



LODGING TAX ADVISORY COMMITTEE

Friday, September 18, 2020 – 8:30 A.M.

Online ZOOM Session**

AGENDA

1. **CALL TO ORDER**
2. **ROLL CALL**
3. **PUBLIC COMMENTS**
4. **APPROVAL OF MINUTES**
LTAC Meeting Minutes (Sept 13, 2019)
5. **FINANCIAL REVIEW & OTHER INFORMATION**
Tho Kraus, Assistant City Manager
6. **GRANT PROPOSAL PRESENTATIONS FOR 2021 FUNDING** (15 minutes per presentation)
 - 9:00 am - 9:15 am Lakewood Historical Society – Page 15
 - 9:20 am - 9:35 am Lakewold Gardens – Page 56
 - 9:40 am - 9:55 am Historic Fort Steilacoom Association – Page 96
 - 10:00 am - 10:15 am Asian Pacific Cultural Center – Page 121
 - 10:20 am - 10:35 am B R E A K
 - 10:35 am - 10:50 am Travel Tacoma Mt. Rainier Tourism & Sports – Page 142
 - 10:55 am - 11:10 am Lakewood Sister Cities Association – Gimhae Delegation – Page 189
 - 11:15 am - 11:30 am Lakewood Sister Cities Association – International Festival – Page 210
 - 11:35 am - 11:50 am Lakewood Arts Festival Association – Page 231
 - 11:55 am - 12:40 pm L U N C H B R E A K
 - 12:45 pm - 1:00 pm Lakewood Playhouse – Page 254
 - 1:05 pm - 1:20 pm Lakewood Chamber of Commerce - Nights of Lights – Page 280
 - 1:25 pm - 1:40 pm Lakewood Chamber of Commerce – Tourism – Page 312
 - 1:45 pm - 2:00 pm City of Lakewood PRCS – SummerFEST – Page 346
 - 2:05 pm - 2:20 pm City of Lakewood - Farmers Market – Page 362
 - 2:20 pm - 2:35 pm B R E A K
 - 2:40 pm - 2:55 pm City of Lakewood PRCS - Concert Series – Page 378
 - 3:00 pm - 3:15 pm City of Lakewood PRCS - Imaging Promotions – Page 392
7. **GRANT FUNDING DECISIONS**
8. **OTHER BUSINESS**
9. **ADJOURNMENT**

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.

****ZOOM LINK:** Passcode: 247858

<https://us02web.zoom.us/j/86090302046?pwd=clUrOWZoY1pRUVBiVnFaalp6KzUyZz09>

Committee members:

Mayor Don Anderson, Chair
Chelene Potvin-Bird, Travel Tacoma
Linda Smith, Lakewood Chamber of Commerce
Phillip Raschke, Lakewood Playhouse
Asuka Ludden, Best Western - Lakewood
Jessica Christensen, Holiday Inn Express & Suites
Jarnail Singh – Comfort Inn & Suites

City Staff

Tho Kraus, Assistant City Manager
Manny Cristobal, Finance Supervisor



LODGING TAX ADVISORY COMMITTEE (LTAC)

**September 13, 2019 - 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 8:59 p.m.

ROLL CALL

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

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

Staff Present: Tho Kraus, Assistant City Manager/Administrative Services; Dana Kapla, Finance Supervisor; Heidi Wachter, City Attorney.

OPEN PUBLIC MEETING ACT

Heidi Wachter, City Attorney, provided attendees with overview of the Open Pubic Meetings Act and stressed the importance. She reminded members of this state law and explained how each officials must understand their role in all City business. Ms. Wachter then distributed a sign off sheet for the committee members to indicate that they had been trained and understand this act.

PUBLIC COMMENTS

None.

MEETING MINUTES APPROVAL

The motion passed unanimously.

2019 GRANTS STATUS & FUND BALANCE

Ms. Kraus provided a packet that includes historical awards, breakdown of available funds, JLARC, and other various reports. Ms. Kraus provided the breakdown of available funds available for 2020 and briefly discussed the reports. The 2019 hotel/motel lodging tax revenue was estimated at \$924,137 available for allocation, and is after the allocation of \$101,850 for the Clover Park Technical College McGavick Center.

2019 GRANT PROPOSAL PRESENTATIONS

Lakewood Historical Society

Sue Scott, Becky Hubert, James Schell, Darrell Owens, Phil Raschke and Glen Speack, members of the Lakewood Historical Society started off by giving their appreciation for the past LTAC support.

Phil Raschke, then provided a slide show of their relocation efforts and financial report. He explained restoration will continue to other areas of the building and noted this is all being done with only 9 volunteers. Mr. Raschke described recent achievements and then detailed their projected revenue and expenses for 2020, indicated a \$26,500 shortfall. He emphasized the importance of the LTAC funds and would help fill cover shortfall.

Lakewold Gardens

Carla Pelster, Board President, accompanied by Cassandra de Kanter, began thanking the committee for their support and the opportunity to present their new proposal. Ms. Pelster updated the committee on their changing personnel and described their personnel strategy.

Ms. Pelster announced that Lakewold Gardens recently celebrated their 30th birthday and presented a slide show of Lakewold Gardens hosting different events throughout the four seasons and shared highlights of the major events. She went on to explain that the gardens can accommodate a wedding for 120 people, and how they would like to market to those interested in micro weddings. She described the weddings they have hosted along with other events at the gardens. She reported they had raised \$320,000 via generous donors and went on to describe their financial and marketing strategies.

Committee sought clarification that the garden is back to hosting wedding. Ms. Pelster confirmed this then went on to explain how they would like to emphasis micro weddings and a short discuss pursued.

Historic Fort Steilacoom Association

Secretary, Joseph Lewis noted that Historic Fort Steilacoom Association (HFSA) is the oldest attraction soliciting from LTAC. He noted that they have been on the National Historic Register for 170 years and became a museum in 1983. He described how HFSA has three historic markers from the Historic Society and described their location.

Mr. Lewis described how they revamped their website after they hired a professional photographer/web artist. He explained how they can now get people's email via the website and how one can join the association using PayPal. He continued to describe how their marketing strategy has changed, reviewed highlights, and announced that their gift shop now takes credit cards, which has allowed for better sales.

He goes on to explain how the most frequent question they get is, "Why is HFSA not in Steilacoom?" Mr. Lewis explained how Lakewood was not established yet therefore Lakewood is not in the name, however there marketing strategy is to include "Lakewood, WA" on their marketing items to answer that question.

Committee member Potvin-Bird commented on how the new credit card system may be able to track the location of the consumers and how Trip Advisor may be a good tool to track people as well.

Asia Pacific Cultural Center (APCC)

Faaluaina Pritchard, Executive Director, handed out a marketing publication that provided highlights from this year's Samoa Cultural Day. She thanked the committee for all the years of support and indicated they could not put on this event without LTAC support. She noted that 2020 is the 10th anniversary for the event. She explained how they were forced to move the full day event to the Tacoma Dome because the

performers' feet became uncomfortable/painful because of tough, hot turf was during their presentation. Tacoma Dome provides covered, cool stage for their performers.

Ms. Pritchard noted that Tacoma Dome is expensive and they need financial assistance with it along with equipment costs. She noted that although this main event was held outside of Lakewood all other events for the week were hosted in Lakewood. She mentioned that many of their members and family members stay or live in Lakewood during the event.

Lastly, Ms. Prichard mentioned their memorandum of understanding with Clover Park School District and continued to describe how they work together to work-with and teach Asian children.

South Sound Sports Commission and Tacoma Regional Convention + Visitor Bureau (TRCVB)

Dean Burke, President and CEO, discussed how Tacoma South Sound Sports Commission and Travel Tacoma + Pierce County plan to officially merge January 2020. The rolling out of this new brand will be announced at the October 22 meeting, which is open to the public. Their first order of business is joining their resources and expenses to improve efficiencies and shift to drive up room nights, while being able to confidently calculate and report statistics (i.e., stays, types of people, health etc.) to stakeholders. They plan to adjust their marketing strategy to include more business/activity based events and less leisure.

Mr. Burke reviewed highlights of some of their events and listed the coming events, such as cycle cross national event and grass volleyball. He explained how stake holders are pushing for more data and increased hotel stays. This newly merged group plans to dive deep into the 2020 inventory study (feasible study) by reviewing over 170 events throughout our area and identify new strategies and opportunities for Lakewood and the surrounding areas. Mr. Burke noted that economic development in Lakewood, such as Motor Avenue and Fort Steilacoom Park create great potential packages for Lakewood.

Lastly, Mr. Burke provided the two current marketing brochures from the two companies. He demonstrated how, if you put the two brochures together they show the two groups coming together.

City of Lakewood Communications – Imaging Promotions 2020

Brynn Grimley, Communications Manager, thanked the committee for their support in last year's new branding effort. She asked for continued support to continue their effort to change the perception of the city. "Build your better here" is the new tagline and brand anthem. Brynn presented slides describing their marketing plan and read the new anthem to promote the city. This is targeted to "starters, builders, long termers, and warriors (military)".

Through the presentation, Ms. Grimley presented data, goals, and highlighted events. She described how a powerful image can have more impact than words, and asked for continued support for a professional photographer. She mentioned that they can reach more with more money. If awarded, the proposed funds would go to imaging campaign advertising, online advertising, and professional photography videography.

City of Lakewood PRCS – Gateways

Mary Dodsworth, Director, thanked the committee for this opportunity. She mentioned that there are great opportunities next years and presented a slide show. This presentation showed the difference between historic gateways to newly designed ones. Ms. Dodsworth noted that first impressions matter and these new gateways do not have taglines, as they are to promote a feeling that you are somewhere special. Ms. Dodsworth presented a map of current and potential gateway locations. The two proposed are located at Berkley/1-5 and Murray Road/I5 and will be done in coordination with road construction. This allows for a lower cost. She indicated there are currently 8 new gateways with a total of 14, as a follow-up to a question.

Sister Cities Association

Connie Coleman-Lacadie, President, noted they had a great event this last year since they joined SummerFest. She indicated they had 9 visitors instead of 5 which stressed their budget a lot. She thanked Tho Kraus for her assistance during this time and also thanked the Police Department. She noted that everyone provided a warm welcome to Lakewood, along with Candlewood Suites and Enterprise Rental Car.

Ms. Coleman-Lacadie requested that her proposal be reviewed in two portions; one for International Festival need (costs for marketing, tradeshow, and entertainers \$8,300); and one for Sister/Friendship City needs (costs for media, travel, and rentals \$15,600). She explained they are requesting additional money this year to bring in more visitors for more events. She reported that they brought in entertainers from Cambodia to Russian, not just Asian entertainment and paid stipends. She noted this was another record year.

Ms. Coleman-Lacadie discussed how they depleted their bank account due to the increased visitors and kindly asked they be more generous than last year.

Lakewood Arts Festival Association

Robert Lawrence, Chairman, announced this is the 7th Artsfest, which is part of the Lakewood Film, Arts and Book Festival (FAB) and were setting up as he speaks. Mr. Lawrence provided a visual presentation of the package they proposed. He reported that FAB fest is a one of a kind festival as it is combined with the international film fest and has many visiting authors.

Mr. Lawrence presented current flyers and displayed a slide show with many photos of before, during and after the festival. He also announced their special author Dorothy Wilhelm who wrote "True Tales of Puget Sound" and watercolor artist Ron Snowden, who will judge the work. Additional acts include a bonsai display and a flute performance.

Mr. Lawrence ended by stating that their goal is to create an artistic festival and because Lakewood is an ideal location (easy access etc.) for cultural events.

Lakewood Playhouse

John Munn, Managing artistic Associate Artistic Director, announced this is opening week for Biloxi Blues. He reported that Lakewood Playhouse has been here for 81 years and this year they are focusing on legacy. He thanked the committee for their support and said that their success would not be possible with LTAC support, and that they depended on it. They provide programming 365 days a year plus offer a variety of theatrical education and performance opportunities (Lakewood Institute of Theatre). He mentioned that they are renting space next to the Dress Barn to stay within the city.

Mr. Munn handed out movie posters along with business cards that have City of Lakewood's brand saying on the back. He reported the plays they have presented and those that are planned, including details on current cast members. He also stated that they are ambassadors to theatre. He discussed some of their marketing strategies (Facebook, Instagram and community outreach with Clover Park) and described how they teamed up with an art class to create a logo, which was extend to the rotary club.

Mr. Munn described that James Stow was the artist for the 80 anniversary posters, and when the 6 posters are combined they create one large photo. He noted that their success could not have been done without LTAC support. This support allows them to keep costs down. Because of LTAC support they are now being awarded for their productions which provides them grants and because of this, for the first time, actors all now getting stipends, other volunteers are not. He then provided statics on audience/supports and described the success of the trifold pamphlet. Proposed funding would go to marketing.

Committee ask them if they did not get funding from LTAC what would happen. Mr. Munn responded that sponsorship would drop and they would no longer be successful.

Lakewood Chamber of Commerce – Nights of Lights 2020

Linda Smith, President/CEO, thanked the committee to allow her to submit two requests. Although results of the first funding will not be reported until next year (proposed for December 2019) this request is to build upon and grow the tradition in December 2020.

Ms. Smith stresses that she wants to assist and encourage business to participate in hanging up lights to bring back the tradition of blue lights. She continued with a short history of the Lakewood blue light tradition created by Norton Clapp's wife, Mary. She continued by discussing how blue lights took on new meaning in Lakewood November 29, 2009 during the police tragedy, and how the City Council adopted the color blue for the holiday light theme.

She proposes to motivate business to get a jump on this new tradition by sending out a direct mailer to businesses on Gravelly Lake Drive and going door to door. She also mentioned they may be able to assist businesses with the purchase of blue lights, if available. Lastly, Ms. Smith noted that Lakewood Hardware and Paint will be the official light blue store.

Lakewood Chamber of Commerce - Tourism

Linda Smith, President/CEO, thanks the council member to allow her to continue to serve as lead destination marketing organization to encourage visitors and groups.

Ms. Smith reported they have served 2,000 visitors this year and serve the State as well as Lakewood. She provided a presentation of photos of their headquarters and displayed their current flyer. She also mentioned they are the only participants involved with the military newcomer orientations that serves 400 to 700 new military every month.

Ms. Smith reviewed her marketing strategy, described partnerships, website, brochures, and funding history. She displayed the website and show where you can find a comprehensive list of community events, along with other parts of the site. She distributed handouts to the committee and demonstrated how they can customize the brochures binder for individual travelers. She went on to discuss how they assist people of all walks of life and how they can assist them in their travels.

City of Lakewood PRCS – Summer Concert Series

Sally Martinez, Parks and Recreation Coordinator, reported they put on six concerts in 2019. As she presented a slide show she mentioned how the people in Lakewood love to dance and noted that this is where families can dance together. She reminded the committee that these concerts are free to the community; old to younger, all cultures and with all abilities. They partner with Asia Pacific Cultural Center to provide entertainment and brought food trucks this year.

She reported the numbers of attendees per concert and reported the more expensive band drew in higher attendance. Most concerts brought in 200 to 250 attendance, whereas the Beatles Tribute band brought in a lot more. Ms. Martinez believes this is because they have a following allowing for free advertisement from the bands social media. This draws more people to the venue and gets the word out. Her goal is to have approximately 600 people per concert but this will mean more expensive entertainment, therefore the higher proposal.

Lastly, she mentioned that pavilion has been an outstanding venue and that the bands rave how create it is.

City of Lakewood PRCS – Farmers Market

Sally Martinez, Parks and Recreation Coordinator, announced this was the 8th Annual Farmer's Market and it was the best year so far because of the vendor sales and attendance. Ms. Martinez provided a visual presentation which included photos and data. She noted the Army bands started off the celebrations on the same day as the ribbon cutting. She presented us with first bites video created by her interns provide by the University of Puget Sound at no charge to us. She reported these students work 30hrs per week for 3 months and provide invaluable support and energy. This video showed a diverse culture with organic foods within the Farmers Market.

Ms. Martinez listed her sponsors and described how they contribute to the success of the market. She reported the Healthy Bucks was a success again this year providing children free fresh fruits and vegetables. The market hosts and sustains 13 farms. She presented another video about the local vendors, also created by the interns.

Ms. Martinez presented her marketing strategies and reported that signs (similar to political signs) and support swag is very successful and because a great word by mouth. She then reported that, on average, visitors spent \$15 to \$45 per visit, same as last year, but because there were a lot more visitors that vendors (65) did much better than last year. She believes they have now hit their stride.

City of Lakewood PRCS – SummerFEST

Sally Martinez, Parks and Recreation Coordinator, announced this is a 23 year iconic tradition. As she presented sides she played the SummerFest video. Ms. Martinez said they marketed it as a family tradition and now it is a mothership for the community. She stated that it is a big undertaking to provide a safe environment with a good foundation and due to the growth, costs have increased as well.

Ms. Martinez reported the vendors said it was their best festival in history of festivals. She reported that they believe it is because it is a perfect balance of big crowds and the number of vendors. Ms. Martinez listed and discussed all the sponsorship. She reported Coca Cola approached her for sponsorship due to the success of the event. This sponsorship is part money and donation, where they can pick non-profit to share profits. Coca Cola also provides a huge discount to vendors and provided ice buckets.

Ms. Martinez reported that 40% of the visitors were participating for the first time. She then discussed her advertising strategies and listed them. She mentioned that she has people hand out stickers that "stick around", and how keeping the pulse on younger populations has contributed to better marketing as they provided clever marketing ideas. Free advertising creating "hype" through partners like the Original Donut Shop, Clover Park, and Puget Sound Regional Volleyball. Ms. Martinez reported 600 people attended and along with many other statistics. They had 24 sport events, 14 art activities and presented a video of the very successful 8th annual Triathlon.

Lastly, she explained how the expense is growing due to the growth and popularity of the festival. Some of the proposed funding will go towards professional parking, honey buckets, handwashing stations, more garbage, and additional resources.

GRANT FUNDING DECISIONS

Group discussion ensued on setting their 2020 recommendations. After review all proposals were funded as requested except for the following along with other recommendations:

Lakewold Gardens: reduced funding is due to prior funding support and scope of work. In previous year's Lakewold Gardens has been funded approximately \$35,000. Because their focus is on micro weddings, this allows for fewer hotel nights, therefore request does not support full funding.

Asian Pacific Cultural Center: reduced funding is due APCC's primary event is held outside of Lakewood, WA.

City of Lakewood – Imaging Promotions: reduced funding is due to changed scope of work as this has less emphasis on tourism in the city.

South Sound Sports Commission and Tacoma Regional Convention + Visitor Bureau (TRCVB): committee recommended their annual report include a larger spread for the City of Lakewood.

Historic Fort Steilacoom Association: one-time increased funding was provided to complete relocation endeavor.

LAKEWOOD LODGING TAX ADVISORY COMMITTEE RECOMMENDATIONS

2019 Requests for 2020 LTAC Grant Funds	Total	Funding Request		Recommended Funding	
		Non-Capital	Capital	Non-Capital (4%)	Capital (3%)
Applicant	Project Cost				
		Available Balance		\$ 640,121	\$ 385,865
Lakewood Historical Society	\$ 74,200	\$ 42,000	\$ -	\$ 42,000	\$ -
Lakewold Gardens	\$ 80,900	\$ 60,000	\$ -	\$ 50,000	\$ -
Historic Fort Steilacoom Association	\$ 14,000	\$ 12,000	\$ -	\$ 12,000	\$ -
Asian Pacific Cultural Center	\$ 37,500	\$ 15,000	\$ -	\$ 10,000	\$ -
TSSSC and TC&VB	\$ 2,740,086	\$ 120,000	\$ -	\$ 120,000	\$ -
Lakewood Sister Cities Association	\$ 23,900	\$ 23,900	\$ -	\$ 23,900	\$ -
Lakewood Arts Festival Association	\$ 27,000	\$ 19,500	\$ -	\$ 19,500	\$ -
Lakewood Playhouse	\$ 23,350	\$ 23,000	\$ -	\$ 23,000	\$ -
Lakewood Chamber of Commerce - Nights of Lights	\$ 20,000	\$ 20,000	\$ -	\$ 20,000	\$ -
Lakewood Chamber of Commerce - Tourism	\$ 90,000	\$ 90,000	\$ -	\$ 90,000	\$ -
City of Lakewood PRCS – SummerFEST	\$ 128,000	\$ 80,000	\$ -	\$ 80,000	\$ -
City of Lakewood PRCS – Farmers Market	\$ 45,200	\$ 20,000	\$ -	\$ 20,000	\$ -
City of Lakewood PRCS – Concert Series	\$ 25,500	\$ 20,000	\$ -	\$ 20,000	\$ -
City of Lakewood – Imaging Promotions	\$ 153,500	\$ 50,000	\$ -	\$ 30,000	\$ -
City of Lakewood PRCS – Gateways	\$ 150,000	\$ -	\$ 150,000	\$ -	\$ 150,000
	\$ 3,633,136	\$ 595,400	\$ 150,000	\$ 560,400	\$ 150,000
		Subtotal	\$ 745,400	Subtotal	\$ 710,400
CPTC McGavic Center (Committee, Annual Payment)	\$ 101,850	\$ -	\$ 101,850	\$ -	\$ 101,850
	\$ 3,734,986	\$ 595,400	\$ 251,850	\$ 560,400	\$ 251,850
		Total	\$ 847,250	Total	\$ 812,250

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 3:50 p.m.

Minutes:

Dana Kapla, Finance Supervisor (Preparer)

Mayor Don Anderson, Chair

SUMMARY OF AVAILABLE BALANCE

Total Estimated Funding Available for 2021 Grant Awards	Restrictions on Use		Total
	4%	3% (Restricted)	
	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, 12/31/2020	\$869,292	\$368,062	\$1,237,354
Less Required for CPTC McGavick Center	\$0	(\$101,850)	(\$101,850)
Total	\$869,292	\$266,212	\$1,135,504

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

Sources & Uses						
	2015 Actual	2016 Actual	2017 Actual	2018 Actual	2019 Actual	2020 Est
Revenues						
4% Revenue:						
Special Hotel/Motel Tax (2%)	\$ 197,657	\$ 216,390	\$ 217,771	\$ 306,901	\$ 309,868	\$ 228,572
Transient Rental Income Tax (2%)	197,657	216,390	217,771	288,084	317,282	228,571
	395,314	432,780	435,543	594,985	627,150	457,143
3% Revenue:						
Special Hotel/Motel Tax (3%)	296,485	324,584	326,657	460,351	\$ 464,803	\$ 342,857
	296,485	324,584	326,657	460,351	464,803	342,857
Interest Income	2,920	4,900	13,389	22,883	22,666	-
Total Revenues	\$ 694,719	\$ 762,264	\$ 775,589	\$1,078,219	\$1,114,619	\$ 800,000
Tourism/Promotion	313,285	382,425	370,658	368,943	438,502	560,400
Capital	136,850	205,771	338,898	1,057,311	280,686	562,884
Total Expenditures	\$ 450,135	\$ 588,196	\$ 709,556	\$1,426,254	\$ 719,188	\$1,123,284
Beginning Balance	\$ 1,028,557	\$ 1,273,141	\$ 1,447,209	\$ 1,513,242	\$ 1,165,207	\$ 1,560,638
Ending Balance	\$ 1,273,141	\$ 1,447,209	\$ 1,513,242	\$ 1,165,207	\$ 1,560,638	\$ 1,237,354
Estimated Ending Fund Balance from the 4% Unrestricted Revenue =>						\$ 869,292
Estimated Ending Fund Balance from the 3% Restricted (for Capital) Revenue =>						\$ 368,062

Fund 104 - Hotel/Motel Lodging Tax
6-Year History of Grant Funding

Lodging Tax Grant Award History (2015-2020)						
Applicant	2020	2019	2018	2017	2016	2015
Lakewood Historical Society	\$ 42,000	\$ 20,000	\$ 25,000	\$ 35,000	\$ 39,500	\$ 33,000
Friends of Lakewold/Lakewold Gardens	50,000	30,000	45,000	40,000	40,000	40,000
Historic Fort Steilacoom Association	12,000	8,000	8,000	10,000	10,000	6,500
Asian Pacific Cultural Center	10,000	5,000	5,000	10,000	10,000	2,500
Tacoma Pierce County Sports Commission	120,000	75,000	60,000	50,000	40,000	40,000
Lakewood Sister Cities Association	23,900	13,000	8,000	8,000	10,000	10,000
Lakewood Arts Festival Association	19,500	17,500	5,000	-	-	-
Lakewood Playhouse	23,000	23,000	21,000	21,000	49,000	22,000
Lakewood Chamber of Commerce - Blue Lights	20,000	20,000	-	-	-	-
Lakewood Chamber of Commerce - Tourism	90,000	90,000	80,000	80,000	80,000	78,500
CoL - SummerFEST	80,000	50,000	40,000	40,000	29,000	18,000
CoL - Farmers Market	20,000	20,000	20,000	20,000	20,000	10,000
CoL - Season Concert Series	20,000	6,000	2,500	-	-	-
CoL - Media Production	30,000	30,000	25,000	18,000	15,000	-
CoL - Gateway Improvements	150,000	80,000	-	42,941	50,000	10,000
Col - Econ Dev - Have You Seen Lakewood Yet?	-	-	-	-	-	7,250
Col - Econ Dev - Two Brochures	-	-	-	-	-	7,250
CoL - Fort Steilacoom Park Angle Lane	-	209,870	-	-	-	-
CoL - Fort Steilacoom Park Pavilion	-	-	403,490	450,000	-	-
CoL - Harry Todd Park	-	200,000	-	-	-	-
CoL - Sports Field Improvements	-	-	-	-	250,000	-
CoL - Waughop Lake Trail	-	-	-	-	100,000	25,000
Grave Concerns	-	-	-	-	9,500	-
Lakewood Arts Commission - Asian Film Festival	-	-	7,000	7,500	-	-
Travel Tacoma + Pierce County	-	50,000	25,000	35,000	50,000	40,000
	\$ 710,400	\$ 947,370	\$ 779,990	\$ 867,441	\$ 802,000	\$ 350,000
CPTC McGavic Center (Committee, Annual Payment)	101,850	101,850	101,850	101,850	101,850	101,850
	\$ 812,250	\$ 1,049,220	\$ 881,840	\$ 969,291	\$ 903,850	\$ 451,850

City of Lakewood 2019 LTAC Awardees

(Reported to JLARC)

Activity Name	Activity Type	Funds Awarded	Overall		50 Oiles		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	8,269	1,000	3,000	200	600	7	7	-	-	100	250
Friends of Lakewold/Lakewold Gardens	Marketing	30,000	7,000	7,099	276	381	250	107	40	100	7,000	7,053	20	46
Historic Fort Steilacoom	Marketing	8,000	-	1,285	-	49	-	32	-	-	-	-	-	-
Lakewood Arts Commission	Event/Festival	20,000	750	700	35	35	20	35	90	140	645	630	55	70
Lakewood Arts Film Festival Association	Event/Festival	17,500	1,350	1,214	100	83	12	21	6	7	1,250	1,098	6	7
Lakewood Chamber of Commerce	Marketing	90,000	5,000	4,850	2,850	3,500	2,150	2,600	9,000	9,600	2,000	2,250	3,000	3,200
Lakewood Historical Society & Museum	Marketing	20,000	750	487	10	15	10	22	10	10	10	12	10	9
Lakewood Playhouse	Marketing	23,000	14,000	14,328	260	273	25	28	130	132	13,870	14,196	130	132
Lakewood Sister Cities Association	Event/Festival	13,000	15,000	16,500	1,700	600	500	500	300	220	14,700	16,200	300	275
Tacoma Regional Convention & Visitors Bureau	Marketing	50,000	-	8,485	-	1,697	-	1,697	-	5,091	-	6,788	-	1,697
Tacoma South Sound Sports	Marketing	75,000	196,100	187,899	65,300	83,317	27,700	28,283	24,560	35,844	10,806	37,995	49,120	71,688
CoL - Farmers Market	Event/Festival	20,000	18,000	24,000	800	1,000	30	30	15	30	23,000	23,000	30	30
CoL - Fort Steilacoom Park Sports Fields	Facility	80,721	-	-	-	-	-	-	-	-	-	-	-	-
CoL - Fort Steilacoom Pavilion	Facility	200,000	-	-	-	-	-	-	-	-	-	-	-	-
CoL - Gateways	Facility	80,000	-	-	-	-	-	-	-	-	-	-	-	-
CoL - Lakewood Concert Series	Event/Festival	6,000	250	1,700	10	10	-	10	1	5	1,690	1,690	-	10
CoL - Media Promotion	Marketing	25,437	40,000	55,300	800	1,500	-	-	160	200	39,840	55,100	160	200
Col - SummerFest	Event/Festival	50,000	45,000	50,000	5,000	5,000	1,000	1,000	800	800	49,200	49,200	800	800
Clover Park Technical College-McGavick Center	Facility	101,850	37,170	-	12,000	-	250	-	-	-	-	-	-	1
Total		915,508	385,370	382,116	90,141	100,460	32,147	34,965	35,119	52,186	164,011	215,212	53,731	78,415

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 2021 Lodging Tax Grant Funds

From:

Lakewood Historical Society

7. APPLICATION FOR FISCAL YEAR 2021 LTAC GRANT FUNDING

1a. Project Information

Project Name: [LAKEWOOD HISTORICAL SOCIETY AND MUSEUM]

Amount of Lodging Tax Funding Requested: \$ 35,000]
(Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: \$ 62,250]
(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: [12/13/2020]

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: [honniesue@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 2021]
- 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 charge 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 1988 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. This 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, 2021. 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 rich 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 Lakewold Gardens, Historical 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 increase 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 collections, preservation, interpretation and display of documents, photos and other archival records and

artifacts of historical significance. The Lakewood History Museum provides a place for donations to be incorporated into exhibits that provide a reflection of Lakewood's past.

Lakewood businesses will benefit from visitors to Lakewood and the Museum including motels, hotels, restaurants, and Lakewood Towne Center stores and other area retail outlets.

Other tourist venues and nearby historical sites will benefit from referrals, i.e., Lakewold Gardens, Fort Steilacoom Park, Historic Fort Steilacoom Museum, Lakewood Playhouse, 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 rich 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 and increase in overnight stays in Lakewood lodging facilities.

Monitoring: The Historical Society used 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 courts 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 News 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 the Lakewood area include:

- The Society website available at www.lakewoodhistorical.org and our Facebook page
- Press and broadcast media including the Society quarterly newsletter
- Promotional materials such as the Society brochure, flyers and special advertisements
- Publicity and promotion through the Lakewood Chamber of Commerce
- Partnerships with the Heritage League of Pierce County and 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 some out of state visitors, so it is working. This experience is expected to continue in 2021.]

8. Funding Requirements

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

[If partial funding is necessary, all programs and activities would be reduced proportionately, except for fixed costs of administration, museum maintenance and lease payments, etc. which must be paid each month. Reductions would have to be made in marketing, graphic design services, advertising and promotion, management consultant services, 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.

- [\$ 8,100 – Marketing, Promotion, Advertising, Quarterly Newsletter & Graphic Design services
- \$ 9,900 – Administration including Museum lease payments, utilities, supplies, etc
- \$15,000 – Museum development, exhibits, displays and acquisitions
- \$ 2,000 – Minor equipment (computers, etc)

\$35,000 - Total]

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

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

Funding Source: List all revenue sources anticipated for 2021. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
Public/Private Foundation Grants	\$5,000	No	Jan-Dec
Museum Fund Drive, Contributions & Gifts; Fund Raisers and Other Events	\$5,800	No	Jan-Dec
Programs, Special Events & Activities	\$ 500	No	Various
Membership Dues	\$3,750	No	Mar-Jun
Business Sponsorships	\$ 200	No	Mar-Dec
Visitor & Programs donations & Memorial Gifts	\$9,000	No	Jan-Dec
Beginning Cash on Hand (as of 11/20/2020)	\$ 3,000	Estimate	January

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

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

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

	a. Lodging Tax Funds Requested *	b. Other Funds (Do not include In-Kind dollars)	c. Total Project Cost **
Personnel (salaries & benefits)	\$ None	\$ None	\$ None
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$ 9,900	\$12,900	\$22,800
Marketing/Promotion	\$ 8,100	\$ 2,000	\$10,100
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	\$ None	\$ None	\$ None
Minor Equipment (computers, desks, etc.)	\$ 2,000	\$ 1,000	\$ 3,000
Travel	\$ None	\$ None	\$ None
Contract Services Describe below	\$ 5,000	\$ 3,000	\$ 8,000
Other Describe below	\$10,000	\$ 5,350	\$15,350
TOTAL COST	\$35,000	\$24,250	\$59,250 \$ 3,000 ending cash \$62,250
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		

11. Funding History

a. Was this project funded with Lakewood lodging tax funds in fiscal year 2020? ☒ Yes ☐ No

b. If you answered yes to 11a, how much funding did you receive in 2020? \$42,000

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

Year Amount awarded

No previous funding ☐

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

[The Society Museum Funding Raising Program is done on an annual basis and will continue in 2021. Special requests were made to several foundations and grant program for funds including the Vogt Foundation (\$2,500) and the Nisqually Tribe Foundation]

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, Pierce County Libraries, Tacoma Library, the Lakewood Playhouse, Clover Park School District, 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.

In previous years, the Lakewood Historical Society has participated in the annual Lakewood SummerFest, the Lakewood Senior Center Open House, and the Lakewood Farmer's Market. We hope to continue these events in 2021 along with the Chamber of Commerce events, and the Lakewood Playhouse "play bills and ads in the Lakewood's Connections Magazine.

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				\$	\$	\$

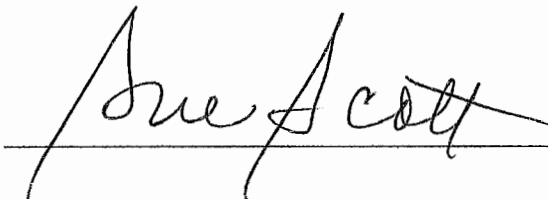
*If other funds are committed, please attach a letter of commitment from the funding source.

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, appearing to read "Sue Scott", is written over a horizontal line.

SUE SCOTT, PRESIDENT

Printed Name & Title of Chief Administrator/Authorizing Official

Date 24 AUGUST 2020

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.e-verify.gov>

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

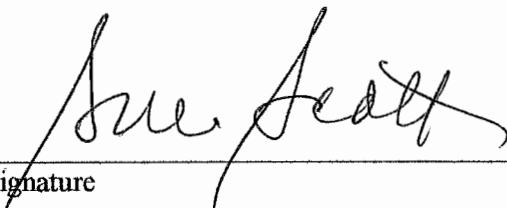
I hereby certify that the Company or Organization named herein will

(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

24 AUGUST 2020 |
Date

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

DEPARTMENT OF THE TREASURY

NOV 06 2006

Date:

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

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

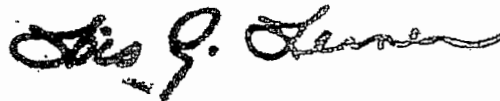
Dear Applicant:

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 & HISTORY MUSEUM 2021 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 continuing modernization and planned activities of the new Colonial Plaza will also be a valued asset.

The Society is continuing to go “ALL IN” to upgrade the museum's new, larger location to include enhanced exhibits. A five-year lease with Gramor Development NW is activated and museum relocation is complete. The new location provides more exhibit space, to 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 at www.lakewoodhistorical.org.

* **Press and Media:** Continue cultivation of relationships with print media, local news and online outlets. Submit short factoids 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 and continue the launch of the “*Proud Supporter*” membership-marketing-fund raising campaign. The “*Proud Supporter*” campaign includes logo sweatshirts and hats funded by a private donor with all profits going to the museum.

* **Board Ambassador Program:** Continue outreach to promote the Historical Society and Museum to the 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: Continue 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 continuing our “All In”.

August 2020



**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

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

STATE OF WASHINGTON

FILED:

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)

☐ Specific Date: _____

☒ Upon filing by the Secretary of State

ADOPTION OF THE ARTICLES OF AMENDMENT (Please check ONE of the following)

- ☒ The amendment was adopted by a meeting of members held on (specify date): **OCTOBER 3, 2006**. A quorum was present at the meeting and the amendment received at least two-thirds of the votes which members present or represented by proxy were entitled to cast.

- ☐ The amendment was adopted by a consent in writing and signed by all members entitled to vote.

- ☐ There are no members that have voting rights. The amendment received a majority vote of the directors at a board meeting held on (specify date): _____.

AMENDMENTS TO THE ARTICLES OF INCORPORATION ARE AS FOLLOWS

If necessary, attach additional amendments or information.

SEE ATTACHED FOR DETAILS

SIGNATURE OF OFFICER

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

Gary J. Fowler
Signature of Officer

GARY J. FOWLER
Printed Name

10-04-2006
Date

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

005-003 (5/00)

FOR OFFICE USE ONLY

FOR OFFICE USE ONLY

FOR OFFICE USE ONLY

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

I

**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

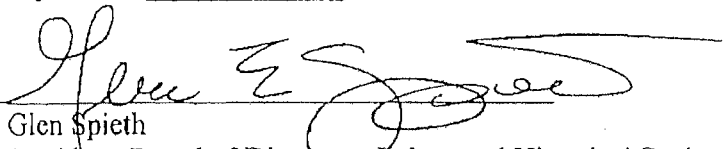
This policy is intended to supplement but not replace any applicable state and federal laws governing conflict of interest applicable to nonprofit and charitable organizations.

APPROVED:

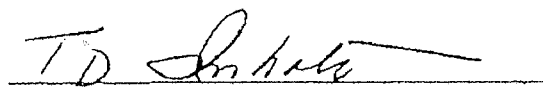
On October 3, 2006 the amendments to the Articles of Incorporation were adopted by Resolution by the Lakewood Historical Society Board of Directors. A quorum was present at the meeting and the amendment received at least two-thirds (2/3) of the votes which members present were entitled to cast.

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

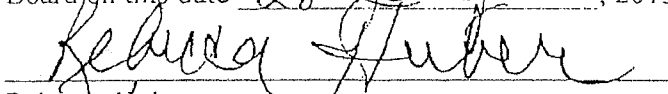
The Society shall indemnify, eliminate and limit the personal liability of a Director to the corporation or its members, if any, for monetary damages for conduct as a Director, provided, that such provision shall not eliminate or limit the liability of a Director for acts or omissions that involve intentional 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

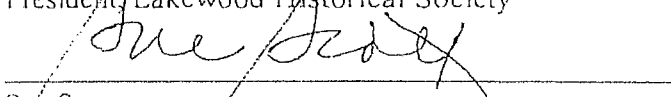
- Section 1. The Society may be dissolved by a recorded vote of not less than two-thirds (2/3) of the members in good standing present at a meeting called for this purpose. A notice of the proposed dissolution stating the reason thereof and the date, time, and place of the membership meeting shall be 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

NOTES FOR THE LAKEWOOD HISTORICAL SOCIETY

BOARD OF DIRECTORS

AUGUST 9, 2020

1. Financial News:

a. Suzanne Merriam notified the Board of a grant thru the City of Lakewood Business Coronavirus Relief Fund. Suzanne, Sue Scott and Phil Raschke meet to quickly review the application, get it filled out, and turned it in on July 10. We were notified on July 31 that we were approved in the amount of \$10,000! Thank you Suzanne!

b. We have received the application for the Fiscal Year 2021 Lodging Tax (LTAC) Grant. Phil Raschke and Sue Scott have been working to finish the application which is due August 24. The LTAC meeting is scheduled for September 18. The Board approved Sue Scott to submit the City of Lakewood lodging tax funding request.

c. We have printed out the application to apply for a grant from the Nisqually Tribe. We have received funding from the Tribe in previous years and will again apply. That application is due September 25, 2020.

2. Old Business:

a. Ed Voie volunteered to take the lead on getting all the "doors" cleaned, sanded and painted. Glen Spieth and Sue Scott met with Chris Erlich at the museum on August 6 to go over her plans. Christ felt she would be ready to start installation by early September and she will need the doors not later than mid-September.

b. The next issue of the *Prairie Gazette* is at Quickprint for printing and mailing.



Sue Scott, President & Acting Secretary
Lakewood Historical Society

LAKEWOOD HISTORICAL SOCIETY
P.O. Box 98014, Lakewood, WA 98496
Museum: 6114 Motor Ave SW, Lakewood, WA 98499
Museum Phone: 253-682-3480
Website: www.lakewoodhistorical.org
Email: contact@lakewoodhistorical.org

2019 - 2020 BOARD OF DIRECTORS

Officers

Sue Scott, President

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nonniesue@live.com

Ed Voie, Vice President

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edvoie@hotmail.com

Jim Schell

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Becky Huber, Past President (John)

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LTG (Ret) Bill Harrison

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Marketing Specialist/Newsletter Editor

Chuck Mathias (Betsy)

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chuck.mathias@gmail.com

LAKEWOOD HISTORICAL SOCIETY & MUSEUM

2021 BUDGET

<u>2021 BUDGET REVENUES</u>	<u>BUDGET</u>	<u>TOTALS</u>
INCOME		
Opening Cash on Hand (Estimate)	\$ 3,000	\$ 3,000
Municipal Appropriations		
City Lodging Tax Funds	\$35,000	
Nisqually Tribe Grant	\$ 1,000	
Total Municipal Appropriations		\$36,000
Contributions		
Public/Private Grants (Fdns, Gov't, Corp)	\$ 2,500	
Annual Fund Campaign & Contributions	\$ 5,000	
Business Sponsorships Contributions	\$ 200	
Museum Visitors, Memorials, Special Gifts	\$ 7,500	
Total Contributions		\$15,200
Dues & Fees		
Individual Membership Dues	\$ 3,800	
Business Membership Dues	\$ 200	
Total Dues & Fees		\$ 4,000
Earned Income		
Fund Raisers	\$ 1,000	
Bank Interest/Other	\$ 50	
Total Earned Income		\$ 1,050
Total 2021 Income		\$59,250
Opening Cash		<u>\$ 3,000</u>
TOTAL 2021 OPERATING INCOME & CASH		\$62,250

LAKEWOOD HISTORICAL SOCIETY & MUSEUM

2021 BUDGET

<u>2021 BUDGET EXPENDITURES</u>	<u>BUDGET</u>	<u>TOTAL</u>
EXPENSES		
Professional Services & Support		
Museum Exhibit & Enhancement Contract	\$15,000	
Insurance	\$ 1,200	
Video Productions	\$ 1,550	
Total Professional Services & Support		\$17,750
Maintenance, Operations, Occupancy & Utilities		
Museum Lease	\$22,800	
Utilities, Telephone, P.O. Box, Internet Svc, Security	\$ 3,900	
Administration, Maintenance & Operations	\$ 1,000	
Equipment, Software, Furnishings	\$ 1,500	
Total Maintenance, Operations, Occupancy & Utilities		\$29,200
Professional Development		
Memberships, Subscriptions (HLPC, WMA, AASLH)	\$ 500	
Conferences, Workshops, Training	\$ 0	
Volunteer Recognition & Board Development	\$ 200	
Total Professional Development		\$ 700
Fund Raising		
Annual Campaign	\$ 1,000	
Special Events (Fund Raisers)	\$ 500	
Total Fund Raising		\$ 1,500
Marketing, Promotion & Advertising		
Marketing, Publications, Advertising & Promotional Materials	\$ 2,000	
Newsletter, Layout, Printing & Mailing Service	\$ 2,250	
Graphic Design Services	\$ 3,000	
Website Hosting/Maintenance/Update	\$ 650	
Educational Programs, Events, Activities, Tours	\$ 200	
Total Marketing, Promotion & Advertising		\$ 8,100
Museum Development & Markers		
Acquisitions, Conservation (Artifacts/Archival Collections)	\$ 500	
Museum Exhibits & Displays	\$ 500	
Historical Markers	\$ 1,000	
Total Museum Development & Markers		\$ 2,000
Total 2021 Operating Expenses		\$59,250
2021 Year End Cash on Hand (Estimate)		\$ 3,000
Total 2021 Expenses and Cash		\$62,250

LAKEWOOD HISTORICAL SOCIETY AND MUSEUM
BALANCE SHEET

Year Ending December 31, 2019

ASSETS – January 1, 2019

Cash on hand	\$24,585.28
Museum inventory, artifacts and furnishings	\$15,000.00
Total Assets	\$39,585.28

ASSETS – December 31, 2019

Cash on hand	\$ 8,424.11
Museum inventory, artifacts and furnishings	\$15,000.00
Total Assets	\$23,424.11

LIABILITIES None

The Lakewood Historical Society and Museum operates on a cash basis and has no outstanding liabilities other than monthly lease payments of \$1,800.00 per month for the Museum space in the Lakewood Colonial Center.



