

LODGING TAX ADVISORY COMMITTEE Thursday, September 23, 2021 – 8:30 A.M. Lakewood City Hall, 6000 Main Street SW Council Chambers (with Zoom option)

# AGENDA

- 1. CALL TO ORDER
- 2. ROLL CALL
- 3. PUBLIC COMMENTS
- 4. APPROVAL OF MINUTES (Sept 18, 2020 LTAC Meeting)- Page 2
- 5. 2021 GRANTS STATUS & FUND BALANCE Page 11-13 Tho Kraus, Deputy City Manager

### 6. GRANT PROPOSAL PRESENTATIONS FOR 2022 FUNDING

9:00am- 9:15am	Lakewold Gardens, Page 16-49	
9:20am- 9:35am	Historic Fort Steilacoom, Page 50-75	
9:40am- 9:55am	Asia Pacific Cultural Center (APCC), Page 76-114	
10:00am-10:15am	Travel Tacoma (TRCVB), Page 115-163	
10:20am-10:35am	Lakewood Sister Cities – Gimhae Delegation, Page 164-190	
10:40am-10:55am	Lakewood Sister Cities – International Festival, Page 191-218	
11:00am-11:15am	AM BREAK	
11:15am-11:30am	Lakewood Historical Society, Page 219-248	<u>Click on item</u>
11:35am-11:50am	Lakewood Chamber of Commerce – Blue Lights, Page 249-283	to go to its page
11:55am-12:10pm	Lakewood Chamber of Commerce – Tourism, Page 284-320	
12:15pm- 1:00pm	LUNCH	
1:00pm- 1:15pm	Lakewood Playhouse, Page 321-347	
1:20pm- 1:45pm	Lakewood Film, Art and Book Festival, Page 348-370	
1:50pm- 2:05pm	Rise Against Racism – Fall Harvest Festival, Page 371-393	
2:10pm- 2:25pm	City of Lakewood – Media Promotion, Page 394-409	
2:30pm- 2:45pm	PM BREAKP	
2:45pm- 3:00pm	City of Lakewood PRCS – Farmers Market, Page 410-423	
3:05pm- 3:20pm	City of Lakewood PRCS – SummerFEST, Page 424-439	
3:25pm- 3:40pm	City of Lakewood PRCS – Summer Concert Series, Page 440-450	
3:45pm- 4:00pm	City of Lakewood PRCS – Saturday Streets Festival, Page 451-461	
4:05pm- 4:20pm	City of Lakewood PRCS – Reel Life 96, Page 462-472	

#### 7. GRANT FUNDING DECISIONS

#### 8. OTHER BUSINESS

#### 9. ADJOURNMENT

Council Chambers is accessible to persons with disabilities. Persons requesting special accommodations or language interpreters should contact Manny Cristobal at 253.983.7707 as soon as possible in advance of the meeting so that special accommodations can be made.

#### **Committee Members**

Mayor Don Anderson, Chair Jessica Christensen – Holiday Inn Asuka Ludden, Best Western Jarnail Singh – Comfort Inn & Suites Chelene Potvin-Bird, Travel Tacoma Phillip Raschke, Lakewood Playhouse Linda Smith, Lakewood Chamber of Commerce 2021 LTAC Meeting for 2022 Awards, Sept. 23, 2021

**City Staff** Tho Kraus, Deputy City Manager

Manny Cristobal, Finance Supervisor



# LODGING TAX ADVISORY COMMITTEE (LTAC) September 18, 2020 - Friday – 8:30 A.M. Virtual Meeting via Zoom

### CALL TO ORDER

Chair Mayor Don Anderson called the meeting to order at 8:45 a.m.

### **ROLL CALL**

<u>Members present</u>: Lakewood Mayor Don Anderson, Chair; Chelene Potvin-Bird, President/CEO -- Travel Tacoma; Phillip Raschke, Board member - Lakewood Playhouse; Linda Smith, President/CEO – Lakewood Chamber of Commerce, Jarnail Singh – Comfort Inn & Suites; Jessica Christensen – Holiday Inn

Members Absent: Asuka Ludden - Best Western Lakewood Motor Inn

City staff present: Tho Kraus, Assistant City Manager; Manny Cristobal, Finance Supervisor

### PUBLIC COMMENTS - None.

MEETING MINUTES APPROVAL - The motion to approve the minutes passed unanimously

#### 2020 GRANTS STATUS & FUND BALANCE - Tho Kraus, Assistant City Manager/Admin Services

Ms. Kraus briefly described the authorized uses for lodging taxes in the City of Lakewood (the City): 7% lodging tax is collected by the City of which 4% is designated for tourism promotion while the other 3% is restricted for capital-related projects owned by the City. She announced that \$1,237,354 is available for allocation in 2021, where \$800K is anticipated to come from 2020 revenues. She stated that the total amount requested is \$707.250, comprised of \$605K in noncapital requests plus the City's \$101,850 annual commitment to the McGavick Center lease, while the total amount available is \$869K. She also informed that 2020 participants reported \$133K in anticipated savings from the 2020 allocation. She ended by stating that all in all, there will be an estimated \$400K remaining at the end of the year after 2021 funds are granted as requested. Chair Mayor Anderson asked to clarify the two buckets of LT funding available. Ms. Kraus explained that there are tourism/marketing funds and capital funds and that these funds can be used for capital but not vice-versa. She added that there is no capital funding requested this year. Chair Mayor Anderson briefly explained the process of how funds are granted, the role of LTAC ("the committee") and the final ratification by the City Council. Chair Mayor Anderson also briefly recounted the impacts of the COVID crisis on lodging tax revenues. Ms. Kraus then shared the funding request schedule to be used as a guide during the award deliberations.

#### **2020 GRANT PROPOSAL PRESENTATIONS**

Lakewood Historical Society (LHS) - Phil Raschke, Board member and Sue Scott, President

Ms. Scott thanked the committee for helping them and being around for "your museum" then introduced Phil Raschke who presented. Mr. Raschke shared a slide show "Your Lakewood History Museum – Preserving Yesterday and Educating Tomorrow." He reported that their new location has been remodeled as part of the Colonial Center project. He informed about the passing of their former Treasurer, James Curley. He announced that there is no successor yet but they have a bookkeeper helping them out. He stated that despite COVID, the LHS continued to be active this year in the following areas 1) membership renewal drive which brought in generous donations; 2) completed Phase 1 and 2 of major upgrades of their facility including the film room; 3) published a comprehensive museum brochure which included all museums in the area; 4) also published a special issue of the Prairie Gazette. He then showed before-and-after photos of their new remodeled offices and described the planned Phase 3 improvements. He also detailed their operating results for 2020 and their budget for 2021, which calls for \$59.5K in spend that will result in a shortfall of \$35K, the exact amount they are requesting the committee.

No questions from the committee.

Lakewold Gardens (LG) – Susan Warner, Executive Director, Cassandra de Kanter, Grants and Resource Specialist.

Ms. de Kanter kicked-off their presentation. She stated that they are trying to maximize their availability for event hosting. She reminded the committee that they are statutorily limited as to the number of events they can host and they have maxed out this quota. She announced that they have hired a new events coordinator and communications coordinator. Ms. De Kanter then Introduced Ms. Warner who took over the presentation. Ms. Warner began by thanking the committee for last year's funding which they partly used to improve their social media presence. She mentioned that they are doing fine overall despite the COVID crisis because they have, received generous government support. She revealed a change in their mission and vision statements and that they are aligning LG with the American Public Gardens Association movement to expand programmatic offerings into the arts. She stated that, while they love weddings, they are also looking to host other non-traditional social events. Ms. Warner highlighted Winter Garden Poetry Series which had expanded hours. She reported that they have virtualized most of their content due to COVID, such as, "Music from Home" with internationally renowned pianist Nyaho. She also reported that, while a month late, they were able to hold "FairyFest" under the current social distancing rules. Ms. Warner also disclosed that they have been received significant Artwork donations. She reported that the "Winter Solstice" event was cancelled due to supply chain issues caused by economic crisis but they plan to hold the event next year. She stated that they are asking for \$60K to continue partnerships, improve social media, and planning for "Winter Solstice Lights".

LTAC member Smith asked for clarification on when Winter Solstice will be held next to which Ms. Warner confirmed that this year's event is cancelled and next year's is currently under planning.

# Historic Fort Steilacoom Association (HFSA) – Joseph Lewis, Secretary

Mr. Lewis began by giving a history of Fort Steilacoom. He noted that Fort Steilacoom is the oldest attraction in Lakewood (since 1983) and has been in the National Historic Register for 170 years. He described their unique situation where the State owns the land and buildings where the Museum is sited with HFSA under a long-term lease which they pay for through their volunteer service. They cannot use LTAC grants for capital and so they only use the LTAC grants for publicity and promotion. He reported that they were closed down during the pandemic and this year's revenues have fallen dramatically as a result. He reported that during the downtime they have been planning on improving customer experience, expanding their social media presence, upgrading their website by uploading their archives, and hosting virtual programs. He informed that DSHS recently released a master plan for a reconfiguration of Western State Hospital which will be favorable to the Museum in terms of improved access. He also mentioned that HFSA ordered logoed and regular masks for their customers and employees. He warned though that he is not sure how many volunteers, among the eight that they had pre-closure, will return when they reopen. He declared that they are asking for \$12K in grant funds which is at the same level as the prior year.

Chair Mayor Anderson expounded on the Master Plan for Western State Hospital noting that it is still a fluid situation in terms of funding, design and zoning. He added that it is more desirable if the City can gain control over the historic area which will be a great adjunct to Fort Steilacoom Park. Mr. Lewis added that the plan actually gave some needed publicity to the Park.

# Asia Pacific Cultural Center (APCC) - Faaluaina Pritchard, Executive Director

Ms. Pritchard began by wishing the committee well. She stated that they are requesting \$15K to help put up the annual Samoan Cultural Day for next year. She stated that the APCC event was traditionally held at the same day as Summerfest but they prefer holding their event at a different Saturday in July – they plan on holding the 2021 event on the last Saturday. She provided 2018 demographics which showed the increasing population of Asian, Hawaiian and Pacific Islanders. She reported that they had to cancel this year's live event but was able to do it virtually which became a success on its own. Ms. Pritchard stated that the grant will be used for hosting the 11<sup>th</sup> Samoan Cultural Day in 2021, paying for the project venue, equipment rental, supplies, and janitorial services and providing \$5K in allowance for guest lodgings in mostly Lakewood hotels.

No questions from the committee.

### Lakewood Chamber of Commerce – Tourism - Linda Smith, President/CEO

Ms. Smith thanked the committee for being there today. She started by saying that they are requesting \$95K for their tourism and events promotion services and that they are appreciative of LTAC support through the years. She reported that according to the WA Hospitality Assn, state-to-state travel will be down for the next two years, which is why they quickly pivoted by directing their campaign to focus in-state travel. (Technical difficulties prevented Ms. Smith from sharing their promotional videos which highlights their newly created in-state drive itineraries.) She next described their advertising activities this year as they continue their role as lead destination marketing organization for the City. She stated that their focus is on individual and family travelers and promoting drive-tours as a wide-open, clean and safe travel activity. She stated that they will continue to produce more destination videos and tourism collateral materials, such as, as brochures, events calendars, attractions and services inventory.

No questions from the committee.

(The committee recessed for lunch at 11:55)

### Travel Tacoma Mt. Rainier Tourism & Sports (TT) - Dean Burke, President/CEO

Mr. Burke started by stating that they're ask this year for LTAC funding is \$100,000 which is down from last year's \$120K request. He added that they are returning \$26,393 from this year's budget and looking for further savings before the year is over. He mentioned that this year they have diligently invested in an aggressive stakeholder communications plan by sending biweekly news to committee members and interested parties and have been monitoring audience engagement and feedback. He gave a refresher of their rebranding efforts from last year, the reason for the name change and the use of the allencompassing "Mountain-City-Sea" moniker. He then proceeded to talk about the Geofencing application that they implemented during the pandemic to aid in their recovery effort. Geofencing is the use of GPS or RFID to create virtual geographic boundary which lets an App to trigger a response every time a mobile devise enters or leaves a particular area. He said that the tool gathers and analyzes geographic, demographic and psychographic data from visitor activities. He then showed various samples of charts generated by the App. He expressed his excitement about the App's capability to target not only past visitors but also "look-alike" potential customers. Mr. Burke then described TT's core pillars which are: leisure, conventions and meetings, and sports, although warned of potential priority shifts due to COVID.

He stressed that their strategy is to continue to encourage independent travelers to go into our community and collaborate with our attractions as they open-up, with the attraction promoters working with TT for lead opportunities.

No questions from the committee.

## Lakewood Sister Cities Association – Gimhae Delegation - Connie Coleman-Lacadie, President

Ms. Coleman-Lacadie thanked the committee for always considering Sister Cities for LTAC grants. She mentioned that similar to last year, they have two different grants for two events that tie-in together. She shared a concern though that in 2021, the timing of events may become an issue as the delegation may prefer not to take part in large events. She asked for flexibility in next year's schedule. She stated that they are asking for \$16,350 for 2021 as they expect a larger delegation next year. She concluded by thanking the City for accepting the City of Gimhae's gift of PPEs and masks earlier in the year. Chari Anderson noted the details of the aforementioned donation and its disposition and added that the he and the City Council were fully appreciative and that Sister Cities really add value.

No questions from the committee.

Lakewood Sister Cities Association – International Festival - Connie Coleman-Lacadie, President Ms. Lacadie next presented the international festival event and reiterated the need for flexibility in the scheduling for 2021. She mentioned they are exploring ideas of having a different venue or timing as the Summerfest, such as, holding it in Colonial Square, or rescheduling to coincide with Farmers Market, where they can be more creative in presenting the international flair to Lakewood citizens. She is requesting \$7,550 for the international festival.

No questions from the committee.

# Lakewood Arts Festival Association - Robert Lawrence, Chairman

Mr. Lawrence announced that they had to postpone their festival due to COVID restrictions which left \$10,000 in savings to the LTAC fund. However starting Oct 2020 through the 10<sup>th</sup> Arts Festival in Oct 2021, they will sponsor a biweekly program on their website, Facebook and Suburban Times with articles about upcoming films and interviews with artists and authors. Mr. Lawrence mentioned that they have already booked the Mcgavick Center for next year's event. Mr. Lawrence stated that they are encouraging more attendance to the festival by adding new talents and activities, such as, Filipino dancers, Nisqually tribe display and dancers, green screen and film exhibits, Pierce County Library exhibits, professional puppet show, military art exhibits, etc.

Chair Mayor Anderson asked what the attendance was at the 2019 event. Mr. Lawrence recalled 1200-1500 with 60 artists and over 40 authors, and stated that it has been improving every year.

No questions from the committee.

**City of Lakewood PRCS – Summer Concert Series** - Sally Martinez, Parks and Recreation Coordinator Ms. Martinez reported that the Summer Concert was cancelled due to COVID although they did the planning activities this year. She mentioned that they were able to invite and schedule seven bands in different music genres before the cancellation. She stated that they are looking forward to the 2021 event and that their venue, the Pavilion at Fort Steilacoom Park, will allow them to comply with COVID restrictions. She shared a slideshow from last year which showed the activities that they created for their guests and stated that these events are needed by the community especially at this time. She reminded

the committee that these concerts are free to the community; old to younger, all cultures and with all abilities. She next mentioned that they engage with Asia Pacific Cultural Center to provide entertainment and bring in food trucks. She closed by stating that they are constantly exploring ideas on how they can pivot in terms of event offerings under this environment.

Chair Mayor Anderson asked if they anticipate maintaining or enhancing the quality of invited musicians with this grant request. Ms. Martinez responded that they will maintain the same level and plan on using the same musicians as they've already been extensively vetted. The 20K request will be used to pay for the musicians and the rent of porta-potties for the event.

# Lakewood Playhouse - James Venturini and Heather Hines – Co-Artistic Directors

Mr. Venturini announced that Mr. John Munn resigned as one of the Playhouse's artistic directors last July and he and Heather Hines are now the managing artistic directors going forward. He thanked the committee for their continuing support. Reported that they provide programming 365 days a year with full-production, education programming, readings and special events. They rent space in Lakewood Towne Center for their classes. Moved entire fall productions online through 2021. They will adapt to the conditions or restrictions that the State allows. They will use the grant award to market the online productions and are planning just in case they can open doors again in 2021.Stressed the importance of strong marketing under the current environment to make audiences aware about their status and online activities. He showed samples of their print marketing materials and will continue to make them in combination with online advertising. He is aware about the impacts of COVID on the City's lodging tax revenues and ensured the committee that they will spend their grant wisely.

LTAC member Potvin-Bird stated that Mr. Venturini brought up a good point about room collections being down, then asked him to remind the group how the Playhouse tracks where customers come from. Mr. Venturini said that they do a lot of demographic surveys using their subscriber list or their larger email contact list. He added that their hiring of talent and designers from big cities outside of Lakewood potentially adds these individual's families and contacts to the Playhouse's target audience which can inturn add lodging revenues from the highly coveted "over 50-mi. radius" market.

Chair Mayor Anderson wished them well and hoped they can open in the near future.

City of Lakewood PRCS – Farmers Market - Sally Martinez, Parks and Recreation Coordinator Ms. Martinez happily announced that the Farmers Market has been designated an essential business. She shared their new promotional video for 2020. She stated that they switched their location to Steilacoom Park and required vendors to be 10 feet apart to comply with COVID prevention requirements. She commented that because the new venue is bigger and more spacious, they were able to get more vendors to participate than last year. She showed photos of their 2020 season held at the new location and heralded the success they achieved in contrast to farmers' markets in the region which had to downsize due to the new restrictions. She added that they have extended the market into the fall season as there is still demand for it. She then detailed the changes that they implemented this year, such as, new signage to orient customers on the new venue and to ensure compliance with the restrictions, created new advertising which billed the event as the "All-New Farmers Market", added a makeshift drive-in movie which allowed them to promote the Farmers Market to the movie patrons, and secured additional liquor licenses for new wine vendors. Ms. Martinez also highlighted the amount of sales generated this year which is significantly higher than last year's. She stated that next year they want to hold the market in two locations because of its popularity.

Chair Mayor Anderson asked what the overall attendance will be this year compared to last year to which Ms. Martinez responded that daily attendance will be doubled.

## **City of Lakewood PRCS – SummerFEST -** Sally Martinez, Parks and Recreation Coordinator.

Ms. Martinez started off by reporting that SummerFest was cancelled this year due to COVID. For the benefit of new LTAC members, she showed video promotions that they had for the 2019 event. She said 2019 was an extremely successful event according to testimonials from the food vendors. She mentioned that they are planning changes for 2021, such as, holding a 3-day event in lieu of a 1-day festival which will benefit them as some potential sponsors, like Pierce County, are willing to provide funding for a 3-day event. She also mentioned that they have a team in place planning for next year's event to be held under COVID restrictions. In the meantime, Ms. Martinez stated that they are increasing their advertising campaign by continuing to focus on JBLM families of service men and women, using radio more as this targets the coveted audiences from beyond the 50 mi. radius, working harder on soliciting sponsorships and take advantage of their continuing interest despite COVID, and cross-marketing with other tourist organizations, such as, Farmers Market, Lakewold Gardens, Sister Cities, and Asia Pacific Cultural Center.

No questions from the committee.

**City of Lakewood Communications – Imaging Promotions 2020 -** Shannon Kelley-Fong, City Senior Policy Analyst; Becky Newton, Economic Development Manager

Ms. Kelley-Fong thanked the group for their commitment in serving in the committee. She then introduced their "Build It Better Here" imaging campaign and stated that continued funding will raise the level of awareness of Lakewood and its attractions, create economic activity in terms of retail sales, and increase events attendance and hotel-motel overnight stays. She shared that visual content is increasing in importance as most people, according to a study, prefer digital images than static text. She reported that they are in continued partnership with Hemisphere to deliver media content for their programs and are therefore requesting additional funding, 50K in 2021, to continue this momentum. She disclosed that the funds will be allocated as follows: \$46,760 to continue building the website for the campaign, \$2K for professional photography services, and the rest for additional hardware and software to improve quality of videos and digital content. Ms. Kelly-Fong stated that the goals of the program and campaign are to change the perception of Lakewood by emphasizing the positive, to increase outreach through targeted ads, to increase hotel stays by promoting events and attractions outside of the South Sound to encourage overnight stays (50+ mi), and to increase tourism via internet ads to attract out-of-state visitors. She also showed some metrics that are in place to track number of visitors and/or clicks to the website and that the results so far have been positive. Ms. Newton added to the presentation and informed that the City has some new hotels to promote: Town Place Suites and Comfort Inn Suites, which just recently opened and Whispering Suites which is under construction. She added that the City's proximity to and relationship with JBLM brings a lot of business events and families which adds to long-term and short-term lodging stays and their campaign will be instrumental in promoting the City to this segment. She stated that COVID has forced them to pivot on some of their targets and activities and Hemisphere has allowed them to be flexible.

No questions from the committee

## Lakewood Chamber of Commerce – Nights of Blue Lights

Ms. Smith began by stating the "Nights of Blue Lights" started last year. She discussed the reference to the blue lights where blue was the favorite color of Mary Cordelia Davis and how the City in the past had used blue lights for annual Holiday festivities. She mentioned how "Nights of Blue Lights" resurrects this unique tradition which is intended to attract visitors during the holiday season and boost tourism and sales activity. She showed photos of establishments that displayed blue light decorations in the past year. She next related that the Chamber is planning on creating tour packages next year which features the "Nights of Blue Lights" in combination with other City attractions in that season.

## **GRANT FUNDING DECISIONS**

(Group deliberations commenced to determine the amount of grants to be awards).

# **Basis for Awards and Other Recommendations**

- Historic Fort Steilacoom Association (HFSA) The committee agreed to grant the full requested amount of \$12K with a suggestion that HFSA reexamine their current marketing mix to move farther away from print media by working with the City and other partners who can provide them the technology.
- Asia Pacific Cultural Center LTAC member Potvin-Bird reported that the Tacoma Dome is shutting down the Ex Hall and moving events to the Convention Center next year; and , while the APCC is looking to move back to Lakewood, the impacts to the City will be farther out in the future. Chair Mayor Anderson remarked that the APCC had added new and attractive programs to their event and suggested granting the full request. The committee approved the full amount of \$15K.
- Travel Tacoma (TT) LTAC member Smith stated that she was impressed with TT's Geofencing application with its ability to track customers and visitors activities and behavior to create metrics that allow for effective and efficient marketing. The committee discussed the potential for the technology to be shared with the other tourism partners. The committee granted the requested amount of \$100K.
- Lakewood Sister Cities: Gimhae Delegation Chair Mayor Anderson shared his assessment that there is more to Sister Cities than heads-in-beds right now, although positive impacts to tourism will still come in the near future. He praised the City of Gimhae for their recent generous donation of PPEs and masks to the City. The committee approved the full request of \$16,350.
- Lakewood Sister Cities: International Festival LTAC member Potvin-Bird reviewed that together with the Gimhae delegation, their total request this year is the same as last year. It was noted that Sister Cities have not submitted reimbursements to-date on their 2020 grant and did not inform the City of the amount of savings. The committee approved the requested amount of \$7,550.
- Lakewood Arts Festival LTAC member Raschke stated that the festival helps put Lakewood's name in the forefront. The committee agreed that the pivot to online and social media offerings has potential to grow the market as people stay home more because of COVID. The full amount of \$13,500 was awarded.
- Lakewood Historical Society LTAC member Smith stated that the museum remodel was beautifully done and that the timing of COVID was unfortunate. She said that interactive displays provide a form

of "edu-tainment." Chair Mayor Anderson stated that while the museum is not a main attraction, it provides a valuable complementary activity. The committee granted the full amount requested of \$35K.

- Lakewold Gardens (LG) Chair Mayor Anderson provided some history about LG where a previous change in leadership did away with wedding events as their main service, but recently reversed course due to LTAC influence. LTAC member Potvin-Bird remarked that wedding events, even if LG did the maximum allowable, do not generate as much in lodging stays. The committee reduced the award to \$50K.
- Lakewood Playhouse Chair Mayor Anderson asked why they still have operating expenses this year when they were not putting on productions. LTAC member Potvin-Bird reviewed the Playhouse's spending proposal and reported that the plan is a mix of social media, website, radio and print advertising. LTAC member Raschke commented that the Playhouse will need extra marketing effort after being shuttered to entice audiences to come back. The committee approved the full amount of \$25,000 but Chair Mayor Anderson commented that they can come back to reassess the determination if necessary.
- Chamber of Commerce Night of Lights Chair Mayor Anderson asked to be reminded of how the funds will be used to which Ms. Smith explained that funds will be used for purchasing decorative lights and installations. The committee approved the requested amount of \$25K.
- Chamber of Commerce (CC) Tourism LTAC member Raschke stressed the important role of the CC with its involvement with the City. The committee approved the requested amount of \$90K.
- Summerfest Chair Mayor Anderson stated that they need to support Summerfest because of their explosive success in the past. LTAC member Raschke mentioned that Summerfest has an established reputation now and is well-known throughout the City. The committee approved the requested \$80K.
- Farmer's Market Ms. Potvin-Bird stated that farmers markets are great for the local community but they don't generate hotel-motel stays that much and so the \$50K ask may be too high. The committee decided to award \$35K.
- Imaging Promotions Ms. Potvin-Bird asked whether the program has other sources of funds to which Chair Mayor Anderson replied that they are funded by the General Fund and LTAC grants. She also noted that most of their awards goes to ad development in contract with Hemishpere. The committee reduced the award to \$40K instead of the requested \$50K.

A summary of the award determinations is given below.

2020 Requests for 2021 LTAC Grant Funds		Funding R	Req	uest		Recommend	ed F	unding
Applicant	No	on-Capital		Capital	No	n-Capital (4%)	Ca	pital (3%)
		Availa	ble	Balance	\$	298,892	\$	266,212
Lakewood Historical Society	\$	35,000	\$	-	\$	35,000	\$	-
Lakewold Gardens	\$	60,000	\$	-	\$	50,000	\$	-
Historic Fort Steilacoom Association	\$	12,000	\$	-	\$	12,000	\$	-
Asian Pacific Cultural Center	\$	15,000	\$	-	\$	15,000	\$	-
Travel Tacoma - Mt Rainier Sports	\$	100,000	\$	-	\$	100,000	\$	-
LSCA - Gimhae Delegation	\$	16,350	\$	-	\$	16,350	\$	-
LSCA - International Festival	\$	7,550	\$	-	\$	7,550	\$	-
Lakewood Arts Festival Association	\$	19,500	\$	-	\$	19,500	\$	-
Lakewood Playhouse	\$	25,000	\$	-	\$	25,000	\$	-
Chamber of Commerce - Nights of Lights	\$	25,000	\$	-	\$	25,000	\$	-
Chamber of Commerce - Tourism	\$	90,000	\$	-	\$	90,000	\$	-
CoL – SummerFEST	\$	80,000	\$		\$	80,000	\$	-
CoL – Farmers Market	\$	50,000	\$	-	\$	35,000	\$	-
CoL – Summer Concert Series	\$	20,000	\$	-	\$	20,000	\$	-
CoL – Imaging Promotions	\$	50,000	\$	-	\$	40,000	\$	-
	\$	605,400	\$	-	\$	570,400	\$	-
	s	Subtotal	\$	605,400		Subtotal	\$	570,400
CPTC McGavick Center (Committee, Annual Payment)	\$	-	\$	101,850	\$	-	\$	101,850
	\$	605,400	\$	101,850	\$	570,400	\$	101,850
		Total	\$	707,250		Total	\$	672,250

# LAKEWOOD LODGING TAX ADVISORY COMMITTEE RECOMMENDATIONS

LTAC member Raschke moved to accept the final allocation and LTAC member Potvin-Bird seconded.

With no further discussions, the motion to approve the recommended amounts was passed unanimously.

**ADJOURNMENT -** Chair Mayor Anderson adjourned the meeting at 3:30 p.m.

Minutes:

Manny Cristobal, Finance Supervisor (Preparer)

Mayor Don Anderson, Chair

	Restrictio	ns on Use	
	4%	3%	
	Reserved for tourism, promotion,	Reserved for acquisition,	
	acquisition of tourism related	construction, expansion,	Total Estimated
	facilities, or operation of tourism	marketing, and management of	Funding Available for
	related facilities.	convention facilities.	2022 Grant Awards
Estimated Ending Balance, 12/31/2021	\$1,120,257	\$726,986	\$1,847,243
Less: Required CPTC McGavick Center Allocation	\$0	(\$101,850)	(\$101,850)
Available Balance for 2022 Allocation	\$1,120,257	\$625,136	\$1,745,393

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

	S	ources & Use	5			
	2016 Actual	2017 Actual	2018 Actual	2019 Actual	2020 Actual	2021 Estimate
Revenues						
4% Revenue:						
Special Hotel/Motel Tax (2%)	\$ 216,390	\$ 217,771	\$ 306,901	\$ 309,868	\$ 247,803	\$ 285,714
Transient Rental Income Tax (2%)	216,390	217,771	288,084	317,282	247,803	285,714
	432,780	435,543	594,985	627,150	495,606	571,429
3% Revenue:						
Special Hotel/Motel Tax (3%)	324,584	326,657	460,351	464,803	371,705	428,571
	324,584	326,657	460,351	464,803	371,705	428,571
Interest Income	4,900	13,389	22,883	22,666	7,693	1,400
Total Revenues	\$ 762,264	\$ 775,589	\$ 1,078,219	\$ 1,114,619	\$ 875,004	\$ 1,001,400
Tourism/Promotion	382,425	370,658	368,943	438,502	354,665	570,400
Capital	205,771	338,898	1,057,311	280,686	421,943	242,791
Total Expenditures	\$ 588,196	<mark>\$ 709,556</mark>	\$ 1,426,254	\$ 719,188	\$ 776,608	\$ 813,191
Beginning Balance	\$ 1,273,141	\$ 1,447,209	\$ 1,513,242	\$ 1,165,207	\$ 1,560,638	\$ 1,659,034
Ending Balance	\$ 1,447,209	\$ 1,513,242	\$ 1,165,207	\$ 1,560,638	\$ 1,659,034	\$ 1,847,243
	Estimated	Ending Fund Ba	alance from the	4% Unrestricte	ed Revenue =>	\$ 1,120,257
Est	timated Ending Fur	nd Balance fror	n the 3% Restri	cted (for Capita	al) Revenue =>	\$ 726,986

	5-Year F	unding History	1			
Organization	2017 Actual	2018 Actual	2019 Actual	2020 Actual	2021 Estimate	5-Year Total
Asia Pacific Cultural Center	\$ 10,000	\$ 5,000	\$ 5,000	\$ 10,000	\$ 15,000	\$ 45,000
City of Lakewood:						
Communications/Media Promotion	15,939	20,025	30,000	31,025	40,000	136,989
PRCS-Asian Film Fest	7,499	-	-	-	-	7,499
PRCS-Concert Series	-	2,500	6,000	-	20,000	28,500
PRCS-Farmers Market	20,000	20,000	20,000	18,975	35,000	113,975
PRCS-SummerFEST	40,000	40,000	50,000	2,963	80,000	212,963
PRCS-LoveLakewood Festival	-	-	-	-	-	-
PRCS-Lakewood Film Festival	-	-	-	-	-	-
Historic Fort Steilacoom Association	10,000	8,000	8,000	9,853	12,000	47,853
Lakewood Arts Festival Association	-	4,977	17,500	10,293	19,500	52,270
Lakewood Asian Film Festival Assocation	-	7,000	-	-	-	7,000
Lakewold Gardens	38,220	43,603	30,000	50,000	50,000	211,823
Lakewood Chamber of Commerce - Toursim	80,000	80,000	90,000	84,233	90,000	424,233
Lakewood Chamber of Commerce - Blue Lights	-	-	20,000	15,720	25,000	60,720
Lakewood Historical Society & Museum	35,000	25,000	20,000	42,000	35,000	157,000
Lakewood Playhouse	21,000	21,000	23,000	10,990	25,000	100,990
Lakewood Sister Cities Assoc - Internat'l Festival	8,000	6,838	13,000	49	7,550	35,437
Lakewood Sister Cities Assoc - Gimhae Delegation					16,350	16,350
Tacoma Regional Convention & Visitor Bureau	35,000	25,000	50,000	68,564	100,000	278,564
(DBA Travel Tacoma)						
Tacoma South Sound Sports Commission	50,000	60,000	75,000	-	-	185,000
Total - Tourism/Promotion	\$ 370,658	\$ 368,943	\$ 457,500	\$ 354,665	\$ 570,400	\$ 2,122,166
PRCS-Gateways	62,983	29,958	80,000	9,059	140,941	322,941
PRCS-Harry Todd Park	-	-	200,000	181,885	-	381,885
PRCS-Fort Steilacoom Park Angle Lane	-	-	209,870	129,149	-	339,019
PRCS-Fort Steilacoom Park Pavilion	37,147	816,343	-	-	-	853,490
PRCS Fort Steilacoom Park Sports Field	136,918	109,160	-	-	-	246,078
Clover Park Tech College-McGavick Center	101,850	101,850	101,850	101,850	101,850	509,250
Total - Capital	\$ 338,898	\$ 1,057,311	\$ 591,720	\$ 421,943	\$ 242,791	\$ 2,652,663
Total	\$ 709,556	\$ 1,426,254	\$ 1,049,220	\$ 776,608	\$ 813,191	\$ 4,774,829

(Reported to JLARC)		i												
			Overall At	tendance	<u>50+ N</u>	<u>liles</u>	Out of	<u>State</u>	<u>Overn</u>	ight	<u>Non - Ov</u>	ernight	<u>Paid Lo</u>	dging
Activity Name	<u>Type</u>	<u>Funds</u> Awarded	<u>Predicted</u>	<u>Actual</u>	<u>Predicted</u>	<u>Actual</u>	<u>Predicted</u>	<u>Actual</u>	<u>Predicted</u>	<u>Actual</u>	Predicted	<u>Actual</u>	Predicted	<u>Actual</u>
Asia Pacific Cultural Center	Event/Festival	\$ 10,000	5,000	-	1,000	-	500	-	100	-	4,800	-	200	-
Historic Fort Steilacoom	Facility	12,000	-	88	-	5	-	-	-	-	-	83	-	-
Lakewold Gardens	Facility	50,000	7,350	1,838	1,260	491	107	2	80	4	7,310	1,836	40	2
Lakewood Arts Festival Association	Event/Festival	19,500	2,000	-	200	-	50	-	50	-	1,900	-	50	-
Lakewood Chamber of Commerce	Event/Festival	20,000	2,000	2,000	200	50	25	20	50	20	850	300	25	20
Lakewood Chamber of Commerce	Marketing	90,000	6,000	2,000	3,000	1,000	3,500	1,000	9,500	5,000	2,500	1,000	3,750	1,250
Lakewood Historical Society and Museum	Facility	42,000	1,000	57	20	-	20	-	10	-	20	-	10	-
Lakewood Playhouse	Event/Festival	23,000	13,000	2,875	240	50	24	5	120	2	12,880	2,873	120	2
Lakewood Sister Cities Association	Event/Festival	23,900	15,000	-	1,700	-	500	-	300	-	14,700	-	300	-
Travel Tacoma - Mt. Rainier Tourism & Sports	Marketing	120,000	354,640	83,136	148,000	30,350	27,800	5,697	64,000	18,356	19,000	7,584	129,000	22,766
CoL Concert Series	Event/Festival	20,000	-	-	-	-	-	-	-	-	-	-	-	-
CoL Farmers Market	Event/Festival	20,000	40,000	38,000	3,000	3,000	300	300	-	-	-	-	-	-
CoL Gateways construction	Facility	150,000	-	-	-	-	-	-	-	-	-	-	-	-
CoL Imaging Media Promotion	Marketing	30,000	28,000	38,710	560	1,050	-	-	112	140	27,888	38,570	112	140
CoL Mcgavick Center Lease	Facility	101,850	-	-	-	-	-	-	-	-	-	-	-	-
CoL Summerfest	Event/Festival	80,000	-	-	-	-	-	-	-	-	-	-	-	-
	TOTALS	\$ 812,250	473,990	168,704	159,180	35,996	32,826	7,024	74,322	23,522	91,848	52,246	133,607	24,180

# 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.

2022 Lodging Tax Grant Application

# Lakewold Gardens

## 5. SUBMITTAL CHECKLIST

Place a check mark by each item to indicate your review & inclusion in your submittal packet.

- 1. X Provide courtesy notification to Manny Cristobal by August 18, 2021 of your intent to submit an 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 23, 2021
  - Email application to <u>ecristobal@cityoflakewood.us</u>, mail to City Hall (Attention: Manny Cristobal), 6000 Main Street SW, Lakewood, WA 98499, or arrange a drop-off by contacting Manny Cristobal.
  - Be sure to use application for FY2022 grant awards (template with preset font and margins)
  - Late applications will not be accepted
- 3. X All guestions on application have been answered in a detailed, yet <u>concise manner</u>
- 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. K 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. X 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 <u>meeting minutes</u> 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.

#### 6. INSURANCE REQUIREMENTS IF FUNDED

A Certificate of Insurance listing Lakewood as additionally insured and including these minimum requirements will be required for all recipients (if funded):

- Throughout the life of this Agreement the Contractor and its Subcontractors shall, at their own expense, maintain general liability insurance with an insurance carrier licensed to do business in the State of Washington, and with minimum coverage as follows: Bodily Injury Liability and Property Damage Liability Insurance, \$1,000,000 each occurrence and \$2,000,000 aggregate, with a deductible of not greater than \$5,000.
- 2. Where automobiles are used in conjunction with the performance of this Agreement throughout the life of this Agreement the Contractor and its Subcontractors shall, at their own expense, maintain automobile liability insurance with an insurance carrier licensed to do business in the State of Washington and with minimum coverage as follows: Bodily Injury Liability and Property Damage Liability Insurance, \$1,000,000 each occurrence or combined single limit coverage of \$1,000,000.
- 3. General liability insurance and, if applicable, automobile liability insurance coverage shall be provided under a comprehensive general and automobile liability form of insurance, such as is usual to the practice of the insurance industry, including, but not limited to all usual coverage referred to as Personal Injury--including coverage A, B and C. If applicable, automobile liability insurance shall include coverage for owned, nonowned, leased or hired vehicles.
- 4. Lakewood shall be named as an additional insured on all required policies, except automobile insurance, and all such insurance as is carried by the Contractor shall be primary over any insurance carried by Lakewood. The Contractor shall provide a certificate of insurance to be approved by Lakewood's Administrative Services staff prior to contract execution.
- 5. Lakewood shall have no obligation to report occurrences unless a claim is filed with the Lakewood City Clerk's office; nor shall Lakewood have an obligation to pay premiums.
- 6. In the event of nonrenewal or cancellation of or material change in the coverage required, thirty (30) days written notice will be furnished to Lakewood's Administrative Services Department prior to the date of cancellation, change or nonrenewal, such notice to be sent to the City of Lakewood-Administrative Services Department, 6000 Main St. SW, Lakewood, WA 98499 or <u>tkraus@cityoflakewood.us</u>.
- 7. It is further provided that no liability shall attach to the City of Lakewood by reason of entering into a contract with the City, except as expressly provided within the terms and conditions of that contract.

### 7. APPLICATION FOR FISCAL YEAR 2021 LTAC GRANT FUNDING

#### 1a. Project Information

Project Name: Lakewold Gardens 2022 Tourism Promotion & Winter Solstice Lights

Amount of Lodging Tax Funding Requested: \$85,000 (Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost:\$210,000(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, 2021

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

#### 1c. Contact:

Name:	Susan Warner
	A

Title: Executive Director

Telephone: (253) 584-4106 x102

Email: swarner@lakewoldgardens.org Signature: Sana S. Maun

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, 2022 December 31, 2022
- b. Event Location: Lakewold Gardens, 12317 Gravelly Lake Drive Southwest, Lakewood, WA 98499-1419
- c. If there is a charge or fee for this activity, please describe how much and why.

General admission prices are as follows: Adults: \$10 Seniors 65+ and Military: \$8 Children 6 – 17: \$5 Children under 5: free

Tickets for Music from Home classical chamber concerts: Adults: \$25 Children 6 – 17:\$15 Children under 5: free

Ticket prices vary for other special events. Winter Solstice Lights will be a ticketed event, likely in the \$15 - \$20 range. Rental prices for private events such as weddings, reunions, and baby showers vary.

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

An approach born of necessity during the strictest period of lockdown—distributing high-quality concert videos and other "virtual" content via social media—has proven successful in keeping Lakewold at the forefront of audiences' minds. As pandemic restrictions eased, we have continued to invest in video as supplement to and alongside live events. This summer, both our Black Splendor series of short videos and live Music from Home concerts have been very popular. Thus, despite ongoing restrictions that have limited our ability to welcome visitors in 2020 and to a lesser extent in 2021, Lakewold Gardens has maintained continuity of programming and expanded our base of support.

<u>General tourism promotion</u>: Pre-COVID-19, Lakewold welcomed more than 7,000 visitors annually, serving a diverse audience that includes Joint Base Lewis-McChord. During the pandemic, virtual and remote programming allowed us to reach tens of thousands of viewers via social media. In the summer of 2021 our social media reach is strong while in-person admissions gradually return to pre-pandemic levels. Lakewold Gardens is a resource for education, recreation, and renewal in one of the fastest-growing regions of the Pacific Northwest. We welcome horticulture enthusiasts, artists and their audiences, learners of all ages, and anyone who needs to spend time in the restorative tranquility of the Gardens.

