a cost for vendors that range from \$25, \$100, \$150, \$200 and \$250. The pavilion is rented to the Sister Cities Organization for \$1,000 for the international festival component.

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

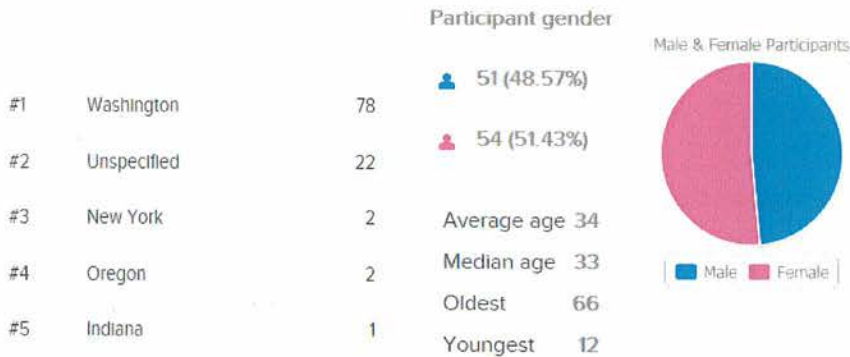
Proposed Project:

This grant is for SummerFEST - a free, annual, community festival held at Fort Steilacoom Park the second weekend in July. It is a tradition and this year was the 23rd annual event.. The festival consists of a multi-day soccer tournament, **a new grass volleyball tournament**, Triathlon, Triple Threat, 5k, 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, hot air balloon glow, and outdoor movie. Other elements include the Passport to Sports and Art, with over 35 partners, opening ceremonies, Stilt Walkers, roaming entertainment, bubble soccer, and a free style moto cross aerial show. The successful integration of the Sister Cities International Festival *greatly* increases the diversity at the event.

The Area the project will serve:

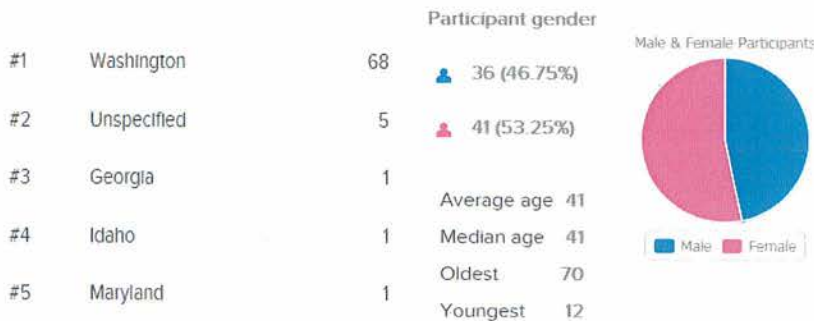
We know eight triathlon athletes came from outside the state, per the data below. For the last four years the event attendance has increased by 10-15,000 a year with an estimate of 55,000 in 2019. We know SummerFEST serves people of all ages, ethnicities and socio-economic backgrounds both locally and from outside the 50 mile radius and outside the state are served. 25% of our vendors come from outside the 50 mile radius and two from out of state. The impact of bringing thousands of people to Lakewood for this event is that they spend money at the local stores, restaurants and hotels. 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, and from our survey 40% of attendees came for their first time. So the advertising dollars received from this Lodging Tax Grant resulted in reaching many new people. Triathlon data:

Demographics



Triple Threat data:

Demographics



Scope of Work:

The scope of work includes organizing and managing the Triathlon (obtaining USAT status, getting permits, monthly team meetings with a team of 15 that last 9 months, coordinating with a race director, securing timing chips, bike racks, bib numbers, etc. securing sponsors, designing and ordering of the shirts, medals, and swim caps, all aspects of online registration and day of registration, recruiting and training 65 volunteers. This year was the 8th 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. This was the 5th year of the Triple Threat. The Triple Threat Series consist of three triathlons beginning in June and culminating in August. It includes the Black Hills Triathlon in Lacey, Lakewood SummerFEST Triathlon and the Bonney Lake Triathlon. Meeting start in October for planning.

The scope of work for the SummerFEST festival involves advertising that begins 9 months prior, creating vendor applications, vetting and processing vendor applications, pitching sponsors and writing grants starting in August 2019 for the 2020 event, writing the advertising spots, creating the tv commercial, developing posters, securing entertainment, communication with over 200 partners, securing the passport to sports and art activities, creating the passport, creating the maps, hiring the parking staff, training 50 volunteers, getting food donations for volunteers, all logistical planning, this year we created a new 100 page Incident Action Plan, securing musicians, honey buckets, coordinating with the health department for all food trucks, ordering all merchandise and prizes, ongoing communication with partners and ensuring all aspects of follow through for everyone involved. This year I made a concerted effort to partner with the school district's head of communications which is one example of a successful new partner who spreads the word and brings in their constituents to enhance the event.

The responsible parties are:

the City of Lakewood, Lakewood Sister Cities (for the International Festival), and Partners for Park (for the car show)

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.

- The 35 businesses on the passport tot sports and art benefit by highlighting their business to the thousands of participants and getting the visibility and opportunity to interact.
- Lakewood Hotels & shops benefit from 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 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.
- Over 90 volunteers benefit from giving back to their community.

4. Goals/Monitoring

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

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

- Continue to work hard to keep current sponsors and pursue new sponsors, grants and in-kind donations to offset costs of the event. This year we secured over \$50,000 of in-kind donations and over \$30,000 of financial sponsors. We added a new movie sponsor (Swire Coca-Cola), a new radio sponsor (Hubbard Radio), and a new \$5,000 grant from the Port of Tacoma. The result was the ability to reach thousands of people in advertising, at no additional cost.
- Perhaps one of 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 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 new grass volleyball tournament from Puget Sound Regional volleyball. They sent out an email blast to 30,000 people, which was HUGE free advertising.

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

Marketing funds from this grant will help increase the number of participants and 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 several years. Since we do not allow overnight camping for this event, out-of-town vendors may stay in Lakewood hotels for their overnight accommodations. New this year, we let the vendors set up Friday to encourage them staying the night. By advertising this event more regionally, we attract the attention of people who don’t live in Lakewood or have a connection here. 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

This year an estimated 6% or 3,300 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 \$181,500.** Ten triathlon participants travelled from outside of Washington State and 29 athletes travelled from outside the 50 mile radius. **The estimated room night demand was 44. The total economic impact estimate from the 12% traveler Ratio is \$35,000** (food, lodging, rentals, sales, etc). This is based on the economic impact 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.

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. The survey results of 40% of the attendees coming for the first time, shows the advertising really works. 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 garbage cans, and adding a professional parking service. 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 2020. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
SummerFEST Sponsor CHI Triathlon	\$7,500	no	tbd
Sponsor CHI Presenting	\$7,500	no	tbd
Swire Coco Cola movie sponsor	\$2,000	no	tbd
AFCU entertainment sponsor	\$3,000	no	tbd
Geico Stage sponsor	\$3,000	no	tbd
Navy Federal Credit Union sponsor	\$1,000	no	tbd
Port of Tacoma GRANT	\$5,000	no	tbd

Expenses: Based on full funding, please list project costs.

Note: Certain expenses may not be reimbursable, at the sole discretion of the City of Lakewood.