Lakewood Historical Society

Because our history matters...

P.O. Box 98014 • Lakewood, Washington 98496 • 253-682-3480

Lakewood History Museum

6114 Motor Avenue SW
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

Treasurer

Becky Huber
Past President

Directors

Kris Kauffman
Suzanne Merriam
Darryl Owens
Phil Raschke
Malcolm Russell
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 operations 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 a Director 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

Phillip Raschke
9933 Onyx Drive S.W.
Lakewood WA 98499
253.861.1366

Attested this 21st day of August 2020

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.



Prairie Gazette

Spring • 2020 •

Official Publication, Lakewood Historical Society



Take care, but take heart—

We've been through this before

Red Cross nurses making masks that, unbeknownst to them, were of no use against a virus.



Steve Dunkelberger looks back at the last great pandemic to hit the U.S.—the so-called “Spanish Flu” of 1918—and how it affected life in our region.

What started out as a group of soldiers listed on sick call at a Midwest training base would lead to a pandemic that would kill more people than the Great War it helped end. It would then disappear and leave a wake of changes in the cities and towns it affected.

Tacoma and Pierce County would not be spared.

The medical drama of 1918-1919 that played out between the first coughs and the final headlines of no more cases of the killer flu a year later involves warnings about the perils of global travel and the limitations of public health.

This is the story of the “**Spanish Flu**” that would claim 5 percent of the world’s population and infect one of every five people on the planet a century ago.

Flash back to the waning days of the First World War for a moment. **Camp Lewis** (today’s Joint Base Lewis-McChord) was just a year old and was busy hammering newly minted soldiers for battle in the trenches “over there.”

Although the origins of what became known as the “Spanish Flu” aren’t fully known, what is clear is that it wasn’t in Spain. Its “Spanish” moniker only came

See FLU, pg. 3

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Lakewood Historical Society

contact@lakewoodhistorical.org

President

Sue Scott • 253-588-6354

Vice President

Ed Voie • 253-970-9552

Secretary

Vacant

Treasurer

Vacant

Past President

Becky Huber

Directors

Kris Kauffman
Suzanne Merriam
Darryl Owens
Phil Raschke
Malcolm Russell
Jim Schell
Glen Spieth

Director Emeritus

LTG Bill Harrison

Museum Consultant

Chuck Mathias



Sue Scott

President's Message

The Lakewood History Museum has been closed for the past several weeks and now we are waiting for the Governor to lift the quarantine so we can reopen. We recently contracted with a museum consultant for an exhibit development plan to get the museum "put back together"! We will keep you informed on those plans.

This quarantine has also stopped our plans for the membership renewals. We hope to get those letters out by early May. Of course, programs are on hold along with the proposed City of Lakewood Night Market.

We are waiting for the day we can throw open the doors and welcome everyone back! Please stay safe and wash your hands! As **Steve Dunkelberger's** article states, we've been through this before and we will survive.

PRAIRIE GAZETTE

Prairie Gazette is the official publication of the Lakewood Historical Society. The newsletter is published four times a year. Distribution is directly to members and available at the Lakewood History Museum, 6114 Motor Avenue SW, Lakewood, WA 98499 • 253-682-3480

The staff of Prairie Gazette actively encourages input from the Society's members as well as the general public regarding story ideas of any other aspects of this newsletter, and the Lakewood Historical Society.

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MEETINGS

The Lakewood Historical Society formed in 1998 to preserve and share Lakewood's rich history through programs, displays and publications. The Society offers frequent programs on topics of historical interest. Most programs are free and open to the public. Visit us on Facebook or our website for information on events and activities:

www.LakewoodHistorical.org



I want to inform you of the unexpected passing of our longtime Treasurer, **Jim Curley**, in February. Jim kept us on the straight and narrow and will be sorely missed.

Jim was retired from the Army, then worked for Tacoma Public Utilities. Our condolences to his wife, **Linda**.

FLU from page 1.

because that nation was the first major country to report its cases. America, Britain, Germany and France censored war-time reporting of the illness marching through their ranks under the idea that such news would hurt morale and give aid to the enemy.

One prevailing theory of the flu's origin is that the particularly dangerous and contagious strain of the influenza had originated in Kansas in February 1918 after it had mutated and jumped from pigs to humans. During an outbreak there, a soldier went on leave in Kansas' Haskell County and returned to duty to Camp Funston, which was a section of Fort Riley. Within the month of his return, more than 1,000 soldiers there came down with the flu. Some of the soldiers, unfortunately, had already shipped out to other military installations before they felt too sick to train, bringing the ailment with them. Hundreds of soldiers and military workers then fell ill around the world. Those vast numbers then brought the contagious disease to the civilian population.

The regular flu came to Camp Lewis in March 1918, but the cases were largely unremarkable with the soldiers recovering quickly before returning to their training. That luck was not to hold out. News of a devastating flu season was just reaching newspapers. Then the 91st Division left the training fields of Camp Lewis for combat in France in the early summer. Those soldiers were quickly replaced with the newly formed 13th Division. That division drew its members from around the nation, particularly from Eastern and Southern states that had been experiencing flu outbreaks. They brought the flu with them. A trainload of sail-

ors from Philadelphia came to Bremerton's Puget Sound Naval Shipyard, for example, and immediately overwhelmed the military hospitals there. Then Camp Lewis' hospital beds filled up following the first 11 influenza cases appearing in local hospital records on Sept. 21, 1918. Flu infections then jumped to 1,450 and then 3,024 in a matter of weeks.



November 11, 1918: Giant American flag on Tacoma's Perkins Building celebrates the end of World War I. Crowd is small, however, due to the ban on public assemblies caused by the influenza crisis. Photo courtesy Tacoma Public Library



Anyone in Pierce County who "took real sick" from the 1918 flu would likely have been sent here: the first St. Joseph's Hospital—located, as its modern incarnation is today, in Tacoma's "Hilltop" neighborhood.

Alarm bells rattled at military bases around the nation. All suffered from the strains of sick and dying soldiers. Camp Lewis would close to civilians for an entire month, in the hopes that limiting access would stop the flu from spreading. Tacoma, likewise, would ban public gatherings, public school classes, public funerals and concerts, much like other cities.

"Baffled by a medical catastrophe like no other, the board has little good news for the governor or the public," the Washington State Board of Health reported to the governor in its annual report. "The Spanish flu in Washington has taken 4,879 lives in the last three months of 1918, of whom more than half were adults between the ages of 20 and 39... The

character of this disease is such that we are in the dark, to a large extent, as to a means to prevent its spread...

"We know of no way at present whereby we can detect a 'carrier' of influenza germs. In fact, we are in extreme doubt as to what germ is responsible for this disease."

Keep in mind that the prevailing medical opinion of the day was that the flu was caused by a bacteria that could be filtered from being inhaled through

See FLU on pg. 6

Lakewood Historical Society Members Visit Australia's "Shine of Remembrance"

Story and Photos by Phil Raschke

On a recent trip, LHS members **Bob Lawrence** and **Phil Raschke** visited the historic "Shrine of Remembrance" in Melbourne, Australia.

The Shrine was originally built to honor the men and women who served in WW I, but now honors all Australians who served in any war.

The foundation stone for the Shrine was laid on 11 November 1927. Official dedication occurred on 11 November 1934 and was attended by over 300,000 people. Today, the Shrine is the location of annual observances on ANZAC (Australian and New Zealand Army Corps) Day (April 25) and Remembrance Day (November 11).

Inside the Shrine there is a special sanctuary which houses a marble "Stone of Remembrance". The stone is engraved with the biblical phrase "GREATER LOVE HATH NO MAN".

Once a year at 11 a.m. on November 11, a single ray of sunlight shines through an aperture in the roof. The ray lights up just the word "LOVE" inscribed on the marble stone. Beneath the sanctuary is a crypt containing a striking bronze statue of two soldiers standing back to back. One soldier is a WW I father, the other is his WW II son.

The Shrine also serves as a military museum with panels listing every Australian unit that served in the Imperial Forces along with artifacts from major military engagements.



View from front of Shrine facing toward downtown Melbourne.



Bob Lawrence (L) and Phil Raschke with members of the Australian Honor Guard that watch over the Shrine.

Tribute to World War I "Battle of Ypres" in Flanders Field, Belgium.



Front view of Shrine with 1927 dedication stone.



The bronze "Father and Son" statue.



Stone honoring Edward George Honey (1885-1922) who first suggested the solemn ceremony of "Silence" be observed in remembrance of those lost in war.



Left: The compass from the German cruiser Emden captured by the cruiser HMAS Sidney during the "Battle of Cocos Islands".

Below: The marble "Remembrance" stone.



the use of cotton masks. These gauze masks actually did little to control the contagious nature of the flu, which is actually a virus that can easily pass through such protection.

Tacoma Mayor Riddell didn't help matters by proclaiming the city was flu free long before the butcher's bill reached its end.

But the quick and bold action of other officials at least did something since the state ranked at the bottom of the list of 30 states that reported massive flu outbreaks. Only Oregon reported a lower mortality rate from the ailment, most likely because it had much fewer soldiers and sailors flowing into its borders during the peak of the pandemic as America fought a two-front war. One war was in the trenches of Europe. The other one hid behind every sneeze and every cough, often killing within hours.

Camp Lewis and Tacoma were actually under a ban of public gathering when news of the armistice sparked celebrations in the streets around the world. Some defied the order and attended last-minute parties, but many just stayed home in hopes they could avoid getting the flu from the revelers.

Flu cases would trickle in ones and twos for another a year and a half until the pandemic was officially declared over. It would claim several notable local martyrs. A singer by the name of **Linnie Love** was among them. The nationally known soprano was booked to perform a spat of shows at Camp Lewis with her costar **Lorna Lea** right as the



Prominent local victims of the 1918 pandemic: Linnie Love (above, left) and Father Peter Francis Hylebos.

flu pandemic had filled local hospital beds. They were offered the chance to cancel the shows because of the quarantine but held to the performer's credo that the "show must go on." That loyalty to their craft would lead to Love's death, however. The duet would perform for the bedridden soldiers only to both fall ill from influenza. Lea would recover. Love would not. She would die on Nov. 12, the day after the war ended. She had performed dozens of shows during the previous two weeks. She reported feeling ill and died days later. She is one of the 164 flu deaths tied to Camp Lewis' flu outbreak.

One of Tacoma's first resident priests would also fall victim to the flu because of his devotion to his flock. **Father Peter Francis Hylebos**, who came to the city in 1880 to serve as the first pastor to St. Leo's Parish, was one of the most prominent local victims. He passed away of flu-induced pneumonia on Nov. 28, 1918, the day he was scheduled to deliver a Thanksgiving service at the Rialto Theater. About 500 Tacomans would die of the flu, although the exact number will never be known since reporting standards were not universally followed and varied between hospitals. Most of those

deaths occurred in the fall of 1918, but some would trickle in well into the following spring, long after the pandemic was largely deemed to have passed. That fact further clouds the effort to determine a definitive body count.

But keep in mind that more American soldiers died of influenza than in combat; 57,000 to 53,000, respectively.

*Our thanks to **Steve Dunkelberger**, founding member of the Lakewood Historical Society and the co-author of two books about Lakewood, as well as one book about McNeil Island. He also presents on local history in bars, restaurants, online and in retirement homes under the banner **Steve's Drunk History**, which you can follow on Facebook, Twitter and Instagram.*

Historical Markers of Lakewood: 5th in a Series

The Heath Farm, 1844-1849

Our featured marker, placed on the grounds of Western State Hospital in 2016, displays a reproduction of a painting of Joseph Heath and reads as follows:

Joseph Thomas Heath was born on September 22, 1804 in Exeter, England. On Sept. 21, 1843 he signed a contract with the Puget Sound Agricultural Co. (Hudson's Bay Co.) and left Cherbourg, France for the Pacific Northwest.



Lakewood Mayor Don Anderson (in dark jacket) speaks at the Heath Farm marker dedication ceremony.

Sailing on the British ship "Cowlitz" around the horn of South America to Hawaii, he arrived at the mouth of the Columbia River on June 1, 1844. On June 17, the "Cowlitz" arrived at Fort Nisqually. Heath moved into an existing log house and barn that was built and abandoned by one of the Red River (Canada) settlers about 1840.

In the next five years, Heath built a granary, barn, corn shed, Dutch barn, smoke house, kitchen, tool house, dairy, pig sty and an ox shed. He fenced his yard and another 40 acres. Heath kept a very detailed diary, however, only part of it survived. Much of the diary from Jan. 1, 1845 until he became sick on Feb. 9, 1849 still exists. Heath died at the age of 44 just after the end of the diary. He was buried at Fort Nisqually in an unmarked grave.

After Heath's death, a U.S. mounted artillery unit, Company M, arrived, leased and later purchased the property from Hudson's Bay Co. In August of 1849, Fort Steilacoom was established using the Heath's Farm log buildings. Heath's house became the Fort Adjutant's (HQ) office. As the Fort grew the log buildings were replaced. Heath's log house was located very close to this historic marker.

Joseph T. Heath marker provided by the Lakewood Historical Society and the City of Lakewood.

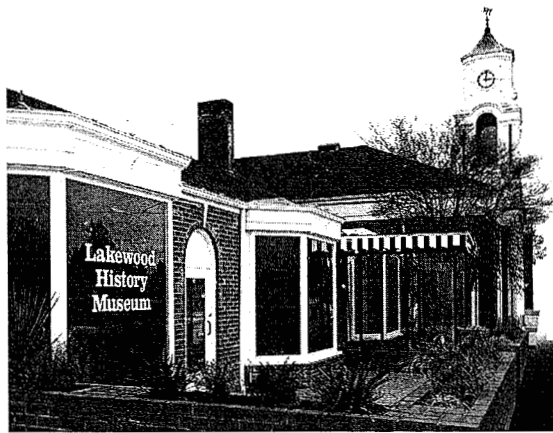
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Summer 2020 Prairie Gazette

Official Publication, Lakewood Historical Society



Twenty-six years after leaving Lakewood, eight years after his death,

Ivan the gorilla goes Hollywood!

Re-acquaint yourself with Lakewood's most celebrated non-human primate as the world awaits the major motion picture inspired by his story!

Pandemic permitting, ***The One & Only Ivan*** will debut in theaters everywhere on August 14, 2020. Based on a 2013 best-selling childrens' book by Katherine Applegate, the film combines CGI and live action. The A-list cast includes **Bryan Cranston, Angela Jolie, Helen Mirren** and, as the voice of Ivan, **Sam Rockwell**.

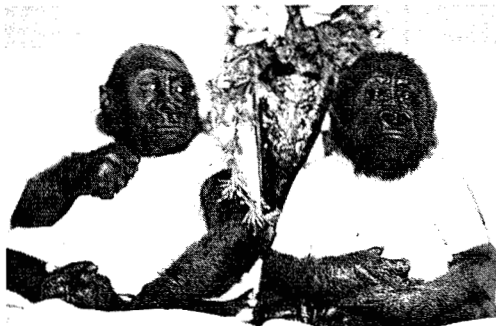
To anyone who grew up in the 60's in Pierce County, Ivan surely needs no introduction. For those who arrived later, here's a little background:

Lakewood's favorite (well, *only*) great ape, **Ivan**, was a silverback gorilla born in the Republic of the Congo in 1962. He and another young gorilla—a female who would be named **Burma**—were captured by poachers in 1964.

Earl Irwin (1909-1973), owner of the **B&I Circus Store**—a



Movie poster features star and entourage.



Ivan (r) and his ill-fated co-captive Burma shortly after their arrival in Tacoma, 1964

sprawling establishment on South Tacoma Way in Lakewood featuring a merry-go-round and other carnys-style attractions—purchased the two. Burma arrived first, the two having been transported separately. Sadly, she soon died of internal complications.

Two-year-old Ivan, having been lost in transit for *eight weeks*, finally arrived in Tacoma in August 1964. He was weak and malnourished, weighing only 9 pounds. His chances for survival were slim, but once in the care of **Ruben Johnston** (1923-1998), the manager of the

B & I's pet shop, Ivan thrived. For 37 months the Johnstons raised him as if he were a human child. Home movies captured his life with the family. Ivan slept in a bed, went to baseball games, held babies, raided the refrigerator, and rode on motorcycles. **Lois Johnston** would often startle local residents when she took Ivan—still in diapers—with her while shopping for groceries or waiting at the doctor's office.

By the age of 5, Ivan had become too large, strong, and boisterous to

See IVAN page 4

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Special Feature Throughout—Life During the Pandemic: Vignettes of Living History in the Making.



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2021 LTAC Meeting - 9/18/20



Sue Scott

President's Message

I certainly hope everyone is staying safe—this has been a very different year! The museum is still closed to the public, but work goes on with our museum consultant to get us put back together again. We are waiting for the day we can throw open the doors again and welcome everyone back.

If you haven't done so yet, please take a minute to send in your membership renewal. Your memberships are important to us! And many thanks to those members who added a little extra—your donations are really appreciated.

I hope you enjoy this issue of the *Prairie Gazette*.

Stay safe and mask up!

Living History I: *A Lockdown Birthday*



Long time Historical Society member Linda VanDyk recently celebrated her 93rd birthday with a "garden party".

Her children and friends decorated the outside of her window at the Tacoma Lutheran Home and gathered round in lawn chairs.

Linda was born in Lansing, Michigan on June 22, 1927

where her father was a local dentist. She attended nursing school in Grand Rapids, Michigan and met her future husband **Van** in Chicago when a classmate introduced them. Van was in dental school (even though Linda was *never* going to get married and *never* to a dentist!). Van joined the Army Dental Corps. and after their marriage in 1948, they set out for their first assignment in Fort Lawton, Washington.

Twenty-six years and 6 kids later, stationed from Germany to Okinawa, Linda & Van retired here in Lakewood. Van passed away in 2000. Linda moved to the Tacoma Lutheran Home last year (no cooking or washing dishes for her!).

The COVID-19 pandemic has slowed Linda down. The dining room is closed and all residents must eat in their rooms. She can hardly wait to get out! Her family visits outside her apartment window—fortunately she occupies a first-floor unit.

Remembering our grandfather who died in 1918 of Spanish influenza

As the coronavirus continues to grip the world, a look back at the loss suffered by one local family during an earlier pandemic.

My sister and I knew only one grandparent.

Born in 1879, our paternal grandmother died at age 94 in 1973 when I was 25 years old and my sister was 28.

Our maternal grandparents, U.S. immigrants from Sweden, died in the late 1930s (he) and early 1940s (she), before my sister and I were born (1944 and 1948, respectively).

Our paternal grandfather, **John Joseph Marsh**, an immigrant from Ireland and husband of the grandmother we knew, died in 1918 of the Spanish influenza at age 49 in Bellingham, which is also where our father was born in 1907.

On June 3, 1918, the *Bellingham Herald* reported on our grandfather's death saying, "John J. Marsh (was) one of Bellingham's most genial citizens and for nearly twenty-five years employed in the fire department of this city, half of that time as its chief..." That was when fire engines were horse drawn.

Although we did not know our Irish Catholic grandfather John, he's never far from our minds.



Flu victim John J. Marsh, 1869-1918

My sister's first name is **Mayo**, for County Mayo in Ireland where our grandfather was born and where he and other family members lived before coming to America. My middle name, **John**, honors him.

According to HistoryLink.com, on October 3, 1918, the worldwide Spanish influenza epidemic arrived in Seattle. It was part of the influenza pandemic which engulfed the world. Grandfather John died June 1, 1918, of that influenza.

A story in a March 2020 edition of the *Wall Street Journal* said, "...more American soldiers died from influenza during World War I than from battle wounds, in a pandemic that killed upward of 50 million people world-wide."

That brings us to today. My sister and I are among those reading about coronavirus and its impact on the world. We never thought there would be anything to seemingly rival what killed our grandfather and so many others.

This is a worrisome time. We pray for the coronavirus calamity to end.

*Our thanks to Author **Tim Marsh** and the **Suburban Times**, on whose website this article first appeared, March 26, 2020*

Living History II: *COVID 19 and My New Friends*

One of the last activities I took part in before Covid-19 restrictions took hold was mingling among the crowds at the Seattle Home and Garden Show on Feb. 28.

Little did I know the ensuing pandemic would create a new way of living that has yet to release its grip on our everyday lives.

On a sunny day in May, I was feeling especially "cooped up" in my condominium because of the stay in place orders I had been following. I poured myself a cup of coffee and went out on my second-floor balcony.

From a safe distance, I chit-chatted with several neighbors taking their dogs for their morning walks.

My spirits lifted.

A few minutes later, another next-door neighbor texted, "Since we finally have nice weather would you like to go for a walk this afternoon—we can keep six feet apart."

The next day, still another neighbor told me—over the balcony—to feel free to clip some roses off a prolific bush she had planted in honor of her late husband. They enhanced my dining room table for days.

I think there is an irony in recognizing I have developed a greater sense of community at my condominium in spite of the isolation mandated by the Corona pandemic—not just when



See *FRIENDS*, pg 8

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continue living with his human family. By that point, he had completely destroyed the Johnstons' home, causing an estimated \$17,000 in damages (\$130,500 in 2020 dollars). The Irwins and Johnstons, following the advice of experts at the time, made the decision to cage Ivan in the B&I.

Ivan's move made the *Tacoma News Tribune*, which reported:

"Never before had such protections been provided for an animal's home. The custom-built, state-of-the-art mobile concrete trailer, appraised at more than \$60,000, was now his home."

To reduce Ivan's isolation, 16-year-old **Larry Johnston** planned to spend the first week with Ivan in his new home. The cage was constructed with the expectation that Ivan would grow to be six or seven feet high and weigh six or seven hundred pounds.

According to the *Tribune*,

"Ivan's cage included an operating table that would allow doctors and scientists to study, operate on, and provide medical attention to Ivan or any animal occupant, along with such conveniences as hot and cold running water, baseboard heating, a built-in television set, and more."

At noon on Saturday, March 4, 1967, the new custom-built trailer that would serve as Ivan's cage arrived at the B&I. The Columbia Body and Equipment Company, of Portland, Oregon designed and built the structure, then carefully placed the cage in a newly built section of the store. Viewing Ivan was free on the weekend of his caging, and the B&I offered free balloons as an added attraction, handed out to all children who came to see Ivan in



"World Famous Circus Store"



A playful Ivan approaches the camera in September of 1973.



In 2016, a bronze statue of Ivan was unveiled at the Point Defiance Zoo & Aquarium in Tacoma.

his new home.

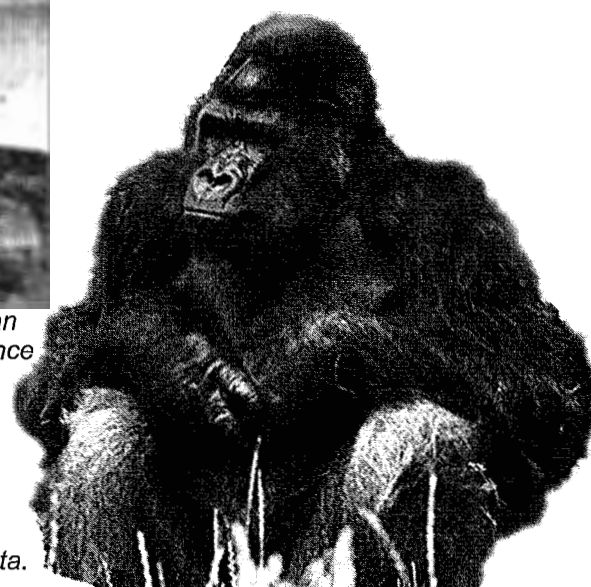
The B&I's plan thereafter was to charge 10¢ per person to see Ivan, explaining that "the money will help us to find a mate for this very, very valuable animal." Unfortunately for the increasingly withdrawn and seemingly depressed Ivan, nothing ever came of this proposed hunt for a mate.

From the 1970s through the 1990s animal rights groups seeking to move Ivan to an environment more suited to his species campaigned to encourage the community and nearby cities to place pressure on the B&I store to move the gorilla.

In 1992 the B&I filed for bankruptcy. In 1994, the Irwin family donated Ivan to Seattle's **Woodland Park Zoo**. The Seattle zoo lacked space to house Ivan, so that October he was sent to **Zoo Atlanta** on permanent loan.

After 27 years in a concrete enclosure, Ivan was finally in a more natural setting and in the company of other gorillas, although he showed little interest in socializing with them.

Ivan lived his final 18 years at Zoo Atlanta. On August 20, 2012, he died at the age of 50.



Ivan in his later years at Zoo Atlanta.

LHS Member Shirley Burrows Celebrates Unique 90th Birthday...

by Phil Raschke

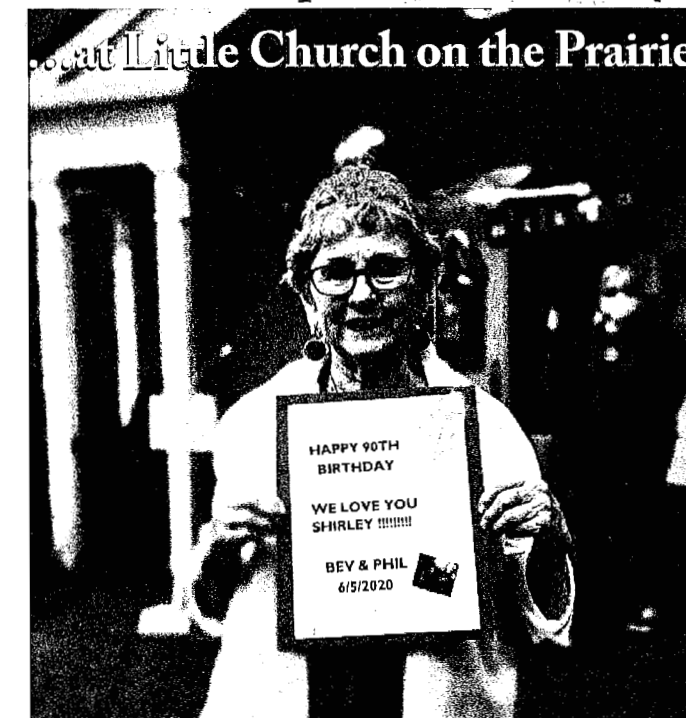
Lakewood Historical Society Member **Shirley Burrows** was recently treated to a unique 90th Birthday Celebration. Shirley has been a member of Lakewood's Little Church on the Prairie for over 54 years and the church was planning a party to honor her 90th birthday. But COVID 19 suddenly appeared and put new rules on social distancing and crowd gatherings. Church staff members **Mary Mannering** and **Nichole Zuger-Cheney** put their heads together and developed the idea of a "Drive By" celebration. Using the Church's semi-circular drive way, they placed Shirley at the covered main entrance. Then all her friends drove by, one at a time, with each stopping briefly at the entrance to wave, drop off cards and wish Shirley a sincere Happy Birthday. According to Shirley, "It was the best party she could have wished for" and she will cherish the memory forever.

For those who haven't had the pleasure of meeting Shirley, she was born in Grandview, WA, a small town east of Yakima on June 5th, 1930. She moved to Tacoma with her family in 1942 and remembers her family coping with food and gasoline rationing during World War II. In 1948 she graduated from Lincoln High and attended Knapp Business School, eventually obtaining a position with the National Bank of Washington (later Wells Fargo).

Shirley's first husband was an Alaska Airlines pilot and they spent time living in Anchorage, AK. In 1964 she re-mar-



LHS Board Member Phil Raschke and wife Bev convey best wishes to Shirley on her big day.



ried, adopted a daughter named **Jennifer** and moved back to the Tacoma area so her adopted daughter could get to know her grandparents.

Shortly after returning, Shirley joined the Little Church on the Prairie and has been a proud member ever since.

A happy and honored Shirley asked the *Prairie Gazette* to thank all involved in the planning and to all who took time to drive to the church and participate in her special birthday "Drive By".

Below: Shirley tells us a bit about what life's been like for her during the pandemic.

Living History III: "The Lockdown"

As a senior citizen, I live in a Lakewood apartment complex that enjoyed a lot of daily interaction among the residents. With the virus that all changed.

The complex closed the activity room, stopped the exercise group and established social distancing and wearing of masks.

Thank God I had my devoted dog **Paco**, plus a Kindle. I also had a computer, but the news was too depressing, so I kept to reading books, emailing friends and watching Hallmark movies.

Moreover, I deeply missed my church family and our church activities. So glad things are starting to open back up.

—**Shirley Burrows**, Lakewood

A Corona-conscious Lakewood Farmers Market moves to Fort Steilacoom Park

A cautious Opening Day in a new era—June 19, 2020



And she **JUST DID IT** right—thanks to all who masked up!



Market is open every Friday, 3-7pm until September 18.



Plenty of fresh air and room for social distancing—two good reasons the City moved the market from its long-time home on the sidewalks around city hall to the spacious setting of our biggest park.



Enjoy the food trucks folks, but...next time, can we tighten up the social distancing a bit?



Setting up produce and floral booths around the parking lot perimeter had an additional advantage. Shoppers, if they chose, could further minimize contact by ordering from their cars.



Social distancing may not be required in *all* situations. *Prairie Gazette • Summer 2020* 7
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Historical Markers of Lakewood: 6th in a Series

The Oakes Pavilion & Lakewood Ice Arena

Located a few yards inside the Steilacoom Boulevard entrance to the Waters Edge Condos near bridge crossing Chambers Creek (note: marker is on private property; please seek permission before viewing).

Jointly funded by the Lakewood Historical Society and the City of Lakewood, the marker was dedicated by **Mayor Don Anderson** at a 2014 ceremony attended by a small crowd of LHS members and friends.

The plaque features a photo of the Pavilion with text that reads as follows:

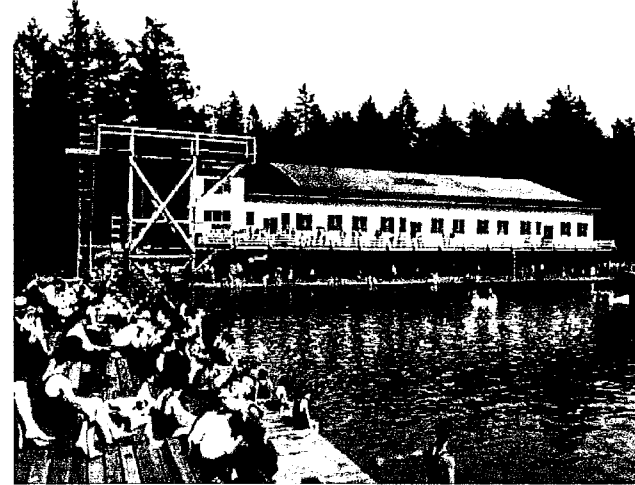
*This property was first claimed by **Andrew F. Byrd** in 1853. The claim was surveyed in September of 1868 by **Ezra Meeker** and totaled 159 acres. In June of 1923, the **Oakes Pavilion** opened for boating, bathing, picnics on the grounds and dancing on Sunday afternoon and evenings and on Wednesday evenings. In 1924, the Olympic trials were held at the Oakes which included **Johnny Weissmuller**.*

Duke Ellington and **Tommy Dorsey** were some of the notable bands and celebrities that played in the Oakes Pavilion. In 1936, the Oakes was sold to Lakewood Development Company. (**Norton Clapp**). By September 22, 1936, the Oakes was converted into an ice arena for Mrs. Clapp. In 1938 the **Lakewood Ice Rink** opened to the public. From then on state championships in ice skating, hockey leagues and figure skating were the main activities.



July 2014: Dedication ceremony with then-President Becky Huber (left of rock), current President Sue Scott (right of rock). Among the guests: Mayor Don Anderson (behind Becky)

On April 18, 1940 the water stadium was demolished. On October 10, 1948 the Lakewood Figure Skating Club bought the arena. In June of 1955, eight performances of the Ice Capers had 175 participants. The roof collapsed in October of 1982, and the building was soon demolished to build lake front condominiums.



The Oakes Pavilion and water stadium in its heyday, around the time of the Olympic trials in 1924.



1956: Young skaters and their instructor watch an experienced figure skater.

FRIENDS from page three

looking out over my balcony, but also when walking around the complex and the neighborhood. Strangers I've passed by are becoming acquaintances I acknowledge whenever I see them. Neighbors are becoming true friends.

"By reaching out to those around us, we can develop a sense of togetherness and well-being that will benefit all of us living in our community, well beyond the days of a crisis like COVID-19."

—Judy Davis

As the media tells us frequently, "We're all in this together." I'm discovering we can benefit from taking this truism to heart.

Recent Donors

We're always grateful to Members for their support, especially those who step up during this time of need – thank you!!

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Bob & Marilyn Arndt
David & Barbara Young
Larry & Darlene Wilder
Debi Harris
Beth & Jerry Julian
Phil & Bev Raschke
Brian Kamens
Brad Jones
Wilma Knutsen

Joan Shalikashvili
John Mounts
Lenore Rogers
Carol & Jim Moreno
Skip & Judy Rash
Jim & Lynne Truitt
Larry & Eileen Lewis
Sarah Woodall
Sandra Anderson
Joyce & Virgil Loveday
Janice Graves
Leta & Dwight Faust
Barbara Scott
Joe Lewis
John & Linda Forkenbrock
Michael & Cheryl Killen
Dennis & Sachiko Roden
Tom & Karen Mezs
Sue Scott
Michael & Edna Wilson
Harold & Sandra Shellabarger
Pat & Tom Habersetzer
S.E. Mazzei
Daniel & Megan Bronoske
Bob & Janet Lordahl
Georgia Hagbo
Don & Nancy Anderson

Donations in Memory of James Curley

Suzanne Merriam
Sue Scott
Kris Kauffman

AND WELCOME TO OUR NEW MEMBERS!

Shawn Luvaas
Lonnie Lai
Yorleny Clapper
Thomas Williams
William G. Moore

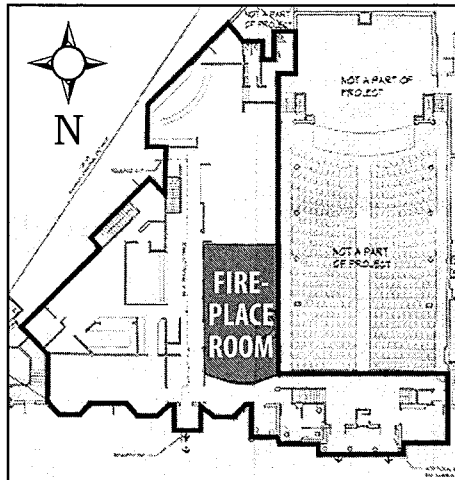


Your museum then & now: Part II

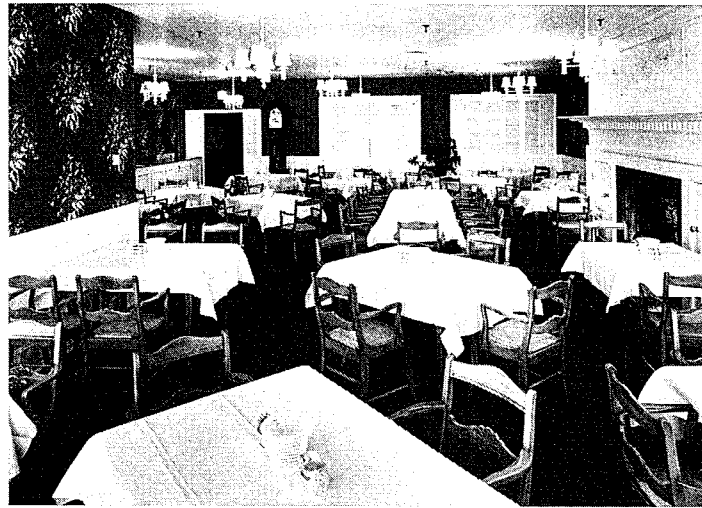
Most friends of the Lakewood Historical Society know by now that the museum moved last year into the space formerly occupied by Lakewood's most elegant restaurant—**The Terrace**. We're going through our new home one room at a time, comparing photos of each room's past (above) and present (below), a recurring feature dedicated to those Lakewoodians who remember where you *had* to go to have a truly special local dining experience thirty, forty, and more years ago.

Top right, a spacious room apparently known by two names to the Terrace staff: either "the Main Dining Room" or, in recognition of its most prominent feature, the "Fireplace Room".

Today, it has just one name: the main display hall, home to both permanent and, when called for, special temporary exhibits.



Black border outlines the Museum's space inside Colonial Center—the former Terrace Restaurant plus the lobby of the Lakewood Theatre.



Top photo, from the Tacoma Library's Richards Collection, shows the main dining room of the Terrace Restaurant after a series of extensive renovations in the early 50's. Bottom photo is of the same room, now the main display hall of the Lakewood History Museum, as it appeared on opening day, September 14, 2019.

Living History IV: *The Virus Amongst Us*

In late February a new virus, born in China, was reported circulating throughout King County and hitting a Kirkland nursing home especially hard.

We, Don and Linda were preparing for our annual trip to Phoenix to watch the Mariner's Spring Training games (and more) but we did not expect it to affect our travel plans that much. As we prepared for the trip we found store shelves strangely thin on certain supplies, like sanitizing hand wipes. But, no matter, we could restock our personal supplies in Arizona. We were wrong. Basic cleaning and

sanitizing supplies and even bottled water and toilet paper were not to be found. Public anxiety over the virus was increasing with daily news reports of infections and deaths.

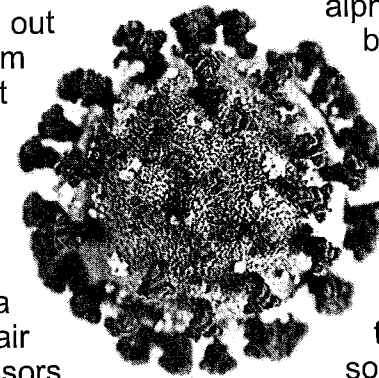
The last baseball games were cancelled as players returned home, and with the urging of Linda's family, we decided to do the same. As we boarded a packed Alaska airline, we noted passengers madly scrubbing their personal space with Clorox wipes, as did we. We were seated shoulder to shoulder with other nervous passengers, as well as a full shuttle on the ride home from the airport.

Continued next page

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At home we prepared to shelter in place as per the governor's order, venturing out only to collect needed supplies from the supermarket or drug store. It was surreal to walk through the local market and find isle after isle of empty shelves. All non-essential businesses were closed and that included barbershops, hair and nail salons. Fortunately for Don, Linda had some expertise with a small pair of animal clippers and sewing scissors so she kept his hair nice and neat. Linda's hair continued to grow and an aging manicure was gradually chipped away.

Don did what he does best, thinking, reading and writing but mostly thinking. Linda decided spring



house cleaning was in order, so pantry shelves were emptied and rearranged by product and alphabetically when feasible. She also began sewing masks for a local charity and tidied up the garden when weather permitted. We watched our backyard birds around the feeders, especially a pair of Juncos who raised three families in the hanging flower baskets.

Also, in late June, a few of Don's friends masked up, took individual temperatures and maintained 6 foot social distancing to help Don celebrate his 90th Birthday.

Yep, this is what our life was like during the great COVID quarantine of 2020.

—Don Wilbur & Linda Wakeley

Living History V:

COVID, COVID, COVID—Oh, How You Have Changed Us

Within about six months time you have altered all aspects of life from how we greet one another, hold business meetings, go to school, shop, and how we spend time with family and friends.

I am a counselor at a 24 hour facility who, since Covid-19, has been labeled an "essential worker." My everyday roles consist of wife, working mother, and partial caretaker for two elderly family members. Since the stay-at-home order started I have had to put on a couple different hats and I think teacher has been the most difficult. My daughter is an 8 year old 2nd grader. I never would have thought it would be such a huge adjustment to work and home school an 8 year old. I have always appreciated the work a teacher does and the student teacher bond is truly priceless. Teachers are clearly irreplaceable and I don't know how many times I heard "that's not how Mrs. so and so does it." I am very grateful to have a supportive husband who took over about half way through on the book-work side of things.

My husband works graveyard and originally he would come home as the PE teacher, but after weeks of managing kids my daughters age at work and having to come home to teach, that just wasn't working out. I then changed roles and became the P.E. Teacher and after working dayshift

would come home and do some sort of exercise with her like bike riding, jump rope, or a nature walk. This benefited us both to help burn off the quarantine stress.

It definitely took some adjusting, but eventually we created a system that worked for us. The teaching part was just the tip of the iceberg.

After the first couple weeks of quarantine the emotional stress began to set in. We all missed our social interactions. Every night before bed my daughter would cry and talk about how much she missed her friends and teacher. She is an only child and she was craving that social interaction. Explaining to an 8 year old why we can't visit friends and family members was very difficult. Introducing words like "quarantine", "pandemic" and "social distancing" was a learning experience for us all.

One thing for sure that the Covid quarantine has done for me and my family is give us a chance to grow and learn *together* how to survive difficult times.

It brought us back to the table to have family dinners, slowed us down enough to have face to face conversations, reminded us to put our phones down and live in the moment, and not take the little things for granted. For this I will be forever grateful.

—Shannon Suafoa
Prairie Gazette • Summer 2020 11

Application for:

City of Lakewood Fiscal Year 2021 Lodging Tax Grant Funds

From:

Lakewold Gardens

7. APPLICATION FOR FISCAL YEAR 2021 LTAC GRANT FUNDING

1a. Project Information

Project Name: Lakewold Gardens: Tourism Promotion in 2021 |

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

Total Project Cost: \$90,000 |
(Total Project Amount must match Project Budget column c "Total Project Cost")

1b. Applicant Organization

Name of Applicant Organization: The Friends of Lakewold, doing business as 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, 2020 |

Type of Organization: 501c3 non-profit |
(Non-profit, For-profit, Municipality, Private business, etc.)