<u>Music from Home</u>: Videos and live concerts will bring musicians and other artists with regional and national reputations to Lakewood for intimate, thought-provoking musical experiences in Lakewold's historic Wagner House. Additional fine arts programming will be developed under the leadership of a soon-to-be-hired Curator. Winter Garden Poetry will continue in January and February of 2022 and a new All Hallows Eve event will launch in October of this year with the expectation that it will become a permanent part of Lakewold's calendar alongside Mayfest in May and Fairyfest in June.

<u>Winter Solstice Lights:</u> Lodging Tax funds will support marketing and promotion of the Winter Solstice Lights installation. As a significant arts event in the region, a major promotional campaign for Winter Solstice Lights will be crucial to its success. This ticketed event is planned as an immersive light-andsound experience unlike anything else happening in our region. Conceived and executed by artist Sam Stubblefield, the Winter Solstice Lights activations will spark conversations and expand our understanding of the natural world and our place in it. In the words of the artist:

Lighting and sound will express real-time magnetospheric activity from NASA and NOAA satellites, creating a visual and sonic look into space at Lakewood Gardens.

As satellites send magnetic readings to earth, the data is converted into colour and movement that will be projected across trees within the garden. Meanwhile, the satellite data also triggers small pieces of classical music that express the ever-changing magnetic activity that surrounds our planet.

From within the Library, music from live performers will be expressed in light and geometry projected onto the garden's most magnificent specimens.

The musicians will perform amongst large, illuminated photomontage displays of space imagery created with the help of NASA, combined with microscopic imagery of life found at Lakewood. Microscopic imagery from the garden will be captured with 3D imaging and special microscopic cameras that give a new look at life at Lakewold. Seeing the cosmos alongside microscopic life is meant to speak to the vastness of the universe around us.

Originally planned for the winter of 2021, the installation has been postponed to 2022 due to ongoing uncertainties around the pandemic, such as the delta variant, and construction challenges. Delays in the construction project along Gravelly Lake Drive mean that we will not yet have the thirty new parking spaces we'd hoped would be complete by autumn of 2021; expanded parking will be important to accommodate the volume of visitors we anticipate for the installation. Other construction-related disruptions in 2021 will negatively impact guests' ability to navigate to the Gardens at the time Winter Solstice Lights was intended to launch in 2021. As we want to give this important event the best possible chance for success, Lakewold leadership has elected to postpone. A ten-day preview of a single activation will still happen in November of 2021 to help build excitement for next year.

(In 2021, Lakewold Gardens paid Sam Stubblefield's design fee with LTAC funds. The design is complete and will be ready to execute in November of 2022. LTAC has already invested in the foundation of this project, and we hope the City of Lakewood will join us in realizing the potential of Winter Solstice Lights in 2022.)

### 3. Beneficiaries

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

<u>General:</u> Lakewold Gardens will continue to provide guests with information about local hotels, shops, restaurants, and other tourist attractions; all staff make an effort to stay current on what's fun and accessible in the area. We maintain a list of recommended caterers and other vendors for our private event clients. Special events, weddings, conferences, and other gatherings provide some of the best opportunities for overnight stays and dining 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 Thornewood Castle Bed & Breakfast Holiday Inn Comfort Inn & Suites Best Western Lakewood Motor Inn

Lakewold's advertising purchases are beneficial to community assets such as public radio, public television, and other nonprofit arts and culture organizations. Our presence at the 2022 Northwest Flower & Garden Festival, in partnership with South Sound Gardens, will get Lakewold Gardens' name in front of the Festival's 60,000+ attendees. Lakewold will benefit from this exposure, and so will our fellow South Sound Gardens—as well as the dedicated horticulture and gardening enthusiasts attending the Festival from across the region, who will be made aware of Lakewold Gardens and the other outstanding garden attractions in our area.

<u>Music from Home and Winter Solstice Lights:</u> these events and others like them will be especially beneficial to local restaurants and bars as they will attract visitors to Lakewold in the evening hours. Music from Home concerts in particular are timed to conclude at about five o'clock on Sunday evenings, an ideal time for guests to head out for dinner at one of Lakewood's restaurants.

The City of Lakewood itself will benefit from being home to the popular and artistically sophisticated Music from Home series as well as Winter Solstice Lights. Both of these events represent a significant investment in serious, intellectually-stimulating, joy-provoking art in Lakewood. As the City invests in public art and improved infrastructure, being known as the home of Music from Home and Winter Solstice Lights will be a meaningful "feather in the city's cap." As of this writing, Lakewold is close to hiring a full-time Curator of Fine Art and Music, a position funded by the M.J. Murdock Charitable Trust. The Curator will be responsible for envisioning the expansion of arts and cultural programming at Lakewold Gardens, further establishing Lakewold as a destination for art, music, and nature in our region.

# 4. Goals/Monitoring

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

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.

Lakewold Gardens values the health and safety of guests, volunteers, and staff; if the COVID-19 pandemic worsens, we will fully comply with guidelines including, if necessary, returning to a temporary closure. In the event that the pandemic requires further restricting our live programming and/or open hours, we will continue to invest in the engaging, entertaining, and educational video content that helped us maintain continuity of programming and grow our audiences in 2020 and 2021.

We always track attendance for both general admission and special events. All guests are asked for their ZIP codes for reporting purposes and to inform strategic planning around social media boosts and other outreach.

<u>General/weddings</u>: as a 501c3 nonprofit organization, property tax exemption means Lakewold Gardens can legally host up to fifteen weddings each year. We are consistently fully meeting our capacity to host weddings, and demand is steady even during the pandemic. Fully booking weddings is an important metric for the success of our marketing efforts. (In addition to large events like weddings, we may rent our facilities for smaller non-mission-driven events, and are consistently booking for those as well.)

<u>Music from Home and other arts events:</u> planning more programming for the evenings, and extending our summer hours later into the afternoon, incentivize lingering in the area after an event or other visit. Like Music from Home, Winter Garden Poetry and All Hallows Eve will be ticketed events whose success will be judged in part on ticket sales. Exact activities for All Hallows Eve are being determined as of this writing, and will definitely include after-dark fun on weekend nights.

<u>Winter Solstice Lights:</u> will be a ticketed event, so ticket sales will be the primary metric by which we measure success. Press coverage, reviews on Yelp and Google, and other audience feedback will also be taken into consideration in evaluating the success of the project.

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

General/weddings: Lakewold Gardens is consistently fully booked for weddings. Even when cancellations and postponements due to COVID-19 altered our calendar for 2021, dates were quickly snapped up and we are already booking well into 2022. Our presence on the Here Comes the Guide website has generated a number of leads, and we look to invest LTAC funds in improving our presence on that website in 2022. Music from Home and other arts events: Working with high-caliber artists and consistently providing an exceptional live or hybrid live/online music experience has built a loyal audience for Music from Home. Lakewold Gardens is emerging as a serious center for art, music, and nature in the region and with the help of LTAC, we look forward to aggressively promoting Music from Home and other arts events. Winter Solstice Lights: we expect the Winter Solstice Lights installation to attract local visitors as well as art and science enthusiasts from Seattle and beyond. We will work with Lakewood hotels to create attractive packages for Winter Solstice Lights visitors. As of this writing, Lakewold leadership is in the early stages of planning a concierge night in the autumn 2021. Concierges and other local hotel employees will be invited to a COVID-19-safe party to get to know the Gardens as an attraction, a rental venue, and the site of Winter Solstice Lights 2022. We will determine the date for this event by the first week of September, and once we have we will begin to invite concierges/hotel management. Depending on the projected number of attendees, we may incorporate this into a preview night/fundraiser for Winter Solstice Lights already scheduled for November 18, 2021. Building a relationship with hotels is especially important in advance of Winter Solstice Lights, since the nighttime nature of the event will pair well with overnight stays.

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

We will continue to use LTAC funds to improve our presence on social media. In the past we have paid to "boost" posts and events; in 2022, we would like to explore the creation of dedicated advertisements on Facebook and Instagram, as the platforms' tools for executing paid advertising are more customizable and powerful than simple boosting. We will continue to boost, but in 2022 we will pair strategic boosting with targeted advertising on Facebook and Instagram to drive tourism from 50+ miles from Lakewood. Being able to spend LTAC funds on Google ads will make for a focused and effective funneling of potential visitors and rental clients to our organizational profile on Google as well as the most relevant-to-them pages of lakewoldgardens.org.

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

Winter Solstice Lights in particular has tremendous potential to attract a variety of visitors to Lakewold Gardens. Artist Sam Stubblefield's international reputation and strong Seattle connections in the arts and technology communities mean a built-in audience for a major installation of his—an audience with the means and desire to travel for edifying experiences in the arts. Winter Solstice Lights will be unlike other winter lighting displays in our region, and we believe the uniqueness of this installation will draw visitors from near and far. According to his website:

Stubblefield has created art and situations with organizations such as Art Basel Miami, Centre Pompidou, Domaine de Boisbuchet, The Chicago Architecture Biennial, The Cooper Hewitt Smithsonian Museum, The European Cultural Centre during the Venice Biennale, Google X, Cynthia-Reeves Gallery at Massachusetts Museum of Contemporary Art, The National Building Museum, and NASA.

With Stubblefield's reputation and connections, we are confident that Winter Solstice Lights will grab the attention of audiences both close to home and from 50+ miles away from the City of Lakewood. Other art shows, such as a veterans' art show in partnership with the NEA's Creative Forces planned for Labor Day weekend of 2021, will also be a regular occurrence at Lakewold Gardens in 2022.

# 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 expenses 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.

- \$54,600 for marketing and promotion
  - \$25,000 for Winter Solstice Lights—this level of support would make the City of Lakewood a banner sponsor of the first Winter Solstice Lights installation, which we expect to become an important, high-profile annual arts event in Lakewood.
  - \$10,000 to pursue new advertising and promotional opportunities, including but not necessarily limited to:
    - Seattle International Film Festival sponsorship (depending on cost; inquiry to partnerships@siff.net still outstanding as of this writing)
    - Pacific Northwest Ballet program advertising (as of this writing, we are waiting to hear back from Lexi Clemmons, PNB's Director of Marketing, regarding the cost of advertising in the 2022 Nutcracker program)
    - A second run of special artist-designed Lakewold Gardens shirts for sale in The Shop. Our first shirts, designed by Tacoma-based Shroom Brothers, have sold well. Attractive, high-quality shirts highlighting the work of artists in our community would be retired after one or two years, making them desirable limited-edition collectibles for Lakewold supporters.
    - Symphony Tacoma (\$750 paid for a Friend 75 sponsorship in 2021; we look forward to pursuing this opportunity in 2022 as well, perhaps at a higher level depending on the level of LTAC funds awarded/the cost of other opportunities as outlined above.)
  - o \$7,000 for printing
  - \$6,000 for advertising at independent movie theaters, e.g. The Grand Cinema, and radio (KNKX, KING 98.1 FM)
  - \$5,000 to promote activities and events to students and their families via the Peachjar electronic flyer distribution platform (which can target specific schools and districts in desired geographic areas) and the Washington Homeschool Organization, which offers advertising packages at very reasonable rates. Peer institutions such as Tacoma's Museum of Glass have successfully advertised their programming with the WHO.)
  - \$1,600 to create dedicated ads on Facebook and Instagram and to boost posts on these platforms. We would also enhance our presence on other websites/search engines that connect potential visitors and rental clients to Lakewold Gardens (Facebook, Instagram, Yelp, Here Comes the Guide for wedding planning, Google ads, etc.)
- \$30,000 for contract services
  - o Artists' fees and stipends
  - Videographers, including the creation of a new wedding video for Here Comes the Guide and Lakewold Gardens' YouTube channel. Our current wedding video is out of date and we would like to create a new, exciting, and visually compelling video for potential wedding clients.
- \$400 in direct sales activities, specifically Lakewold Gardens' participation in the 2022 Northwest Flower & Garden Festival as part of South Sound Gardens. The Festival is a major regional event attracting approximately 60,000 passionate home gardeners, horticulture professionals, and potential tourists.

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

Income: A diversified funding base is important to the s for the project, both anticipated and confirmed and wh own funding, sponsorships, other grants, etc.			
Funding Source: List all revenue sources anticipated for 2022. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
Lakewold Gardens operating budget, including first- year support for the Curator of Art and Music position from the M.J. Murdock Charitable Trust	\$125,000	Yes	1/1/2022
	\$		
	\$		
	\$		
	\$		
	\$		
	\$		

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)	\$	\$120,000	\$120,000
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$	\$5,000	\$5,000
Marketing/Promotion	\$54,600	\$	\$54,600
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	\$400	\$	\$400
Minor Equipment (computers, desks, etc.)	\$	\$	\$
Travel	\$	\$	\$
Contract Services Describe below	\$30,000	\$	\$30,000
Other Describe below	\$	\$	\$
TOTAL COST	\$85,000	\$125,000	\$210,000
Description for Direct Sales Activities, Contract Services, Travel and Others	Direct Sales Activities: p Festival. Contract Servic The latter includes creat	participation in the 2022 North es: artists' fees and stipends a ion of a new and improved we te Here Comes the Guide and	west Flower & Garden nd videographers' fees. edding video for use on
In-Kind Contributions		-kind support in the form of de gital). Those details are not fir	1

\*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 2021? X Yes No

**b.** If you answered yes to 11a, how much funding did you receive in 2021? \$50,000

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

Year Amount awarded No previous funding

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

As of this writing, Lakewold Gardens is preparing a second-stage proposal to the National Endowment for the Arts for American Rescue Plan Act funding. If successful, this request would fund up to \$150,000 of Lakewold's operating costs in 2022 and 2023.

Generally, the Gardens receive 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 2022, the specifics of which are under discussion.

Long-term, Lakewold has embarked on a capital campaign to rehabilitate the oldest surviving building on the property, our circa-1918 Carriage House. The rehabilitated Carriage House will support the development of The Shop at Lakewold as a destination for exceptional local art objects, gifts, and rare plants (an evolution already well underway with the support of a professional business plan funded in part by a 2021 gift from the Lakewood Community Foundation Fund). In addition to improving The Shop experience, space created by the Carriage House rehabilitation (e.g. an education studio outfitted with audiovisual equipment) will expand Lakewold's capacity to provide a variety of engaging programming. We will also be better able to serve private event rental clients with more space and updated amenities. Lakewold expects to apply to the City for \$300,000 in ARPA funding to support this capital project. We are also in the process of applying for a \$500,000 Infrastructure & Capacity-Building Challenge Grant from the National Endowment for the Humanities, and are in contract negotiations with the State of Washington to finalize the contract awarding us \$405,000 in Heritage Capital Project funding for the 2021-23 biennium.

### 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.

Partnerships nurtured in 2021 that we expect to deepen with the support of Lakewold's soon-to-be-hired Curator include: TUPAC (Tacoma Urban Performing Arts Center), literary arts nonprofit Write253, Creative Forces (the National Endowment for the Arts healing arts program for military veterans), and many individual artists and musicians. When the Curator is hired and fully integrated into our team, they will initiate relationships with stakeholders whose input will be crucial in planning arts and cultural programming, such as the Nisqually Indian Tribe.

Artist Sam Stubblefield, the designer of Winter Solstice Lights, has been another important collaborator as we set the stage for Winter Solstice 2022 and will continue to be an enthusiastic partner.

We will continue to work with Lakewood's Tuladhara Yoga and Yoga Wild for yoga events in the Gardens.

# 13. Capital Projects Budget

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

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

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

\*If other funds are <u>committed</u>, please attach a letter of commitment from the funding source.

#### 14. Certification

The applicant hereby certifies and confirms:

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

**Primary Signature:** 

Esan J. Worner

Susan J. Warner, Executive Director Printed Name & Title of Chief Administrator/Authorizing Official

Date 8/19/2021

# 15. E-Verify Requirements for Contractors & Certification

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

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

## Who is affected?

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

### Are there exceptions?

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

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

• For at least the term of the contract.

### Are there other stipulations?

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

### How will the City of Lakewood check for compliance?

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

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

#### 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.

an J. Ware

Signature

Susan J. Warner, Executive Director Print Name and Title

19/2021 Date

22

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

# **Department of the Treasury**

Date: JUL 1 0 2015

Friends of Lakewold PO Box 39780 Lakewold WA 98496-3780 Employer Identification Number: 94-3041320 Person to Contact - ID Number: Sheila Robinson - 0203311 Contact Telephone Number: 877-829-5500 Toll-Free Form 990 Required: Yes

Dear Sir or Madam:

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

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

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

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

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

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

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

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

Friends of Lakewold 94-3041320

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

Sincerely,

Kippenda amena

Tamera L. Ripperda Director, Exempt Organizations

Marketing Pla	an to 2022 Events							
3								
	Destau	Dutat	Durandaran	Diverse Maria				
	Design	Print	Broadcast	Direct Mail	E-Mail	Web	Social Media	Out of Office
4 - 6 months out	Campaign identity/brand					Build event webpage		
	Rack Card or event flier	Confirm magazine ads	Confirm KNKX ads	Mail any Save the Date postcard				
	Video content for Website + Social Media					Add to website event calendar		
	Magazine ads							
	Collect media together for upcoming event marketing							
8 weeks out		Magazine ads run				Post to community calendars		
		Print rack cards/ fliers	Write content for radio ad (KNKX)			Post to parter websites (AGA, etc.)		
	Web ads	Print posters						
	Event poster							
	Direct mail postcard							
					Event Announcement eBlast	Post/purchase ads/ event listings on local sites	Any Video content posted to YouTube and FB	Distribute rack cards/fliers
6 weeks out							Create ER Event	Distribute posters
							Create FB Event	
4 weeks out		Magazine ads run	Radio ad runs		Reminder/More Details eBlast	Google Ads	Boost FB event	Distribute more rack cards/fliers
						Digital ads run		Distribute more posters

eblast e-m eBlast ads (for 3rd pa 2 weeks out 2 weeks out 2 weeks out 2 weeks out 3 weeks	s irties) eblast e-mails more information		Radio ad runs		eBlast Send event to Tacoma Arts Listserv 3rd party eBlasts	FB/IG posts FB/IG posts FB/IG posts Boost IG and FB Event post	
3 weeks out       eBlast ads (for 3rd particular)         3 weeks out       a         a <td>s irties) eblast e-mails more information</td> <td></td> <td></td> <td></td> <td>Send event to Tacoma Arts Listserv</td> <td>FB/IG posts</td> <td></td>	s irties) eblast e-mails more information				Send event to Tacoma Arts Listserv	FB/IG posts	
a weeks out       eBlast ads (for 3rd particular)         3 weeks out       a         a <td>s irties) eblast e-mails more information</td> <td></td> <td></td> <td></td> <td>Send event to Tacoma Arts Listserv</td> <td>FB/IG posts</td> <td></td>	s irties) eblast e-mails more information				Send event to Tacoma Arts Listserv	FB/IG posts	
3 weeks out       eBlast ads (for 3rd particular)         3 weeks out       a         a <td>s irties) eblast e-mails more information</td> <td></td> <td></td> <td></td> <td>Send event to Tacoma Arts Listserv</td> <td>FB/IG posts</td> <td></td>	s irties) eblast e-mails more information				Send event to Tacoma Arts Listserv	FB/IG posts	
3 weeks out       (for 3rd pa         Image: Second state st	eblast e-mails				Send event to Tacoma Arts Listserv	FB/IG posts	
2 weeks out including n about ever	more information		Radio ad runs		Tacoma Arts Listserv	Boost IG and FB	
2 weeks out including n about even 	more information		Radio ad runs		Tacoma Arts Listserv	Boost IG and FB	
2 weeks out including n about ever	more information		Radio ad runs		Tacoma Arts Listserv	Boost IG and FB	
2 weeks out       including n         2 weeks out       about ever         2 weeks out       about ever         3 weeks out       about ever <t< td=""><td>more information</td><td></td><td>Radio ad runs</td><td></td><td>Tacoma Arts Listserv</td><td>Boost IG and FB</td><td></td></t<>	more information		Radio ad runs		Tacoma Arts Listserv	Boost IG and FB	
2 weeks out including n about even 	more information		Radio ad runs		Tacoma Arts Listserv	Boost IG and FB	
2 weeks out including n about even 	more information		Radio ad runs		Tacoma Arts Listserv	Boost IG and FB	
					3rd party eBlasts	Boost IG and FB Event post	
Week of							
Week of							
Week of							
Week of							
			Radio ad runs		eBlast	FB/IG posts	
2022 Community Partnerships	s and Marketing	Contacts:					
KNKX Lakeside	Living	Premier Media Group (South	The Grand Cinema, Blue Mouse Theater, Siff Theaters	Symphony Tacoma	Peach Jar, Washington Home School Organization		
2022 Events (thus far):							
FairyFest Mayfest							
All Hallows' Eve Celebration							
Winter Garden Poetry Series							
Winter Solstice Lights							
Music From Home's 4th Seaso							

11:53 AM 07/12/21 Accrual Basis	Bala	OF LAKEWO nce Sheet June 30, 2021	LD			
-	Jan 31, 21	Feb 28, 21	Mar 31, 21	Apr 30, 21	May 31, 21	Jun 30, 21
ASSETS						
Current Assets						
Checking/Savings						
1000 · COL BANK-GENERAL	4,342.71	4,281.50	5,384.16	10,047.14	27,649.33	27,804.80
1010 · COMM BANK - GENERAL	105,047.91	186,624.41	192,887.52	112,929.10	135,270.52	129,105.80
1011 · COMM BANK - RENTAL DEPOSITS	12,707.82	12,710.92	12,714.16	15,217.35	15,220.58	18,724.40
1012 · COMM BANK - TEMP RESTRICTED	516,208.84	516,334.71	516,466.27	516,587.25	516,696.93	516,803.10
1130 · RBC MANAGEMENT	235.37	235.37	235.37	235.37	235.37	235.37
1140 · PAYPAL	14.37	278.23	330.72	988.96	314.99	56.87
2205 · PETTY CASH	674.85	664.66	633.28	614.61	406.64	372.76
Total Checking/Savings	639,231.87	721,129.80	728,651.48	656,619.78	695,794.36	693,103.10
Accounts Receivable						
2010 · ACCOUNTS RECEIVABLE	27,080.00	35,080.00	25,180.00	30,705.00	33,455.00	30,070.00
2015 • PLEDGES - PRESERVATION CAMPAIGN						
2016 · ALLOWANCE FOR DOUBTFUL PLEDGES	-1,871.00	-1,871.00	-1,871.00	-1,871.00	-1,871.00	-1,871.00
2015 · PLEDGES - PRESERVATION CAMPAIGN - Oth	15,934.75	10,634.26	10,456.76	9,779.26	9,601.76	9,174.26
Total 2015 · PLEDGES - PRESERVATION CAMPAIGN	14,063.75	8,763.26	8,585.76	7,908.26	7,730.76	7,303.26
Total Accounts Receivable	41,143.75	43,843.26	33,765.76	38,613.26	41,185.76	37,373.26
Other Current Assets						
1499 · UNDEPOSITED FUNDS	224.37	375.44	156.31	1,118.34	421.75	1,911.54
2202 · PREPAID INSURANCE	3,077.51	3,077.51	3,077.51	3,077.51	3,077.51	1,581.08
2210 · BOOK INVENTORY	26,850.00	26,850.00	26,850.00	26,850.00	26,850.00	26,850.00
2215 · GARDEN SHOP INVENTORY	11,974.37	14,043.08	17,391.78	33,069.55	40,266.45	26,171.47
Total Other Current Assets	42,126.25	44,346.03	47,475.60	64,115.40	70,615.71	56,514.09
Total Current Assets	722,501.87	809,319.09	809,892.84	759,348.44	807,595.83	786,990.45
Fixed Assets						
2500 · WAGNER HOUSE	465,017.00	465,017.00	465,017.00	465,017.00	465,017.00	465,017.00
2510 · FILM	183,394.00	183,394.00	183,394.00	183,394.00	183,394.00	183,394.00
2515 · ACCUMULATED DEPRECIATION	-1,079,829.48	-1,084,173.26	-1,088,517.04	-1,092,860.82	-1,097,181.49	-1,101,592.73
2520 · LAND	1,145,000.00	1,145,000.00	1,145,000.00	1,145,000.00	1,145,000.00	1,145,000.00
2530 · HOUSE FURNITURE & EQUIPMENT	120,404.68	120,404.68	120,404.68	120,404.68	120,404.68	120,404.68
2540 · HOUSE IMPROVEMENTS	185,495.42	185,495.42	185,495.42	185,495.42	185,495.42	185,495.42
2550 · GENERAL ADMIN BUILDING & IMPROV	37,947.92	37,947.92	37,947.92	37,947.92	37,947.92	48,816.49

11:53 AM 07/12/21 Accrual Basis

# FRIENDS OF LAKEWOLD Balance Sheet

	As of . Jan 31, 21	June 30, 2021 Feb 28, 21	Mar 31, 21	Apr 30, 21	May 31, 21	Jun 30, 21
2560 · GENERAL ADMINISTRATIVE EQUIP	2,941.00	2,941.00	2,941.00	2,941.00	2,941.00	2,941.00
2570 · GARDEN LAND IMPROVEMENTS	481,713.98	481,713.98	481,713.98	481,713.98	481,713.98	481,713.98
2580 · GARDEN BUILDING IMPROVEMENTS	11,660.33	11,660.33	11,660.33	11,660.33	11,660.33	11,660.33
2582 · GARDEN SHOP EQUIPMENT	4,494.83	4,494.83	4,494.83	4,494.83	4,494.83	4,494.83
2585 · CONSTRUCTION IN PROGRESS	21,540.76	21,540.76	21,540.76	21,540.76	21,540.76	21,540.76
2585A · SUNROOM	130,266.26	130,266.26	130,266.26	130,266.26	130,266.26	130,266.26
2590 · GARDEN MAINT. & DEV. EQUIPMENT	36,989.06	36,989.06	36,989.06	36,989.06	36,989.06	36,989.06
Total Fixed Assets	1,747,035.76	1,742,691.98	1,738,348.20	1,734,004.42	1,729,683.75	1,736,141.08
Other Assets						
2800 · ENDOWMENT RECEIVABLE	2,300,417.74	2,300,417.74	2,300,417.74	2,300,417.74	2,300,417.74	2,300,417.74
Total Other Assets	2,300,417.74	2,300,417.74	2,300,417.74	2,300,417.74	2,300,417.74	2,300,417.74
TOTAL ASSETS	4,769,955.37	4,852,428.81	4,848,658.78	4,793,770.60	4,837,697.32	4,823,549.27
LIABILITIES & EQUITY						
Liabilities						
Current Liabilities						
Credit Cards						
3182 · COMMENCEMENT BANK CC						
3182JA · VISA - JENNIFER	1,449.95	795.07	2,260.84	2,689.20	736.00	722.56
3182KD · VISA - KRISTINE	1,183.97	1,293.28	938.01	2,188.78	286.54	491.40
3182KH · VISA - KEITH	0.00	0.00	0.00	0.00	0.00	210.14
3182SW · VISA - SUSAN	486.60	124.76	167.27	601.96	174.71	723.25
Total 3182 · COMMENCEMENT BANK CC	3,120.52	2,213.11	3,366.12	5,479.94	1,197.25	2,147.35
3190 · COLUMBIA BANK CREDIT CARD						
3194 · VISA - CORTNEY	292.00	182.00	0.00	0.00	954.67	144.82
Total 3190 · COLUMBIA BANK CREDIT CARD	292.00	182.00	0.00	0.00	954.67	144.82
Total Credit Cards	3,412.52	2,395.11	3,366.12	5,479.94	2,151.92	2,292.17
Other Current Liabilities						
3100 · PAYROLL LIABILITIES						
3110 · 941 PAYABLES	631.38	602.10	-2,459.12	-2,459.12	-2,459.12	-2,459.12
3150 · LABOR & INDUSTRIES	2,167.96	2,845.35	3,600.83	1,572.73	1,572.73	1,572.73
3160 · EMPLOYMENT SECURITY PAYABLE	1,070.22	2,212.91	2,236.77	-91.52	-91.52	-91.52
3163 · PAID FAMILY AND MEDICAL LEAVE	108.72	176.53	246.77	39.33	39.33	39.33
3263 · PTO PAYABLE	10,556.00	10,556.00	10,556.00	10,556.00	10,556.00	10,556.00

#### 11:53 AM 07/12/21 Accrual Basis

# FRIENDS OF LAKEWOLD Balance Sheet

	As of .	June 30, 2021				
	Jan 31, 21	Feb 28, 21	Mar 31, 21	Apr 30, 21	May 31, 21	Jun 30, 21
Total 3100 · PAYROLL LIABILITIES	14,534.28	16,392.89	14,181.25	9,617.42	9,617.42	9,617.42
3166 · DOR - SALES TAX PAYABLE	130.34	212.19	334.13	613.88	1,787.69	2,138.36
3240 · REFUNDABLE DEPOSITS-TDC	12,800.00	12,300.00	13,100.00	15,100.00	18,100.00	19,000.00
3255 · UNEARNED RENTAL REVENUE	46,455.00	43,455.00	43,655.00	54,805.00	66,905.00	64,420.00
3256 · LINE OF CREDIT	0.00	0.00	0.00	275.71	0.00	0.00
3257 · GARDEN SHOP - GIFT CERTIFICATES	250.00	250.00	250.00	250.00	100.00	100.00
3258 · LOAN - SBA 1 YEAR	9,587.53	91,450.00	91,450.00	91,450.00	91,450.00	0.00
Total Other Current Liabilities	83,757.15	164,060.08	162,970.38	172,112.01	187,960.11	95,275.78
Total Current Liabilities	87,169.67	166,455.19	166,336.50	177,591.95	190,112.03	97,567.95
Long Term Liabilities						
3310 · SBA LOAN	149,900.00	149,900.00	149,900.00	149,900.00	149,900.00	149,900.00
Total Long Term Liabilities	149,900.00	149,900.00	149,900.00	149,900.00	149,900.00	149,900.00
Total Liabilities	237,069.67	316,355.19	316,236.50	327,491.95	340,012.03	247,467.95
Equity						
3000 · PERMANENTLY RESTR. NET ASSETS	1,869,461.17	1,869,461.17	1,869,461.17	1,869,461.17	1,869,461.17	1,869,461.17
3400 · TEMPORARILY RESTRICTED NET ASTS	148,618.00	148,618.00	148,618.00	148,618.00	148,618.00	148,618.00
3901 · UNRESTRICTED NET ASSETS - QB	2,247,595.15	2,247,595.15	2,247,595.15	2,247,595.15	2,247,595.15	2,247,595.15
Net Income	267,211.38	270,399.30	266,747.96	200,604.33	232,010.97	306,657.00
Total Equity	4,532,885.70	4,536,073.62	4,532,422.28	4,466,278.65	4,497,685.29	4,572,331.32
TOTAL LIABILITIES & EQUITY	4,769,955.37	4,852,428.81	4,848,658.78	4,793,770.60	4,837,697.32	4,819,799.27



# STATE of WASHINGTON SECRETARY of STATE

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

# CERTIFICATE OF INCORPORATION

to

THE FRIENDS OF LAKEWOLD

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

Corporation Number: 2-377Ø84-5

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

2021 LTAC Meeting for 2022 Awards, Sept. 23, 2021

#### ARTICLES OF INCORPORATION

FILED DEC 1 1 1986

#### 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

The exclusive purpose of the Corpo-Section 1. Purpo'ses. ration 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 of 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

2

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 candidates for spublic office set

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

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

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

3

Paae 43

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

Section 2. <u>Names and Addresses of Directors</u>. The names and addresses of the directors who will first managesthe 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:

	Address Suite 1415 1411 Fourth Avenue Building Seattle, WA 98101
Lowell Anne Butson	21 Forest Glen Lane SW <sup></sup> 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

age 44

Joanne Titus

Corydon Wagner, Jr.

er, Jr. The Wagne

Eulalie Wagner (Honorary) The Wagner Fund 2221 North 30th Tacoma, WA 98403

Tacoma, WA 98499

12221 Gravelly Lake Drive SW Tacoma, WA 98499

11427 Gravelly Lake Drive SW

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 cof Incorporation in the duplicate this <u>star</u> day not of <u>December</u>, 1986.

VANDEBERG Incorpotator

Page 45

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 lean to , 1986.

PAUL BENDER

Address of Registered Agent:

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

Paae

# LAKEWOLD GARDENS

12317 Gravelly Lake Drive Southwest, Lakewood, WA 98499 • Mailing: PO Box 39780 Lakewood, WA 98496

August 17, 2021

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

Re: Authorization to submit grant request

The Lakewold Gardens 2021 Board of Directors approves Cassandra de Kanter, Grants and Resource Specialist, to submit a Lakewood Lodging Tax funding request.

Sincerely,

Carle JPelita

Carla J. Pelster Board President Lakewold Gardens



BOARD OF DIRECTORS

PRESIDENT Carla Pelster

VICE PRESIDENT Phyllis Griggs

TREASURER Philip Eng

SECRETARY Eve Hewitt

DIRECTORS Steve Cissell MJ Stackpole Dwight Williams Susan Pittman Lisa Hoffman Jason Whalen Mickey Portnoy Rhene Johns

Honorary Member Judy Wagner

Ex-OFFICIO Robin Callahan

P (253) 584-4106 E contactus@lakewoldgardens.org W lakewoldgardens.org

# LAKEWOLD GARDENS

# **2021 Board of Directors Contact List**

Effective: June 14th, 2021

EXECUTIVE COMMITTEE		
President	Vice President	Secretary
Carla Pelster (GTCF)	Phyllis Griggs (FOL)	Eve Hewitt (GTCF)
11309 Clover Crest Dr. SW	6816 79th St. W.	515 N J Street
Lakewood, WA 98499	Lakewood, WA 98499	Tacoma, WA 98403
253-219-8853 (Cell)	253-677-4253	253-677-4980
carlapelster64@gmail.com	pawgriggs@gmail.com	ehewitt12603@gmail.com
Treasurer	Past President	Member-At-Large
Philip Eng (GTCF)		Larry Woodin (GTCF)
13120 Country Club Drive SW		2230 SW 309th St
#101		Federal Way, WA 98023
Lakewood, WA 98498		206-794-5276
206-650-5570		ecohome@mindspring.com
PhilEng@Live.com		
Ex-Officio	Executive Director	Honorary
Robin Callahan (GTCF)	Susan Warner	Judy Wagner
950 Pacific Ave., Suite 1100	3705 North Huson Street	8209 N. Thorne Lane SW
Tacoma, WA 9840	Tacoma, WA 98407	Lakewood, WA 98498
253-345-4186 (Bus)	253-970-9538	253-203-8814
rcallahan@gtcf.org	swarner@lakewoldgardens.org	wagnerjc@earthlink.net
DIRECTORS		
Steve Cissell (GTCF)	Mickey Portnoy (FOL)	Dwight Williams (GTCF)
4511 141st Avenue SE	11415 Gravelly Lake Driv SW	11722 Madera Drive SW
Bellevue, WA 98006	Lakewood, WA 98499	Lakewood, WA 98499
425-643-2957 (Res)	253 222-8138 (Cell)	253-678-0231
425-941-7044 (Cell)	253 428-3970 (Bus)	dswilliams75@aol.com
apstevec1@msn.com	mickey.portnoy@ubs.com	
Susan Pittman (GTCF)	Lisa Hoffman (FOL)	Jason Whalen (FOL)
1400 28 <sup>th</sup> Avenue Crt	45 N. Summit Road	7201 Holly Hedge Lane SW #2
Milton, WA 98354	Tacoma, WA 98406	Lakewood, WA 98499
206-931-2518	206-660-7261 (Cell-use 1st)	253-606-4937 (Cell)
susan@insurenw.com	253-6925895 (Bus)	253-327-1701 (Bus)
	lhoffman88@yahoo.com	Jason@ledgersquarelaw.com
Rhene Johns (GTCF)	(FOL)	(FOL) (FOL)
15319 26 <sup>th</sup> Ave NW		
Gig Harbor, WA 98332		
253-858-3000 (Res)		
253-882-8018 (Cell)		
rhene@gmail.com		
		l

# LAKEWOLD GARDENS

12317 Gravelly Lake Drive Southwest, Lakewood, WA 98499 • Mailing: PO Box 39780 Lakewood, WA 98496

August 17, 2021

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 for your time and consideration of Lakewold's 2021 request for Lodging Tax support for our tourism promotion efforts.

Sincerely,

Carle & Pelstin

Carla J. Pelster Board President Lakewold Gardens



BOARD OF DIRECTORS

PRESIDENT Carla Pelster

VICE PRESIDENT Phyllis Griggs

TREASURER Philip Eng

SECRETARY Eve Hewitt

DIRECTORS Steve Cissell MJ Stackpole Dwight Williams Susan Pittman Lisa Hoffman Jason Whalen Mickey Portnoy Rhene Johns

Honorary Member Judy Wagner

Ex-OFFICIO Robin Callahan

P (253) 584-4106 E contactus@lakewoldgardens.org W lakewoldgardens.org

2022 Lodging Tax Grant Application

# **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:
 \$ 15,000

 (Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

 Total Project Cost:
 \$ 17,000

 (Total Project Amount must match Project Budget column c "Total Project Cost")

 **1b. Applicant Organization** 

 Name of Applicant Organization:

 Mailing Address:
 P.O. Box 88447

 Steilacoom, WA 98388

 LOCATION:
 9601 Steilacoom Blvd SW, Lakewood, WA

 Tax ID Number:
 91-1240261

Organization Unified Business Identifer (UBI) C601246870 UBI Expiration Date: 30 June 2022

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: Casper 11), feilies

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 2022
- 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 <u>scope of work (mandatory)</u> 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 our expanding digital footprint to focus public attention on our museum. Our website and social media accounts (FaceBook & Instagram) combine to create a strong online presence. We plan to engage a larger audience by boosting our reach on social media and creating a series of short videos. Our continued participation in local/regional heritage organizations provides distribution sites for our color brochures. Our transition to a digital newsletter has allowed greater content and wider circulation. 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 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 visitors sign a guestbook providing

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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 that variable. Achieving our goal is feasible because people will want to travel again after being confined by Covid-19 since March 2020.

# 15. 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 new Lakewood Historical Society's Museum, the Grave Concerns patient cemetery, the Fort Lewis Museum, and the Steilacoom Historical Museum. The collaborative 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 boost our social media posts that promote special events and feature new videos. The contact function that is monitored daily on our enhanced website makes it easy for potential visitors to obtain info about our museum.

# 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 can see at Fort Steilacoom the weapons, uniforms, and equipment used in that conflict.

#### 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 our online promotional efforts. Website enhancements, boosting of social media posts, and development of new video content would be minimal.

#### 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.

\$10,000 for marketing and \$5,000 for consultants.

#### 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 2022. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
Member Dues & Activities Revenue	\$2,000	Yes	July 2022
	\$		
	\$		
	\$		
	\$		
	\$		
	\$		

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	\$10,000	\$1,000	\$11,000
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	\$	\$	\$
Minor Equipment (computers, desks, etc.)	\$	\$	\$
Travel	\$	\$	\$
Contract Services Describe below	\$5,000	\$1,000	\$6,000
Other Describe below	\$	\$	\$
TOTAL COST	\$15,000	\$2,000	\$17,000
Description for Direct Sales Activities, Contract Services, Travel and Others		editor and videographer prov	
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 2021? X Yes No
- b. If you answered yes to 11a, how much funding did you receive in 2021? \$ 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?

Our all-volunteer organization relies on member dues, donations, ticket sales for tours and special events, and an annual sale of donated books and other media material. We also receive funding from the Fred Meyer Community Rewards program and the Amazon Smile program. DSHS, our landlord, makes our limited funds go further by paying for major projects like new HVAC systems in 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 promote activities of the Lakewood Historical Society. 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 spill over from the park to visit our museum. Our affiliate membership in the Washington State Historical Society enables us to display our brochures in the state museum and have our website link on the WSHS website. As a member of the South Sound Heritage Association, we distribute our promotional materials to museum reps from Lewis, Mason, Thurston, and Pierce counties. 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. On 28 July 2021 we hosted tours for Army ROTC instructors prior to their assuming duty at colleges across the country. 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.

We want to continue partnering with all heritage organizations to promote our museum and the City of Lakewood. Health concerns in 2021 limited us to virtual programming and capacity constraints when allowed to open. We hope that life will return to normal in 2022 and that 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	A From			\$	\$	\$
Land Acquisition		A K K V KIN III		\$	\$	\$
Site Development & Landscape				\$	\$	\$
Buildings (New Construction)	1			\$	\$	\$
Building Renovations (Includes Access)				\$	\$	\$
Other (Specify) Insurance is not an eligible cost.				\$	\$	\$
TOTAL				\$	\$	\$

\*If other funds are <u>committed</u>, please attach a letter of commitment from the funding source.

#### 14. Certification

The applicant hereby certifies and confirms:

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

**Primary Signature:** 

Alera

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

Date  $8(\partial C)$ 

#### 15. E-Verify Requirements for Contractors & Certification

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

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

#### Who is affected?

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

#### Are there exceptions?

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

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

For at least the term of the contract.

#### Are there other stipulations?

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

#### How will the City of Lakewood check for compliance?

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

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

euro Signature

Joseph W. Lewis, Secretary Print Name and Title

August 20, 2021 Date MINSING MILARAN

P 0 BOX 2350 ROOM 5127 ATTN: E.O. LOS ANGELES, CA 900532350

Date: MAR. 27, 1989

HISTORIC FORT STEILACOMM PO BOX 94095 FORT STEILACOOM, WA 98494 Employer Identification Number: 91-1240261 Case Number: 959076018 Contact Person: JULES, NORMA JEAN Contact Telephone Number: (213) 894-4553

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

Dear Applicant:

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

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

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

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

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

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

S.