You will only be reimbursed at the authorized rates. Insurance is not an eligible cost.

	a. Lodging Tax Funds Requested *	b. Other Funds (Do not include In-Kind dollars)	c. Total Project Cost **
Personnel (salaries & benefits)	\$	\$8,000	\$8,000
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$	\$	\$
Marketing/Promotion	\$10,000	\$25,000	\$35,000
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	\$	\$	\$
Minor Equipment (computers, desks, etc.)	\$	\$	\$
Travel	\$	\$	\$
Contract Services Describe below	\$70,000	\$15,000	\$85,000
Other Describe below	\$	\$	\$
TOTAL COST	\$80,000	\$48,000	\$128,000
Description for Direct Sales Activities, Contract Services, Travel and Others	Parking Company, honey buckets, hand washing stations, Musicians, sound technicians, stage, golf carts, outdoor movie, entertainment (stilt walkers, fire dancers, moto-cross show, garbage cans, timing & equipment rental (bike racks, buoys) race director, timing chips, photographer, emcee, etc.		
In-Kind Contributions	Food donations (\$2,000), Beverage donations \$2,000, 2 full time interns (\$8,640), radio ads (\$10,000), cable TV ads (\$5,000), 90 volunteers, Swag (\$1,000), signs (\$2,500), Hotel Rooms (\$1,500), advertising (\$25,000), Beer (\$800, Prizes (500),		

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

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

11. Funding History

a. Was this project funded with Lakewood lodging tax funds in fiscal year 2019? Yes No

b. If you answered yes to 11a, how much funding did you receive in 2019? \$ 50,000

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

Year	Amount awarded	No previous funding
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11d. Indicate what efforts have been made to access funding from additional sources?

In 2019 we were able to secure over \$30,000 in financial sponsorships and over \$50,000 of in-kind donations. I am working diligently and making a concerted effort to secure new sponsors while keeping past sponsors. I have had follow-up meetings with 2019 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 Summerfest vendors bring in \$20,000, Triathlon and Triple Threat Race registrations totaled: \$11,000 and 5k race registrations were \$735. Our Sponsors were:

SummerFEST CHI Presenting \$7,500
CHI Triathlon \$7,500
Swire Coco Cola movie sponsor (NEW) \$2,000
AFCU entertainment sponsor \$3,000
Geico Stage sponsor \$3,000
Navy Federal Credit Union sponsor \$1,000
Drangsholt Orthodontics \$800
Port of Tacoma GRANT (NEW) \$5,000
Lodging Tax Grant \$50,000
Xfinity (NEW) \$500

In kind Donations

Best Western, hotel rooms \$1,500
Swire Coca Cola product \$3,000
Fleet Feet, race advertising \$500
Larson Sign Company, signage \$2,500
Casa Mia volunteer meals \$800
Chick Fillet, Safeway, Costco, \$1,200
5k race registrations 68 with 1 mile \$735
Hubbard Radio \$5,000
Cable TV ads: \$5,000
Two full-time interns paid for by University of Puget Sound: \$8,640
Prizes (children museum memberships, etc) \$500
Swag and giveaways \$1,000
Beer \$800
90 volunteers
Partner Advertising: \$25,000

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 175 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:

Alaska Federal Credit Union
Asia Pacific Cultural Center
Clover Park School District
Drangsholt Orthodontics
Fleet Feet
Drangsholt Orthodontics
Geico
Historical Society
Hotels in Pierce County
Hubbard radio
JROTC
Lakewood Police and fire Department
Lakewood Sister Cities
Lemay/Waste Connections
Pierce College
St. Clare Hospital
Starbucks
Tacoma Children's Museum
Tacoma South Sound Sports Commission
University of Puget Sound

Bricks 4 Kids lego contest
35 local businesses on passport
Explorers
Click! Cable TV
CHI Franciscan Health
Local Restaurants for food donations
Tacoma Art Museum
JBLM
Navy Federal Credit Union
Just Tri
Lakewood Senior Center
Lakewood Arts Commission
Tacoma Museum of Glass
Pierce County Library System
Port of Tacoma
Lakewood's Promise
Tacoma Maritime Institute
The YMCA
Larson Sign Company

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:

 8/21/2019

Printed Name & Title of Chief Administrator/Authorizing Official

Date

See Attachment A on next page:

SummerFEST and SummerFEST Sprint Triathlon Marketing Plan - Attachment A

Radio Advertisements	\$3,800
Washington Festival guide ad	\$1,250
425 Magazine	\$2,300
Newspaper Ads	\$1,000
Update logo and poster design	\$1,000
Update TV Commercial	\$800
JBLM Ads	\$2,000
Show case Magazine ads	\$1,400
South Sound Magazine	\$2,300
Facebook Ads	\$200
Fliers to JBLM houses	\$2,500
T-shirts	\$3,000
banner updates and signs	\$2,500
Poster Distribution	\$1,700
Triathlon Race Center ads x3	\$1,000
Swarner Communications-JBLM ads	\$2,500
Facebook Ads	\$300
Stickers	\$450
Active.com instant adds	\$500
Race Wire Ad for Triple Threat races	\$2,500
Triathlon Posters and fliers	\$2,000
TOTAL	\$35,000

See Poster and Article Below:



MAIN STAGE

PAVILION STAGE



WASHED in BLACK
a tribute to pearl jam

Afrodisiacs

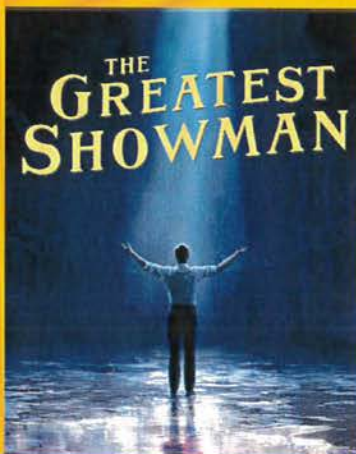
CHAPTER 5

**JULY 13
 AND ITS
 FREE**

**FT STEILACOOM
 PARK
 11 AM - 11 PM**

★2019★

OUTDOOR MOVIE



**ENTERTAINMENT FROM
 14 COUNTRIES**

ACTIVITIES

- SPRINT TRIATHLON
- 1 MILE FUN RUN
- PASSPORT TO SPORTS & ART
- BUBBLE SOCCER
- EXTREME TRAMPOLINE
- LIVE MUSIC
- FOOD TRUCKS
- BEER GARDEN
- VENDORS
- KIDS ZONE & INFLATABLES
- STILT WALKERS
- CLASSIC CAR SHOW



COMPLETE SCHEDULE CITYOFLAKWOOD.US/SUMMERFEST

Presented By
CHI Franciscan





(This is a free feature printed by Showcase Magazine)

Glowing hot air balloons. 30 food trucks. Beer garden. Live music. Classic cars. International Festival. Aerial motocross. Circus acts. Local vendors. Art. Pony rides. Triathlon. Pop-up skate park. Seahawks Beast Bus. There really is something to “wow” the whole family at Lakewood’s SummerFEST.

For 22 years, SummerFEST has entertained and engaged community in Lakewood. On Saturday, July 13, Ft. Steilacoom Park will transform into a free outdoor festival that dreams are made of. From 11 a.m. – 11 p.m., 45,000 people are expected to take part in the event.

Tunes will be playing in the park all day, featuring Pearl Jam and Journey tribute bands and the disco-rific Aphrodisiacs. See dances and special performances representing more than 14 different countries on the International Festival stage.

Grab your SummerFEST Passport, and all ages can try golf, tennis, soccer, football, yoga, fencing, kick-boxing, volleyball, disc golf, Tae Kwon Do, trapeze, and a collection of art projects.

“We want families to walk away inspired by having tried something new, and perhaps having found a sport they are passionate about,” says SummerFEST organizer Sally Gilpin Martinez with City of Lakewood Parks and Recreation. “Putting intention into SummerFEST is what differentiates it. People feel the difference. Our parks and recreation department is genuine about making an impact on the health of families in our community.”

Stroll through the Partners for Parks Classic Car Show, a hit with enthusiasts, collectors and the rest of us, and see who wins “Best Of” in 35 different categories. If you prefer fewer wheels, X Games bronze medalist Robert Haslam will perform freestyle motocross tricks throughout the day. If people-power is more your speed, pre-register for the SummerFEST Triathlon, which concludes at the celebration.