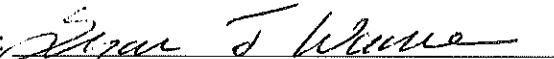
1c. Contact:

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, 2021 – December 31, 2021 (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, though COVID-19 forced us to close from mid-March through mid-June of this year. Full-price single admission for adults is \$10 and allows access to our ten-acre historic estate garden and the Wagner House. (As of August 2020 the Wagner House remains closed to visitors due to COVID-19.) Children under the age of six are admitted free. Unlimited admission is included in our members' annual dues. 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.

Lakewold's open days and hours have been altered for Phase II of Safe Start reopening due to COVID-19, as detailed at <http://lakewoldgardens.org/general-information>:

Thursday is FREE Entry Day, no need to buy a ticket, donations are always appreciated.

To visit Friday - Sunday you must purchase an online ticket (unless you are a member)

During normal non-pandemic conditions, events such as the Music from Home concert series involve special ticket pricing. Our rental fees for private events vary.

- 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).

Lakewold's strategy is to hybridize. We will continue hosting events that accommodate whatever level of in-person attendance is safe and feasible at the time. These events will also provide content to livestream and/or record for online distribution. This hybrid strategy is born of but will not be limited to pandemic conditions; Lakewold Gardens sees hybridizing as a way to continue to serve audiences during COVID-19 but also as a strategy to extend our reach further and serve more people even after it's safe to reopen fully.

For example, since April of this year Lakewold Gardens' Music from Home house concerts have been entirely online. Artists perform at Lakewold, the performances are recorded and edited, and then the content is made available on YouTube and Facebook. In the future when it is safe for audiences to join us on site for Music from Home, we expect to continue with some combination of livestreaming and recording in order to promote and share the experience of Music from Home's intimate classical music house concerts. We use MailChimp to send links to the concerts to our 2,772-person email list. Our mailing list, which has a very good average open rate at 23.2%, also receives the *Stories from Home* e-newsletter, updates about plant sales that have brought customers to Lakewold to safely pick up pre-purchased plants throughout the pandemic, and other electronic content.

In addition to focusing on expanding our capacity to share events and programs online, we are refining marketing and promotional approaches that have been successful in recent years. With the support of the

City of Lakewood Lodging Tax Advisory Committee, Lakewold Gardens will pay for traditional media advertising and social media marketing. Paid reach and advertising on Facebook and Instagram have proven fruitful for several years. We are tracking our reach with more precision and making decisions informed by better data than in the past. With LTAC support we will continue to invest in targeted social media reach through advertisements and post/event boosts on Instagram and Facebook. As we emphasize video and livestreaming content during the pandemic, paying to increase the visibility of Lakewold content is expected to be especially important.

We are also planning for the Winter Solstice Light installation originally expected to debut in the winter of 2020 that will instead happen in the winter of 2021. |

3. Beneficiaries

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

|While COVID-19 has limited our capacity to host events and larger tours for the time being, 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. 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.

The Winter Solstice Lights installation will complement the many exciting projects undertaken by the larger Lakewood arts community. Winter Solstice Lights will draw visitors in the dark winter months, which have traditionally been the slow season at Lakewold. We are excited to bring more people to Lakewood in the winter of 2021. |

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, Lakewold's priorities are:

- Maintain operations during uncertain times
- Create and distribute hybrid in-person/remote programming for the long-term
- Collaborate with other organizations to ensure long-term viability of tourism and cultural life in Lakewood

Traditionally, 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 recommitted to vigorous and accurate guest tracking. 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 visitors, and we keep track of library pass redemption and ZIP codes for library pass patrons.

COVID-19 and the forced closure of Lakewold Gardens during what would normally be our busiest months, and the limited number of guests currently allowed on grounds, have certainly had a negative impact on our attendance numbers for 2020. Thus, with no clear end date for COVID-19 social distancing precautions, Lakewold's goals for 2021 do not focus on attaining specific target numbers of guests or event attendees. Rather, we are prioritizing fundraising to continue operations while strengthening relationships with artists and other organizations in order to create meaningful and high-quality content. ("Content" meaning events, workshops, and other programs focusing on arts, culture, and education.) The work of 2020 has largely been to lay the foundation for rebuilding a more diverse, responsive, and resilient suite of programs to better serve audiences—whether they're at home enjoying an instructional horticulture video from Lakewold's YouTube channel or wandering the Gardens in person.

As our request includes funds for more and better equipment for recording and livestreaming content, one metric for success will be the number of views and shares for our videos. We are optimistic that these efforts to share fully online and hybrid online/in-person content will bear fruit over the long term; a recent Music from Home concert featuring pianist William Chapman Nyaho achieved 44,963 total impressions, 2,027 engagements, reached 38,117 people, and received 1,232 likes, comments, and shares on Facebook, making it Lakewold's most-seen video to date. (When our video was released, Mr. Nyaho's CDs quickly sold out—a ripple effect of our programming Lakewold is delighted to report.)

Paying for social media reach on Facebook and Instagram offers the flexibility to target campaigns and promote posts with a high degree of precision, as 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 targets potential visitors and rental clients at least fifty miles from Lakewood. |

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

Advertising with KNKX, KBTC, and Premier Media Group has helped Lakewold Gardens reach a wide audience with the interest and means to attend special events. In 2019, events like Music from Home drew attendees to Lakewood during the evening hours, making dinner out or an overnight stay attractive option for guests. While large events won't be possible for an undetermined period of time due to the pandemic, limited numbers of visitors are permitted in the current reopening phase. Promotional efforts are currently focusing on

the tranquility of the Gardens, positioning Lakewold as something of an oasis and respite from the stress of daily life. The positive physical and mental health effects of spending time in nature are always part of the Lakewold story, and we have found this angle particularly relevant and resonant during COVID-19. The benefits of spending time outdoors have perhaps never been as compelling as they are in the summer of 2020, and Lakewold Gardens is proud to be a safe place for people to visit.

Fortunately, inquiries for event rentals, especially weddings, have continued despite the pandemic. As of this writing, Lakewold Gardens has ten weddings booked for 2021 and have already started booking 2022 weddings. We are optimistic that the coming year will see Lakewold hosting as many private events as we can safely accommodate.

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 operations were realigned to attract more visitors and rental clients. In 2020, the third phase of a capital campaign is getting underway with a recommendation that our Carriage House rehabilitation project be fully funded by the Washington State Heritage Capital Grants program. The Carriage House rehabilitation is the next in a series of urgently needed improvements to Lakewold's brick-and-mortar assets that have improved safety and accessibility at Lakewold Gardens. The Carriage House rehabilitation is especially exciting as it will specifically increase the square footage available for workshops, classes, meetings, and other events. We are well-positioned to serve as a center of recreation and education in Lakewood for many years to come.

We will also continue to use LTAC funds to boost social media content and advertising 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 precision and strategy. Promoting Lakewold Gardens as a venue for weddings and other private events 50+ miles from Lakewood is one method we use 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 2021 the Winter Solstice Lights project, unfortunately postponed from what was supposed to be its inaugural season in 2020, will be a compelling art installation we expect will attract interest from across the region. We are especially excited to prepare for an event that will draw visitors to Lakewold Gardens during the historically 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 continue to invest in advertising special events on social media. As conditions allow, we will also promote 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. All of our virtual and remote programming is putting the City of Lakewood in front of new audiences who will likely eventually wish to travel in person to visit Lakewold Gardens and enjoy everything our city has to offer.

At the time of our 2019 application for 2020 LTAC funds, we had recently hired a full-time Communications Coordinator whose duties encompass social media. We are proud to report that in the last year we have significantly expanded our social media reach. In May of 2019, shortly before we hired our Communications Coordinator, Lakewold's Facebook page had 4,400 followers and Instagram account had 600. As of August 19,

2020 we have 5,154 Facebook followers and 1,479 on Instagram. We are now looking to YouTube as a previously underutilized platform and are exploring the best methods of maximizing the impact and reach of our video content. Earlier in 2020 we became members of Chamber Music America and are looking into taking advantage of membership benefits to get content like the William Chapman Nyaho concert video distributed to chamber music lovers across the country and around the world. (CMA publishes a magazine, electronic newsletters, a member directory inclusive of venues, and has a robust social media presence.)

Our current and nascent partnerships are largely with individual artists and organizations that bring with them their own community connections and fans. In 2019, Music from Home audiences were largely made up of first-time visitors to Lakewold Gardens, many from the Seattle area. Investing in relationships with artists and other arts organizations is also an investment in cultivating their fans and raising Lakewold Gardens' profile in the regional arts 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:

|If partial funding is awarded, Lakewold Gardens will scale back planned expenditures proportionally. |

9. Use of Funds

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

|The following estimates are inclusive of tax where applicable, and are based on consultation with partners experienced in the quality of recording and livestreaming Lakewold is working toward. For example, the estimate for equipment and gear includes the cost of microphones and other items recommended by musician Kareem Kandi after a successful outdoor recording session at Lakewold Gardens. Thus we are confident the gear recommended will meet our needs for flexibility and suitability for outdoor use.

- \$39,920 for marketing and promotion
- \$10,000 for videographers
- \$7,000 for artists' and performers' fees
- \$2,200 for equipment and gear to enable safe and efficient recording, editing, and distribution of original arts, culture, and education content
- \$880 for professional subscriptions to support the above content creation (e.g. Adobe Creative Cloud: All App Package) |

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 2021. 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)	\$	\$20,000	\$20,000
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$	\$10,000	\$10,000
Marketing/Promotion	\$39,920	\$	\$39,920
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	\$	\$	\$
Minor Equipment (computers, desks, etc.)	\$2,200	\$	\$2,200
Travel	\$	\$	\$
Contract Services Describe below	\$17,000	\$	\$17,000
Other Describe below: professional subscription services such as Adobe Creative Cloud: All App Package	\$880	\$	\$880
TOTAL COST	\$60,000	\$30,000	\$90,000
Description for Direct Sales Activities, Contract Services, Travel and Others	The contract services specified would be professional videographers. We are also including \$7,000 for artists' fees/stipends.		
In-Kind Contributions	While we expect to receive significant in-kind support in the form of donated and discounted advertising (print and digital), those details are not finalized as of this writing.		

11. Funding History

a. Was this project funded with Lakewood lodging tax funds in fiscal year 2020? ☒ Yes | ☐ No

b. If you answered yes to 11a, how much funding did you receive in 2020? \$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 2020, Lakewold Gardens' pursuit of grant funding has largely been focused on general operating funds and disaster relief. During the pandemic and afterward, Lakewold's remote and virtual programming will have an important place alongside our in-person events and programs. Increasing our online reach will make high-quality, mission-driven content—art, music, horticulture—accessible even beyond the Gardens' gates. While the pandemic brings uncertainty and stress, we are confident that investing in remote and virtual programming alongside in-person events will result in a broader and more enthusiastic audience for Lakewold programming over the long term.

Pertinent to this LTAC request, we have requested and received funds to expand our capacity to put our programming online from The Gottfried & Mary Fuchs Foundation (\$5,000) and The Florence B. Kilworth Foundation (\$3,000). This combined \$8,000 will purchase laptop computers to replace staff members' aging computers and support the creation and disseminate the high-quality original arts and education programming that will continue to keep Lakewold Gardens and the City of Lakewood at the forefront of audiences' hearts and minds. It will also purchase a pair of high-quality projectors, usable indoors and outdoors, to be used in Lakewold programming and to be available for private event rentals, e.g. corporate meetings that involve presentations.

In the past we have received in-kind support in the form of free or discounted advertising from ShowCase Media, *Lakeside Living Magazine*, and *South Sound Magazine*. Lakewold Gardens expects to receive similar in-kind support from these organizations in 2021, and the specifics are under discussion as of this writing. |

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.

Lakewold Gardens is excited to continue partnering with organizations like Write253, a literacy nonprofit with whom we presented a series of poetry readings in 2019/2020; MusicWorks4Vets and Bedlam Arts; and Awodi Drumming (Yoruba drumming and storytelling). Individual artists/groups we've worked with and expect to continue working with include Jennifer Van Holstein, Kate Cendeja, Lynn Di Nino, the Kareem Kandi Band, Ozzie Furman Swing, and Rock 'n' Roll Magic. Musician Mitsuki Koto of Oregon Dazai provided beautiful koto accompaniment to a video promoting Lakewold's Adopt-a-Tree fundraising campaign.

Our annual Fairyfest event is an example of hybrid onsite/virtual programming. Because a limited number of visitors were permitted at the time of Fairyfest, some in-person activities took place, such as viewing decorative fairy houses and a fairy scavenger hunt. Live guitar in the Gardens and local artist Kate Cendeja painting a mural complemented the in-person experience in the Gardens. Other activities were taken online. A video of drummer and storyteller Javoen Byrd of Awodi Drumming made it possible to include this educational and engaging performance despite the pandemic, and continues to be accessible on YouTube and social media, as is

a video featuring artist Lynn Di Nino demonstrating a method for making one's own pair of fairy wings. 2020 was the first year Lakewold Gardens made a concerted effort to broaden the scope of Fairyfest to include folklore and fantastical elements from beyond the western-oriented fairy lore that has historically been the focus of Fairyfest. We are pleased that Mr. Byrd has joined Lakewold's Community Advisory Committee. Despite COVID-19, 2020 has been an encouraging year for Lakewold's efforts to diversify the content of our programming as well as the diversity of our audiences, and with the support of the LTAC these efforts will intensify in 2021.

The uncertain future of the pandemic means we cannot predict what percentage of our programming will be hybrid in-person/virtual as opposed to exclusively virtual. An example of virtual-only would be the celebration launching our Adopt-a-Tree fundraising campaign on August 1, 2020, during which the Kareem Kandi band played under the trees at Lakewold Gardens. We livestreamed the concert along with remarks from Board members and donors and the recording is available to be enjoyed for those who couldn't watch and listen live. Some content, such as an engaging tour of Lakewold's historic rhododendron collection led by a long-time docent, is recorded and distributed via social media and email. Earlier this year we began sharing our video content with Franke Tobey Jones's Senior University, as they have had to cease all in-person activities for the time being but continue to distribute online classes, tours, and other continuing education and enrichment activities via email. Lakewold is reaching new audiences through virtual programs, and we are excited to welcome Franke Tobey Jones residents and other fans of Senior University to the Gardens for in-person tours and workshops when it is safe to do so.

At the time of this writing, lighting artists are scheduled to visit Lakewold Gardens on August 20, 2020 and August 21. These artists are Lucio Lights and Sam Stubblefield, and it is expected that the artist(s) selected will provide a plan to light the Gardens for a winter Solstice display in 2021. Due to the pandemic disrupting supply chains, we have been unable to obtain the solar-powered lights we had hoped to incorporate a winter lighting display this year. The supply chain disruption, coupled with the likelihood of COVID-19 continuing to limit the number of people allowed to gather, mean we are postponing the winter Solstice lighting project to 2021. We are committed to driving attendance during the darker winter months through a sophisticated and elegant lighting display and look forward to collaborating with Lucio Lights or Sam Stubblefield to bring this vision to fruition in the winter of 2021.

Nascent partnerships we will nurture in 2021 include TUPAC (Tacoma Urban Performing Arts Center). An example of the caliber of programming we will continue to create in partnership with TUPAC is an upcoming benefit concert featuring operatic mezzosoprano J'nai Bridges. Artists of the caliber of William Chapman Nyaho and Ms. Bridges, both of whom have passionate national followings, will continue to draw attention and acclaim to Lakewood's burgeoning arts scene, and Lakewold Gardens is delighted to be a driving force behind the renaissance underway in our city. |

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				\$	\$	\$

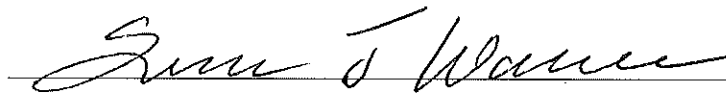
*If other funds are committed, please attach a letter of commitment from the funding source.

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:



Susan Warner, Executive Director |

Printed Name & Title of Chief Administrator/Authorizing Official

August 21, 2020

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.e-verify.gov>

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 The Friends of Lakewold, doing business as Lakewold Gardens |

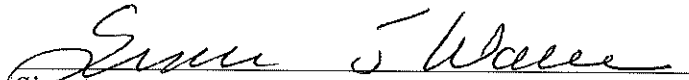
I hereby certify that the Company or Organization named herein will

(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.


Signature

Susan Warner, Executive Director |
Print Name and Title

August 21, 2020 |
Date

Internal Revenue Service

Department of the Treasury

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

Date: March 28, 2003

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

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

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.

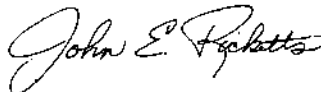
The law requires you to make your organization's annual return available for public inspection without charge for three years after the due date of the return. If your organization had a copy of its application for recognition of exemption on July 15, 1987, it is also required to make available for public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

A handwritten signature in black ink, appearing to read "John E. Ricketts". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

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



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

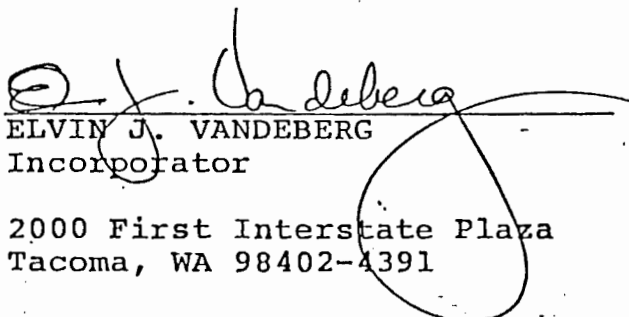
George H. Weyerhaeuser

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
PAUL C. BENDER

Address of Registered Agent:

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

FRIENDS OF LAKEWOLD

Proposed Budget 2020 - Summary

	2020 Budget	Comments
Ordinary Income/Expense		
Income		
4000 · PROGRAM REVENUES		
4010 · ADMISSIONS	\$45,000.00	
4020 · MEMBERSHIP	\$20,000.00	
4040 · GARDEN SHOP INCOME	\$25,000.00	
4060 · LAKEWOLD EVENTS		
4064 · SPONSORSHIPS	\$10,000.00	Mayfest & Music from home (\$1,000 each)
4065 · FUNDRAISING EVENTS	\$1,000.00	Money raised through signature events, table fees (Not Admissions)
GALA	\$150,000.00	Aug 1st GALA
4066 · COMMUNITY EVENTS	\$0.00	Money raised through classes/exhibitions (Note LITG moved to restricted budget)
Total 4060 · LAKEWOLD EVENTS	\$161,000.00	
4080 · RENTAL OF REAL ESTATE		
4069 · DAMAGES/CLEANING	\$0.00	Damages/Cleaning
4084 · RENTAL OF REAL ESTATE	\$70,500.00	More Weddings & Events
Total 4080 · RENTAL OF REAL ESTATE	\$70,500.00	
Total 4000 · PROGRAM REVENUES	\$321,500.00	
4100 · OTHER SUPPORT		
4115 · OPERATING GRANTS	\$35,000.00	Solicited grants for support
4120 · INDIVIDUAL CONTRIBUTIONS	\$61,400.00	Based on two annual garden fund mailings
4125 · BOARD DONATIONS	\$5,000.00	Donations to operations
4130 · FOUNDATION CONTRIBUTIONS	\$25,000.00	unsolicited foundation contributions
4150 · GTCF	\$200,000.00	Mar deposit, use \$20,000 mo, save \$38,400 for 2021
Total 4100 · OTHER SUPPORT	\$326,400.00	
4800 · OTHER INCOME		
4070 · INTEREST & DIVIDENDS	\$100.00	From Bank Accounts only
4800 · OTHER INCOME - other	\$0.00	2019 - Garage Sale/Facebook sales
Total 4800 · OTHER INCOME	\$100.00	
Total Income	\$648,000.00	
Cost of Goods Sold		
5001 · Cost of Goods Sold	\$0.00	Inventory Count
BUYER	\$3,000.00	Contract w/ Buyer for start of year
2215 · GS INVENTORY - PURCHASES	\$20,000.00	To Purchase Inventory (\$7,500 for pant inv, \$10,000 for other inv, \$2,500 for GS improvements)
Total COGS	\$23,000.00	
Gross Profit	\$625,000.00	
Expense		
6560 · SALARIES & WAGES		
6570 · ADMINISTRATIVE	\$183,040.00	
6580 · HORTICULTURE & MAINTENANCE	\$85,735.00	
6585 · EVENTS & RENTALS	\$50,050.00	
6590 · VISITORS SERVICES	\$23,027.00	

FRIENDS OF LAKEWOLD

Proposed Budget 2020 - Summary

	2020 Budget	Comments
6595 · PAYROLL TAXES	\$34,186.00	
Salary & Wage Pool	\$5,000.00	Raises or incentives
Total 6560 · SALARIES & WAGES	\$381,038.00	
6600 · BENEFITS		
6610 · ADMINISTRATIVE	\$26,658.00	Includes increase per person in July
6620 · HORTICULTURE	\$6,672.00	
6630 · VISITORS SERVICES	\$0.00	
6640 · RENTALS	\$6,672.00	
Total 6600 · BENEFITS	\$40,002.00	
7060 · LAKEWOLD EVENTS		
7061 · FUNDRAISING EVENTS	\$4,500.00	Expenses for signature events (Mayfest, BTS, Fairyfest) Includes giving donations of book
GALA	\$50,000.00	
7062 · COMMUNITY EVENTS	\$200.00	Expenses for educational events & community booths (speakers/supplies)
Total 7060 · LAKEWOLD EVENTS	\$54,700.00	
7300 · GARDEN SHOP EXPENSES		
7301 · GS UTILITIES	\$1,968.00	Security Camera Only, Free building security
7303 · GS SUPPLIES	\$500.00	receipt paper, bags
Total 7300 · GARDEN SHOP EXPENSES	\$2,468.00	
7500 · PROFESSIONAL FEES		
7420 · CONSULTING FEES	\$8,000.00	Accounting/Audit
7425 · PROFESSIONAL DEVELOPMENT	\$5,000.00	Employee Classes, Cont. Education, \$1,200 for Hort - APGA Conference
7450 · FUNDRAISING/DEVELOPMENT	\$0.00	
7475 · BOARD DEVELOPMENT	\$0.00	Board Retreat, Classes, Cont. Education
7480 · VOLUNTEERS	\$1,000.00	Picnic w/ Purpose & food for work parties
EMPLOYEE APPRECIATION	\$900.00	Food, gifts, as a group
Total 7500 · PROFESSIONAL FEES	\$14,900.00	
7550 · OPERATING EXPENSES		
5500 · EQUIPMENT LEASE AND REPAIR		
5510 · ADMIN	\$3,600.00	Copy machine contract \$281.81 * 12, Expires 4/2020
5530 · HORT & MAINT	\$1,321.00	Power Equip Repair
Total 5500 · EQUIPMENT LEASE AND REPAIR	\$4,921.00	
7030 · SUPPLIES		
7031 · ADMINISTRATIVE	\$1,800.00	Office Supplies (Not Cleaning) (\$150/mo)
7032 · HORT & MAINTENANCE	\$5,476.00	Gas and supplies
7033 · VISITORS SERVICES	\$700.00	Supplies for house (rentals, guests) - Paper Towels, Soap, TP
7034 · RENTALS	\$1,600.00	New Tables - one year only
7035 · JANITORIAL	\$1,000.00	Cleaning Supplies (Garbage bags, cleansers)
Total 7030 · SUPPLIES	\$10,576.00	
7405 · UTILITIES	\$0.00	All water, sewer, garbage, electricity & natural gas for property

FRIENDS OF LAKEWOLD

Proposed Budget 2020 - Summary

	2020 Budget	Comments
7430 · TRAVEL	\$300.00	Employee Travel reimb for classes, seminars, cont. ed
7435 · PRINTING	\$2,000.00	Includes costs of in-house copies & external printing of newsletters
COMPUTER REPLACE/REPAIR	\$2,000.00	One computer replacement per year
7440 · TELEPHONE/INTERNET	\$9,600.00	\$800 x 12 mo
7445 · POSTAGE	\$2,000.00	Stamps & bulk mail not paid by LTAC
7455 · MARKETING	\$600.00	Local Marketing - not Pd by LTAC
7458 · SOFTWARE & SW SUBSCRIPT	\$4,000.00	DP, QB's, TechSoup, Volgistics
7490 · ASSOCIATION DUES/SUBSCRIPT	\$1,550.00	Garden & Horticultural Partners
7498 · SAFETY & SECURITY	\$1,000.00	Employee screening, annual inspections
Total 7550 - OPERATING EXPENSES	\$58,547.00	
7600 - BANK CHARGES		
7305 · INTEREST EXPENSE	\$0.00	Line of Credit
7485 · BANK FEES	\$930.00	about \$75 - \$80 per month
7486 · MERCHANT ACCOUNT FEES	\$5,174.00	CC processing fees
Total 7600 - BANK CHARGES	\$6,104.00	
7650 - BUILDING & PROPERTY EXPENSES		
5110 · WAGNER HOUSE MAINTENANCE	\$9,300.00	Light bulbs, minor repairs, window cleaning & Maint person @\$400/mo & Home Inspection \$1000
6750 · MAINTENANCE SERVICES		
6751 · ADMINISTRATIVE	\$1,800.00	IT/equipment support
6752 · HORT & MAINTENANCE	\$23,062.00	Mowing (\$2198 * 7 mo.) & Irrigation Startup & Repair (Includes one time install of Sculpture \$3000)
6754 · RENTALS	\$100.00	Piano Tuning/Repair
Total 6750 · MAINTENANCE SERVICES	\$24,962.00	
7410 · EXHIBITION (PLANT MATERIAL)	\$4,429.00	Plant material for the gardens, incl seasonal plantings for parties, 2019 had additional \$4000, spent \$9647.23
Total 7650 - BUILDING & PROPERTY EXP	\$38,691.00	
7700 - INSURANCE EXPENSES		
7415 · INSURANCE	\$18,000.00	Liability, BOD, Volunteer Insurances
Total 7700 - INSURANCE EXPENSES	\$18,000.00	
7800 - TAX & ASSESSMENTS		
7460 · PROPERTY TAXES	\$10,550.00	Based on Assessment increase
Total 7800 - TAX & ASSESSMENTS	\$10,550.00	
Total Expense	\$625,000.00	
Net Ordinary Income	\$0.00	

Proposed Budget 2020

Summary - By Dept

	Annual
	2020 Budget
Ordinary Income/Expense	
Income	
4000 · PROGRAM REVENUES	
4010 · ADMISSIONS	\$ 45,000
4020 · MEMBERSHIP	\$ 20,000
4040 · GARDEN SHOP INCOME	\$ 25,000
4060 · LAKEWOLD EVENTS	
4064 · SPONSORSHIPS	\$ 10,000
4065 · FUNDRAISING EVENTS	\$ 1,000
GALA	\$ 150,000
4066 · COMMUNITY EVENTS	\$ -
Total 4060 · LAKEWOLD EVENTS	\$ 161,000
4080 · RENTAL OF REAL ESTATE	
4069 · DAMAGES/CLEANING	\$ -
4084 · RENTAL OF REAL ESTATE	\$ 70,500
Total 4080 · RENTAL OF REAL ESTATE	\$ 70,500
Total 4000 · PROGRAM REVENUES	\$ 321,500
4100 · OTHER SUPPORT	
4115 · OPERATING GRANTS	\$ 35,000
4120 · INDIVIDUAL CONTRIBUTIONS	\$ 61,400
4125 · BOARD DONATIONS	\$ 5,000
4121 · ANNUAL FUND CONTRIBUTIONS	\$ -
4126 · BOARD DONATIONS (ANNUAL FUND)	\$ -
4130 · FOUNDATION CONTRIBUTIONS	\$ 25,000
4150 · GREATER TACOMA COMMUNITY FOUN	\$ 200,000
Total 4100 · OTHER SUPPORT	\$ 326,400
4800 · OTHER INCOME	
4070 · INTEREST & DIVIDENDS	\$ 100
4800 · OTHER INCOME - other	\$ -
Total 4800 · OTHER INCOME	\$ 100
Total Income	\$ 648,000
Cost of Goods Sold	
5001 - Cost of Goods Sold	\$ -
BUYER	\$ 3,000
2215 · GARDEN SHOP INVENTORY - PURCHASES	\$ 20,000
Total COGS	\$ 23,000
Gross Profit	\$ 625,000
Expense by Department	
ADMINISTRATIVE	
6570 · WAGES	\$ 183,040
6610 · BENEFITS	\$ 26,658
5510 · EQUIPMENT LEASE AND REPAIR	\$ 3,600

Summary - By Dept

	Annual
	2020 Budget
7031 · SUPPLIES	\$ 1,800
7458A - SOFTWARE	\$ 3,640
6751 · MAINTENANCE SERVICES	\$ 1,800
Total ADMINISTRATIVE	\$ 220,538
HORTICULTURE & MAINTENANCE	
6580 · WAGES	\$ 85,735
6620 - BENEFITS	\$ 6,672
5530 · EQUIPMENT LEASE AND REPAIR	\$ 1,321
7032 · SUPPLIES	\$ 5,476
7405H · HORT & GS - UTILITIES	\$ 4,800
7458H - SOFTWARE	\$ -
6752 · MAINTENANCE SERVICES	\$ 23,062
7410 · EXHIBITION (PLANT MATERIAL)	\$ 4,429
Total HORTICULTURE & MAINTENANCE	\$ 131,495
EVENTS & RENTALS	
6585 · WAGES	\$ 50,050
6640 - BENEFITS	\$ 6,672
7034 · SUPPLIES	\$ 1,600
7035 · JANITORIAL SUPPLIES	\$ 1,000
7405A · ADMIN & RENT (HOUSE)- UTILITIES	\$ 8,700
7458R - SOFTWARE	\$ -
7460 · PROPERTY TAXES	\$ 10,550
7061 · FUNDRAISING EVENTS	\$ 4,500
GALA	\$ 50,000
7062 · COMMUNITY EVENTS	\$ 200
6754 · MAINTENANCE SERVICES	\$ 100
Total EVENTS & RENTALS	\$ 133,372
VISITORS SERVICES	
6590 · WAGES	\$ 23,027
6630 - BENEFITS	\$ -
7215 - SALES TAX EXPENSE	\$ -
7301 · GS UTILITIES	\$ 1,968
7303 · GS SUPPLIES	\$ 500
6753 · GS MAINTENANCE	\$ -
7033 SUPPLIES - VISITOR SERVICES	\$ 700
7405GS · VISITOR SERVICES - UTILITES	\$ 2,300
7458G - SOFTWARE	\$ -
Total VISITORS SERVICES	\$ 28,495
*VOLUNTEERS	
7458V - SOFTWARE	\$ 360
7480 - PROFESSIONAL FEES	\$ 1,000
Total VOLUNTEERS	\$ 1,360
ALL DEPARTMENTS	

Proposed Budget 2020

Summary - By Dept

	Annual
	2020 Budget
6595 · PAYROLL TAXES	\$ 34,186
7400 - OTHER	
7495 - BAD DEBT/THEFT	\$ -
Total 7400 - OTHER	\$ -
7500 - PROFESSIONAL FEES	
7420 · CONSULTING FEES	\$ 8,000
7425 · PROFESSIONAL DEVELOPMENT	\$ 5,000
7450 · FUNDRAISING/DEVELOPMENT	\$ -
7475 · BOARD DEVELOPMENT	\$ -
7505 - ACCOUNTING FEES	\$ -
EMPLOYEE APPRICIATION	\$ 900
Total 7500 - PROFESSIONAL FEES	\$ 13,900
7550 - OPERATING EXPENSES	
7405 · UTILITIES	\$ 4,200
7430 · TRAVEL	\$ 300
7435 · PRINTING	\$ 2,000
COMPUTER REPAIR & REPLACE	\$ 2,000
7440 · TELEPHONE/INTERNET	\$ 9,600
7445 · POSTAGE	\$ 2,000
7455 · MARKETING	\$ 600
7490 · ASSOCIATION DUES/SUBSCRIPTIONS	\$ 1,550
7498 · SAFETY & SECURITY	\$ 1,000
Total 7550 - OPERATING EXPENSES	\$ 23,250
7600 - BANK CHARGES	
7305 · INTEREST EXPENSE	\$ -
7485 · BANK SERVICE FEES	\$ 930
7486 · MERCHANT ACCOUNT FEES	\$ 5,174
Total 7600 - BANK CHARGES	\$ 6,104
7650 - BUILDING & PROPERTY EXPENSES	\$ -
5110 · WAGNER HOUSE MAINTENANCE	\$ 9,300
Total 7650 - BUILDING & PROPERTY EXPENSES	\$ 9,300
7700 - INSURANCE EXPENSES	\$ 18,000
Total ALL DEPARTMENTS	\$ 109,740
Total Expense	\$ 625,000
Net Ordinary Income	\$ -

* Does not include wages

Marketing Plan for all 2021 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 Website + Social Media					Add to web calendar		
	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	Write content for radio ad (KNKX)			Post to partner 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	
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				Post video on Facebook and Youtube	

Community Partnerships for Marketing Events:

KNKX	KBTC	Premier Media Group (South Sound Media)	Lakeside Living					

FRIENDS OF LAKEWOLD
BOARD OF DIRECTOR'S
CLASS TERMS
Jan 1st 2020 - Dec 31st 2020

CLASS OF 2020				
NAME	POSITION	AFFILIATION	TERM	ELIGIBLE UNTIL
MICKEY PORNOY	DIRECTOR	FOL	1st	2026 June
KAYLA WEYERHAUESER	VICE PRESIDENT	GTCF	1st	2024
LARK GAVICK-MOORE	TREASURER	GTCF	1st	2024
KATE READ	DIRECTOR	FOL	2nd	2021
SUSAN PITTMAN	DIRECTOR	GTCF	1st	2024
CLASS OF 2021				
NAME	POSITION	AFFILIATION	TERM	ELIGIBLE UNTIL
JORDON MOLL	DIRECTOR	FOL	1st	2026 June
LARRY WOODIN	DIRECTOR	GTCF	2nd	2022
MJ STACKPOLE	DIRECTOR	GTCF	1st	2024
MEGAN MICHELS	SECRETARY	FOL	1st	2025
EVE HEWITT	DIRECTOR	GTCF	1st	2025
CLASS OF 2022				
NAME	POSITION	AFFILIATION	TERM	ELIGIBLE UNTIL
JASON WHALEN	DIRECTOR	FOL	1st	2026
CARLA PELSTER	PRESIDENT	GTCF	2nd	2023
LISA HOFFMAN	DIRECTOR	FOL	1st	2026
VACANT	DIRECTOR	FOL	UNEXPIRED	2026
STEPHEN CISSELL	DIRECTOR	GTCF	2nd	2023
NON- VOTING				
NAME	POSITION	AFFILIATION	TERM	ELIGIBLE UNTIL
JUDY WAGNER	HONORARY	FOL	N/A	N/A
KATHI LITTMANN	EX-OFFICIO	GTCF	N/A	N/A
SUSAN WARNER	EXECUTIVE DIRECTOR	FOL	N/A	N/A

EACH CLASS TERM ENDS ON Dec 31 OF EACH GIVEN YEAR.
FOL= ELECTED BY FULL BOARD OF THE FRIENDS OF LAKEWOLD
GTCF = ELECTED BY BOARD OF DIRECTORS GREATER TACOMA COMMUNITY FOUNDATION

LAKEWOLD GARDENS

2020 Board of Directors Contact List

Effective: Jan 1st, 2020

EXECUTIVE COMMITTEE		
President Carla Pelster (GTCF) 11309 Clover Crest Dr. SW Lakewood, WA 98499 253-589-4786 (Res) 253-219-8853 (Cell) pelster1@yahoo.com	Vice President Kayla Weyerhaeuser (GTCF) 7720 51st St. Ct. West University Place, WA 98467 253-273-5543 kaylaweyerhaeuser@gmail.com	Secretary Megan Michels (FOL) 11505 Gravelly Lake Drive SW Lakewood, WA 98499 760-214-4166 mbleverson@gmail.com
Treasurer Lark Moore (GTCF) 9709 Zircon Dr. SW Lakewood, WA 98498 253-426-2871 lark.moore@gmail.com	Past President Kate Read (FOL) 9004 Dolly Madison St SW Lakewood, WA 98498 253-588-9228 (Res) 415-509-8018 (Cell) kateread@aim.com	Member-At-Large Eve Hewitt (GTCF) 515 N J Street Tacoma, WA 98403 253-677-4980 ehewitt12603@gmail.com
Ex-Officio Kathi Littmann (GTCF) 950 Pacific Ave., Suite 1100 Tacoma, WA 9840 253-383-5622 (Bus) klittmann@gtcf.org	Executive Director Susan Warner 3705 North Huson Street Tacoma, WA 98407 253-970-9538 swarner@lakewoldgardens.org	Honorary Judy Wagner 8209 N. Thorne Lane SW Lakewood, WA 98498 253-203-8814 wagnerjc@earthlink.net
DIRECTORS		
Steve Cissell (GTCF) 4511 141st Avenue SE Bellevue, WA 98006 425-643-2957 (Res) 425-941-7044 (Cell) apstevec1@msn.com	Mary Jane "MJ" Stackpole (GTCF) 1403 N Cedar St Tacoma, WA 98406 253-566-5680 (Bus) 253-312-8684 (Cell) mjstackpole@aol.com	Larry Woodin (GTCF) 2230 SW 309th St Federal Way, WA 98023 206-794-5276 ecohome@mindspring.com
Susan Pittman (GTCF) 1400 28 th Avenue Crt Milton, WA 98354 206-931-2518 susan@insurenw.com	Lisa Hoffman (FOL) 45 N. Summit Road Tacoma, WA 98406 206-660-7261 (Cell - use 1st) 253-6925895 (Bus) lhoffman88@yahoo.com	Jason Whalen (FOL) 7201 Holly Hedge Lane SW #2 Lakewood, WA 98499 253-606-4937 (Cell) 253-327-1701 (Bus) Jason@ledgersquarelaw.com
Mickey Portnoy (FOL) 11415 Gravelly Lake Drive SW Lakewood, WA 98499 253 222-8138 (Cell) 253 428-3970 (Bus) mickey.portnoy@ubs.com	Jordan Moll (FOL) 4006 31st Ave Ct Gig Harbor, WA 98335 253-961-7399 (Cell) jordan@jordanmoll.com	(FOL)

7. APPLICATION FOR FISCAL YEAR 2021 LTAC GRANT FUNDING

1a. Project Information

Project Name: Lakewold Gardens: Tourism Promotion in 2021 |

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

Total Project Cost: \$90,000 |
(Total Project Amount must match Project Budget column c "Total Project Cost")

1b. Applicant Organization

Name of Applicant Organization: The Friends of Lakewold, doing business as 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, 2020 |

Type of Organization: 501c3 non-profit |
(Non-profit, For-profit, Municipality, Private business, etc.)

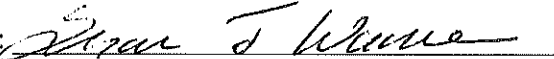
1c. Contact:

Name: Susan Warner |

Title: Executive Director |

Telephone: (253) 584-4106 x102 |

Email: swarner@lakewoldgardens.org |

Signature: 

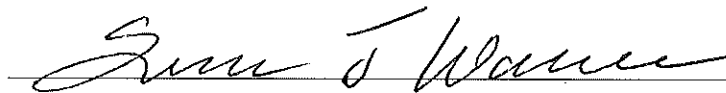
The signatory declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used only for the purposes set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

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:



Susan Warner, Executive Director |

Printed Name & Title of Chief Administrator/Authorizing Official

August 21, 2020

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 The Friends of Lakewold, doing business as Lakewold Gardens

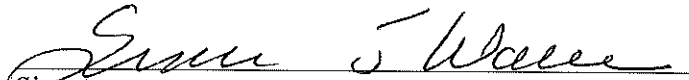
I hereby certify that the Company or Organization named herein will

(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.


Signature

Susan Warner, Executive Director
Print Name and Title

August 21, 2020
Date

LAKEWOLD GARDENS

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



BOARD OF DIRECTORS

PRESIDENT
Carla Pelster

VICE PRESIDENT
Kayla Weyerhaeuser

TREASURER
Lark Moore

SECRETARY
Megan Michels

PAST PRESIDENT
Kate Read

DIRECTORS
Steve Cissell
MJ Stackpole
Larry Woodin
Susan Pittman
Jason Whalen
Lisa Hoffman
Jordan Moll
Mickey Portnoy

HONORARY
MEMBER
Judy Wagner

EX-OFFICIO
Kathi Littman

August 21, 2020

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

Re: Authorization to submit grant request

The Lakewold Gardens 2020 Board of Directors approves for Cassandra de Kanter, Grants and Resource Specialist, to submit a Lakewood Lodging Tax funding request.