· Sincerely yours,

Frederick C. Nielsen District Director

Letter 1050(CG)

District Director

Date: OCT 1 5 1984

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

Fort Steilaccom, WA 98494

P.O. Box 94095

Historic Fort Steilacoom

Dear Applicant:

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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)(yi)

Accordingly, you will be treated as a publicly supported organization, and no as a private foundation, during an advance ruling period. This advance ruling peri begins on the date of your inception and ends on the date shown above.

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

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

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의 전니 / P.O. Box 21224 Seattle WA 98111 2021 LTAC Meeting for 2022 Awards, Sept. 23, 2021

Letter 1045(00

change, please let us know so we can company

-exempt status and foundation status. Also, you should inform us of all changes 1 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 par to each of your employees during a calendar year. You are not liable for the tax imposed under the Federal Unemployment Tax Act (FUTA).

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

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

You are required to file Form 990, Return of Organization Exempt from Incom 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 th end of your annual accounting period. The law imposes a penalty of \$10 a day, up a maximum of \$5,000, when a return is filed late, unless there is reasonable cau for the delay.

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

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

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

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

Sincerely yours, District, Director

Letter

th/0220Z



# 2022 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 residents to bring out of town visitors to Fort Steilacoom

# 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 expanding audience engagement and boosting audience reach

-Brochures – display 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

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

Historic Fort Steilacoom Association, P.O. Box 88447, Steilacoom, WA 98388 Web Site: www.historicfortsteilacoom.org

# HISTORIC FORT STEILACOOM ASSOCIATION 2022 PROVISIONAL BUDGET

<b>Category Description</b>	Budget
INFLOWS	
Donations Dues Events Gift Shop Sales Lakewood Grant Other Grants	1,200 1,900 1,300 600 15,000 1 <u>,000</u>
TOTAL INFLOWS	21,000
OUTFLOWS	
Administrative Supplies	150
Brochures	100
Event Costs	400
Gift Shop Inventory	600
Insurance	1,950
Library	600
Maintenance	2,500
Non-designated	100
Postage	200
Printing	400
Social Media/Video Series	7,000
Three Newsletters	5,000
Taxes & Permits	750
Website	1,250

# TOTAL OUTFLOWS 21,000

## **OVERALL TOTAL**

<u>0</u>

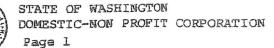
2021 LTAC Meeting for 2022 Awards, Sept. 23, 2021

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ASSETS			
Cash-Unrestricted			
<ul> <li>Operating Funds</li> </ul>	9,283.86		
<ul> <li>Franklin Income Fund (Operating Funds)</li> </ul>	35,469,83		
		44,753.69	
Cash-Restricted			
* Gift Shop Change Fund	166		
* Co. M Funds	691.5		
* Library Funds	1,025.15		
* Co. A Funds	143.57		
* Grants	N/A		
Orans	1317 €	2026.22	
		2020,22	
CAPITAL EXPENDITURES	1 7/7 17		
Building #1	1,263.43		
Building #2	20,805.53		
Building #3	15,443.11		
Building #4	22,987.78		
		60,499.85	
Securty		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	6,626.88		
		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	
merenancise meening			
Company M			
Company M * Cannon	5,000.00		
	700		
* Tents & Equipment	600		
* Uniforms			
* Cannon Trailer	693.13	6,993,13	
		0,993.13	
		¢ 000	
Marketing & Website		5,000	
LIABILITIES			
None			
FUND BALANCE			
Fund Balance		178.039.27	

# s. p

FILED



JUN 1 4 1983

#### ARTICLES OF INCORPORATION

SECRETARY OF STATE

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

ARTICLE I

The name of the corporation shall be Historic Fort Steilacoom

ARTICLE II

The term of existence shall be Perpetual

ARTICLE III

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

ARTICLE IV

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

### CONSENT TO APPOINTMENT AS REGISTERED AGENT

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

Dated)

Egistered Agent) signature/

ARTICLE V

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

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

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

(See Reverse Side)

ssf-9 (r-8/82) 2021 LTAC Meeting for 2022 Awards, Sept. 23, 2021



#### 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 incorpora	bor is as follows:
The name and address of each incorpora	Pierce County Planning Department
(signature of incorporator)	(address)
Caroline Gallacci, Project	2401 South 35th Street, Room 6 Tacoma, WA 98409
Manager	



# STATE of WASHINGTON SECRETARY of STATE

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

# CERTIFICATE OF INCORPORATION

to

#### HISTORIC FORT STEILACOOM

a Washington

non profit

corporation. Articles of Incorporation were

filed for record in this office on the date indicated below.

Corporation Number: 2-333782-7

Date: June 14, 1983



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

Ralph Munro, Secretary of State

2021 LTAC Meeting for 2022 Awards, Sept. 23, 2021

#### **Historic Fort Steilacoom Association**

Meeting Minutes August 17, 2021

#### Opening

The regular meeting of the Historic Fort Steilacoom Board of Directors was conducted on the Zoom platform hosted by President Walter Neary and convened at 6:00 p.m.

#### **Participants:**

Walter Neary, Joe Lewis, Michael McGuire, Karen Meador, Caitlin O'Connell, Tom Melberg, Karin Crelling, Jim Lauderdale, Austin Rice, John McPherson, and guest: Elizabeth Korsmo.

The agenda was approved as submitted.

#### **Approval of Minutes and Treasurer's Report**

The minutes of the July meeting were approved. The secretary informed the board about all correspondence received and sent since the last meeting. A request to search our museum area with a metal detector was referred to DSHS as our lease does not give us the authority to make such a decision. An email from GoDaddy seeking payment for email services will be studied before any payment is made. Coming events on our calendar include being open to the public on 12 September, hosting Smithsonian Magazine Museum Day on 18 September, and hosting the local chapter of the Sons of Union Veterans of the Civil War (SUVCW) on 25 September.

Treasurer Michael McGuire's report was approved as submitted. Board members discussed our lodging tax application for 2022. The board authorized Joe Lewis to submit a Lakewood lodging tax funding request in the amount of \$15,000.

#### **Committee Reports**

Interpretive Center – Jim Lauderdale informed the board that a revised draft of the Long-Range Interpretive Plan should be available by the next meeting. Efforts continue to contact librarian Loran Bures to address library activities. Jim and Karin Crelling will work on this matter. The 28 July visit by over 60 Army ROTC instructors went well. Danny Marshall of the Steilacoom Tribe will speak on 17 October following the annual meeting. Speakers have been confirmed for programs in November and December.

Acquisitions - No report.

Publicity – Walter Neary will prepare a news release on the Army visit and our upcoming September events.

Maintenance – Gideon Pete completed the painting of the sign on the parade ground. Planning is underway to repair the porch of Quarters 1.

Membership – John McPherson informed the board that three members had been added during the past month including the local SUVCW chapter as an organizational member. There are now 76 members with dues fully paid.

Nominating - Some qualified candidates have been identified. The search continues.

#### **Old Business**

The board approved a request by Walter Neary to spend \$80 for a WordPress plugin that will allow us to sell video views via our website. This expenditure covers one year of use.

Hosting the public on Sunday 12 September will be Walter, Joe, Gideon, Karin, Tom Melberg and Lawrence Bateman.

Joe Lewis is planning the Museum Day for Saturday 18 September. Jim Lauderdale has been very helpful in sharing our need for volunteers with those living historians in his network. Several have indicated that they will participate. Joe will provide assignments for everyone.

Walter Neary explained the benefits of having a board retreat organized by an experienced museum consultant such as Richard Beckerman. Jim Lauderdale shared that development of a strategic plan for HFSA could be a possible outcome. The cost for Mr. Beckerman's services in leading the retreat would be \$5,000. There are grants available that could reduce the financial impact by 50%. The board will take this matter under advisement.

#### **New Business**

Tom Melberg shared his concern about the presence of food at meetings that could attract rodents and other pests. This situation was based on Tom's experience in hosting meetings of other heritage-related groups at the fort. Joe Lewis echoed Tom's concern. Jim Lauderdale suggested that HFSA needs a rental agreement with organizations that use our facilities. The agreement would define what is expected of those groups while in our buildings. John McPherson suggested that the maintenance committee should prepare a draft rental agreement for board review. The board agreed that this was a logical approach.

At the September meeting DSHS will present a status report on the Western State Hospital Master Plan. There were no other suggestions for next month's agenda.

### Round Table

Michael McGuire reported a discrepancy on the exact date that the fort closed. His research into various sources revealed the date was April 22, 1868, rather than the August 22, 1868 date on the flag display in the Interpretive Center

John McPherson is working on a newsletter article dealing with Mansfield's inspection report of Fort Steilacoom. John learned about a little-known situation involving Mrs. Silas Casey. Be sure to read the article when it appears.

Joe Lewis shared an article about the time it took for Army personnel from Fort Steilacoom to travel to the east coast in 1861. Lt Edward Porter Alexander and his wife sailed from San Francisco on 1 May, crossed the Isthmus of Panama, and boarded another vessel, reaching New York City on 24 May. Today we can fly from SEATAC to NYC in 5 to 6 hours. Joe thrives on amenities and confesses that he is a wimp compared to people of the 19th century.

Walter Neary conferred with Jennifer Ott of History Link about ways to address criticism on social media. Jennifer recommended viewing a video from the Little Big Horn National Battlefield. Walter found the video instructive and will send a link to board members.

### Adjournment

The meeting was adjourned at 7:46 p.m. The board will plan to meet via Zoom at 6 p.m. on Tuesday 21 September 2021.

Joseph Lewis, Secretary

#### Historic Fort Steilacoom Association Board Directory 2020-2022

#### President (2020-2022)

Walter Neary 6338 School Street Lakewood, WA 98499 (253) 389-0736 walter.neary@gmail.com

#### **Past President**

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

### **Program Vice President (1st Vice President)** (2019-2121) Vacant

**Educational Vice President (2nd Vice President)** (2020-2022) Vacant

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

Secretary (2020-2022) Joseph W. Lewis 9204 Division Lane SW Tacoma, WA 98498 (253) 226-2322 hrhjoe1@comcast.net

Treasurer (2019-2021) Michael J. McGuire 864 S. Fife Street Tacoma, WA 98405 (360) 742-2983 mcguire@brandman.edu

## **Directory Page 2**

Director Position 1 (2019-2121) Thomas A. Melberg 5417 69th Ave. Ct. E. Puyallup, WA 98371 (253) 840-8072 tm4thus@comcast.net

Director Position 2 (2020-2022) Jim Lauderdale 6418 S. Lawrence Tacoma, WA 98409 (512) 461-9597 jiml@tacomaparks.com

Director Position 3 (2019-2021) Austin Rice 3007 Greenwood Ct. S. Puyallup, WA 98374 (410) 980-8146 bayside2236@gmail.com

## Director Position 4 (2020-2022)

Charlotte Basch 7414 Military Rd. S. Seattle, WA 98108 (503) 440-4762 ccbasch@gmail.com

Director Position 5 (2019-2021) Vacant

Director Position 6 (2020-2022) Karin Crelling 13014 159th St. E. Puyallup, WA 98374 (253) 330-6671 <u>historian65@icloud.com</u>

## **Directory Page 3**

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 (2020-2022) Caitlyn O'Connell 4225 63rd Ave. E. Fife, WA 98424 (630) 338-3287 <u>cfharriso@gmail.com</u>



August 20, 2021

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 2022. 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,

Wah n

Walter Neary President 2022 Lodging Tax Grant Application

# Asia Pacific Cultural Center -12th Annual Samoa Cultural Day

## 5. SUBMITTAL CHECKLIST

Place a check mark by each item to indicate your review & inclusion in your submittal packet.

- 1. X Provide courtesy notification to Manny Cristobal by August 18, 2021 of your intent to submit an application and whether you will submit electronically. The purpose of this notification is to ensure your application is received.
- 2. X Submit complete application packet by 5:00pm, Monday, August 23, 2021
  - Email application to <u>ecristobal@cityoflakewood.us</u>, mail to City Hall (Attention: Manny Cristobal), 6000 Main Street SW, Lakewood, WA 98499, or arrange a drop-off by contacting Manny Cristobal.
  - o Be sure to use application for FY2022 grant awards (template with preset font and margins)
  - Late applications will not be accepted
- 3. X All questions on application have been answered in a detailed, yet <u>concise manner</u>
- 4. X Application has been reviewed and includes:
  - a. X Signed E-Verify Declaration
  - b. X Signature by a person authorized to bind the agency to a contract
  - c. X Attachments that are no larger than 8½ by 11
  - d. X For Non-Profits, a copy of 501(c)3 or 501(c)6 tax exemption determination letter

N/A

- e. X Marketing plan for the proposed project
- f. X Operating budget for the proposed project
- g. X Your organization's most recent Balance Sheet
- h. X Your organization's Articles of Incorporation and/or Bylaws
- X Documentation showing your governing body's authorization to submit the grant request Documentation consists of <u>meeting minutes</u> 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. X 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. X Signed letter from your governing body Chairperson that provides the name, title, address and telephone number for the person authorized to sign this application.

## 6. INSURANCE REQUIREMENTS IF FUNDED

A Certificate of Insurance listing Lakewood as additionally insured and including these minimum requirements will be required for all recipients (if funded):

- Throughout the life of this Agreement the Contractor and its Subcontractors shall, at their own expense, maintain general liability insurance with an insurance carrier licensed to do business in the State of Washington, and with minimum coverage as follows: Bodily Injury Liability and Property Damage Liability Insurance, \$1,000,000 each occurrence and \$2,000,000 aggregate, with a deductible of not greater than \$5,000.
- 2. Where automobiles are used in conjunction with the performance of this Agreement throughout the life of this Agreement the Contractor and its Subcontractors shall, at their own expense, maintain automobile liability insurance with an insurance carrier licensed to do business in the State of Washington and with minimum coverage as follows: Bodily Injury Liability and Property Damage Liability Insurance, \$1,000,000 each occurrence or combined single limit coverage of \$1,000,000.
- 3. General liability insurance and, if applicable, automobile liability insurance coverage shall be provided under a comprehensive general and automobile liability form of insurance, such as is usual to the practice of the insurance industry, including, but not limited to all usual coverage referred to as Personal Injury--including coverage A, B and C. If applicable, automobile liability insurance shall include coverage for owned, nonowned, leased or hired vehicles.
- 4. Lakewood shall be named as an additional insured on all required policies, except automobile insurance, and all such insurance as is carried by the Contractor shall be primary over any insurance carried by Lakewood. The Contractor shall provide a certificate of insurance to be approved by Lakewood's Administrative Services staff prior to contract execution.
- 5. Lakewood shall have no obligation to report occurrences unless a claim is filed with the Lakewood City Clerk's office; nor shall Lakewood have an obligation to pay premiums.
- 6. In the event of nonrenewal or cancellation of or material change in the coverage required, thirty (30) days written notice will be furnished to Lakewood's Administrative Services Department prior to the date of cancellation, change or nonrenewal, such notice to be sent to the City of Lakewood-Administrative Services Department, 6000 Main St. SW, Lakewood, WA 98499 or <a href="https://www.ukawood.u
- 7. It is further provided that no liability shall attach to the City of Lakewood by reason of entering into a contract with the City, except as expressly provided within the terms and conditions of that contract.

## 7. APPLICATION FOR FISCAL YEAR 2021 LTAC GRANT FUNDING

#### 1a. Project Information

Project Name: 12<sup>th</sup> Annual Samoa Cultural Day

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

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

#### **1b. Applicant Organization**

Name of Applicant Organization: Asia Pacific Cultural Center

Mailing Address:

4851 South Tacoma Way Tacoma, WA 98409

Tax ID Number: 91-1854410

Organization Unified Business Identifer (UBI) 601-786-993-000 UBI Expiration Date: ongoing

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

## 1c. Contact:

Name: Faaluaina Pritchard

Title: Executive Director

Telephone: (253) 383-3900

Email: faaluaina@asiapacificculturalcenter.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): Saturday July 30, 2022
- b. Event Location: Harry Lang Stadium, 11023 Gravelly Lake Dr SW, Lakewood, WA
- 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 <u>scope of work (mandatory)</u> 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 12th Annual Samoa Cultural Day at Harry Lang Stadium. This day is filled with cultural activities that celebrate the Samoan people and the wonderful diversity in 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 week-long series of cultural events. This series includes the Samoan Community Dinner, as well as the Native Hawaiian Pacific Islander (NHPI) Movelt! Youth Health and Fitness Day also held at the Clover Park High School's Harry Lang Stadium. The finale is the Samoa Cultural Day on Saturday July 30, 2022. 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 Harry Lang Stadium for our 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. Last year's 10th Annual Samoa Cultural Day was celebrated virtually due to COVID-19, and this year's 11<sup>th</sup> Annual Samoa Cultural Week was a combination of in-person and virtual activities spread over a full week. However, we have a history of successful Samoa Cultural Day attendance for over a decade. At our 2019 Samoa Cultural Day (pre-Covid), 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 47 Asia Pacific countries and cultures to promote the greater awareness, understanding, and inclusion of the history, traditions, culture, and heritage of the Asia Pacific people. In the City of Lakewood, 16.2% of the populations or more than 9,700 people are Asian or Pacific Islander. The 12th 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 12th Annual Samoa Cultural Day will be the last day of a week-long 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 the Samoan Community Dinner, Friday's NHPI Movelt! Youth Health and Fitness Day, and the other week's activities. 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 (pre-Covid), 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 12th 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 980,000 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 (Pre-Covid), 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 12th 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 2022. 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 2022
UFCW21	\$2,000	Yes	Feb 2022
Community Fundraising	1,000	No (ongoing)	June 2022
Other Funders	\$1,500	No (ongoing)	Mar 2022

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

Note: Certain expenses may not be reimbursable, at the sole discretion of the City of Lakewood. You will only be reimbursed at the authorized rates. Insurance is not an eligible cost.

	a. Lodging Tax Funds Requested *	b. Other Funds (Do not include "in-kind" dollars)	c. Total Project Cost **
Personnel (salaries & benefits)	\$0	\$10,000	\$10,000
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$1,500	\$	\$1,500
Marketing/Promotion	\$0	\$7,500	\$7,500
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	\$0	\$5,000	\$5,000
Minor Equipment (computers, desks, etc.)	\$0	\$0	\$0
Travel	\$0	\$0	\$0
Contract Services Describe below	\$8,500	\$	\$8,500
Other Describe below	\$5,000	\$0	\$5,000
TOTAL COST	\$15,000	\$22,000	\$37,500
Description for Direct Sales Activities, Contract Services, Travel and Others	Direct Sales: phone, rel expenses Contract Services: equipn Other: hotel/lodging for o	ated travel, presentations, ho nent rental and facility rentals out-of-town dignitaries and pe	otel rooms, and related serformers
In-Kind Contributions	\$10,000 for general adm supplies, insurance, and o	inistration expenses such as r other	rent, utilities, postage,

\*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 2021? X Yes No

**b.** If you answered yes to 11a, how much funding did you receive in 2021? \$ 10,000

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

Year Amount awarded No previous funding

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

Throughout the year, we apply for sponsorships and grants in support of each Annual Samoa Culture Day. We are fortunate to have the commitment from several funders who have supported this event each year and have been pleased with the growth and outpouring of support and participation from the community. We have confirmed funding for the 12th Annual Samoa Cultural Day from: Columbia Bank, UFCW21, and Muckleshoot Charity Fund, 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 <u>no city ownership are not eligible</u> to receive funding.* 

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

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

\*If other funds are <u>committed</u>, please attach a letter of commitment from the funding source.

## 14. Certification

The applicant hereby certifies and confirms:

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

## **Primary Signature:**

Faaluaina Pritchard, Executive DirectorAugust 23, 2021Printed Name & Title of Chief Administrator/Authorizing OfficialDate

2021 LTAC Meeting for 2022 Awards, Sept. 23, 2021

## 15. E-Verify Requirements for Contractors & Certification

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

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

## Who is affected?

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

## Are there exceptions?

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

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

• For at least the term of the contract.

## Are there other stipulations?

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

## How will the City of Lakewood check for compliance?

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

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

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

#### **CITY OF LAKEWOOD**

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

As the person duly authorized to enter into such commitment for

Asia Pacific Cultural Center

COMPANY OR ORGANIZATION NAME

I hereby certify that the Company or Organization named herein will

(Check one box below)

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

<u>Faaluaina Pritchard, Executive Director</u> Print Name and Title

<u>August 23, 2021</u> Date



## Asia Pacific Cultural Center

12th Annual Samoa Cultural Day

Program Budget 2022

INCOME		AMOUNT	
City of Lakewood			\$ 15,000.00
Community Fundraising/Donations			\$ 1,000.00
Sponsorships			\$ 21,500.00
Muckleshoot Charity Fund	\$	5,000.00	
Columbia Bank	\$	10,000.00	
UFCW21	\$	2,000.00	
Other Funders	\$	4,500.00	
Total Income			\$ 37,500.00

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

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

Date: JAX 2 | 1998

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

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

#### Dear Applicant:

10

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

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

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

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

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

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

Letter 1045 (DO/CG)



## ASIA PACIFIC CULTURAL CENTER Board of Directors - 2021

President	Vice President
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Deputy Prosecuting Attorney in the Sexual Assault Unit	VOYA Financial Advisor
Pierce County Prosecuting Attorney's Office	1211 E. Denny Way, # 15A, Seattle, WA 98122 (work)
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(253) 798-6614 (work), (253) 732-2598 (cell)	talktojay72@gmail.com
kosunniy@gmail.com/BPDT, FDC, PC	BPDT, FC, BDC
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darethpak@yahoo.com / PC, FDC	lathapat.arts@gmail.com / BDC, PC
Xiaoming Melody Zhang / Senior Vice President -	Tina Huynh, Ph.D. / Asst. Professor of Music Education, UPS
Chief Human Resources Officer, Ste. Michelle Wine Estate	1213 S. Cheyenne Court, Tacoma, WA 98405
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4907 70th Ave. W. University Place, WA 98467	(714) 675-8609 (cell)
4907 70th Ave. W. University Place, WA 98467 480-620-1370 (cell) / mldyzhng@gmail.com	
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## **Asia Pacific Cultural Center**

## **Board of Directors Meeting**

Tuesday July 27, 2021

Attendees: Patsy Surh O'Connell - President Belinda Y. Louie (PhD) – Vice President Gim Seow (PhD) - Treasurer Al Cosio – Secretary Latha P. Sambamurti – Director Sunni Y. Ko, JD – Director Dareth Pak – Director Dareth Pak – Director Lua Pritchard – Executive Director Tina Huynh (DMA) – Director Tuyet Nguyen – Director June Sekiguchi – Director Absent: Elaine Ishihara, Jay Narongdej, Melody Zhang

- 1. Patsy called the meeting to order at 6 PM and welcomed everyone to the July 27, 2021 on-line meeting.
- 2. Meeting minutes of the June 2021 meeting were reviewed. With no corrections or changes brought forth, Director Louie moved and Director Seow seconded the motion to approve the minutes. So moved. Minutes approved.
- 3. Treasurer's Report: (attached) Director Gim Seow.
- 4. President's Report Patsy Surh O'Connell. Madam President spoke about the upcoming Chuseok Festivals in Gig Harbor and at APCC and invited all to attend. The South Korean Consulate is donating \$7k towards the festivals.
- 5. Executive Director's Report Lua Pritchard.
  - Bldg. Project: Submitted request through Senator Patty Murray for \$2.5M towards the bldg. project. We also submitted three submissions of \$397K per year for the YProgram. We met today with Pierce County Exec. Bruce Dammeier for building project funding support. Also met with Tacoma City Council.
  - Operations: Received \$90k in July for Community Catalyst grant. Also received \$40k from ACRS for civic engagement work.
  - COVID-19. We provide a vaccination site from 4-6 PM every W3dnesday. We have been the site for 3,170 vaccinations to date.
  - Youth Program: We are looking to hire two more coordinators and we are busy working on high school graduating credit completions.
  - 25<sup>th</sup> APCC Anniversary Celebration. Save the date cards have gone out and addressees should be receiving them shortly if they haven't already received them. \$30k sponsor for the 25<sup>th</sup> Anniversary from BECU. Also received \$5k from the City of Tacoma to house inbound participants at the Hotel Murano for the fashion show.
  - Culture: Samoa Culture activities are on-going all week. All are welcome.
  - Fund Development Committee: Continued planning towards the APCC 25<sup>th</sup> year anniversary.

- Board Development Committee: We have a proposed addition to the Board. Ms. Gloria Dickson. Motion to approve the addition made by Director Sambamurti and seconded by Director Ko. Motion carried.
- Programs Committee: Director Sambamurti. Very busy with the Korean Fashion Show for the APCC 25<sup>th</sup> Anniversary. Next Committee meeting coming soon. Looking at more festivals for APCC to partner with.
- BOARD gives authorization to Executive Director to move forward to apply for Lodging Tax monies for the 12<sup>th</sup> annual Samoa Cultural day program for 2022.
- 6. Meeting adjourned at 6:40 PM.

Respectfully,

Albert Q. Cosio

Secretary



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BOARD OF DIRECTORS

Burn O'Courr 

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# BYLAWS Novembor, 1997

2021 LTAC Meeting for 2022 Awards, Sept. 23, 2021

Page 95



4851 So. Tacoma Way Tacoma WA 98409 253.383.3900 253.292.1551 F www.apcc96.org August 17, 2021

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 12<sup>th</sup> Annual Samoa Cultural Day in 2022.

Sincerely,

Attest B. Losio

Albert Q. Cosio Secretary



4851 So. Tacoma Way Tacoma WA 98409 253.383.3900 253.292.1551 F www.apcc96.org August 17, 2021

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 12<sup>th</sup> Annual Samoa Cultural Day in 2022:

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

Sincerely,

Attest B. Losio

Albert Q. Cosio Secretary



## Asia Pacific Cultural Center 12<sup>TH</sup> Annual Samoa Cultural Day (2022)

## **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
- o 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

## Asia Pacific Cultural Center Statement of Financial Position - Cash Basis

As of December 31, 2020

	Dec 31, 20
ASSETS Current Assets	
Checking/Savings 1000 - Heritage Bank Main Checking	559,063.04
1050 · Columbia Bank Checking	15,299.52
1100 · Columbia Bank Money Mkt	250,003.07
2000 · Columbia Bank Savings	5,384.58
2050 · Heritage Bank Building Fund	160,859.31
3000 Key Money Market Fund	1,004.20 48.60
3050 · PayPal 4000 · Petty Cash	48.80
Total Checking/Savings	991,769.65
Total Current Assets	991,769.65
Fixed Assets 10000 · Furniture and Equipment	1,983.57
Total Fixed Assets	1,983.57
Other Assets 13000 · Construction in Progress	159,825.25
Total Other Assets	159,825.25
TOTAL ASSETS	1,153,578.47
LIABILITIES & EQUITY Liabilities Current Liabilities Other Current Liabilities	
22500 · Payroll Taxes Payable	-7,700.23
21500 Note Payable - Pierce County	10,000.00
21000 · Unclaimed Property Payable	4,724.55
24000 · Salaries Payable	-26,853.12
Total Other Current Liabilities	-19,828.80
Total Current Liabilities	-19,828.80
Long Term Liabilities 24500 · Note Payable - PPP Loan	81,332.00
Total Long Term Liabilities	81,332.00
Total Liabilities	61,503.20
Equity	000 005 00
32000 · Unrestricted Net Assets Net Income	290,665.30 801,409.97
Total Equity	1,092,075.27
TOTAL LIABILITIES & EQUITY	1,153,578.47

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

December 2020

Ordinary income to 0000 - Capital Projects income 67,000.00         50,000,00         280,500,50           40000 - Cultural Program income         167,00         77,1824.58         150,054.72           43000 - Event income         123,48         150,054.72         43500 - General Grants/Corp         202,500,00         617,499.94           43000 - Event income         200,000         617,499.94         800,00         27,563.00           43800 - Rental Income         82.80         164,156.99         1674,760.20           43900 - Mitsellaneous income         6,500,00         310,325.00           Total income         227,179.28         1,674,760.20           Gross Profit         227,179.28         1,674,760.20           Gross Profit         227,179.28         1,674,760.20           60100 - Accounting         695.00         7,940.00           60200 - Advertising         1,789.00         1,284.65           60300 - Board Expenses         0.00         678.62           60300 - Building Management         2,077.95         24(678.22           60600 - Builenes Expenses         72.19         3,379.27           60700 - Community Relations         19,500.42         63,568.11           61100 - Health Benefits         5,019.80         734.93 </th <th></th> <th>Dec 20</th> <th>Jan - Dec 20</th>		Dec 20	Jan - Dec 20
41000 : Cultural Program Income         67,000.00         280,500.95           42000 : Donations Income         129.48         150,054.72           43500 : General Grants/Corp         202,500.00         617,499.46           43700 : Membership Dues Income         800.00         27,563.00           43800 : Rental Income         82.80         164,156.99           44000 : Vouth Program Income         6,500.00         310,325.00           Total Income         327,179.28         1,674,780.20           Gross Profit         327,179.28         1,674,780.20           Scope Accounting         695.00         7,940.00           60100 - Accounting         695.00         7,940.00           60200 - Building Projects         0.00         678.82           60300 - Board Expenses         72.19         3,379.27           60700 - Community Relations         19,500.42         63,568.11           61100 - Health Benefits         5,019.80         49,883.24           61200 - Insurance         380.09         7,314.33           61300 - Order Expense         0.00         714.33           61300 - Order Expense         3,90.52         13,539.58           66000 - Building Anagement         2,22.51.33         3,94.53           61400 - Licenses,			
43000 Event Income         129.48         150,054.72           43500 General Grants/Corp         202,500.00         617,499.96           43700 Membership Dues Income         200,000         2155.00           43800 Rental Income         800.00         27,563.00           43800 Wiscellaneous Income         82.80         164,156.99           44000 Youth Program Income         6,500.00         310,325.00           Total Income         327,179.28         1,674,780.20           Gross Profit         327,179.28         1,674,780.20           Expense         0,100         Accounting         695.00         7,940.00           60200 Adventising         1,799.00         11,224.65         60300         3,914.35           60500 Building Projects         0,00         678.82         80400         3,914.35           60500 Building Management         2,037.95         24,678.22         60600         3,914.35           61500 Community Relations         19,500.42         63,568.11         61100         Health Benefits         5,019.80         49,883.24           61200 Insurance         3,00.99         7,14.33         61300         713.49         13,539.58           66000 Payroll Taxes         4,696.34         41,113.09         66200         <			
43700         Membership Dues Income         0.00         2155.00           43800         Rental Income         800.00         27,683.00           43800         Miscellaneous Income         80.00         310,325.00           44000         Youth Program Income         6,500.00         310,325.00           Total Income         327,179.28         1,674,780.20           Gross Profit         327,179.28         1,674,780.20           Expense         695.00         7,940.00         69200           60100         Accounting         695.00         7,940.00           60200         Advertising         1,789.00         11,294.65           60300         Building Projects         0.00         678.62           60400         Building Management         2,037.95         24,678.22           60600         Lusiness Expenses         72.19         3,379.27           60700         Community Relations         19,500.42         63,568.11           61100         Health Benefits         5,019.80         49,883.24           61200         Insurance         380.09         7,314.33           61300         Office Expense         0.00         713.99           61400         Licenses, Fees & Dues			,
43800         Rental Income         800.00         27,563.00           43900         Miscellaneous Income         82.80         164,156.99           44000         Youth Program Income         6,500.00         310,325.00           Total Income         327,179.28         1,674,780.20           Gross Profit         327,179.28         1,674,780.20           Expense         60100         Accounting         695.00         7,940.00           60200         Advertising         1,789.60         3,974.35           60500         Building Projects         0.00         3,974.35           60500         Building Projects         0.00         3,974.35           60500         Building Projects         0.00         3,974.27           60700         Community Relations         19,500.42         63,568.11           61100         Health Benefits         5,019.80         49,883.24           61200         Insurance         380.09         7,314.33           61300         Interest Expense         300.09         7,314.33           61300         Interest Expense         939.52         13,539.58           66000         Payroll Taxes         4,696.34         41,113.09           66200			•
44000 · Youth Program Income         6,500.00         310,325.00           Total Income         327,179,28         1,674,780.20           Gross Profit         327,179,28         1,674,780.20           Expense         60100 · Accounting         695.00         7,940.00           60200 · Advertising         1,789.00         11,294.65           60300 · Board Expenses         0.00         3,914.35           60500 · Building Projects         0.00         3,914.35           60500 · Building Management         2,037.95         24,678.22           60600 · Business Expenses         72.19         3,379.27           60700 · Community Relations         19,500.42         63,568.11           61100 · Health Benefits         5,019.80         47,319.39           61200 · Insurance         380.09         7,314.33           61300 · Interest Expense         0.00         713.99           61400 · Licenses, Fees & Dues         487.00         9,658.65           61500 · Office Expense         3,939.52         13,539.58           66000 · Payroll Taxes         4,696.34         41,113.09           66200 · Printing & Graphics         3,804.14         63,467.56           66300 · Professional Fees         1,224.45         8,962.42			·
Total Income         327,179.28         1,674,780.20           Gross Profit         327,179.28         1,674,780.20           Expense         60100 - Accounting         695.00         7,940.00           60200 - Advertising         1,789.00         11,294.65           60300 - Board Expenses         0.00         678.62           60400 - Building Projects         0.00         3,914.35           60500 - Building Management         2,037.95         24,678.22           60600 - Business Expenses         72.19         3,379.27           60700 - Community Relations         19,500.42         63,668.11           61100 - Health Benefits         5,019.80         49,883.24           61200 - Insurance         380.09         7,314.33           61300 - Interest Expense         0.00         7,339.58           66000 - Payroll Taxes         4,696.34         41,113.09           66200 - Printing & Graphics         3,804.14         53,467.56           66300 - Professional Fees         1,224.45         8,962.42           66400 - Program Support         15,738.11         79,619.70           68000 - Rent Expense         52,2261.33         437,728.97           70000 - Security Deposit Refunds         0.00         19,575.00	43900 · Miscellaneous Income	82.80	164,156.99
Gross Profit         327,179.28         1,674,780.20           Expense         60100         Accounting         695.00         7,940.00           60200         Advertising         1,789.00         11,294.65           60300         Board Expenses         0.00         391.435           60400         Building Projects         0.00         391.435           60500         Building Projects         0.00         391.435           60500         Building Management         2,037.95         24,578.22           60600         Business Expenses         72.19         3,379.27           60700         Community Relations         19,500.42         63,568.11           61100         Health Benefits         5,019.80         49,883.24           61200         Interest Expense         0.00         713.99           61400         Licenses, Fees & Dues         487.00         9,656.65           61500         Office Expense         939.52         13,539.58           66000         Payroll Taxes         4,696.34         41,113.09           66200         Professional Fees         1,224.45         8,962.42           66400         Program Support         15,738.11         79,619.70           <	44000 · Youth Program Income	6,500.00	310,325.00
Expense         6010 · Accounting         695.00         7,940.00           60200 · Advertising         1,789.00         11,294.65           60300 · Board Expenses         0.00         3,914.35           60500 · Building Projects         0.00         3,914.35           60500 · Building Management         2,037.95         24,678.22           60600 · Business Expenses         72.19         3,379.27           60700 · Community Relations         19,500.42         63,568.11           61100 · Health Benefits         5,019.80         49,883.24           61200 · Insurance         380.09         7,314.33           61300 · Interest Expense         0.00         713.99           61400 · Licenses, Fees & Dues         487.00         9,656.65           61500 · Office Expense         939.52         13,539.58           66000 · Payroll Taxes         4,696.34         41,113.09           66200 · Printing & Graphics         3,804.14         53,467.56           66300 · Professional Fees         1,224.45         8,962.42           66400 · Program Support         15,738.11         79,619.70           68000 · Rent Expense         564.20         6,770.40           69000 · Salaries and Wages         52,251.33         437,729.97	Total income	327,179.28	1,674,780.20
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60200 · Advertising         1,789.00         11,294.65           60300 · Board Expenses         0.00         678.62           60400 · Building Management         2,037.95         24,678.22           60600 · Business Expenses         72.19         3,379.27           60700 · Community Relations         19,500.42         63,568.11           61100 · Health Benefits         5,019.80         49,883.24           61200 · Insurance         380.09         7,314.33           61300 · Interest Expense         0.00         713.99           61400 · Licenses, Fees & Dues         487.00         9,656.65           61500 · Office Expense         939.52         13,539.58           66000 · Payroll Taxes         4,696.34         41,113.09           66200 · Printing & Graphics         3,804.14         63,467.56           66300 · Professional Fees         1,224.45         8,962.42           66400 · Program Support         15,738.11         79,619.70           68000 · Salaries and Wages         52,251.33         437,729.97           70000 · Security Deposit Refunds         0.00         19,575.00           70200 · Traiephone & Internet         799.22         8,066.67           70400 · Travel         433.03         4,115.05           7060			7.040.00
60300 · Board Expenses         0.00         678.62           60400 · Building Management         2,037.95         24,678.22           60600 · Business Expenses         72.19         3,379.27           60700 · Community Relations         19,500.42         63,568.11           61100 · Health Benefits         5,019.80         49,883.24           61200 · Insurance         380.09         7,314.33           61300 · Interest Expense         0.00         713.99           61400 · Licenses, Fees & Dues         487.00         9,656.65           61500 · Office Expense         939.52         13,539.58           66200 · Payroll Taxes         4,696.34         41,113.09           66200 · Printing & Graphics         3,804.14         53,467.56           66300 · Professional Fees         1,224.45         8,962.42           66400 · Program Support         15,738.11         79,619.70           68000 · Rent Expense         564.20         6,770.40           69000 · Salaries and Wages         52,251.33         437,729.97           70000 · Scurity Deposit Refunds         0.00         19,575.00           70200 · Telephone & Internet         799.22         8,086.67           70400 · Travel         433.03         4,115.05           70600 ·			,
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Net Other Income         35.60         5,266.45	71300 · Interest Income	35.60	266.45
	Total Other Income	35.60	5,266.45
Net Income	Net Other Income	35.60	5,266.45
	Net Income	215,346.29	801,409.97

No assurance is provided on these financial statements. 2021 LTAC Meeting for 2022 Awards, Sept. 23, 2021

- 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. 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:
  - o 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

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#### ARTICLE ONE - ADMINISTRATIVE OFFICE:

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

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

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

## ARTICLE TWO - MEMBERS:

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

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

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

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

<u>SECTION 5. TRANSFER OF MEMBERSHIP</u>: Membership at APCC is not transferrable or assignable.

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#### ARTICLE THREE - MEMBERS' MEETINGS:

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

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

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

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

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

ARTICLE FOUR - BOARD OF DIRECTORS:

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

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

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

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

#### ARTICLE FIVE - BOARD OF DIRECTORS MEETINGS

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

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

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

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

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

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#### ARTICLE SIX - OFFICERS:

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

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

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

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

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

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

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

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

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

2021 LTAC Meeting for 2022 Awards, Sept. 23, 2021 age 8 of 12

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### BILAWS: ASIA PACIFIC CULTURAL CENTER WASHINGTON STATE NONPROFIT CORPORATION

### ARTICLE SEVEN - COMMITTEES:

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

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

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

### ARTICLE EIGHT - DIRECTOR

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

ARTICLE NINE - CONTRACTS, CHECKS, DEPOSITS, AND GIFTS

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

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

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

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

### ARTICLE TEN - CERTIFICATE OF MEMBERSHIP

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

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

### ARTICLE ELEVEN - BOOKS AND RECORDS

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

ARTICLE TWELVE - FISCAL YEAR

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

### ARTICLE THIRTEEN - DUES

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

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

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

#### ARTICLE FOURTEEN - SEAL

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

### ARTICLE FIFTEEN - WAIVER OF NOTICE

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

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# BYLAWS: PASIA PACIFIC CULTURAL CENTER WASHINGTON STATE NONPROFIT CORPORATION

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

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

### ARTICLE SEVENTEEN - AMENDMENTS OF BYLAWS

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

### PROPOSED ADDITION TO THE BY-LAWS:

In the matter of obtaining proxy vote permission:

1. The President should be notified prior to any scheduled business meeting wherein an agenda has been established and distributed, of any board member's or officer's pending absence.

2. Upon notice, the member may inform the President of his or her desire to transfer individual voter discretion by proxy to the President.

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

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2022 Lodging Tax Grant Application

# Tacoma Regional Convention & Visitor Bureau (d.b.a. Travel Tacoma – Mt. Rainier Tourism and Sports)

### 5. SUBMITTAL CHECKLIST

Place a check mark by each item to indicate your review & inclusion in your submittal packet.

- 1. Provide courtesy notification to Manny Cristobal by August 18, 2021 of your intent to submit an 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 23, 2021
  - Email application to <u>ecristobal@cityoflakewood.us</u>, mail to City Hall (Attention: Manny Cristobal),
     6000 Main Street SW, Lakewood, WA 98499, or arrange a drop-off by contacting Manny Cristobal.
  - Be sure to use application for FY2022 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 <u>concise manner</u>
- 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 <u>meeting minutes</u> 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.