Enter the art contest sponsored by Lakewood Arts Commission with your best interpretation of the theme “The Greatest Showman,” which will play on the big outdoor screen at night. Youth ages 4-16 will be judged by age group and awarded prizes. Find entry forms on the SummerFEST website.

For years to come, remember the colorful hot air balloons from Seattle Ballooning lit up against the night sky in a dazzling display, choreographed to music– the perfect close to a not-to-be-missed (and remember, it's free!) festival.

EMILY HAPPY

For more information, call (253) 983-7758 or visit the SummerFEST website [here](#).

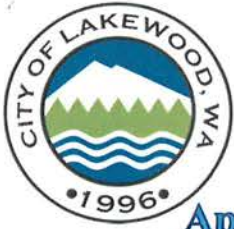


Application for:

City of Lakewood Fiscal Year 2020 Lodging Tax Grant Funds

From:

**City of Lakewood
Farmers Market**



Lakewood Farmers Market

Application for Fiscal Year 2020 Lodging Tax Grant Fund



7. APPLICATION FOR FISCAL YEAR 2020 LTAC GRANT FUNDING

1a. Project Information

Project Name: **Lakewood's Farmers Market**

Amount of Lodging Tax Funding Requested: \$ 20,000
(Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: \$ 45,200
(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 Identifier (UBI) 601667295
UBI Expiration Date: NA

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

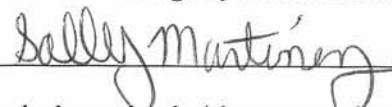
1c. Contact:

Name: Sally Martinez

Title: Parks and Recreation Coordinator

Telephone: 253.893.7758

Email: smartinez@cityoflakewood.us

Signature: 

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

2. Project Description

- a. Event Date(s): Tuesdays, June 2 – September 8, 2020
- 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 **scope of work (mandatory)** and/or proposed project/activity. Include information on the area the project will serve, its expected impact and list the responsible party(s).

The scope of work includes:

Planning and preparing the 15 week Farmers Market season from June. The market operates June 2nd – September 8th.

Hiring and supervising two interns from the University of Puget Sound.

Finding volunteers for each market day.

Preparing vendor applications and securing the fees.

Preparing the layout and map for each vendor day.

Hiring and scheduling international entertainment and bands each week.

Creating, distributing and reconciling the Healthy Bucks'

Staffing the market from 7:30 – 4:30 each day (includes set up and break down).

Advertising which includes making new street signs each year, updating the banners and producing fliers and ads.

Preparing weekly children's activities.

Collecting and entering sales data from each vendor weekly.

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 9th season.

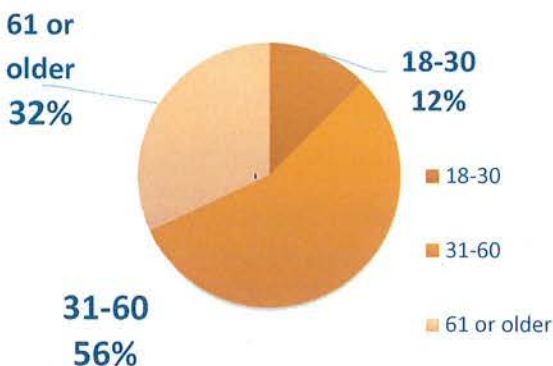
3. Beneficiaries

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

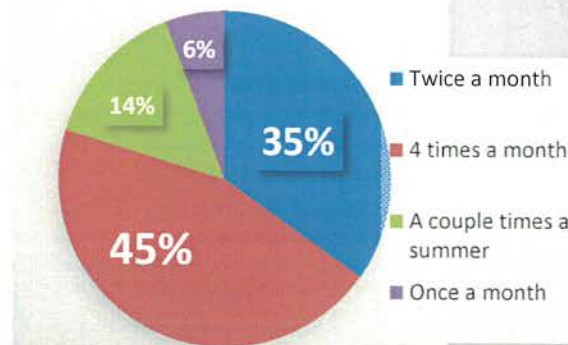
Beneficiaries of the Lakewood Farmers Market include the residents of Lakewood and the 9,000 people who commute to Lakewood for work and are come to the market of lunch and to shop. Other beneficiaries are (based on our surveys) visitors from Pierce, Thurston, Kitsap, and Mason counties.

Local business owners benefit from the Farmers Market. Our surveys reveal that about 67% percent of people shop in Towne Center before or after attending the Farmers Market shop at other stores in Towne Center.

Age of Market Customers



Frequency of FM Attendance



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 set up booth each week and advertise their services to those in need at no cost. A few examples are the Lakewood Library, Clover Park School District, Pierce County Juvenile Court, Center Force and more.

Our sponsors benefit from having booths and signage at the market and in market advertising. Strategic Partnerships sponsors remains very strong. Some of our key sponsors are Washington State Employees Credit Union (WSECU), St. Clare Hospital, and CHI Franciscan Health,

Customers of the market benefit by having reasonable prices and local, fresh produce. The market will experience over twenty-four thousand visitors during the season with an average of about sixteen hundred customers per day.

The vendors benefit from the market. Vendor sales for last summer totaled around \$220,000, and this year that amount is up about 30%. 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 2020 Goals are to:

Continue to increase our targeted outreach efforts to expand the number of participants who attend the market.

Help people form 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.

Give 1,500 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 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 the 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. For example this year I made a partnership with South Sound Magazine who came out to the market and did free advertising and Lakeside Living Magazine that gave us a free, full page ad. 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 2020 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. We added a new feature which is International cultural performances every week at the Farmers Market to appeal to a wider variety of people and improve Farmers Market entertainment. This drew a very diverse crowd from different cultures 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.

On our survey's, continue to score in the 90th percentile for quality, cleanliness, pricing and service at the market.

Work with hotels to 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.

The Lodging Tax Fund enable 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 15-week market season.

With increased funds for targeted marketing we can increase the number of overnight stays by 1) Increasing the number of local residents who attend which, in-turn increases the number of out-of-town guests who attend 2) Using additional road signs that capture drivers' attention as they come off of I5 for gas or food, and direct them to the market. This may entice them to stay in the area longer 3) Increasing the number of hotels that receive our marketing materials, not only in Lakewood, but outside the 50 mile radius. This was our fourth year distributing information to hotels and it was extremely well received. 4) Advertising 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 Lodging Tax funds used for advertising provide us the ability to reach people outside the 50 mile radius. This has proven to work. An estimated 1,600 people attend the market per week, and our survey data suggests that about 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. 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. The Lodging Tax funds help pay for entertainment that sets our market apart from others as a "destination" market that provides much more than just a shopping experience.

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, we know from collecting daily sales slips that the sales this year are the highest sales in the Farmers Market history. Our surveys reveal that the average spending remains the same as last year (\$15-\$35). So we know that we have the highest attendance rate in the entire market history. Similarly the lodging tax funds resulted in The Farmers Market being at full capacity this year with 62 vendors including 12 farmers, processors, crafters, prepared foods and non-profits.

We have focused on branding and marketing the Farmers Market for the last four 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 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.

This year, 1,500 children age 16 and under ate \$2 worth of free fruits and vegetables and an average of 200 children came to the market per week. For the fourth year in a row, we offered Kids Day where children were vendors and learned how to create, market and sell products; they were also the talent on stage.

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 67% 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 2020 Farmers Market season to be placed in Lakewood hotels promoting the market as a "must-see" activity while enjoying their stay in Lakewood. Street signs with simple, eye catching words will be placed in strategic locations with the highest daily traffic volumes. Banners will be updated with current dates and placed strategically.

8. Funding Requirements

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

If we receive partial funding we would first not provide international entertainment from the Asia Pacific Cultural Center which currently is every week at the Farmers Market. Secondly, we would not provide bands during the lunch hour.