A handwritten signature in black ink, reading "Carla J. Pelster". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Carla J. Pelster
Board President

LAKEWOLD GARDENS

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



BOARD OF DIRECTORS

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Mickey Portnoy

HONORARY
MEMBER
Judy Wagner

EX-OFFICIO
Kathi Littman

August 21, 2020

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

Re: Authorized signatory, LTAC application

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

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,

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

Carla J. Pelster
Board President

Jul 31, 20

ASSETS

Current Assets

Checking/Savings

1000 · COL BANK-GENERAL	26,349.89
1010 · COMM BANK - GENERAL	141,396.87
1011 · COMM BANK - RENTAL DEPOSITS	8,030.04
1012 · COMM BANK - TEMP RESTRICTED	101,249.88
1130 · RBC MANAGEMENT	1,436.18
1140 · PAYPAL (New 4/10/2020)	416.85
1150 · Paypal (on hold)	79.53
2205 · PETTY CASH	935.25

Total Checking/Savings 279,894.49

Accounts Receivable

2010 · ACCOUNTS RECEIVABLE	20,555.00
2015 · PLEDGES - PRESERVATION CAMPAIGN	
2016 · ALLOWANCE FOR DOUBTFUL PLEDGES	-1,871.00
2015 · PLEDGES - PRESERVATION CAMPAIGN - Other	24,049.75
Total 2015 · PLEDGES - PRESERVATION CAMPAIGN	22,178.75

Total Accounts Receivable 42,733.75

Other Current Assets

1499 · UNDEPOSITED FUNDS	255.00
2210 · BOOK INVENTORY	27,803.98
2215 · GARDEN SHOP INVENTORY	13,498.02

Total Other Current Assets 41,557.00

Total Current Assets 364,185.24

Fixed Assets

2500 · WAGNER HOUSE	465,066.29
2510 · FILM	183,394.00
2515 · ACCUMULATED DEPRECIATION	-1,053,398.40
2520 · LAND	1,145,000.00
2530 · HOUSE FURNITURE & EQUIPMENT	120,404.68
2540 · HOUSE IMPROVEMENTS	151,495.42
2550 · GENERAL ADMIN BUILDING & IMPROV	37,947.92
2560 · GENERAL ADMINISTRATIVE EQUIP	2,941.00
2566 · SOFTWARE	
2565 · ACCUMULATED AMORTIZATION	-17,340.00
2566 · SOFTWARE - Other	17,340.00

Total 2566 · SOFTWARE 0.00

2570 · GARDEN LAND IMPROVEMENTS	306,641.34
2580 · GARDEN BUILDING IMPROVEMENTS	11,660.33
2582 · GARDEN SHOP EQUIPMENT	4,494.83

2585 · CONSTRUCTION IN PROGRESS	
2585A · SUNROOM (TEMPORARY - SEE DPC)	130,266.26
2585 · CONSTRUCTION IN PROGRESS - Other	199,073.02

Total 2585 · CONSTRUCTION IN PROGRESS 329,339.28

	Jul 31, 20
2590 · GARDEN MAINT. & DEV. EQUIPMENT	36,989.06
Total Fixed Assets	1,741,975.75
Other Assets	
2800 · ENDOWMENT RECEIVABLE	2,300,417.74
Total Other Assets	2,300,417.74
TOTAL ASSETS	4,406,578.73
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
3182 · COMMENCEMENT BANK CC	
3182JA · VISA - JENNIFER	1,002.47
3182KD · VISA - KRISTINE	453.61
3182SW · VISA - SUSAN	201.16
Total 3182 · COMMENCEMENT BANK CC	1,657.24
3190 · COLUMBIA BANK CREDIT CARD	
3193 · VISA - KRISTINE	10.98
3194 · VISA - CORTNEY	1,361.51
Total 3190 · COLUMBIA BANK CREDIT CARD	1,372.49
Total Credit Cards	3,029.73
Other Current Liabilities	
3100 · PAYROLL LIABILITIES	
3110 · FEDERAL WITHHOLDING PAYABLE	-1,322.16
3120 · FICA PAYABLE	1,764.24
3130 · MEDICARE PAYABLE	412.70
3150 · LABOR & INDUSTRIES	2,298.60
3160 · EMPLOYMENT SECURITY PAYABLE	812.83
3163 · PAID FAMILY AND MEDICAL LEAVE	127.66
3263 · PTO PAYABLE	10,556.00
Total 3100 · PAYROLL LIABILITIES	14,649.87
3166 · DOR - SALES TAX PAYABLE	136.30
3240 · REFUNDABLE DEPOSITS-TDC	7,700.00
3255 · UNEARNED RENTAL REVENUE	34,605.00
3257 · GARDEN SHOP - GIFT CERTIFICATES	250.00
Total Other Current Liabilities	57,341.17
Total Current Liabilities	60,370.90
Total Liabilities	60,370.90
Equity	
3000 · PERMANENTLY RESTR. NET ASSETS	1,879,527.00
3400 · TEMPORARILY RESTRICTED NET ASTS	148,618.00
3901 · UNRESTRICTED NET ASSETS - QB	2,283,923.15
Net Income	34,139.68
Total Equity	4,346,207.83
TOTAL LIABILITIES & EQUITY	4,406,578.73

Application for:

City of Lakewood Fiscal Year 2021 Lodging Tax Grant Funds

From:

Historic Fort Steilacoom

7. APPLICATION FOR FISCAL YEAR 2021 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 2021]

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 2021]
- b. Event Location: [9601 Steilacoom Blvd SW, 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 special events and tours of our historic buildings costs \$5 per adult, \$3 for children over age 6, with a maximum charge of \$10 per family unit. 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 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. Achieving our goal is feasible because people will want to get out of their homes and travel in 2021 after being confined by the Covid-19 pandemic since March 2020.]

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. The new brochure, Museums & More, features the historical attractions of the Lakes District and 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.

[Much of our funding will support distribution of brochures and event schedules at heritage sites in distant counties and enhancements to our website. We will also boost social media posts that promote special events.]

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 2021. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
Member Dues & Activities Revenue	\$2,000	Yes	July 2021
	\$		
	\$		
	\$		
	\$		
	\$		
	\$		

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 2020? ☒ Yes ☐ No

b. If you answered yes to 11a, how much funding did you receive in 2020? \$12,000

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. We are applying for grants from three local Indian tribes to pay for repairing the roofs of our historic buildings.

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 at the Lakewood Farmers' Market. We provide free meeting space for the Grave Concerns Association so that all GCA funds can be used to buy 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 area museums.

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 in the annual national Museum Day sponsored by the 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. Described above is what Fort Steilacoom does in a normal year. Our museum closed in mid-March 2020 when directed by state officials. We hope that 2021 will be a time when life returns to normal and we can share our museum with the public.

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				\$	\$	\$

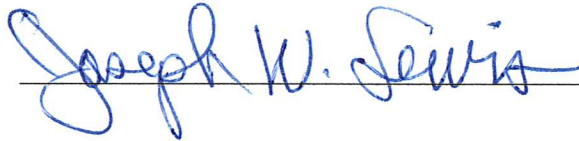
*If other funds are committed, please attach a letter of commitment from the funding source.

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 8/20/2020

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.e-verify.gov>

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

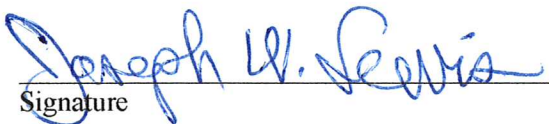
I hereby certify that the Company or Organization named herein will

(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 20, 2020
Date

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 he or she was in part responsible for, or was aware of, the act or failure to act that resulted in your loss of section 509(a)(1) status, or acquired knowledge that the Internal Revenue Service had given notice that you would be removed from classification as a section 509(a)(1) organization.

(over)

change, please let us know so we can consider
- 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 to 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. 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.

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



2021 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
2021 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
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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
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OVERALL TOTAL	<u>0</u>
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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



JUN 14 1983

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 be achieved through a lease of the property from the Washington State Department 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:

Cyrus Happy, III, President
Beverley Bills, Vice Pres.
Bette Bradley, Secretary
Helen Pool, Treasurer

11617 Gravelly Lake Dr. S.W., Tacoma
11819 Clover Creek Dr. S.W., Tacoma
1015 Rowell, Steilacoom
P.O. Box 44532, Parkland

(See Reverse Side)



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 21, 2020

Opening

The regular meeting of the Historic Fort Steilacoom Board of Directors was conducted on the Zoom platform hosted by Michael McGuire. President Gideon Pete convened the meeting at 7:12 p.m.

Participants:

Loran Bures, Joe Lewis, Karen Meador, Tom Melberg, Jim Lauderdale, John Roten, Michael McGuire, Gideon Pete, and John McPherson.

The agenda was approved.

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 in June. The City of Lakewood invited the public to review and comment on the Western State Hospital Master Plan prepared by DSHS. The secretary extended the invitation to other heritage organizations. All comments are available at the city's website. The Summer issue of the newsletter was printed and distributed. Cloth masks with our logo have been purchased for use by docents when we reopen. JBLM cancelled the living history event scheduled for Freedom Fest. The Heritage League of Pierce County issued a "Statement of Commitment to Anti-Racism Actions." The Washington Museum Association provided reopening guidance for phase 3 of the state plan. The secretary reviewed the use of our buildings. All events scheduled for the fort have been cancelled in accordance with state policy. We hope to host a living history open house and book sale on Saturday 26 September if allowed by state officials.

Treasurer Michael McGuire's report for June was approved.

Committee Reports

Docents – No assignments are required until our reopening is authorized by the state.

Maintenance – No report.

Research Center/Exhibits – Shelly Butterfield inquired by email about her donation of medical-related items. Loran Bures informed the board that items of value were placed in the Quarters 3 hospital exhibit and in the Quarters 4 medical display case. The apothecary cart is used to display sale items in the gift shop. Joe Lewis will take photos of her donated items and provide them to Loran who will inform the donor.

Publicity – The email message feature of the website is popular with viewers. A recent email raised questions about our statement honoring tribal lands. Loran Bures prepared a response to be sent by the secretary. John McPherson recommended that we require posters to the message system add their names and addresses to permit their message to be recorded/read. The board agreed that such a procedure would make sure that we are receiving real commentary from real people and not bots. Jim Lauderdale will request that Jessica Kidder update the website with this capability. Jim praised the appearance of the newsletter and recommended that we find a firm that could print on demand and mail to subscribers.

Old Business

Gideon Pete recommended that the board approve hiring Roof Therapy to repair the roofs of Quarters 2 and 4. The board agreed. Gideon is applying for grants from three local tribes that would subsidize this project.

The board addressed Wi-Fi options and smart TVs. Jon McPherson recommended that a smart TV be installed in Quarters 4 to show the cannon video and other info as needed. Michael McGuire reported that Verizon sells a 4G portable hot spot for \$99 with a two-year contract costing \$20 per month. He will provide more info at the next meeting. Loran Bures stated that QR codes on signage could be used to convey info to visitors.

Public comments on the WSH Master Plan focused on security concerns of nearby residents to the campus. DAHP provided extensive info on rules governing construction in historic zones. A public hearing will be held early in 2021.

John McPherson led a discussion of membership benefits. We have a need to increase the number of members and to offer incentives for renewal.

New Business

The board directed the secretary to apply for the City of Lakewood's 2021 lodging tax grant program in the amount of \$12,000.

To help our Phase 3 reopening, Jim Lauderdale will share procedures used at Fort Nisqually. This includes sign templates and a checklist from the Pierce County Health Department.

Michael McGuire and Joe Lewis will purge unneeded messages from our Go Daddy email account before purchasing any additional storage space.

Round Table

Loran Bures suggested that the Membership Committee report on benefits at a future meeting.

John McPherson virtually attended an Inspire WA seminar on 8 July.

John Roten asked about the status of the Editor RFP. Loran Bures mentioned that Alan Archambault may be interested in the position. Jessica Kidder is finalizing the RFP and will release it soon.

Adjournment

The meeting was adjourned at 9:11 p.m. The board will tentatively plan to meet via Zoom at 7 p.m. on Tuesday 18 August 2020.

Joseph Lewis, Secretary

Historic Fort Steilacoom Association Board Directory 2019-2020

President (2018-2020)

Craig Gideon Pete
P.O. Box 788
Spanaway, WA 98387
(253) 720-8179 Cell
gideon.pete@yahoo.com

Past President

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

Program Vice President

(1st Vice President 2019-2021)
Jessica Kidder
2545 N. Narrows Drive #5208
Tacoma, WA 98406
(253) 307-2238
ringbearer1@comcast.net

Educational Vice President

(2nd Vice President 2018-2020)
Loran Bures
11526 Bona Vista Ct. S.W.
Olympia, WA 98512-9009
(360) 786-9451
loran.suvcw@gmail.com

Membership Vice President

(3rd Vice President 2019-2021)
John McPherson
426 Avenue F
Snohomish, WA 98290
(360) 568-1372
historygeeks@comcast.net

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 (2019-2021)

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

Director Position 1 (2019-2021)

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

Director Position 2 (2018-2020)

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

Director Position 3 (2019-2021)

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

Director Position 4 (2018-2020)

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

Director Position 5 (2019-2021)

Josiah Pollock
9812 67 Ave. Ct. E.
Puyallup, WA 98373
(253) 306-2037
josiahp@tacomaparks.com

(Continued next page)

Director Position 6 (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 7 (2019-2021)

Karen Meador
32404 169th Ave. SE
Auburn, WA 98092
(253) 833-9084 Home
(253) 653-8309 Cell
karmeador@comcast.net

Director Position 8 (2019-2020)

John A. McCarthy
5703 Pinnacle Ct. NE
Tacoma, WA 98422
(253) 925-2191 Home
(253) 677-3377 Cell
johnmccarthy251@hotmail.com

Fort Steilacoom



August 18, 2020

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 2021. 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.

Sincerely yours,


Gideon Pete
President

Application for:

City of Lakewood Fiscal Year 2021 Lodging Tax Grant Funds

From:

Asia Pacific Cultural Center

7. APPLICATION FOR FISCAL YEAR 2021 LTAC GRANT FUNDING

1a. Project Information

Project Name: | 11th 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) | 91-1854410 |
UBI Expiration Date: | ongoing |

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

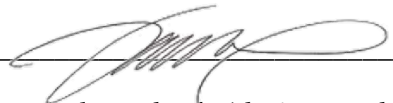
1c. Contact:

Name: | Mrs. Faaluaaina 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 31, 2021 |
- b. Event Location: | Harry Lang Stadium, Clover Park High School, Lakewood |
- 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 11th 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. Our 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's Harry Lang Stadium. And the finale is the Samoa Cultural Day on Saturday July 10, 2021. 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 a many 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 2021 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.

This year's 10th Annual Samoa Cultural Day was celebrated virtually due to COVID-19. However, we have a history of successful Samoa Cultural Day attendance for the past 10 years. At our 2019 Samoa Cultural Day, more than 5,000 people attended. We are excited to resume in-person festivities next year, with an expected 5,000 people in attendance. 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 for 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 the City of Lakewood, 16% of the populations or more than 9,600 people are Asian or Pacific Islander. The 11th Annual Samoa Cultural Day is one way APCC honors and celebrates the Asia Pacific people and helps the community embrace the diversity in our region. |

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 economically 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.

Yes, our project will result in an increase in overnight stays by visitors in Lakewood. We will track this with surveys, including questions such as “In what city do you live?” and “How many nights did you stay in Lakewood for this event?” in order to track how many visitors came from over 50 miles away and to track 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, therefore we will document and track this. |

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 11th Annual Samoa Cultural Day will be 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 9th Annual Samoa Cultural Day in 2019, 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 2021 11th 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 Pacific Northwest and beyond to attend the Annual Samoa Culture Day, and we expect that it will be no different next year. The 11th 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 Pacific Islander audiences. Pacific Islander festivals are not offered very often, so Pacific Islander people 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 950,000 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 2019 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 across the ocean from American 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 11th 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 2021. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
Muckleshoot Charity Fund	\$5,000	No	n/a
Columbia Bank	\$ 10,000	Yes	Feb 2021
UFCW21	\$ 2,000	Yes	Feb 2021
United Healthcare	\$1,500	Yes	May 2021
Amerigroup	\$1,500	Yes	May 2021
Community Fundraising	\$1,000	No (ongoing)	June 2021
Other Funders	\$1,500	No (ongoing)	Mar 2021

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: phone, 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 administration 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 2020? ☒ Yes ☐ No

b. If you answered yes to 11a, how much funding did you receive in 2020? \$10,000

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

Year	Amount awarded	No previous funding
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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 11th 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 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 planning and implementation 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:



Faaluaina Pritchard, Executive Director

August 21, 2020

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.e-verify.gov>

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 21, 2020
Date



Asia Pacific Cultural Center 11TH Annual Samoa Cultural Day (2021)

Marketing Plan

1. Goals

- Organizational goal/mission:
 - To “bridge communities and generations through arts, culture, education, and business” by teaching about and engaging people in the Asian and Pacific Islander culture
 - Representing people of 47 countries, 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 Pacific Islander culture.
- Communications goals:
 - Build awareness about Samoa Cultural Day
 - Increase awareness about 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 diverse cultures, who want to 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

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)

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

Letter 1045 (DO/CG)



ASIA
PACIFIC
CULTURAL
CENTER
SINCE 1996

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

August 20, 2020

City of Lakewood Lodging Tax Advisory Committee
Lakewood City Hall
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 the Lakewood Lodging Tax Funding request for the 11th Annual Samoa Cultural Day in 2021.

Sincerely,

Albert Q. Cosio
Secretary



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

August 20, 2020

City of Lakewood Lodging Tax Advisory Committee
Lakewood City Hall
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 confirmed 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 11th Annual Samoa Cultural Day in 2021:

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,

Albert Q. Cosio
Secretary



ASIA PACIFIC CULTURAL CENTER

Board of Directors - 2020

President	Vice President
Patsy Surh O'Connell / APCC Founder, Artist 2520 71st Ave. Ct. NW. Gig Harbor, WA 98335 (253) 265-2225 (home), (253) 226-2742 (cell) psurhoc@comcast.net / BDC, CPDT	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
Secretary	Treasurer
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	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
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	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
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	Leonora (Schmit) Noble / Education Consultant 6712 103rd St. Ct., NW Gig Harbor, WA 98332 (253) 678-6639 lee_noble@comcast.net PC
Ka'imi Alohilani Sinclair, Ph.D. MPH / WU 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	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
Dareth Pak / Concerto Healthcare Associate 4033 E. C. St. Tacoma, WA 98404 (253) 202-4137 darethpak@yahoo.com / PC, FRC	Latha Sambamurti / Former Arts WA Board & India Artist 14030 NE. 85th Court, Redmond, WA 98052 (425) 208-1696 lathapat.arts@gmail.com / BDC, PC
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	Xiaoming Melody Zhang / VP Human Resources Milgard Manufacturing 1010 54th Ave. E. Tacoma, WA, 98424 480-620-1370 mldyzhng@gmail.com
APCC Executive Director	
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	<ul style="list-style-type: none"> * Board Development Committee = BDC * Capital Project Development Team = CPDT * Fundrasing Committee = FRC * Programs Committee = PC * Finance Committee = FC



Asia Pacific Cultural Center
11th Annual Samoa Cultural Day
Program Budget 2021

INCOME		AMOUNT
City of Lakewood		\$ 15,000.00
Community Fundraising/Donations		\$ 1,000.00
Sponsorships		\$ 21,500.00
Muckleshoot	\$ 5,000.00	
Columbia Bank	\$ 10,000.00	
UFCW21	\$ 2,000.00	
United Healthcare	\$ 1,500.00	
Amerigroup	\$ 1,500.00	
Other Funders	\$ 1,500.00	
Total Income		\$ 37,500.00

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

Asia Pacific Cultural Center
Statement of Financial Income and Expense - Cash Basis
December 2019

	Dec 19	Jan - Dec 19
Ordinary Income/Expense		
Income		
Capital Projects Income	1,200.00	265,625.00
Cultural Program Income	2,565.00	36,446.00
Donations Income	184.00	21,239.55
Event Income	28,320.00	256,034.44
General Grants/Corp	0.00	82,500.00
Membership Dues Income	165.00	1,865.00
Rental Income	5,394.00	97,559.00
Miscellaneous Income	44,750.00	114,552.79
Youth Program Income	42,475.00	318,534.35
Total Income	125,053.00	1,194,356.13
Gross Profit	125,053.00	1,194,356.13
Expense		
Reconciliation Discrepancies	0.00	-0.70
Accounting	600.00	9,000.00
Advertising	600.00	8,365.07
Board Expenses	2,675.99	3,278.33
Building Projects	5,000.00	85,552.77
Building Management	3,663.90	32,353.10
Business Expenses	521.74	5,367.99
Community Relations	1,434.16	21,426.43
Health Benefits	2,555.84	51,275.46
Insurance	0.00	6,876.61
Interest Expense	245.62	1,881.26
Licenses, Fees & Dues	837.54	12,095.67
Office Expense	147.32	7,420.98
Payroll Taxes	3,044.42	34,631.89
Printing & Graphics	6,508.52	55,189.75
Professional Fees	0.00	5,000.00
Program Support	8,231.79	191,560.55
Rent Expense	564.20	14,669.20
Salaries and Wages	32,342.98	356,081.12
Security Deposit Refunds	2,500.00	16,160.00
Telephone & Internet	555.03	5,701.87
Training	0.00	1,045.72
Travel	529.98	8,075.64
Utilities-Elec, Garbage, Sewer	2,644.09	29,298.03
Total Expense	75,203.12	962,306.74
Net Ordinary Income	49,849.88	232,049.39
Other Income/Expense		
Other Income		
Interest Income	12.81	32.84
Total Other Income	12.81	32.84
Net Other Income	12.81	32.84
Net Income	49,862.69	232,082.23

- **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, and learn about APCC and upcoming events

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 and social media
 - Post event on online calendars of events
 - Utilize APCC and community partners' social media to promote Samoa Cultural Day
 - Include APCC and City of Lakewood logo on printed and electronic/digital promotions
- 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

Application for:

City of Lakewood Fiscal Year 2021 Lodging Tax Grant Funds

From:

**Travel Tacoma - Mt. Rainier
Tourism and Sports**

7. APPLICATION FOR FISCAL YEAR 2021 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: | \$ 100,000 |
(Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: | \$ 2,050,000 |
(Total Project Amount must match Project Budget column c "Total Project Cost")

1b. Applicant Organization

Name of Applicant Organization: | Tacoma Regional Convention & Visitor Bureau
d.b.a. Travel Tacoma – Mt. Rainier Tourism and Sports |

Mailing Address: | 1516 Commerce St. |
| Tacoma, WA |
| 98402 |

Tax ID Number: | 91-1465947 |

Organization Unified Business Identifier (UBI) | 601 216 920 |
UBI Expiration Date: | 12/31/2020 |

Type of Organization: | Nonprofit Convention and Visitor Bureau and Sports Commission 501(c)(6) |
(Non-profit, For-profit, Municipality, Private business, etc.)

1c. Contact:

Name: | Dean Burke |

Title: | President and 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): | This project encompasses the 2021 calendar year, and includes event recruitment, marketing and sales for tourism in Lakewood and Pierce County |
- 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 emerged as a united tourism force under the brand Travel Tacoma – Mt. Rainier Tourism and Sports in 2020, and go into 2021 a leaner organization as a result of both the merger and necessary COVID-related cutbacks; we will work to deliver room nights to Lakewood through sports, meetings/convention and leisure marketing.

Please note, we are drafting this application precisely at a time in the COVID narrative in which we are in indefinitely suspended phases with increasing viral spread. We anticipate adjustments to the numbers below as the situation progresses. But as of this application, we draft these numbers and activities with cautious optimism that we will be booking and selling 2021 with minimal restrictions, but with lingering and yet unknown aftereffects.

SPORTS

We will work with nearly 50 sporting events; 10 of these events will have a direct impact on Lakewood hotels, potentially generating room-nights.

Five events that will be directly hosted in Lakewood in 2021 are:

- American Lake Fall Classic (Rowing, American Lake) with 1,100 projected total attendance (350 room-nights)
- Fort Steilacoom Invitational (Cross Country Racing, Pierce College) with 9,000 projected total attendance (1,200 room-nights)
- Rainier Cup Judo Championship (Pierce College) with 1,300 projected total attendance (600 room-nights)
- West Coast Open (Karate, Pierce College) with 1,000 projected total attendance (200 room-nights)
- Seattle University Pat Lesser Harbottle Invitational (Golf, Tacoma Country & Golf Club) with 340 projected total attendance (277 room-nights)

CONVENTIONS & MEETINGS

Securing over 200 meeting and convention events each year, the sales team expects to draw more than 150,000 attendees to Pierce County in 2021 which will generate an estimated \$16 million in economic impact.

The main sales marketing activities that will directly support the Lakewood meetings/convention market are:

- Lakewood content on CVENT, the #1 meeting planner online resource to research destinations and source leads maintaining destination information supporting the Best Western, Candlewood Suites, Comfort Inn & Suites, Holiday Inn Express and TownePlace Suites all located in Lakewood, WA.
- American Society of Association Executives Corporate Marketing Partnership

- Attendance in-person and virtual at Connect events and sponsorship packages
- And prospecting and sales mission that includes hosted client events 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.

LEISURE

Travel Tacoma's marketing team works to attract new and repeat visitors to Lakewood, and encourage repeat visits through data analytics, targeted advertising, public relations and visitor services.

Using the most advanced system available to track the movement of people, in 2021, Travel Tacoma will have the capability to see – in varying levels of detail – where people visit and how long they stay once they are in Lakewood and Pierce County. This rich data will not only give us the ability to show Lakewood definitively who is visiting, from where, and for how long, it also eliminates estimates and guesses, which allows us to target and track our marketing activities in terms of actual people who we reached, and were inspired to visit and stay overnight in Pierce County. Additionally, it will be invaluable in future planning for marketing, event and venue development, and even for city planning.

Our intentions are to conduct four targeted, itinerary-based leisure marketing and PR campaigns that include activities, attractions, events, restaurants, and overnight stays in communities throughout Pierce County. Itinerary-based campaigns allow the flexibility to gauge the market's appetite for travel (which is particularly fluid, given both social trends, and government restrictions that can come down with little warning), and adjust the itineraries based on the current market and government restrictions. For example, as regional, drive-market travel is forecast to dominate travel throughout the country in 2021, drive-based itineraries can be developed and promoted through advertising and PR campaigns that focus on regional audiences. Data from the above-mentioned tracking system will allow us to see (using cell phone and other mobile device tracking) to see not only who saw those ads, but which of them made a trip to Pierce County, how long they stayed, and what they did while they were here. This is a level of marketing data that eliminates estimates and has never been achievable until now.

Please be aware that if unforeseen circumstances occur and campaigns cannot go forward due to government policies or restrictions, unused funds will be returned to Lakewood LTAC.

The tourism and sports organization also promotes the county through leisure events, destination awareness marketing and visitor services. Travel Tacoma's Pierce County tourism website receives 1 million pageviews a year and provides 90,000 hotel referrals, while visitor guides (both digital and printed) and planning tools help visitors extend their stays by discovering lesser-known attractions. For leisure markets, our focus is on Lakewood's outdoor experiences and cultural experiences, which encompass:

- **Lakes:** Travel Tacoma promotes Pierce County as a destination with a natural platform that includes Mountain – City – Sea, and although technically inland, Lakewood's water experiences are compelling enough to be the perfect addition to itineraries based around waterfront and aquatic activities.
- **Trails and Gardens:** Lakewood Gardens and Fort Steilacoom Park (with Waughop Lake) are two points of interest that combine outdoors and cultural aspects. Both currently have a strong local draw that could be made an addition to itineraries for regional travelers. As destinations with strong outdoor offerings are currently forecast to be in demand due to fears about a resurgence of COVID-19, which could give Lakewood an advantage in.
- **International Cuisine:** While locals know that Lakewood's Korean food (and especially Korean barbecue) scene is one of the strongest in Washington, visitors have been largely kept out of the loop.

We've found success in previous years by introducing these restaurants to bloggers and media, but by adding them to our culinary itineraries and advertising them, Lakewood's international food scene could help bring in food-focused visitors.

These are the keys to turning day trippers into overnighers. To do this we develop recommended multi-day itineraries and planning tools to showcase Lakewood's cultural activities through our social media channels (36,000 followers) monthly emails (7,000 subscribers), public relations efforts (200 influenced articles), and hyper-targeted digital advertising. These platforms filled with self-identified travel intenders with an interest in travel to Pierce County allows Travel Tacoma to leverage tourism dollars effectively and responsibly.

Travel Tacoma also works closely with the Lakewood Chamber of Commerce and the economic development team at the City of Lakewood to cross-promote events and attractions and consult on new opportunities, among other partnerships.

|

3. Beneficiaries

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

| Travel Tacoma – Mt. Rainier supports all proven tourism-facing businesses in Lakewood, which includes meeting venues, sporting venues, restaurants, hotels, attractions, and other small businesses.

Five sports events will take place Lakewood in 2021 and will bring 12,470 attendees. While hotels, restaurants and attractions throughout Lakewood will benefit from these tangentially, the venues that directly benefit will include:

- Pierce College
- Fort Steilacoom Park
- Tacoma Country & Golf Club

Venues with meeting facilities in Lakewood are featured on our promotional meetings website and regularly featured in a monthly newsletter to more than 6,000 engaged meeting planners.

- McGavick Conference Center
- Holiday Inn Express – Lakewood
- Lakewold Gardens
- Best Western Lakewood
- TownePlace Suites Tacoma/Lakewood

There are 115 Lakewood businesses listed on traveltacoma.com. The attractions that receive the most website Referrals, indicating the most visitor interest, are:

- Fort Steilacoom Park
- American Lake
- Lakewold Gardens
- Thornewood Castle Inn and Gardens
- Oakbrook Golf Course

Hotels available on Travel Tacoma's website's direct booking engine include:

- Candlewood Suites Lakewood
- Best Western Lakewood

- Holiday Inn Express Lakewood
- TownePlace Suites Tacoma/Lakewood
- Comfort Inn & Suites 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.

| Combined, we project to deliver between 57,000 – 71,000 room nights in Pierce County. Each of our markets measure the room nights in ways specific to their needs.

- **24,000 – 30,000 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..
- **25,000 – 29,000 Room Nights from Meetings and Conventions**
 - *Combined from Greater Tacoma Convention Center and other County Wide Meeting space assets.*
 - Room nights are measured by contracted room blocks with hotels.
- **8,000 – 12,000 Room Nights from Marketing; Travel, Leisure and Events** (non-sport/ non-meetings)
 - *Four targeted, flexible, itinerary-based campaigns that focus on Nature/Outdoors Experiences and Cultural Experiences.*
 - A new, most-advanced-of-its-kind service Travel Tacoma is onboarding in 2020 will allow us to geo-fence areas of high tourism value, and track who enters those areas, determine where they are from (local or visitor, down to a zip code level), how long the visitors stay, and where they stay. This will provide invaluable, indisputable data to support the efficacy of our marketing and event activities. |

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 2021 and are estimated to generate 2,627 room-nights and 12,740 attendees:

- American Lake Fall Classic (Rowing, American Lake) with 1,100 projected total attendance (350 room-nights)
- Fort Steilacoom Invitational (Cross Country Racing, Pierce College) with 9,000 projected total attendance (1,200 room-nights)
- Rainier Cup Judo Championship (Pierce College) with 1,300 projected total attendance (600 room-nights)
- West Coast Open (Karate, Pierce College) with 1,000 projected total attendance (200 room-nights)

- Seattle University Pat Lesser Harbottle Invitational (Golf, Tacoma Country & Golf Club) with 340 projected total attendance (277 room-nights)

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.

CONVENTIONS & MEETINGS

To date 2020, even with all the challenges inherent in planning meetings during the time of COVID-19, Travel Tacoma sent a lead with a definite 126 room-nights in Lakewood, with an estimated impact of \$63,957.

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, and promote tourism-facing attractions such as 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 2020, traveltacoma.com has provided Lakewood businesses with 7,800 website referrals and more than 300 referrals to Lakewood business's Facebook pages. The Lakewood highlight page has had 4,480 visitors. In addition, social posts featuring Lakewood have reached more than 9,000 Facebook viewers.

In 2019, this work resulted in 6,100 event referrals, 8,700 blog views, and nearly 5,000 city page views.

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 12,740 participants and guests, many of whom are coming from 50 miles or more directly to Lakewood venues. This is expected to deliver 2,627 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.

For leisure tourism, itinerary-based marketing, combined with the above-mentioned geo-targeting system, allows us to specifically target those individuals who have stayed overnight in Lakewood previously, and others in lookalike audiences. We will also target our earned-media (public relations) activities to publications outside this region. |

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

| While national and international travel and meetings are tenuous for 2021, Travel Tacoma continues to attract meetings and conventions across the country. Already secured business for 2021, Travel Tacoma is bringing conventions to Pierce County domestically from Washington, Colorado, New York and internationally from France. These events along with many others are anticipated to deliver more than 15,000 room nights to Pierce County in 2021.

Our main target is to influence people to stay overnight in paid accommodations. Approximately 45% 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 Alaska 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 imperative that we become more competitive with other like-sized destinations by having projects that are funded beyond one year so that the impact can be consistent, and the benefit longer-lasting. Partial funding will greatly inhibit our ability to generate as many room-nights as we otherwise could, and to have the website and web traffic impact Lakewood merits. Without full funding, we would lose the economies of scale that allow us to competitively target the leisure market during the shoulder season months to increase room nights.

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.

| Because of the impacts of COVID-19, the line-item detail of our 2021 budgets are incomplete at this time and the City of Lakewood is among the first LTAC applications open throughout Pierce County. Funding is a moving target, as are the opportunities that will be actualized as we move through Governor Inslee's phased reopening plan. It is important to note that Lakewood's LTAC is an ancillary supporting fund that is part of a seven-partner system.

Also note: Due to COVID-19's impact, we have proactively returned \$25,000 to the Lakewood LTAC budget in 2020, and are asking for a total of \$100,000 for 2021, which is down from \$120,000 in 2020. These efforts are for good stewardship during a difficult time and situation. We have permanently reduced our staff by 50% and aim to keep costs as low as possible throughout the road to recovery ahead for all of us.

- \$45,000 P&A
- \$20,000 Sports Marketing and Sponsorships
- \$20,000 Conventions & Meetings Marketing
- \$15,000 Leisure & Destination Marketing (Including our new geo-fence system. It's the most advanced product ever used in destination marketing.)

Attached is our adopted budget for 2020, PRE-COVID-19. We have made running reductions of almost \$800,000 to this budget since COVID-19 struck (including a reduction of more than \$25,000 to the Lakewood LTAC budget for 2020). And we are constantly evaluating for further adjustments (reductions) as the virus narrative continues. For 2021, we are targeting a \$2.5 million overall budget, county wide.

Also attached is the IRS identification form.

|

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 2021. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
TPA	\$750,000	No	1/1/2021
Pierce County LTAC	\$250,000	No	1/1/2021
Tacoma	\$750,000	No	1/1/2021
Fife	\$50,000	No	1/1/2021
Puyallup	\$100,000	No	1/1/2021
DuPont	\$50,000	No	1/1/2021
TOTAL	\$1,950,000	No	1/1/2021

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

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

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

	a. Lodging Tax Funds Requested *	b. Other Funds (Do not include In-Kind dollars)	c. Total Project Cost **
Personnel (salaries & benefits)	\$30,000	\$790,000	\$820,000
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$15,000	\$435,000	\$450,000
Marketing/Promotion	\$55,000	\$725,000	\$780,000
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	\$100,000	\$1,950,000	\$2,050,000
Description for Direct Sales Activities, Contract Services, Travel and Others			
In-Kind Contributions			

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

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

11. Funding History

a. Was this project funded with Lakewood lodging tax funds in fiscal year 2020? ☒ Yes ☐ No

b. If you answered yes to 11a, how much funding did you receive in 2020? \$125,000

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?

Travel Tacoma is applying for funding from several other LTACs, TPAs, and municipal funds. Please see question 10 above, regarding project budget.

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 end goal of all Travel Tacoma – Mt. Rainier Tourism and Sports sales and marketing initiatives is to increase overnight visitation to Pierce County communities, including Lakewood. To this end, we have always worked closely with Lakewood hotel properties, the Lakewood Chamber of Commerce, and economic development and communication officials at the City of Lakewood. Lakewood is not only a key asset for Pierce County; it is also in Travel Tacoma – Mt. Rainier's DNA.

As mentioned above, we use our well-followed social media and web channels, as well as email marketing to support visitor facing events and attractions in Lakewood. For example, in the regrettable COVID-related absence of Lakewood SummerFEST and the proposed Lakewood Night Market, we have supported the Lakewood Farmers Market and drive-in movie series. We look forward to helping promote the return of all these programs in 2021. We also partner with Lakewood mainstays like Lakewood gardens, where we worked to create a 360-degree virtual tour of their gardens in 2020, to help regain traction when they were able to reopen after the COVID-forced shutdown.

Additionally, we have a solid track record of working with the City of Lakewood and other local partners to win, recruit, or develop high-impact events for Lakewood, and specifically for Fort Steilacoom Park. We created, developed or assisted in developing Lakewood SummerFEST sports components (including the triathlon), the UCI International Cyclocross, USA Cyclocross National Championships, the Fort Steilacoom Invitational, and several other major sporting events and championships mentioned above.

Dean Burke, Travel Tacoma's president and CEO, served on the Lakewood Parks and Recreation Legacy Planning Committee, whose plan was adopted by the Lakewood City Council. We have worked directly to ensure tourism-facing goals were recognized and maintained as a priority, and continue to support the city manager and the city economic development team throughout the year with consulting and support on various development projects.

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

8/20/2020

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.e-verify.gov>

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

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

As the person duly authorized to enter into such commitment for

|Tacoma Regional Convention & Visitor Bureau |
COMPANY OR ORGANIZATION NAME

I hereby certify that the Company or Organization named herein will

(Check one box below)

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

- OR -

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



Signature

|Dean Burke, President and CEO |
Print Name and Title

|08/20/2020 |
Date



2021 SALES AND MARKETING PLAN

Travel Tacoma – Mt. Rainier Tourism and Sports 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 in four key areas: conventions, events, amateur sports and leisure marketing. We also work with our community and stakeholders to strengthen the destination through events, infrastructure and tourism asset development.

EXECUTIVE SUMMARY

This marketing plan outlines Travel Tacoma – Mt. Rainier's strategy for marketing Pierce County as a destination, in order to maximize the region's competitiveness in the national and regional sports, meetings and leisure markets.

In everything we do, Travel Tacoma uses overnight stays as its primary metric of success. In 2021, we project to deliver between 57,000 – 71,000 room nights in Pierce County.

To that end, Travel Tacoma – Mt. Rainier Tourism and Sports has deep roots in the Pierce County hospitality community, and we work closely with lodging partners throughout the county in several capacities, including sales, marketing, and consulting. Our work in meeting sales and destination marketing result in approximately 70,000 room-nights annually.

NOTE ABOUT SCOPE OF WORK FOR 2021

Please note, we are drafting this plan precisely at a time in the COVID narrative in which we are in indefinitely suspended phases with increasing viral spread. We anticipate adjustments to the numbers below as the situation progresses. But as of this application, we draft these numbers and activities with cautious optimism that we will be booking and selling 2021 with minimal restrictions, but with lingering and yet unknown aftereffects.

Meeting Sales

As an organization that writes contracts to host meetings, conventions, and special events at the Greater Tacoma Convention Center, and sporting events throughout Pierce County, Travel Tacoma regularly sends qualified leads from meeting planners to hotels throughout Pierce County. These leads result in tens of thousands of room-nights annually at local hotels. When responding to RFPs from meeting planners and sporting event organizers, Travel Tacoma partners with hotels to ensure we have the right rooms at the right price-points to secure that business. For larger hotels with meeting space that serve as their own venues, Travel Tacoma often refers business to them when there is a good fit for space needs and scheduling.

Leisure Marketing

From a leisure marketing perspective, Travel Tacoma offers co-op advertising opportunities, exposure through our social media platforms, and inclusion in advertising programs targeting leisure travelers. Utilizing the latest geo-targeting technology, we offer our partners both unparalleled visitor data, but also the marketing opportunities to reach those visitors. We also work with local hotels to host qualified travel journalists, bloggers, and influencers, with the goal of generating media and social media

coverage for the host property. Travel Tacoma's website receives more than a million visits annually, with most traffic arriving at business/hotel listings, and events both of which we offer direct access to our hotel partners.

In addition, Travel Tacoma develops and distributes two annual publications: a visitor guide aimed at attracting leisure travelers to Pierce County, and a meeting planner guide geared toward helping meeting planners assess Pierce County's fitness and capacity to host their events. Lodging plays strongly into decisions by both leisure travelers, and meeting planners, so we feature hotel properties prominently in both these publications.

Consulting Services

For hotel brands and developers considering entering or expanding within the Pierce County market, we offer consulting services to gauge potential demand from meetings and leisure business. We receive weekly and monthly reports on hotel performance in Pierce County and select competing markets from STR, our data vendor. We are able to share that information with local lodging partners.

CORE FUNCTIONS

Convention Center Sales

Proactively sell the Greater Tacoma Convention Center as a venue for meetings, conventions and tradeshow to generate revenue for the venue itself, as well as room-nights and increased economic impact throughout the community. We will achieve these goals by engaging meeting planners through advertising and marketing in trade publications, prospecting, tradeshow and conference participation, industry memberships, networking, site visits, hosted client events, community relationships, and sponsorships. We will partner with other destination marketing organizations where collaborations make sense and will increase return on investment.

Leisure and Event Marketing

Promote the region and generate interest and awareness for Pierce County as a destination through branded messages to targeted audiences. This includes using research to strategically develop and execute direct marketing campaigns promoting Pierce County events that have been identified as having a direct impact on tourism.

Sports

Market Tacoma and Pierce County as a destination for tourism-generating amateur and professional sporting events and lead the development of athletic programs and venues throughout the region.

We recruit annual (and sustainable) events that will generate valuable hotel room night stays and increase the local economic impact.

Destination Development

Use research, decades of tourism expertise, and on-the-ground experience to help develop events, attractions, hotels, and unified brand positioning throughout the destination. Given the increasing importance of the tourism and hospitality sectors to the local economy, we will keep the community informed and engaged about the destination's tourism and hospitality industries' health and competitive position.

Familiarization Tours

Generate destination awareness and consideration among key decision makers, media, and influencers. While overnights are the metric by which tourism health is often gauged, each overnight begins with awareness of the destination. The best way to make top influencers and awareness gatekeepers connect with our destination on a deeper level is to have them experience it first-hand. That's why we bring travel media, social-media influencers, event producers, meeting planners and tour operators to Tacoma and Pierce County to touch, see, taste and experience all this destination has to offer.

Visitor Services

The job of a destination marketing organization doesn't stop once the visitor is in-market. We influence visitor spending, regional visitor distribution and lengthen stays by providing visitors with recommendations, visitor guides, brochures, and maps of the region to help make the trip exciting and memorable for them, and lucrative to local businesses, organizations, and partners. We do this through our online portals, social channels, visitor services phone number, and in-person visitor service center (when available).

PART OF TOURISM ON LOCAL, STATE AND NATIONAL LEVELS

Tremendous benefit to Travel Tacoma – Mt Rainier Tourism and Sports and the staff comes from being actively involved members in national, regional, state and local tourism industry organizations. These partnerships help Travel Tacoma leverage valuable community resources and bring like-interests together for collaboration.

Destinations International

Provides an annual international tourism convention for a global perspective on the industry, ongoing access to resources and research, tailored conferences that focus on specific aspects of DMO departments, and the only accreditation program that sets industry specific standards for DMO governance and operations.

DMA West

Provides annual conventions and industry guidelines and research for marketing organizations that represent the western half of the United States.

Washington Tourism Alliance [WTA]

Established by industry stakeholders with the mission to advocate, promote, develop and sustain the economic well-being of the Washington tourism industry.

Support of events and programs that encourage tourism and help visitors get the most out of their Pierce County experience. WTA provides several products to serve members and the state's tourism industry, including the official travel and tourism website for the state of Washington, www.experiencewa.com, and the Official Washington State Visitors' Guide in partnership with the Washington Lodging Association.

WSDMO [WA State Destination Marketing Organizations Association]

An independent, non-profit trade association advocating tourism investment and promotion as economic development. The mission of the WSDMO is to enhance the awareness and influence of the tourism industry and to serve as the single unifying voice for all of Washington State's destination marketing organizations and tourism industry.

Pierce County Lodging Association [PCLA]

An organization that represents Pierce County as the third largest hotel room community in the State of Washington. PCLA provides hoteliers and other industry members a 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: MOUNTAIN CITY SEA

Travel Tacoma – Mt. Rainier Tourism and Sports uses community insights to grow the story of Pierce County through the

MOUNTAIN CITY SEA story. A destination of experiences based on our unique geography, our main attractions are comprised of the interaction between our geographic platform (Mount Rainier and the Salish Sea) and the manufactured, human layer (the cities and communities throughout Pierce County). We tell the story of our main attractions through our most compelling assets: Mount Rainier, our great cities and our saltwater shoreline.