### 6. INSURANCE REQUIREMENTS IF FUNDED

A Certificate of Insurance listing Lakewood as additionally insured and including these minimum requirements will be required for all recipients (if funded):

- Throughout the life of this Agreement the Contractor and its Subcontractors shall, at their own expense, maintain general liability insurance with an insurance carrier licensed to do business in the State of Washington, and with minimum coverage as follows: Bodily Injury Liability and Property Damage Liability Insurance, \$1,000,000 each occurrence and \$2,000,000 aggregate, with a deductible of not greater than \$5,000.
- 2. Where automobiles are used in conjunction with the performance of this Agreement throughout the life of this Agreement the Contractor and its Subcontractors shall, at their own expense, maintain automobile liability insurance with an insurance carrier licensed to do business in the State of Washington and with minimum coverage as follows: Bodily Injury Liability and Property Damage Liability Insurance, \$1,000,000 each occurrence or combined single limit coverage of \$1,000,000.
- General liability insurance and, if applicable, automobile liability insurance coverage shall be provided under a comprehensive general and automobile liability form of insurance, such as is usual to the practice of the insurance industry, including, but not limited to all usual coverage referred to as Personal Injury--including coverage A, B and C. If applicable, automobile liability insurance shall include coverage for owned, nonowned, leased or hired vehicles.
- 4. Lakewood shall be named as an additional insured on all required policies, except automobile insurance, and all such insurance as is carried by the Contractor shall be primary over any insurance carried by Lakewood. The Contractor shall provide a certificate of insurance to be approved by Lakewood's Administrative Services staff prior to contract execution.
- 5. Lakewood shall have no obligation to report occurrences unless a claim is filed with the Lakewood City Clerk's office; nor shall Lakewood have an obligation to pay premiums.
- 6. In the event of nonrenewal or cancellation of or material change in the coverage required, thirty (30) days written notice will be furnished to Lakewood's Administrative Services Department prior to the date of cancellation, change or nonrenewal, such notice to be sent to the City of Lakewood-Administrative Services Department, 6000 Main St. SW, Lakewood, WA 98499 or <u>tkraus@cityoflakewood.us</u>.
- 7. It is further provided that no liability shall attach to the City of Lakewood by reason of entering into a contract with the City, except as expressly provided within the terms and conditions of that contract.

### 7. APPLICATION FOR FISCAL YEAR 2022 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:\$ 2,630,000(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 Identifer (UBI) 601 216 920 UBI Expiration Date: 12/31/2021

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	
Name.	Deall Durke	

Title: President and CEO

Telephone: 253-284-3250

Email: dean@traveltacoma.com

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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 2022 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.

No charge to public

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

Travel Tacoma – Mt. Rainier Tourism & Sports is the regional Destination Marketing Organization (DMO) for all of Pierce County. As of 2019, we are a combined entity consisting of the Tacoma Regional Convention & Visitor Bureau and Tacoma South Sound Sports Commission, with a mission to deliver tourism through the creation of new hotel room nights and economic impact county wide by focusing on three main pillars of development:

- Meetings & Conventions
- Amateur Sports
- Leisure Tourism

Leading up to the pandemic, we were directly responsible for the creation of more than 70,000 annual hotel room nights. We booked more than 400 group business contracts (Sports, Conventions & Meetings and Leisure Tourism) annually, that brought more than 500,000 people into our Pierce County cities and towns. We continue to touch over one million travelers annually through visitor services, information, and campaigns.

The tourism and hospitality industries suffered disproportionately through the pandemic, and Travel Tacoma is now working with the communities that comprise our destination to rebuild these industries through the resumption of meetings and conventions, amateur sports, and leisure tourism.

Combined, we project to deliver **approximately 63,500 room nights in Pierce County** in 2022:

- **19,000** room nights from **Meetings and Conventions**; Combined from Greater Tacoma Convention Center (GTCC) and other county-wide meeting space assets.
  - Our geolocation data and GTCC tell us there were 141,019 meeting/event attendees in the GTCC in 2019. The same geolocation data showed that 3 7% (4,230 9,871 visitors) stayed in Lakewood hotels.
- **38,000** room nights from **Sports Events**, with at least 46 such events throughout Pierce County in 2022.
  - 4,945 room nights in Lakewood hotels, based on six events hosted directly in Lakewood, plus Lakewood's anticipated share of compression impacts from 13 events hosted in neighboring cities with a total of 23,951 room nights.

• **6,500** room nights from Leisure Tourism and Events Marketing (non-sport/ non-meetings) from targeted itinerary campaigns focusing on themes such as family road trips, romantic getaways, and educational travel.

Below is a summary of our work as it pertains to Lakewood, within each of our areas of focus:

### **MEETINGS & CONVENTIONS**

Part of Travel Tacoma's mission is to draw meetings and conventions to Pierce County through a dedicated sales effort. When these meetings book in Pierce County, the attendees often plan pre- and post-meeting visits, when they become active leisure visitors, exploring Pierce County's cities, smaller communities, shoreline and mountain. We will continue to send meetings and event leads to our partners at Lakewold Gardens and McGavick Center, and Lakewood hotels will continue to benefit from downtown Tacoma groups finding lodging in Lakewood.

For 2022, there are currently (as of Aug. 19, 2021) 16,597 definite room nights booked, and we are forecasting to finalize the year with 19,000 group room stays in paid accommodations. That equates to approximately \$10.2 million in economic impact throughout Pierce County.

While this is a small decrease from the pre-pandemic years of 2018-2019, it represents the beginning of a strong recovery from the pandemic year of 2020, when event booking had dropped to nearly zero.

The main sales marketing activities that will directly support the Lakewood meetings and conventions market are:

- Lakewood content on CVENT, the #1 meeting planner online resource to research destinations and source leads
- In-person and virtual attendance at six Connect Events and promotional packages
- An East Coast sales mission that includes hosted client events with association 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.

### **SPORTS**

We continue to reanimate events in response to the changing pandemic narrative, with optimism for a stable 2022. Countywide, we currently have 46 events slated to execute in 2022. If the pandemic eases, we could see that number increase by as many as a dozen.

As of this writing, 13 events will have a compression impact on Lakewood hotels and are estimated to generate 23,951 room nights.

### Direct

Six events will be hosted in Lakewood in 2022 and potentially generate 4,945 room nights in Lakewood hotels:

- PGA Tour Canada 2,495 room nights
- Ft. Steilacoom Invitational (Cross-Country) 1,200 room nights
- Rainier Cup Judo Championships 600 room nights
- West Coast Open (Karate) 200 room nights
- American Lake Fall Classic (Rowing) 350 room nights
- PNW Nationals CX Race (Fort Steilacoom) 100 room nights

### Compression

As of this writing, 13 events will have a compression impact on Lakewood hotels and are estimated to generate 23,951 room nights in 2022.

Events marked with an \* will have extremely high percentage of rooms based in Lakewood due to venue proximity and hotel quality and rates.

- Charity Choice / Nastia Luiken Cup Gymnastics 4,200 room nights
- WIAA Mat Classic (wrestling) 2,000 room nights
- WSWA Folkstyle Championships (wrestling) 690 room nights
- WIAA 3A/4A Basketball 3,200 room nights
- Washington State Compulsory Championships (gymnastics) 7,856 room nights
- Rainier Challenge Soccer Tournament (two back-to-back weekends) 2,100 room nights
- \*NCAA DIV II Sports Festival 555 room nights
- \*Dakine Grass Volleyball Tournament 200 room nights
- \*NWAC Cross-Country Championships 200 room nights
- \*John Payne Curtis Invitational (NWAC Preview/SPU) 250 room nights
- \*Westside Cross-Country Championships 700 room nights
- \*PNW Nationals CX Race (Marymount) 100 room nights
- \*WIAA Track & Field (2A, 3A, 4A) 1,800 room nights

### **Event Development**

We regularly work with sports governing bodies to ensure the pipeline for future events includes Pierce County. Below are the events that we are developing for future years.

- 2022 Seattle Pacific Division II Cross Country Championships
- 2023 USATF Junior Olympic Cross Country Regionals
- 2023 Rainier Cup Pre-Nationals (judo)
- 2024 USA Judo Nationals (judo)

### Sport Development

There is a new focus on ice sports. With the completion of the second NHL-size ice rink at the Tacoma Twin Rinks in February 2020, their partnership with Sprinker Recreation Center enables the possibilities for various new sports events such as:

- Ice hockey men's, women's, and junior tournaments
- Figure skating
- Speedskating

Curling

# **Continued Work**

- Cross Country Fort Steilacoom continues to emerge as a premier venue for cross-country races. We are working with the USATF to prepare for another future bid for the USATF Cross Country Nationals. We are also working on USATF Junior Olympic Regional Championships Track & Field and Cross Country as they become available.
- Cyclocross The success of the 2019 USA Cycling Cyclocross Nationals has leveraged us room to begin discussing a bid for a 2026 (or later) UCI World Championship.

### LEISURE TOURISM

Put simply: The majority of Travel Tacoma's leisure tourism marketing is centered around developing and advertising the right itineraries to the right people at the right time, and following the resulting room nights right back to communities in Pierce County.

First, we develop convenient, compelling, pre-built itineraries by combining the points of interest around Pierce County that the data proves are the strongest draws for regional visitors. We combine these by theme (romantic getaways, family road trips, adventurous outings, etc.). Then, we identify individuals who are the most likely to want to undertake such itineraries, based on the places they have visited before, their demographics, and where they live. Next, we target that audience with advertisements for the itineraries best suited to them in the seasons or marketing windows when they're most likely to visit. Finally, we monitor those who interact with our advertisement or the itinerary itself (clicking through or sharing it) to see if they have been inspired to come to Pierce County and stay overnight in paid accommodations.

For this, Travel Tacoma uses the most advanced tourism based geodata available, which has given us the capability to see rich detail about how our visitors experience Pierce County. This rich data will eliminate estimates and guesses and allow us to target and track our marketing activities in terms of actual people who 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.

We intend to conduct a total of eight itinerary-based leisure marketing and PR campaigns that include activities, attractions, events, restaurants, and overnight stays in communities throughout Pierce County, including Lakewood. Itinerary-based campaigns allow the flexibility to gauge the market's appetite for travel, and adjust the itineraries in real time. We expect regional drive-market travel to continue to dominate travel throughout the country in 2022 given continued reluctance over air travel and the slight but looming possibility of the return to government restrictions. Therefore, we will continue to develop and promote drive-based itineraries through advertising and PR campaigns that focus on regional audiences. Data from the above-mentioned tracking system will allow us to gauge the efficiency of these efforts to a level that has never been previously achievable.

The development of these itineraries and advertisements will include photography and videography of the points of interest, with Lakewood being among them. We will share the resulting video and photo rights with the city and our partners in Lakewood.

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.

In addition to the itinerary marketing, Travel Tacoma also promotes the county through destination awareness marketing and visitor services. Travel Tacoma's Pierce County tourism website receives 1 million pageviews a year and provides 85,000 hotel referrals, while visitor guides (both digital and printed), social media channels, and planning tools educate, inspire, and invite visitors to extend their stays by discovering lesser-known attractions. For leisure markets, our focus is on Lakewood's culinary scene and cultural attractions, which encompass:

- **Culture and Culinary** With one of the most distinctive and unique international districts in the South Sound (specifically Korean barbecue), Lakewood has an opportunity to capitalize on dining-focused visitation and itineraries.
- **Golf** Lakewood's proximity to top-tier golf such as Chambers Bay, The Home Course, Meadow Park and American Lake Golf Course make it an ideal, central location to base oneself for a golf getaway.
- **History** Lakewood Historical Society and Fort Steilacoom Park (as well as the town of Steilacoom itself) would, combined with assets in Tacoma, play a major part of a larger regional itinerary centered on history.

These are the keys to turning day trippers into overnighters. To do this we develop recommended multi-day itineraries and planning tools to showcase cultural and culinary activities through our social media channels (37,000 followers) monthly emails (7,500 subscribers), public relations efforts (200 influenced articles), and hyper-targeted digital advertising. These itineraries contain points of interest in various areas throughout Pierce County, including some in Lakewood. With our geolocation-based advertising, we can track how many people come for the itineraries, and how many stay in Lakewood hotels. 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.

Six sports events will take place Lakewood in 2022 and will bring 4,945 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 113 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 approximately 63,500 room nights in Pierce County in 2022. Each of our markets measure the room nights in ways specific to their needs.

- 19,000 room nights from Meetings and Conventions; Combined from Greater Tacoma Convention Center and other county-wide meeting space assets.
  - Our geolocation data and GTCC tell us there were 141,019 meeting/event attendees in the GTCC in 2019. The same geolocation data showed that 3 7% (4,230 9,871 visitors) stayed in Lakewood hotels.

- 38,000 room nights from Sports Events, with at least 46 such events throughout Pierce County in 2022.
  - 4,945 room nights in Lakewood hotels, based on direct events hosted in Lakewood, plus Lakewood's anticipated share of compression impacts from events hosted in neighboring cities.
- 6,500 room nights from Leisure Tourism and Events Marketing (non-sport/ non-meetings) from targeted itinerary campaigns focusing on themes such as family road trips, romantic getaways, and educational travel.

# 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 six sporting events scheduled to take place Lakewood in 2022 and are estimated to directly generate 4,945 room-nights. Our bookings count only paid accommodations.

- PGA Tour Canada 2,495 room nights
- Ft. Steilacoom Invitational (Cross-Country) 1,200 room nights
- Rainier Cup Judo Championships 600 room nights
- West Coast Open (Karate) 200 room nights
- American Lake Fall Classic (Rowing) 350 room nights
- PNW Nationals CX Race (Fort Steilacoom) 100 room nights

In addition to the sporting events taking place in Lakewood, 13 nearby events will bring an additional 23,951 attendees that will impact Lakewood hotels through compression.

# **CONVENTIONS & MEETINGS**

To date 2021, even with all the challenges inherent in planning meetings during the time of COVID-19, Travel Tacoma sent 11 leads with a definite 58 room-nights to hotels and venues in Lakewood.

# 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.
- In-person and virtual 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 sound partnerships, NW Events Show and South Sound Magazine are being explored to see what may develop 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.

In 2021, we began a marketing using geolocation data, with the ability to targeted specific individuals based on their previous travel and visitation behavior, and other factors that made them the targets most likely to convert into an overnight visitor. Using itineraries that are made to entice these specific audiences, through Q2, we had directly generated 1,638 room nights in Pierce County, and 191 specifically in Lakewood hotels.

The Pierce County tourism website receives more than one 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 (37,000 followers) monthly emails (7,000 subscribers), PR efforts (200+ influenced articles), and digital advertising.

So far in 2021, traveltacoma.com has provided Lakewood businesses with 6,200 website referrals and more than 250 referrals to Lakewood business's Facebook pages. The Lakewood highlight page has had 4,120 visitors. In addition, social posts featuring Lakewood have reached more than 6,000 Facebook viewers.

# 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 participants and guests, many of whom are coming from 50 miles or more directly to Lakewood venues. This is expected to deliver at least 4,945 room-nights to Lakewood hotels, only counting events directly held in Lakewood, and not those room nights that will certainly result from compression from events in surrounding communities. Lakewood is sure benefit from the compression impact of 13 events that combine for 23,951 room nights in surrounding communities.

For leisure tourism, our itinerary-based marketing, combined with the above-mentioned geolocation data system, allows us to specifically target those individuals from greater than 50 miles away, which we always do. 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 2022, Travel Tacoma continues to attract meetings and conventions across the country by attending tradeshows across the country, marketing Pierce County as a destination for meetings and events in publications in the associations-heavy markets of the Midwest, and conducting an East Coast sales event. The Travel Tacoma sales team has already secured business for 2022 from Washington, Colorado, and New York. These events along with many others are anticipated to deliver more than 19,000 room nights to Pierce County in 2022.

Our main target is to influence people to stay overnight in paid accommodations. Our geolocation-based marketing targets only those from at least 50 miles away, and up to 500 miles away, which consists of many out-of-state visitors.

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.

# 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.

As we are reconfiguring a running budget for 2022 based on forecasts for the impact of the Delta variant, and that the City of Lakewood is among our first application due dates for the year, we are still finalizing our budget for 2022 at the line-item level. Funding is a moving target, as are the opportunities that will be actualized as we continue the COVID-19 and variants narrative. It is important to note that Lakewood's LTAC is an ancillary supporting fund that is part of a seven-partner system.

Below is how we anticipate Lakewood's LTAC funds would be spent:

- \$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 2021, which has been fluid, as the pandemic and pandemic-related shutdowns continued well into 2021, and we adjusted for them on the fly. We reduced staff by 50% in 2020 as a result of the pandemic.

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 2022. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
ТРА	\$1,400,000	Yes	Jan 1, 2022
Pierce County LTAC	\$250,000	Yes	Jan 1, 2022
Tacoma	\$720,000	Yes	Jan 1, 2022
Fife	\$50,000	No	Jan 1, 2022
Puyallup	\$100,000	Νο	Jan 1, 2022
Gig Harbor	\$10,000	No	Jan 1, 2022
TOTAL	\$2,530,000	N/A	Jan 1, 2022

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)	\$43,290	\$816,710	\$860,000
Administration (rent, utilities,	\$8,560	\$390,617	\$399,177
postage, supplies, janitorial			
services, etc.)			
Marketing/Promotion	\$48,150	\$1,242,496	\$1,290,646
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	\$2,449,823	\$2,549,823
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 2021? X Yes No

**b.** If you answered yes to 11a, how much funding did you receive in 2021? \$ 100,000

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

Year Amount awarded No previous funding

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

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 2022. We also partner with Lakewood mainstays like Lakewold 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 <u>no city ownership are not eligible</u> to receive funding.* 

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

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

\*If other funds are <u>committed</u>, please attach a letter of commitment from the funding source.

### 14. Certification

The applicant hereby certifies and confirms:

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

On RA

**Primary Signature:** 

Dean Burke, President and CEO	Aug. 19, 2021
Printed Name & Title of Chief Administrator/Authorizing Official	Date

# 15. E-Verify Requirements for Contractors & Certification

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

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

### Who is affected?

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

### Are there exceptions?

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

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

• For at least the term of the contract.

### Are there other stipulations?

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

### How will the City of Lakewood check for compliance?

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

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

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

### **CITY OF LAKEWOOD**

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

As the person duly authorized to enter into such commitment for

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.

On RA

Signature

Dean Burke, President and CEO Print Name and Title

<u>Aug.</u>	<u>19,</u>	<u>2021</u>	
Date			

# Tacoma Regional Convention & Visitor Bureau Balance Sheet

As of July 31, 2021

	•	Jul 31, 21	Jul 31, 20	\$ Change
ASSETS				
	Current Assets			
	Checking/Savings			
	1000 · HOMESTREET BANK	X		
	1010 · Homes	26,639.50	87,786.42	-61,146.92
	1020 · Homes	10,007.77	53,475.18	-43,467.41
	Total 1000 · HOMESTREET	36,647.27	141,261.60	-104,614.33
	1100 · UNION BANK			
	1110 · Union	120.00	120.00	0.00
	1120 · Union	223,472.50	223,253.78	218.72
	Total 1100 · UNION BANK	223,592.50	223,373.78	218.72
	1200 · HERITAGE BANK			
	1210 · Heritaç	995,131.97	474,291.12	520,840.85
	1220 · Heritaç	0.00	366,721.20	-366,721.20
	1230 · Heritaç	366,774.26	0.00	366,774.26
	Total 1200 · HERITAGE BA		841,012.32	520,893.91
	1300 · SOUND CREDIT UNIC			
	1310 · Sound	141,894.03	141,444.83	449.20
	1320 · Sound	25.00	25.00	0.00
	Total 1300 · SOUND CRED	141,919.03	141,469.83	449.20
	Total Checking/Savings	1,764,065.03	1,347,117.53	416,947.50
	Accounts Receivable			
	1500 · Accounts Receivabl	145,681.06	93,095.08	52,585.98
	Total Accounts Receivable	145,681.06	93,095.08	52,585.98
	Other Current Assets	0.00	70.04	70.04
	1575 · Employee Draw	0.00	-79.64	79.64
	1600 · Undeposited Funds	0.00	2,500.00	-2,500.00
	1700 · Prepaid Expense	633.09	3,166.29	-2,533.20
	Total Other Current Assets	633.09	5,586.65	-4,953.56
	Total Current Assets	1,910,379.18	1,445,799.26	464,579.92
	Fixed Assets 2000 · Leasehold Improvements	01 262 10	91,262.19	0.00
	2100 · Furniture & Fixtures	91,262.19 34,690.00	34,690.00	0.00 0.00
	2200 · Computer/Telecommunication	71,924.60	73,840.60	-1,916.00
	2500 · Accumulated Depreciation	-122,516.00	-105,976.00	-16,540.00
	Total Fixed Assets	75,360.79	93,816.79	-18,456.00
	Other Assets	10,000.19	55,010.79	-10,400.00
	2600 · Refund Receivable	49,000.00	65,785.67	-16,785.67
	Total Other Assets	49,000.00	65,785.67	-16,785.67
TOTAL ASS	•	2,034,739.97	1,605,401.72	429,338.25
IOTAL AGO		2,007,100.01	1,000,401.72	-120,000.20

**Accrual Basis** 

### LIABILITIES & EQUITY

### Liabilities

Current Liabilities

Credit Cards

	3050 · Bank c	3,326.01	2,253.29	1,072.72
	Total Credit Cards	3,326.01	2,253.29	1,072.72
	Other Current Liabilities			
	3100 · Payrol	1,039.23	1,037.85	1.38
	3200 · Accrue	28,241.62	25,447.98	2,793.64
	3300 · Accru∉	21,813.76	0.00	21,813.76
	Total Other Current Liabilit	51,094.61	26,485.83	24,608.78
То	otal Current Liabilities	54,420.62	28,739.12	25,681.50
Total Liabilities		54,420.62	28,739.12	25,681.50
Equity				
400	00 · Unrestricted Net Assets	1,346,854.54	1,094,195.63	252,658.91
410	00 · Contra Acct for Undrprec Assets	75,360.79	93,816.79	-18,456.00
450	00 · Restricted Net Assets	200,000.00	200,000.00	0.00
Ne	et Income	358,104.02	188,650.18	169,453.84
Total Equity		1,980,319.35	1,576,662.60	403,656.75
TOTAL LIABILITIES & EQUITY	ſ	2,034,739.97	1,605,401.72	429,338.25



# 2022 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 2022, we project to deliver approximately 58,500 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. Prepandemic, our work in meeting sales and destination marketing result in approximately 70,000 room-nights annually.

# NOTE ABOUT SCOPE OF WORK FOR 2022

Please note, we are drafting this plan at a time in which we have seen the direct impacts of the pandemic, then a phased reopening, then a full reopening, and now the reinstitution of mask requirements. All indications are that aftereffects of the pandemic will continue unpredictably in 2022.

### **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 tradeshows 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.

# Washington State Destination Marketing Organizations Association (WSDMO)

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

# 38,000 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.

# 19,000 Room Nights from Meetings and Conventions

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

# 6,500 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 onboarded in 2020 and fully rolled out in 2021 allows 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 provides 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 2022, 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 continue to dominate the travel landscape in 2022. 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 onboarded in 2020 that allows us deep insight into visitation of areas of high tourism value, and see 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 2022 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 be almost exclusively digital, which combines the greatest flexibility to adjust to pandemic-related travel restrictions, changes in public health guidance, and other unforeseeable conditions, as well as the greatest trackability of results.

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, social media marketing and visitor services.

Using the most advanced geolocation data available to observe the movement of people, Travel Tacoma has 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 not only gives 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 then inspired to visit and stay overnight in Pierce County. Additionally, it is invaluable in future planning for marketing, event and venue development, and even for city planning.

We will 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, 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 continuing into 2022, drive-based itineraries can be developed and promoted through advertising and public relations campaigns that focus on regional audiences. Data from the above-mentioned system allows us to see not only who viewed those ads, but which of those people then 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**

Destination/brand awareness efforts 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.

We will continue to 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.

We will continue to pitch stories on Travel Tacoma – Mt. Rainier's major 2022 itinerary campaigns to travel and lifestyle media, and distribute press releases related to those itineraries.

# **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 entice those visitors through 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. As of 2021, there are 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.

We also use our social media channels to promote Pierce County special events, offerings, and new and updated attractions, exhibitions, and any other news that could potentially impact visitation.

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 have been using 2021 to pioneer a new format, which we expect will go to print in 2022.

# **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 programing.

### **Venue Development**

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

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

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

## **Community Development**

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

Engage elected officials and government entities, and the media 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 roomnights and increased spending throughout the Pierce County community.



# **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

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Kim Wyman, Secretary of State

Date Issued: 12/31/2019

2021 LTAC Meeting for 2022 Awards, Sept. 23, 2021

FILED Secretary of State State of Washington Date Filed: 12/31/2019 Effective Date: 12/31/2019 UBI No: 601 216 920

# 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. <u>Plan of Merger</u>. Attached hereto as <u>Exhibit A</u> is the Agreement and Plan of Merger.

2. <u>Approval</u>. 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. <u>Effective Date</u>. 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: Evan Margues Bv

Name: Évan Marques Title: Board Chair

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

DocuSigned by:

Vean Burke By: 2C1E6680A90A4F

Name: Dean Burke Title: Executive Director

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### 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 <u>Merger of Sports Commission</u>. 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 <u>Effective Date of the Merger</u>. 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 <u>Directors</u>. 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,

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

2.2 <u>Articles of Incorporation</u>. 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 <u>Representations and Warranties of Travel Tacoma</u>. 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 <u>Representations and Warranties of the Sports Commission</u>. 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 <u>Amendment</u>. 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 <u>Entire Agreement</u>. 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 <u>Governing Law; Venue; Attorneys' Fees</u>. This Agreement shall be governed by and construed in accordance with the laws of the state of Washington. Venue shall be in Pierce County,

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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 <u>Further Actions</u>. 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 <u>Survival of Representation and Warranties</u>. 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

Med ). Es By:

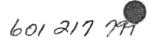
Name: Nigel English Title: Board Chair

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STATE of WASHIN	JGTON S	ECRETARY of STATE
I, Ralph Munro, Secretary of State of t this	he State of Washir	ngton and custodian of its seal, hereby issue
CERTIFIC	ATE OF INC	CORPORATION
	to	
TACOMA-PIERCE CO	DUNTY VISITO	R & CONVENTION BUREAU
a Washington Non Pro	ofit	corporation. Articles of Incorporation wer
filed for record in this office on the da	te indicated below	<i>r</i> :
601 216 920 U.B.I. Number: 601-217-799	×	Date: December 8, 1989
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	Give Was	en under my hand and the seal of the State of shington, at Olympia, the State Capitol
		Ralph Munro, Secretary of State
		2-420674-0

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DEC 8 1989

# TACOMA-PIERCE COUNTY VISITOR & CONVENTION BUREA SECRETARY OF STATE 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 11

The term of existence of the corporation shall be perpetual.

## ARTICLE 111

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

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### 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

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Tacoma-Pierce County Visitor Convention Bureau Articles of Incorporation



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

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Tacoma-Pierce County Visitor **Convention Bureau** Articles of Incorporation

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

Villiam Newb

Jay Gr

# CONSENT TO APPOINTMENT AS REGISTERED AGENT

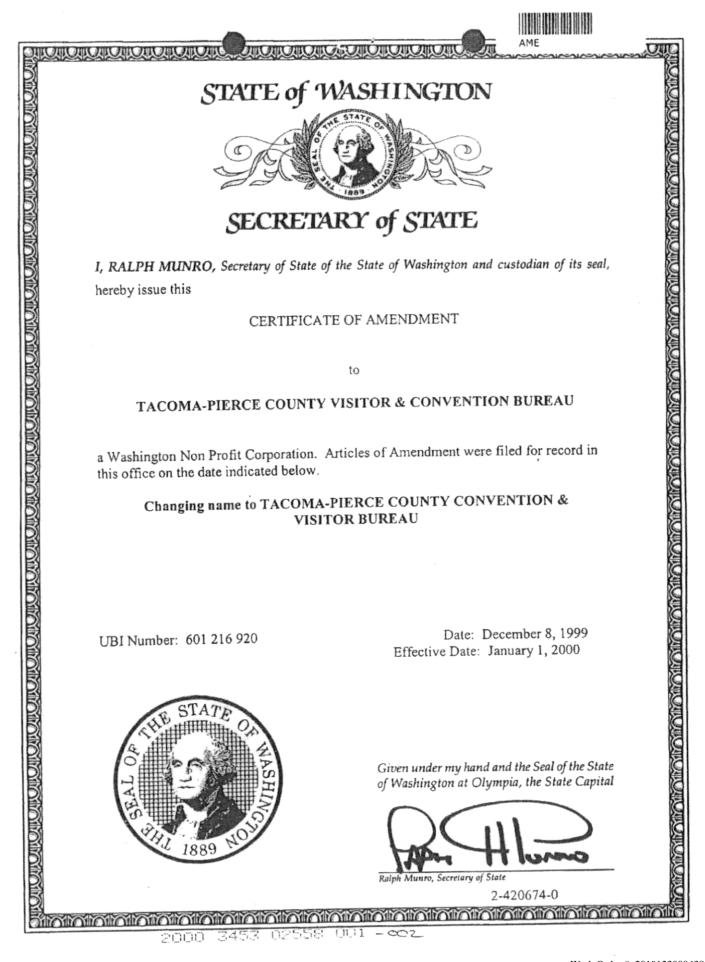
I, Wanetta Ayers, hereby consent to serve as Registered Agent, in the State of Washington, for the corporation herein named. I understand that as agent for the corporation, it will be my responsibility to receive Service of Process in the name of the corporation; to forward all mail to the corporation; 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.

ember 22, 1989

ignature of agent designated in Article IV

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Page: 10 of 14



Amount Received: \$90.00

STATE OF WASHIN, fon SECRETARY OF STATE Relph Munro, Secretary of State      Please PRINT or TYPE in black ink      Sign, date and return original AND ONE COPY to: CORPORATIONS DIVISION	ARTICLES OF MENDMENT WASHINGTON NONPROFIT CORPORATION (Per Chapter 24.03 RCW) FEE: \$20 EXPEDITED (24-HOUR) SERVICE AVAILABLE - \$20 PER ENTITY INCLUDE FEE AND WRITE "EXPERIENCE ON BOLD LETTERS	FOR OFF-CE USE O
505 E. UNION • PO BOX 40234 OLYMPIA, WA 98504-0234 • BE SURE TO INCLUDE FILING FEE. Checks should be made payable to "Secretary of State"	CH OUTHER OF WASHINGTON FOR OFFICE USE ONLY FILED: RALPH MUNRO Daytime Phone Number (Mith are access)	Check
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	d is, to the best of my knowledge, true and correct. 2 d Shanaman 426/02 Pate	
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Washington Secretary of State Corporations and Charities Division 801 Capitol Way South PO Box 40234 Olympia, WA 98504-0234 (360) 725-0377 <u>corps@sos.wa.gov</u>

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, <u>www.sos.wa.gov/ccfs</u>, 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



- 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

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

# 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

2022 Lodging Tax Grant Application

# Lakewood Sister Cities Association -Gimhae Delegation

### 5. SUBMITTAL CHECKLIST

Place a check mark by each item to indicate your review & inclusion in your submittal packet.

- 1. X Provide courtesy notification to Manny Cristobal by August 18, 2021 of your intent to submit an application and whether you will submit electronically. The purpose of this notification is to ensure your application is received.
- 2. X Submit complete application packet by 5:00pm, Monday, August 23, 2021
  - Email application to <u>ecristobal@cityoflakewood.us</u>, mail to City Hall (Attention: Manny Cristobal), 6000 Main Street SW, Lakewood, WA 98499, or arrange a drop-off by contacting Manny Cristobal.
  - Be sure to use application for FY2022 grant awards (template with preset font and margins)
  - Late applications will not be accepted
- 3. X All questions on application have been answered in a detailed, yet concise manner
- 4. X Application has been reviewed and includes:
  - a. X Signed E-Verify Declaration
  - b. X Signature by a person authorized to bind the agency to a contract
  - c. X Attachments that are no larger than 81/2 by 11
  - d. X For Non-Profits, a copy of 501(c)3 or 501(c)6 tax exemption determination letter

N/A

- e. X Marketing plan for the proposed project
- f. X Operating budget for the proposed project
- g. X Your organization's most recent Balance Sheet
- h. X Your organization's Articles of Incorporation and/or Bylaws
- X Documentation showing your governing body's authorization to submit the grant request Documentation consists of <u>meeting minutes</u> 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. X 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. X Signed letter from your governing body Chairperson that provides the name, title, address and telephone number for the person authorized to sign this application.

### 6. INSURANCE REQUIREMENTS IF FUNDED

A Certificate of Insurance listing Lakewood as additionally insured and including these minimum requirements will be required for all recipients (if funded):

- Throughout the life of this Agreement the Contractor and its Subcontractors shall, at their own expense, maintain general liability insurance with an insurance carrier licensed to do business in the State of Washington, and with minimum coverage as follows: Bodily Injury Liability and Property Damage Liability Insurance, \$1,000,000 each occurrence and \$2,000,000 aggregate, with a deductible of not greater than \$5,000.
- 2. Where automobiles are used in conjunction with the performance of this Agreement throughout the life of this Agreement the Contractor and its Subcontractors shall, at their own expense, maintain automobile liability insurance with an insurance carrier licensed to do business in the State of Washington and with minimum coverage as follows: Bodily Injury Liability and Property Damage Liability Insurance, \$1,000,000 each occurrence or combined single limit coverage of \$1,000,000.
- 3. General liability insurance and, if applicable, automobile liability insurance coverage shall be provided under a comprehensive general and automobile liability form of insurance, such as is usual to the practice of the insurance industry, including, but not limited to all usual coverage referred to as Personal Injury--including coverage A, B and C. If applicable, automobile liability insurance shall include coverage for owned, nonowned, leased or hired vehicles.
- 4. Lakewood shall be named as an additional insured on all required policies, except automobile insurance, and all such insurance as is carried by the Contractor shall be primary over any insurance carried by Lakewood. The Contractor shall provide a certificate of insurance to be approved by Lakewood's Administrative Services staff prior to contract execution.
- 5. Lakewood shall have no obligation to report occurrences unless a claim is filed with the Lakewood City Clerk's office; nor shall Lakewood have an obligation to pay premiums.
- 6. In the event of nonrenewal or cancellation of or material change in the coverage required, thirty (30) days written notice will be furnished to Lakewood's Administrative Services Department prior to the date of cancellation, change or nonrenewal, such notice to be sent to the City of Lakewood-Administrative Services Department, 6000 Main St. SW, Lakewood, WA 98499 or <u>tkraus@cityoflakewood.us</u>.
- 7. It is further provided that no liability shall attach to the City of Lakewood by reason of entering into a contract with the City, except as expressly provided within the terms and conditions of that contract.

### 7. APPLICATION FOR FISCAL YEAR 2021 LTAC GRANT FUNDING

### 1a. Project Information

Project Name: Lakewood Sister Cities Association – Gimhae Delegation

Amount of Lodging Tax Funding Requested: \$ 20,550 (Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost:\$21,000(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
	c/o 6427 Wildaire RD SW
	Lakewood, WA 98499

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: <u>Connie Coleman-Lacadie</u> (original signature on hard copy)

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 2022
- b. Event Location: Fort Steilacoom Park, Lakewood, WA 98499
- c. If there is a charge or fee for this activity, please describe how much and why.

The event is FREE to the public.

d. Please provide a detailed, yet concise <u>scope of work (mandatory)</u> 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 our Friendship City of 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. We will also schedule meetings to further discuss the suggested exchanges from city to city.

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

- Attend the LSCA International Festival at Summerfest and share greetings from Gimhae to those attending the International.
- Host events to promote and publicize the official transition to our new Sister City of Gimhae to our international community
- Share historical landmarks and surrounding sights that showcase Lakewood, South Puget Sound, and other prominent sights
- Visit our educational facilities to showcase our schools and discuss future steps to engage in student-to-student exchanges.

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

Responsible party(s) include but not limited to LSCA Board of Directors, Fort Steilacoom Pierce College and International Education Department, Asian Pacific Culture Center (APCC), local Korean Associations, City of Lakewood, Clover Park School District, Lakewood First Lions, Enterprise, Candlewood Suites, Lakewood Chamber of Commerce, Lakewood Historical Society, 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:

- Fort Steilacoom Pierce College and International Department
- Clover Park School District
- Clover Park Technical College

- Local businesses
- City of Lakewood
- Lakewood Historical Society
- Kids and parents

# 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 and long term cultural, economic, and educational goals discussed during this visit will outline the benefits each city will reap through future visits focused on student exchanges, city official to city official exchanges, and cultural exchanges to name a few.

We believe the outcomes of this visit is more than feasible as proven by the generosity of the Mayor of Gimhae reaching out to provide aid to the City of Lakewood during COVID-19 with thousands of PPEs and masks for our first responders and citizens in 2020. The overwhelming response from the mayor's administration, the schools, students, and parents to contribute to the City of Lakewood 25<sup>th</sup> Anniversary Art Contest adds another dimension of caring to confirm this sister city 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, the 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 of 6-9 city officials for 5-7 days from one of our sister/friendship cities to coincide with the International Festival at Summerfest which draws visitors from the individual consulates and dignitaries from the surrounding communities.

### 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 student exchange. We have still not recovered from the immense shortfall from 2019.

### 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 outlined:

- \$500 Other expenses to include Farewell dinner, parting gifts and incidentals
- \$18,000 Hosting expenses for lodging, meals, tourist excursions, transportation costs
- \$2,500 Contract Services for rentals

### 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 2022. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
Sponsors	\$250	N	
Donors	\$200	N	с. !
	\$		
	\$		
	\$		1
	\$		
Total	\$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 *	• Other Funds (Do not include "in-kind" dollars)	c. Total Project Cost **		
Personnel (salaries & benefits)	\$	\$	\$		
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$	\$	\$		
Marketing/Promotion	\$	\$	\$		
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	\$	\$	\$		
Minor Equipment (computers, desks, etc.)	\$	\$	\$		
Travel	\$17,750	\$250	\$18,000		
Contract Services Describe below	\$2,300	\$200	\$2,500		
Other Describe below	\$500	\$0	\$500		
TOTAL COST	\$20,550	\$450	\$21,000		
Description for Direct Sales Activities, Contract Services,		tourist excursions, transp t Services: Rentals Other:			
Travel and Others	delegation, farewell dinner, incidentals				

In-Kind Contributions	APPC, Lakewood Chamber of Commerce, Fort Steilacoom Pierce College
	International Department, City of Lakewood, LSCA Board of Directors

\*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 2021? X Yes No

**b.** If you answered yes to 11a, how much funding did you receive in 2021? \$ 16,350

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 and donors

### **12.** Coordination and Collaboration

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

Other organizations or agencies involved are and level of support:

- City of Lakewood website and social media
- Fort Steilacoom 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 <u>no city ownership are not eligible</u> to receive funding.* 

FUNDING/TIMELINE	Responsible Parties, Methods, Means	Begin (Dates or Periods)	End (Dates or Periods)	Amount Requested From Lodging Funds	Other Funds Committed or Proposed*	TOTALS
Design & Inspection			1	\$	\$	\$
Other Consultants				\$	\$	\$
Permits & Fees				\$	\$	\$
Land Acquisition				\$	\$	\$
Site Development & Landscape				\$	\$	\$
Buildings (New Construction)				\$	\$	\$
Building Renovations (Includes Access)				\$	\$	\$
Other (Specify) Insurance is not an eligible cost.				\$	\$	\$
TOTAL				\$	\$	\$

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

\*If other funds are <u>committed</u>, please attach a letter of commitment from the funding source.

### 14. Certification

The applicant hereby certifies and confirms:

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

Primary Signature: <u>Connie Coleman-Lacadie</u> (original signature on hard copy)

Connie Coleman-Lacadie, President	8/22/21
Printed Name & Title of Chief Administrator/Authorizing Official	Date

### 15. E-Verify Requirements for Contractors & Certification

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

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

### Who is affected?

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

### Are there exceptions?

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

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

• For at least the term of the contract.

### Are there other stipulations?

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

### How will the City of Lakewood check for compliance?

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

Further information on E-Verify can be found at the following website: https://www.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 (LSCA)

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.

Connie	Coleman-Lacadie	(original signature on hard copy)	
Signature			

Connie Coleman-Lacadie, President
Print Name and Title

<u>8/22/21</u> Date INTERNAL REVENUE SERVICE P. O. BOX 2508 CINCINNATI, OH 45201

BPARTMENT	· OF	THE	TREASURY.

Date:

LANEWOOD SISTER CITIES ASSOCTATION 6000 MAIN ST SW LARENCOD, WA 98499

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Contact Person:				
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Employer Identification Num

#### Dear Applicant :

### TY CLERKY OFFICE

Letter 1050 (DD/CG)

Page 178

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FEB

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 your submitted, we are pleased to continue that you are exempt under section 501%c) (3) of the Code, and you are classified as a public charity under the fode section listed in the heading of

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, (880) 829-3676. Information is also available on our Internet Web Site at uni ire mon .

If you have general questions about except 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.

2021 LTAC Meeting for 2022 Awards, Sept. 23, 2021

# Lakewood Sister Cities Association 2022 Gimhae, South Korea Delegation Marketing Plan

The Lodging Tax Grant funds of \$20,550 will be used for:

- Marketing and operational costs (In-kind)
  - Advertising Suburban Times articles, 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. provide eblasts, Facebook, and website promotions.
  - Emails will be sent 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 \$18,000
  - Gimhae delegation lodging, meals, transportation costs, tourist excursions
- Contract Services \$2,500
  - Rentals (Transportation)
- Other \$500
  - Farewell dinner, Gifts for delegation, incidentals

Sheet1

# 2022 Gimhae Delegation Budget (\$21,000)

Expenses	Est Cost	Service/ Product		
Travel	\$18,000.00	International Delegation lodging, meals, tourist excursions, transportation costs		
Contract Services	\$2,500.00	Rentals		
Other	\$500.00	Farewell dinner, Gift for delegation, incidentals		
Total	\$21,000.00			

Prepared by Owner 8/22/2021

## Lakewood Sister Cities Association Balance Sheet

	2014	2015	2016	2017	2018	2019	2020
Cash on Hand	13188.29	12220.07	10523.38	8972.24	9210.14	\$9157.02	\$25.20
Revenues	13209.11	13500.00	8700.00	9368.35	8017.12	\$9918.80	\$3123.70
Expenses	14177.33	15196.69	10251.14	9130.45	8070.24	\$19101.02	\$1592.00
Total Net Assets	12220.07	10523.38	8972.24	9210.14	9157.02	\$25.20	\$1556.90

## **ARTICLES OF INCORPORATION**

## AKEMOOD SISTER CITIES ASSOCIATION

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

### ARTICLE I - NAME

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

#### ARTICLE 1 - REGISTERED OFFICE

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

## ARTICLE III - PURPOSES

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

- To provide a forum for community involvement in Lakewood's sister city relationships and to encourage aducational, cultural, economic, trade, and tourism opportunities for the greater Lakewood community through the sister city experience; and
- To engage in any other lawful activity which may hereafter be authorized from time to time by the membership of the Association; growided, 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:

## <u>Address</u>

#### Pat Cavendish

Pierce College 9401 Fairwest Drive SW Lakewood, WA 98498

### Lua Pritchard

## 125 E. 96<sup>th</sup> 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 suf 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 alternoling 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 tex 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 inste, 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 form in Article III neteof.