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.
- \$6,000 for marketing and Market Merchandise. (i.e., print advertising, social media ads, brochures for hotels, farmer market canvas totes, magnets, notepads and other items that help keep the market “top of mind” so people remember to come on Tuesdays.
- \$9,000 Contract services (music and international entertainment each week.)

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 2020. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
CHI Franciscan Health Sponsor	\$10,000	no	
WSECU Stage Sponsor	\$2,500	no	
Peirce County	\$1,000	no	

Expenses: Based on full funding, please list project costs.

Note: Certain expenses may not be reimbursable, at the sole discretion of the City of Lakewood. You will only be reimbursed at the authorized rates. Insurance is not an eligible cost.

	a. Lodging Tax Funds Requested *	b. Other Funds (Do not include In-Kind dollars)	c. Total Project Cost **
Personnel (salaries & benefits)	\$5,000	\$15,000	\$20,000
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$	\$	\$
Marketing/Promotion	\$6,000	\$10,200	\$16,200
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	\$	\$	\$
Minor Equipment (computers, desks, etc.)	\$	\$	\$
Travel	\$	\$	\$
Contract Services Describe below	\$9,000	\$	\$9,000
Other Describe below	\$	\$	\$
TOTAL COST	\$20,000	\$25,200	\$45,200
Description for Direct Sales Activities, Contract Services, Travel and Others	Contract services are for international entertainers performing music and dance one hour for each of the fifteen weeks at \$300 an hour. Also for bands to play each market day.		
In-Kind Contributions	Graphic design, free full page advertisement in Lakeside Living Magazine, two free full-time interns (paid for by University of Puget Sound)		

*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 2019? Yes No

b. If you answered yes to 11a, how much funding did you receive in 2019? \$ 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. By applying to get interns and supervising them, we gain two, full-time staff who devote their time to the market at no cost to the City.

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 fliers 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.

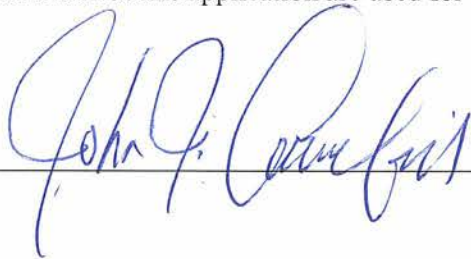
We consider our customers of the market important partners, especially because the number one way people hear about the market is through word of mouth. Being responsive to their requests, interacting with them at the market and gathering their feedback are ways we maintain and strengthen this partnership.

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:

 8/21/2019

Printed Name & Title of Chief Administrator/Authorizing Official

Date

Farmers Market Attachment A

2020 Farmers Market - Marketing Plan

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		\$800.00
South Sound Magazine Ads		\$500
Lakeside Living Magazine	Free full page ad	NA
Connections Magazine		NA
14 online Calendars for events	free	NA
Printing of flyers and brochures for community and hotels	Office Depot	\$2,000.00
TOTAL		\$16,200.00

See below for this year's flier



Presented By
 CHI Franciscan



Stage Sponsor
WSECU

cityoflakewood.us/lakewood-farmers-market/

Farmers Market Schedule



Every Day 11:30-2:30	Live Music
June 4, 2019 11:15 12:30-1pm	Opening Day Ribbon Cutting Hula Halau O'keala'akua Naniloa Mana'oakamai
June 11, 2019 12:30-1pm	WA State Native Taiwanese American Association
June 18, 2019 12:30-1pm	Hula Halau O'keala'akua Naniloa Mana'oakamai
June 25, 2019 12:30-1pm	Bong Lang Ruamjai
July 2, 2019 12:30-1pm	Khmer Language Arts & Culture Academy
July 9, 2019 12:30-1pm	Man Sung Korean Traditional Performing Arts
July 16, 2019 12:30-1pm	WA State Native Taiwanese American Association
July 23, 2019 12:30-1pm	Lanuola Samoan Performing Arts Academy
July 30, 2019 12:30-1pm	Khmer Language Arts & Culture Academy
Aug 6, 2019 12:30-1pm	Hula Halau O'keala'akua Naniloa Mana'oakamai
Aug 13, 2019 12:30-1pm	Man Sung Korean Traditional Performing Arts
Aug 20, 2019 12:30-1pm	Hula Halau O'keala'akua Naniloa Mana'oakamai
Aug 27, 2019 12:30-1pm	Lanuola Samoan Performing Arts Academy
Sept 3, 2019 12:30-1pm	Hula Halau O'keala'akua Naniloa Mana'oakamai
Sept 10, 2019 12:30-1pm	Man Sung Korean Traditional Performing Arts
.....	
6/4, 6/18, 7/2	CHI WIC
6/11	Senior WIC (253) 798-7376
7/23, 7/30	Mary Bridge WIC

Give Blood Every Market Day!

Application for:

City of Lakewood Fiscal Year 2020 Lodging Tax Grant Funds

From:

**City of Lakewood
Concert Series**



Lakewood Summer Concert Series

Application for Fiscal Year 2020 Lodging Tax Grant Funds

CITY OF LAKEWOOD PRESENTS

Summer NIGHTS

at the PAVILION



THURSDAYS FORT STEILACOOM PARK
JULY 18 - AUGUST 22 | 7-8:30PM



7. APPLICATION FOR FISCAL YEAR 2020 LTAC GRANT FUNDING

1a. Project Information

Project Name: "Summer Nights at the Pavilion", Concert Series

Amount of Lodging Tax Funding Requested: \$ 20,000
(Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: \$ 25,500
(Total Project Amount must match Project Budget column c "Total Project Cost")

1b. Applicant Organization

Name of Applicant Organization: City of Lakewood

Mailing Address: 6000 Main Street SW
Lakewood, WA 98498
USA

Tax ID Number: 91-1698185

Organization Unified Business Identifier (UBI) 601667295
UBI Expiration Date:

Type of Organization: Municipality, public non-profit

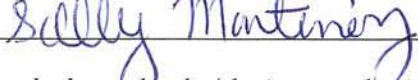
1c. Contact:

Name: Sally Martinez

Title: Parks and Recreation Coordinator

Telephone: 253.983.7758

Email: smartinez@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): For Summer 2020: Thursday evenings June 25, July 2, 16, 23, 30, August 6,13, 20
- b. Event Location: Fort Steilacoom Park, 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 **scope of work (mandatory)** and/or proposed project/activity. Include information on the area the project will serve, its expected impact and list the responsible party(s).

The goal for the scope of work for the Summer Concerts is to increase it from 6 concerts to 8 concerts. This takes place Thursday evenings. It involves:

Vetting and booking bands for each performance.

Securing food vendors.

Two staff work the concert and arrive two hours before to help the band set up and an hour after while the band breaks down.

Setting up the stage and sound equipment, putting out garbage and collecting it at the end of the evening,

Creating signage and placing it.

Creating fliers and distributing them.

Advertising on social media.

The concerts are free and have proven to attract families with children, young adults, and seniors. The concerts have proven to bring families together at a venue where they can all dance. We have learned through the concert series that families with children love to dance and the dance floor is always filled! The concerts are open to people from Lakewood as well as all 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.

Musicians, Dance and Theatre companies who perform.

The citizens of Lakewood and the surrounding area who enjoy the music. Here are the counts for this year:

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

Food Vendors.

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 an outdoor 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 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. 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 be used hire quality bands and musicians who are well known. This summer we have learned that band that have a higher rate (\$1,500-\$2,500) bring people from outside the 50 mile radius because they are more well-known and have a broader fan base. We saw a 50% increase in the crowd when we had bands that charged this rate. These are our counts for this summer:

150	313th Army Band
400	Lonely Hearts Club
200	Dakota Poorman Band
220	StayGrounded Band
250	Justin Young Sax
TBD	Candy Shoppe Band

These bands will have their own “Followers” to whom they market their events. 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 also use the funds to professionally market and brand this concert series in a professional manner and distribute fliers to hotels which will increase the amount of people traveling to Lakewood for the concert series.