GOALS

24,000 – 30,000 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.

25,000 – 29,000 Room Nights from Meetings and Conventions

- Combined from Greater Tacoma Convention Center and other County Wide Meeting space assets.
- Room nights are measured by contracted room blocks with hotels.

8,000 – 12,000 Room Nights from Marketing; Travel, Leisure and Events (non-sport/ non-meetings)

- Targeted, flexible, itinerary-based campaigns that focus on the tourism assets of various areas within Pierce County.
- A new, most-advanced-of-its-kind service Travel Tacoma is onboarding in 2020 (for full rollout in 2021) will allow us to geo-fence areas of high tourism value, and track who enters those areas, determine where they are from (local or visitor, down to a zip code level), how long the visitors stay, and where they stay. This will provide invaluable, indisputable data to support the efficacy of our marketing and event activities.

TARGET AUDIENCES

We reach these visitors directly, through our marketing and visitor services, and indirectly, through professionals in the event planning, tour operations, and travel writing fields.

Convention and Meetings Target Audience

- Education Professional – Priorities: Affordability, Convenience and Safety.
- Government Professional – Priorities: Per Diem Parameters, Affordability and Negotiable Terms & Conditions
- Association Professional - Priorities: Focused on overall experience, Robust pre- and post- activities, Affordability, Flexibility and ample meeting space
- Social Planner - Personally invested; Seeking high-value and convenience with unique experience; Easy transportation and parking; Expects very personalized service; Retained through word of mouth and social media

Sports Audience

Travel Tacoma – Mt. Rainier's goal is to recruit state, regional and national level event products into the Tacoma and Pierce County area. The target customers are national and regional governing bodies that seek a host city that is near a first-tier city or is itself a second- or third-tier city. Before bidding on an event, Travel Tacoma must consider the number of hotel room nights the event will produce. All event products our organization seeks to win are based on generating hotel room nights in Pierce County.

Leisure Audience

In 2021, Travel Tacoma – Mt. Rainier will focus leisure marketing efforts on drive markets such as Portland, Seattle, Yakima, Tri-Cities and Spokane, as regional drive-travel is forecast to dominate the travel landscape in 2021. These have also historically been shown to be the most likely to convert to an overnight stay through marketing efforts.

In addition to geographic markets, Travel Tacoma has access to a new, most-advanced-of-its-kind service we are onboarding in 2020 that will allow us to geo-fence areas of high tourism value, and track who enters those areas, determine where they are from (local or visitor, down to a zip code level), how long the visitors stay, and where they stay. This data can also be used to target the actual people who have visited various areas of Pierce County, and specifically market to them and lookalike audiences.

CONVENTION AND MEETING SALES

These sales marketing activities are focused on recruiting events that are the best fit for 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 venues throughout Pierce County 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 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.

Key Sales Strategies

- Commit to the Destination International mandatory standards for destination sales services and organization reaccreditation.
- Leverage destination and convention center awareness through the leading global event venue directory [Cvent] and web planning. The destination will brand itself through regional and state banner ads and the convention center will brand itself through Seattle/Tacoma preferred placement to drive opportunity from third party, independent and organization planners.
- Partnerships to increase destination awareness to leading trade associations, societies and volunteer organizations through five elements: connections, tradeshow, advertising & marketing, sponsorship and membership opportunities.
- Promote destination and convention center at industry events (in-person or virtual, as conditions allow), tradeshows and conferences to generate leads, and build contacts to increase opportunities to book business.
- Increase customer “touches” with local and destination sales calls, hosted 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.

Corporate Partnerships + Industry Memberships + Sponsorship Events

Commitment to the tourism 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

Marketing efforts to attract meetings and events to a destination combine activities that pay off immediately and in the long term. With that in mind, the marketing budget is used to showcase our meetings-first assets and venues to meeting planners and decision makers to increase sales and profitability.

Advertising campaigns [online and print] will continue to be informed by research. These campaigns are created to enhance ongoing lead generation and sales at industry associations, familiarization tours, client events, sales calls, tradeshows, conferences, site visits, etc. These investments directly support our scope of work and benchmarks.

Primary Sales Activities

Cvent Online Destination and Event Venue Directories

- Cvent – Tacoma + Convention Center tiered marketing strategy
- Digital video retargeting to promote 30-second destination meetings video
- Cvent Connect – tradeshow + planner scheduled appointments

Connect – Corporate Partnership

- Connect – 4 individual meeting planner conferences with prescheduled planner appointments
- Digital and print marketing strategy
- Industry sponsorships + destination promotional opportunities

Recruitment Sponsorships

- event incentives to recruit new conventions to Pierce County
- event incentives to recruit meetings related industry events to Pierce County

Industry/Community Memberships

- industry meeting planner & executive associations
- regional and local chambers of commerce and business groups

Customer Engagement

- Outbound hosted client events and sales missions
- FAMs and site visits

Regional and National Marketing and Promotion

- Digital and print market to targeted markets
- Leveraging previously created meetings-focused video spot to reach decision makers in target market.
- Monthly sales newsletter
- Annual meeting planner guides

LEISURE MARKETING

Primary Leisure Marketing Activities

In 2021 Travel Tacoma – Mt. Rainier will use a mix of marketing tactics, including digital advertising, social media marketing and public relations and media relations outreach to draw overnight visitors. The marketing channels will primarily be digital, which allows the greatest flexibility to adjust to travel restrictions, changes in public health guidance, and other unforeseeable conditions that are more likely to arise than ever before because of COVID.

Travel Tacoma's marketing team works to attract new and repeat visitors to Pierce County, and encourage repeat visits through data analytics, targeted advertising, public relations and visitor services.

Using the most advanced system available to track the movement of people, in 2021, Travel Tacoma will have the capability to see – in varying levels of detail – where people visit and how long they stay once they are in Pierce County. This rich data will not only give us the ability to show definitively who is visiting, from where, and for how long, it also eliminates estimates and guesses, which allows us to target and track our marketing activities in terms of actual people who we reached, and were inspired to visit and stay overnight in Pierce County. Additionally, it will be invaluable in future planning for marketing, event and venue development, and even for city planning.

Our intentions are to conduct targeted, itinerary-based leisure marketing and PR campaigns that include activities, attractions, events, restaurants, and overnight stays in communities throughout Pierce County. Itinerary-based campaigns allow the flexibility to gauge the market's appetite for travel (which is particularly fluid, given both social trends, and government restrictions that can come down with little warning), and adjust the itineraries based on the current market and government restrictions. For example, as regional, drive-market travel is forecast to dominate travel throughout the country in 2021, drive-based itineraries can be developed and promoted through advertising and public relations campaigns that focus on regional audiences. Data from the above-mentioned tracking system will allow us to see (using cell phone and other mobile device tracking) to see not only who saw those ads, but which of them made a trip to Pierce County, how long they stayed, and what they did while they were here. This is a level of marketing data that eliminates estimates and has never been achievable until now.

Please be aware that if unforeseen circumstances occur and campaigns cannot go forward due to government policies or restrictions, unused funds will be returned to Pierce County LTAC, and other funding partners.

The tourism and sports organization also promotes the county through leisure events, destination awareness marketing and visitor services. Travel Tacoma's Pierce County tourism website receives 1 million pageviews a year and provides 90,000 hotel referrals, while visitor guides (both digital and printed) and planning tools help visitors extend their stays by discovering lesser-known attractions.

Destination Awareness: Travel Writers and Influencers

Lean heavily on Pierce County's unique geographic platform to pitch and host travel writers on a two-to-three-day MOUNTAIN CITY SEA itinerary, which includes both the natural assets, and the communities that thrive here.

Seek marketing partnerships with outdoors- and culinary-focused regional blogs and influencers. Prioritize those that are open to using trackable channels for overnights, such as discount codes or trackable URLs that will allow us to report on room-nights delivered.

Pitch stories on Travel Tacoma – Mt. Rainier's major 2021 itinerary campaigns.

Visitor Services

Business and hotel referrals – Travel Tacoma uses its digital (website, social channels, etc.) and physical (self-serve visitor center and walk-in visitor information center) to reach visitors and get those visitors into the doors of Pierce County businesses that make the most sense for them and their visit. We will continue to increase the number of these referrals by optimizing our content and website structure. In 2019, there were more than 100,000 local business listing views on traveltacoma.com.

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. We have nearly 8,000 recipients who have self-identified as having a travel interest in Pierce County, and have opted into our various email newsletters.

Social Media

Travel Tacoma will continue to grow social followings through content development and advertising. The focus is on Facebook and Instagram, and by working with local tourism-facing businesses and organizations (hotels, museums, restaurants, tour operators, etc.) who are already creating outstanding, compelling visual content on their own, we are able to surface that content in our channels to target it toward potential visitors from outside the region. 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.

Visitor Guides

While the 2020 Travel Tacoma – Mt. Rainier Visitor Guide was suspended due to COVID-related restrictions on travel (and therefore travel promotion), we will work with our partners SagaCity Media to produce a Pierce County Visitor Guide and Meeting Planner Guide.

SPORTS

Key Strategies:

Event Development

Researches and develops bids for events that attract tourism and overnight hotel stays.

Develops relationships with NGBs that result in more events hosted in the region that impact Pierce County hotels and hospitality-related businesses.

Club Development

Increases host potential of sports clubs and organizations by working directly with club management to assist them in the development and/or expansion of their membership and programming.

Venue Development

Advocates, supports, and assists any municipality, district, enterprise fund, or private investors in the development of sports venues that increase the host potential of the region.

We are currently in steering/ advisory roles for venue enhancement and new development for:

- Tacoma

- University Place (Chambers Bay/ Pierce County Parks)
- Puyallup
- Sumner
- DuPont
- Gig Harbor

Community Development

Implement strategic partnerships to enhance the host potential of our community.

Engage elected officials and government entities, and the media to leverage resources and educate on the value of sports tourism.

Event Services

Serves on Local Organizing Committees to fulfill all commitments made during the bidding process.

Enhance the visitor experience for competitors, attendees, fans, families, etc. with the end result being benefits to the tourism industry and the tax collections of the county.

STRUCTURE TO SUPPORT OUR TOP PRIORITIES

EXECUTIVE + ADMINISTRATIVE

President + CEO

Office Administrator

Strategic Partners:

Contract: HR Services

Contract: Finance and Billing

Contract: IT Services

Priorities

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

MARKETING, COMMUNICATIONS + VISITOR SERVICES

Senior Communications Manager

Strategic Partners

Contract: Media Relations Support

Contract: Website development, hosting, and maintenance

Contract: Visitor Guide and Meeting Planner Guide Production

Priorities

Marketing to individual leisure travelers and events. This team serves as the production house for advertising and collateral for all markets.

SPORTS

Director of Sports Development

Priorities

Recruitment, development and servicing of amateur sporting events

SALES + SERVICING

Vice President

Senior Convention Center Sales Manager

Convention Center Sales Manager

Priorities

Generate economic impact through sales activities that provide a consistent return on investment for funders by delivering room-nights and increased spending throughout the Pierce County community.

Board Roster: Travel Tacoma - Mt. Rainier 2020

Matt Allen	Board Chair	VENUE/ HOSPITALITY
Nigel English	Chair Elect	SPORTS
Becky Newton	Secretary	LAKEWOOD
Tom Pavlik	Treasurer	TACOMA/ HOTELIER
Jeff Woodworth	At Large	SPORTS
Evan Marques	Past Chair	PRIVATE/ LEGAL
Carmen Palmer	Council	SUMNER
Joe Bushnell	Council	STATE HOSPITALITY
Roshaun Yates	Council	PRIVATE/ TRANSPORTATION
Kim Bedier	Council	TACOMA/ VENUES
Mike Gommi	Council	COUNTY
Shon Sylvia	Council	TACOMA/ PARKS
Pat Nagle	Council	TACOMA/ HOSPITALITY
Ted Danek	Council	DUPONT/ SPORTS/ SOCCER

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 8:30 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.

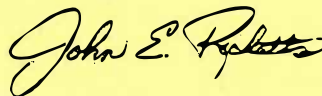
The law requires you to make your organization's annual return available for public inspection without charge for three years after the due date of the return. You are also required to make available for public inspection a copy of your organization's exemption application, any supporting documents and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



To: All Lodging Tax and TPA Funding Committees

From: Evan Marques, Chair, Board of Directors

Re: Designation of Authorized Official

Date: March 27, 2019

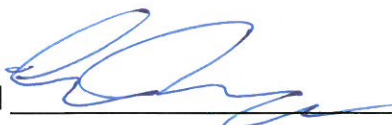
This is to confirm that the President/CEO of Tacoma Regional Convention + Visitor Bureau [doing business as Travel Tacoma + Pierce County] is authorized by the organization's Board of Directors to contractually bind the agency if funding is awarded.

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

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

UNITED STATES OF AMERICA

The State of Washington



Secretary of State

CERTIFICATE OF MERGER

I, **KIM WYMAN**, Secretary of State of the State of Washington and custodian of its seal, hereby certify that documents meeting statutory requirements have been filed and processed with the Secretary of State merging the below listed "Merging Entity/Entities" into:

TACOMA REGIONAL CONVENTION & VISITOR BUREAU

WA NONPROFIT CORPORATION

UBI: 601 216 920

Effective Date: 12/31/2019

Filing Date: 12/31/2019

Merging Entities:

601 289 518

TACOMA-PIERCE COUNTY SPORTS COMMISSION, WA NONPROFIT CORPORATION



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

Kim Wyman, Secretary of State

Date Issued: 12/31/2019

ARTICLES OF MERGER
OF
TACOMA-PIERCE COUNTY SPORTS COMMISSION
WITH AND INTO
TACOMA REGIONAL CONVENTION & VISITOR BUREAU

Tacoma Regional Convention & Visitor Bureau, a Washington non-profit corporation ("Travel Tacoma") and the surviving corporation in that merger ("Merger") with the Tacoma-Pierce County Sports Commission, a Washington non-profit corporation ("Sports Commission"), hereby delivers to the State of Washington these Articles of Merger pursuant to RCW 24.03.200.

1. Plan of Merger. Attached hereto as Exhibit A is the Agreement and Plan of Merger.
2. Approval. The Merger was duly approved by the Directors of Travel Tacoma and the Sports Commission on December 4, 2019. Neither organization has voting members that are required to approve the merger.
3. Effective Date. The Merger shall be effective at 11:59 p.m. on December 31, 2019.

Dated as of this 31st day of December 2019.

TACOMA REGIONAL CONVENTION &
VISITOR BUREAU, a Washington non-profit
corporation

DocuSigned by:
By: Evan Marques
Name: Evan Marques
Title: Board Chair

TACOMA-PIERCE COUNTY SPORTS
COMMISSION, a Washington non-profit
corporation

DocuSigned by:
By: Dean Burke
Name: Dean Burke
Title: Executive Director

AGREEMENT AND PLAN OF MERGER

THIS AGREEMENT AND PLAN OF MERGER ("Agreement") is made and entered into as of this 4th day of December 2019, by and between Tacoma Regional Convention & Visitor Bureau, a Washington non-profit corporation ("Travel Tacoma") and Tacoma-Pierce County Sports Commission, a Washington non-profit corporation ("Sports Commission").

RECITALS

A. Travel Tacoma is duly organized and existing as a non-profit corporation under the laws of the State of Washington. The Sports Commission is duly organized and existing as a non-profit corporation under the laws of the state of Washington.

B. The Sports Commission has determined that it is advisable that the Sports Commission be merged with and into Travel Tacoma on the terms and conditions set forth herein and pursuant to RCW 24.03.185 through RCW 24.03.210 (the "Merger"). A majority of the Board of Directors for the Sports Commission and Travel Tacoma have duly adopted, approved, and authorized the execution and delivery of this Agreement.

AGREEMENT

NOW, THEREFORE, for good and valuable consideration the receipt of which is hereby acknowledged, the parties hereto agree as follows:

ARTICLE ONE PRINCIPAL TERMS OF THE MERGER

1.1 Merger of Sports Commission. On the Effective Date (as hereinafter defined), the Sports Commission shall merge into Travel Tacoma, on the terms and conditions hereinafter set forth. The separate existence of Sports Commission shall thereupon cease and all three entities shall become a single corporation under Travel Tacoma which shall continue to be governed by the laws of the state of Washington. The Merger shall dissolve the Sports Commission pursuant to RCW 24.03.210.

1.2 Effect of the Merger. On the Effective Date (as hereinafter defined):

(a) all of the property, real and personal, and each and every other right or asset of the Sports Commission shall vest in Travel Tacoma;

(b) Travel Tacoma shall possess all rights, privileges, immunities, powers and purposes of the Sports Commission; and

(c) the Surviving Entities shall assume and be liable for all of the liabilities, obligations and penalties of the Sports Commission.

1.3 Effective Date of the Merger. The effective time and date of the Merger (the "Effective Date") shall be 11:59 p.m. on December 31, 2019.

ARTICLE TWO DIRECTORS; ARTICLES OF INCORPORATION & BYLAWS; NAME CHANGE

2.1 Directors. Following the Merger, the initial Board of Directors of Travel Tacoma shall be the following individuals: Matt Allen, Nigel English, Jeff Woodworth, Becky Newton, Tom Pavlik,

Carmen Palmer, Joe Bushnell, Roshaun Yates, Kim Bedier, Mike Gommi, Evan Marques, Shon Sylvia, Pat Nagle, and Ted Danek.

2.2 Articles of Incorporation. The existing Articles of Incorporation of Travel Tacoma, attached hereto as **Exhibit 2.2**, shall govern the operations of Travel Tacoma following the Merger.

ARTICLE THREE REPRESENTATIONS AND WARRANTIES

3.1 Representations and Warranties of Travel Tacoma. As an inducement to the execution of this Agreement by the parties hereto, Travel Tacoma represents and warrants that the following statements are true and correct on the date hereof:

(a) Travel Tacoma is duly organized, validly existing, and authorized to transact business in the State of Washington.

(b) Travel Tacoma has the authority to own, operate and dispose of its properties, to conduct its business as now being conducted, to enter into and deliver and perform its obligations and undertakings under this Agreement and to complete the transactions contemplated herein.

3.2 Representations and Warranties of the Sports Commission. As an inducement to the execution of this Agreement by the parties hereto, the Sports Commission represents and warrants that the following statements are true and correct on the date hereof:

(a) The Sports Commission is duly organized, validly existing, and authorized to transact business in the State of Washington.

(b) The Sports Commission has the authority to own, operate and dispose of its properties, to conduct its business as now being conducted, to enter into and deliver and perform its obligations and undertakings under this Agreement and to complete the transactions contemplated herein.

ARTICLE FOUR CLOSING PROCEDURES

Closing (the "Closing") shall take place at 11:59 p.m. on December 31, 2019 and then and thereupon Travel Tacoma and the Sports Commission shall execute or cause to execute, and file any and all documents necessary to effectuate the Merger.

ARTICLE FIVE MISCELLANEOUS

5.1 Amendment. This Agreement may be amended, modified, or supplemented in whole or in part at any time by an instrument in writing executed by the shareholders of the Sports Commission and Surviving Entities.

5.2 Entire Agreement. This Agreement and the documents, schedules, and exhibits described herein or attached or delivered pursuant hereto set forth the entire agreement between the parties hereto with respect to the transactions contemplated hereby and supersede all prior agreements, arrangements and understandings relating to the subject matter hereof.

5.3 Governing Law; Venue; Attorneys' Fees. This Agreement shall be governed by and construed in accordance with the laws of the state of Washington. Venue shall be in Pierce County,

Washington. The prevailing party in any dispute relating to this Agreement shall be entitled to recover its reasonable attorney's fees, expenses, and costs actually incurred whether a formal action or lawsuit has been filed or not, on appeal, pursuant to any bankruptcy or other administrative proceeding.

5.4 Further Actions. If at any date after the Effective Date, Travel Tacoma shall determine that any assignments, transfers, deeds or other assurances in law are necessary or desirable to vest, perfect or confirm, of record or otherwise, in Travel Tacoma, title to any property or rights of the Sports Commission, the Sports Commission shall execute and deliver such documents and do all things necessary and proper to vest, perfect or confirm title of such property or rights in Travel Tacoma.

5.5 Survival of Representation and Warranties. The parties' respective representations and warranties contained herein shall survive the Closing indefinitely.


5.6 Time. Time is of the essence herein.

IN WITNESS WHEREOF, each party hereto has caused this Agreement to be signed in its entity name and as the individual shareholders as of the date first above written.

TACOMA REGIONAL CONVENTION &
VISITOR BUREAU, a Washington non-profit
corporation

By: 
Name: Evan Marques
Title: Board Chair

TACOMA-PIERCE COUNTY SPORTS
COMMISSION, a Washington non-profit
corporation

By: 
Name: Nigel English
Title: Board Chair



APP



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

TACOMA-PIERCE COUNTY VISITOR & CONVENTION BUREAU

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

U.B.I. Number: 601 216 920
 ~~601-217-799~~

Date: December 8, 1989

RECORDS CORRECTED 1/27/00

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

Ralph Munro, Secretary of State

SSF 57

2-420674-0

1989 2002 9766 0310-0314

00176 DEC 15 89

FILED 7

DEC 8 1989

601 217 7A

TACOMA-PIERCE COUNTY VISITOR & CONVENTION BUREAU

NONPROFIT CORPORATION

Articles of Incorporation

The undersigned, for the purpose of forming a corporation under the nonprofit laws of the State of Washington, RCW 24.03, hereby adopts the following Articles of Incorporation.

ARTICLE I

The name of the corporation shall be: Tacoma-Pierce County Visitor & Convention Bureau.

ARTICLE II

The term of existence of the corporation shall be perpetual.

ARTICLE III

The purposes for which the corporation is organized are as follows:

- to enhance the hospitality industry and the general economy of the Tacoma-Pierce County community;
- to strengthen and promote visitor services, attractions, and convention facilities in an effort to establish Tacoma-Pierce County as a primary visitor and convention destination.

ARTICLE IV

The name of the Registered Agent of the corporation is:

Wanetta J. Ayers

The street address of the Registered Office, which is also the address of the Registered Agent, is as follows:

950 Pacific Avenue, Suite 450
Tacoma, Washington 98402

The post office box number, which may be used in conjunction with the Registered Agent address, located in the same city, is:

Post Office Box 1933
Tacoma, Washington 98401

1989 2002 9766 0311

ARTICLE V

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

Wes Armstrong

Southwest County
Best Western Lakewood Motor Inn
6125 Motor Avenue S.W.
Tacoma, WA 98499

Carol Butler

City of Puyallup
Puyallup Area Chamber of Commerce
P.O. Box 1298
Puyallup, WA 98371

The Honorable Art Conduff

City of Fife
City of Fife
5213 Pacific Highway East
Fife, WA 98424

Dick Ferguson

Pierce County
County Executive's Office
930 Tacoma Avenue, Room 737
Tacoma, WA 98402

Jay Green

City of Tacoma
Tacoma Dome
2727 East 'D' Street
Tacoma, WA 98421

Sue Hills

General Business
Alpac Corporation - Pepsi/7 Up
3101 Pine Street South
Tacoma, WA 98409

Larry Marshall

Sports/Special Events
Pacific Lutheran University
School of Physical Education
Tacoma, WA 98447

Candace Blancher

Northeast County
Western Washington Fair, Inc
P.O. Box 430
Puyallup, WA 98371

Lee Cameron

Lodging
Best Western Executive Inn
5700 Pacific Highway East
Fife, WA 98424

Tim Ellis

Lodging
Sheraton Tacoma Hotel
1320 Broadway Plaza
Tacoma, Wa 98402

David Graybill

Tacoma-Pierce County
Chamber of Commerce
950 Pacific Avenue, Suite 300
Tacoma, WA 98402

LaMoyne Hreha

Restaurant
Harbor Lights Restaurant
2761 Ruston Way
Tacoma, WA 98402

Kim Lundberg

Southeast County
The Wildberry Restaurant
P.O. Box 176
Ashford, WA 98304

Jim Montgomerie

Metropolitan Park District
Metropolitan Park District
10 Idaho Street
Tacoma, WA 98409

-continued-

1989 2002 9766 0312

Bill Newby
General Business
Washington Natural Gas
P.O. Box 11066
Tacoma, WA 98411

Sue Oyster
Transportation
Cascade Trailways
2209 Pacific Avenue
Tacoma, WA 98402

Patty Spohn
Lodging
Patty's Country Bed & Breakfast
220 Center Street East
Eatonville, WA 98328

David Nicandri
Arts/Cultural
Washington State Historical Society
315 North Stadium Way
Tacoma, WA 98403

Don Piercy
General Business
Puget Sound Bank
1119 Pacific Avenue
Tacoma, WA 98402

Gordon Wohlfeil
Peninsula Area
Gig Harbor/Peninsula
Chamber of Commerce
P.O. Box 1245
Gig Harbor, WA 98335

ARTICLE VI

In the event of dissolution of the corporation, the net assets are to be distributed to one or more regularly organized and qualified charitable, educational, scientific, or philanthropic organizations to be selected by the Board. "Qualified" means that such organizations are organized and operated for such purposes as shall cause them to qualify as an organization under 501 (c) (6) of the IRC of 1986 (or corresponding provision of any future United States Internal Revenue law).

ARTICLE VII

The name and address of each incorporator is as follows:

Lee Cameron
Best Western Executive Inn
5700 Pacific Highway East
Fife, Washington 98424

William Newby
Washington Natural Gas
3130 South 38th Street
Tacoma, Washington 98409

Jay Green
Tacoma Dome
2727 East 'D' Street
Tacoma, Washington 98421

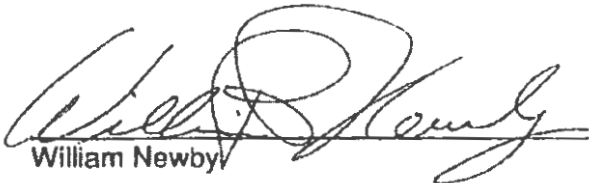
-continued-

1989 2002 9766 0313

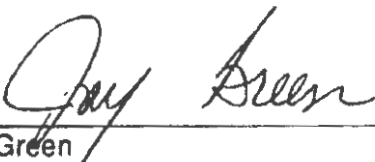
IN WITNESS WHEREOF each incorporator has affixed his/her signature on this 22nd day of November, 1989:



Lee Cameron



William Newby

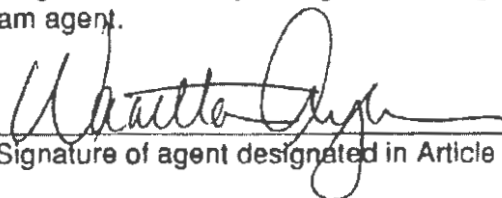


Jay Green

CONSENT TO APPOINTMENT AS REGISTERED AGENT

I, **Wanetta Ayers**, 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.

November 22, 1989
Date



Signature of agent designated in Article IV

1989 2002 9766 0314



AME

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 AMENDMENT

to

TACOMA-PIERCE COUNTY VISITOR & CONVENTION BUREAU

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

Changing name to TACOMA-PIERCE COUNTY CONVENTION &
VISITOR BUREAU

UBI Number: 601 216 920

Date: December 8, 1999

Effective Date: January 1, 2000



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

Ralph Munro, Secretary of State

2-420674-0

2000 3453 02558 001 - 002



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

CORPORATIONS DIVISION
301 CAPITOL WEST SOUTH - PO BOX 46234
OLYMPIA, WA 98546-0234

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

121-1956.0
2062

ARTICLES OF AMENDMENT WASHINGTON NONPROFIT CORPORATION

FEE: \$20

EXPERIENCE ORGANIZER SERVICE AVAILABLE - \$20 PER MEETING
INCLUDES FEE FOR STATE "ADVANCE" IN GALE LECTURE
ON OUTSIDE OF DIVISION

FILED

1 1

REPORT/Person to contact about this filing

BARBARA NESTER

Daytime Phone Number (with area code)

(253) 284-3251

AMENDMENT TO ARTICLES OF INCORPORATION

NAME OF CORPORATION (as currently recorded with the Office of the Secretary of State)

Tacoma-Pierce County Convention & Visitor Bureau

USE NUMBER

CORPORATION NUMBER (if known)

AMENDMENTS TO ARTICLES OF INCORPORATION WERE ADOPTED ON

601 716 870

2-420674-0

Date 1/25/02

EFFECTIVE DATE

(Specified effective date may be up to 90 days AFTER receipt of this document by the Secretary of State)

OF ARTICLES OF

AMENDMENT

☐ Specific Date: 1/25/02

☐ Upon filing by the Secretary of State

ADOPTION OF THE ARTICLES OF AMENDMENT (Please check ONE of the following)

☒ This amendment was adopted by a meeting of members held on (specify date) 1/25/02. A quorum was present at the meeting and the amendment received at least two-thirds of the votes which members present or represented by proxy were entitled to cast.

☐ The amendment was adopted by a consent in writing and signed by all members entitled to vote.

☐ There are no members that have voting rights. This amendment received a majority vote of the directors of a board meeting held on (specify date)

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

CHANGE NAME OF CORPORATION TO:

TACOMA REGIONAL CONVENTION & VISITOR BUREAU

SIGNATURE OF OFFICER

One document for filing, executed under penalty of perjury, and is, to the best of my knowledge, true and correct.

Fred Shanman Fred Shanman 4/26/02
Typed Name Date

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

Washington
State
Department
of
Revenue
121-1956.0
2062

WS-600 (1/02)



AME



**STATE OF WASHINGTON
SECRETARY OF STATE**

121-1956.0
2002

**ARTICLES OF AMENDMENT
WASHINGTON
NONPROFIT CORPORATION**

(Per Chapter 24.03 RCW)

FEE: \$20

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

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

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

APR 30 2002

STATE OF WASHINGTON

FOR OFFICE USE ONLY

FILED: / /

IMPORTANT! Person to contact about this filing

BARBARA NIEMIER

Daytime Phone Number (with area code)

(253) 284-3251

AMENDMENT TO ARTICLES OF INCORPORATION

NAME OF CORPORATION (As currently recorded with the Office of the Secretary of State)

Tacoma-Pierce County Convention & Visitor Bureau

UBI NUMBER

601 216 920

CORPORATION NUMBER (if known)

2-420674-0

AMENDMENTS TO ARTICLES OF INCORPORATION WERE ADOPTED ON

Date: 3/25/02

EFFECTIVE DATE
OF ARTICLES OF
AMENDMENT

(Specified effective date may be up to 30 days AFTER receipt of the document by the Secretary of State)

☐ Specific Date: 4/25/02☐ Upon filing by the Secretary of State

ADOPTION OF THE ARTICLES OF AMENDMENT (Please check ONE of the following)

☒ The amendment was adopted by a meeting of members held on (specify date): 3/25/02. A quorum was present at the meeting and the amendment received at least two-thirds of the votes which members present or represented by proxy were entitled to cast.

☐ The amendment was adopted by a consent in writing and signed by all members entitled to vote

☐ There are no members that have voting rights. The amendment received a majority vote of the directors at a board meeting held on (specify date):

AMENDMENTS TO THE ARTICLES OF INCORPORATION ARE AS FOLLOWS

If necessary, attach additional amendments or information

CHANGE NAME OF CORPORATION TO:

TACOMA REGIONAL CONVENTION & VISITOR BUREAU

SIGNATURE OF OFFICER

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

Signature of Officer

Fred Shanahan

Printed Name

Date

4/26/02

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

.05 225 (9/00)

FOR OFFICE USE ONLY

FOR OFFICE USE ONLY

FOR OFFICE USE ONLY

Validation
Val: 04/30/2002 - 118100
\$20.00 on 04/30/2002
Check - 04/25/2002 - 12078



Secretary of State
Tim Wymann

Washington Secretary of State
Corporations and Charities Division
801 Capitol Way South
PO Box 40234
Olympia, WA 98504-0234
(360) 725-0377
corps@sos.wa.gov

12/31/2019

TACOMA REGIONAL CONVENTION & VISITOR BUREAU
CHELENE POTVIN-BIRD
PO BOX 1754
TACOMA WA 98401

UBI Number: 601 216 920

Business Name: TACOMA REGIONAL CONVENTION & VISITOR BUREAU

Dear CHELENE POTVIN-BIRD,

Thank you for your recent submission. This letter is to confirm that the following documents have been received and successfully filed:

MERGER

You can view and download your filed document(s) for no charge at our website, www.sos.wa.gov/ccfs.

If you haven't already, please sign up for a user account on our website, www.sos.wa.gov/ccfs, to file online, conduct searches, and receive status updates.

Please contact our office at corps@sos.wa.gov or (360) 725-0377 if you have any questions.

Sincerely,

Corporations and Charities Division
Office of the Secretary of State
www.sos.wa.gov/corps

Tacoma Regional Convention & Visitor Bureau

Balance Sheet

As of June 30, 2020



	Jun 30, 20
ASSETS	
Current Assets	
Checking/Savings	
1000 · HOMESTREET BANK	
1010 · Homestreet Checking 2418	90,230.09
1020 · Homestreet Ops Reserves MM 2426	53,468.37
Total 1000 · HOMESTREET BANK	143,698.46
1100 · UNION BANK	
1110 · Union Bank Checking 5589	120.00
1120 · Union Bank Ops Reserves MM 5597	223,198.34
Total 1100 · UNION BANK	223,318.34
1200 · HERITAGE BANK	
1210 · Heritage Bank Checking 1621	444,029.40
1220 · Heritage Bank Checking 8635	366,721.20
Total 1200 · HERITAGE BANK	810,750.60
1300 · SOUND CREDIT UNION	
1310 · Sound CU Op Reserves MM 3564 10	141,314.91
1320 · Sound CU Savings 3564 00	25.00
Total 1300 · SOUND CREDIT UNION	141,339.91
Total Checking/Savings	1,319,107.31
Accounts Receivable	
1500 · Accounts Receivable	105,062.67
Total Accounts Receivable	105,062.67
Other Current Assets	
1600 · Undeposited Funds	14,514.24
1700 · Prepaid Expense	3,166.29
Total Other Current Assets	17,680.53
Total Current Assets	1,441,850.51
Fixed Assets	
2000 · Leasehold Improvements	91,262.19
2100 · Furniture & Fixtures	34,690.00
2200 · Computer/Telecommunication	73,840.60
2500 · Accumulated Depreciation	-105,976.00
Total Fixed Assets	93,816.79
TOTAL ASSETS	1,535,667.30
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Credit Cards	
3050 · Bank of America Credit Card	2,691.42
Total Credit Cards	2,691.42
Other Current Liabilities	
3100 · Payroll Liabilities	12,183.24
3200 · Accrued PTO Payable	25,447.98
Total Other Current Liabilities	37,631.22
Total Current Liabilities	40,322.64
Total Liabilities	40,322.64

11:48 AM

Tacoma Regional Convention & Visitor Bureau

07/08/20

Balance Sheet

Accrual Basis

As of June 30, 2020



	Jun 30, 20
Equity	
4000 · Unrestricted Net Assets	1,094,195.63
4100 · Contra Acct for Undrprec Assets	93,816.79
4500 · Restricted Net Assets	200,000.00
Net Income	107,332.24
Total Equity	1,495,344.66
TOTAL LIABILITIES & EQUITY	1,535,667.30

Tacoma Regional Convention & Visitor Bureau
Profit & Loss Budget vs. Actual - REVISED
 January through June 2020



	Jan - Jun 20	Budget	% of Budget
Ordinary Income/Expense			
Income			
5000 · TPA	566,578.75	842,160.00	67.3%
5100 · Research	9,430.00	9,430.00	100.0%
5200 · Pierce County LTAC	61,159.52	141,070.00	43.4%
5300 · City of Tacoma/GTCC	420,737.84	700,000.00	60.1%
5400 · City of Lakewood	36,737.22	96,257.00	38.2%
5500 · City of Puyallup	34,396.69	95,022.00	36.2%
5600 · City of Fife	22,218.28	85,145.00	26.1%
5700 · City of Gig Harbor	5,000.00	10,000.00	50.0%
5900 · Interest Earned	980.90	0.00	100.0%
5950 · In-kind Revenue	0.00	0.00	0.0%
5999 · MISC INCOME	366.00	0.00	100.0%
Total Income	1,157,605.20	1,979,084.00	58.5%
Expense			
PERSONNEL	557,294.21	930,634.00	59.9%
ADMINISTRATION			
6060 · Retirement Fees & Background Ch	1,450.00	2,100.00	69.0%
6080 · Accounting Services	37,771.00	86,505.00	43.7%
6100 · Audit/Financial Review	11,000.00	24,995.00	44.0%
6120 · Bank Charges & Merchant Fees	248.93	775.00	32.1%
6140 · Computer Software & License	54,884.83	77,495.00	70.8%
6160 · Employee Mileage, Badges, etc	0.00	1,400.00	0.0%
6180 · Equipment Leasing	5,066.56	13,882.00	36.5%
6200 · HR Program Expenses	2,347.76	8,226.00	28.5%
6220 · Insurance, Licenses & Taxes	7,864.40	7,618.00	103.2%
6240 · Legal Fees	2,052.50	2,055.00	99.9%
6260 · Maintenance & Repair	0.00	500.00	0.0%
6280 · Memberships	15,873.00	27,802.00	57.1%
6300 · Office Supplies & Equipment	2,215.09	16,299.00	13.6%
6320 · Payroll Processing Fee	296.99	1,000.00	29.7%
6340 · Rent Phone Utilities & IT Serv	47,781.12	89,665.00	53.3%
6360 · Research - Smith Travel	6,930.00	6,930.00	100.0%
6380 · Travel & Meetings	3,248.20	55,950.00	5.8%
6400 · Web Hosting	35,332.32	36,300.00	97.3%
Total ADMINISTRATION	234,362.70	459,497.00	51.0%
SALES & MARKETING			
CONVENTIONS & MEETINGS	127,991.57	167,789.00	76.3%
TACOMA MARKETING SCOPES	14,785.06	83,221.00	17.8%
EVENT DEVELOPMENT	875.00	875.00	100.0%
EVENT MARKETING	17,551.45	22,768.00	77.1%
LEISURE	600.00	600.00	100.0%
MARKETING PROGRAMS	71,395.39	228,487.00	31.2%
SPORTS EVENT DEVELOPMENT	0.00	10,000.00	0.0%
SPORTS EVENT MARKETING	25,417.58	125,000.00	20.3%
Total SALES & MARKETING	258,616.05	638,740.00	40.5%

11:48 AM

07/08/20

Accrual Basis

Tacoma Regional Convention & Visitor Bureau
Profit & Loss Budget vs. Actual - REVISED
January through June 2020

 **DRAFT**

	Jan - Jun 20	Budget	% of Budget
9900 - In-kind Expense	0.00	0.00	0.0%
Total Expense	1,050,272.96	2,028,871.00	51.8%
Net Ordinary Income	107,332.24	-49,787.00	-215.6%
Net Income	<u>107,332.24</u>	<u>-49,787.00</u>	<u>-215.6%</u>

Tacoma Regional CVB
Cash Flow - ACCRUAL BASIS
 January through December 2020

	Jan 20	Feb 20	Mar 20	Apr 20	May 20	Jun 20	Jul 20	Aug 20	Sep 20	Oct 20	Nov 20	Dec 20	TOTAL
Travel Tacoma Cash at 12/31/19	643,210.22												
Tacoma Sports Equity Increase	466,736.20												
Total Beginning Cash Balance	1,109,946.42	1,053,877.17	923,907.86	1,152,663.27	1,110,254.46	1,144,308.55	1,319,107.31	1,319,107.31	1,319,107.31	1,319,107.31	1,319,107.31	1,319,107.31	1,109,946.42
Cash In													
TPA	134,764.71	172,405.65	84,149.24	75,957.41	65,801.88	33,499.86							566,578.75
Research	6,930.00	0.00	0.00	0.00	2,500.00	0.00							9,430.00
Pierce County LTAC	17,943.53	10,529.50	9,083.36	9,085.84	8,225.99	6,291.30							61,159.52
City of Tacoma/GTCC	74,838.83	74,838.83	74,838.83	74,838.83	74,838.83	46,543.69							420,737.84
City of Lakewood	6,005.27	12,375.24	6,032.88	2,681.09	6,630.85	3,011.89							36,737.22
City of Puyallup	6,307.34	12,405.41	4,185.26	2,770.95	5,715.84	3,011.89							34,396.69
City of Fife	0.00	0.00	12,014.24	0.00	0.00	10,204.04							22,218.28
City of Gig Harbor	0.00	0.00	2,500.00	0.00	0.00	2,500.00							5,000.00
Interest Earned	197.03	177.74	311.58	150.99	133.94	9.62							980.90
In-Kind Revenue	0.00	0.00	0.00	0.00	0.00	0.00							0.00
MISC Income	366.00	0.00	0.00	0.00	0.00	0.00							366.00
Total Cash In	247,352.71	282,732.37	193,115.39	165,485.11	163,847.33	105,072.29	0.00	0.00	0.00	0.00	0.00	0.00	1,157,605.20
Cash Out													
Personnel Expenses	60,888.04	93,759.15	91,992.31	110,216.49	145,778.14	54,660.08							557,294.21
Administration Expenses	111,033.98	38,744.85	27,085.77	15,873.52	26,652.14	14,972.44							234,362.70
Sales & Marketing	45,893.42	126,857.67	31,486.59	18,017.85	30,357.68	6,002.84							258,616.05
Total Cash Out	217,815.44	259,361.67	150,564.67	144,107.86	202,787.96	75,635.36	0.00	0.00	0.00	0.00	0.00	0.00	1,050,272.96
Net Income/(Loss)	29,537.27	23,370.70	42,550.72	21,377.25	-38,940.63	29,436.93	0.00	0.00	0.00	0.00	0.00	0.00	107,332.24
Change in A/R	-90,555.65	-154,361.33	187,263.70	-15,655.95	20,035.19	143,682.67							90,408.63
Change in A/P	4,949.13	1,021.32	-1,059.01	-48,130.11	52,959.53	1,679.16							11,420.02
Ending Cash Balance	1,053,877.17	923,907.86	1,152,663.27	1,110,254.46	1,144,308.55	1,319,107.31	1,319,107.31	1,319,107.31	1,319,107.31	1,319,107.31	1,319,107.31	1,319,107.31	1,319,107.31

DRAFT

Application for:

City of Lakewood Fiscal Year 2021 Lodging Tax Grant Funds

From:

**Lakewood Sister Cities -
Gimhae Delegation**

7. APPLICATION FOR FISCAL YEAR 2021 LTAC GRANT FUNDING

1a. Project Information

Project Name: LSCA 2021 Friendship City Delegation, Gimhae, South Korea

Amount of Lodging Tax Funding Requested: \$ 16,350
(Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: \$ 16,800
(Total Project Amount must match Project Budget column c "Total Project Cost")

1b. Applicant Organization

Name of Applicant Organization: Lakewood Sister Cities Association

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

Tax ID Number: 31-1639695

Organization Unified Business 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 2021
- b. Event Location: City of Lakewood
- c. If there is a charge or fee for this activity, please describe how much and why.
No.
- d. Please provide a detailed, yet concise **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 will be hosting a visiting delegation from Gimhae, South Korea, and in coordination with the City of Lakewood will be preparing a formal ceremony to finalize the 2019 proposed Memorandum of Agreement to move from a Friendship City relationship to a Sister City relationship; a voluntary forging of ties to encourage cultural understanding, friendship and exchanges between the two cities.