## ARTICLE IX - TRANSACTION INVOLVING DIRECTORS

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

# ARTICLE X - DISTRIBUTIONS UPON DISSOLUTION

Upon the dissolution of this Corporation, all of its assets remaining after payment of craditors shall be distributed for one or more exempt purposes within the meaning of Section 594(c) (3) of the internal Revenue Code, or the comesponding 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 is assets to distributed to the difficure of the difficure of the distributed 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 partied of duration of this Corporation shall be parpetual

# 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 event, 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.

ALICE M. BUSH, CMC General Services Director/City Clerk City of Lakewood 10510 Gravelly Lake Dr. SW, Suite 206 Lakewood, WA 98499

2021 LTAC Meeting for 2022 Awards, Sept. 23, 2021

<u>Page 185</u>



Honorary Ex-Officio Mayor Don Anderson

**Council Liaison** Councilmember Michael Brandstetter

#### Board of Directors/Members

President - Connie Coleman-Lacadie Vice-President - Kathleen Hoban Treasurer – Mike Brandstetter Secretary – Ashley Chambers James Kim Michael Lacadie Enrico Picardal Herb Stumpf Julia Woodworth

#### Association Members

Jay Cushman Linda Farmer Eric Warn Charles Ames Shane & Lisa Klinkhammer

## LAKEWOOD SISTER CITIES ASSOCIATION General Membership Meeting

Thursday, August 12, 2021 Zoom Meeting

## **Meeting Minutes**

## I. CALL TO ORDER at 6:05 pm

**II. ATTENDANCE:** Connie Coleman-Lacadie, Michael Lacadie, Mike Brandstetter, Ashley Chambers, Herb Stumpf, Eric Warn, & Julia Woodworth. Excused: Kathleen Hoban, Jay Cushman & James Kim

## **III. PUBLIC COMMENTS**

## **IV. MINUTES APPROVAL**

• Eric Warn & Herb Stumpf were accidentally omitted from Item II. Approval of May 13, meeting minutes. Erin Warn moved to accept minutes with amended changes. Julia Woodworth Seconded. Motion Approved.

## **V. TREASURER'S REPORTS & APPROVAL**

• Mike Brandstetter received revenues that were for \$120 for four art books. Sent a W-9 to Pierce College for invoice purposes. Our bank balance is \$1816.90. We still have a grant that we can draw from in the amount of \$758.63 to substitute for the events from cancellation of Summerfest. Connie recommends making a separate budget for grant spending so it's not on our regular LCSA budget. Mike recommends a separation on the sections in the same spreadsheet and will make sure which items are paid from which grant. Herb Stumpf moved. Eric Warn seconded. Motion Approved.

## **VI. OLD BUSINESS**

• Lakewood's 25<sup>th</sup> Anniversary Celebration – Lua from APCC and Connie met to discuss different festival entertainers which will be paid from the LSCA International Festival Grant. Invoice will be coming. Mike recommended that we have a conversation to bring awareness to the public that LCSA is funding the entertainers not APCC. Michael L. reminded that Gov. Inslee's covid restrictions prevent

<ul> <li>face painting from being practical due to cost and time efforts related to cleaning. Sally will have stickers for the 25<sup>th</sup> anniversary celebration at the LCSA booth with origami and calligraphy international writing options for the kids. Connie, Ashley and Julia will meet in the next few weeks to determine event needs. Ashley will follow up on Monday to check on supply levels and will invoice LCSA for those. Michael L. suggested we have statement reflecting entertainers were paid by LSCA printed on programs or on the stage. Connie will follow up to ensure that it happens. Sold four art books already, 14 books will be sold at the festival. We did get a break on costs, estimated \$25 per book, but it was a little bit less. Connie will be meeting next week with the planning group and will return with a schedule for the event.</li> <li>Thank you, Celebration. Honored James Kim &amp; Kathleen Hoban on their participation and commitment to the art contest. International cuisine was shared by all.</li> <li>2022 International Festival: Date set for July 23, 2022. We will be inviting the Gimhae delegation, but not sure if they will choose to attend. Connie posed the question if we wanted to have a new cycle every few years between incoming delegations and/or every other year for our team to go to their cities. Mike recommended tabling it until after the 25<sup>th</sup> anniversary. Mike and Connie both recommended that we meet to have a strategic planning session in October.</li> </ul>
<ul> <li>VII. NEW BUSINESS</li> <li>LTAC Application for new year was emailed. Connie requested authorization to submit an LTAC Application for the International Festival and the Gimhae delegation. Move by Michael L, approved by Herb Stumpf; motion approved.</li> <li>APCC Luau is August 28 at 3 pm. Connie recommended that those who would like to attend let her know.</li> </ul>
<ul> <li>VIII. OTHER BUSINESS         <ul> <li>Ashley requested referrals for host families in Puyallup, Graham and Lakewood. Connie will share the Facebook promo and share with some other community groups in Puyallup and Lakewood.</li> </ul> </li> <li>IX. NEXT MEETING         <ul> <li>Sept. 9, 2021, at Connie's house. Ashley</li> </ul> </li> </ul>

noted she will not be in attendance.

## X. ADJOURNMENT:

Meeting adjourned at 6:43 pm.

## LAKEWOOD SISTER CITIES BOARD MEMBERS



NAMES & ADDRESSES	
Councilmember Michael Brandstetter ( <i>COUNCIL LIAISON/ TREASURER</i> ) 6427 Wildaire Rd SW Lakewood WA 98499 253.230.5406	
Connie J. Coleman-Lacadie <i>(PRESIDENT)</i> 10208 101 <sup>st</sup> Ave. CT SW Lakewood, WA 98498 253.906.1346 Michael R. Lacadie <i>(BOARD MEMBER)</i> Same Address as above 253.588.8967	
Kathleen Hoban <b>(VICE PRESIDENT)</b> 10204 101 <sup>st</sup> Ave Ct SW Lakewood, WA 98498 253.720.1998	
Ashley Chambers <i>(SECRETARY)</i> Pierce College, 9401 Farwest Dr SW Lakewood, WA 98498 Mr. Herb Stumpf <i>(BOARD MEMBER)</i> 11718 Terry Lake Rd SW Lakewood, WA 98498-2715 253.582.3073	
Julia Woodworth <i>(BOARD MEMBER)</i> Pierce College 9401 Farwest Dr SW Lakewood, WA 98498 253.381.3304	
Mr. James Kim <i>(BOARD MEMBER)</i> 1551 Bay Hill Avenue Fircrest, WA 98466 253.250.1210	
Enrico Picarda (BOARD MEMBER)	

253.21.84981998

Revised – 8/22/2021



## LAKEWOOD SISTER CITIES ASSOCIATION c/o 647 Wildaire Rd SW Lakewood, WA 98499

Honorary Ex-Officio August 12, 2021 Mayor Don Anderson Lodging Tax Advisory Committee **Council Liaison Councilmember Michael Brandstetter** Lakewood Lodging Tax Grant Program City of Lakewood **Board of Directors** 6000 Main Street SW President - Connie Coleman-Lacadie Lakewood, WA 98499 Vice-President - Kathleen Hoban Treasurer - Mike Brandstetter Secretary - Ashley Chambers Dear Lodging Tax Advisory Committee Members: James Kim Michael Lacadie The Lakewood Sister Cities Association (LSCA) Board of Enrico Picardal Herb Stumpf Directors' authorize the following individual to serve as their Julia Woodworth representative. Members Connie Coleman-Lacadie, President, 10208 101st Ave Ct SW, **Charles Ames** Lakewood, WA 98498, 253.906.1346 Jay Cushman Linda Farmer Shane & Lisa Klinkhammer On August 12, the board met via Zoom due to COVID-19 to Eric Warn approve the LTAC authorization for the 2022 grant. 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,

Sonnie Coleman-Lacadie

President Lakewood Sister Cities Association

2022 Lodging Tax Grant Application

# Lakewood Sister Cities Association -International Festival

#### 5. SUBMITTAL CHECKLIST

Place a check mark by each item to indicate your review & inclusion in your submittal packet.

- 1. X Provide courtesy notification to Manny Cristobal by August 18, 2021 of your intent to submit an application and whether you will submit electronically. The purpose of this notification is to ensure your application is received.
- 2. X Submit complete application packet by 5:00pm, Monday, August 23, 2021
  - Email application to <u>ecristobal@cityoflakewood.us</u>, mail to City Hall (Attention: Manny Cristobal), 6000 Main Street SW, Lakewood, WA 98499, or arrange a drop-off by contacting Manny Cristobal.
  - Be sure to use application for FY2022 grant awards (template with preset font and margins)
  - Late applications will not be accepted
- 3. X All questions on application have been answered in a detailed, yet concise manner
- 4. X Application has been reviewed and includes:
  - a. X Signed E-Verify Declaration
  - b. X Signature by a person authorized to bind the agency to a contract
  - c. X Attachments that are no larger than 81/2 by 11
  - d. X For Non-Profits, a copy of 501(c)3 or 501(c)6 tax exemption determination letter

N/A

- e. X Marketing plan for the proposed project
- f. X Operating budget for the proposed project
- g. X Your organization's most recent Balance Sheet
- h. X Your organization's Articles of Incorporation and/or Bylaws
- X Documentation showing your governing body's authorization to submit the grant request Documentation consists of <u>meeting minutes</u> 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. X 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. X Signed letter from your governing body Chairperson that provides the name, title, address and telephone number for the person authorized to sign this application.

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#### 6. INSURANCE REQUIREMENTS IF FUNDED

A Certificate of Insurance listing Lakewood as additionally insured and including these minimum requirements will be required for all recipients (if funded):

- Throughout the life of this Agreement the Contractor and its Subcontractors shall, at their own expense, maintain general liability insurance with an insurance carrier licensed to do business in the State of Washington, and with minimum coverage as follows: Bodily Injury Liability and Property Damage Liability Insurance, \$1,000,000 each occurrence and \$2,000,000 aggregate, with a deductible of not greater than \$5,000.
- 2. Where automobiles are used in conjunction with the performance of this Agreement throughout the life of this Agreement the Contractor and its Subcontractors shall, at their own expense, maintain automobile liability insurance with an insurance carrier licensed to do business in the State of Washington and with minimum coverage as follows: Bodily Injury Liability and Property Damage Liability Insurance, \$1,000,000 each occurrence or combined single limit coverage of \$1,000,000.
- 3. General liability insurance and, if applicable, automobile liability insurance coverage shall be provided under a comprehensive general and automobile liability form of insurance, such as is usual to the practice of the insurance industry, including, but not limited to all usual coverage referred to as Personal Injury--including coverage A, B and C. If applicable, automobile liability insurance shall include coverage for owned, nonowned, leased or hired vehicles.
- 4. Lakewood shall be named as an additional insured on all required policies, except automobile insurance, and all such insurance as is carried by the Contractor shall be primary over any insurance carried by Lakewood. The Contractor shall provide a certificate of insurance to be approved by Lakewood's Administrative Services staff prior to contract execution.
- 5. Lakewood shall have no obligation to report occurrences unless a claim is filed with the Lakewood City Clerk's office; nor shall Lakewood have an obligation to pay premiums.
- 6. In the event of nonrenewal or cancellation of or material change in the coverage required, thirty (30) days written notice will be furnished to Lakewood's Administrative Services Department prior to the date of cancellation, change or nonrenewal, such notice to be sent to the City of Lakewood-Administrative Services Department, 6000 Main St. SW, Lakewood, WA 98499 or <u>tkraus@cityoflakewood.us</u>.
- 7. It is further provided that no liability shall attach to the City of Lakewood by reason of entering into a contract with the City, except as expressly provided within the terms and conditions of that contract.

#### 7. APPLICATION FOR FISCAL YEAR 2021 LTAC GRANT FUNDING

#### 1a. Project Information

Project Name: Lakewood Sister Cities Association – International Festival

Amount of Lodging Tax Funding Requested: \$ 5,500 (Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost:\$6,000(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 c/o 6427 Wildaire RD SW Lakewood, WA 98499

Tax ID Number: 31-1639695

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

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

#### 1c. Contact:

Name: Connie Coleman-Lacadie

Title: President

Telephone: 253.906-1346

Email: cjlacadie@aol.com

Signature: <u>Connie Coleman-Lacadie</u> (original signature on hard copy)

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 23,2023
- b. Event Location: Fort Steilacoom Park, Lakewood, WA 98499
- c. If there is a charge or fee for this activity, please describe how much and why.

The event is FREE to the public.

d. Please provide a detailed, yet concise <u>scope of work (mandatory)</u> 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 Sister Cities Annual International Festival which showcases the diversity of Lakewood and surrounding communities throughout the South Puget Sound area was cancelled again in 2021 due to COVID-19. This will be our 7<sup>th</sup> year at Summerfest of which the crowds have increased each year. We are anxious to bring back the colorful and festive event with traditional dance, costumes and music that reflects the ethnicity of Lakewood and population of the South Puget Sound. We will provide a variety of kids activities to include origami, calligraphy writing in various languages, and intricate face painting and other interactive opportunities for the kids and community. The presence of the Shei Shei Dog and Taiko Drummers will once again bring excitement, intrigue, and enthusiasm to the event's opening ceremony. Our entertainers represent over 12 countries. Our sister and friendship cities will be highlighted: Japan, Philippines, South Korea, and China.

As requested last year we would like to build flexibility into the grant award with options on dates, times, and venues. This could include smaller performances throughout the summer at the Farmer's Market and event(s) at Colonial Plaza.

Responsible party(s) include but not limited to LSCA Board of Directors, Fort Steilacoom Pierce College and their International Education Department, Asian Pacific Culture Center (APCC), Korean Associations, Lakewood employees, Lakewood First Lions, 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:

- Fort Steilacoom Pierce College and International Department volunteers
- International Entertainers
- Vendors to include non-profits, service organizations and commercial
- Local businesses
- JBLM, LPD, WPFD, libraries and Historical Society
- Kids and parents
- 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.

Goals are to increase the number of participants attending, sponsorships, vendors and to present the best of the best entertainers representing our sister and friendship cities as well as the make up of our community.

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

As in the past, the Lodging Tax Grant enables LSCA to reach out to communities beyond Lakewood. Our invitation to host one of our sister or friendship cities during the festival ensures an extended need for lodging, restaurants, shopping, and in turn support of our local businesses

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

Every year we invite entertainers to the international festival who may travel up to 50 miles one way to perform. They bring family and friends with them to assist with their performances, provide transportation and above all provide moral support.

# 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 the country which make up anywhere from 6 - 15 visitors for up to 4-6 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. We have still not recovered from the immense shortfall from 2019.

#### 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:

- \$5,750 Contract Services for Entertainers (12-14 groups), Pavilion, DJ & Sound System, face painters
- \$250 Other expenses for art supplies, snacks, water, miscellaneous

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

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

Funding Source: List all revenue sources anticipated for 2022. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
Sponsors	\$250	N	
Vendors	\$250	N	
	\$		
	\$		
	\$		
	\$		
	\$		1

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

Note: Certain expenses may not be reimbursable, at the sole discretion of the City of Lakewood. You will only be reimbursed at the authorized rates. Insurance is not an eligible cost.

	a. Lodging Tax Funds Requested *	• Other Funds (Do not include "in-kind" dollars)	c. Total Project Cost **
Personnel (salaries & benefits)	\$	\$	\$
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$	\$	\$
Marketing/Promotion	\$	\$	\$
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	\$	\$	\$
Minor Equipment (computers, desks, etc.)	\$	\$	\$
Travel	\$	\$	\$
Contract Services Describe below	\$5,500	\$250	\$5,750
Other Describe below	\$0	\$250	\$250
TOTAL COST	\$5,500	\$500	\$6,000
Description for Direct Sales Activities, Contract Services, Travel and Others	Contract Services: ente Other: Art supplies, wa	ertainers, DJ/sound systen ter, miscellaneous	n, Pavilion, face painters

In-Kind Contributions	APCC, Fort Steilacoom Pierce College & International Department, LSCA
	Board of Directors, Lakewood First 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 2021? X Yes No
- **b.** If you answered yes to 11a, how much funding did you receive in 2021? \$ 7,550
- 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 and level of support:

- City of Lakewood SummerFest includes the International Festival poster in their marketing pieces and a link on their website.
- Fort Steilacoom Pierce College provides International Education Department staff and international students, website and social media coverage.
- Lakewood Chamber of Commerce provides email blasts promoting the event to members.
- Asian Pacific Culture Center provides email blasts promoting event to members and staff support for entertainment contracts.
- Various 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 <u>no city ownership are not eligible</u> to receive funding.* 

FUNDING/TIMELINE	Responsible Parties, Methods, Means	Begin (Dates or Periods)	End (Dates or Periods)	Amount Requested From Lodging Funds	Other Funds Committed or Proposed*	TOTALS
Design & Inspection				\$	\$	\$
Other Consultants				\$	\$	\$
Permits & Fees			1	\$	\$	\$
Land Acquisition				\$	\$	\$
Site Development & Landscape				\$	\$	\$
Buildings (New Construction)				\$	\$	\$
Building Renovations (Includes Access)				\$	\$	\$
Other (Specify) Insurance is not an eligible cost.				\$	\$	\$
TOTAL		4		\$	\$	\$

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

\*If other funds are <u>committed</u>, please attach a letter of commitment from the funding source.

### **14.** Certification

The applicant hereby certifies and confirms:

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

## Primary Signature: \_\_\_\_\_Connie Coleman-Lacadie \_\_\_\_\_(original signature on hard copy)

Connie Coleman-Lacadie, President	8/22/21
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.
  - o There is no minimum dollar value for contracts affected.
- All subcontractors employed by the general contractor on these contracts.

### Are there exceptions?

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

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

• For at least the term of the contract.

#### Are there other stipulations?

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

### How will the City of Lakewood check for compliance?

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

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

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

#### **CITY OF LAKEWOOD**

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

As the person duly authorized to enter into such commitment for

Lakewood Sister Cities Association (LSCA)

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.

<u>Connie Coleman-Lacadie</u> (original signature on hard copy) Signature

Connie Coleman-Lacadie, President
Print Name and Title

<u>8/22/21</u> Date

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

DEPARTMENT OF THE TREASURY.

Date:

LAMENCOD SISTER CITIES ASSOCIATION 6000 MAIN ST SW LAREWOOD, WA 98499

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#### Dear Applicant :

#### CATY CLERKS OFFICE

Letter 1050 (DO/ce)

Page 205

FFR

3 2004

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.

Emm. Ton more

Based on our records and on the information your submitted, we are placed to continue that you are exempt under section 501%c) (3) of the Code, and you are classified as a public charity under the fode section listed in the heading of

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, (880) 829-3676. Information is also available on our Internet Web Site at THE ICE SOT .

If you have general questions about except organizations, please call our toll-free number shown in the heading between 8:00 e.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.

2021 LTAC Meeting for 2022 Awards, Sept. 23, 2021

## Lakewood Sister Cities Association 2022 International Festival Marketing Plan

The Lodging Tax Grant funds of \$6,000 will be used for:

- Marketing and operational costs (In-kind)
  - Advertising Suburban Times articles, 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. provide eblasts, Facebook, and website promotions.
  - Emails will be sent 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.
- Contract Services \$5,750
  - DJ and sound system
  - International entertainment representing 12+/- groups representing traditional music, costumes, and dance
  - Pavilion
  - Face Painters (2)
- Other \$250
  - Art Supplies
  - Water and incidentals

al Budget (\$6,000)
st Service/ Product
DJ & Sound System, entertainers, face 50.00 painters, Pavilion
50.00 Art supplies, water, miscellaneous
00.00

Prepared by Owner 8/21/2021

## Lakewood Sister Cities Association Balance Sheet

	2014	2015	2016	2017	2018	2019	2020
Cash on Hand	13188.29	12220.07	10523.38	8972.24	9210.14	\$9157.02	\$25.20
Revenues	13209.11	13500.00	8700.00	9368.35	8017.12	\$9918.80	\$3123.70
Expenses	14177.33	15196.69	10251.14	9130.45	8070.24	\$19101.02	\$1592.00
Total Net Assets	12220.07	10523.38	8972.24	9210.14	9157.02	\$25.20	\$1556.90

## ARTICLES OF INCORPORATION

## AKEWOOD 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 certified

#### ARTICLE I - NAME

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

## ARTICLE 1 - REGISTERED OFFICE

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

## ARTICLE III - PURPOSES

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

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

## ARTICLE IV - MEMBERSHIP

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

Page 209

## <u>Address</u>

#### Pat Cavendish

## Pierce College 9401 Feinvest Drive SW Lakewood, WA 98498

## Lua Pritchard

## 125 E. 96<sup>th</sup> 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 surfand 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 sitempling 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 Internet Revenue Code, or the corresponding section of any future federal tex 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 insure, in whole or in part, to the banefit 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 form in Article III hereof.

## ARTICLE IX - TRANSACTION INVOLVING DIRECTORS

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

# ARTICLE X - DISTRIBUTIONS UPON DISSOLUTION

Upon the dissolution of this Corporation, all of its assets remaining after payment of craditors shall be distributed for one or more exempt purposes within the meaning of Section 504(c) (3) of the Internal Revenue Code, or the comesponding 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 Corporations assets to distributed to the difference of the difference 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 particul of duration of this Corporation shall be perpetual.

ARTICLE XIII - INCORPORATOR

The name and address of the incorporator is:

Name

## Address

Pat Cavendish

c/o City of Lakewood 10510 Gravelly Lake Dr. SW, Suite 206 Lakewood, WA 98406

DATED:

ATED

#### Incorporator

# CONSENT TO APPOINTMENT OF REGISTERED AGENT

I. ALICE M. SUSH, hereby content to serve as registered egent, 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.

ALICE M. BUSH, CMC General Services Director/City Clerk City of Lakewood 10510 Gravelly Lake Dr. SW, Suite 206 Lakewood, WA 98499

2021 LTAC Meeting for 2022 Awards, Sept. 23, 2021

Page 212



Honorary Ex-Officio Mayor Don Anderson

Council Liaison Councilmember Michael Brandstetter

#### Board of Directors/Members

President - Connie Coleman-Lacadie Vice-President - Kathleen Hoban Treasurer – Mike Brandstetter Secretary – Ashley Chambers James Kim Michael Lacadie Enrico Picardal Herb Stumpf Julia Woodworth

#### Association Members

Jay Cushman Linda Farmer Eric Warn Charles Ames Shane & Lisa Klinkhammer

## LAKEWOOD SISTER CITIES ASSOCIATION General Membership Meeting

Thursday, August 12, 2021 Zoom Meeting

## **Meeting Minutes**

## I. CALL TO ORDER at 6:05 pm

II. ATTENDANCE: Connie Coleman-Lacadie, Michael Lacadie, Mike Brandstetter, Ashley Chambers, Herb Stumpf, Eric Warn, & Julia Woodworth. Excused: Kathleen Hoban, Jay Cushman & James Kim

## **III. PUBLIC COMMENTS**

## **IV. MINUTES APPROVAL**

• Eric Warn & Herb Stumpf were accidentally omitted from Item II. Approval of May 13, meeting minutes. Erin Warn moved to accept minutes with amended changes. Julia Woodworth Seconded. Motion Approved.

## V. TREASURER'S REPORTS & APPROVAL

• Mike Brandstetter received revenues that were for \$120 for four art books. Sent a W-9 to Pierce College for invoice purposes. Our bank balance is \$1816.90. We still have a grant that we can draw from in the amount of \$758.63 to substitute for the events from cancellation of Summerfest. Connie recommends making a separate budget for grant spending so it's not on our regular LCSA budget. Mike recommends a separation on the sections in the same spreadsheet and will make sure which items are paid from which grant. Herb Stumpf moved. Eric Warn seconded. Motion Approved.

## **VI. OLD BUSINESS**

• Lakewood's 25<sup>th</sup> Anniversary Celebration – Lua from APCC and Connie met to discuss different festival entertainers which will be paid from the LSCA International Festival Grant. Invoice will be coming. Mike recommended that we have a conversation to bring awareness to the public that LCSA is funding the entertainers not APCC. Michael L. reminded that Gov. Inslee's covid restrictions prevent

<ul> <li>face painting from being practical due to cost and time efforts related to cleaning. Sally will have stickers for the 25<sup>th</sup> anniversary celebration at the LCSA booth with origami and calligraphy international writing options for the kids. Connie, Ashley and Julia will meet in the next few weeks to determine event needs. Ashley will follow up on Monday to check on supply levels and will invoice LCSA for those. Michael L. suggested we have statement reflecting entertainers were paid by LSCA printed on programs or on the stage. Connie will follow up to ensure that it happens. Sold four art books already, 14 books will be sold at the festival. We did get a break on costs, estimated \$25 per book, but it was a little bit less. Connie will be meeting next week with the planning group and will return with a schedule for the event.</li> <li>Thank you, Celebration. Honored James Kim &amp; Kathleen Hoban on their participation and commitment to the art contest. International cuisine was shared by all.</li> <li>2022 International Festival: Date set for July 23, 2022. We will be inviting the Gimhae delegation, but not sure if they will choose to attend. Connie posed the question if we wanted to have a new cycle every few years between incoming delegations and/or every other year for our team to go to their cities. Mike recommended tabling it until after the 25<sup>th</sup> anniversary. Mike and Connie both recommended that we meet to have a strategic planning session in October.</li> </ul>
VII. NEW BUSINESS
<ul> <li>LTAC Application for new year was emailed. Connie requested authorization to submit an LTAC Application for the International Festival and the Gimhae delegation. Move by Michael L, approved by Herb Stumpf; motion approved.</li> <li>APCC Luau is August 28 at 3 pm. Connie recommended that those who would like to attend let her know.</li> </ul>
VIII. OTHER BUSINESS
<ul> <li>Ashley requested referrals for host families in Puyallup, Graham and Lakewood. Connie will share the Facebook promo and share with some other community groups in Puyallup and Lakewood.</li> </ul>
<ul> <li>IX. NEXT MEETING</li> <li>Sept. 9, 2021, at Connie's house. Ashley</li> </ul>

noted she will not be in attendance.

## X. ADJOURNMENT:

Meeting adjourned at 6:43 pm.

## LAKEWOOD SISTER CITIES BOARD MEMBERS



NAMES & ADDRESSES	
Councilmember Michael Brandstetter ( <i>COUNCIL LIAISON/ TREASURER</i> ) 6427 Wildaire Rd SW Lakewood WA 98499 253.230.5406	
Connie J. Coleman-Lacadie <i>(PRESIDENT)</i> 10208 101 <sup>st</sup> Ave. CT SW Lakewood, WA 98498 253.906.1346 Michael R. Lacadie <i>(BOARD MEMBER)</i> Same Address as above 253.588.8967	
Kathleen Hoban <i>(VICE PRESIDENT)</i> 10204 101 <sup>st</sup> Ave Ct SW Lakewood, WA 98498 253.720.1998	
Ashley Chambers <i>(SECRETARY)</i> Pierce College, 9401 Farwest Dr SW Lakewood, WA 98498 Mr. Herb Stumpf <i>(BOARD MEMBER)</i> 11718 Terry Lake Rd SW Lakewood, WA 98498-2715 253.582.3073	
Julia Woodworth <i>(BOARD MEMBER)</i> Pierce College 9401 Farwest Dr SW Lakewood, WA 98498 253.381.3304	
Mr. James Kim <b>(BOARD MEMBER)</b> 1551 Bay Hill Avenue Fircrest, WA 98466 253.250.1210	
Enrico Picarda (BOARD MEMBER)	

253.21.84981998

Revised - 8/22/2021



## LAKEWOOD SISTER CITIES ASSOCIATION c/o 647 Wildaire Rd SW Lakewood, WA 98499

Honorary Ex-Officio Mayor Don Anderson

Council Liaison Councilmember Michael Brandstetter

#### **Board of Directors**

President - Connie Coleman-Lacadie Vice-President - Kathleen Hoban Treasurer - Mike Brandstetter Secretary - Ashley Chambers James Kim Michael Lacadie Enrico Picardal Herb Stumpf Julia Woodworth

#### Members

Charles Ames Jay Cushman Linda Farmer Shane & Lisa Klinkhammer Eric Warn August 12, 2021

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 101<sup>st</sup> Ave Ct SW, Lakewood, WA 98498, 253.906.1346

On August 12, the board met via Zoom due to COVID-19 to approve the LTAC authorization for the 2022 grant. 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



# 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 Earl Borgert Jphn Burton Kris Kauffman Suzanne Merriam Phil Raschke Malcolm Russell Glen Spieth

Director Emeritus Lt. Gen. Bill Harrison

Marketing Specialist Newsletter Editor Chuck Mathias

Email contact@ lakewoodhistorical.org

Website lakewoodhistorical.org



August 23, 2021

Mr. Emmanuel Cristobal Finance Supervisor, Admin-Finance City of Lakewood 6900 Main Street S.W. Lakewood WA 98499

Dear Mr. Cristobal:

Enclosed is the Lakewood Historical Society & Museum application for Fiscal Year 2022 Lodging Tax Grant Funds.

Sincerelv.

Sue Scott, 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.

2022 Lodging Tax Grant Application

# Lakewood Historical Society and Museum

## 5. SUBMITTAL CHECKLIST

Place a check mark by each item to indicate your review & inclusion in your submittal packet.

- 1 Provide courtesy notification to Manny Cristobal by August 18, 2021 of your intent to submit an 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 23, 2021
  - Email application to <u>ecristobal@cityoflakewood.us</u>, mail to City Hall (Attention: Manny Cristobal), 6000 Main Street SW, Lakewood, WA 98499, or arrange a drop-off by contacting Manny Cristobal.
  - o Be sure to use application for FY2022 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 an 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 V 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 <u>meeting minutes</u> 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 V Signed letter from your governing body Chairperson that provides the name, title, address and telephone number for the person authorized to sign this application.

## 6. INSURANCE REQUIREMENTS IF FUNDED

A Certificate of Insurance listing Lakewood as additionally insured and including these minimum requirements will be required for all recipients (if funded):

- 1 Throughout the life of this Agreement the Contractor and its Subcontractors shall, at their own expense, maintain general liability insurance with an insurance carrier licensed to do business in the State of Washington, and with minimum coverage as follows: Bodily Injury Liability and Property Damage Liability Insurance, \$1,000,000 each occurrence and \$2,000,000 aggregate, with a deductible of not greater than \$5,000.
- 2 Where automobiles are used in conjunction with the performance of this Agreement throughout the life of this Agreement the Contractor and its Subcontractors shall, at their own expense, maintain automobile liability insurance with an insurance carrier licensed to do business in the State of Washington and with minimum coverage as follows: Bodily Injury Liability and Property Damage Liability Insurance, \$1,000,000 each occurrence or combined single limit coverage of \$1,000,000.
- 3 General liability insurance and, if applicable, automobile liability insurance coverage shall be provided under a comprehensive general and automobile liability form of insurance, such as is usual to the practice of the insurance industry, including, but not limited to all usual coverage referred to as Personal Injury--including coverage A, B and C. If applicable, automobile liability insurance shall include coverage for owned, non-owned, leased or hired vehicles.
- 4 Lakewood shall be named as an additional insured on all required policies, except automobile insurance, and all such insurance as is carried by the Contractor shall be primary over any insurance carried by Lakewood. The Contractor shall provide a certificate of insurance to be approved by Lakewood's Administrative Services staff prior to contract execution.
- 5 Lakewood shall have no obligation to report occurrences unless a claim is filed with the Lakewood City Clerk's office; nor shall Lakewood have an obligation to pay premiums.
- 6 In the event of nonrenewal or cancellation of or material change in the coverage required, thirty (30) days written notice will be furnished to Lakewood's Administrative Services Department prior to the date of cancellation, change or nonrenewal, such notice to be sent to the City of Lakewood-Administrative Services Department, 6000 Main St. SW, Lakewood, WA 98499 or <u>tkraus@cityoflakewood.us</u>.
- 7 It is further provided that no liability shall attach to the City of Lakewood by reason of entering into a contract with the City, except as expressly provided within the terms and conditions of that contract.

## 7. APPLICATION FOR FISCAL YEAR 2021 LTAC GRANT FUNDING

### 1a. Project Information

Project Name: LAKEWOOD HISTORICAL SOCIETY & MUSEUM

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

**Total Project Cost:** \$ 68,450 (Total Project Amount must match Project Budget column c "Total Project Cost")

#### 1b. Applicant Organization

Name of Applicant Organization: LAKEWOOD HISTORICAL SOCIETY

Mailing Address: P. O.BOX 98014, LAKEWOOD, WA 98496

Tax ID Number: 91-19311462

Organization Unified Business Identifer (UBI) 601 967 631 UBI Expiration Date: 31 October 2021

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

#### 1c. Contact:

Name: SUE SCOTT

Title: **PRESIDENT** 

Telephone: 253.588.6354

Email: nonniesue@ive.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 2022
- b Event Location: The Lakewood History Museum in the Lakewood Colonial Center and various other locations within the Lakewood Community.
- c If there is a charge or fee for this activity, please describe how much and why.
   No fees are charged for Lakewood Historical Society programs, nor for visitors to the History Museum.
   Goodwill donations are accepted and always appreciated.
- d Please provide a detailed, yet concise <u>scope of work (mandatory)</u> 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. In September 2019, the History Museum moved to a new location in space previously occupied by the Terrace Restaurant and the lobby of the Lakewood Theater in the historic Lakewood Colonial Center. This location has greatly increased our exhibit space and enabled 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 promotion, 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 timelines being the same as the Society's fiscal year January 1 thru December 31, 2022. The Museum is currently open Fridays and Saturdays 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, Historic Fort Steilacoom, and the Lakewood Playhouse to broaden visitor experiences that will encourage overnight stays at local hotels and motels.

The Society Marketing Plan for tourism promotion is enclosed. Lodging Tax Funds used for Society and History Museum Marketing 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 collection, preservation, interpretation and display of documents, photos and other archival records and artifacts of historical significance. The Lakewood History Museum provides a place for donations to be incorporated into exhibits that provide a reflection of Lakewood's past.

Lakewood businesses will benefit from visitors to Lakewood and the Museum including motels, hotels, restaurants, 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 increasing overnight stays in Lakewood lodging facilities.

Monitoring: The Historical Society uses a guest register in the Museum to record visitor information including whether or not they are from out of town and/or overnight visitors. Docents assist visitors with directions to other tourist attractions and services that include lodging facilities. In addition to the Museum statistics, participant counts are conducted for Society programs, outreach, tours, educational activities and special events.

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

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

Various avenues of marketing, advertising and promotion will be used to encourage people to visit Lakewood, including, but not limited to, advertising of the History Museum, special events, monthly educational programs

of historical interest plus exhibits and displays in the Museum. Examples of 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 including:

- The Society website available at www.lakewoodhistorical.org and our Facebook page
- Press and broadcast media including the Society quarterly newsletter
- Promotional materials such of 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
- Creation of tourist-related special events and special interest movie nights shown free to the public.

# 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 show that marketing special events has attracted people from other cities, mainly Seattle, Portland, Puyallup and Tacoma. The highway signs along I-5 at Bridgeport Way S.W. have attracted some out of state visitors, so it is working. This experience is expected to continue in 2022.

## 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 oppoartunies.

## 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 and Graphic Design Services

\$15,000 - Administration including Museum lease payments, utilities, supplies, etc

\$ 9,000 – 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.

			<del></del>		
Funding Source: List all revenue sources anticipa	ted for 2022		Amount	C	<b>D D D D D D D D D D</b>
Do not include requested Lodgi		Amount		Confirmed Yes/No	? Date Available
Public/Private Foundation Grants Museum Fund Drive, Contributions & Gifts; Fund Raisers and Other Events Programs Special Events & Activities		\$5,000 \$5,800		No	Jan-Dec
				No	Jan-Dec
		\$ 50	0	No	Various
Membership Dues		\$3,7	50	No	Mar-Dec
Business Sponsorships		\$ 20	0	No	Mar-Dec
Visitor & Program Donations &	Memorial Gifts	\$5,0	00	No	Jan-Dec
Beginning Cash on Hand (as of	22/20/2021)	\$7,5	00	Estimate	January
Note: Certain expenses may not You will only be reimbursed at th	e authorized rates. Ir a Lodging Tax	nsurance Funds	b Other Fu	<i>ible cost.</i> Inds (Do not	c Total Project Cost **
Personnel (salaries & benefits)	Requester	d •		-kind" dollars)	
reisonnei (salaries & benents)	a p none	\$ None \$ 15,600			A
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$ 9,900		\$ None \$ 15,600		\$ None \$ 25,500
postage, supplies, janitorial services, etc.)	\$ 9,900		\$ 15,600		\$ 25,500
postage, supplies, janitorial services, etc.) Marketing/Promotion Direct Sales Activities (including trade shows, sales calls, and related travel)	the second s				and the second
postage, supplies, janitorial services, etc.) Marketing/Promotion Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below Minor Equipment (computers,	\$ 9,900 \$ 8,100		\$ 15,600 \$ 2,000		\$ 25,500 \$ 10,100
postage, supplies, janitorial services, etc.) Marketing/Promotion Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below Minor Equipment (computers, desks, etc.)	\$ 9,900 \$ 8,100 \$ None		\$ 15,600 \$ 2,000 \$ None		\$ 25,500 \$ 10,100 \$ None
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postage, supplies, janitorial services, etc.) Marketing/Promotion Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below Minor Equipment (computers, desks, etc.) Travel Contract Services Describe below	\$ 9,900 \$ 8,100 \$ None \$ 2,000 \$ None	· · · · · · · · · · · · · · · · · · ·	\$ 15,600 \$ 2,000 \$ None \$ 0 \$ None		\$ 25,500 \$ 10,100 \$ None \$ 2,000 \$ None
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postage, supplies, janitorial services, etc.) Marketing/Promotion Direct Sales Activities (Including trade shows, sales calls, and related travel) Describe below Minor Equipment (computers, desks, etc.) Travel Contract Services	\$ 9,900 \$ 8,100 \$ None \$ 2,000 \$ None \$ 5,000 \$ 10,000	ng Event	\$ 15,600 \$ 2,000 \$ None \$ 0 \$ 0 \$ None \$ 3,000 \$ 5,350 \$ 25,950 \$ 25,950 \$ 25,950 \$ 25,950	S	\$ 25,500 \$ 10,100 \$ None \$ 2,000 \$ None \$ 2,000 \$ 15,350 \$ 60,950 \$ 7,500 ending cash \$ 68,450 gmt & support

- 그는 사람과 관망했다는 것이다. 이 것은 방법을 다 수도로 가지 않는다.		
*Amount in column a" Lodaina Tay K	unde Requested" must match "Amount of Ladaina Tay Funding Demoster "	

\*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 2021? Yes No

**b.** If you answered yes to 11a, how much funding did you receive in 2021? \$35,000

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

Year Amount awarded No previous funding

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

The Society Museum Fund Raising Program is done on an annual basis and will continue in 2022. Special requests were made to the Nisqually Tribe Foundation (\$6,500) and the Pierce County Economic Development 2021 Rollback Relief Grant (\$5,000).

## 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.

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 Lakewold 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 2022 along with the Chamber of Commerce events, and the Lakewood Playhouse "play bills" and ads, if available, in the Lakewood 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 <u>no city ownership are not eligible</u> to receive funding.

FUNDING/TIMELINE	Responsible Parties, Methods, Means	Begin (Dates or Periods)	End (Dates or Periods)	Amount Requested From Lodging Funds	Other Funds Committed or Proposed*	TOTALS
Design & Inspection				\$	\$	\$
Other Consultants				\$	\$	\$
Permits & Fees				\$	\$	\$
Land Acquisition				\$	\$	\$
Site Development & Landscape				\$	\$	\$
Buildings (New Construction)		<del>9 </del>		\$	\$	\$
Building Renovations (Includes Access)				\$	\$	\$
Other (Specify) Insurance is not an eligible cost.				\$	\$	\$
TOTAL				\$	\$	\$

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

\*If other funds are <u>committed</u>, please attach a letter of commitment from the funding source.

## 14. Certification

The applicant hereby certifies and confirms:

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

**Primary Signature:** 

SUE SCOTT, PRESIDENT LAKEWOOD HISTORICAL SOCIETY

Printed Name & Title of Chief Administrator/Authorizing Official

Date 22 Aug 2021

## 15. E-Verify Requirements for Contractors & Certification

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

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

## Who is affected?

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

## Are there exceptions?

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

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

• For at least the term of the contract.