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

As mentioned above, the funds will be used hire quality bands and musicians who are well known. This summer we have learned that band that have a higher rate (\$1,500-\$2,500) bring people from outside the 50 mile radius because they are more well-known and have a broader fan base. **For example** on July 25th 2019, 425 people were drawn over to see the live music to see the Lonely Hearts Club Band. This is a Seattle-based band with a long-existing history of performing classic Beatles music. They traveled from outside the 50 mile radius and brought along their fans, friends and family. Secondly the funds assist with marketing in a professional manner. The Arts Commission coined the new name “Summer Nights at the Pavilion. And an Arts Commission

member who is a Graphic Designer designed the fliers and a new banner. While that was done pro-bono, with the lodging tax grant, we can pay for advertising on social media and in magazine such as Show Case Magazine that reaches beyond the 50 mile radius. We use every means possible to advertise for free, such as having volunteers enter the information into over a dozen online calendars that reach beyond the 50 mile radius. 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.

This year we had a “free” military band that played who travelled here from Georgia and stayed at a local hotel. Other people coming from out of state are likely to be guests and visiting family members of Lakewood residents. These events are not only on par, but exceed the quality and unique atmosphere that can be found in other cities in the area.

8. Funding Requirements

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

The bulk of the funds are used to hire bands. If we receive partial funding, we will reduce the number of performances accordingly. We had six concerts this year and hope to have eight next year. The cost of a good band that will draw from outside the 50 mile radius is \$2,500. At this level we double our audience.

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 contract services for musicians, \$1,500 for marketing/promotion (new signage, printing fliers, updating the banner, ads in Show Case Magazine, paid social media ads), \$3,000 Staff, \$1,000 for Honey Buckets.

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

<i>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.</i>			
Funding Source: List all revenue sources anticipated for 2020. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
Sponsorship	\$2,000	no	
	\$		
	\$		
	\$		
<i>Expenses: Based on full funding, please list project costs.</i>			
<i>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.</i>			

	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	\$1,500	\$0	\$1,500
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	\$	\$	\$
Minor Equipment (computers, desks, etc.)	\$	\$	\$
Travel	\$	\$	\$
Contract Services Describe below	\$21,000	\$	\$21,000
Other Describe below	\$	\$	\$
TOTAL COST	\$22,500	\$3,000	\$25,500
Description for Direct Sales Activities, Contract Services, Travel and Others	\$20,000 for bands at \$2,500 per band, for two hours, for 8 concerts. \$1,000 Honey bucket for 8 weeks		
In-Kind Contributions	A Free military band request will be submitted like this year. Free Graphic Design service, Fee planning (vetting bands, etc) Arts Commission, free half page ad in Lakeside Living Magazine		

*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 2019? X Yes No

b. If you answered yes to 11a, how much funding did you receive in 2019? \$ 6,000

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

This was our first summer making the Summer Concert series professional and established. At this point we are ready to find sponsors. The Arts Commission will begin this effort next month for 2020.

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.

This year we coordinated with the Asia Pacific Cultural Center to add diversity to the concert series. They performed during the band breaks at no cost.

We reached out to the local hotels to advertise the concert series.

We 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 coordinated with JBLM for free military band performance.

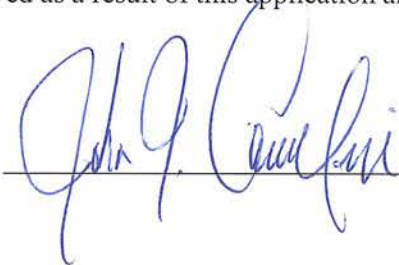
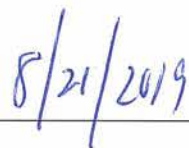
We collaborate with the the Lakewood Famers Market, to advertise the Concert Series to the customers. We collaborate with SummerFEST which is a perfect venue to promote the series at no cost to thousands of people.

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:

Printed Name & Title of Chief Administrator/Authorizing Official

Date

Appendix A Marketing Plan (See Below)

Summer Concert Series Marketing Plan - Attachment A

2020 - Marketing Plan

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
Show Case Media Magazine	3 issues/e-news letter	\$1,000
Lakeside living magazine	free half page add	NA
Facebook Ads	Facebook	\$100
Printing of flyers and posters to distribute to hotels, farmers market every week, SummerFEST and local businesses	Office Depot	\$1,000
South Sound Living Magazine Ad		\$500
Road signs	Larson Sign Co	\$350
Update Banner with changeable date to put at Park Lodge. Will last several years.		\$50
TOTAL		\$3,000

See below for example of the professional, new fliers produced:

CITY OF LAKEWOOD PRESENTS



Summer NIGHTS

July 18

313th Army Band

Dance, Rock, Pop

July 25

Lonely Hearts Club Band

Beatles Tribute

August 1

Dakota Poorman Band

Country

August 8

Stay Grounded Band

Reggae



August 15

Justin Young Sax

Jazz

August 22

Candy Shoppe Band

Dance, pop, rock, soul & funk

at the **PAVILION**

THURSDAYS

FORT STEILACOOM PARK

JULY 18 - AUGUST 29 | 7-8:30PM

FREE Throughout July and August, enjoy a variety of the region's best LIVE performances

cityoflakewood.us 253.983.7887



Application for:

City of Lakewood Fiscal Year 2020 Lodging Tax Grant Funds

From:

**City of Lakewood
Imaging Promotion**



Application for:

City of Lakewood Fiscal Year 2020 Lodging Tax Grant Funds



Lakewood Imaging Promotion

7. APPLICATION FOR FISCAL YEAR 2020 LTAC GRANT FUNDING

1a. Project Information

Project Name: Lakewood Imaging Promotion

Amount of Lodging Tax Funding Requested: \$50,000

(Amount Requested must match Project Budget column a “Lodging Tax Funding Requested”)

Total Project Cost: \$153,500

(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 **scope of work (mandatory)** and/or proposed project/activity. Include information on the area the project will serve, its expected impact and list the responsible party(s).

This project will offer ongoing benefits for the city of Lakewood, its partners, residents and businesses, and is something that will evolve in the coming years as our brand identity is recognized and short term goals are met.

The project continues the work initiated in 2019 in partnership with Hemisphere Design and Marketing to craft a marketable brand for Lakewood consistent with the City Council Vision and Strategic Plan.

With a predominately online marketing focus, the imaging promotion targets four “personas” in an effort to bring people to Lakewood for business, recreation, and ultimately to become residents.

Through positive promotion of Lakewood with vibrant images, appealing videos and a marketable tagline and anthem, overall awareness about Lakewood will increase across the region and translate to more tourism visits, particularly overnight stays for visitors from across the region, the United States and other countries.

Promoting the brand across multiple online platforms and a smaller number of print products provides a consistent message and look as we publicize the city’s major events 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, and contractors doing business in Lakewood to stay and dine at one of our many restaurants.

Awarded grant monies will continue to be spent wisely and efficiently using advertising across various platforms to include print, online ad targeting 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.

They 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, breweries 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 reach/awareness: Tracked by the total reach and number of clicks on sponsored, targeted ads online, as well as landing pages created to track print advertising;
2. Increase the number of hotel night stays: Tracked by gathering hotel night stays following media impressions;

Professional photographs and videos from 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 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.*

Using advertising tools available online, 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 will push Lakewood to the top of people's searches for affordable, safe places to live, do business and visit in Pierce County.

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

Targeted online advertising reaches people where they connect with friends and family through daily interaction. 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.

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

Online advertising is seen 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 – including those looking to move to the region.