Proposed activities/events for the Mayor of Gimhae and his delegation are to:

- Attend the SummrFest and share greetings from Gimhae to the community at the International Festival
- Host events to promote and publicize the official transition to our international community
- Share historical landmarks and surrounding sights that showcase Lakewood, Puget Sound and other prominent sights
- Visit our educational facilities

We would like to build in flexibility into the grant award with options on dates, times and venues in order to adjust to any possible restrictions or deviations for the planned visit.

Responsible party(s) include but not limited to LSCA Board of Directors, Pierce College and the International Education Department, Asian Pacific Culture Center (APCC), Korean Associations, Lakewood employees, Enterprise and the Lakewood Tax Advisory Committee.

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
- Clover Park School District
- Clover Park Technical College
- International community
- Local businesses
- City of Lakewood

4. Goals/Monitoring

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

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

Our goals are to utilize local lodging and dining facilities for the members of the delegation for the duration of their visit.

Our short or long term economic benefits will occur with future visits hosting student exchanges, city official to city official exchanges, cultural exchanges to name a few.

Our belief the outcomes of this visit is more than feasible as proven in the Mayor of Gimhae reaching out to provide aid to the City of Lakewood during COVID-19. This relationship has the qualities for a strong and enduring future.

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

The support of the Lodging Tax Grant enables LSCA to provide assurance to our visiting delegation that we value their support of our city and extend a warm welcome of hospitality to the Mayor and his city officials. The Consul General and various Korean organizations and community leaders will be invited to join in some of the events which will add to the lodging stays.

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

As stated in item 5, Consul General and others from the Seattle area and from around the Puget Sound area and nearby states.

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

Annually we have hosted a delegation and/or a world renowned entertainment group from one of our sister/friendship cities during this time which increases the number of visitors from outside of state or country from 6 – 15 additional visitors for more than 1-2 days.

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 support the event. Over the years it has continued to draw on our limited funds for the shortfalls we meet in planning a Sister City delegation visit or exchange.

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:

- \$350 – Marketing (graphics, social media boosts, international media)
- \$13,900 – Delegation lodging, meals, transportation, ceremonial dinners, local tourist excursions.
- \$1,600 - Contract Services (Transportation rentals)
- \$500 – Gifts for delegation, miscellaneous incidentals

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 2021. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
Sponsors	\$1,000	No	April 2020
Donors	\$450	No	May 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	\$350	\$	\$350
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	\$	\$	\$
Minor Equipment (computers, desks, etc.)	\$	\$	\$
Travel	\$13,900	\$450	\$14,350
Contract Services Describe below	\$1,600	\$	\$1,600
Other Describe below	\$500	\$	\$500
TOTAL COST	\$16,350	\$450	\$16,800
Description for Direct Sales Activities, Contract Services, Travel and Others	Contract Services: Rental cars; Other: gifts for delegation, incidentals; Travel: lodging, meals, local tourist excursions		
In-Kind Contributions	APCC, Pierce College, LSCA Board of Directors, Korean organizations/citizens		

**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 2020? ☒ X ☐ Yes ☐ No

b. If you answered yes to 11a, how much funding did you receive in 2020? \$ 23,900 Not used-venue & grants cancelled due to COVID-19

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 sponsors, 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 website and social media
- Pierce College website and social media coverage
- Lakewood Chamber of Commerce email blasts
- Asian Pacific Culture Center email blasts
- Local international organizations social media coverage
- LSCA Board of Directors share with family, friends, colleagues on social media and word of mouth

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:



Connie Coleman-Lacadie, President

Printed Name & Title of Chief Administrator/Authorizing Official

Date August 23, 2020

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.e-verify.gov>

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

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

As the person duly authorized to enter into such commitment for

Lakewood Sister Cities Association
COMPANY OR ORGANIZATION NAME

I hereby certify that the Company or Organization named herein will

(Check one box below)

☒ 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 23, 2020
Date

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

DEPARTMENT OF THE TREASURY

Date: **JAN 30 2004**

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

Employer Identification Number:

22-1674075

UEN:

2705347718063

Contact Person:

ERIC J. BERTELSEN

ID# 31323

Contact Telephone Number:

(877) 829-5500

Public Charity Status: **RECEIVED**

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

FEB 3 2004

Dear Applicant:

CITY CLERK'S OFFICE

Our letter dated May 1989, 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 (BO/CG)

**Lakewood Sister Cities Association
2021 Gimhae, South Korea Delegation
Marketing Plan**

The Lodging Tax Grant funds of \$16,350 will be used for:

- Marketing and operational costs of \$350
 - 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.
 - Personal invitations to elected local and state officials, Consulates, JBLM, surrounding city managers and mayors, Presidents/Executive Directors of various international organizations and clubs, statewide sister city associations, community, educational and service organization leaders.
- Travel - \$13,900
 - Delegation lodging, meals, transportation, tourist excursions
- Contract Services - \$1,600
 - Rentals (Transportation)
- Other - \$500
 - Gifts for delegation, incidentals

2021 Gimhae Delegation Budget (\$16,350)

Expenses	Est Cost	Service/ Product
Marketing	\$350.00	Social media boosts, international media/radio
Travel	\$13,900.00	International Delegation lodging, meals, transportation, tourist excursions
Contract Services	\$1,600.00	Rentals (Transportation)
Other	\$500.00	Gift for delegation, incidentals
Total	\$16,350.00	

ARTICLES OF INCORPORATION

OF

LAKEWOOD SISTER CITIES ASSOCIATION

The undersigned, residents of the State of Washington, a majority of whom are citizens of the United States, desiring to form a Non-Profit Corporation under the Non-Profit Corporation Law (Revised Code of Washington 24.03), do hereby certify:

ARTICLE I - NAME

The name of the Corporation shall be LAKEWOOD SISTER CITIES ASSOCIATION.

ARTICLE II - REGISTERED OFFICE

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

ARTICLE III - PURPOSES

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

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

ARTICLE IV - MEMBERSHIP

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

Name**Address****Pat Cavendish****Pierce College
9401 Farwest Drive SW
Lakewood, WA 98498****Lua Pritchard****125 E. 96th Street
Tacoma, WA 98445**

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

ARTICLE V - POWERS

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

ARTICLE VI - INFLUENCE LEGISLATION

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

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

ARTICLE VII - BYLAWS

ARTICLE VIII - LIMITATIONS

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

ARTICLE IX - TRANSACTION INVOLVING DIRECTORS

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

ARTICLE X - DISTRIBUTIONS UPON DISSOLUTION

Upon the dissolution of this Corporation, all of its assets remaining after payment of creditors shall be distributed for one or more exempt purposes within the meaning of Section 501(c) (3) of the Internal Revenue Code, or the corresponding section of any future federal tax code, or shall be distributed to the federal government, or to a state or local government, for a public purpose. Any such assets not so disposed of shall be disposed of by a Court of Competent Jurisdiction of Pierce County, exclusively, for such purposes or to such organization or organizations, as said Court shall determine, which are organized and operated exclusively for such purposes. In no event shall any of the Corporation's assets be distributed to the officers, directors, or members of the Corporation.

ARTICLE XI - AMENDMENTS

This Corporation reserves the right to amend, alter, change, or repeal any provision contained in these Articles of Incorporation by the affirmative vote of a majority of the members present at a meeting of the Association.

ARTICLE XII - DURATION

The period of duration of this Corporation shall be perpetual.

ARTICLE XIII - INCORPORATOR

The name and address of the incorporator is:

Name

Address

Pat Cavendish

c/o City of Lakewood
10510 Gravelly Lake Dr. SW, Suite 208
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 208
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>



LAKEWOOD SISTER CITIES ASSOCIATION
P. O. Box 97294
Lakewood, WA 98498

Honorary Ex-Officio
Mayor Don Anderson

Council Liaison
Councilmember Michael Brandstetter

Board of Directors
President - Connie Coleman-Lacadie
Vice-President - Vacant
Treasurer - Mike Brandstetter
Secretary - Julia Woodworth
Kathleen Hoban
James Kim
Michael Lacadie
Enrico Picardal
Herb Stumpf

August 23, 2020

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:

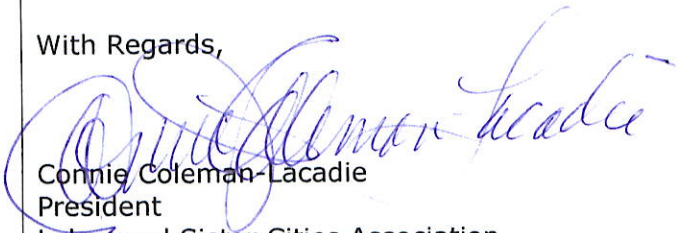
The Lakewood Sister Cities Association (LSCA) Board of Directors' authorize the following individual to serve as their representative.

Connie Coleman-Lacadie, President, 10208 101st Ave Ct SW,
Lakewood, WA 98498, 253.906.1346

On May 14, the board met via conference call due to COVID-19 to approve the LTAC authorization for the 2021 grant and meeting schedule. It was moved, seconded and voted to authorize the appointed representative to submit the Lodging Tax Grant Application. It was agreed that our next meeting would be in September.

This authorization will be reviewed annually.

With Regards,


Connie Coleman-Lacadie
President
Lakewood Sister Cities Association

LSCA INCOME STATEMENT 2014-2019							
		2014	2015	2016	2017	2018	2019
Cash on Hand		\$ 13,188.29	\$ 12,220.07	\$ 10,523.38	\$ 8,972.24	\$ 9,210.14	\$ 9,157.02
Revenues		\$ 13,209.11	\$ 13,500.00	\$ 8,700.00	\$ 9,368.35	\$ 8,017.12	\$ 9,918.80
Expenses		\$ 14,177.33	\$ 15,196.69	\$ 10,251.14	\$ 9,130.45	\$ 8,070.24	\$ 19,101.02
Total net Assets		\$ 12,220.07	\$ 10,523.38	\$ 8,972.24	\$ 9,210.14	\$ 9,157.02	\$ 25.20

Application for:

City of Lakewood Fiscal Year 2021 Lodging Tax Grant Funds

From:

**Lakewood Sister Cities -
International Festival**

7. APPLICATION FOR FISCAL YEAR 2021 LTAC GRANT FUNDING

1a. Project Information

Project Name: Lakewood Sister Cities Association 2021 International Festival

Amount of Lodging Tax Funding Requested: \$ 7,550
(Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: \$ 8,000
(Total Project Amount must match Project Budget column c "Total Project Cost")

1b. Applicant Organization

Name of Applicant Organization: Lakewood Sister Cities Association

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

Tax ID Number: 31-1639695

Organization Unified Business 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 10, 2021
- 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 6th year at SummerFest as 2020 was cancelled. 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:

- games, crafts, vendors, kid activities, face painters, karate origami, International script, etc.,
- the Shei Shei Dog and Taiko Drummers bringing excitement and enthusiasm to the day's events during the opening ceremony,
- an entertainment line-up showcasing their traditional dance and costumes representing over 14 countries to include China, Japan, Korea, Philippines, Guam, Cambodia, India
- and a greater chance for more interactive opportunities for kids and community.

We would like to build in flexibility into the grant award with options on dates, times and venues such as smaller performances throughout the summer at the Farmer's Market, hosting event(s) at Colonial Plaza, etc., in order to adjust to any deviations as to number of participants, availability of venues, etc.

Responsible party(s) include but not limited to LSCA Board of Directors, Pierce College and the International Education Department, Asian Pacific Culture Center (APCC), Korean Associations, OKK, Lakewood employees, Enterprise and the Lakewood Tax Advisory Committee.

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
- Entertainers by showcasing their culture
- Vendors to include non-profits, service organizations and commercial
- Local businesses
- JBLM, LPD, WPDF, libraries and Historical Society
- Kids and parents
- Volunteers
- City of Lakewood

4. Goals/Monitoring

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

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

Our goals are to increase:

- the number of participants to SummerFest (or any other event should that not support our past venues)
- sponsorships throughout the local and international community
- local and international media coverage

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

The support of the Lodging Tax Grant enables LSCA to reach out to a wider community to bring in new ethnic groups to entertain and educate our community on their culture. This provides a greater need of our lodging, restaurants and local businesses.

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

Many of our entertainers travel up to 50 miles one way to perform on our International stage. They bring family and friends from around the Puget Sound area and nearby states.

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

Annually we have hosted a delegation and/or a world renowned entertainment group from one of our sister/friendship cities during this time which increases the number of visitors from outside of state or country from 6 – 15 additional visitors for more than 1-2 days.

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 support the event. Over the years it has continued to draw on our limited funds for the shortfalls we meet in planning an “all star” stage presence at the SummerFest.

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:

- \$350 – Marketing (graphics, social media boosts, international media)
- \$6,200 – Entertainers (12-14 groups), Pavilion, Sanitation, additional rental fees for flexibility
- \$1,000 – Tents, canopies, tables, miscellaneous supplies, water

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 2021. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
Sponsors	\$1,000		
Vendors	\$450		
	\$		
	\$		
	\$		
	\$		
	\$		

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	\$350	\$	\$350
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	\$	\$	\$
Minor Equipment (computers, desks, etc.)	\$	\$	\$
Travel	\$	\$	\$
Contract Services Describe below	\$6,200	\$	\$6,200
Other Describe below	\$1,000	\$450	\$1,450
TOTAL COST	\$7,550	\$ 450	\$8,000
Description for Direct Sales Activities, Contract Services, Travel and Others	Contract Services: entertainers, DJ/sound system, photographer, Pavilion, rentals; Other: tents, canopies, tables, art supplies, water, miscellaneous.		
In-Kind Contributions	APCC, Pierce College, 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 2020? ☒ X ☐ Yes ☐ No

b. If you answered yes to 11a, how much funding did you receive in 2020? \$ 23,900 Not used-venue cancelled due to COVID-19

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 sponsors, 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; website and 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 family, friends, colleagues on social media and word of mouth.

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				\$	\$	\$

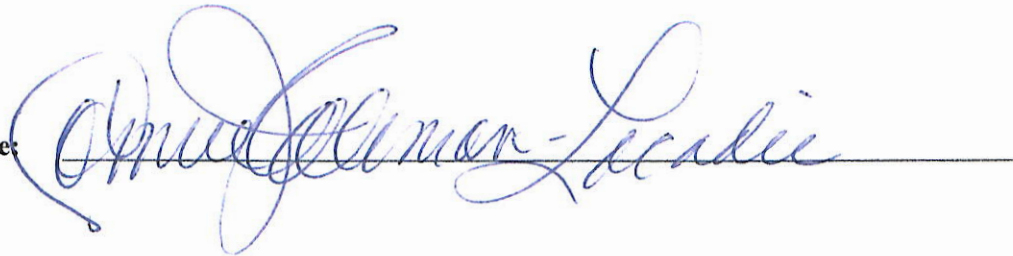
*If other funds are committed, please attach a letter of commitment from the funding source.

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:



Connie Coleman-Lacadie, President

Printed Name & Title of Chief Administrator/Authorizing Official

Date August 23, 2020

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.e-verify.gov>

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

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

As the person duly authorized to enter into such commitment for

Lakewood Sister Cities Association
COMPANY OR ORGANIZATION NAME

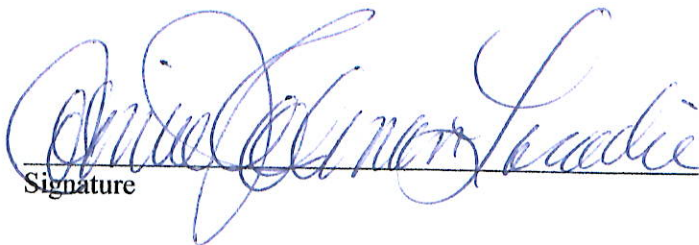
I hereby certify that the Company or Organization named herein will

(Check one box below)

☒ 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 23, 2020
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:
22-1534625

OMB:

17053347718063

Contact Person:

ERIC J. BERTENSEN

ID# 31323

Contact Telephone Number:

(877) 829-5500

Public Charity Status: **RECEIVED**

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

FEB 3 2004

Dear Applicant:

CITY CLERK'S OFFICE

Our letter dated May 1989, 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 (BO/CG)

**Lakewood Sister Cities Association
2021 International Festival
Marketing Plan**

The Lodging Tax Grant funds of \$7,550 will be used for:

- Marketing and operational costs of \$350
 - 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
- Contract Services - \$6,200
 - Sound DJ and sound system
 - Photographer
 - Entertainment representing 12-14 groups representing international music and dance
 - Pavilion
 - Rentals
- Other - \$1,000
 - Tents, canopies
 - Tables
 - Art Supplies
 - Water and miscellaneous supplies

2021 Festival Budget (\$7,550)

Expenses	Est Cost	Service/ Product
Marketing	\$350.00	Ads, printing, graphics, social media boosts, international media/radio
Contract Services	\$6,200.00	DJ & Sound System, entertainers, photographer, Pavilion, rentals
Other	\$1,000.00	Tents, canopies, tables, art supplies, water, miscellaneous
Total	\$7,550.00	

ARTICLES OF INCORPORATION

OF

LAKEWOOD SISTER CITIES ASSOCIATION

The undersigned, residents of the State of Washington, a majority of whom are citizens of the United States, desiring to form a Non-Profit Corporation under the Non-Profit Corporation Law (Revised Code of Washington 24.03), do hereby certify:

ARTICLE I - NAME

The name of the Corporation shall be LAKEWOOD SISTER CITIES ASSOCIATION.

ARTICLE II - REGISTERED OFFICE

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

ARTICLE III - PURPOSES

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

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

ARTICLE IV - MEMBERSHIP

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

Name

Address

Pat Cavendish

Pierce College
9401 Farwest Drive SW
Lakewood, WA 98498

Lua Pritchard

125 E. 98th 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 504(c) (3) of the Internal Revenue Code, or the corresponding section of any future federal tax code, or shall be distributed to the federal government, or to a state or local government, for a public purpose. Any such assets not so disposed of shall be disposed of by a Court of Competent Jurisdiction of Pierce County, exclusively for such purposes or to such organization or organizations, as said Court shall determine, which are organized and operated exclusively for such purposes. In no event shall any of the Corporation's assets be distributed to the officers, directors, or members of the Corporation.

ARTICLE XI - AMENDMENTS

This Corporation reserves the right to amend, alter, change, or repeal any provision contained in these Articles of Incorporation by the affirmative vote of a majority of the members present at a meeting of the Association.

ARTICLE XII - DURATION

The period of duration of this Corporation shall be perpetual.

ARTICLE XIII - INCORPORATOR

The name and address of the incorporator is:

Name

Address

Pat Cavendish

c/o City of Lakewood
10510 Gravelly Lake Dr. SW, Suite 208
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.

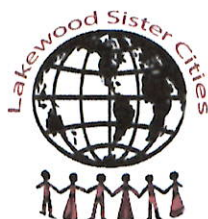
DATED: _____

ALICE M. BUSH, CMC
General Services Director/City Clerk
City of Lakewood
10510 Gravelly Lake Dr. SW, Suite 208
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>



LAKEWOOD SISTER CITIES ASSOCIATION
P. O. Box 97294
Lakewood, WA 98498

Honorary Ex-Officio

Mayor Don Anderson

Council Liaison

Councilmember Michael Brandstetter

Board of Directors

President - Connie Coleman-Lacadie

Vice-President - Vacant

Treasurer - Mike Brandstetter

Secretary - Julia Woodworth

Kathleen Hoban

James Kim

Michael Lacadie

Enrico Picardal

Herb Stumpf

August 23, 2020

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 May 14, the board met via conference call due to COVID-19 to approve the LTAC authorization for the 2021 grant and meeting schedule. It was moved, seconded and voted to authorize the appointed representative to submit the Lodging Tax Grant Application. It was agreed that our next meeting would be in September.

This authorization will be reviewed annually.

With Regards,

Connie Coleman-Lacadie
President
Lakewood Sister Cities Association

LSCA INCOME STATEMENT 2014-2019							
		2014	2015	2016	2017	2018	2019
Cash on Hand		\$ 13,188.29	\$ 12,220.07	\$ 10,523.38	\$ 8,972.24	\$ 9,210.14	\$ 9,157.02
Revenues		\$ 13,209.11	\$ 13,500.00	\$ 8,700.00	\$ 9,368.35	\$ 8,017.12	\$ 9,918.80
Expenses		\$ 14,177.33	\$ 15,196.69	\$ 10,251.14	\$ 9,130.45	\$ 8,070.24	\$ 19,101.02
Total net Assets		\$ 12,220.07	\$ 10,523.38	\$ 8,972.24	\$ 9,210.14	\$ 9,157.02	\$ 25.20

Application for:

City of Lakewood Fiscal Year 2021 Lodging Tax Grant Funds

From:

Lakewood Arts Festival

7. APPLICATION FOR FISCAL YEAR 2021 LTAC GRANT FUNDING

1a. Project Information

Project Name: Lakewood Film, Art, Book Festival

Amount of Lodging Tax Funding Requested: \$ 19500
(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: Lakewood Arts Festival Association

Mailing Address: POB 39320
Lakewood, WA 98499

Tax ID Number: EIN 47-2922484

Organization Unified Business Identifier (UBI) 603-323-644
UBI Expiration Date: July 2021

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

1c. Contact:

Name: Robert Lawrence

Title: Chair

Telephone: 253-973-7712

Email: lakewoodfestival@gmail.com

Signature: 

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

2. Project Description

- a. Event Date(s): | October 8-10, 2021 |
- 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 McGvick Center-approximately \$2500 to \$4000 daily depending on hours used and lay out for the 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).

| An expansion of the last festival held at the McGavick Center

8 award winning films to include talk back sessions, 50 authors showing their books, juried art/photo entries including cash prizes, featured presenters

Additional venues -Philippine traditional dancers-Live skit performance by the Lakewood Playhouse Players-An interactive film exhibit to include a green screen-Musicians-Live Puppet show-Art demonstrations-Military art display-Nisqually tribal exhibits and traditional dancing-A special talk back/film presentation on the movie character Charlie Chan-Pierce Co. Library display

Principle committee members; Chuck Mathias, Heidi Pierson, Kat Flores, Lonnie Lai, Shirley Petersen, Ed Trobaugh, Judy Lawrence, Bob Lawrence, Phil Raschke, Ed Kane |

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, 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?

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 the cultural activity in the City of Lakewood. Vendors, visitors, authors, special presenters, 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, fifty minutes access from SEATAC airport, affordable lodging, great restaurants, and free/easy parking.

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 authors and artists who showing their creations for these 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, native American displays, as well as music, cultural and creative 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

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.

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

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 2021. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
Donors	\$3000	No	Spring/Summer 2021
Service Organizations	\$2000	No	Spring/Summer 2021
Juried Art Entry fees	\$1000	No	Spring/Summer 2021
	\$		
	\$		
	\$		
	\$		
<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.</i> <i>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)	\$	\$	\$
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$9000	\$1000	\$10,000
Marketing/Promotion	\$8000	\$1000	\$9000
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	\$	\$	\$
Minor Equipment (computers, desks, etc.)	\$2000	\$1500	\$3500
Travel	\$	\$	\$
Contract Services Describe below	\$	\$1500	\$1500
Other Describe below	\$500	\$1000	\$1500
TOTAL COST	\$19500	\$6000	\$25,500
Description for Direct Sales Activities, Contract Services, Travel and Others			

In-Kind Contributions	
-----------------------	--

Contract Service- Pay for Jurists and Insurance

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

** 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 2020? ☒ Yes ☐ No

b. If you answered yes to 11a, how much funding did you receive in 2020? \$ 19,500

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

Year	Amount awarded	No previous funding
------	----------------	---------------------

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

Contacting additional donors, participants, vendors and service organizations for cash and or in kind donations

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, Art Commission members, local newspaper/online publishers and Veterans Organizations

FAB donation and LTAC

2020 Balance Sheet

	Balance	Income	Expenses		LTAC	Expenses	
Jan	\$24.00		-3 svs chg		19200		
Feb	\$21.00		-3		19200		
	donation	\$50.00			19200		
Mar	\$65.00		-3 svs chg		19200		
	donation	\$500.00			19200		
April	\$562.00		-3 svs chg		19200		
May	\$559.00		-3 svs chg		19200		
June	\$556.00		-3 svs chg		19200		
	donation	\$100.00	-596 Insurance			1228.25 Film Licens	585 web
Jul	\$57.00		-3 svs chg		17386.75		365.63 web domain
	donation	\$500.00	-3 svs chg			357.5 graphics	278 usps
Aug	\$554.00		-3 svs chg		16385.62		
						942.5 graphics	572.25 Vista
Sep	\$551.00		-3 svs chg				129.93 trophies
Oct			svs chg		14740.94		
Nov			svs chg				
Dec			svs chg				

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:



Robert Lawrence - Chair of the Lakewood Arts Festival Association

Printed Name & Title of Chief Administrator/Authorizing Official

Date 21 August 2020

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.e-verify.gov>

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 Arts Festival Association
COMPANY OR ORGANIZATION NAME

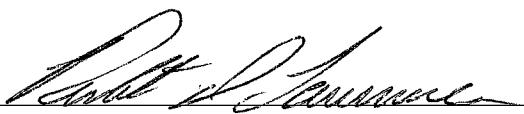
I hereby certify that the Company or Organization named herein will

(Check one box below)

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

- OR -

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


Signature

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

August 21, 2020
Date

RECEIVED

AUG 21 20

CITY OF
LAKEWOOD

To: City of Lakewood

21 August 2020

Attn: Tho Kraus

Subject: Signatory authority for FY 2021 LTGF Application

As Chairman/President of the Lakewood Art Festival Association Robert Lawrence is authorized to sign all necessary documents for the conduct of Lakewood FAB Festival in 2021.

Contact information below

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



Robert Lawrence

President/Chairman of the Lakewood Arts Festival Association

POB 3930

Lakewood WA 98496

2021 Lakewood FAB Festival Marketing Plan

Marketing Plan

Print media, GO section in the TNT, look to Ranger et al as well

Suburban Times online newspaper

Emails to everyone's email tree

Flyers

Posters

Radio

Press Releases

Visit service clubs

Reader board private and public

Digital Plan will mirror above

- **Facebook**
- **Website**

BYLAWS OF THE LAKEWOOD ARTS FESTIVAL ASSOCIATION, INC.

Date of Adoption: July 16, 2013

Article 1. Name

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

Article 11. Object

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

The Mission of Lakewood ARTSFest is to:

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

Article III. Members

This organization will have no members.

Article IV. Executive Board

Section 1. The affairs of this organization will be managed by the Executive Board. The Executive Board will consist of three Officers, the immediate Past President, and two Advisory Members. Officers will be elected as prescribed in Article V, below. The President will appoint the two Advisory Members of the Executive Board.

Section 2. The Executive Board has the authority to make decisions, establish policies, and conduct any and all business of the organization, with the assistance of the Board of Directors in those areas listed in Article VI below.

Section 3. Lease, rent, exchange, or sale of any property or items owned by the Association will be handled by the President with the authorization of the Executive Board.

Section 4. Minutes from the Executive Board Meetings shall be disseminated to both the Executive Board and the Board of Directors (Combined Board) in either printed or digital format before the next Regular Meeting.

Section 5. Discussion of Executive Board action, or pending action, shall be included on the Agenda for all Regular Meetings of the Combined Board.

Article V. Officers

Section 1. The Officers of the organization will be the President, Secretary, and Treasurer.

Section 2. Two persons may be elected to share the responsibilities of an Officer. In every case, each office will have one vote.

Section 3. The President, Secretary, and Treasurer may hold only the position to which they have been elected. Other members of the Executive Board and Directors may hold one other position within the organization.

Section 4. No person may be elected to serve, or continue to serve, as an Officer of the organization if s/he is, or becomes an Officer of the Lakewood Arts Foundation

Section 5. Any Officer may be removed by the Board of Directors whenever in its judgment the best interests of the organization will be served thereby. A two-thirds vote of those Directors present at a duly called Meeting is required to remove an Officer.

Section 6

Duties of Officers

The President will call and preside over all Meetings. S/he will exercise the usual executive powers pertaining to the office of the President and will direct all activities associated with Lakewood ARTSFest.

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

The Treasurer, in order to maintain internal financial controls, will collect and deposit all monies into an authorized bank as 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 case, each individual will have one vote.

Section 6. The Director of Student Art will be chosen in consultation with the Clover Park School District. The term of the Director of Student Art will be coordinated with the Clover Park School District and will not be subject to the term limit listed above (Section 2).

Section 7. Any Director may be removed by the Executive Board whenever, in its judgment, the best interests of the organization will be served thereby. A two-thirds vote of those members of the Executive Board present at a duly called Meeting is required to remove a Director.

Section 8. Replacement of a director will be filled by appointment of the President with the approval of the Executive Board.

Section 9. Dissolution of a Directorship will be undertaken with the advice and consent of the Combined Board.

Section 10. Principal Areas. The following areas must be managed by Directors:

- Juried gallery
- Arts and Crafts Vendors
- Literary Events
- Performing Arts/Entertainment
- Student Art
- Food Service
- Volunteers
- Event Logistics

Executive Committee functions. The following areas may be delegated to a Director or may be managed by the Executive Committee directly.

- Finance
- Fund Raising and Sponsorships
- Marketing and Promotion

Article VII. Meetings

Section 1. Executive Board Meetings. The Executive Board will meet at the call of the President as needed to conduct its business.

Section 2. Regular Meetings. The Combined Board will hold Regular Meetings for the purpose of conducting the business of ARTSFest, on dates established by the President.

Section 3. Final Meeting. A final Meeting of the Combined Board will be held prior to July 31 for the purpose of critiquing and evaluating the workings of ARTSFest. Guests may be invited to this Meeting to provide their insights and input.

Section 4. Meeting Notification. Notice of the time, purpose, and place of Meetings will be given at least three days prior to the date on which the Meeting is to be held. Notice of the Final Meeting will be given at least seven days prior to the date on which the Meeting is to be held.

Section 5. Rules for Meetings. Unless other rules are adopted by the Executive or Combined Board, Roberts Rules of Order, latest edition, shall prevail in all meetings. At the October Regular Meeting of the Combined Board, a set of Standing Rules for the coming year will be adopted. Standing Rules may be adopted, amended, or rescinded by a majority vote of the Combined Board at any Regular Meeting.

Article VIII. Nominations and Elections

Section 1. Every January, the Executive Board will appoint a Nominating Committee. The Committee will consist of one member of the Executive Board and two members from the Board of Directors. The President will not serve on the Nominating Committee.

Section 2. The Nominating Committee will present a proposed slate of Officers at the March Regular Meeting. Additional nominations may be made from the floor. The Board of Directors will then elect, by secret ballot, the Officers for the following year's Lakewood ARTSFest. A majority vote of those Directors present at the duly called Meeting is necessary to elect.

Article IX Voting and Quorum.

Section 1. Unless otherwise specified in these bylaws, decisions in this organization will be made by majority vote of those authorized to vote who are present at a duly called Meeting. Attendance by conference call is permitted. No proxy, mail-in, or absentee balloting is permitted at any Meeting of this organization.

Section 2. Two members of the Executive Board will constitute a quorum for Meetings of the Executive Board. A majority of the Board of Directors will constitute a quorum for Meetings of the Board of Directors. A majority of the Combined Board will constitute a quorum for the Regular Meetings and any other Meetings of the Combined Board. No votes will be conducted at the Final Meeting.

Section 3. When a Directorship is shared, each person will be counted individually for quorum purposes and will have one vote.

Section 4. For those functions reserved to the Board of Directors, namely, approval of the budget in October, election of Officers in March, and removal of an Officer, only the Directors may vote on the question. For all other matters, when a vote is to be taken, both the Executive Board and the Board of Directors are eligible to vote.

Section 5. Ratification of emergency action. Any corporate action required or permitted by the Articles of Incorporation or Bylaws, or by the laws of the State of Washington, to be taken at a Meeting of the Directors of the organization may be taken without a Meeting if a consent in writing, setting forth the action so taken, will be signed by all of those entitled to vote with respect to the subject matter thereof. Such consent will have the same force and effect as a unanimous vote, and may be described as such.

Article X. Indemnification

Section 1. Any Officer, Director, or member of the Executive Board now serving or hereafter serving the organization and his/her respective heirs, executors, and personal representatives will be indemnified by the organization against expenses actually and necessarily incurred by him/her in connection with the defense of any action, suit, or proceeding in which s/he is made a party by reason of being or having been adjudged in such action, suit, or proceeding to be liable for negligence or misconduct in the performance of his/her duties, but such indemnification will not be deemed exclusive of any rights to which the person may be entitled under any bylaw or agreement and/or vote by the Executive Board and/or Board of Directors.

Section 2. The organization will maintain insurance to provide such indemnification.

Article XI. Administrative and Financial Provisions

Section 1. Fiscal Year. The fiscal year of the organization will end on September 30 of each year.

Section 2. Books and Records. The organization will keep current books of records of account. Records in the form of Minutes will be kept of the proceedings of Meetings of the Executive Board, Regular Meetings, Special Meetings, and the Final Meeting.

Section 3. Salaries. The salaries of any agents of the organization will be fixed by the Executive Board. No Officer, member of the Executive Board, Director, or member of the Board of Directors will receive a salary.

Section 4. Profits. Discretionary profits will be donated primarily to the Lakewood Arts Foundation, with consideration to other 501c3 arts organizations and subject to the approval of the Combined Board.

Section 5. Loans Prohibited. No loan of funds will be made by the organization to any Officer, member of the Executive Board, Director, member of the Board of Directors, or Volunteer of the organization.

Section 6. Audit. There will be an annual year-end internal audit of the books of the organization by a committee appointed by the President.

Section 7. Year-End Accounting. The Treasurer will provide a financial accounting of the year's books and information regarding present year-end tax figures to assist in the audit of the books.

Section 8. Salaried Accountant. An accountant employed by the Executive Board will handle all fiscal year-end income tax preparation and assist the Executive Board and Board of Directors in financial planning and long-range investments to coordinate with the financial planning of the Lakewood Arts Foundation.

Article XII Amendment of Articles of Incorporation or Bylaws

In order to amend the Articles of Incorporation or the Bylaws, the proposed changes will be presented to the Combined Board for its information one month prior to the proposed date of voting. A majority vote of the members of the Combined Board present at a duly called Meeting is necessary to approve any change.


Article XIII. Dissolution of Organization

Section 1. To authorize the voluntary dissolution of this organization and to distribute its assets, the Combined Board must approve the action by a two-thirds vote of those present at a duly called Meeting.

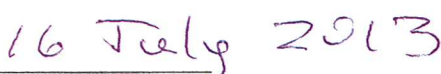
Section 2. In the event of dissolution, the assets of the organization will be distributed to a not-for-profit organization registered in the state of Washington whose purposes are compatible with the purposes of this organization. No assets shall inure to the benefit of any individual person.

ADOPTION

These original Bylaws have been adopted by the Combined Board of the Lakewood Arts Festival Association, Incorporated at its Meeting of July 16, 2013.



Acting Secretary



Date

Richard Meier

Printed Name of Secretary

Lakewood Arts Festival Minutes

16 July Minutes

Attendees: Shirley Peterson, Bob Lawrence, Gen Ed, Lonnie Lai, Phil Raschke

Meeting Started at 3pm and adjourned 400pm

- No editions on previous minutes
- Financial \$57 in checking account and Bob paid \$1550 for liability insurance
 - \$1228.25 check written for film contracts -Paid film costs from LTAC
 - \$278 check for POB fee - Paid film costs from LTAC
 - \$365.63 check for Go Daddy Domain fee - Paid film costs from LTAC
- The board approves Robert Lawrence to submit a Lodging Tax Grant Fund Application for 2021
- Agreed that will contact food truck for event and ask for 10% from all vendors
- Budget reviewed may add to marketing fund
- Bob sent Shirley and author email and SOP
- First iteration for timeline for events and film distributed
- Will order backdrop banner and retractable signs
- Chuck will send Shirley pdf for call to artists
- Gen ed will order 15 and 8 signs
- In July meeting discussed
 - Plan forward - state phase plan information was passed out
 - A call out for craft vendors
 - Table plan
 - Plan for judges

Next meeting scheduled for 27 August

Artsfest Board Members

President

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

Secretary/Treasurer

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

Associate Phillip Raschke 9933 Onyx Dr Lakewood, WA 98498

Volunteers Ed Trobaugh 73 Chapman Ct, Steilacoom, WA 98388

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

UNITED STATES OF AMERICA

The State of Washington

Secretary of State

The seal of the State of Washington, featuring a portrait of George Washington, surrounded by a laurel wreath. The text "SEAL OF THE STATE OF WASHINGTON" and "1889" are visible within the seal.

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

CERTIFICATE OF INCORPORATION

to

LAKEWOOD ARTS FESTIVAL ASSOCIATION

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

Date: 7/25/2013

UBI Number: 603-323-664



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

A handwritten signature of Kim Wyman in black ink.

Kim Wyman, Secretary of State

Date Issued: 8/7/2013

As of 21 August 2020
Artfest2020 Budget

	Budget	Spent
McGavick	4500	
Adver/promo	4200	
films et al	1550	1228.25
Graphics	1250	1527.5
Misc pr,sup,etc	630	
projector	1500	
Buffet	1000	
T shirts	600	
Linen	575	
Pop corn rental	60	
Raffle items	200	
display material	630	572.25
easels	na	
web fees	200	365.63
trophies	200	129.93
POB	214	278
concession items	500	
Printing	1400	
Expenses	19209	
Grant	19200	4101.56
Non Grant Expenses		
Prize Money	2000	
Liability Insurance	1500	1685
Administrative/Adversising	3500	245
		1930

Proposed 2021 Budget

Artfest 2021 Budget

	Budget	Spent
McGavick	6500	
Adver/promo	4500	
films et al	1200	
Graphics	950	
Misc pr,sup,etc	630	
projector	200	
Buffet	1500	
T shirts	300	
Linen	590	
Pop corn rental	60	
Raffle items	200	
display material	740	
easels	na	
web fees	200	
trophies	150	
POB	280	
concession items	300	
Printing	1200	
	19500	
Non Grant Expenses		
Prize Money	2000	
Liability Insurance	1500	
Administrative/Adversising	3500	
	6000	

Application for:

City of Lakewood Fiscal Year 2021 Lodging Tax Grant Funds

From:

Lakewood Playhouse

7. APPLICATION FOR FISCAL YEAR 2021 LTAC GRANT FUNDING

1a. Project Information

Project Name: Lakewood Playhouse Marketing Program

Amount of Lodging Tax Funding Requested: \$ 25,000
(Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: \$ 26,465
(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: 6/30/2021

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

1c. Contact:

Name: James Venturini
Title: Interim Co-Managing Artistic Director
Telephone: 253-209-8051
Email: jventurini@lakewoodplayhouse.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 through December 31, 2021
- b. Event Location: Lakewood Playhouse
- c. If there is a charge or fee for this activity, please describe how much and why.

Admission ranges from Pay-What-You-Can to \$31 per performance. Each of the seven main stage shows have three performances where admission is by donation ("Pay-What-You-Can"). On the other performance dates, admission ranges from \$21 to \$27 for plays and from \$20 to \$31 for musicals. Admission is charged to partially offset the costs of production

- 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).

Lakewood Community Players will use Lakewood Lodging Tax and Tourism Promotion Funds to both promote Lakewood Playhouse events and programming in the 2021 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: *more than 50% of our audience base is between the ages of 17 and 54, and more than*

45% make more than \$55,000 per year. 80% of our patrons say they patronize local businesses when they visit the Playhouse. That's money for restaurants, retail, transportation, recreation, and lodging nearby to the Playhouse.

Lakewood Playhouse draws its audiences from a large swath of communities from King County to Thurston County and beyond. *More than 75% 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, the Chamber of Commerce, and the Pierce County Library System. We are also closely involved with co-ordinating and communicating our activities with other local theaters such as Tacoma Little Theatre, Tacoma Musical Playhouse, Center Stage in Federal Way, Harlequin Productions, Broadway Olympia, 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. *Almost 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, purchased on-line presences, and print advertising may become luxuries.

9. Use of Funds

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

\$25,000 of the funds will be used for marketing:

Season Brochures, distributed directly to the community. The brochure is part of our “Shop/Eat/Play/Stay” campaign. \$4,900

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. \$2,340

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. \$1,625

Our paid Social Media Advertising, which reaches tens of thousands every month. \$6,300

Art Tix display advertising in the Tacoma News Tribune, part of the “Shop/Eat/Play/Stay” campaign. \$3,350

Print Advertising, display advertising in The Volcano, Suburban Times, and others \$2,000

Education Marketing and School Outreach, in pursuit of higher class registration volume and increased participation in special school performances. \$3,000

Miscellaneous other varied marketing expenditures, including in-house displays. \$1,485

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 2021. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
Lakewood Playhouse	\$1,465	Yes	1/1/2021
	\$		
	\$		
	\$		
	\$		
	\$		
	\$		

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

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

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

	a. Lodging Tax Funds Requested *	b. Other Funds (Do not include In-Kind dollars)	c. Total Project Cost **
Personnel (salaries & benefits)	\$	\$	\$
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$	\$	\$
Marketing/Promotion	\$25,000	\$1,465	\$26,465
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	\$	\$	\$
Minor Equipment (computers, desks, etc.)	\$	\$	\$
Travel	\$	\$	\$
Contract Services Describe below	\$	\$	\$
Other Describe below	\$	\$	\$
TOTAL COST	\$25,000	\$1,465	\$26,465
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 2020? ☒ Yes ☐ No

b. If you answered yes to 11a, how much funding did you receive in 2020? \$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 two employees 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 three years.