## Are there other stipulations?

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

## How will the City of Lakewood check for compliance?

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

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

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

#### **CITY OF LAKEWOOD**

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

As the person duly authorized to enter into such commitment for

LAKEWOOD HISTORICAL SOCIETY

**COMPANY OR ORGANIZATION NAME** 

I hereby certify that the Company or Organization named herein will

(Check one box below)

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

- OR -

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

Signature

SUE SCOTT, PRESIDENT, LAKEWOOD HISTORICAL SOCIETY

**Print Name and Title** 

lig 2021 Date

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

NOV 0 6 2006

Date:

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

DEPARTMENT	OF	THE	TREASURY	
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Employer Identification Number: 91-1931462 DLN: 17053290049026 Contact Person: RENEE RAILEY NORTON ID# 31172 Contact Telephone Number: (877) 829-5500 Accounting Period Ending: DECEMBER 31 Public Charity Status: 170(b)(l)(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,

Q2

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 2022 MARKETING PLAN & 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. The continuing modernization and planned activities of the 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. 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 newsletter, and articles of interest. The website is available at <u>www.lakewoodhistorical.org</u>.

- Press and Media. Continue cultivation of relationships with print medial, 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.

- Promotional Materials. Distribute Society brochures, flyers and newsletter in the Museum, at City Hall, Lakewood Chamber of Commerce, Lakewood Senior Activity Center and Lakewood Library, and at community events. Museum will continue to launch the "*Proud Supporter*" membership-marketing-fund raising campaign. This campaign include 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 collaborations and mutual support. Continue to participate in community events and activities sponsored bu 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.

- Outreach. Continue a film and museum tour program for local residents and hotel guests. Work to initiate a Nisqually Tribe early history program and exhibit. Initiate interactive historical programs for children in coordination with local schools.

## LAKEWOOD HISTORICAL SOCIETY BALANCE SHEET AUGUST 22, 2021

## **INCOME FROM OPERATIONS:**

LODGING TAX GRANT	\$35,000.00
MEMBERSHIPS/DONATIONS	8,610.00
GRANTS	<u>11,500.00</u>
	\$55.110.00

## **OPERATING EXPENSES:**

RENT	\$ 14,400.00
ADVERTISING/MARKETING	7,134.91
INSURANCE	1,820.00
MUSEUM CONSULTANT/DESIGNER	6,520.21
GENERAL & ADMINISTRATION	<u>1,752.91</u>
	\$ 31,628.03

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IE OF CORPORATION (As currently recorded with the Office of the Se	cretary of State)			
LAKEWOOD HISTORICAL SOCIE	AMENDHENTS "	O ARTICLES OF INCORPO	RATION WERE ADOPTED ON	-
NUMBER         CORPORATION NUMBER         In Address           01 907 631         2-592129-7	Date: OC	ruber 3, 200	26	
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<ul> <li>proxy were entitled to cast.</li> <li>The amendment was adopted by a consent in writing and</li> <li>There are no members that have voting rights. The amenon (specify date):</li></ul>	i signed by all me	mbers entitled to vote. a majority vote of the dire		
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## ARTICLES OF AMENDMENT WASHINGTON NONPROFIT INCORPORATION

## Washington Nonprofit Corporations Act - 24.03

FEE: \$20 EXEDITED FEE: +\$20

Filed: October 4, 2006

Contact:	Day Phone:
Gary J. Fowler, Treasurer	253 / 584-3958; Fax 253/503-6847 gifowler@hotmail.com
Lakewood Historical Society	

## AMENDMENT TO ARTICLES OF INCORPORATION

Name of Corpor	ration (As currently recorded with the Office of the Secretary of State)
Lakewood	Historical Society
UBI Number	Corporation Account #   Amendments to Articles of Incorporations were adopted on
601 907 631	2-592129-7   Date October 3, 2006
Effective Date Articles of Amendment	Specified effective date may be up to 30 days AFTER receipt of the document by of the Secretary of State) [X] Upon filing by the Secretary of State PLEASE NOTE: EXPEDITED SERVICE REQUESTED

Adoption of the Articles of Amendment

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

## Summary of Board approved Amendments to Articles:

Article I: Added principal office of the Society

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

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

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

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

Article X: Added Conflict Of Interest Policy and Procedure commitment

Lakewood Historical Society Articles Of Amendment 10/3/06

Page lof 4

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

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

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

## ARTICLE 1 - NAME AND LOCATION

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

## **ARTICLE II - DURATION**

The period of duration of this Corporation is perpetual.

## ARTICLE III - PURPOSE

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

Lakewood Historical Society Articles Of Amendment 10/3/06

Page 20f4

1.1

## ARTICLE VII - PROVISIONS TO REGULATE INTERNAL AFFAIRS

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

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

#### **ARTICLE VIII - DISSOLUTION**

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

## **ARTICLE IX - INDEMNIFICATION**

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

Lakewood Historical Society Articles Of Amendment 10/3/06

Page 3of 4

## ARTICLE X – CONFLICT OF INTEREST

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

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

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

- a. received a copy of the conflicts of interest policy,
- b. read and understands the policy,
- c. agreed to comply with the policy, and
- 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.

day of October, 2006 Signed this

Glen Spieth President, Board of Directors, Lakewood Historical Society

day of October, 2006 Signed this

TD Imholt Secretary, Board of Directors, Lakewood Historical Society

Lakewood Historical Society Articles Of Amendment 10/3/06

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## 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.

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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
Section 4.	the following year for a two year term. 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
Cartina 2	nominee shall be obtained prior to the election. Nominees must be members of the Society in good standing.
Section 3. 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 25 42, 2015.

Rebecca Muber President/Lakewood Historical Society Sưẻ Scott. Secretary, Lakewood Historical Society

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## LAKEWOOD HISTORICAL SOCIETY BOARD MEETING AUGUST 10, 2021

1. The meeting was called to order by Sue Scott at 3 p.m. Those in attendance: Sue Scott, Ed Voie, Phil Raschke, Suzanne Merriam, and Glen Spieth., Excused: John Burton. Absent: Kris Kauffman, Earl Borgert and Malcolm Russell.

2. Minutes for the July13 meeting were approved.

3. Discussion regarding the movie "Stan & Ollie" scheduled for August 24. We have license to show the movie. Open the doors at 6:30 and start the movie at 7. We will work on getting popcorn and have water. The Tacoma Historical Society has the rights to "Eyes of the Totem" which they are offering for sale; we will look into getting a copy to show here at the Museum.

4. The Board approved Sue Scott and Phil Raschke to prepare and submit a Lakewood lodging tax funding request for 2021.

7. Meeting was concluded at 4. Next meeting scheduled for Tuesday, September 14 at 3 p.m.

Sue Scott ( President/Acting Secretary

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

2020-2021 BOARD OF DIRECTORS

## **Officers**

Sue Scott, President 10602 58<sup>th</sup> Ave Court SW Lakewood, WA 98499 253-588-6354 (H), 253-961-2262(Cell) nonniesue@live.com

Ed Voie, Vice President 810 S Jackson Ave Tacoma, WA 98465 253-970-9552 (Cell) edvoie@hotmail.com

## **Directors**

Earl Borgert P.O. Box 98266 Lakewood, WA 98496 253-905-4657 earlborgert@hotmail.com

John M. Burton 6025 S. Montgomery St Tacoma, WA 98409 253-988-0382 john@johnlovessound.com

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

Suzanne Merriam P. O. Box 39596 Lakewood, WA 98499 253-582-0797

Phil Raschke 9933 Onyx Dr SW Lakewood, WA 98498 253-861-1366 (Cell) praschke@comcast.net Malcolm M. Russell Lakewood, WA 253-970-2568 mmrussell35@hotmail.com

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

## **Director Emeritus**

LTG (Ret) Bill Harrison 3724 68th Ave Ct W University Place, WA 98466 253-582-1725 (H) wharri6665@aol.com

## Marketing Specialist/Newsletter Editor

Chuck Mathias (Betsy) 715 Galloway St Steilacoom, WA 98388 253-584-4729 (H), 253-381-9044(Cell) chuck.mathias@gmail.com



# Lakewood Historical Society

Because our history matters...

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

Lakewood History Museum 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 Earl Borgert John Burton Kris Kauffman Suzanne Merriam Phil Raschke Malcolm Russell Glen Spieth

Director Emeritus Lt. Gen. Bill Harrison

Marketing Specialist Newsletter Editor Chuck Mathias

Email contact@ lakewoodhistorical.org

Website lakewoodhistorical.org



STATEMENT OF AUTHORIZED OFFICIAL

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 58<sup>th</sup> 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 18th day of August 2021.

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.

2022 Lodging Tax Grant Application

# Chamber of Commerce -Lakewood's Nights of Blue Lights

### 5. SUBMITTAL CHECKLIST

Place a check mark by each item to indicate your review & inclusion in your submittal packet.

- 1. Provide courtesy notification to Manny Cristobal by August 18, 2021 of your intent to submit an 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 23, 2021
  - Email application to <u>ecristobal@cityoflakewood.us</u>, mail to City Hall (Attention: Manny Cristobal),
     6000 Main Street SW, Lakewood, WA 98499, or arrange a drop-off by contacting Manny Cristobal.
  - Be sure to use application for FY2022 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 <u>meeting minutes</u> 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.

## 6. INSURANCE REQUIREMENTS IF FUNDED

A Certificate of Insurance listing Lakewood as additionally insured and including these minimum requirements will be required for all recipients (if funded):

- Throughout the life of this Agreement the Contractor and its Subcontractors shall, at their own expense, maintain general liability insurance with an insurance carrier licensed to do business in the State of Washington, and with minimum coverage as follows: Bodily Injury Liability and Property Damage Liability Insurance, \$1,000,000 each occurrence and \$2,000,000 aggregate, with a deductible of not greater than \$5,000.
- 2. Where automobiles are used in conjunction with the performance of this Agreement throughout the life of this Agreement the Contractor and its Subcontractors shall, at their own expense, maintain automobile liability insurance with an insurance carrier licensed to do business in the State of Washington and with minimum coverage as follows: Bodily Injury Liability and Property Damage Liability Insurance, \$1,000,000 each occurrence or combined single limit coverage of \$1,000,000.
- 3. General liability insurance and, if applicable, automobile liability insurance coverage shall be provided under a comprehensive general and automobile liability form of insurance, such as is usual to the practice of the insurance industry, including, but not limited to all usual coverage referred to as Personal Injury--including coverage A, B and C. If applicable, automobile liability insurance shall include coverage for owned, non-owned, leased or hired vehicles.
- 4. Lakewood shall be named as an additional insured on all required policies, except automobile insurance, and all such insurance as is carried by the Contractor shall be primary over any insurance carried by Lakewood. The Contractor shall provide a certificate of insurance to be approved by Lakewood's Administrative Services staff prior to contract execution.
- 5. Lakewood shall have no obligation to report occurrences unless a claim is filed with the Lakewood City Clerk's office; nor shall Lakewood have an obligation to pay premiums.
- 6. In the event of nonrenewal or cancellation of or material change in the coverage required, thirty (30) days written notice will be furnished to Lakewood's Administrative Services Department prior to the date of cancellation, change or nonrenewal, such notice to be sent to the City of Lakewood-Administrative Services Department, 6000 Main St. SW, Lakewood, WA 98499 or <u>tkraus@cityoflakewood.us</u>.
- 7. It is further provided that no liability shall attach to the City of Lakewood by reason of entering into a contract with the City, except as expressly provided within the terms and conditions of that contract.

## 7. APPLICATION FOR FISCAL YEAR 2022 LTAC GRANT FUNDING

#### 1a. Project Information

Project Name: Lakewood's Nights of Blue 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 Dr SW Suite B Lakewood, WA 98499

Tax ID Number: 91-0892937 Organization Unified Business Identifer (UBI) 601021198 UBI Expiration Date: September 30, 2022

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, ext. 1002

Email: Ismith@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): November 26, 2022 December 31, 2022
- b. Event Location: Lakewood Colonial Plaza, Gravelly Lake Drive and other businesses in the central business district in the 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 \$25,000 is to cover expenses for light purchases, installation fee, a community gathering and promotions.

d. Please provide a detailed, yet concise <u>scope of work (mandatory)</u> 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 proposes to continue building on a community 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 after Thanksgiving. 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 uncertainty of 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 curious 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 should draw community enthusiasm and support ~ as well as an increase in visitors. Covid-19 presents many challenges, but a drive tour of blue lights creates opportunities for outside visitors to enjoy our city during a typically slow time of year. We expect to see visitors from the county begin their trek into Lakewood as part of their holiday traditions within 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 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 2022.

### 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 and the community gathering 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.

\$3,000 Marketing Promotion & Advertising \$16,000 Administration/Operations \$6,000 Personnel

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

Funding Source:		1.1			
List all revenue sources anticipa	Amount		Confirmed	P Date Available	
Do not include requested Lodging Tax Funds				Yes/No	
		\$		1	
		\$			
		\$			
		\$			
		\$			
		\$			
		\$			
		Ş		-	
You will only be reimbursed at th	a. Lodging Tax Fu Requested	unds	b. Other Fur		c. Total Project Cost **
Personnel (salaries & benefits)	\$6,000.00		\$	kinu uoliaisj	\$6,000.00
	+=)=====		T		
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$16,000.00		\$		\$16,000.00
			A.		\$16,000.00
postage, supplies, janitorial services, etc.)	\$16,000.00 \$3,000.00 \$		\$ \$ \$		
postage, supplies, janitorial services, etc.) Marketing/Promotion Direct Sales Activities (including trade shows, sales calls, and related travel)	\$3,000.00		\$		\$16,000.00 \$3,000.00
postage, supplies, janitorial services, etc.) Marketing/Promotion Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below Minor Equipment (computers, desks, etc.)	\$3,000.00 \$ \$ \$		\$ \$ \$ \$		\$16,000.00 \$3,000.00 \$ \$ \$
postage, supplies, janitorial services, etc.) Marketing/Promotion Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below Minor Equipment (computers, desks, etc.) Travel Contract Services	\$3,000.00 \$ \$		\$ \$ \$		\$16,000.00 \$3,000.00 \$ \$
postage, supplies, janitorial services, etc.) Marketing/Promotion Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below Minor Equipment (computers, desks, etc.) Travel Contract Services Describe below	\$3,000.00 \$ \$ \$ \$ \$		\$ \$ \$ \$ \$		\$16,000.00 \$3,000.00 \$ \$ \$ \$
postage, supplies, janitorial services, etc.) Marketing/Promotion Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below Minor Equipment (computers, desks, etc.) Travel Contract Services Describe below	\$3,000.00 \$ \$ \$		\$ \$ \$ \$		\$16,000.00 \$3,000.00 \$ \$ \$
postage, supplies, janitorial services, etc.) Marketing/Promotion Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below Minor Equipment (computers, desks, etc.) Travel Contract Services Describe below Other Describe below	\$3,000.00 \$ \$ \$ \$ \$		\$ \$ \$ \$ \$		\$16,000.00 \$3,000.00 \$ \$ \$ \$
postage, supplies, janitorial services, etc.) Marketing/Promotion Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below Minor Equipment (computers, desks, etc.) Travel	\$3,000.00 \$ \$ \$ \$ \$ \$		\$ \$ \$ \$ \$ \$		\$16,000.00 \$3,000.00 \$ \$ \$ \$ \$ \$

\*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 2021? X Yes No

**b.** If you answered yes to 11a, how much funding did you receive in 2021? \$25,000.00

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, we are not aware of other funding resources available for tourism promotions in Lakewood

### **12.** Coordination and Collaboration

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

The Chamber will coordinate with the Colonial Center's management company, Bona Vista, to install blue lights again in 2022, as well as other real estate management companies. The Lakewood Historical Society will be asked 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.

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

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

\*If other funds are <u>committed</u>, please attach a letter of commitment from the funding source.

### 14. Certification

The applicant hereby certifies and confirms:

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

**Primary Signature:** 

Anda X Shilk

Linda K. Smith, President/CEO Printed Name & Title of Chief Administrator/Authorizing Official

*F/23/2021* Date

### 15. E-Verify Requirements for Contractors & Certification

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

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

### Who is affected?

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

### Are there exceptions?

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

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

• For at least the term of the contract.

### Are there other stipulations?

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

### How will the City of Lakewood check for compliance?

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

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

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

#### **CITY OF LAKEWOOD**

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

As the person duly authorized to enter into such commitment for

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.

ale think Signature

Linda K Smith, President/CEO Print Name and Title

23/2021

NUCLOBER BODY MUCH HIS Second Avenue, Seattle, Wash, 98174 Department of the Treasury G. A. Tornow (206) 442-5110 District Director Internal Revenue Service Date: In reply refer to; FEB 2 \* 1979 L-179, Uode 423 SEA:E0:75-215 1 Lakewood Area Chamber of Commerce  $\tilde{\mathbf{b}}$ P.O. Box 99084 Tacoma, WA 98409 ł

> ・ Internal Revenue Code: Section 501(c) ら) Form 990 Required: 営 Yang () Na Accounting Period Ending: September 31

Dear Applicant:

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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 (sobial 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.

(白いに时)

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.

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

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Sincerely yours,

Michael Sassi District Director

Form L-179 (Rev. 4-73)



# 2022 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 Ismith@lakewood-wa.com

### Table of Contents

### 1. Summary

- Our Organization
- o Our Core Missions
- Our Marketing Leadership

### 2. Objective

- Nights of (Blue) Lights
- o Metrics to Measure Success

### 3. Target Market

- Local Consumers
- Regional Visitors

### 4. Market Strategy

- o Branding
- On-line and electronic promotions
- o Brochures
- o Posters
- o Share in Blue Light Cost

### 5. Budget

### 6. Marketing Channels

- o Print
- o 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 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'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 proposes to continuing building on an 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 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:

The Lakewood Chamber proposes to continue building on a community 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 that Norton Clapp's first wife Mary Cordelia Davis' 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 it destination for holiday shoppers.

Blue lights took on new meaning after November 29, 2009, when four of our 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 – many of the owners of local shopping complexes aren't residents and have little to no ties to Lakewood. The goal is to reawaken 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 and the Central Business District 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 with either fireworks or a laser light show is proposed to begin on the Colonial Plaza site after Thanksgiving. The Lights of Nights 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 uncertainty of the pandemic, this is one more opportunity to encourage visitors into our community to have a safe driving 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 purchasing the lights for the first several years.

### Marketing Channels

Over the course of the 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 has been 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.

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.

### 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	\$3,000
Print Brochures/Distribution	
Print Posters/Distribution	
Press Releases & Media Advisories	
Administration/Operations	\$16,000
Local Business Coordination	
Storefront Decorating Contest	
Building Lighting on Motor Ave.	
Blue Light Purchases and Installation	
Personnel	\$6,000
Total	\$25,000

7:07 PM

08/03/21 Cash Basis

	Jul 31, 21
SSETS	
Current Assets	
Checking/Savings Checking*	27,542.33
Money Market	95,920.10
Petty Cash	500.00
Total Checking/Savings	123,962.43
Total Current Assets	123,962.43
Fixed Assets	
Equipment	44,119.72
Furniture	2,414.42
Total Fixed Assets	46,534.14
OTAL ASSETS	170,496.57
IABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable Accounts Payable (Unpaid or unapplied vendor bills or credits)	1,409.19
Total Accounts Payable	1,409.19
Other Current Liabilities	
Deposits and Prepaid Payroll Liabilities	4,882.00
940 Taxes Payable	26.80
941 Taxes Payable	4,350.35
Company Retirement Simple IRA (Company Paid Portion 3% up to \$7,000 Annually)	9.66
Employee Retirement Simple IRA (Employee Paid Retirement SEP)	143.60
Labor & Industries	39.28
State Unemployment	-23.29
Supplemental Insurance	-66.96
Payroll Liabilities - Other	115.37
Total Payroll Liabilities	4,594.81
Total Other Current Liabilities	9,476.81
Total Current Liabilities	10,886.00
Long Term Liabilities MT. CDC dba Mofi (SBA Loan-CARES Act)	00.440.00
PPP Loan (PPP Loan)	29,443.00 29,945.00
SBA Loan (12 month deferred payment. Term 30 yearrs)	149,900.00
Total Long Term Liabilities	209,288.00
Total Liabilities	220,174.00
	220,174.00
Equity Opening Balance Equity	25,421.19
Unrestricted Net Assets (Undistributed earnings of the corporation)	-38,810.51
Net Income	-36,288.11
Total Èquity	-49,677.43

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223498 FILE NUMBER



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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

a domestic corporation of	<b>Tacoma</b> , Washington
	un an
was filed for record in this office on this date 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. \$	and I further certify that such Articles remain 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
Excess pages @ 25¢ \$ Microfilmed, Roll No	、 A. LUDLOW KRAMER 注()() SECRETARY OF STATE



## EILED

SEP 12 1972

A. LUGLOW KRAMER SFORETARY 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 br organization carrying on activities within the State of Washington.

IN WITNESS WHEREOF, the incorporator hereinabove named has hereunto set his hand in triplicate this \_\_\_\_\_ day of September, 1972.

المصد James Walter

2012

STATE OF WASHINGTON ) )ss. County of Pierce )

THIS IS TO CERTIFY that on this <u>2</u> day of September, 1972, there personally appeared before me JAMES WALTER known personally to me to be the person described in and who executed the foregoing Articles of Incorporation, and that he did acknowledge and declare to me that he executed the same freely and voluntarily for the uses and purposes therein mentioned.

IN WITNESS WHEREOF, I have hereunto set my hand and official seal, the day and year first above written.

Notary Public in and for the State of Washington, residing at Tacoma.



2021 LTAC Meeting for 2022 Awards, Sept. 23, 2021

#### STATEMENT OF DESIGNATION OF REGISTERED OFFICE

#### AND REGISTERED AGENT

To the Honorable A. Ludlow Kramer, the Secretary of State of the State of Washington:

Pursuant to the provisions of Revised Code of Washington 24.03.050, the LAKEWOOD CHAMBER OF COMMERCE, a Washington non-profit corporation, designated, by a resolution of its Board of Directors duly adopted on the <u>1716</u> day of September, 1972, its registered office as follows: 10123 Flaza Drive S.W., City of Tacoma, County of Pierce, State of Washington, and its registered agent as follows: JAMES WALTER, said registered agent having a business office identical with said registered office.

This statement is accompanied by a copy of said designating resolution certified as true by FRANK JACOBS, the Secretary of said corporation.

Dated this <u>J</u># day of September, 1972.

)ss.

COMMERCE LAKEWOOD CHAMBER OF Vice President

STATE OF WASHINGTON )

County of Pierce

EARL PARSONS, being first duly sworn upon eath deposes and says: That he is the Vice President of the LAKEWOOD CHAMBER OF COMMERCE, that he is authorized to and does make this verification for and on behalf of said corporation; that he has read the foregoing, knows the contents thereof and believes the same to be true.

Earl Parsons

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

1972.

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

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#### RESOLUTION OF BOARD OF DIRECTORS

#### DESIGNATING REGISTERED OFFICE AND REGISTERED AGENT

WHEREAS under the provisions of Revised Code of Washington 24.03.050, the LAKEWOOD CHAMEER 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  $\underline{14}$  day of September', 1972.

THIS IS TO CERTIFY that the above is a true resolution of the Board of Directors of the LAKEWOOD CHAMBER OF COMMERCE.

Frank Jacobs-Secretary

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### Board of Directors Meeting Minutes May 25, 2021 8:00 – 9:30 am Zoom Meeting

Call to Order/Roll Call -Walsh, Wolf, Mattingly, Snyder, Goddard, Kantor and Smith

Absent: Cofchin, Peters

Additions/Deletions to the Agenda – None

**Meeting Minutes Approval** – Mattingly moved and Goddard seconded approval of the April 27, 2021 Board meeting minutes as presented. M/S/C.

**Financial Report Report** – Walsh reviewed the balance sheet and P&L statements. Wolf moved, Peters seconded approval of the treasurer's report. M/S/C.

**Chair of the Board Report** – Kantor requested a change in meeting dates. It was agreed that future Board Meetings will be held on the 3<sup>rd</sup> Tuesday of the month, 8:00 a.m. Next meeting will be June 15.

### **President's Report** – Smith covered:

--Digital Membership Directory. Final piece for spring/summer is completed. Smith walked the Board through the publication. This piece is the foundation of the Chamber's shop members/shop local culture.

-- Smith noted it would soon be time to submit requests to the City of Lakewood for tourism contract proposals for 2022. She requested approval to submit two contracts for lodging tax grants with the City of Lakewood: Tourism Promotions and Nights of Blue Lights. Goddard moved and Snyder seconded approval for Smith to submit both applications. M/S/C.

--Reminder -- Blue Ribbon at Manic Meatballs on June 8.

--Lemonade Day – Event date slated for August 27, 2021. Little interest from financial organizations.

--Round 2 of PPP loans. Smith isn't sure whether we will be approved as MoFi required signatures from all Board Members and it took a while to get all signatures before submitting application.

--Dues - Discussion centered around adding a new dues category at a lower rate. Concern expressed about discounting dues. What types of home-based businesses would the discount draw? It was argued that perks, rather than discounts would be more viable, such as the use of the small office space. Provide a deep discount for use of Board Room. The lease contract stipulates the Chamber is not permitted to rent/sublet the meeting space. All rentals should go through ACU. Reminder that Chamber dues are deductible. Questions included: Will Board be willing to share referrals? Should a finder's fee be made for referrals? Can we allocate some of our budget to help those businesses having a tough time, like a scholarship? Can Membership flyers be created

for Board to share? Something like, "We're coming back – Join us in the celebration." Continue searching for a Membership salesperson.

--Pierce County Vaccine Task Force – The state and local governments are looking at ways to incentivize "getting a shot" through monetary perks.

--Drive Time will be June 30 at the Chamber. It can be indoor/outdoor event to keep people at ease.

--Tentative – Foot Golf on Friday, July 1. No confirmation from golf course yet.

--Smith will be serving on the Lakewood Police Oral Boards. Twice in June and once in July.

Adjourned – 9:23 am

### **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 325 152<sup>nd</sup> 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

**ÎMERCE** 

August 20, 2021

To whom it may concern,

As the 2020-21 Chair of the Board of Directors 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 & 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 Dr SW, Suite B Lakewood, WA 98499 253-582-9400 <u>lsmith@lakewood-wa.com</u>

Sincerely,

Awnabh

Stephanie Walsh Team Green

6310 Mount Tacoma Dr SW - Lakewood, WA 98499 - Ph 253-582-9400 - Fax 253-581-5241



OP ID: JMC

С	ER	T	IF)	<b>TE</b>	OF	LIABIL	<b>YTI</b> .	INSU	RANCE

DATE (MM/DD/YYYY)

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATIO CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY A BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CO	AMEND, EXTEI NSTITUTE A (	D OR ALT	ER THE CO	VERAGE AFF	ORDED B	E HOI	POLICIES		
REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLI IMPORTANT: If the certificate holder is an ADDITIONAL INSURE If SUBROGATION IS WAIVED, subject to the terms and condition	DER. D, the policy(ions of the policy	es) must ha	/e ADDITION	IAL INSURED	provision	s or b	e endorsed.		
this certificate does not confer rights to the certificate holder in lie	u of such endo	rsement(s).	_						
PRODUCER 253-756-2000		CONTACT Julie Ellis, ACSR							
2102 N Pearl St #102	PHONE (A/C, No	PHONE (A/C, No, Ext): 253-756-2000 FAX (A/C, No): 253-756-5336							
Tacoma, WA 98406	E-MAIL ADDRE	E-MAIL ADDRESS: JulieE@ttib.net							
Tom Taylor		INSURER(8) AFFORDING COVERAGE							
	INSURE	INSURER A Philadelphia Insurance Company							
INSURED Lakewood Chamber of Commerce	INSURE	INSURER B :							
Scott Jonson	INSURE	R C :							
6310 Mt Tacoma Dr SW Lakewood, WA 98499	INSURE	RD:							
	INSURE	RE:							
	INSURE	RF:							
COVERAGES CERTIFICATE NUMBER:				<b>REVISION NU</b>	IMBER:				
THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BE INDICATED, NOTWITHSTANDING ANY REQUIREMENT, TERM OR COL CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MA INSR   [ADDI.] SUBR	NDITION OF AN AFFORDED BY Y HAVE BEEN R	/ Contract The Policie Educed by F	OR OTHER I 3 Describei Paid Claims.	DOCUMENT WI	TH RESPE	ot to D all '	WHICH THIS		
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DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remai City of Lakewood is hereby named additional insured per wi endorsement attached	•		e space is requi	rod)					
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City of Lakewood 6000 Main St SW	SHO THE	SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.							
Lakewood, WA 98499		RIZED REPRESE							
		Jessis McKenzie							
ACORD 25 (2016/03)	. , ,	© 1988-2015 ACORD CORPORATION. All rights reserved.							

Chamber of Commerce -Lakewood Tourism & Event Promotion and Services

#### 5. SUBMITTAL CHECKLIST

Place a check mark by each item to indicate your review & inclusion in your submittal packet.

- 1. Provide courtesy notification to Manny Cristobal by August 18, 2021 of your intent to submit an 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 23, 2021
  - Email application to <u>ecristobal@cityoflakewood.us</u>, mail to City Hall (Attention: Manny Cristobal), 6000 Main Street SW, Lakewood, WA 98499, or arrange a drop-off by contacting Manny Cristobal.
  - Be sure to use application for FY2022 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 <u>concise manner</u>
- 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 <u>meeting minutes</u> 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.

### 6. INSURANCE REQUIREMENTS IF FUNDED

A Certificate of Insurance listing Lakewood as additionally insured and including these minimum requirements will be required for all recipients (if funded):

- Throughout the life of this Agreement the Contractor and its Subcontractors shall, at their own expense, maintain general liability insurance with an insurance carrier licensed to do business in the State of Washington, and with minimum coverage as follows: Bodily Injury Liability and Property Damage Liability Insurance, \$1,000,000 each occurrence and \$2,000,000 aggregate, with a deductible of not greater than \$5,000.
- 2. Where automobiles are used in conjunction with the performance of this Agreement throughout the life of this Agreement the Contractor and its Subcontractors shall, at their own expense, maintain automobile liability insurance with an insurance carrier licensed to do business in the State of Washington and with minimum coverage as follows: Bodily Injury Liability and Property Damage Liability Insurance, \$1,000,000 each occurrence or combined single limit coverage of \$1,000,000.
- 3. General liability insurance and, if applicable, automobile liability insurance coverage shall be provided under a comprehensive general and automobile liability form of insurance, such as is usual to the practice of the insurance industry, including, but not limited to all usual coverage referred to as Personal Injury--including coverage A, B and C. If applicable, automobile liability insurance shall include coverage for owned, non-owned, leased or hired vehicles.
- 4. Lakewood shall be named as an additional insured on all required policies, except automobile insurance, and all such insurance as is carried by the Contractor shall be primary over any insurance carried by Lakewood. The Contractor shall provide a certificate of insurance to be approved by Lakewood's Administrative Services staff prior to contract execution.
- 5. Lakewood shall have no obligation to report occurrences unless a claim is filed with the Lakewood City Clerk's office; nor shall Lakewood have an obligation to pay premiums.
- 6. In the event of nonrenewal or cancellation of or material change in the coverage required, thirty (30) days written notice will be furnished to Lakewood's Administrative Services Department prior to the date of cancellation, change or nonrenewal, such notice to be sent to the City of Lakewood-Administrative Services Department, 6000 Main St. SW, Lakewood, WA 98499 or <a href="https://www.ukawood.ukaw
- 7. It is further provided that no liability shall attach to the City of Lakewood by reason of entering into a contract with the City, except as expressly provided within the terms and conditions of that contract.

### 7. APPLICATION FOR FISCAL YEAR 2022 LTAC GRANT FUNDING

#### 1a. Project Information

Project Name: Lakewood Tourism & Event Promotion and Services

Amount of Lodging Tax Funding Requested: \$ 100,000.00 (Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost:\$100,000.00(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 Dr SW Suite B Lakewood, WA 98499

Tax ID Number: 91-0892937 Organization Unified Business Identifer (UBI) 601021198 UBI Expiration Date: September 30, 2022

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, ext. 1002

Email: Ismith@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, 2022 December 31, 2022
- 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 \$100,000 is to cover expenses for the fiscal year.

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

As I write this proposal, the governor announced a vaccination requirement for employees working in K-12 schools, childcare and early learning, higher education, hospital employees, state workers, as well as an expansion of the statewide mask mandate to all individuals, regardless of vaccination status. When there will be a lift in these types of mandates, and/or further shut-downs of venues is unknown for the foreseeable future.

Based on these indicators, we will stay focused on the individual consumer travel campaign and it will continue to be our focus at least into spring/summer of 2022. 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. Our focus market will be Seattle north, eastern Washington, and Portland south.

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 and social media.

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 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.

### 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

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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. Encouraging as much spending in Lakewood as possible.

Increasing our businesses bottom line encourages growth and additional tax revenues that directly impact all citizens in the City of Lakewood. Growth in business provides more jobs for our local economy. 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.

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 better than most surrounding cities, with occupancy year-over-year at 77.8% (+73.5%; with an average daily rate of \$101.49; and \$78.94 in revenue available per room.

Our goal is to continue to promote/encourage overnight stays and to increase the awareness of all 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 future tax collections, as well as bookings for meetings and events, articles in travel and meeting publications, and 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, overnighting for two nights in Pierce County totals \$350 in revenue

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

A large percentage of the population continue craving travel experiences. We can expect to see residents in the Pacific Northwest and throughout the states driving to vacation and "staycation" destinations with more frequency. 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

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

A large percentage of the population continue craving travel experiences. We can expect to see residents in the Pacific Northwest and throughout the states driving to vacation and "staycation" destinations with more frequency. 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.

With new Covid-19 variants making headlines on a regular basis, we anticipate less out of country travelers. It doesn't preclude taking advantage of any partnership opportunities with umbrella organization Travel+Tacoma that includes Familiarization Tours, purchasing co-op ad space, as well as ensuring direct links are on our social media platforms.

### 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 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.

### 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.

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\$35,000 Marketing Promotion & Advertising \$28,000 Administration/Operations \$37,000 Personnel

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

Funding Source: List all revenue sources anticipated for 2022.			Amount	Confirmed?	Date Available		
Do not include requested Lodgi	ng Tax Funds	\$		Yes/No			
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You will only be reimbursed at th	a. Lodging Tax Fu	nds	b. Other Fun		c. Total Project Cost **		
	Requested 1	*	include "in-k	(arellob "bai			
Personnel (salaries & benefits)	<b>Requested</b> *	*		ind" dollars)	\$37,000,00		
Personnel (salaries & benefits) Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$37,000.00 \$28,000.00	*	include "in-k \$ \$	ind" dollars)	\$37,000.00 \$28,000.00		
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Administration (rent, utilities, postage, supplies, janitorial services, etc.) Marketing/Promotion Direct Sales Activities (including trade shows, sales calls, and related travel)	\$37,000.00	*	\$	ind" dollars)			
Administration (rent, utilities, postage, supplies, janitorial services, etc.) Marketing/Promotion Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below Minor Equipment (computers,	\$37,000.00 \$28,000.00 \$35,000.00	*	\$ \$ \$	ind" dollars)	\$28,000.00 \$35,000.00		
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Administration (rent, utilities,	\$37,000.00 \$28,000.00 \$35,000.00 \$ \$ \$ \$ \$	*	\$ \$ \$ \$ \$ \$	ind" dollars)	\$28,000.00 \$35,000.00 \$ \$ \$ \$ \$		

\*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 2021? X Yes No

**b.** If you answered yes to 11a, how much funding did you receive in 2021? \$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, we are not aware of 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 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, attractions and lodging information for out-of-town participants to encourage spending in Lakewood.

The Chamber also supports and promotes activities and events through social media and posts displays of Lakewold Gardens, Thornewood Castle, Grand Prix Raceway, Lakewood History Museum, Historic Fort Steilacoom, Lakewood Playhouse, our local parks, golf courses, gardens, lakes and more.

### 13. Capital Projects Budget

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

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

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

\*If other funds are <u>committed</u>, please attach a letter of commitment from the funding source.

### 14. Certification

The applicant hereby certifies and confirms:

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

**Primary Signature:** 

Junda K Smith

Linda K. Smith, President/CEO | Printed Name & Title of Chief Administrator/Authorizing Official

8/23/2021

Date

### 15. E-Verify Requirements for Contractors & Certification

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

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

### Who is affected?

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

### Are there exceptions?

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

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

• For at least the term of the contract.

### Are there other stipulations?

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

### How will the City of Lakewood check for compliance?

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

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

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

### **CITY OF LAKEWOOD**

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

As the person duly authorized to enter into such commitment for

Lakewood Chamber of Commerce

COMPANY OR ORGANIZATION NAME

I hereby certify that the Company or Organization named herein will

(Check one box below)

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

- OR -

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

Inda K Amith Signature

Linda K Smith, President/CEO Print Name and Title



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HIS Second Avenue, Secture, Well, SHI 74 DOM DURINGING OF UND TREESUNTY

G. A. Tornow (206) 442-5110

District Director

Internal	Reven	ue S	ervice
Data:	-[	In reply re	ifat to:
Data:	079	L-179	, Uoda 423
			):75-215

 Lakewood Area Chamber of Commerce P.0. Box 99084
 Tacoma, WA 98409

internal Revenue Code: Section 501(c) (6) Form 990 Required: (文 Yang [] No Accounting Forlod 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 (sobial 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.

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

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Sincerely yours,

Michael Sassi District Director

Form L-179 (Rev. 4-73)



# 2022 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 Ismith@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
- o Major National/International Events
- Reunions and Meetings

## 4. Market Strategy

- o Promotion
- o Process

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## 6. Marketing Channels

- Print Publications
- On-line and Digital
- o Social Media

# Summary

## **Our organization**

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

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

## **Our core missions**

Providing 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 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. The measures and changes revolving around Covid is making it challenging to promote to groups business. However, individual travelers are able to be nimble and adaptable to national, state and local mandates. Therefore, our focus will be to continue to market to the individual consumer leisure market.

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

The Washington Hospitality Association noted that although the governor's most recent face covering order didn't include vaccine requirements for employees and guests, they remain cautious as the governor has stated that this is a "legally binding order that will be enforced in full" and have no certainty regarding his next directives.

We can surmise international travel will continue to lag, although state-to-state travel has picked up over the past year. Based on these indicators, we began focusing on a regional travel campaign this past summer and it will continue to be our focus at least into spring/summer of 2022. 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 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 print and digital 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 onestop resource for out-of-town visitors 7 days a week (excluding federal holidays). Our Visitor Information Center located in the spacious lobby of the Chamber of Commerce is a true welcoming presence for the City of Lakewood.

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.

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 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, attractions and lodging information for out-of-town participants to encourage spending in Lakewood.

The Chamber also supports and promotes activities and events through social media and posts displays of Lakewold Gardens, Thornewood Castle, Grand Prix Raceway, Lakewood History Museum, Historic Fort Steilacoom, Lakewood Playhouse, our local parks, golf courses, gardens, lakes and more.

### Metrics to measure success:

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

# 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 online drive tour itineraries to encourage out of town visitors to travel and overnight in Lakewood. 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 2022 (tbd) Familiarization Tours, purchasing ad space, as well as ensuring direct links are on our social media platforms. Also assist Travel+Tacoma 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.

The Chamber produces a full color lure brochure/package highlighting Lakewood's attractions. New in 2022 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	\$35,000
Administration/Operations	\$28,000
Personnel	\$37,000
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 500 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, along with downloadable drive tour itineraries.

## 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 "anything and everything" 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.

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	\$35,000
Full Color Lure Brochure with Inserts	
WebsiteUpdating/Maintenance	
Destination Marketing Videos	
Television Spots	
Drive Tour Itineraries	
Lakewood Trip Advisor Ad	
Welcome Posters	
Lakewood Goodie Bags	
Digital & Social Media Promotions	
Administration/Operations	\$28,000
Visitor Information Center Rent	
Telephone	
Computer	
Copier	
	407 000
Personnel	\$37,000
Densident/CEO Densember Denside	
President/CEO Program Development Visitor Services Coordinator	
Visitor Information Center Front Line	
Total	\$100,000.00

7:07 PM

	Jul 31, 21
ASSETS	
Current Assets	
Checking/Savings	27 640 20
Checking*	27,542.33 95,920.10
Money Market	500.00
Petty Cash	
Total Checking/Savings	123,962.43
Total Current Assets	123,962.43
Fixed Assets	
Equipment	44,119.73
Furniture	2,414.42
Total Fixed Assets	46,534.14
OTAL ASSETS	170,496.5
IABILITIES & EQUITY	<u> </u>
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable (Unpaid or unapplied vendor bills or credits)	1,409.19
Total Accounts Payable	1,409.19
Other Current Liabilities	1 000 0
Deposits and Prepaid Payroll Liabilities	4,882.0
940 Taxes Payable	26.80
940 Taxes Payable 941 Taxes Payable	4.350.35
Company Retirement Simple IRA (Company Paid Portion 3% up to \$7,000 Annually)	9,66
Employee Retirement Simple IRA (Employee Paid Retirement SEP)	143.60
Labor & Industries	39.28
	-23,29
State Unemployment	-23.29 -66,96
Supplemental Insurance	-00.90 115.37
Payroll Liabilities - Other	
Total Payroll Liabilities	4,594.8
Total Other Current Liabilities	9,476.8
Total Current Liabilities	10,886.00
Long Term Liabilities	00.449.0
MT. CDC dba Mofi (SBA Loan-CARES Act)	29,443.0
PPP Loan (PPP Loan) SBA Loan (12 month deferred payment. Term 30 yearrs)	29,945.0 149,900.0
Total Long Term Liabilities	209,288.0
-	
Total Liabilities	220,174.0
Equity Opening Balance Equity	25,421.1
	-38,810.5
Unrestricted Net Assets (Undistributed earnings of the corporation) Net Income	-36,288.1
	·
Total Èquity	-49,677.4
OTAL LIABILITIES & EQUITY	

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223498

FILE NUMBER



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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

a domestic corporation of	Tacoma, Washihgton
was filed for record in this office on this date on file in this office.	a, and 1 further certify that such Articles remain
Filed at request of Richard J. Kelley, Atty P. O. Box 3302 Lakewood Center Tacoma, Washington 98499 NON PROFIT Filing and tecording fee \$	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
Microfilmed, Roll No. <u>1248</u> Page <u>200-205</u>	a. Ludlow kramer えのの secretary of state



### SEP 12 1972

A. LUDLOW KRAMER SPORETARY 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 1

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.
,	ı	Tacoma, Washington 98499
Secretary	FRANK JACOBS	625 North McCarver
		Tacoma, Washington 98403
Treasurer	MAX APPELGATE	4509 North Ferdinand
		Tacoma, Washington

### ARTICLE VII

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

JAMES WALTER

6015 Wildaire Road S.W. Tacoma, Washington

### ARTICLE VIII

Upon dissolution of this corporation, and after all obligations thereof have been satisfied, any remaining assets thereof shall, by resolution of the last Board of Directors, be distributed to any one or more non-profit charitable corporation or organization carrying on activities within the State of Washington.