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 support our digital marketing campaign that will be ready for roll out in early 2020 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 visits to landing pages, etc.). 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 a one-time hire of a professional photographer for our annual SummerFEST event and our annual Christmas Tree Lighting and Holiday festivities boosts the quality of the marketing materials we create because it provides us with professional photographs from these iconic Lakewood events. These 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.

Efforts and exposure to date have garnered media attention helping to result in featured articles in North American and international publications, online and in print.

Perceptions of Lakewood as the place to visit, play, eat and stay will resonate across all messaging platforms. Our current presence on social media is a great start, but a sophisticated imaging campaign with professional photographs and video 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. 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 entice families and people to visit Lakewood.

Partial funding of \$30,000 would be used as follows:

- \$25,000 for imaging campaign advertising;
- \$3,000 for online advertising to promote city-specific events and tourism-related sponsored content;
- \$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 advertising: The city hired a professional marketing firm in 2018 to craft a marketable brand aimed at changing public perception about Lakewood. In 2019 the team presented the tagline and anthem: Build Your Better Here. The second part of 2019 focused on fine tuning the deliverables for the advertising side, including content for online and print ads, video production and photography and creating the landing pages to track print campaign success. Moving into 2020 we will begin to see these pieces put into play through digital and print ads. **Ongoing ad costs: \$45,000.**

Online advertising: We have seen significant increases in attendance at our city events over the last three years due largely in part to online advertising and social media pushes. We specifically target these ads to meet desired populations, including selecting geographic regions from as far north as Everett and south to Olympia. With continued funding we can step up these targeted ads to not only promote Lakewood events, but also promote Lakewood in general to bring people to the city to shop, dine or explore. **Cost: \$3,000**

Professional photography: High-resolution, professional images of Lakewood's SummerFEST and Christmas Tree Lighting festivities for future event promotion and use on the city's website and elsewhere. **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 2020. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
City of Lakewood one-time monies	\$103,500	Yes	Jan. 1, 2020
	\$		
	\$		
	\$		
	\$		
	\$		
	\$		

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	\$48,000	\$	\$151,500
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	\$	\$	\$
Minor Equipment (computers, desks, etc.)	\$	\$	\$
Travel	\$	\$	\$
Contract Services Describe below	\$2,000	\$	\$2,000
Other Describe below	\$	\$	\$
TOTAL COST	\$50,000	\$	\$153,500
Description for Direct Sales Activities, Contract Services, Travel and Others	Professional photography: \$2,000		
In-Kind Contributions			

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

11. Funding History

a. Was this project funded with Lakewood lodging tax funds in fiscal year 2019? Yes No

b. If you answered yes to 11a, how much funding did you receive in 2019? \$30,000

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 mid-2018 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 continuing this work in 2019, as well as pay for three print ad placements in the Alaska Airlines Beyond Magazine (May, June and November 2019), some social media ad placements to promote city events and hiring a photographer to capture images from SummerFEST.

The result of the imaging campaign work was the creation of the tagline “Build Your Better Here” and accompanying anthem. In the spring of 2019 the City Council was presented with an update and a budget request was made to allot one-time monies to help fund further development of this campaign. The council awarded the budget request which covers complete development of the campaign in 2020. Roll out of these elements, along with a promotional video, will occur late-2019 or early 2020. Allocation of lodging tax funds in the amount of \$50,000 will enable us to expand our reach, leverage campaign dollars, and focus these specific funds on tourism and increasing lodging nights from beyond the 50 mile radius.

We hope to continue with these efforts in 2020 and with the help of Lodging Tax monies focus on further event promotions for the city.

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. We will see more of that in 2019 as

we get closer to the Cyclocross National Championship event, which will be held in Fort Steilacoom Park in early- to mid-December.

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
- Lakewood 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
- 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.

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

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

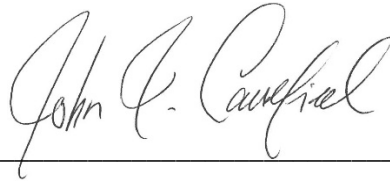
*If other funds are committed, please attach a letter of commitment from the funding source.

14. Certification

The applicant hereby certifies and confirms:

1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;
2. That it will abide by all relevant local, state, and federal laws and regulations;
3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;
4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

Primary Signature:



John J. Caulfield, City Manager

Printed Name & Title of Chief Administrator/Authorizing Official

Date 8/21/2019

15. E-Verify Requirements for Contractors & Certification

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

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

Who is affected?

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

Are there exceptions?

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

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

- For at least the term of the contract.

Are there other stipulations?

- E-Verify must be used ONLY for NEW HIRES during the term of the contract. It is NOT to be used for EXISTING EMPLOYEES.
- E-Verify must be used to verify the documentation of ANY new employee during the term of the contract, not just those directly or indirectly working on deliverables related to the City of Lakewood contract.

How will the City of Lakewood check for compliance?

- All contractors will retain a copy of the E-Verify Memorandum of Understanding that they execute with the Department of Homeland Security AND
- Sign and submit to the City an Affidavit of Compliance with their signed contract.
- All General Contractors will be required to have their subcontractors sign an Affidavit of Compliance and retain that Affidavit for 4 years after end of the contract.
- The City of Lakewood has the right to audit the Contractor's compliance with the E-Verify Ordinance.

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

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

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

As the person duly authorized to enter into such commitment for

City of Lakewood, WA
COMPANY OR ORGANIZATION NAME

I hereby certify that the Company or Organization named herein will

(Check one box below)

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

- OR -

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



Signature

Brynn Grimley, Communications Manager
Print Name and Title

August, 21, 2019
Date

Application for:
City of Lakewood Fiscal Year 2020 Lodging Tax Grant Funds

From:
**City of Lakewood
Gateways**

RECEIVED
AUG 21 19 MP
CITY OF LAKEWOOD 423

Application for Fiscal Year 2020

Lodging Tax Grant Funds



City of Lakewood

Gateways



Due no later than 5 p.m. on August 21, 2019

Submit application by email to tkraus@cityoflakewood.us

One complete hard copy application to City Hall, 6000 Main Street SW, 1st Floor Reception

7. APPLICATION FOR FISCAL YEAR 2020 LTAC GRANT FUNDING

1a. Project Information

Project Name: Lakewood Gateways

Amount of Lodging Tax Funding Requested: \$ 150,000
(Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: \$ 150,000
(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 Identifier (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.usJanu

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, 2020 – December 1, 2020
- b. Event Location: I-5 Corridor – Lakewood Exits (Thorne Lane, Berkley Exchange and Murray Road)
- c. If there is a charge or fee for this activity, please describe how much and why.
No – everyone can enjoy this great first impression for free
- d. Please provide a detailed, yet concise **scope of work (mandatory)** and/or proposed project/activity. Include information on the area the project will serve, its expected impact and list the responsible party(s).

We hope to improve two more gateway areas along the I-5 Corridor near JBLM. Gateways would be built in conjunction with major improvements along the freeway and at the following Lakewood exits: Berkley Exchange and Murray Road.

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 which may encourage them to stop, explore and stay!

With an emphasis on economic development and to encourage people to visit and stay overnight in Lakewood, the City created a Gateway Improvement Program. Three years ago the City started working with the Washington State Department of Transportation (WSDOT) as they were developing an aggressive improvement project in the Lakewood / JBLM area. One of the first things the City requested was to incorporate gateways into the development project. Lakewood Gateways were designed as a part of this \$243 million project. The City emphasized that the signs needed to make a statement that you are in LAKEWOOD, a special place. We discouraged directional or informational signs at the gateway locations. The landscaped signs are similar in nature and will light up at night. Using LTAC funds, City funds and taking advantage of various development projects has allowed us to 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.