12. Coordination and Collaboration

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

Our recent season or show sponsors included the Lakewood Towne Center, Geico Insurance, the Lakewood Chamber of Commerce, Pierce County Library System, Glass Works, Carrs Restaurant, Lakeview Light & Power 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 included Allen Realtors (Marie Barth), Best Western hotel, Carr's Restaurant, Casa Mia restaurant, The Fairy Store, Lakeview Light & Power Lakewood Costumes, the Lakewood Historical Society and Museum, the Moon Rise Café, On-Site Express computer repair, Orca Granite and Stone, State Farm (Sheri Hodson Insurance Agency), Shroom Brothers Graphics, Hawkins-Poe Real Estate Services (Brandon Solomonson), Subway and La Palma restaurants in the Towne Center, Tacoma Arts Live, and Wilson Home Organizing. 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: James Venturini

James Venturini, Interim Co-Managing Artistic Director

Printed Name & Title of Chief Administrator/Authorizing Official

Date 8-24-2020

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.e-verify.gov>

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

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

As the person duly authorized to enter into such commitment for

Lakewood Community Players dba Lakewood Playhouse
COMPANY OR ORGANIZATION NAME

I hereby certify that the Company or Organization named herein will

(Check one box below)

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

- OR -

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



Signature

James Venturini, Interim Co-Managing Artistic Director

Print Name and Title

8-24-2020

Date

Lakewood Playhouse Marketing Plan for 2020 Calendar Year

<u>Season Brochures (including distribution)</u>	\$4900
<u>Posters and Distribution</u>	\$2340
<u>Website and Weekly E-News</u>	\$1625
<u>Social Media Advertising</u>	\$6300
<u>Art Tix Advertising in News Tribune</u>	\$3350
<u>Other Print Advertising</u>	\$2000
<u>Education (including posters, newsletter display ad, flyers)</u>	\$3000
<u>Friends Fund Letter</u>	\$300
<u>Poster Artist</u>	\$800
<u>TLT/TMP Ticket Vouchers</u>	\$350
<u>Special Occasion Liquor Licenses</u>	\$300
<u>Business Cards</u>	\$300
<u>Miscellaneous Other Expenditures</u>	\$900
	\$26,465

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. Mirafior or L. Barragan
Telephone Number:
(213)894-4232
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. Mirafior

Disclosure Assistant

Article No. 93260



DOMESTIC

Department of State
Olympia
OFFICE OF THE
Secretary of State

I, BELLE REEVES, Secretary of State of the State of Washington, do hereby certify that

ARTICLES OF INCORPORATION
OF THE

LAKESWOOD COMMUNITY PLAYERS

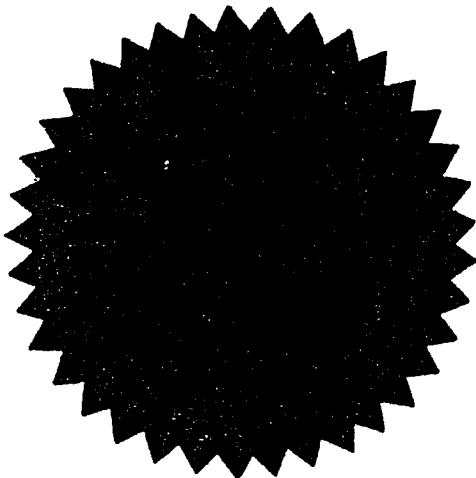
a Domestic Corporation, of Lakewood, Washington, were, on
the 4th day of June, A. D. 1941, at 8:45 o'clock A.M.,
filed for record in this office and now remain on file herein, being duly recorded in Book 271, at
page 432-5, Domestic Corporations.

IN TESTIMONY WHEREOF, I have hereunto
set my hand and affixed hereto the Seal of the
State of Washington.

Done at the Capitol, at Olympia, this 9th day
of June, A. D. 1941

BELLE REEVES,
Secretary of State.

By 
Assistant Secretary of State.



ARTICLES OF INCORPORATION

OF

LAKEWOOD COMMUNITY PLAYERS

* * *

ARTICLE I

The name of this corporation shall be LAKEWOOD COMMUNITY PLAYERS and its principal place of business shall be at Lakewood, Pierce County, Washington.

ARTICLE II

All persons interested in participating in or supporting the work of the organization may, upon application and payment of dues, become members under the terms and conditions set forth in the by-laws. The by-laws may provide for more than one class of membership and shall specify the conditions of such memberships.

ARTICLE III

This is a non-profit corporation, organized for the purpose of fostering and developing interest in non-professional dramatics and theater work; the training of amateur talent; the giving of amateur performances; the building and maintenance of a dramatic library; the leasing, owning and/or operating of a building or space for the holding of meetings and the rehearsing and giving of performances; and for other kindred activities and purposes in the Lakes District, Pierce County, Washington. In order to fully carry out said purposes, this corporation is granted all usual corporate powers and authorities and is permitted to carry on any and all matters of business as may be necessary or desirable to effectually carry out the foregoing purposes.

ARTICLE IV

The affairs of this corporation shall be managed and controlled by its regular active membership, except such powers and duties as may be delegated to the officers and to a board of trustees known as a Board of Control. Officers and the members of the Board of Control shall be elected by the membership from its own number. These persons shall hold office under such terms and conditions as may be set forth in the by-laws of this corporation. The by-laws shall be adopted by a majority of the incorporators of this corporation and may be amended from time to time in such manner and under such conditions and with such notice as may be provided in said by-laws. The number of members of the Board of Control shall be fixed annually by the regular members, such number to be not less than five nor more than twenty-one.

ARTICLE V

These articles of incorporation may be amended by the execution and filing of supplemental articles of incorporation, the same to be signed in a manner similar to these articles of incorporation, all signers to be certified by the secretary as being members

of the corporation, and the number of signers to be not less than the number of signers to these original articles of incorporation, provided that if the entire membership at the time of such amendment is less in number than the number of present signers, then said amendatory articles may be executed by said lesser number of members.

ARTICLE VI

All members of the present unincorporated Lakewood Players and all of its officers and members of its Board of Control, shall, upon certification by its secretary, automatically become the first members, officers and members of the Board of Control of this corporation, for the remainder of the terms of said memberships or offices or until the next election as provided for in the by-laws of this corporation, whichever event occurs first.

WE, THE UNDERSIGNED, being desirous of forming a corporation under the provisions of Section 3863, Remington's Revised Statutes of Washington, do now subscribe to the foregoing Articles of Incorporation, in triplicate.

Paul H. Gillette

Audrey-Dean Albert

Sullivan E. Thompson

Carl M. Aden

Mrs. Edna R. Perry

Mrs. E. P. Rose

Mrs. C. H. Armstrong

Francis H. Aden

F. W. Schubert

Alise Smutney

Nancy McMahon

Eugene P. Hensell

STATE OF WASHINGTON)
) ss.
County of Pierce)

This is to certify that on this 28th day of May, 1941,
A.D., before me, the undersigned, a Notary Public in and for the
State of Washington, duly commissioned, sworn and qualified, per-
sonally appeared Ruth W. Gillette, Audrey-Dean Albert, Lillian

O. Thompson, Carlin Aden, Mrs. Edw. R. Perry, Mrs. E. P. Rose,

Mrs. C. H. Armstrong, Frances Ann Aden, F. W. Schwab, Alice

Sweeting, Wynne McMahon and Ezmah R. Henzell

to me known to be the persons described in and who executed the
foregoing Articles of Incorporation in triplicate, and acknowledged
that they signed and sealed the same as their free and voluntary
act and deed, for the uses and purposes therein mentioned.

WITNESS, my hand and official seal the day and year in
this certificate first above written.

Martin Clapp.
Notary Public in and for the State
of Washington, residing at Tacoma.

Articles of Incorporation

OF THE

Lakewood Community Players

Place of business Lakewood

Time of existence _____ years

Capital stock, \$ _____

STATE OF WASHINGTON, ss.

Filed for record in the office of the Secretary of State June 4, 1941

at 8:45 o'clock A. M.

Recorded in Book 271 Page 432-5

Domestic Corporations

Belle Reever
Secretary of State.

Filed at request of _____

Norton Clapp

Tacoma Building

Tacoma, Washington

Filing and recording fee, \$ 5.00

License to June 30, 19____, \$ _____

Certificate mailed JUN 9 - 1941

_____ to above address.

Indexed

Photographed

S. F. No. 1108-1939-6M. 17113.

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 James Venturini, and/or Heather Hinds to submit a Lodging Tax funding request through the City of Lakewood.”

To be ratified at the next Board meeting on Tuesday, September 1, 2020.

Lakewood Playhouse Board of Directors

8/19/2020

Mike Jankelson – Vice-President

(Commercial Real Estate Investment and Management)

12611 Avenue DuBois SW

Lakewood, WA 98498

Home: 253-584-6453

Cell: 253-405-0226

Email: zcdad@comcast.net

Bob Lawrence – 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

Heidi Wachter

(Attorney)

4024 W. 35th Street

Tacoma, WA 98407

Cell: 253-720-6159

Email: hhorst@harbornet.com



Lakewood Playhouse

P.O. Box 99041 Lakewood, WA 98499
(253) 588-0042 | www.lakewoodplayhouse.org

August 24, 2020

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 2021 Lodging Tax Grant Funds".

James Venturini
Interim Co-Managing Artistic Director
818 North Trafton Street
Tacoma WA 98403
253-209-8051

Heather Hinds
Interim Co-Managing Artistic Director
1994 Ogden Avenue
DuPont WA 98327
253-861-6787

Sincerely,

Robert Lawrence
President
Lakewood Playhouse Board of Directors

Marketing Expenses	
<i>Broadway Bound</i>	
Poster Distribution	\$260.00
Art Tix (TNT)	\$440.00
Biloxi Sub-Total	\$700.00
<i>The Haunting of Hill House</i>	
Poster Distribution	\$260.00
Art Tix (TNT)	\$440.00
Pageant Sub-Total	\$700.00
<i>It's A Wonderful Life</i>	
Poster Distribution	\$260.00
Art Tix (TNT)	\$440.00
Heathers Sub-Total	\$700.00
<i>Head Over Heels</i>	
Poster Distribution	\$260.00
Art Tix (TNT)	\$440.00
Wolves Sub-Total	\$700.00
<i>The Diary of Anne Frank</i>	
Poster Distribution	\$260.00
Art Tix (TNT)	\$440.00
Nile Sub-Total	\$700.00
<i>Spamalot</i>	
Poster Distribution	\$260.00
Art Tix (TNT)	\$530.00
Ragtime Sub-Total	\$790.00
<i>Radio Gala</i>	
Poster Distribution	\$260.00
Art Tix (TNT)	\$180.00
RG Sub-Total	\$440.00
<i>Education</i>	
Postcard Postage	\$425.00
Poster Distribution	\$900.00
Peach Jar Online School Flyers	\$850.00
Summer Fest Booth	\$75.00
TNT Summer Camps Insert Ad	\$750.00
Education Sub-Total	\$3,000.00

Joseph Sub-Total	
Poster Distribution	\$260.00
Art Tix (TNT)	\$440.00
Joseph Sub-Total	\$700.00
Season	
Poster Distribution	\$260.00
Brochure	\$3,500.00
Brochure Distribution	\$1,400.00
Lobby Display Advertising	\$600.00
Subscription Renewal Letter Postage	\$300.00
Website	\$900.00
Constant Contact	\$725.00
Facebook	\$6,300.00
TLT/TMP Ticket Vouchers	\$350.00
Season Sub-Total	\$14,335.00
Friend's Fund	
Friend's Fund Appeal Letter Postage	\$300.00
FF Sub-Total	\$300.00
Other	
Print Advertising	\$2,000.00
Poster Artist	\$800.00
Business Cards	\$300.00
Special Occasion Liquor Licenses	\$300.00
Other Sub-Total	\$3,400.00
Total Marketing Expenses	\$26,465.00

Lakewood Playhouse

Balance Sheet

As of August 24, 2020

	Aug 24, 20
ASSETS	
Current Assets	
Checking/Savings	
Harborstone Savings 4593	9,500.00
Harborstone 8361 debit	385.22
Harborstone 8360	42,217.93
Total Checking/Savings	52,103.15
Accounts Receivable	
Accounts Receivable	2,500.00
Total Accounts Receivable	2,500.00
Total Current Assets	54,603.15
Fixed Assets	
Equipment/Leasehold Impr	
Sound	3,301.57
Equipment/Leasehold Impr - Other	222,863.65
Total Equipment/Leasehold Impr	226,165.22
Land/Building	
Side Improvement	30,223.08
Land/Building - Other	153,859.61
Total Land/Building	184,082.69
Accumulated Depreciation	-141,202.00
Total Fixed Assets	269,045.91
TOTAL ASSETS	323,649.06
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Vendor Payable	-0.10
Total Accounts Payable	-0.10
Other Current Liabilities	
SBA Loan	
SBA Loan (Pierce County)	9,500.00
Total SBA Loan	9,500.00
Notes Payable.	7,850.00
Pre Paid Season Tickets	
2020 - 2021	33,235.00
2019 - 2020	8,590.30
Total Pre Paid Season Tickets	41,825.30
Payroll Tax Payable	26,549.03
Total Other Current Liabilities	85,724.33
Total Current Liabilities	85,724.23
Total Liabilities	85,724.23

Lakewood Playhouse
Balance Sheet
As of August 24, 2020

	Aug 24, 20
Equity	
Unrestricted Net Assets	255,790.63
Net Income	-17,865.80
Total Equity	237,924.83
TOTAL LIABILITIES & EQUITY	323,649.06

Application for:

City of Lakewood Fiscal Year 2021 Lodging Tax Grant Funds

From:

**Lakewood Chamber of Commerce
- Night of Lights**

7. APPLICATION FOR FISCAL YEAR 2021 LTAC GRANT FUNDING

1a. Project Information

Project Name: Lakewood's Nights of Lights

Amount of Lodging Tax Funding Requested: \$25,000.00
(Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: \$25,000.00
(Total Project Amount must match Project Budget column c "Total Project Cost")

1b. Applicant Organization

Name of Applicant Organization: Lakewood Chamber of Commerce

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

Tax ID Number: 91-0892937

Organization Unified Business Identifier (UBI) 601021198
UBI Expiration Date: September 30, 2020

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, 2021 |
- b. Event Location: |Motor Avenue, Gravelly Lake Drive and other businesses in City of Lakewood |
- 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. Nights of Lights was launched in 2019 with good participation. However, as the program builds annually, our goal is to display as many blue lights on buildings throughout the city.

Background: 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 Colonial Plaza Site. The Holiday Blue Light Drive will showcase and incorporate the Colonial Plaza to kick-start a vibrant and welcoming public space within the City's central business district.

The promotion of the holiday blue lights will create a stronger sense of identity and pride among residents and help develop/brand a unique destination opportunity for out of towners. In this period of time with the pandemic, this is one more opportunity to encourage visitors into our community to have a safe "drive through" experience to enjoy the lights, as well as shop, dine and overnight. |

3. Beneficiaries

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

| 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 Colonial Plaza 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. Covid-19 presents many challenges, but a drive tour of blue lights creates opportunities for outside visitors to enjoy. We expect to see visitors from the county begin their trek into Lakewood as part of their holiday traditions the first several years. 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 Colonial Plaza 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 driving tour into Lakewood as part of their holiday tradition in the first several years. Restaurants and retailers can expect to see a boost in their sales activity. Packages with lodging, theater, restaurants and/or attractions can be built up in future years to promote Lakewood Nights of Lights for overnight stays. Showcasing the City's Colonial Plaza 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 driving tour into Lakewood as part of their holiday tradition in the first several years. Restaurants and retailers can expect to see a boost in their sales activity. Packages with lodging, theater, restaurants and/or attractions can be built up in future years to promote Lakewood Nights of Lights for overnight stays. Showcasing the City's Colonial Plaza 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. |

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

| Although Lakewood Nights of Lights is expected to draw local citizenry and visitors as far as 50 miles away, people outside of the state and country are not the primary focus, with the exception of motorcoach tours designed for the holiday season. It is our hope that motorcoach tours will resume in 2021. |

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 monies will go to offset the cost of purchasing/installing the lights. Video footage will also be shot to create a promo ad. This is a bare bones budget. With partial funding, the amount of lights/installation will be pared down. |

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
\$15,000 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 2021. 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.)	\$15,000.00	\$	\$15,000.00
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	\$25,000.00	\$	\$25,000.00
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 2020? | X | Yes | | No

b. If you answered yes to 11a, how much funding did you receive in 2020? \$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 sources available for Nights of Lights activities/promotions. |

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 will coordinate with the Colonial Center's management company, Bona Vista, to install blue lights again in 2021. The Lakewood Historical Society will be contacted to play a greater role this coming year. A Storefront Decorating Contest will also incentivize businesses to decorate in blue lights. |

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				\$	\$	\$

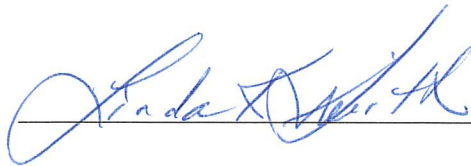
*If other funds are committed, please attach a letter of commitment from the funding source.

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

August 23, 2020

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.e-verify.gov>

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

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

August 23, 2020
Date



2021 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

Table of Contents

1. Summary

- Our Organization
- Our Core Missions
- Our Marketing Leadership

2. Objective

- Nights of (Blue) Lights
- Metrics to Measure Success

3. Target Market

- Local Consumers
- Regional Visitors

4. Market Strategy

- Branding
- On-line and electronic promotions
- Brochures
- Posters
- Share in Blue Light Cost

5. Budget

6. Marketing Channels

- Print
- On-line and Digital Promotion
- Social Media

Summary

Our organization

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

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

Our core missions

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

Our Marketing Leaders

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

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

Objective

The Lakewood Chamber's goal is to continue to serve as lead destination marketing organization to encourage individual visitors and groups to come to Lakewood to overnight, shop, dine and tour the area through combined efforts of our lodging, restaurants, attractions, retailers and meeting spaces. We offer more reasons for the visiting public to extend their stay at our Visitor Information Center.

As the City continues to mature and define our unique brand that makes Lakewood truly special and desirable to visit, the Lakewood Chamber is proposing building on a new (and historic) Christmas celebration that was 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 became tradition. 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:

Lakewood Chamber is proposing to build on the new (and historic) holiday celebration. Nights of Lights was launched in 2019 with good participation. However, as the program builds annually, our goal is to display as many blue lights on buildings throughout the city.

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 Colonial Plaza Site should the governor’s Phase 2/3 allow. The Holiday Blue Light Drive will showcase and incorporate the Colonial Plaza to kick-start a vibrant and welcoming public space within the City’s central business district.

The promotion of the holiday blue lights will create a stronger sense of identity and pride among residents and help develop/brand a unique destination opportunity for out of towners. In this period of time with the pandemic, this is one more opportunity to encourage visitors into our community to have a safe “drive through” experience to enjoy the lights, as well as shop, dine and overnight.

Metrics to measure success:

Resurrecting this tradition and branding our own unique footprint in the region will draw visitors. Covid-19 presents many challenges, but a drive tour of blue lights creates opportunities for outside visitors to enjoy. We expect to see visitors from the county begin their trek into Lakewood as part of their holiday traditions the first several years. 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 Colonial Plaza 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

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.

Marketing Channels

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

Lakewood Events Calendar

Online access to Blue Lights history and activities on the Chamber's website

Print 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.

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>Local Business Coordination</i> <i>Storefront Decorating Contest</i> <i>Building Lighting on Motor Ave.</i> <i>Blue Light Purchases and Installation</i>	\$15,000
Personnel	\$6,000
Total	\$25,000

223498
FILE NUMBER



DOMESTIC

STATE OF WASHINGTON | DEPARTMENT OF STATE

I, **A. LUDLOW KRAMER**, Secretary of State of the State of Washington and custodian of its seal,
hereby certify that

ARTICLES OF INCORPORATION

of **LAKEWOOD CHAMBER OF COMMERCE**
a domestic corporation of **Tacoma,** Washington,

was filed for record in this office on this date, and I further certify that such Articles remain
on file in this office.

Filed at request of.....
Richard J. Kelley, Atty.....
P. O. Box 3302.....
Lakewood Center.....
Tacoma, Washington 98499.....
NON PROFIT.....

Filing and recording fee... \$ 20.00

License to June 30, 19..... \$.....

.....Excess pages @ 25¢ \$.....

Microfilmed, Roll No. 1248

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

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.

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

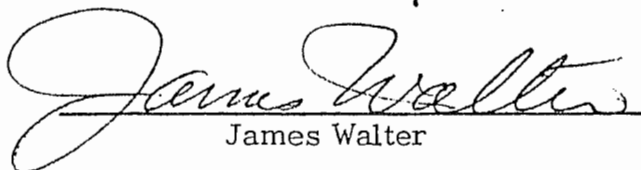
The name and address of the incorporator of the corporation is as follows:

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.

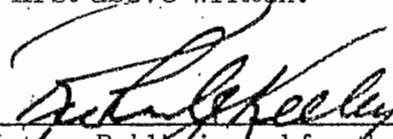

James Walter

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.

AND REGISTERED AGENT

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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,

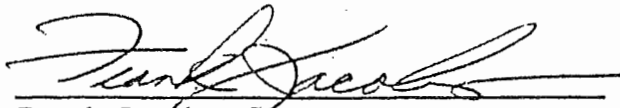
IT IS RESOLVED by the Board of Directors of said corporation that the registered office of said corporation be, and it hereby is, designated as 10123 Plaza Drive S.W., City of Tacoma, County of Pierce, State of Washington.

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



Board of Directors Meeting Minutes

June 11, 2020

12 noon – 1:30 pm

Zoom Online Meeting

Call to Order/Roll Call –Walsh, Mattingly, Peters, Goddard, Wolf, Cofchin and Smith

Absent – Kantor, Snyder

Meeting Minutes Approval – Wolf moved and Goddard seconded approval of the May Board Meeting and special session minutes as submitted. M/S/C.

Treasurer's Report – New member and renewal income is \$10,000 below budgeted amount for May. Expenses were almost \$12,000 below budgeted amount. Peters questioned the amount the bookkeeper was being paid as there wasn't much financial activity for 2 months. Mattingly moved and Peters seconded approval of the Treasurer's Report. M/S/C.

Chair of the Board Report – Walsh requested a status from Board Members on who were fully and partially open effective Phase 2. Narrows Plaza Bowl and Marymount are still closed to public and waiting for Phase 3 to kick in. Due to COVID issues, Board Members were not able to communicate with their proposed Board Member candidates. It was agreed to delay nominations/elections this year. Cochin suggested an addendum be included in the bylaws.

The Board agreed to meet on Thursday, July 30 for an in-person retreat at LeMay Collections at Marymount. Meeting scheduled to begin at 8:00 am.

President's Report – Smith provided an update on office operations. Effective June 5, Phase 2 was enacted. Chamber staff is keeping the doors of the Chamber open daily. The Visitor Information Center continues is open to the public. Hours are currently 10 am – 3 pm. Staff continues to telecommute and splits days to ensure the office is covered Monday through Sunday.

Smith and Jonson have both applied for part time unemployment compensation. Jonson has been approved and Smith's request is still pending. July Monthly Meeting is presenting David George Brooke, "That Gratitude Guy." Still more than \$130 billion in PPP funding. Chambers and other 501C(6) non-profits are still not eligible for federal grant monies.

Chamber partnered with City and County to help distribute PPE's to the business community. Pierce County purchased over a million masks and digital thermometers through the CARES fund received from the federal government.

Tourism Contract activities include the development of a custom media plan centered on domestic travelers who are looking for authentic experiences from Seattle-north and Spokane markets. 30-second video commercial has begun airing and will continue through August. The URL address takes viewers to the Chamber's website providing a variety of drive tour itineraries for road trip seekers. <https://lakewood-chamber.org/waiting4u/>

Smith requested approval to submit two contracts for lodging tax funds with the City of Lakewood. The first, for tourism promotion services; and the second for Night of Blue Lights for the holiday season. Cofchin moved, Mattingly seconded that Smith submit both applications for 2021. M/S/C.

Upcoming Events – FootGolf could be pushed into August or September. Online Lemonopolis – for Lemonade Day – rolled out through Chamber press releases and social media announcements. Discussions included a Dish Mob, BBQ in Chamber Parking Lot with trivia or BINGO, Food trucks.

Adjourned – 1:25 pm.

2020-21 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

Tod Wolf, *Incoming Chair*

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

Board Members

Chris Goddard

Narrows Plaza Bowl
2200 Mildred Street W
University Place, WA 98466
Ph – 530-200-1915
chris@narrowsplazabowl.com

Eric Kantor

Lifestyle Health Plans
10828 Gravelly Lake Dr SW Ste 205
Lakewood, WA 98499
Ph – 253-686-6140
eric@benefitsolutions.com

Joshua Peters

Brink & Sadler
5127 112th St SW
Lakewood, WA 98499
Ph – 253-582-4700
joshua@brinkandsadler.com

John Snyder

Our Town America - South Puget Sound
10011 Bridgeport Way SW Ste 1500 PMB #233
Lakewood, WA 98499
Ph – 253-861-3515
jsnyder@ourtown.net

Address any reply to: 815 Second Avenue, Seattle, Wash. 98174

Department of the Treasury

G. A. Tornow
(206) 442-5110

District Director
Internal Revenue Service

Date:

FEB 21 1975

In reply refer to:

L-179, Code 428

SEA:EO:75-215

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

Internal Revenue Code: Section 501(c) (6)
Form 990 Required: ☒ Yes ☐ No
Accounting Period Ending: September 31

Dear Applicant:

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

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

If your purposes, character, or method of operation is changed, you must let us know so we can consider the effect of the change on your exempt status. Also, you must inform us of all changes in your name or address.

The block checked at the top of this letter shows whether you must file Form 990, Return of Organization Exempt From Income Tax. If the Yes box is checked, you are only required to file Form 990 if your gross receipts each year are normally more than \$5,000. If a return is required, it must be filed by the 15th day of the fifth month after the end of your annual accounting period. The law imposes a penalty of \$10 a day up to a maximum of \$5,000, for failure to file the return on time.

(OVER)

Form L-179 (Rev. 4-73)

Page 307

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



August 20, 2020

To whom it may concern:

As the 2020-21 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
253-582-9400
lsmith@lakewood-wa.com

Sincerely,

A handwritten signature in blue ink that reads "Stephanie Walsh". The signature is fluid and cursive, with a long horizontal stroke at the end.

Stephanie Walsh
Team Green
2020-21 Chair of the Board of Directors



LAKEW-7

OP ID: JU

CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
08/07/2020

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, ACSR	
		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	NAIC #
		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	ADDITIONAL INSURED	SUBROGATION	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:	X		PHPK2129601	05/21/2020	05/21/2021	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 100,000 MED EXP (Any one person) \$ 5,000 PERSONAL & ADV INJURY \$ Excluded GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMP/OP AGG \$ 2,000,000 Emp Ben. \$ 1,000,000
	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						COMBINED SINGLE LIMIT (Ea accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$
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			PHUB721337	05/21/2020	05/21/2021	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					PER STATUTE <input type="checkbox"/> OTH-ER <input type="checkbox"/> E.L. EACH ACCIDENT \$ E.L. DISEASE - EA EMPLOYEE \$ E.L. DISEASE - POLICY LIMIT \$

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

City of Lakewood is hereby named additional insured per written contract - endorsement attached

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

10:05 AM
08/04/20
Cash Basis

Lakewood Chamber of Commerce
Balance Sheet
As of July 31, 2020

	Jul 31, 20	Jul 31, 19
ASSETS		
Current Assets		
Checking/Savings		
Checking*	1,240.00	-12,868.72
Money Market	914.90	1,614.79
Petty Cash	500.00	500.00
Total Checking/Savings	2,654.90	-10,753.93
Total Current Assets	2,654.90	-10,753.93
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	49,189.04	35,780.21
LIABILITIES & EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
Accounts Payable (Unpaid or unapplied vendor bills or credits)	1,807.19	2,307.19
Total Accounts Payable	1,807.19	2,307.19
Other Current Liabilities		
Deposits and Prepaid	43,169.50	5,104.50
Direct Deposit Liabilities (Direct Deposit Liabilities)	0.02	0.00
Payroll Liabilities		
Company Retirement Simple IRA (Company Paid Portion 3% up to \$7,000 Annually)	-156.21	341.40
Employee Retirement Simple IRA (Employee Paid Retirement SEP)	-268.59	967.96
HSA Employee Contribution (HSA Employee Contribution)	-100.00	0.00
Labor & Industries	48.85	45.95
940 Taxes Payable	10.08	36.61
941 Taxes Payable	2,010.11	2,183.39
State Unemployment	-36.92	-38.57
Supplemental Insurance	-171.28	-158.86
Payroll Liabilities - Other	10,484.08	260.32
Total Payroll Liabilities	11,820.12	3,638.20
Total Other Current Liabilities	54,989.64	8,742.70
Total Current Liabilities	56,796.83	11,049.89
Long Term Liabilities		
Columbia Bank (Reclass LOC to Loan 62 months term 7% Interest 05/01/2020)	15,935.91	16,617.23
Total Long Term Liabilities	15,935.91	16,617.23
Total Liabilities	72,732.74	27,667.12
Equity		
Unrestricted Net Assets (Undistributed earnings of the corporation)	-25,541.76	-2,677.68
Opening Balance Equity	25,421.19	25,421.19
Net Income	-23,423.13	-14,630.42
Total Equity	-23,543.70	8,113.09
TOTAL LIABILITIES & EQUITY	49,189.04	35,780.21

Application for:

City of Lakewood Fiscal Year 2021 Lodging Tax Grant Funds

From:

**Lakewood Chamber of Commerce
- Tourism Contracting Services**

7. APPLICATION FOR FISCAL YEAR 2021 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 Mount Tacoma Drive SW
Suite B
Lakewood, WA 98499

Tax ID Number: 91-0892937

Organization Unified Business Identifier (UBI) 601021198
UBI Expiration Date: September 30, 2020

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 – December 31, 2021 |
- b. Event Location: Services to promote tourism will be held 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).

| According to the Washington Hospitality Association, getting to Phase 3 is the best we can hope for until spring ~ and state-to-state travel will be down a minimum of two additional years. Based on these indicators, we began focusing on in-state travel campaign this past summer and it will continue to be our focus at least into spring/summer of 2021. We will continue to serve as the lead destination marketing organization, focusing on individual and family travelers to come to Lakewood to overnight, shop, dine and tour the area through combined efforts of our lodging, restaurants, attractions and retailers. Lakewood and surrounding areas offer the ideal getaway destination, with open spaces, clean environment and safety – clearly on everyone’s minds these days. We’ll continue to offer more reasons for the visiting public to extend their stay at with the resources available in 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 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.

The Chamber will produce an additional series of tourist destination videos and printable on-line drive tour itineraries to encourage out of town visitors to travel and overnight in Lakewood, in line with the 2021 U.S. Amateur Four-Ball event

Up until the pandemic hit early this spring, the latest reports showed an overall increase in visitor spending in 2018. |

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.

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.

|Lakewood-DuPont continues to fare slightly better than most surrounding cities, with occupancy year-over-year at 72.8% (-16.2%) and with an average daily rate of \$101.72 (-13.5%)

Our goal is to continue 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 (delayed till July), as well as repeat visits to the area.

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, overnighing 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.

|People are craving travel experiences. Out of state and out of country travel will continue to be anemic. We are the ideal getaway for the Seattle/north, Spokane/east and Portland/south market. Close enough to drive to, but far enough that overnighing stays make sense. We'll continue promoting awareness of our local attractions, shopping and dining experiences through our social media and television ad campaign ~ as a safe, affordable place to visit ~ as well as the perfect central location for hub and spoke tours ~ encouraging 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. We'll take advantage of any partnership opportunities with umbrella organization Travel Tacoma that includes Familiarization Tours, purchasing ad space, as well as ensuring direct links are on our social media platforms.

Placement of our lure brochures and events calendars at Visitor Information Centers outside of our area will also enhance awareness and encourage visitations.

The Chamber will produce an additional series of tourist destination videos and on-line drive tour itineraries 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.

| People are craving travel experiences. Out of state and out of country travel will continue to be anemic. We are the ideal getaway for the Seattle/north, Spokane/east and Portland/south market. Close enough to drive to, but far enough that overnighting stays make sense. We'll continue promoting awareness of our local attractions, shopping and dining experiences through our social media and television ad campaign ~ as a safe, affordable place to visit ~ as well as the perfect central location for hub and spoke tours ~ encouraging 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. We'll take advantage of any partnership opportunities with umbrella organization Travel Tacoma that includes Familiarization Tours, purchasing ad space, as well as ensuring direct links are on our social media platforms.

Placement of our lure brochures and events calendars at Visitor Information Centers outside of our area will also enhance awareness and encourage visitations.

The Chamber will produce an additional series of tourist destination videos and on-line drive tour itineraries 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.

| People are craving travel experiences. Out of state and out of country travel will continue to be anemic. We are the ideal getaway for the Seattle/north, Spokane/east and Portland/south market. Close enough to drive to, but far enough that overnighting stays make sense. We'll continue promoting awareness of our local attractions, shopping and dining experiences through our television and social media ad campaign ~ as a safe, affordable place to visit ~ as well as the perfect central location for hub and spoke tours ~ encouraging 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. We'll take advantage of any partnership opportunities with umbrella organization Travel Tacoma that includes Familiarization Tours, purchasing ad space, as well as ensuring direct links are on our social media platforms.

Placement of our lure brochures and events calendars at Visitor Information Centers outside of our area will also enhance awareness and encourage visitations.

The Chamber will produce an additional series of tourist destination videos and on-line drive tour itineraries to encourage out of town visitors to travel and overnight in Lakewood, in line with the 2021 U.S. Amateur Four-Ball event. |

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 and television ad placement

air time, and lure brochures development and distribution will not occur or will be scaled back, 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.

| \$30,000 Marketing Promotion & Advertising
\$25,000 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 2021. 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.)	\$25,000.00	\$	\$25,000.00
Marketing/Promotion	\$30,000.00	\$	\$30,000.00
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	\$	\$	\$
Minor Equipment (computers, desks, etc.)	\$	\$	\$
Travel	\$	\$	\$
Contract Services Describe below	\$	\$	\$
Other Describe below	\$	\$	\$
TOTAL COST	\$90,000.00	\$	\$90,000.00
Description for Direct Sales Activities, Contract Services, Travel and Others			
In-Kind Contributions			

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

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

11. Funding History

a. Was this project funded with Lakewood lodging tax funds in fiscal year 2020? | X | Yes | | No

b. If you answered yes to 11a, how much funding did you receive in 2020? \$|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 can 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				\$	\$	\$

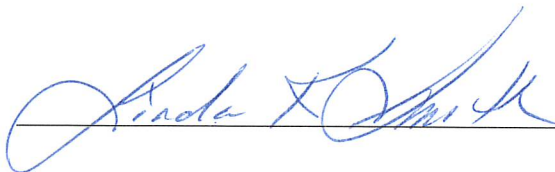
*If other funds are committed, please attach a letter of commitment from the funding source.

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

August 23, 2020

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.e-verify.gov>

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

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

August 23, 2020
Date

27-2-1-1
S

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 1975

In reply refer to:

L-179, Code 428

SEA:EO:75-215



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

Internal Revenue Code: Section 501(c) (6)
Form 990 Required: ☒ Yes ☐ No
Accounting Period Ending: September 31

Dear Applicant:

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

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

If your purposes, character, or method of operation is changed, you must let us know so we can consider the effect of the change on your exempt-status. Also, you must inform us of all changes in your name or address.

The block checked at the top of this letter shows whether you must file Form 990, Return of Organization Exempt From Income Tax. If the Yes box is checked, you are only required to file Form 990 if your gross receipts each year are normally more than \$5,000. If a return is required, it must be filed by the 15th day of the fifth month after the end of your annual accounting period. The law imposes a penalty of \$10 a day, up to a maximum of \$5,000, for failure to file the return on time.

(OVER)

Form L-179 (Rev. 4-73)

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

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

Please keep this determination letter in your permanent records.

Contributions to you as a chamber of commerce organization are not deductible under the provisions of section 170 of the Internal Revenue Code. Please advise your contributors to that effect.

Sincerely yours,



Michael Sassi
District Director

Form L-179 (Rev. 4-73)



2021 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

40 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, and 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:

According to the Washington Hospitality Association, getting to Phase 3 is the best we can hope for until spring ~ and state-to-state travel will be down a minimum of two additional years. Based on these indicators, we began focusing on in-state travel campaign this past summer and it will continue to be our focus at least into spring/summer of 2021. We will continue to serve as the lead destination marketing organization, focusing on individual and family travelers to come to Lakewood to overnight, shop, dine and tour the area through combined efforts of our lodging, restaurants, attractions and retailers. Lakewood and surrounding areas offer the ideal getaway destination, with open spaces, clean environment and safety – clearly on everyone’s minds these days. We’ll continue to offer more reasons for the visiting public to extend their stay at with the resources available in 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 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.

The Chamber will produce an additional series of tourist destination videos and on-line drive tour itineraries to encourage out of town visitors to travel and overnight in Lakewood, in line with the 2021 U.S. Amateur Four-Ball event

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 can 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 Lakewold Gardens, Thornewood Castle, Grand Prix Raceway, Lakewood History Museum, Historic Fort Steilacoom, Lakewood Playhouse, the City of Lakewood's events, our local parks, golf courses, gardens, lakes and more

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, overnighing for two nights in Pierce County totals \$350 in revenue.

Target Market

People are craving travel experiences. Out of state and out of country travel will continue to be anemic. We are the ideal getaway for the Seattle/north, Spokane/east and Portland/south market. Close enough to drive to, but far enough that overnighing stays make sense. We'll continue promoting awareness of our local attractions, shopping and dining experiences through our social media and television ad campaign ~ as a safe, affordable place to visit ~ as well as the perfect central location for hub and spoke tours ~ encouraging 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. We'll take advantage of any partnership opportunities with umbrella organization Travel Tacoma that includes Familiarization Tours, purchasing ad space, as well as ensuring direct links are on our social media platforms.

Placement of our lure brochures and events calendars at Visitor Information Centers outside of our area will also enhance awareness and encourage visitations.

The Chamber will produce an additional series of tourist destination videos and on-line drive tour itineraries to encourage out of town visitors to travel and overnight in Lakewood .

Market Strategy

Create awareness of our local attractions, shopping and dining experiences through a series of tourist destination videos to be aired on numerous cable channels with companion, printable on-line drive tour itineraries to encourage out of town visitors to travel and overnight in Lakewood, in line with the 2021 U.S. Amateur Four-Ball event. Additionally, a social media campaign ~

promoting Lakewood as spacious, affordable and safe to visit and stay the night(s). 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 2021 (tbd) Familiarization Tours, purchasing ad space, 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 2021 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	\$25,000
Personnel	\$35,000
Total	\$90,000.00

Marketing Channels

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

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. All of the information is also available online on the Chamber’s 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, complemented by online, downloadable/printable drive tour itineraries.

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.

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.

<https://www.facebook.com/lakewoodchamber>

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

<https://twitter.com/LakewoodCofC>

An efficient delivery system to provide followers with information on upcoming events, local attractions, 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>Website Updating/Maintenance</i> <i>Destination Marketing Videos</i> <i>Television Spots</i> <i>Drive Tour Itineraries</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>	\$25,000
Personnel <i>President/CEO Program Development</i> <i>Visitor Services Coordinator</i> <i>Visitor Information Center Front Line</i>	\$35,000
Total	\$90,000.00

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

A. LUDLOW KRAMER
SECRETARY OF STATE

200

SSF-57 B (6-69)

1200000 SEP 1972
FILED

SEP 12 1972

A. LUDLOW KRAMER
SECRETARY OF STATE

ARTICLES OF INCORPORATION
OF
LAKEWOOD CHAMBER OF COMMERCE

I, the undersigned, acting as the incorporator of a Corporation under the provisions of the Washington Non-Profit Corporation Act (RCW 24.03), adopt the following Articles of Incorporation for such corporation:

ARTICLE I

The name of the corporation shall be LAKEWOOD CHAMBER OF COMMERCE.

ARTICLE II

The period of duration of the corporation shall be perpetual.

ARTICLE III

The purpose for which the corporation is organized is to promote and perpetuate the business, financial, manufacturing, professional, and civic interests of Western Pierce County, in the State of Washington.

ARTICLE IV

Internal affairs of the corporation shall be regulated by the Constitution and By-Laws of the corporation.

ARTICLE V

The address of the initial registered office of the corporation shall be 10123 Plaza Drive S.W., Tacoma, Washington 98499. The name of the initial registered agent of the corporation at such address shall be JAMES WALTER.

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ARTICLE VI

The number of directors constituting the initial Board of Directors of the corporation shall be four (4). The number of directors shall be governed by the Constitution and By-Laws which shall not allow a number less than three (3).

The names and addresses of the persons who are to serve as the initial directors of the corporation are as follows:

President	JAMES WALTER	6015 Wildaire Road S.W. Tacoma, Washington
Vice-Pres.	EARL PARSONS	8405 Amber Drive S.W. Tacoma, Washington 98499
Secretary	FRANK JACOBS	625 North McCarver Tacoma, Washington 98403
Treasurer	MAX APPELGATE	4509 North Ferdinand Tacoma, Washington

ARTICLE VII

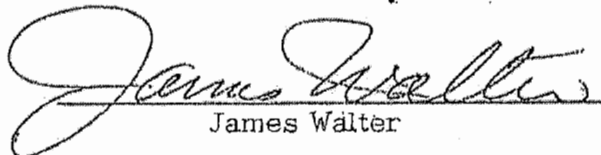
The name and address of the incorporator of the corporation is as follows:

JAMES WALTER	6015 Wildaire Road S.W. Tacoma, Washington
--------------	---

ARTICLE VIII

Upon dissolution of this corporation, and after all obligations thereof have been satisfied, any remaining assets thereof shall, by resolution of the last Board of Directors, be distributed to any one or more non-profit charitable corporation or organization carrying on activities within the State of Washington.

IN WITNESS WHEREOF, the incorporator hereinabove named has hereunto set his hand in triplicate this 7 day of September, 1972.

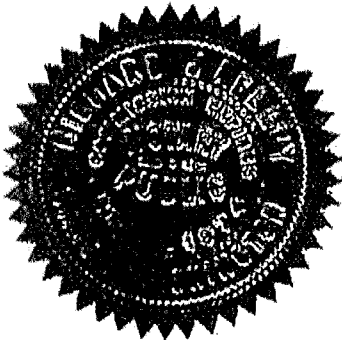

James Walter

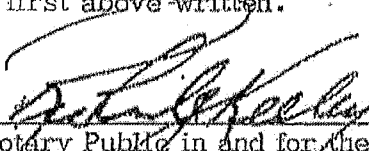
202

STATE OF WASHINGTON)
)ss.
County of Pierce)

THIS IS TO CERTIFY that on this 7 day of September, 1972, there personally appeared before me JAMES WALTER known personally to me to be the person described in and who executed the foregoing Articles of Incorporation, and that he did acknowledge and declare to me that he executed the same freely and voluntarily for the uses and purposes therein mentioned.

IN WITNESS WHEREOF, I have hereunto set my hand and official seal, the day and year first above written.





Notary Public in and for the State of
Washington, residing at Tacoma.

9/18/72

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

June 11, 2020

12 noon – 1:30 pm

Zoom Online Meeting

Call to Order/Roll Call –Walsh, Mattingly, Peters, Goddard, Wolf, Cofchin and Smith

Absent – Kantor, Snyder

Meeting Minutes Approval – Wolf moved and Goddard seconded approval of the May Board Meeting and special session minutes as submitted. M/S/C.

Treasurer's Report – New member and renewal income is \$10,000 below budgeted amount for May. Expenses were almost \$12,000 below budgeted amount. Peters questioned the amount the bookkeeper was being paid as there wasn't much financial activity for 2 months. Mattingly moved and Peters seconded approval of the Treasurer's Report. M/S/C.

Chair of the Board Report – Walsh requested a status from Board Members on who were fully and partially open effective Phase 2. Narrows Plaza Bowl and Marymount are still closed to public and waiting for Phase 3 to kick in. Due to COVID issues, Board Members were not able to communicate with their proposed Board Member candidates. It was agreed to delay nominations/elections this year. Cochin suggested an addendum be included in the bylaws.