IN WITNESS WHEREOF, the incorporator hereinabove named has hereunto set his hand in triplicate this \_\_\_\_\_ day of September, 1972.

..... James Walter

12172

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STATE OF WASHINGTON ) )ss. County of Pierce )

THIS IS TO CERTIFY that on this Z 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.



1.1.1:3

### STATEMENT OF DESIGNATION OF REGISTERED OFFICE

### AND REGISTERED AGENT

To the Honorable A. Ludlow Kramer, the Secretary of State of the State of Washington:

Pursuant to the provisions of Revised Code of Washington 24.03.050, the LAKEWOOD CHAMBER OF COMMERCE, a Washington non-profit corporation, designated, by a resolution of its Board of Directors duly adopted on the <u>12</u> day of September, 1972, its registered office as follows: 10123 Flaza Drive S.W., City of Tacoma, County of Pierce, State of Washington, and its registered agent as follows: JAMES WALTER, said registered agent having a business office identical with said registered office.

This statement is accompanied by a copy of said designating resolution certified as true by FRANK JACOBS, the Secretary of said corporation.

Dated this \_\_\_\_\_ day of September, 1972.

)ss.

LAKEWOOD CHAMBER OF COMMERCE Vice President

STATE OF WASHINGTON )

. . . .

County of Pierce

EARL PARSONS, being first duly sworn upon eath deposes and says: That he is the Vice President of the LAKEWOOD CHAMBER OF COMMERCE, that he is authorized to and does make this verification for and on behalf of said corporation; that he has read the foregoing, knows the contents thereof and believes the same to be true.

Earl Parsons

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

1972.

Notary Public in and for the State of Washington, residing at Tacoma.

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### RESOLUTION OF BOARD OF DIRECTORS

#### DESIGNATING REGISTERED OFFICE AND REGISTERED AGENT

WHEREAS under the provisions of Revised Code of Washington 24.03.050, the LAKEWOOD CHAMBER OF COMMERCE, a Washington non-profit corporation, is required to have and continuously maintain in the State of Washington a registered office and a registered agent, the latter to have an office identical with said registered office; and

WHEREAS said statutory provision requires that said registered office and registered agent be designated by a duly adopted resolution of the Board of Directors of said corporation; now, therefore,

IT IS RESOLVED by the Board of Directors of said corporation that the registered office of said corporation be, and it hereby is, designated as 10123 Plaza Drive S.W., City of Tacoma, County of Pierce, State of Washington.

IT IS FURTHER RESOLVED that the registered agent of said corporation be, and said agent hereby is, designated as JAMES WALTER, and that said registered agent is an individual residing in the State of Washington whose business office is identical with said registered office.

IT IS FURTHER RESOLVED that the Vice President of said corporation be, and he hereby is, directed to execute a verified statement of the aforesaid designation, and that the Secretary of said corporation be, and he hereby is, directed to certify as true this resolution and to file said verified statement and said certified resolution with the Secretary of State of the State of Washington.

DATED this  $1^{\frac{1}{2}}$  day of September', 1972.

THIS IS TO CERTIFY that the above is a true resolution of the Board of Directors of the LAKEWOOD CHAMBER OF COMMERCE.

Frank Jacobs -Secretary

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## Board of Directors Meeting Minutes May 25, 2021 8:00 – 9:30 am Zoom Meeting

Call to Order/Roll Call -Walsh, Wolf, Mattingly, Snyder, Goddard, Kantor and Smith

Absent: Cofchin, Peters

Additions/Deletions to the Agenda – None

**Meeting Minutes Approval** – Mattingly moved and Goddard seconded approval of the April 27, 2021 Board meeting minutes as presented. M/S/C.

**Financial Report Report** – Walsh reviewed the balance sheet and P&L statements. Wolf moved, Peters seconded approval of the treasurer's report. M/S/C.

**Chair of the Board Report** – Kantor requested a change in meeting dates. It was agreed that future Board Meetings will be held on the 3<sup>rd</sup> Tuesday of the month, 8:00 a.m. Next meeting will be June 15.

### **President's Report** – Smith covered:

--Digital Membership Directory. Final piece for spring/summer is completed. Smith walked the Board through the publication. This piece is the foundation of the Chamber's shop members/shop local culture.

-- Smith noted it would soon be time to submit requests to the City of Lakewood for tourism contract proposals for 2022. She requested approval to submit two contracts for lodging tax grants with the City of Lakewood: Tourism Promotions and Nights of Blue Lights. Goddard moved and Snyder seconded approval for Smith to submit both applications. M/S/C.

--Reminder – Blue Ribbon at Manic Meatballs on June 8.

--Lemonade Day – Event date slated for August 27, 2021. Little interest from financial organizations.

--Round 2 of PPP loans. Smith isn't sure whether we will be approved as MoFi required signatures from all Board Members and it took a while to get all signatures before submitting application.

--Dues - Discussion centered around adding a new dues category at a lower rate. Concern expressed about discounting dues. What types of home-based businesses would the discount draw? It was argued that perks, rather than discounts would be more viable, such as the use of the small office space. Provide a deep discount for use of Board Room. The lease contract stipulates the Chamber is not permitted to rent/sublet the meeting space. All rentals should go through ACU. Reminder that Chamber dues are deductible. Questions included: Will Board be willing to share referrals? Should a finder's fee be made for referrals? Can we allocate some of our budget to help those businesses having a tough time, like a scholarship? Can Membership flyers be created

for Board to share? Something like, "We're coming back – Join us in the celebration." Continue searching for a Membership salesperson.

--Pierce County Vaccine Task Force – The state and local governments are looking at ways to incentivize "getting a shot" through monetary perks.

--Drive Time will be June 30 at the Chamber. It can be indoor/outdoor event to keep people at ease.

--Tentative -- Foot Golf on Friday, July 1. No confirmation from golf course yet.

--Smith will be serving on the Lakewood Police Oral Boards. Twice in June and once in July.

Adjourned – 9:23 am

# **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  $152^{nd}$  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

MMERCE

August 20, 2021

To whom it may concern,

As the 2020-21 Chair of the Board of Directors 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 & 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 Dr SW, Suite B Lakewood, WA 98499 253-582-9400 <u>lsmith@lakewood-wa.com</u>

Sincerely,

Junabh

Stephanie Walsh Team Green

6310 Mount Tacoma Dr SW - Lakewood, WA 98499 - Ph 253-582-9400 - Fax 253-581-5241



OP ID: JMC

DATE (MM/DD/YYYY)

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		14		PHONE (A/C, No, Ext): 253-7	56-2000	FAX	253-7	56-5336
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Tom Taylor						RDING COVERAGE		NAIC #
				INSURER A Philad	elphia Insur	ance Company		
INSURED Lakewood Chami	er of Commerce			INSURER B :				
IScott Jonson				INSURER C :				· · · · · · · · · · · · · · · · · · ·
6310 Mt Tacoma I Lakewood, WA 98	499			INSURER D :	'n14 maile			
				INSURER E :				
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Mon	E OF INSURANCE	ADDL SU	UBR POLICY NUMBER	POLICY EFF (MM/DD/YYYY)		LIM	TS	
	IAL GENERAL LIABILITY	x	PHPK2129601	05/21/2020	05/21/2021	EACH OCCURRENCE DAMAGE TO RENTED PREMISES (Ea occurrence)	\$	1,000,000
						MED EXP (Any one person)	\$	5,000
X Stop Ga						PERSONAL & ADV INJURY	\$	Excluded 2,000,000
GEN'L AGGREG	ATE LIMIT APPLIES PER:					GENERAL AGGREGATE	\$	2,000,000
						PRODUCTS - COMP/OP AGG Emp Ben.	\$	1,000,000
AUTOMOBILE L	ABILITY	+				COMBINED SINGLE LIMIT (En accident)	\$	
ANY AUTO						BODILY INJURY (Per person)	\$	
OWNED AUTOS ON	LY SCHEDULED AUTOS					BODILY INJURY (Per acoldent	)\$	
LUREDS ON	LY NON-OWNED					PROPERTY DAMAGE (Per accident)	\$	
							\$	4 000 000
			PHUB721337	05/21/2020	05/21/2021	EACH OCCURRENCE	\$	1,000,000
	RETENTION \$ 10,000	-	11100121001	UUIANEUEU		AGGREGATE	\$	1,000,000
WORKERS COM AND EMPLOYER						PER OTH-	\$	
AND EMPLOYER	S'LIABILITY R/PARTNER/EXECUTIVE	1 1				E.L. EACH ACCIDENT	\$	
OFFICER/MEMBE (Mandatory in N	R/PARTNER/EXECUTIVE	N/A				E,L, DISEASE - EA EMPLOYE		
If yes, describe un DESCRIPTION O	ider FOPERATIONS below					E.L. DISEASE - POLICY LIMIT	\$	
	d is hereby named a		ORD 101, Additional Remarks Sched nal Insured per written c		). pre space is requi	 red)		
CERTIFICATE H	OLDER			CANCELLATION				
	<u> </u>		CITYLAK					
City of Lakewood 6000 Main St SW			SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.					
	ewood, WA 98499			AUTHORIZED REPRES		57 62		

ACORD 25 (2016/03)

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2022 Lodging Tax Grant Application

# Lakewood Playhouse -Marketing Program

### 5. SUBMITTAL CHECKLIST

Place a check mark by each item to indicate your review & inclusion in your submittal packet.

- 1. X Provide courtesy notification to Manny Cristobal by August 18, 2021 of your intent to submit an application and whether you will submit electronically. The purpose of this notification is to ensure your application is received.
- 2. X Submit complete application packet by 5:00pm, Monday, August 23, 2021
  - Email application to <u>ecristobal@cityoflakewood.us</u>, mail to City Hall (Attention: Manny Cristobal), 6000 Main Street SW, Lakewood, WA 98499, or arrange a drop-off by contacting Manny Cristobal.
  - **b** Be sure to use application for FY2022 grant awards (template with preset font and margins)
  - o Late applications will not be accepted
- 3. X All questions on application have been answered in a detailed, yet concise manner
- 4. X Application has been reviewed and includes:
  - a. X Signed E-Verify Declaration
  - b. X Signature by a person authorized to bind the agency to a contract
  - c. X Attachments that are no larger than 8½ by 11
  - d. X For Non-Profits, a copy of 501(c)3 or 501(c)6 tax exemption determination letter

N/A

- e. X Marketing plan for the proposed project
- f. X Operating budget for the proposed project
- g. X Your organization's most recent Balance Sheet
- h. X Your organization's Articles of Incorporation and/or Bylaws
- X Documentation showing your governing body's authorization to submit the grant request Documentation consists of <u>meeting minutes</u> 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. X 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. X Signed letter from your governing body Chairperson that provides the name, title, address and telephone number for the person authorized to sign this application.

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### 6. INSURANCE REQUIREMENTS IF FUNDED

A Certificate of Insurance listing Lakewood as additionally insured and including these minimum requirements will be required for all recipients (if funded):

- Throughout the life of this Agreement the Contractor and its Subcontractors shall, at their own expense, maintain general liability insurance with an insurance carrier licensed to do business in the State of Washington, and with minimum coverage as follows: Bodily Injury Liability and Property Damage Liability Insurance, \$1,000,000 each occurrence and \$2,000,000 aggregate, with a deductible of not greater than \$5,000.
- 2. Where automobiles are used in conjunction with the performance of this Agreement throughout the life of this Agreement the Contractor and its Subcontractors shall, at their own expense, maintain automobile liability insurance with an insurance carrier licensed to do business in the State of Washington and with minimum coverage as follows: Bodily Injury Liability and Property Damage Liability Insurance, \$1,000,000 each occurrence or combined single limit coverage of \$1,000,000.
- 3. General liability insurance and, if applicable, automobile liability insurance coverage shall be provided under a comprehensive general and automobile liability form of insurance, such as is usual to the practice of the insurance industry, including, but not limited to all usual coverage referred to as Personal Injury-including coverage A, B and C. If applicable, automobile liability insurance shall include coverage for owned, non-owned, leased or hired vehicles.
- 4. Lakewood shall be named as an additional insured on all required policies, except automobile insurance, and all such insurance as is carried by the Contractor shall be primary over any insurance carried by Lakewood. The Contractor shall provide a certificate of insurance to be approved by Lakewood's Administrative Services staff prior to contract execution.
- 5. Lakewood shall have no obligation to report occurrences unless a claim is filed with the Lakewood City Clerk's office; nor shall Lakewood have an obligation to pay premiums.
- 6. In the event of nonrenewal or cancellation of or material change in the coverage required, thirty (30) days written notice will be furnished to Lakewood's Administrative Services Department prior to the date of cancellation, change or nonrenewal, such notice to be sent to the City of Lakewood-Administrative Services Department, 6000 Main St. SW, Lakewood, WA 98499 or <u>tkraus@cityoflakewood.us</u>.
- 7. It is further provided that no liability shall attach to the City of Lakewood by reason of entering into a contract with the City, except as expressly provided within the terms and conditions of that contract.

### 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:\$ 30,000(Total Project Amount must match Project Budget column c "Total Project Cost")

### **1b.** Applicant Organization

Name of Applicant Organization: Lakewood Community Players, dba Lakewood Playhouse

Mailing Address: PO Box 99041 Lakewood WA 98496-0041

Tax ID Number: 91-6058223

Organization Unified Business Identifer (UBI) 278-031-367 UBI Expiration Date: 6/30/2022

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

### 1c. Contact:

Name:	James Venturini
Title:	Interim Managing Artistic Director
Telephone:	253-209-8051
Email:	jventurini@lakewoodplayhouse.org

Signature: Jone Tre

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

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## 2. Project Description

- a. Event Date(s): January 1 through December 31, 2022
- 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 two 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 <u>scope of work (mandatory)</u> 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 2022 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 pursue 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

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discretionary income available to them, and our most 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 has historically drawn its audiences from a large swath of communities from King County to Thurston County and beyond. Our most recent information indicates that 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, have advertising and promotional deals from local restaurants, lodging, entertainment venues, and other local businesses.

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, and the Chamber of Commerce. 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. *In the past, almost half of our audience base visited the Playhouse at least five times a year. Our programming of more challenging theatrical fare 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 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.

We will continue to track any uses of the promotional deals we offer.

We will maintain a lobby guest book for further patron input, information about local restaurants and lodging, and also 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 wide distribution of our brochure (in co-ordination with our subscription and Friends Fund drives), 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 basic efforts 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. \$3,380

<u>Posters</u>, 300 for each of 7 main stage productions, plus 300 Season posters, plus posters for special events, distributed via professional distribution contractors and by volunteers. Posters are part of our "Shop/Eat/Play/Stay" campaign. \$3,800

Our <u>Website</u>, updated frequently, and another part of our "Shop/Eat/Play/Stay" campaign. <u>Weekly E-News</u>, e-mailed to 3,000+ recipients and part of our "Shop/Eat/Play/Stay" campaign. \$1,505

Our paid Social Media Advertising, which reaches tens of thousands every month. \$4,500

Display advertising in the Tacoma News Tribune, part of the "Shop/Eat/Play/Stay" campaign. \$1692

Print Advertising, display advertising in The Volcano, Suburban Times, and others \$4,566

Education Marketing and School Outreach, in pursuit of higher class registration volume and increased participation in special school performances. \$4,535

A portion of <u>Miscellaneous</u> other varied marketing expenditures, including in-house displays. \$1022

## 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.

\$5,000 \$ \$	Yes	1/1/2022
\$		
\$		
\$		
\$		11.
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	\$	

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	\$5,000	\$30,000
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	\$25,000	\$5,000	\$30,000
Description for Direct Sales Activities, Contract Services, Travel and Others			1.: <sup>-</sup>
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 2021? X Yes No

**b.** If you answered yes to 11a, how much funding did you receive in 2021? \$ 25,000

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

Year Amount awarded No previous funding

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

Lakewood Playhouse has one employee and a contractor, 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 survived the pandemic shutdown and subsequent periods of limited occupancy largely thanks to these effort.

#### **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 previous season or show sponsors have included the Lakewood Towne Center, Geico Insurance, the Lakewood Chamber of Commerce, Pierce County Library System, Glass Works, Carrs Restaurant, Lakeview Light & PowerMilitary 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 previous playbill advertisers have included Allen Realtors (Marie Barth), Best Western hotel, Carr's Restaurant, Casa Mia restaurant, The Fairy Store, Lakeview Light & PowerLakewood 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 <u>no city ownership are not eligible</u> to receive funding.

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

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

\*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:**

Formestan -a:

James Venturini, Interim Co-Managing Artistic Director Printed Name & Title of Chief Administrator/Authorizing Official

Date 8-23-2021

## **15. E-Verify Requirements for Contractors & Certification**

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

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

## Who is affected?

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

#### Are there exceptions?

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

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

• For at least the term of the contract.

## Are there other stipulations?

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

#### How will the City of Lakewood check for compliance?

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

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

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

## **CITY OF LAKEWOOD**

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

As the person duly authorized to enter into such commitment for

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.

Famo Vin -

Signature

\_James Venturini, Interim Managing Artistic Director\_\_\_\_\_\_ Print Name and Title

\_8-23-2021\_\_\_\_\_ Date

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## INTERNAL REVENUE SERVICE EP/EO

LAKEWOOD COMMUNITY PLAYERS

P 0 80X 99041 TACOMA, WA 98499

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0.0	Dax	2320	1	Angeles,	CA	90059

Parson to Contact. F. Hiraflor or L. Barragan Telephone Number: (213)894-4232 Refer Reply to: .90-268 Date: AUG 2 2 1990

RE: 91-3058223 LAKEWOOD COMMUNITY PLAYERS

#### Gentlemen:

This is in response to your request for a determination letter of the above-named organization.

A review of our records indicates that the above-named organization was recognized to be exempt from Federal income tax in June 1942, as an organization described in Internal Revenue Code section SOL(c)(3). It is further classified as an organization that is not a private foundation as defined in section SOP(a) of the code, because it is an organization described in section SOP(A)(2).

This letter is to varify your exampt 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,

4. C. minafler

Disclosure Assistant

## Lakewood Playhouse Marketing Plan for 2022 Calendar Year

Season Brochures (including distribution)	\$3380
Posters and Distribution	\$2600
Poster Artist	\$1200
Website and Weekly E-News	\$1505
Social Media Advertising	\$4500
Advertising in News Tribune	\$1692
Other Print Advertising	\$4566
Logo and Rebranding	\$3500
Education (including posters, newsletter display ad, flyers)	\$4535
Friends Fund & Subscription Letter	\$600
TLT/TMP Ticket Vouchers	\$282
Special Occasion Liquor Licenses	\$240
Lobby Display Advertising	\$180
Miscellaneous Other Expenditures	\$1220
	\$30,000

Marketing Expenses pp9-10	
Broadway Bound	
Poster Distribution	\$200.00
TNT Advertising	\$235.00
Broadway Sub-Total	\$435.00
A Christmas Carol More or Less	
Poster Distribution	\$200.00
TNT Advertising	\$235.00
Christmas Sub-Total	\$435.00
The Haunting of Hill House	
Poster Distribution	\$200.00
TNT Advertising	\$235.00
Haunting Sub-Total	\$435.00
Head Over Heels	
Poster Distribution	\$200.00
TNT Advertising	\$235.00
Heels Sub-Total	\$435.00
The Diary of Anne Frank	
Poster Distribution	\$200.00
TNT Advertising	\$235.00
Frank Sub-Total	\$435.00
Ragtime	<u> </u>
Poster Distribution	\$200.00
TNT Advertising	\$282.00
Ragtime Sub-Total	\$482.00
Radio Gala	
Poster Distribution	\$200.00
TNT Advertising	\$94.00
Radio Gala Sub-Total	\$294.00
Education	
Postcard Postage	\$600.00
Poster Distribution	\$800.00
Peach Jar Online School Flyers	\$850.00
Summer Fest & Farmers Market Booth	\$175.00
TNT Summer Camps Insert Ad	\$750.00

DuPont Values Flyer Ads	\$2,160,00
Education Sub-Total	\$2,160.00 <b>\$5,335.00</b>
Education Sub-Total	40,000
Something Wicked This Way Comes	
Poster Distribution	\$200.00
TNT Advertising	\$141.00
Wicked Sub-Total	\$341.00
Wicked Oub-Total	φ041.00
Season	
Poster Distribution	\$200.00
Brochure	\$2,000.00
Brochure Distribution	\$1,380.00
Lobby Display Advertising	\$180.00
Subscription Renewal Letter Postage	\$300.00
Website	\$250.00
Constant Contact	\$1,255.00
Facebook	\$4,500.00
Print Advertising	\$4,566.00
TLT/TMP Ticket Vouchers	\$282.00
Season Sub-Total	\$14,913.00
	<b>•</b> • • • • • • • • • • • • • • • • • •
Friend's Fund	
Friend's Fund Appeal Letter Postage	\$300.00
FF Sub-Total	\$300.00
Other	
Poster Artist	\$1,200.00
Logo & Rebranding	\$3,500.00
Special Occasion Liquor Licenses	\$240.00
Photo Backdrop	\$720.00
Miscellaneous	\$500.00
Other Sub-Total	\$6,160.00
Total Marketing Expenses	\$30,000.00

7:54 PM 08/07/21 Accrual Basis

## Lakewood Playhouse Balance Sheet As of July 31, 2021

	Jul 31, 21
ASSETS	
Current Assets Checking/Savings	
Harborstone Savings 4593	2,202.34
Harborstone 8361 debit	111.92
Harborstone 8360 Harborstone Savings 0434	69,669.49
Total Checking/Savings	60,767.90
Accounts Receivable	132,751.65
Accounts Receivable	310.00
Total Accounts Receivable	310.00
Total Current Assets	133,061.65
Fixed Assets	
Equipment/Leasehold Impr Sound	
Equipment/Leasehold Impr - Other	724.09 222,358.13
Total Equipment/Leasehold Impr	223,082.22
Land/Building	
Side Improvement	30,223.08
Land/Building - Other	153,859.61
Total Land/Building	184,082.69
Accumulated Depreciation	-155,107.00
Total Fixed Assets	252,057.91
TOTAL ASSETS	385,119.56
LIABILITIES & EQUITY	
Liabilities Current Liabilities	
Accounts Payable	
Vendor Payable	13,755.12
Total Accounts Payable	13,755.12
Other Current Liabilities	
SBA Loan	33,690.67
Pre Paid Season Tickets	
2020 - 2021 2019 - 2020	32,475.00
Total Pre Paid Season Tickets	<u> </u>
Payroll Tax Payable	2,549.96
Total Other Current Liabilities	77,305.93
Total Current Liabilities	91,061.05
Total Liabilities	
	91,061.05
Equity	
Unrestricted Net Assets Net income	232,241.20 61,817.31
Total Equity	
	294,058.51
IV TAL LIADILITIES & EQUITI	385,119.56

Page 1



#### 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 bylaws. 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 bylaws. 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.

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STATE OF WASHINGTON ) ) ss. County of Pierce )

This is to certify that on this 25tt 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, personally 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  $A_r$ ticles 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.

Notary Public in and for the State

of Washington, residing at Tacoma.

No. 93260

# Articles of Incorporation

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Place of businessL	akewood
Time of existence	years
Capital stock, \$ -	
STATE OF WASHINGTON	, \$\$.
Filed for record in t	the office of the Sec-
retary of State Jun	e 4, 1941
at	ck_AM.
Recorded in Book 2	71 Page +32-3
Pomestic Co Nalle	Secretary of State
Filed at request of	
Norton Clapp	
Tacoma Building	
Tacoma, Washingt	on
Filing and recording	fee. \$ 5.00
License to June 30, 19	
Certificate mailed.	
BARRIER CONTRACTOR (1997) A second contractor	to above address
Indexed	Photographed

436

## Attendees Heidi, Heather, Debbie, Ed, Bob, Carl, Rob, LaNita, Tricia, and Tineke

## 18 August 2021 Meeting started at 6:44 pm ended 8:39 pm

## **Conflict of Interest Policy and Confidentiality Policies**

· Board members completed and signed the policies.

• There were a couple errors found which were manually adjusted by the board members. (Digital version has been updated as well on the shared drive).

## Minutes approved with correction.

(Updated Minutes are on the Shared Drive)

## **Annual Meeting**

· LaNita Hudson Walters was introduced to the Board.

• The Board voted to have LaNita become a Board Member.

## **Treasurers report**

• Financials Attached.

• Still working on updating signers for the accounts. Board has approved Carl Fisher, Rob Ross, and Tricia Borgardt to be added as signers on the bank account.

• Board approved Heather Hinds to be added as a signer/user on the Debit Card.

• We also need to remove former board member Mike Jankelson from the account.

## Co Mad Report

• **Staffing** – Larry is stepping down as the lead carpenter but will continue to be Facilities Manager and help with builds.

o The Technical Director was hired for a different job and will be leaving.

o Abigail will not be taking over as Box Office Manager.

o Open Position Summary: Box Office Manager, Technical Director,

Master Carpenter, Education Production Manager.

o The Board approved Heather to step down from her CoMAD

responsibilities and focus on her Production Manager job.

o The Board approved James to temporarily increase his hours to 40/week while he is covering multiple jobs.

o The Board clarified that the MAD can hire and fire positions as long as they stay within the budget and within the existing positions.

o The Board agreed to be responsive via e-mail by date stipulated to requested changes in budget.

#### Expenditures to Discuss

o James will get 2 quotes for each line item and submit anything over

\$1,000 for approval to the Finance Committee.

#### Board/Events

o Articles of Amendment – We have a couple things that need to be updated before we can file. James and the Board Policy team will work on them and bring them back to the Board for a vote.

o The board approves James Venturini to submit a Lakewood lodging tax funding request

## • Radio Gala

o September 10-12. Board members should plan to attend and help with food.

o Rob will coordinate the board involvement and food contributions. He will be in touch with everyone.

o Tricia will reach out to potential sponsors for the wine.

## COVID Update

o The plan is a mask requirement for audience members and a vaccine or mask option for performers. James and Heather are monitoring the situation and recommendations from CDC etc.

• **Photoshop** – James had to switch to Photoshop Creative Cloud and purchased a month subscription. Rob might have a contact who can help with this. We also need to think about getting updated software and equipment in general. We should probably reach out to some tech companies about donations.

• Full CoMAD report is attached.

## LIT

• LIT Report is attached.

•

## **Task Force Review**

## Board Policy Team

o New Onboarding Proposal was approved.

Staff Structure Team

Requested that the full board attend a meeting September 24 at 6pm to
diaguag staff structure and biring a new Artistic Director

discuss staff structure and hiring a new Artistic Director.

## Marketing

• Tricia will have a second quote on the logo for us soon.

• Board Blog is up and running. We will be asking board members to write posts for it from time to time.

## For the Good of the Order

• Lobby Refresh – Heidi confirmed that Selden's is interested in helping with our lobby refresh.

Nominating Committee creation tabled until next meeting.

Task Force Report tabled until next meeting.

## Next Board Meeting: September 14 at 6:00pm at the Playhouse.

## Lakewood Playhouse Board of Directors

2021

#### Patricia Borgardt - Vice President

4333 East C Street Tacoma, WA 98404 206-909-6246 c.e.fisher@comcast.net

#### **Carl Fisher -- Treasurer**

5328 Hyada Blvd NE Tacoma, WA 98422 253-988-3883 c.e.fisher@comcast.net

#### Paige Hansen

6716 Glen Echo Lane SW Lakewood, WA 98499 253-678-5218

#### **Ed Jacobs**

1310 S. 9<sup>th</sup> Street Tacoma, WA 98405 206-369-0297

#### **Bob Lawrence – President**

7022 Crescent Lane SW Lakewood, WA 98499 Home: 253-582-2062 Cell: 253-973-7712 BobPaloAlto@comcast.net

#### **Tineke Raak -- Secretary** 1823 Fisher Ave. DuPont, WA 98327 253-740-3365

## Heidi Wachter

4024 W. 35<sup>th</sup> Street Tacoma, WA 98407 Cell: 253-720-6159 hhorst@harbornet.com

#### Chap Wolff

1010 S. 72<sup>nd</sup> Street Tacoma, WA 98408 253-432-1797



August 17, 2021

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 2022 Lodging Tax Grant Funds".

James Venturini Interim Managing Artistic Director 818 North Trafton Street Tacoma WA 98403 253-209-8051

Sincerely,

l'hanne

Robert Lawrence President Lakewood Playhouse Board of Directors

2022 Lodging Tax Grant Application

# Lakewood Film, Art, Book Festival

#### 5. SUBMITTAL CHECKLIST

Place a check mark by each item to indicate your review & inclusion in your submittal packet.

- 1. Provide courtesy notification to Manny Cristobal by August 18, 2021 of your intent to submit an 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 23, 2021
  - Email application to <u>ecristobal@cityoflakewood.us</u>, mail to City Hall (Attention: Manny Cristobal), 6000 Main Street SW, Lakewood, WA 98499, or arrange a drop-off by contacting Manny Cristobal.
  - Be sure to use application for FY2022 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 <u>concise manner</u>
- 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
- Documentation showing your governing body's authorization to submit the grant request Documentation consists of <u>meeting minutes</u> 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.

#### 6. INSURANCE REQUIREMENTS IF FUNDED

A Certificate of Insurance listing Lakewood as additionally insured and including these minimum requirements will be required for all recipients (if funded):

- Throughout the life of this Agreement the Contractor and its Subcontractors shall, at their own expense, maintain general liability insurance with an insurance carrier licensed to do business in the State of Washington, and with minimum coverage as follows: Bodily Injury Liability and Property Damage Liability Insurance, \$1,000,000 each occurrence and \$2,000,000 aggregate, with a deductible of not greater than \$5,000.
- 2. Where automobiles are used in conjunction with the performance of this Agreement throughout the life of this Agreement the Contractor and its Subcontractors shall, at their own expense, maintain automobile liability insurance with an insurance carrier licensed to do business in the State of Washington and with minimum coverage as follows: Bodily Injury Liability and Property Damage Liability Insurance, \$1,000,000 each occurrence or combined single limit coverage of \$1,000,000.
- General liability insurance and, if applicable, automobile liability insurance coverage shall be provided under a comprehensive general and automobile liability form of insurance, such as is usual to the practice of the insurance industry, including, but not limited to all usual coverage referred to as Personal Injury--including coverage A, B and C. If applicable, automobile liability insurance shall include coverage for owned, nonowned, leased or hired vehicles.
- 4. Lakewood shall be named as an additional insured on all required policies, except automobile insurance, and all such insurance as is carried by the Contractor shall be primary over any insurance carried by Lakewood. The Contractor shall provide a certificate of insurance to be approved by Lakewood's Administrative Services staff prior to contract execution.
- 5. Lakewood shall have no obligation to report occurrences unless a claim is filed with the Lakewood City Clerk's office; nor shall Lakewood have an obligation to pay premiums.
- 6. In the event of nonrenewal or cancellation of or material change in the coverage required, thirty (30) days written notice will be furnished to Lakewood's Administrative Services Department prior to the date of cancellation, change or nonrenewal, such notice to be sent to the City of Lakewood-Administrative Services Department, 6000 Main St. SW, Lakewood, WA 98499 or <u>tkraus@cityoflakewood.us</u>.
- 7. It is further provided that no liability shall attach to the City of Lakewood by reason of entering into a contract with the City, except as expressly provided within the terms and conditions of that contract.

#### 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: \$ 20,500 (Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost:\$27,500(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

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

#### 1c. Contact:

Name:	Robert Lawrence
Title:	Chairman
Telephone:	253-973-7712
Email:	lakewoodfestival@gmail.com or bobpaloalto@comcast.net
Signature:	Robert I Lawrence

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): 14-16 October 2022 Friday, Saturday, Sunday
- b. Event Location: McGavick Center at Clover Park Technical College
- c. If there is a charge or fee for this activity, please describe how much and why. **CPTC Sharon McGavick Center approx. \$2400 to \$4000 daily depending on the hours used and lay out for the event**
- d. Please provide a detailed, yet concise <u>scope of work (mandatory)</u> 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 our current Lakewood Film Art Book Festival

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

In 2021 we plan to expand with more live art/photo/graphics demonstrations, art vendors, youth art displays, local historical displays/exhibits, three-dimensional art, performance art and musical presentations.

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

## As before meeting minutes were sent to councilman Jason Whalen



## 3. Beneficiaries

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

#### City of Lakewood's, motels/hotels, restaurants, and retail stores.

#### 4. Goals/Monitoring

Describe the goals of the project. Will the project result in an increase in overnight stays by visitors in Lakewood? If so, how will this increase be tracked and monitored? How will an increase in the sale of goods and services as a result of the project be measured? What other short or long-term economic benefits will occur and how will that be tracked? Why do you believe those project/activity outcomes are feasible? Our goal is to promote the cultural activity in the City of Lakewood. Vendors, visitors, authors and artists will use motel/hotels, local restaurants and retail stores for this 3-day event. Number of participants and visitors for the period of the event is the most direct metric. Lakewood is ideally suited for an annual cultural event due to its easy access from I-5, 50 minutes access from SEATAC airport, affordable lodging, great restaurants and free/easy parking.

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

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

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

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

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

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

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

#### 8. Funding Requirements

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

Will reduce the duration, scope and marketing of this event

#### 9. Use of Funds

\$8000 for facility rental \$8000 for marketing and \$8000 for advertising \$3500 for administrative

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.

## **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 2022. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
Donors	\$3000	No	Spring/summer 2022
Service Organizations	\$3000	No	Spring/summer 2022
Juried Art Entry Fees	\$1000	No	Spring/summer 2022
	\$		
	\$		
	\$		
	\$		

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.)	\$9500	\$1000	\$
Marketing/Promotion	\$8500	\$1500	\$
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	\$	\$   	\$
Minor Equipment (computers, desks, etc.)	\$1700	\$800	\$ ]
Travel	\$	\$	\$
Contract Services Describe below	\$800	\$1700	\$
Other Describe below	\$	\$2000	\$
τοτλι ζοςτ	\$20500	\$7000	l c

TOTAL COST	\$20500	\$7000	\$
Description for Direct Sales Activities, Contract Services,	Contract Service- Pa	ay for Jurist and Liabil	ity Insurance
Travel and Others	Other – Banners & Y recipients	Zard Signs, Awards for	the 1 <sup>st</sup> , 2 <sup>nd</sup> , 3 <sup>rd</sup> artist
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 2021? X Yes No

**b.** If you answered yes to 11a, how much funding did you receive in 2021? \$ 7914

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 donors, participants, vendors and service organizations

#### **12.** Coordination and Collaboration

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

#### Some City officials, Service Organizations, local Community Colleges and Art Commission members

## **13. Capital Projects Budget**

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

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

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

\*If other funds are <u>committed</u>, please attach a letter of commitment from the funding source.

## 14. Certification

The applicant hereby certifies and confirms:

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

Primary Signature: \_\_\_\_\_Robert I Lawrence\_\_\_\_\_\_

Chair of the Lakewood Arts Festival Association Printed Name & Title of Chief Administrator/Authorizing Official 10 August 2021 Date

## 15. E-Verify Requirements for Contractors & Certification

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

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

## Who is affected?

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

#### Are there exceptions?

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

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

• For at least the term of the contract.

#### Are there other stipulations?

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

#### How will the City of Lakewood check for compliance?

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

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

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

#### **CITY OF LAKEWOOD**

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

As the person duly authorized to enter into such commitment for

## 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.

## Robert I Lawrence Signature

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

10 August 2021

Date

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## **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 71<sup>st</sup> Av Ct SW, Lakewood WA 98498

## **Marketing Plan**

Printing/Photocopying flyers	\$3000
Advertising (newspaper/radio ads)	\$4500
Facebook and Social Media posts	\$1000
Website	\$1500



## **CERTIFICATE OF LIABILITY INSURANCE**

DATE (MM/DD/YYYY)

			111						08/	/09/2021
C B	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.									
IN If	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).									
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PRODUCER American Underwriters CONTACT Lawrence Espinoza							(			
	6429 South Tacoma Way				(A/C, No	o, Ext): (253)	473-1415		(866)8	804-2460
	Tacoma, WA 98409				ADDRE	ss: lawre	ence@americ	an-underwriters.com		Т
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### THIS ENDORSEMENT CHANGES THE POLICY. PLEASE READ IT CAREFULLY

### ADDITIONAL INSURED: OWNERS AND / OR LESSORS OF PREMISES, LESSORS OF LEASED EQUIPMENT, SPONSORS OR CO-PROMOTERS

### This endorsement modifies insurance provided under the following: COMMERCIAL GENERAL LIABILITY COVERAGE PART

This policy is amended to include as an additional Insured any person or organization of the types designated below, but only with respect to liability arising out of your operations:

- 1. Owners and / or lessors of the premises leased, rented, or loaned to you, subject to the following additional exclusions:
  - a. This insurance applies only to an "occurrence" which takes place while you are a tenant in the premises;
  - This insurance does not apply to "bodily injury" or "property damage" resulting from structural alterations, new construction or demolition operations performed by or on behalf of the owner and / or lessor of the premises;
  - c. This insurance does not apply to liability of the owners and / or lessors for "bodily injury" or "property damage" arising out of any design defect or structural maintenance of the premises or loss caused by a premises defect.

With respect to any additional insured included under this policy, this insurance does not apply to the sole negligence of such additional insured.

- 2. Lessor of Leased Equipment, but only with respect to liability for "bodily injury", "property damage" or "personal and advertising injury" caused, in whole or in part, by your maintenance, operation or use of equipment leased to you by such person(s) or organization(s) subject to the following additional exclusions:
  - a. This insurance does not apply to any "occurrence" which takes place after the equipment lease expires.
- 3. Sponsors
- 4. Co-Promoters

### BYLAWS OF THE LAKEWOOD ARTS FESTIVAL ASSOCIATION, INC.

Date of Adoption: July 16, 2013

### Article 1. Name

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

### Article 11. Object

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

The Mission of Lakewood ARTSFest is to:

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

### Article III. Members

This organization will have no members.

### Article IV. Executive Board

**Section 1.** The affairs of this organization will be managed by the Executive Board. The Executive Board will consist of three Officers, the immediate Past President, and two Advisory Members. Officers will be elected as prescribed in Article V, below. The President will appoint the two Advisory Members of the Executive Board.

**Section** 2. The Executive Board has the authority to make decisions, establish policies, and conduct any and all business of the organization, with the assistance of the Board of Directors in those areas listed in Article VI below.

**Section 3.** Lease, rent, exchange, or sale of any property or items owned by the Association will be handled by the President with the authorization of the Executive Board.

**Section** 4. Minutes from the Executive Board Meetings shall be disseminated to both the Executive Board and the Board of Directors (Combined Board) in either printed or digital format before the next Regular Meeting.

**Section 5**. Discussion of Executive Board action, or pending action, shall be included on the Agenda for all Regular Meetings of the Combined Board.

### Article V. Officers

Section 1. The Officers of the organization will be the President, Secretary, and Treasurer.

**Section** 2. Two persons may be elected to share the responsibilities of an Officer. In every case, each office will have one vote.

**Section 3.** The President, Secretary, and Treasurer may hold only the position to which they have been elected. Other members of the Executive Board and Directors may hold one other position within the organization.

**Section 4.** No person may be elected to serve, or continue to serve, as an Officer of the organization if s/he is, or becomes an Officer of the Lakewood Arts Foundation

**Section 5.** Any Officer may be removed by the Board of Directors whenever in its judgment the best interests of the organization will be served thereby. A two-thirds vote of those Directors present at a duly called Meeting is required to remove an Officer.

Section 6

### **Duties of Officers**

The President will call and preside over all Meetings. S/he will exercise the usual executive powers pertaining to the office of the President and will direct all activities associated with Lakewood ARTSFest.

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

The Treasurer, in order to maintain internal financial controls, will collect and deposit all monies into an authorized bank as desi<sup>g</sup>nated by the Executive Board. S/he or President will

pay all bills, keep records of finances, and report on the finances at each Regular Meeting.

### Article VI. Directors

**Section 1.** The minimum number of Directors will be four. The Executive Board will determine the maximum number of Directors.

**Section** 2. Directors of the organization will be appointed annually by the President with the approval of the Executive Board. The term of office of a Director will be one year. Directors may be reappointed. No person may serve in the same Directorship for more than seven consecutive years.

**Section 3.** An additional year of term may be added for an individual under extraordinary circumstances, by a majority vote of the Executive Board.