Potential visitors, investors and overnight guests driving along I-5 from the north or south will benefit from the gateway improvement projects. They will see the sign(s) and know they are in a special place, Lakewood, Washington. They will see that we care about our community, we take care of our infrastructure, we want to make a good first impression and we want their business. Hopefully this will encourage them to stop, eat, and stay in Lakewood or return to our community for a future visit and this will translate to more overnight visits, new businesses and increased economic impact. Lakewood hotels and businesses can use the signs as landmarks for giving directions to their customers and guests. Business owners and future investors coming to the Lakewood Business Park will see the gateway sign and see that we are investing in our community, so they should too! Workers, visitors and others coming to and from JBLM and Camp Murray will look to Lakewood for their overnight accommodations. These signs will also lead people to the major improvements and new businesses occurring in and around Tillicum, including \$2.6 million in investments at Harry Todd Park.

4. Goals/Monitoring

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

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

The goals of the Gateway Project are:

- 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 and or working with WSDOT. 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 the North and South, along Interstate 5 (I-5), from JBLM, Olympia, Seattle, Portland, and beyond, and either pass by or enter Lakewood. Many road and building improvements have occurred in these areas and the City is looking more modern and complete. WSDOT will be changing the way people get to JBLM, Camp Murray, the Woodbrook Industrial Park and Tillicum Neighborhood areas. All of these changes will create opportunities for previous visitors, new visitors and potential visitors to take notice.

We can do traffic counts in various areas to determine if traffic has increased for one direction or the other or along newly improved streets. We may not be able to directly relate the improvements to an increase in overnight accommodations, however based on the improved locations, individuals using these roads and intersections and/or visiting local businesses in this area, will now know they are in LAKEWOOD and will have a positive impression of the Lakewood area. Hopefully this will lead to return visits, more overnight stays and future investments 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 in various areas to determine if traffic has increased for one direction or the other or along newly improved streets. We may not be able to directly relate the improvements to an increase in overnight accommodations, however based on the improved locations, individuals using these roads and intersections and/or visiting local businesses in this area, will now know they are in LAKEWOOD and will have a positive impression of the Lakewood area. Hopefully this will lead to return visits, more overnight stays and future investments and economic impact in Lakewood

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

We can do traffic counts in various areas to determine if traffic has increased for one direction or the other or along newly improved streets. We may not be able to directly relate the improvements to an increase in overnight accommodations, however based on the improved locations, individuals using these roads and intersections and/or visiting local businesses in this area, will now know they are in LAKEWOOD and will have a positive impression of the Lakewood area. Hopefully this will lead to return visits, more overnight stays and future investments and economic impact in Lakewood

8. Funding Requirements

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

If partial funding is available we would prioritize the gateway projects.
First priority – Berkley Exit (near JBLM and Camp Murray)
Second Priority – Murray Road (Lakewood Business 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.

WSDOT will be creating the traffic circle infrastructure, install irrigation and some landscaping. City will provide the monument signage, lighting and other site improvements as needed. Budget is for two gateway signs.

- \$ 10,000 of the funds will be used for design work and construction drawings.
- \$ 20,000 of the funds will be used for electrical work and other specialty services
- \$ 50,000 of the funds will be used for masonry work / cement work
- \$ 40,000 of the funds will be used for the sign and area improvements
- \$ 30,000 of the funds will be used for traffic control and site safety
- \$150,000 Two gateway signs

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 2020. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
	\$		
	\$		
	\$		
	\$		
	\$		
	\$		
	\$		

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

	a. Lodging Tax Funds Requested *	b. Other Funds (Do not include In-Kind dollars)	c. Total Project Cost **
Personnel (salaries & benefits)	\$	\$	\$
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$	\$	\$
Marketing/Promotion	\$	\$	\$
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	\$	\$	\$
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 2019? Yes No

b. If you answered yes to 11a, how much funding did you receive in 2019? \$ 80,000

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?

City has worked with WSDOT to support his effort which has allowed us to offset and expand opportunities in these areas. WSDOT will be creating the traffic circles and install the utilities needed at the site along with landscaping in conjunction with the JBLM corridor and overpass improvements. This is a major investment in this project.

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 coordinated with WSDOT and local transportation projects to expand the program.

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) and various state agencies, businesses and consultants – planning and design
- City of Lakewood departments of Public Works and Parks and Recreation

13. Capital Projects Budget

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

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

FUNDING/TIMELINE	Responsible Parties, Methods, Means	Begin (Dates or Periods)	End (Dates or Periods)	Amount Requested From Lodging Funds	Other Funds Committed or Proposed*	TOTALS
Design & Inspection	City	Jan 1, 2020	3/30/20	10,000	See note below	
Other Consultants				\$	\$	\$
Permits & Fees ROW permits	WSDOT	1/1/20	12/31/20	\$	\$	\$
Land Acquisition				\$	\$	\$
Site Development & Landscape	City	4/1/20	12/30/20	\$100,000	\$see note below	\$
Buildings (New Construction)				\$	\$	\$
Building Renovations (Includes Access)				\$	\$	\$
Other (Specify) <i>Sign</i>	City	4/1/20	12/30/20	\$40,000	\$	\$
TOTAL				\$150,000	\$10,000	\$

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

* City of Lakewood will provide inspection and oversight of the project.

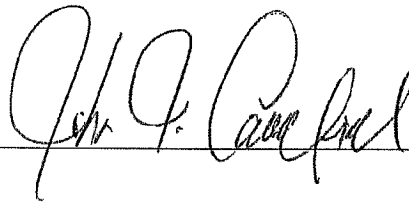
* WSDOT infrastructure improvements are not included in this budget as they are part of a major capital improvement project (\$243 million).

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:

 8/21/2019

John Caulfield, City Manager

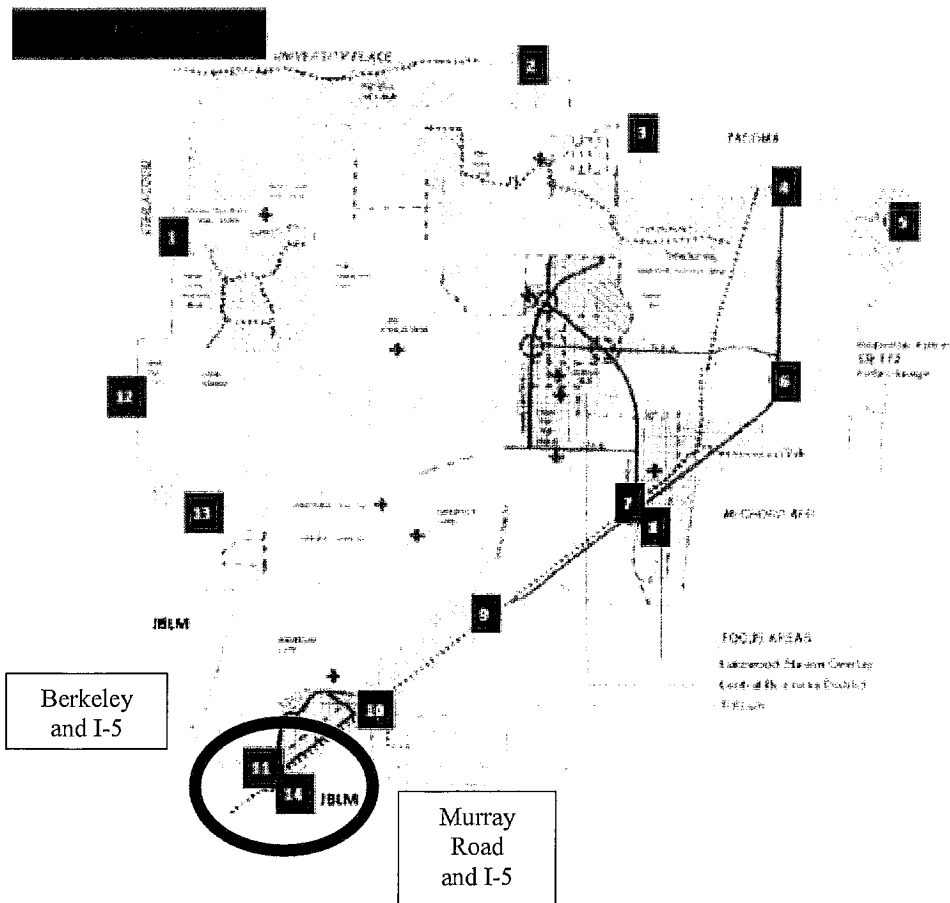
Printed Name & Title of Chief Administrator/Authorizing Official