The Board agreed to meet on Thursday, July 30 for an in-person retreat at LeMay Collections at Marymount. Meeting scheduled to begin at 8:00 am.

President's Report – Smith provided an update on office operations. Effective June 5, Phase 2 was enacted. Chamber staff is keeping the doors of the Chamber open daily. The Visitor Information Center continues is open to the public. Hours are currently 10 am – 3 pm. Staff continues to telecommute and splits days to ensure the office is covered Monday through Sunday.

Smith and Jonson have both applied for part time unemployment compensation. Jonson has been approved and Smith's request is still pending. July Monthly Meeting is presenting David George Brooke, "That Gratitude Guy." Still more than \$130 billion in PPP funding. Chambers and other 501C(6) non-profits are still not eligible for federal grant monies.

Chamber partnered with City and County to help distribute PPE's to the business community. Pierce County purchased over a million masks and digital thermometers through the CARES fund received from the federal government.

Tourism Contract activities include the development of a custom media plan centered on domestic travelers who are looking for authentic experiences from Seattle-north and Spokane markets. 30-second video commercial has begun airing and will continue through August. The URL address takes viewers to the Chamber's website providing a variety of drive tour itineraries for road trip seekers. <https://lakewood-chamber.org/waiting4u/>

Smith requested approval to submit two contracts for lodging tax funds with the City of Lakewood. The first, for tourism promotion services; and the second for Night of Blue Lights for the holiday season. Cofchin moved, Mattingly seconded that Smith submit both applications for 2021. M/S/C.

Upcoming Events – FootGolf could be pushed into August or September. Online Lemonopolis – for Lemonade Day – rolled out through Chamber press releases and social media announcements. Discussions included a Dish Mob, BBQ in Chamber Parking Lot with trivia or BINGO, Food trucks.

Adjourned – 1:25 pm.

2020-21 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

Tod Wolf, *Incoming Chair*

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

Board Members

Chris Goddard

Narrows Plaza Bowl
2200 Mildred Street W
University Place, WA 98466
Ph – 530-200-1915
chris@narrowsplazabowl.com

Eric Kantor

Lifestyle Health Plans
10828 Gravelly Lake Dr SW Ste 205
Lakewood, WA 98499
Ph – 253-686-6140
eric@benefitsolutions.com

Joshua Peters

Brink & Sadler
5127 112th St SW
Lakewood, WA 98499
Ph – 253-582-4700
joshua@brinkandsadler.com

John Snyder

Our Town America - South Puget Sound
10011 Bridgeport Way SW Ste 1500 PMB #233
Lakewood, WA 98499
Ph – 253-861-3515
jsnyder@ourtown.net



August 20, 2020

To whom it may concern:

As the 2020-21 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
253-582-9400
lsmith@lakewood-wa.com

Sincerely,

A handwritten signature in blue ink that reads "Stephanie Walsh". The signature is fluid and cursive, with a long horizontal stroke at the end.

Stephanie Walsh
Team Green
2020-21 Chair of the Board of Directors



LAKEW-7

OP ID: JU

CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
08/07/2020

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, ACSR PHONE (A/C, No, Ext): 253-284-7900 FAX (A/C, No): 253-284-7901 E-MAIL ADDRESS: JulieE@ttib.net	
INSURED Lakewood Chamber of Commerce Scott Jensen 6310 Mt Tacoma Dr SW Lakewood, WA 98499		INSURER(S) AFFORDING COVERAGE		NAIC #	
		INSURER A: Philadelphia Insurance Company			
		INSURER B:			
		INSURER C:			
		INSURER D:			
		INSURER E:			
		INSURER F:			

COVERAGES

CERTIFICATE NUMBER:

REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<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"/> PRO-JECT <input type="checkbox"/> LOC OTHER:	X		PHPK2129601	05/21/2020	05/21/2021	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (Ea occurrence) \$ 100,000 MED EXP (Any one person) \$ 5,000 PERSONAL & ADV INJURY \$ Excluded GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMP/OP AGG \$ 2,000,000 Emp Ben. \$ 1,000,000
	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> OWNED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> NON-OWNED AUTOS ONLY						COMBINED SINGLE LIMIT (Ea accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$ \$
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			PHUB721337	05/21/2020	05/21/2021	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				PER STATUTE <input type="checkbox"/> OTH-ER <input type="checkbox"/> E.L. EACH ACCIDENT \$ E.L. DISEASE - EA EMPLOYEE \$ E.L. DISEASE - POLICY LIMIT \$

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

City of Lakewood is hereby named additional insured per written contract - endorsement attached

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

10:05 AM
08/04/20
Cash Basis

Lakewood Chamber of Commerce
Balance Sheet
As of July 31, 2020

	Jul 31, 20	Jul 31, 19
ASSETS		
Current Assets		
Checking/Savings		
Checking*	1,240.00	-12,868.72
Money Market	914.90	1,614.79
Petty Cash	500.00	500.00
Total Checking/Savings	2,654.90	-10,753.93
Total Current Assets	2,654.90	-10,753.93
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	49,189.04	35,780.21
LIABILITIES & EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
Accounts Payable (Unpaid or unapplied vendor bills or credits)	1,807.19	2,307.19
Total Accounts Payable	1,807.19	2,307.19
Other Current Liabilities		
Deposits and Prepaid	43,169.50	5,104.50
Direct Deposit Liabilities (Direct Deposit Liabilities)	0.02	0.00
Payroll Liabilities		
Company Retirement Simple IRA (Company Paid Portion 3% up to \$7,000 Annually)	-156.21	341.40
Employee Retirement Simple IRA (Employee Paid Retirement SEP)	-268.59	967.96
HSA Employee Contribution (HSA Employee Contribution)	-100.00	0.00
Labor & Industries	48.85	45.95
940 Taxes Payable	10.08	36.61
941 Taxes Payable	2,010.11	2,183.39
State Unemployment	-36.92	-38.57
Supplemental Insurance	-171.28	-158.86
Payroll Liabilities - Other	10,484.08	260.32
Total Payroll Liabilities	11,820.12	3,638.20
Total Other Current Liabilities	54,989.64	8,742.70
Total Current Liabilities	56,796.83	11,049.89
Long Term Liabilities		
Columbia Bank (Reclass LOC to Loan 62 months term 7% Interest 05/01/2020)	15,935.91	16,617.23
Total Long Term Liabilities	15,935.91	16,617.23
Total Liabilities	72,732.74	27,667.12
Equity		
Unrestricted Net Assets (Undistributed earnings of the corporation)	-25,541.76	-2,677.68
Opening Balance Equity	25,421.19	25,421.19
Net Income	-23,423.13	-14,630.42
Total Equity	-23,543.70	8,113.09
TOTAL LIABILITIES & EQUITY	49,189.04	35,780.21

Application for:

City of Lakewood Fiscal Year 2021 Lodging Tax Grant Funds

From:

**City of Lakewood
SummerFEST**



Lakewood SummerFEST

Application for Fiscal Year 2021 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 10, 2021
- 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 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).

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 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. In 2019 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

Because of the challenges occurring with COVID-19 in 2020, we may have limitations to doing a large festival. We would like to have flexibility built into this LTAC grant to be creative and provide festival type events in a creative and safe manner to our community and beyond.

SummerFEST is a free, annual, community festival held at Fort Steilacoom Park the second weekend in July. It is a tradition and last year would have been the 23rd annual event.. The festival consists of a multi-day soccer tournament, **a new grass volleyball tournament**, 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, 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 and partnering with the Lakewood Multi-Cultural Coalition, *greatly* increases the diversity at the event.

The Area the project will serve:

For the last four years the event attendance has increased by 10-15,000 a year with an estimate of 50,000 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.

The responsible parties are:

The City of Lakewood, and Lakewood Sister Cities (for the International Festival),

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. The last event was in 2019 and that 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.
- 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 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 will 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

IN 2019 it is 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 marketing 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.

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

Lodging Tax Grant 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 Honey buckets 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 certain elements of the event, various forms of entertainment and get less expensive musicians. Also due to COVID-19 related issues, we would like permission to use funds for sanitation, handwashing, and other safety needs to ensure a safe community event

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
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

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 2020? X Yes No

b. If you answered yes to 11a, how much funding did you receive in 2020? \$ 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?

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, 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

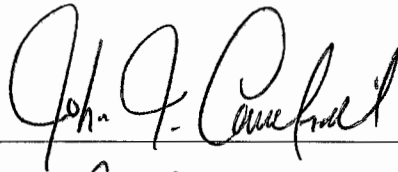
Bricks 4 Kids lego contest
35 local businesses on passport
Explorers
Click! Cable TV
CHI Franciscan Health
Local Restaurants for food donations
Tacoma Art Museum
JBLM
Navy Federal Credit Union
Just Tri
Lakewood Senior Center
Lakewood Arts Commission
Tacoma Museum of Glass
Pierce County Library System
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:



Printed Name & Title of Chief Administrator/Authorizing Official

Date



See Attachment A on next page:

SummerFEST 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



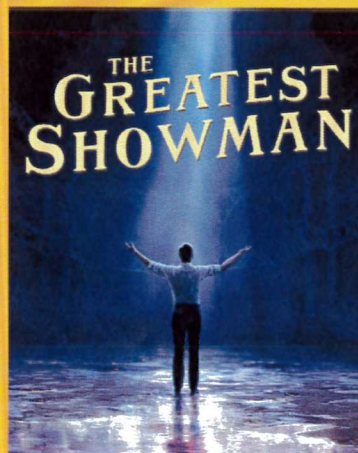
WASHED in BLACK
a tribute to pearl jam

Afrodisiacs

CHAPTER 5



OUTDOOR MOVIE



PAVILION STAGE



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 CITYOFLAKEWOOD.US/SUMMERFEST





(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](#).



Lakewood City Council Members

<p>Mayor, Don Anderson Took office: 2008 Current term expires: Dec. 31, 2023 City Hall: (253) 983-7705 Home: (253) 582-9571 Email: danderson@cityoflakewood.us.</p>	<p>John Simpson Councilmember Took office: 2014 Current term expires: December 31, 2021 City Hall: (253) 983-7705 Cell Phone: (253) 414-4678 Email: jsimpson@cityoflakewood.us</p>
<p>Deputy Mayor Jason Whalen Took office: 2010 Current term expires: December 31, 2021 City Hall: (253) 983-7705 Home: (253) 584-1485 Email: jwhalen@cityoflakewood.us.</p>	<p>Linda Farmer Councilmember Took office: January 2020 Current term expires: Dec. 31, 2023 City Hall: (253) 983-7705 Email: lfarmer@cityoflakewood.us</p>
<p>Mary Moss Councilmember Took office: 2010 Current term expires: December 31, 2021 City Hall: (253) 983-7705 Home: (253) 984-6405 Email: mmoss@cityoflakewood.us.</p>	<p>Position 7 Paul Bocchi Took office: 2012 Current term expires: Dec. 31, 2023 City Hall: (253) 983-7705 Home Phone: (253) 584-2904 Email: pbocchi@cityoflakewood.us</p>
<p>Michael Brandstetter Councilmember Took office: 2010 Current term expires: December 31, 2021 City Hall: (253) 983-7705 Email: mbrandstetter@cityoflakewood.us.</p>	

Application for:

City of Lakewood Fiscal Year 2021 Lodging Tax Grant Funds

From:

**City of Lakewood -
Farmers Market**



Lakewood Farmers Market & Night Market

Application for Fiscal Year 2021 Lodging Tax Grant Fund



7. APPLICATION FOR FISCAL YEAR 2020 LTAC GRANT FUNDING

1a. Project Information

Project Name: **Lakewood's Farmers Market & Night Market**

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

Total Project Cost: \$ 60,000
(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: 91-169818

Organization Unified Business Identifier (UBI) 601667295
UBI Expiration Date: NA

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

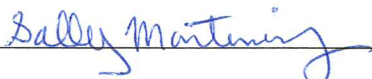
1c. Contact:

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): Thursdays April 15- September 16, 2020
- b. Event Location: Fort Steilacoom Park
- 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, 10x20 stall fee: \$50 daily. Food Truck fee \$50 daily

- 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 new 22 week Farmers Market season (in the past it has been a 12-15 week season) amidst ever changing circumstance due to COVID-19. This includes changing the date, location and time of the market. Current regulations require a 10 foot space between each vendor which required a bigger venue than the court yard of City Hall. Because of needing to be flexible to plan for COVID-19 this grant application is for both a night and day market.. For 20201 we want to build in the flexibility to hold a market at Fort Steilacoom Park Thursdays from 3:00-7:00pm and at the Colonial Plaza on Friday nights. Farmers Markets are considered essential services and we saw from our crowds of 3,000-5,000 customers a day that they are in high demand. This new demand would be well served by having two markets. There would be a strong synergy and the ability to cross promote the markets. Other scope of work includes:

Hiring and supervising three interns from the University of Puget Sound.

Securing 5 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 (includes set up and break down).

Road closures at Colonial Plaza location

Advertising which includes making new street signs each year, updating the banners and producing fliers and ads.

Collecting and entering sales data from each vendor weekly.

Preparing and implementing surveys

Department of Health compliance

Liquor Control Board compliance

The Farmers Markets are 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 10th 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 a significant percent of people shop in the area before or after attending the Farmers Market.

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. For the 2019 season WIC and Senior WIC clients spent \$42,000 at the farmers market, double what was spent in 2018.

Children benefit from the market. With the new Healthy Bucks, all children age 16 and under receive \$2 worth of fruits and veggies. The number of healthy bucks doubled this year and 2,500 children purchased and ate fruits and vegetables at our market this year with their healthy bucks.

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 3,000 or more customers per market day

The vendors benefit from the market. Vendor sales this summer have set a record high. From talking to our vendors, it is clear they enjoy the Lakewood market, have higher sales at our markets than the other markets they attend, 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 2021 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 "Take your shopping outdoors".

Have the Lakewood Farmers Market and Night 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 2,500 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 spaces while complying with COVID requirements.

Encourage community members to bring their out-of-town guests and relatives to the market to showcase their community.

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.

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.

Additional goals for the Lakewood Farmers Market 2021 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.
- 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.

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 22-week market season. From the survey taken this summer of 357 people, we found that 11 were from out of state including:

1. Lincoln, CA
2. Los Angeles, CA
3. Ontario, Canada
4. Redding, CA
5. Rocklin, CA
6. San Antonio, Texas
7. Sun City West, AZ
8. Kansas City
9. Erie, PA
10. Chicago, IL
11. Albuquerque, NM

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.

We know from our survey that represents 10% of the people who attend the market daily, 14 were outside the 50 mile radius. 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 3,500 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, 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 – a whopping 32% higher than 2019. Our surveys reveal that the average amount spent was \$15-

\$25. We know that we have the highest attendance rate in the entire market history. The biggest age group is 30-60 year olds. Similarly the lodging tax funds resulted in The Farmers Market being at full capacity this year with 43 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.

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 Lakewood. We know that over 54% of those who shop in the Farmers Market also shop elsewhere in the area. 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 area and visit other stores. The funds we are requesting encourage out of state visitors to visit the shops nearby. 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 2021 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 shorten the number of weeks of the farmers market.

9. Use of Funds

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

- \$16,000 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, police presence, etc.
- \$14,000 marketing, advertising, street signs, banners, a frames signs, merchandise
- \$20,000 Contract services

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

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

Funding Source: List all revenue sources anticipated for 2020. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
CHI Franciscan Health Sponsor	\$5,000	no	
WSECU Stage Sponsor	\$3,500	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)	\$16,000	\$5,000	\$21,000
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$	\$	\$
Marketing/Promotion	\$14,000	\$5,000	\$19,000
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	\$	\$	\$
Minor Equipment (computers, desks, etc.)	\$	\$	\$
Travel	\$	\$	\$
Contract Services Describe below	\$20,000	\$	\$20,000
Other Describe below	\$	\$	\$
TOTAL COST	\$50,000	\$10,000	\$60,000
Description for Direct Sales Activities, Contract Services, Travel and Others	Contract services are for 4 honey buckets for the season.		
In-Kind Contributions	Three, 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 2020? ☒ Yes ☐ No

b. If you answered yes to 11a, how much funding did you receive in 2020? \$ 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 gained three, 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.

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!

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. They created an agro tourism map that included the Lakewood Farmers Market information. Tilth Alliance created brochures and rack cards of all the markets in Pierce County.

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.

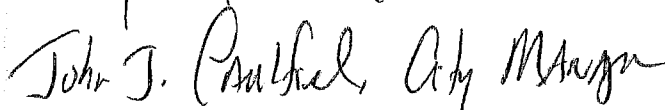
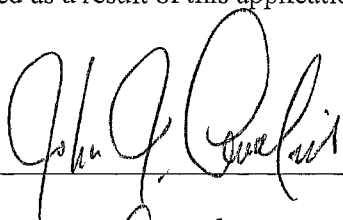
We consider our customers of the market important partners, especially because the number one way people hear about the market is through word of mouth. Being responsive to their requests, interacting with them at the market and gathering their feedback are ways we maintain and strengthen this partnership.

14. Certification

The applicant hereby certifies and confirms:

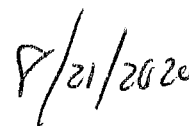
1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;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



Printed Name & Title of Chief Administrator/Authorizing Official

Date



Farmers Market Attachment A

Publication Advertising	\$1,200.00
Swarnar Communications ads	\$1,500.00
Facebook Ads	\$300
Update A-Frames and street signs (10)	\$2,500.00
Update large street banner dates	\$200.00
Farmers Market bags	\$7,000.00
shopping note pads, custom	\$1,000.00
Farmers Market Tshirts	\$1,300.00
Show case magazine ads	\$1,000.00
South Sound Magazine Ads	\$1,000
Lakeside Living Magazine	NA
Connections Magazine	NA
14 online Calendars for events	NA
Printing of flyers and brochures for community and hotels	\$2,000.00
TOTAL	\$19,000

See below for this year's flier

This year, through an in-kind donation of graphic artist who serves on the Arts Commission, the Market got an updated look and feel with a new logo:



**Farmers • Flowers
Food Trucks • Vendors**

All New Market!

Fridays 3:00-7:00pm

June 19 - September 18

**Fort Steilacoom Park,
8714 87th Ave SW**



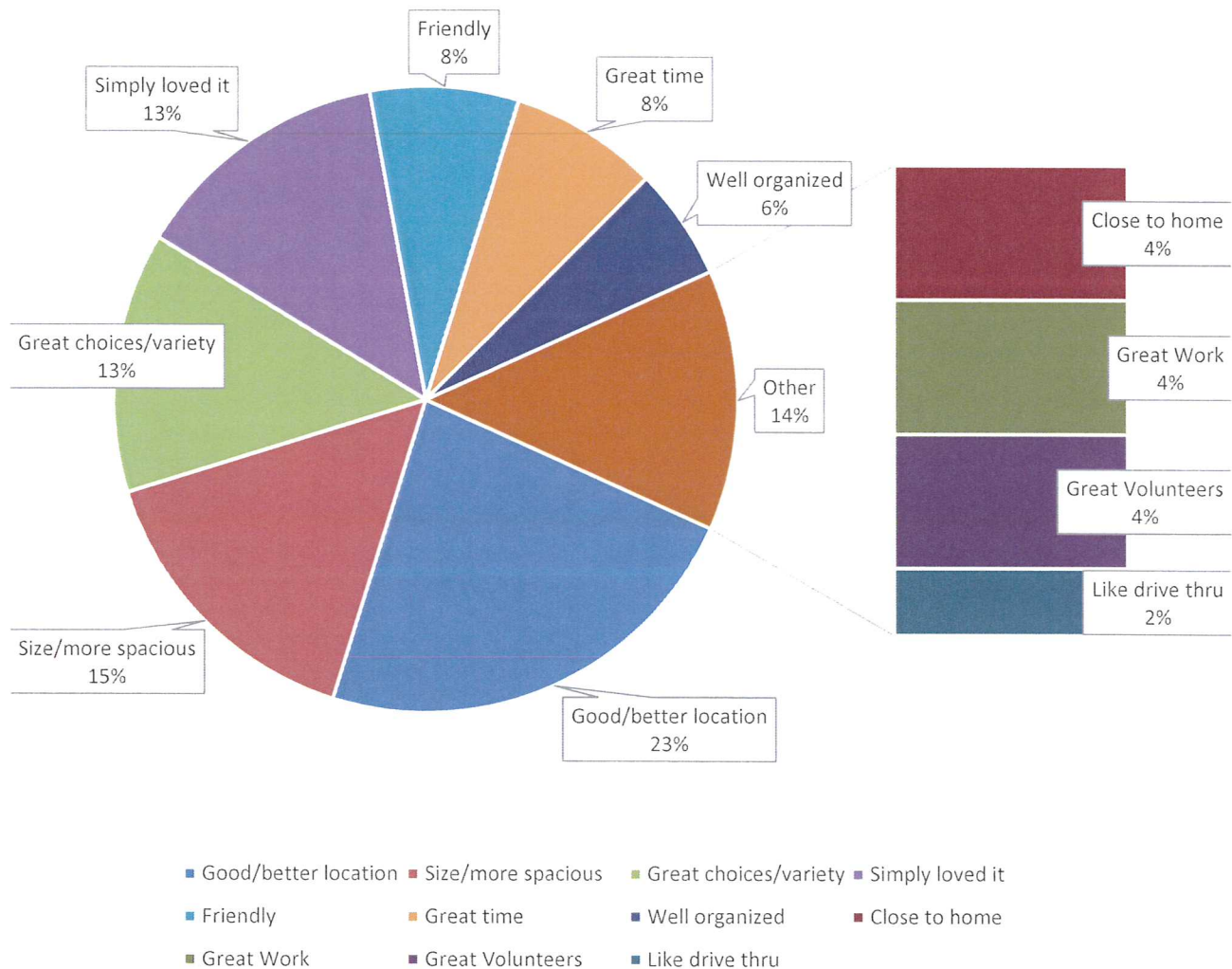
Drive-thru & Walk-thru options

Fresh, Fast, Safe Shopping

www.cityoflakewood.us

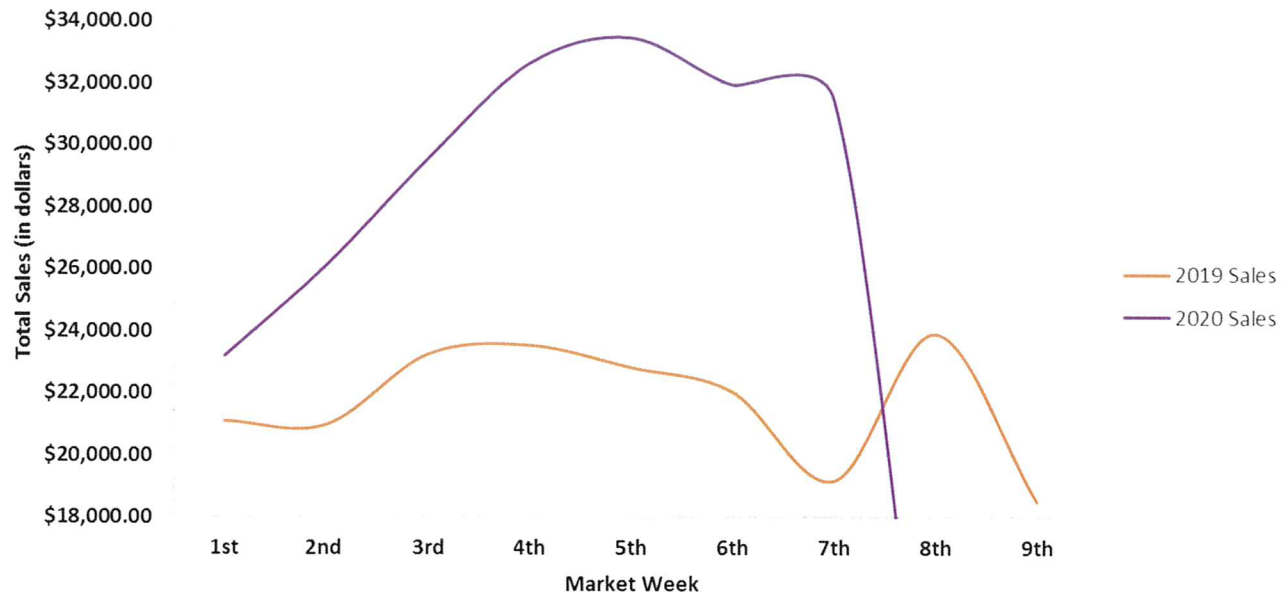
Due to Covid, we had to move the market to a location that would allow vendors to be spaced 10 feet apart. The new location was Fort Steilacoom Park. The date and time was also changed. What we found is the number of attendees more than doubled, the vendor sales doubled, and the feedback was very positive. Here are the survey results:

Pie Chart of Positive Comments

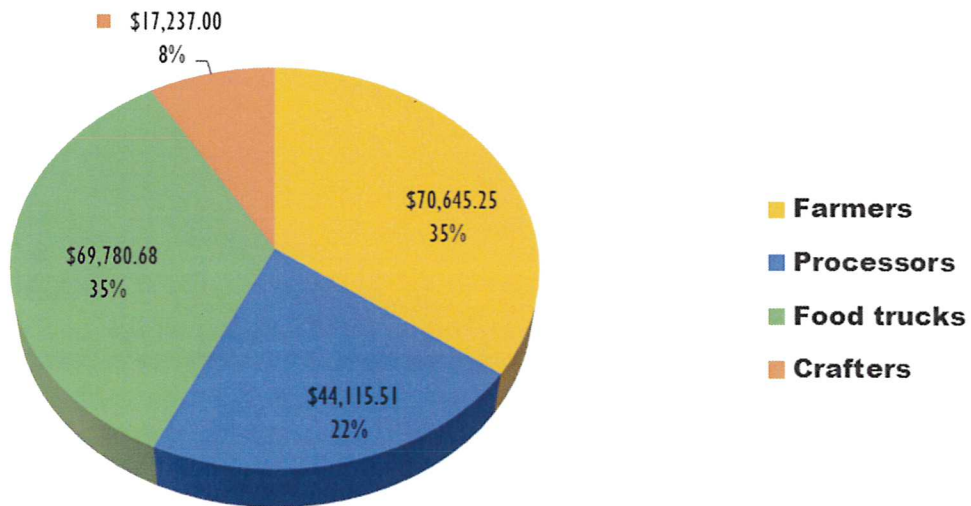


Vendor Sales Report to date, showing increase in sales each week this year and the drastic increase in sales of 32% over the 2019 market (which had set sales records):

2019 vs 2020 Weekly Famers Market Sales



Breakdown of Sales by Type of Vendor



Application for:

City of Lakewood Fiscal Year 2021 Lodging Tax Grant Funds

From:

**City of Lakewood -
Summer Concert Series**



Lakewood Summer Concert Series

Application for Fiscal Year 2021 Lodging Tax Grant Funds



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 2021: 6-8 concerts Thursday evenings June - August
- 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 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 cans and cleaning the area 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.

Because of the COVID-19 issues in the summer of 2020 which prevented the concerts from taking place, we would like to build in flexibility to these LTAC grant funds for similar programs that build a healthy, vibrant community and that are in keeping with the Legacy Plan. Such ideas include a series of 8-10 drive-in movies at Fort Steilacoom Park or virtual challenges/runs like "Lakewood to Mt. Rainier". Both of these events are allowed to take place even when restrictions are in place for social gatherings.

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 and benefit from the program. Also:

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, which brings exposure to their organization.

Food and event 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. In 2019 we learned that bands who 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 were counts from summer of 2019:

150	313th Army Band
43500	Lonely Hearts Club
200	Dakota Poorman Band
220	StayGrounded Band
250	Justin Young Sax
225	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. In 2019 we learned that bands 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 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. The funds will also be used for 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.

We had a “free” military band perform 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 in 2019 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 anticipate doubling 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.

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
Sponsorship	\$500	yes	May 2021
	\$		
	\$		

	\$		
<i>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.</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 2020? ☒ Yes ☐ No

b. If you answered yes to 11a, how much funding did you receive in 2020? \$ 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?

2019 was our first opportunity to make the Summer Concert series professional and established. The bands said the new pavilion was the best venue they had performed at and they loved the sound. At this point we are ready to find sponsors. The Arts Commission will begin this effort next month for 2021.

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 reach 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 Lakewood Gardens concert series.
We coordinate with JBLM for free military band performance.
We collaborate with the Lakewood Farmers 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. A new strategy is to have the concerts take place after the successful Lakewood Farmers Market which will generate more participation and encourage people to stay longer in Lakewood.

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

8/21/2020

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 for 2018 and 2019. However due to COVID-19 2019 concerts could not take place:

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**

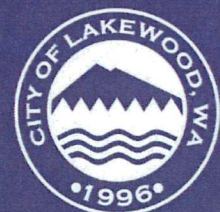
THURSDAYS

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



CITY OF LAKEWOOD PRESENTS

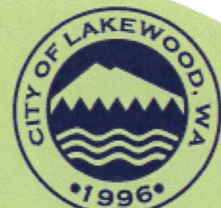
Summer Nights at The Pavilion



FORT STEILACOOM PARK

JULY 16 - AUGUST 27 • 6:30-8 PM

Throughout
July and August,
enjoy a variety of the region's
best LIVE performances.



SPECIAL THANKS TO

thursdays

July 16

Nite Wave 80'S NEW WAVE BAND

July 23

Chris Eger Band BLUES/ROCK

July 30

Good Co, Swing SWING

August 6

Cambalache Salsa SALSA

August 13

Kim Archer Band R&B/SOUL

August 20

80 Proof Ale COUNTRY/ROCK COVERBAND

August 27

Rockaroake KARAOKE WITH LIVE BAND

Below is a drive-in movie picture from one of two drive-in movies held at Fort Steilacoom Park. The movies sold out! We are requesting flexibility in the funds should COVID prevent the concerts from taking place to implement a series of drive-in movies.



Lakewood City Council Members

<p>Mayor, Don Anderson Took office: 2008 Current term expires: Dec. 31, 2023 City Hall: (253) 983-7705 Home: (253) 582-9571 Email: danderson@cityoflakewood.us.</p>	<p>John Simpson Councilmember Took office: 2014 Current term expires: December 31, 2021 City Hall: (253) 983-7705 Cell Phone: (253) 414-4678 Email: jsimpson@cityoflakewood.us</p>
<p>Deputy Mayor Jason Whalen Took office: 2010 Current term expires: December 31, 2021 City Hall: (253) 983-7705 Home: (253) 584-1485 Email: jwhalen@cityoflakewood.us.</p>	<p>Linda Farmer Councilmember Took office: January 2020 Current term expires: Dec. 31, 2023 City Hall: (253) 983-7705 Email: lfarmer@cityoflakewood.us</p>
<p>Mary Moss Councilmember Took office: 2010 Current term expires: December 31, 2021 City Hall: (253) 983-7705 Home: (253) 984-6405 Email: mmoss@cityoflakewood.us.</p>	<p>Position 7 Paul Bocchi Took office: 2012 Current term expires: Dec. 31, 2023 City Hall: (253) 983-7705 Home Phone: (253) 584-2904 Email: pbocchi@cityoflakewood.us</p>
<p>Michael Brandstetter Councilmember Took office: 2010 Current term expires: December 31, 2021 City Hall: (253) 983-7705 Email: mbrandstetter@cityoflakewood.us.</p>	

Application for:

City of Lakewood Fiscal Year 2021 Lodging Tax Grant Funds

From:

**City of Lakewood -
Imaging Promotion**



Application for Fiscal Year 2021 Lodging Tax Grant Funds



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.

2. INFORMATION ON LODGING TAX FUNDS & WHO MAY APPLY

WHAT ARE “LODGING TAX FUNDS?”

Lodging taxes are paid when people purchase lodging, such as renting a room at a hotel.

HOW CAN THOSE FUNDS BE USED?

Washington State law (RCW 67.28.1815) requires that funds be expended “...solely for the purpose of paying all or part of the cost of tourism promotion, acquisition of tourism-related facilities, or operation of tourism-related facilities...”

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

WHERE CAN THE FUNDS BE USED?

The funds are to be used to draw tourists to stay in Lakewood lodging overnight.

WHO CAN APPLY FOR FUNDS?

Any organization, including private businesses, can use the funds to advertise and promote tourism through the media. The promotion must be designed to attract tourists to Lakewood with the goal of increasing the number of overnight stays in the City’s lodging facilities.

WHO DECIDES WHICH APPLICATIONS GET FUNDED?

All complete application packets are reviewed by the Lodging Tax Advisory Committee (LTAC), which is charged with making recommendations for funding to the Lakewood City Council, who make the final funding approval.

HOW DO I APPLY?

Complete applications are due no later than 5:00pm Monday, August 24, 2020. Application materials may be sent electronically via email to tkraus@cityoflakewood.us or mailed to City Hall (Attention Tho Kraus), 6000 Main Street SW, Lakewood, WA 98499. Due to COVID-19 and City Hall closure, arrangements can be made to drop-off materials in person at City Hall by contacting Tho Kraus.

3. SCHEDULE

Monday, August 3, 2020	Application period opens (application available on City's Finance webpage)
Wednesday, August 19, 2020	Provide courtesy notification to Tho Kraus indicating your interest in applying and method of submittal. The purpose of this notification is to ensure your application is received.
Monday, August 24, 2020	Applications due no later than 5:00pm
Friday, September 4, 2020	LTAC agenda packet emailed to LTAC committee and available online
Friday, September 18, 2020	LTAC meets to hear presentations and to make funding recommendations
Monday, November 9, 2020	Recommendations to Lakewood City Council Study Session
Monday, November 16, 2020	Final decision on FY2021 grant award allocation adopted by Council
January / February 2021	Contracts issued for FY2021 LTAC grant awards

4. REPORTING REQUIREMENTS & E-VERIFY INFORMATION

Reporting Requirements:

Entities who receive lodging tax grant funds must report a significant amount of information to the city and WA State Legislature. This information includes (subject to change by JLARC):

- *Overall Attendance* – the total number of people predicted to attend this activity, the actual number of people who attended this activity, and the method used to determine the attendance.
- *Attendance, 50+ miles* – the number of people who travelled greater than 50 miles predicted to attend this activity, the actual number of people who travelled greater than 50 miles to attend the activity, and the method used to determine the attendance.
- *Attendance, Out of State, Out of Country* – the number of people from outside the state and country predicted to attend this activity, the actual number of people from outside the state and country who attended this activity, and the method used to determine the attendance.
- *Attendance, Paid for Overnight Lodging* - the number of people predicted to attend this activity and pay for overnight lodging, the actual number of people who attended this activity and paid for overnight lodging, and the method used to determine the attendance.
- *Attendance, Did Not Pay for Overnight Lodging* - the number of people predicted to attend this activity without paying for overnight lodging, the actual number of people who attended this activity without paying for overnight lodging, and the method used to determine the attendance.
- *Paid Lodging Nights* – the total projected and estimated actual number of paid lodging nights. One lodging night = one or more persons occupying one room for one night.

The Legislature passes these reports along to the Joint Legislative Audit & Review Committee and the local Lodging Tax Advisory Committee. In turn, the Legislative Audit & Review Committee must report this information biannually to the economic development committees of the Legislature.

E-Verify Declaration Information:

Lakewood Ordinance No. 492 requires that all businesses and contractors (including non-profits) which contract with the city enroll and participate in the Federal E-Verify program. The business entity or contractor shall be required to continue its participation in the program throughout the course of its business relationship with the City.

Further information on E-Verify can be found at the following website:

<https://www.e-verify.gov>

- Include the completed and signed E-Verify Affidavit found under Item 15 of the application.
- If you have any questions about completing the application or E-Verify document, the LTAC program or funding process, please contact Tho Kraus at (253) 983-7706 or tkraus@cityoflakewood.us.

5. SUBMITTAL CHECKLIST

Place a check mark by each item to indicate your review & inclusion in your submittal packet.

1. ☒ Provide courtesy notification to Tho Kraus by August 19, 2020 of your intent to submit application and whether you will submit electronically. The purpose of this notification is to ensure your application is received.
2. ☒ Submit complete application packet by 5:00pm, Monday, August 24, 2020
 - Email application to tkraus@cityoflakewood.us, mail to City Hall (Attention Tho Kraus), 6000 Main Street SW, Lakewood, WA 98499, or arrange a drop-off by contacting Tho Kraus.
 - Be sure to use application for FY2021 grant awards (template with preset font and margins)
 - Late applications will not be accepted
3. ☒ All questions on application have been answered in a detailed, yet concise manner
4. ☐ Application has been reviewed and includes:
 - a. ☐ Signed E-Verify Declaration
 - b. ☐ Signature by a person authorized to bind the agency to a contract
 - c. ☐ Attachments that are no larger than 8½ by 11
 - d. ☐ For Non-Profits, a copy of 501(c)3 or 501(c)6 tax exemption determination letter
☐ N/A
 - e. ☐ Marketing plan for the proposed project
 - f. ☐ Operating budget for the proposed project
 - g. ☐ Your organization's most recent Balance Sheet
 - h. ☐ Your organization's Articles of Incorporation and/or Bylaws
 - i. ☐ Documentation showing your governing body's authorization to submit the grant request

Documentation consists of meeting minutes in which the governing body's resolution, motion or other official action is recorded. Examples include: "The board approves for (individual's name) to submit a Lakewood lodging tax funding request, or (Individual's name) has the governing body's authorization to make funding requests for (name of the agency).
 - j. ☐ List of your current Board of Directors or other governing body of your organization

The list must include names, phone numbers, addresses, and identify the principal officers of your governing body.
 - k. ☐ Signed letter from your governing body Chairperson that provides the name, title, address and telephone number for the person authorized to sign this application.

7. APPLICATION FOR FISCAL YEAR 2021 LTAC GRANT FUNDING

1a. Project Information

Project Name: | Lakewood Imaging Promotion |

Amount of Lodging Tax Funding Requested: | \$50,000.00 |
(Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost: | \$50,000.00 |
(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) | |

UBI Expiration Date: | |

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


1c. Contact:

Name: | Shannon Kelley-Fong |

Title: | Senior Policy Analyst |

Telephone: | 253-983-7717 |

Email: | skelleyfong@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 (“City”), its partners, residents and businesses, and is something that has continued to evolve 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 (“Hemisphere”) to craft a marketable brand for Lakewood consistent with the City Council Vision and Strategic Plan. For this project, the City will continue to work with Hemisphere.

With a 75% online and 25% print advertising focus, the imaging promotion developed by the City and Hemisphere will feature targeted campaigns to the personas and channels identified in pervious Build Your Better Here research. The imaging promotion with design up to three (3) campaign concepts in an effort to bring people to Lakewood for business, and recreation. We intend to build on the momentum gained over the last year, with a focus on getting more leisure travelers, families attending events, and contractors doing business here to stay in Lakewood hotels.

Through positive promotion of Lakewood with vibrant images, appealing videos and a marketable tagline and anthem, overall awareness about Lakewood has increased across the region. This has translated to more tourism visits, particularly overnight stays for visitors from across the region, the United States and other countries. Building on that momentum has been critical.

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, and beyond our state border as a place to stay to access various attractions in the region, including golf, great dining, and regional events. 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 Division of the City Manager's Department of the City.

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, 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, live theater, and food scenes;
- 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 Lakewood restaurants or playing around the City will be used for promotion on the City's 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, recreational activities, shopping, eateries and weekend getaways.*

Using advertising tools available online, we will target specific income, education and family demographics. We want to attract people looking to stay and 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 Lakewood 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 2021 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 large City events, such as the 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 and beyond; without it our marketing/imaging effort will not succeed.

Limiting funding would reduce our abilities to entice families and people to visit Lakewood.

Partial funding of \$30,000 would be used as follows:

- \$26,760 for imaging campaign advertising (75% online; 25% print);
- \$1,240 for equipment, including camera stabilizer for creating more video content, microphone, and Adobe Premiere subscription;
- \$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 and online advertising: The City hired a professional marketing firm in 2018, Hemisphere, 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 have continued to see these pieces put into play through digital and print ads, pivoting to adapt while in the COVID-19 pandemic to promote Lakewood through thoughtful video and a focus on 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 Lakewood to shop, dine or explore. **Ongoing ad costs: \$46,760.**

Professional photography: High-resolution, professional images of Lakewood events, including SummerFEST and Christmas Tree Lighting festivities, for future event promotion and use on the City's website and elsewhere. **Cost: \$2,000.**

Equipment: City of Lakewood is increasing its use of video. We have the following needs:

- Zhiyun Crane 3 – Gimbal: Camera stabilizer for creating more and higher quality video content to use on social media and City's website. \$800
- Wireless RODE microphone: Camera microphone for creating more and higher quality video content to use on social media and City's website. \$200
- Adobe Premiere subscription: Product that helps video editing, will help creating more and higher quality video content to use on social media and City's website: \$240 per year

Cost: \$1,240 |

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 2021. 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	\$46,760*	\$	\$46,760*
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	\$	\$	\$
Minor Equipment (computers, desks, etc.)	\$1,240	\$	\$1,240
Travel	\$	\$	\$
Contract Services Describe below	\$2,000*	\$	\$2,000*
Other Describe below	\$	\$	\$
TOTAL COST	\$50,000	\$	\$50,000
Description for Direct Sales Activities, Contract Services, Travel and Others	Professional photography: \$2,000 *Marketing/Promotion will involve contract services.		
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 2020? ☒ Yes ☐ No

b. If you answered yes to 11a, how much funding did you receive in 2020? \$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?

City Council allotted monies for the Build Your Better Here campaign in 2019. Staff is requesting additional funding for building off this campaign in 2021. Building on the momentum of this campaign will be critical to the future and image of 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, Mt Rainier Tourism & Sports, and South Sound. Together to "piggy-back" on their marketing efforts to create heightened visibility for Lakewood, which results in a stronger presence as a South Sound destination. We have continued those partnerships into 2020. The Cyclocross National Championship held in Fort Steilacoom Park December, 2020 was one example of our teams working together for a significant national event.

The Communications and Economic Development departments regularly work together to promote Lakewood businesses and organizations on social media platforms.

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

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

Other agencies we work with include:

- Asia Pacific Cultural Center
- Historic Fort Steilacoom Association
- Lakewold Gardens

- Lakewood Chamber of Commerce
- Lakewood Historical Society & Museum
- Lakewood Playhouse
- Lakewood Sister Cities Association
- Lakewood Family YMCA
- CHI Franciscan (St. Clare Hospital)
- Click! Cable TV
- WSECU
- Pierce County Fresh
- 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:

A handwritten signature in cursive script, appearing to read "Shannon Kelley-Fong", written over a horizontal line.

Shannon Kelley-Fong, Senior Policy Analyst |

Printed Name & Title of Chief Administrator/Authorizing Official

Date 8/24/2020

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.e-verify.gov>

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

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

As the person duly authorized to enter into such commitment for

COMPANY OR ORGANIZATION NAME

I hereby certify that the Company or Organization named herein will

(Check one box below)

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

- OR -

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

Signature

Print Name and Title

Date