Date

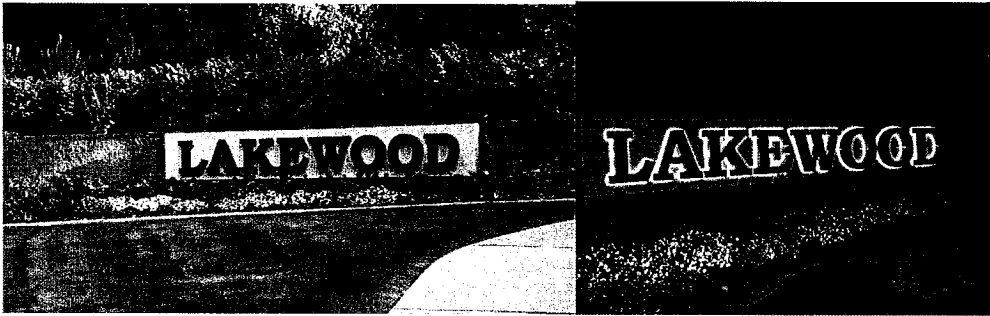
Gateway Marketing Plan

Gateway Marketing Plan

	Marketing Description
<ul style="list-style-type: none"> • Lakewood Connections • Press Releases to local (TNT, Sub-Times, PATCH) and regional publications. • Social Media timeline • Masthead for website pages • Electronic copies for distribution 	<p>Information regarding the Gateway Program and specifically the new sign(s) installed at the various city Locations</p> <p>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.</p> <p>Prepare informational material and articles that will be direct mailed to 24,000 Lakewood residents and businesses.</p> <p>Photos and graphics available for use in various publications.</p>



Updated Gateway Signs Around Lakewood



North Bridgeport - Lighted at Night



Nyanza Before

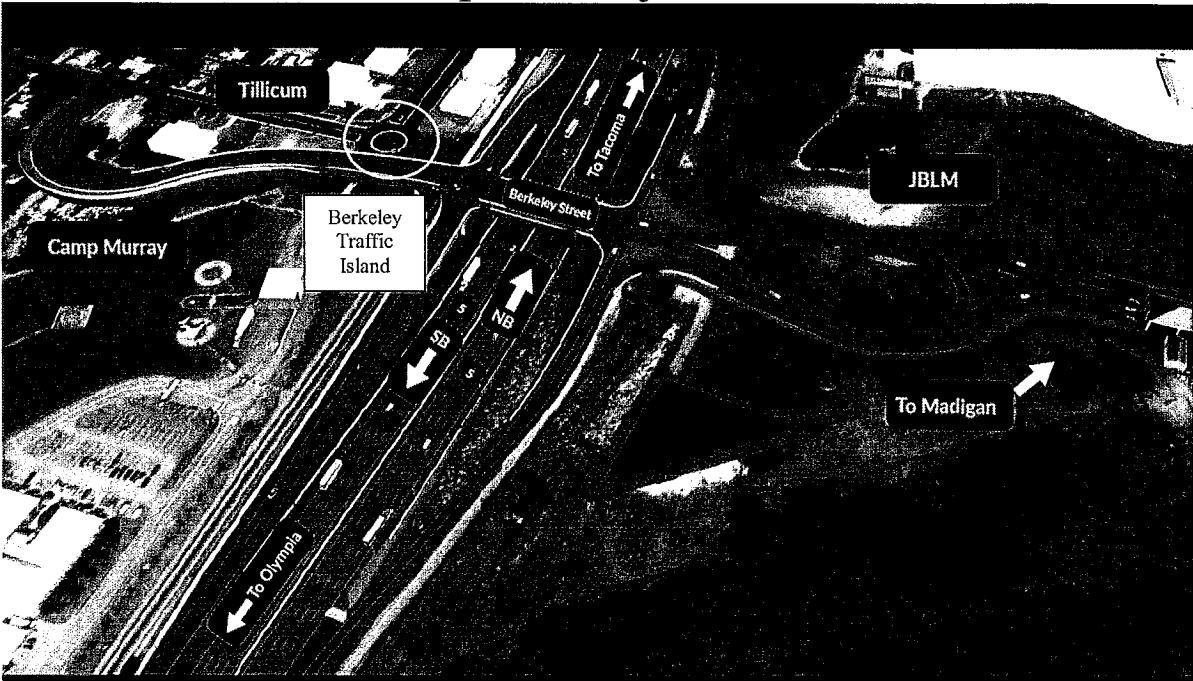


Nyanza After

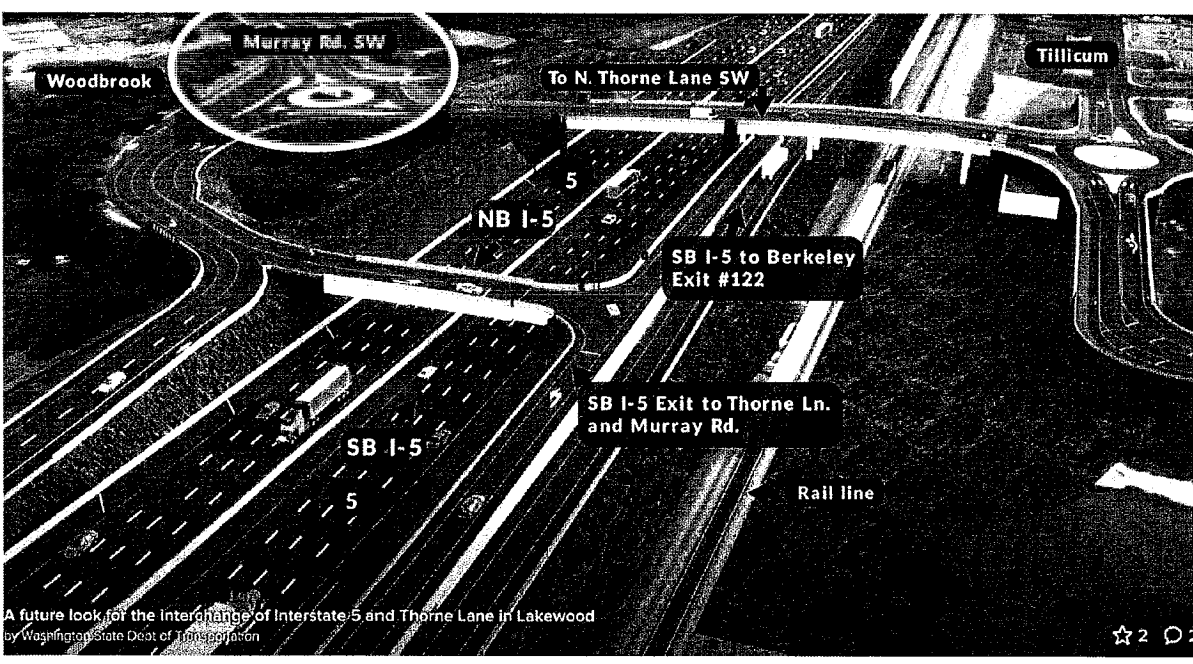


What a difference a beautiful gateway can make!

Proposed Project Area



Berkeley Gateway – Near I-5 and JBLM



Murray Road – Near Lakewood Business Park