**Section 4.** The Board of Directors will assist the Executive Board in conducting the business of the organization in the following areas:

Managing the conduct of ARTSFest as indicated in each Director's area of responsibility. Coordinating the work of the Volunteers in each Committee. *Approving the budget each October*. Electing Officers each March. Providing input at the Final Meeting. Performing any other functions for which the Executive Board requests its assistance.

Section 5. Two persons may be appointed to share the responsibilities of a Directorship. In such a

**Section 6.** The Director of Student Art will be chosen in consultation with the Clover Park School District. The term of the Director of Student Art will be coordinated with the Clover Park School District and will not be subject to the term limit listed above (Section 2).

**Section** 7. Any Director may be removed by the Executive Board whenever, in its judgment, the best interests of the organization will be served thereby. A two-thirds vote of those members of the Executive Board present at a duly called Meeting is required to remove a Director.

**Section S.** Replacement of a director will be filled by appointment of the President with the approval of the Executive Board.

**Section 9.** Dissolution of a Directorship will be undertaken with the advice and consent of the Combined Board.

Section 10. Principal Areas. The following areas must be managed by Directors:

Juried gallery Arts and Crafts Vendors Literary Events Performing Arts/Entertainment Student Art Food Service Volunteers Event Logistics

Executive Committee functions. The following areas may be delegated to a Director or may be managed by the Executive Committee directly.

Finance Fund Raising and Sponsorships Marketing and Promotion

### Article VII. Meetings

**Section 1.** Executive Board Meetings. The Executive Board will meet at the call of the President as needed to conduct its business.

Section 2. Regular Meetings. The Combined Board will hold Regular Meetings for the purpose of conducting the business of ARTSFest, on dates established by the President.

**Section 3.** Final Meeting. A final Meeting of the Combined Board will be held prior to July 31 for the purpose of critiquing and evaluating the workings of ARTSFest. Guests may be invited to this Meeting to provide their insights and input.

Section 4. Meeting Notification. Notice of the time, purpose, and place of Meetings will be given at least three days prior to the date on which the Meeting is to be held. Notice of the Final Meeting will be given at least seven days prior to the date on which the Meeting is to be held.

**Section 5.** Rules for Meetings. Unless other rules are adopted by the Executive or Combined Board, Roberts Rules of Order, latest edition, shall prevail in all meetings. At the October Regular Meeting of the Combined Board, a set of Standing Rules for the coming year will be adopted. Standing Rules may be adopted, amended, or rescinded by a majority vote of the Combined Board at any Regular Meeting.

#### **Article VIII. Nominations and Elections**

**Section 1.** Every January, the Executive Board will appoint a Nominating Committee. The Committee will consist of one member of the Executive Board and two members from the Board of Directors. The President will not serve on the Nominating Committee.

**Section** 2. The Nominating Committee will present a proposed slate of Officers at the March Regular Meeting. Additional nominations may be made from the floor. The Board of Directors will then elect, by secret ballot, the Officers for the following year's Lakewood ARTSFest. A majority vote of those Directors present at the duly called Meeting is necessary to elect.

### Article IX Voting and Quorum.

**Section** 1. Unless otherwise specified in these bylaws, decisions in this organization will be made by majority vote of those authorized to vote who are present at a duly called Meeting. Attendance by conference call is permitted. No proxy, mail-in, or absentee balloting is permitted at any Meeting of this organization.

**Section** 2. Two members of the Executive Board will constitute a quorum for Meetings of the Executive Board. A majority of the Board of Directors will constitute a quorum for Meetings of the Board of Directors. A majority of the Combined Board will constitute a quorum for the Regular Meetings and any other Meetings of the Combined Board. No votes will be conducted at the Final Meeting.

**Section** 3. When a Directorship is shared, each person will be counted individually for quorum purposes and will have one vote.

**Section** 4. For those functions reserved to the Board of Directors, namely, approval of the budget in October, election of Officers in March, and removal of an Officer, only the Directors may vote on the question. For all other matters, when a vote is to be taken, both the Executive Board and the Board of Directors are eligible to vote.

**Section 5. Ratification of emergency action.** Any corporate action required or permitted by the Articles of Incorporation or Bylaws, or by the laws of the State of Washington, to be taken at a Meeting of the Directors of the organization may be taken without a Meeting if a consent in writing, setting forth the action so taken, will be signed by all of those entitled to vote with respect to the subject matter thereof. Such consent will have the same force and effect as a unanimous vote, and may be described as such.

### **Article X. Indemnification**

**Section 1.** Any Officer, Director, or member of the Executive Board now serving or hereafter serving the organization and his/her respective heirs, executors, and personal representatives will be indemnified by the organization against expenses actually and necessarily incurred by him/her in connection with the defense of any action, suit, or proceeding in which s/he is made a party by reason of being or having been adjudged in such action, suit, or proceeding to be liable for negligence or misconduct in the performance of his/her duties, but such indemnification will not be deemed exclusive of any rights to which the person may be entitled under any bylaw or agreement and/or vote by the Executive Board and/or Board of Directors.

Section 2. The organization will maintain insurance to provide such indemnification.

### Article XI. Administrative and Financial Provisions

**Section 1. Fiscal Year.** The fiscal year of the organization will end on September 30 of each year.

Section 2. Books and Records. The organization will keep current books of records of account. Records in the form of Minutes will be kept of the proceedings of Meetings of the Executive Board, Regular Meetings, Special Meetings, and the Final Meeting.

**Section** 3. **Salaries.** The salaries of any agents of the organization will be fixed by the Executive Board. No Officer, member of the Executive Board, Director, or member of the Board of Directors will receive a salary.

Section 4. **Profits.** Discretionary profits will be donated primarily to the Lakewood Arts Foundation, with consideration to other 501 c3 arts organizations and subject to the approval of the Combined Board.

Section 5. Loans Prohibited. No loan of funds will be made by the organization to any Officer, member of the Executive Board, Director, member of the Board of Directors, or Volunteer of the organization.

**Section 6.** Audit. There will be an annual year-end internal audit of the books of the organization by a committee appointed by the President.

**Section** 7. **Year-End Accounting.** The Treasurer will provide a financial accounting of the year's books and information regarding present year-end tax figures to assist in the audit of the books.

**Section 8. Salaried Accountant.** An accountant employed by the Executive Board will handle all fiscal year-end income tax preparation and assist the Executive Board and Board of Directors in financial planning and long-range investments to coordinate with the financial planning of the Lakewood Arts Foundation.

### Article XII Amendment of Articles of Incorporation or Bylaws

In order to amend the Articles of Incorporation or the Bylaws, the proposed changes will be presented to the Combined Board for its information one month prior to the proposed date of voting. A majority vote of the members of the Combined Board present at a duly called Meeting is necessary to approve any change.

### Article X111. Dissolution of Organization

**Section 1.** To authorize the voluntary dissolution of this organization and to distribute its assets, the Combined Board must approve the action by a two-thirds vote of those present at a duly called Meeting.

**Section** 2. In the event of dissolution, the assets of the organization will be distributed to a not-forprofit organization registered in the state of Washington whose purposes are compatible with the purposes of this organization. No assets shall inure to the benefit of any individual person.

### ADOPTION

These original Bylaws have been adopted by the Combined Board of the Lakewood Arts Festival Association, Incorporated at its Meeting of July 16, 2013.

,-) /1 m. ) ( ( ( e

Acting Secretary

Date

Richard Meier Printed Name of Secretary 16 July 2013

## FAB Minutes for 15 July 2021

Attendees: Shirley Peterson, Bob Lawrence, Phil Raschke, Chuck Mathias, Lonnie Lai

Meeting Started at 407pm and adjourned 452 pm

Minutes-No editions on previous minutes

**Treasurer**- \$632 in checking account LTAC grant \$19500

- Phil POC for Films one additional film permit needed-Ian Realm back on for Friday and Saturday
- Chuck POC for marketing and graphics-already on "Patch"
- Initial Hourly time schedule attached
- Chuck will investigate local papers also working on 600 door hanger sized ads to use at the playhouse
- Purchased a Sub Time AD Chuck working on the Ad
- Bob is cleared to submit 2022 LTAC application

Chuck will update flyer for call to artists and authors and build door hanger flyer to insert into playbills at the playhouse.

### Action items for next meeting

- Email authors in progress
- Build marketing plan will finalize early August
- Flush out budget
- Invest in active Facebook presence
- Vendors and food truck?
- Table Plan
- Biweekly articles in Sub Times about individual artists and or authors starting late August
- Lakewood Playhouse players
- Green screen
- Puppet show

### Meeting Plan 5 Aug, 26 Aug, 16 Sep, 30 Sep and Oct 7

Next meeting 430pm at Bob's house (7022 Crescent Ln SW) Thursday 5 August



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

## **CERTIFICATE OF INCORPORATION**

to

## LAKEWOOD ARTS FESTIVAL ASSOCIATION

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

Date: 7/25/2013

UBI Number: 603-323-664



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

Kim Wyman, Secretary of State

Date Issued: 8/7/2013

2022 Lodging Tax Grant Application

# Rise Against Racism -Lakewood Fall Harvest Festival

7. APPLICATION FOR FISCAL YEAR 2021 LTAC GRANT FUNDING
1a. Project Information Oaktober Fest Va
Project Name:
Amount of Lodging Tax Funding Requested: \$23,500 (Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")
Total Project Cost: \$97,500 (Total Project Amount must match Project Budget column c "Total Project Cost")
1b. Applicant Organization
Name of Applicant Organization: Rise Against Rucism
Mailing Address: 8011 LESCHI ED SW Lakewood, WA 98498
Tax ID Number: 604 319 751
Organization Unified Business Identifer (UBI) LeO 4319751 UBI Expiration Date: 31 Aug 2022
Type of Organization: NON – PROFIF (Non-profit, For-profit, Municipality, Private business, etc.)
1c. Contact:
Name: Amelia I Escobedu Title: Co-Founder
Telephone: 325 513 4355

Email:

Signature: ameliene Escobedo

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 8-9, 2022
- b. Event Location: Lakewood Colonial Center plaza, and other secondary venues
- c. If there is a charge or fee for this activity, please describe how much and why. **No charge.** Charge only for raffle tickets of no more than \$5.
- d. Please provide a detailed, yet concise <u>scope of work (mandatory)</u> 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 seeks to create a fall harvest festival that would become one of Lakewood's major annual events. Hosted at the Lakewood Colonial Center plaza, it would consist of a special two-day farmers' market, food vendors, artwalk, street artists, talks, educational activities, concerts and films. The event strives to bring together people from all different communities and neighborhoods in Lakewood, while celebrating Lakewood's natural and cultural heritage. The area served will encompass all of Lakewood, and its organizers (the Lakewood non-profit Rise Against Racism and Lakewood Garry Oaks Conservancy group) hope it will help contribute to the mutual understanding of Lakewood's various communities and neighborhoods.

### 3. Beneficiaries

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

- hotels
- local vendors at the farmers' market, including arts and crafts vendors
- local artists and musicians

- local restaurants and food enterprises (e.g., Hess's, European Pastry Shop, Bruno's, Great Cuisine of India, Seven Seas or other local breweries, El Pulgarcito (Salvadoran restaurant), House of Mandoo (Korean restaurant from International District), etc.

- local cultural and environmental organizations, such as the Lakewood Historical Society, Lakewood Multicultural Coalition and 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 the project is to celebrate Lakewood's diversity and cultural riches. It is being designed in a way that aims to result in an increase in overnight stays by visitors in Lakewood. It will be tracked and monitored by offering a discount code for local hotels and gathering that information. Increase in the sale of goods and services will be monitored by surveying the businesses invited to participate. Lakewood's tourism, gastronomical and culturally-oriented businesses will benefit as a result of the positive coverage that the event will receive and enhanced visibility of Lakewood's many diverse offerings. These are both short and long term, as the effects of the added free publicity for the enterprises will occur on a yearly basis. It will create heightened visibility for local businesses that might otherwise go unnoticed by potential customers from other neighborhoods. These outcomes are completely plausible, because seasonal festivals featuring food, art and music are known to enjoy perennial popularity, and would encourage people to support local businesses by its fostering of a greater sense of community and cohesion for the people of Lakewood.

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

The funds will increase the number of people traveling to Lakewood to stay overnight in paid accommodation by providing them with unique experiences lasting into the night and over a two-day period for which an overnight stay would be necessary. For example -- late-night film projections, Oktoberfest festivities with live music in the beer garden into the night, and other concerts and activities, such as a large-scale scavenger hunt, stretched out over the two-day period. Secondary events in other locations will help keep attendees entertained during the two days.

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

The event's very nature -- a harvest/Oktoberfest celebration, incorporating a broad range of events -- could help attract participants from a wide area.

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

While some international or out of state guests may be expected, these would include for example international or foreign dignitaries from the countries represented at the festival, or people from out of state who are here for other reasons already. It would not be realistic to expect people from abroad to attend this local festival.

### 8. Funding Requirements

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

If partial funding were to be received, the event would necessarily just be on a much smaller scale, and out-of-town overnight guests would be less likely to attend.

### 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.

### Notes:

- print ads: we have inquired about advertisement fees with publication such as The Stranger (Seattle), NW Travel and Life, Bellingham Alive!, and Spokane Living, and are waiting to hear from them.

- this breakdown doesn't include ads that are free to place

- personnel budget: \$5,000 would be used to commission a designer to do a logo and complete branding. This would be needed in order to have the material for ads.

- personnel budget would also include paying a dedicated coordinator/planner in addition to the designer.

- administration budget would pay a "festival director"

### Advertising expenses:

Рауее	Туре	Fee/Cost
Weekly Volcano	Print and Inserts	\$1,200.00

Thurston Talk	Article and Digital Ads	\$750.00
South Sound Magazine	Print Ad (1/2 Page)	\$2,700.00
South Sound Magazine	Digital Ad	\$595.00
PDX Monthly	Basic Digital Ad Package	\$2,500.00
TBD	Outdoor Banners	\$240.00
TBD	Flyers (4,000)	\$200.00
TBD	Website (appx. 6 months)	\$800.00
Facebook	Targeted Ads	\$1,015.00
		\$10,000.00

### Strategic marketing plan

Strategic marketing plan includes a website, dedicated Instagram and Facebook account, partnering with local companies and advertising throughout the PNW.

Dedicated website will include schedules, events and activities, accommodations and other local areas of interest for before and after to add to their stay.

### Marketing Suggestions:

Grit City Magazine (Tacoma) South Sound Magazine (Tacoma) The Stranger (Seattle) thurstontalk.com (Olympia and Thurston County) Gig Harbor Living Local Seattle Magazine events12.com

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

Describe below

**Contract Services** 

**Travel and Others** 

Describe below Other Describe below

TOTAL COST

desks, etc.) Travel

Minor Equipment (computers,

Description for Direct Sales Activities, Contract Services, \$

\$

\$

\$

\$

OOO

28 800

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 anticipa Do not include requested Lodgir		Amount	Confirmeda Yes/No	? Date Available
		\$	, end	
	<u>ta mpanganan pana kanya ana kanya kany</u>	\$		
		\$		
		\$		
	· · · · · · · · · · · · · · · · · · ·	\$		
		\$		
		\$		
Expenses: Based on full funding, Note: Certain expenses may not You will only be reimbursed at th	be reimbursable, at t	he sole discretion of nsurance is not an eli		c. Total Project Cost **
	Requeste		n-kind" dollars)	c. Total Troject cost
Personnel (salaries & benefits)	\$ 10,000	. \$		\$
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$ 5,000	\$		\$
Marketing/Promotion	\$ 10,000	\$		\$
Direct Sales Activities (including trade shows, sales calls, and related travel)	\$	\$	v	\$

	In-Kind Contributions	
*	Amount in column a" Lodging Tax F	Funds Requested" must match "Amount of Lodging Tax Funding Requested" under 1a

\$

\$

\$

\$

\$

\$

\$

\$

\$

\$

\*Amount in column a" Lodging Tax Funds Requested" must match "Amount of Lodging Tax Funding Requested" under 1c 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 2021? Yes 🗸 No

**b.** If you answered yes to 11a, how much funding did you receive in 2021? \$

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?

### 12. Coordination and Collaboration

No efforts yet.

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 main partner is the Lakemond Garry Dak Conservancy unich will be engaging the Cas cadia Prairie Oak partnership, which would collaborate to bring oak specialists for a special workshop to Lakenood. We also intend to cooperate with the Lakenood We also intend to cooperate with the Lakenood Film, Arts and Book Festival, which takes place the same weekend we will also be interested in typing to cooperate with Lakenood's Multicultural Coalition to achieve on festival's goals.

### 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:

Amelia I. Escobedu Co-Founder Rise Against Racism

Printed Name & Title of Chief Administrator/Authorizing Official

Date August 23, 2021

## **RISE AGAINST RACISM BYLAWS**

### I. Name

The name of this corporation shall be RISE AGAINST RACISM. The business of the corporation may be conducted as RISE AGAINST RACISM or LoveAgainstRacism.

### II. Purpose and Powers

2.02 Powers

WE ARE A PASSIONATE GROUP MADE OF RETIRED DOCTORS, GROUP ORGANIZERS, YOUNG LEADERS, PERSONAL TRAINERS, AND ALL TYPES WITH THE MOTIVATTION AND DETERMINATION TO RISE AGAINST RACISM AND CREATE SOCIAL AND DINANCIAL EQUALITY WITHIN TH EUNITED STATESOF AMERIC, FOR THE FIRST TIMEIN HISTORY. WE WANT TO EMPOWER ALL GOOD WILLED AMERICANS WITHT HESTRENGHT AND WISDOM OF OUR FOUNDING FATHERS SAYING, "ALL MEN ARE CREATED EQUAL." IF YOU ARE READY TO FIGHT FOR LIFE, LIERTY, AND THE PURSUITOF HAPPINESS.

2.03 Nonprofit Status and Exempt Activities Limitation

(a) Nonprofit Legal Status RISE AGAINST RACISM is a WA STATE non-profit public benefit corporation, recognized as tax exempt under Section 501(c)(3) of the United States Internal Revenue Code.

(b) Distribution Upon Dissolution. IN THE EVENT OF DISSOLUTION OF THE CORPORATION OR THE WINDING UP OF ITS AFFAIRS, THE ASSETS OF THE CORPORATION SHALL BE DISTRIBUTED EXLUSIVELY TO ACLU OR THE AMERICAN CIVIL LIBERTIES UNION WHICH WOULD THEN QUALIFY UNDER THE PROVISIONS OF SECTION 501 (c)3 OF THE INTERNAL REVENUE CODE AND ITS REGULATIONS AS THEY NOW EIST OR AS THEY MAY HEREAFTER BE AMENDED.

## Rise Against Racism

## Minutes

Date: 08/22/2021 Time: 12:30 pm Facilitator: Rise Against Racism

## **In Attendance**

Christopher Escobedo (President of RISE AGAINST RACISM) Amelia Escobedo (Co-Founder of RISE AGAINST RACIMS)

(Treasurer)

## **Approval of Minutes**

The minutes were read from the August meeting and have been approved, Christina Mannetti brought attention to Amelia that 2022 Lodging Tax Grant Funds are available which could be used to bring diversity and inclusion to the community of Lakewood.

## Board

Initial Board of Directors Entity: RISE AGAINST RACISM Christopher Escobedo (253) 292- 7270 Initial Board of Directors Individual: Amelia Escobedo (325) 513-4355

8011 Leschi RD SW Lakewood, WA 98498

## **Advisory Committee**

Amelia Escobedo and Christopher Escobedo have meet with Christina Manetti on August 23, 2021 to talk about the Grant. The CEO Christopher M. Escobedo gives permission to Amelia Escobedo to proceed in filing for the 2022 Lodging Tax Grant Funds. Christopher M. Escobedo will also give Amelia Escobedo permission to received funds for the grant through Americas Credit Union in Lakewood.

## **Budget**

We currently do not have a budget and have been volunteering our time and sweat equity to create a Country equal for all for the first time in history.

## **Principal's Report**

Amelia Escobedo presented this Principal Report.

### **New Business**

Fill out paperwork for 2022 Lodging Tax Funds Grant Make business cards Find new data, statistics, articles to add to website LoveAgainstRacism.com

## **Committee Reports**

Committee reports

Members



Christopher Escobedo Duties: President maintain accountability of minutes, Treasurer, Website Design

Amelia Escobedo Duties: Keep up to date records of Non-Profit minutes, Treasurer, Webmaster, Organizer

## Announcements

RISE AGAINST RACISM will fill out grant information.

## **Next Meeting**

September 23, 2021 TIME: 12:30 PM

Motion to adjourn was made at 1:30 PM and was passed unanimously.

# **RISE AGAINST RACISM**

AUGUST 22, 2021

I, Christopher M. Escobedo (President of RISE AGAINST RACISM) give Amelia I. Escobedo Co-Founder, who resides at 8011 Leschi RD SW, Lakewood, WA, 98498 with the telephone number (325)513-4355 is authorized to sign the application for 2022 Lodging Tax Grant Funds on the 22<sup>nd</sup> of August 2021.

Christopher Escobedo

### **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 2022. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
	\$		
	\$		
	\$		
	\$		
	\$		
	\$		
	\$		

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

Note: Certain expenses may not be reimbursable, at the sole discretion of the City of Lakewood. You will only be reimbursed at the authorized rates. Insurance is not an eligible cost.

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

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

### **13. Capital Projects Budget**

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

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

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

\*If other funds are <u>committed</u>, please attach a letter of commitment from the funding source.

### 14. Certification

The applicant hereby certifies and confirms:

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

**Primary Signature:** 

Printed Name & Title of Chief Administrator/Authorizing Official Date

### **15. E-Verify Requirements for Contractors & Certification**

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

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

### Who is affected?

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

### Are there exceptions?

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

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

• For at least the term of the contract.

### Are there other stipulations?

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

### How will the City of Lakewood check for compliance?

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

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

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

### **CITY OF LAKEWOOD**

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

As the person duly authorized to enter into such commitment for

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



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youracu.org/business-banking

1205

Account Number: • Statement period: 07/01/2021 - 07/31/2021 Total days in statement period: 31 Date: 07/31/2021

### **CUSTOMER SERVICE**

253-964-3113 Local 866-968-7128 Toll Free

Monday - Friday, 8:00am - 6:00pm Saturday, 9:00am - 4:00pm

### RISE AGAINST RACISM 8011 LESCHI RD SW LAKEWOOD, WA 98498-5951

ACCOUNT SUMMARY		
Savings Checking	\$40.00 \$32.85	

SAVING	CS		
Date	Transaction Description	Amount	Balance
Share :	11 : AMPLIFY BUSINESS SAVIN	IGS	
Period St	arting Balance on 07/01/21		\$40.00
CUECU	Your AMPLIFY BUSINESS SAVINGS on 07/31/21 YTD Dividends Paid: \$0.00	Ending Balance	\$40.00
CHECK		Report Sink	
Date	Transaction Description	Amount	Balance
Draft : 8	86 : AMPLIFY BUSINESS CHECK	KING	
Period St	arting Balance on 07/01/21		\$43.80
07/31/21	Withdrawal Monthly Fee	-10.95	32.85

That feeling when you've lowered your payment and driven away with \$250!



Get \$250 cash back when you refinance an auto loan from another lender with ACU\*.

\*Receive \$250 when you refinance your auto loan from another lender to America's Credit Union (ACU). Loan amount must be at least \$10,000 to be eligible for the cash offer. The cash back credit will be posted to your regular share account. Loan must be current and accounts must be in good standing to receive the cash back. Loan is subject to approval of credit. New loans only; does not apply to refinances of existing ACU auto loans. This offer may be modified or withdrawn any time without notice, and cannot be combined with any other auto loan offer. The "no payments for 90 days" offer does not apply with this offer. Maximum of 2 refinances for cash back per household. Federally insured by NCU/M

390

Statement of Account Page 2 of 2



PO Box 5060 DuPont, WA 98327-5060

youracu.org/business-banking

#### Account Number: Statement period: 07/01/2021 - 07/31/2021 Date: 07/31/2021

### Other Withdrawal(s)

Date	Amount	Date	Amount	Date	Amount	Date	Amount
07/31	10.95						

Summary of Overdraft and Returned Item Fees						
	Total For This Period	Total Year-To-Date				
Total Overdraft Fees	\$0.00	\$0.00				
Total Returned Item Fees	\$0.00	\$0.00				

### YEAR TO DATE SUMMARIES

That feeling when you've refinanced your Auto Loan from another lender and SAVED!





STATE OF WASHINGTON DEPARTMENT OF REVENUE

340

RISE AGAINST RACISM 8011 LESCHI RD SW LAKEWOOD WA 98498-5951

4

August 16, 2018 Letter ID: L0006767992 UBI: 604-319-751 Account ID: 604-319-751 Account Type: Excise Tax

### **IMPORTANT!** Tax Registration Information

Congratulations! You are now registered to operate your business in Washington. Your Unified Business Identifier (UBI) number shown above is a nine-digit number linking your business to the following UBI agencies if applicable: the Department of Revenue Business Licensing Service, the Office of the Secretary of State, the Department of Employment Security and Labor and Industries. Please use your UBI number when contacting these agencies. A Department of Revenue (DOR) tax account is also assigned to your business for reporting taxes. Please refer to the account ID shown above any time you contact DOR for assistance with your tax account.

### Filing due dates

Your taxes must be filed **annually**. Your tax return is due January 31 following the taxable period (e.g. January 1 through December 31 of the previous year). When a due date falls on a weekend or legal holiday, the due date extends to the next business day. You must file a tax return each year, even if you do not have business activity to report.

Based on your business open date, the first return you must file is the annual return ending 12/31/2018 return and is due on **January 31, 2019**. We will mail your return to you.

### How to file your return

- E-file on our website: Filing your state excise tax return electronically saves time and helps your business avoid penalties by calculating taxes due and flagging potential errors. To get started on E-file you must access My DOR, our secure portal for business licensing and tax accounts
- *Request a printed form:* Call us at 1-800-647-7706 to request tax return forms using the automated system of speak to a tax representative.
- Download forms: Go to our website at <u>dor.wa.gov</u>.

### Learn about your tax responsibilities

As a business owner, it is important that you stay up to date on your reporting obligations. For new businesses needing an overview of Washington taxes, we offer monthly workshops and webinars to help you understand your tax reporting responsibilities. Go to <u>dor.wa.gov/workshops</u> for a complete list of workshops around the state.

### How to apply for a free reseller permit

Reseller permits allow businesses to make qualifying purchases for resale without paying sales tax. If you need a reseller permit, go to <u>dor.wa.gov/resellerpermit</u> for information on how to apply. Most applications are processed within 10 business days but can take up to 60 days.

### Resources on our website

- *My DOR*: Update contact information, close your account, pay overdue taxes, and send/receive confidential information by email using secure messaging.
- New Business Tax Basics: Get an overview of Washington business taxes and reporting requirements.
- Tax rate lookup tool: Look up tax rates for any location within the state of Washington. You'll find tax rates for Sales & Use, Motor Vehicle Sales/Leases/Rentals, and Lodging.
- · Also, find online and local workshops, publications, law changes, and current rulings.

### Personal Property Tax

Businesses also owe tax on the personal property (computers, servers, printers, etc.) they use to conduct business. You must file a Personal Property Tax Listing Form with your county assessor's office by April 30th each year. To learn more, search for Personal Property at <u>dor.wa.gov</u>.

### **Questions?**

For more information, visit our website at <u>dor.wa.gov</u> or call 1-800-647-7706. Teletype (TTY) users call 711. Please contact us immediately if your account information changes or your business closes.

Good luck with your new business!

2022 Lodging Tax Grant Application

City of Lakewood -Media Promotions



# **Application for Fiscal Year 2022 Lodging Tax Grant Funds**



### 5. SUBMITTAL CHECKLIST

Place a check mark by each item to indicate your review & inclusion in your submittal packet.

- 1. Provide courtesy notification to Manny Cristobal by August 18, 2021 of your intent to submit an application and whether you will submit electronically. The purpose of this notification is to ensure your application is received.
- 2. X Submit complete application packet by 5:00pm, Monday, August 23, 2021
  - Email application to <u>ecristobal@cityoflakewood.us</u>, mail to City Hall (Attention: Manny Cristobal), 6000 Main Street SW, Lakewood, WA 98499, or arrange a drop-off by contacting Manny Cristobal.
  - o Be sure to use application for FY2022 grant awards (template with preset font and margins)
  - Late applications will not be accepted
- 3. X All questions on application have been answered in a detailed, yet <u>concise manner</u>
- 4. X Application has been reviewed and includes:
  - a. Signed E-Verify Declaration
  - b. X 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

X 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 <u>meeting minutes</u> 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.

### 6. INSURANCE REQUIREMENTS IF FUNDED

A Certificate of Insurance listing Lakewood as additionally insured and including these minimum requirements will be required for all recipients (if funded):

- Throughout the life of this Agreement the Contractor and its Subcontractors shall, at their own expense, maintain general liability insurance with an insurance carrier licensed to do business in the State of Washington, and with minimum coverage as follows: Bodily Injury Liability and Property Damage Liability Insurance, \$1,000,000 each occurrence and \$2,000,000 aggregate, with a deductible of not greater than \$5,000.
- 2. Where automobiles are used in conjunction with the performance of this Agreement throughout the life of this Agreement the Contractor and its Subcontractors shall, at their own expense, maintain automobile liability insurance with an insurance carrier licensed to do business in the State of Washington and with minimum coverage as follows: Bodily Injury Liability and Property Damage Liability Insurance, \$1,000,000 each occurrence or combined single limit coverage of \$1,000,000.
- 3. General liability insurance and, if applicable, automobile liability insurance coverage shall be provided under a comprehensive general and automobile liability form of insurance, such as is usual to the practice of the insurance industry, including, but not limited to all usual coverage referred to as Personal Injury--including coverage A, B and C. If applicable, automobile liability insurance shall include coverage for owned, non-owned, leased or hired vehicles.
- 4. Lakewood shall be named as an additional insured on all required policies, except automobile insurance, and all such insurance as is carried by the Contractor shall be primary over any insurance carried by Lakewood. The Contractor shall provide a certificate of insurance to be approved by Lakewood's Administrative Services staff prior to contract execution.
- 5. Lakewood shall have no obligation to report occurrences unless a claim is filed with the Lakewood City Clerk's office; nor shall Lakewood have an obligation to pay premiums.
- 6. In the event of nonrenewal or cancellation of or material change in the coverage required, thirty (30) days written notice will be furnished to Lakewood's Administrative Services Department prior to the date of cancellation, change or nonrenewal, such notice to be sent to the City of Lakewood-Administrative Services Department, 6000 Main St. SW, Lakewood, WA 98499 or <u>tkraus@cityoflakewood.us</u>.
- 7. It is further provided that no liability shall attach to the City of Lakewood by reason of entering into a contract with the City, except as expressly provided within the terms and conditions of that contract.

### 7. APPLICATION FOR FISCAL YEAR 2021 LTAC GRANT FUNDING

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1a. Project Information

Project Name: NEARCATION.com Media Promotion

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

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

#### **1b. Applicant Organization**

Name of Applicant Organization: City of Lakewood

Mailing Address: 6000 Main Street SW Lakewood, WA 98499

Tax ID Number: 91-1698185

Organization Unified Business Identifer (UBI)
UBI Expiration Date:

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

### 1c. Contact:

Name:	Jim Kopriva
Title:	Communications Manager
Telephone:	253-255-3396
Email:	jkopnya@cityoflakewood.us
Signature:	Aufr

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 <u>scope of work (mandatory)</u> and/or proposed project/activity. Include information on the area the project will serve, its expected impact and list the responsible party(s).

} }

Proposed is the advertisement of tourism-related video content produced by the City of Lakewood. The internet is how people find information, and targeted web content is the way for Lakewood to be found as a tourism destination.

Social media advertising allows precise engagement with tailored content. Fishermen would be served fishing content, golfers would be served golfing content, and watchers of Bridgerton or Downton Abbey would be served an invitation to visit Thornewood Castle.

This strategy follows a marketing funnel approach. At the top of the funnel is *awareness*<sup>1</sup>; where users are served relevant content that sparks *interest*<sup>2</sup>. Interested parties still need some persuasion to take *action*<sup>3</sup>.

Targeted video content would attract awareness at the top of the funnel, and existing Nearcation.com content is a strong asset for "last-mile" conversion of interest to action.

Nearcation.com was developed in 2020 to attract visitors to stay in our hotels and enjoy local history, golf, natural beauty, shopping, and cuisine. We want to build on the success of 2020 Nearcation efforts - 2021 monies will be used primarily for targeted social media buys.

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 be spent efficiently and transparently. The expected cost per view of a tourism video may be as low as a penny, and perhaps a dime at most. The efficiency, customization, and measurability of social media advertisement makes it an essential tool in the attraction of tourism.

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, Lakewood Chamber, and real estate brokers. Lakewold Gardens, Thornewood Castle, Army Museum, Fort Steilacoom, and all attractions and hotels will all benefit.

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, shopping, and food scenes;
- Creating more economic activity and retail sales;
- Positive and snappy 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;
- Support to bring back tourism as we continue to navigate effects of the pandemic.

### 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.

1. Increase reach/awareness: Tracked by the total reach and number of clicks on sponsored, targeted ads online;

2. Increase the number of hotel night stays: Tracked by gathering hotel night stays following media impressions;

3. Improve the image of Lakewood as a fun place to visit with loads of amenities, rich in history and natural beauty;

4. Add new fresh content videos, and keep Lakewood relevant and top of mind;

5. Position Lakewood as the ideal place to stay in the region.

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: "Have you heard about all the things we can do in Lakewood, Washington? A Road Trip? A weekend away from chores? Let's do it! Got Kids? Got Dogs? Got Bikes? Bring 'em all for a weekend NEARCATION."

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, history, food, and golf. 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 vacations to the region.

# 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. The positive, light hearted, funny videos and 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.

Using keywords and SEO (search engine optimization) will allow our messages to appear on 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.

We want to communicate all that Lakewood has to offer often and across many platforms to increase visitor engagement and tourism.

# 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, internet searches, etc. – will create the public image city leaders want.

Perceptions of Lakewood as the place to visit, play, eat and stay will resonate across all messaging platforms.

### 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 granted, that will reduce the amount of online advertising that we can buy.

### 9. Use of Funds

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

All funds will be used for online advertising and marketing, and some small equipment needs that will be highly beneficial for our work.

In 2020 we utilized funds to build the creative for the website, videos, radio, some print, photography, and minor equipment.

Our intent is to efficiently target online advertising, and to take advantage of the momentum already built with this campaign.

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

Income: A diversified funding bo for the project, both anticipated	and confirmed and wh			
own funding, sponsorships, othe	r grants, etc.			·
Funding Source:				
List all revenue sources anticipa		Amount	Confirmed	? Date Available
Do not include requested Lodgi	ng Tax Funds		Yes/No	
		\$		
		\$		
		\$		
		\$		
		\$		
		\$		
		\$		
Expenses: Based on full funding, Note: Certain expenses may not You will only be reimbursed at th	be reimbursable, at the	e sole discretion of th urance is not an eligi unds b. Other Fu	ible cost.	c. Total Project Cost **
Personnel (salaries & benefits)	\$	\$	kina aonarsj	\$
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$	\$		Ś
Marketing/Promotion	\$	\$		\$
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	\$48,100	\$		\$48,100
Minor Equipment (computers, desks, etc.)	\$1,900	\$		\$1,900
Travel	\$	\$		\$
Contract Services	\$	\$		\$
Describe below				····
Other Describe below	\$	\$		\$
TOTAL COST	\$50,000	\$		\$50,000
Description for Direct Sales Activities, Contract Services, Travel and Others		L 17. j		
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 2021? X Yes No

**b.** If you answered yes to 11a, how much funding did you receive in 2021? \$40,000

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

Year Amount awarded

No previous funding

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

We have not requested funding from additional sources.

### **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 Proud. 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 2021.

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 other events year round. Promotion of these events demonstrates the city of Lakewood's commitment to creating a family-friendly, active community.

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 0
- CHI Franciscan (St. Clare Hospital) Ø
- Click! Cable TV ø
- WSECU 0

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- Pierce County FreshCaring for Kids
- Springbrook Connections 0
- Local churches and nonprofits

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### **13. Capital Projects Budget**

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

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

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

\*If other funds are <u>committed</u>, please attach a letter of commitment from the funding source.

### 14. Certification

The applicant hereby certifies and confirms:

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

**Primary Signature:** 

Printed Name & Title of Chief Administrator/Authorizing Official

Date

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### **15.** E-Verify Requirements for Contractors & Certification

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

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

### Who is affected?

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

### Are there exceptions?

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

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

• For at least the term of the contract.

### Are there other stipulations?

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

### How will the City of Lakewood check for compliance?

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

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

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

#### **CITY OF LAKEWOOD**

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

As the person duly authorized to enter into such commitment for

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

2022 Lodging Tax Grant Application

City of Lakewood - Parks Farmers Market



### Lakewood Farmers Market & Night Market

Application for Fiscal Year 2022 Lodging Tax Grant Fund







1

### 7. APPLICATION FOR FISCAL YEAR 2022 LTAC GRANT FUNDING

### **1a. Project Information**

Project Name: Lakewood's Farmers Market & Night Market

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

Total Project Cost:\$ 45,000(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: Sally Math

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 June 3<sup>rd</sup> September 9, 2022
- 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 <u>scope of work (mandatory)</u> 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 amidst ever changing circumstance due to COVID-19. The market takes place at Fort Steilacoom Park on Thursdays from 2:00-6:30pm. 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. Other scope of work includes: Hiring and supervising interns from the University of Puget Sound. Securing 5 employees for each market day. Finding volunteers to assist. 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 11th 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 hotels, shops and restaurants who see some of the 75,000 people who attend the farmers market during the 19 week season. The residents of Lakewood and the 9,000 people who commute to Lakewood for work and come to the market of lunch and to shop benefit from the healthy products, being able to shop outdoors during COVID, and experiencing a festive and upbeat

atmosphere. Other beneficiaries are (based on our surveys) visitors from Pierce, Thurston, Kitsap, and Mason counties. The City also benefits from income from the vendor booth fees.

Local business owners benefit from the Farmers Market. Our surveys reveal that over 50% 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 2020 season WIC and Senior WIC clients spent \$42,000 at the farmers market, and we will know in the fall what our 2021 numbers are.

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/VM,

The vendors benefit from the market. Vendor sales this summer have set a record high averaging \$37,000 in total sales per day. 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 2022 Goals are to:

Yes this program will result in overnight stays. Our survey revealed over 13% of shoppers were from outside th the 50 mile radius. We will continue to use surveys to determine where people live. Many, many shoppers bring their out of town guests who will often be staying at hotels.

We learned that this year 54% of the shoppers were coming for their first time. This is a reminder that with the large number of residents who move in and out Lakewood, we have to continually market, advertise and tell our "story". So a big goal is 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 advertising and lots of advertising.

Have the Lakewood Farmers Market serve as a great economic development tool that brings visitors to the City. 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 2022 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

• Target advertising to JBLM and those who work in Lakewood to entice them to come for lunch/dinner 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.

Build and maintain healthy working relationships with vendors because they have many markets from which to choose to sell.

### 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 expanding our footprint of advertising and elevating the profile of the market.

First I would like to note that during the 19 week season, the market brings 75,000 people through the market, and consequently through Lakewood. This is a huge number! 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 277 people, we found that over 13% were from out of state including:

With increased funds for targeted advertising and marketing we can increase how many people learn about the market and make it one of their destination stops if they are travelers. This will also increase the number of local residents who attend which, in-turn increases the number of out-of-town guests who attend. They funds are used for creating road signs that capture drivers' attention as they come off of I5 for gas or food, and direct them to the market (this is the number one way people learn about the market). They have to be re-created every year. With more fliers we can increase the number of hotels that receive our marketing materials, not only in Lakewood, but outside the 50 mile radius. This was our fifth year distributing information to hotels and it was extremely well received. The funds are also used to advertise in popular magazines that reach outside the 50 mile radius and 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 13% of shoppers live 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. 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. In 2021 vendor sales were the highest sales in the Farmers Market history – a whopping 32% higher than 2019. And this year, our sales on opening day were 53% higher than in 2021. Opening day sales this year were close to \$50,000! We know that this year we have the highest attendance rate in the entire market history. Every year attendance has steadily increased. This is surprising given that over 50% are attending for their first time. The biggest age group is 30-60 year olds.

We have focused on branding and marketing the Farmers Market 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 LTAC funds have increased the number of people coming to Lakewood From Outside the state. From our survey we know that in 2021 over 13% of participants were from outside of Washington State. The Lakewood Farmers Market is a great economic development tool that brings visitors to Lakewood. We know that over 55%

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of those who shop in the Farmers Market also shop elsewhere in the area. Specifically, Starbucks, Target, Alberton's and restaurants. 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 2022 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. We know that shoppers at the majority of shoppers at the market spend over \$60 which has increased from \$35 per person for the last several years.

### 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.

- \$10,000 for staffing. The market is extremely labor intensive for set up and break down of canopies, electrical cord safety measures, garbage and recycle bins, traffic safety, placing street signs in the community each market day, police presence, etc.
- \$5,000 adminstration/supplies
- \$10,000 marketing/advertising
- \$10,000 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 2022.         Do not include requested Lodging Tax Funds         CHI Franciscan Health Sponsor         WSECU Stage Sponsor         Peirce County		Amount \$5,000 \$3,500 \$1,000		Confirmed? Yes/No	Date Available	
				no		
				no		
				no		
Expenses: Based on full funding Note: Certain expenses may not You will only be reimbursed at th	be reimbursable, at the s	sole di	scretion of the is not an eligib	City of Lakewoo ole cost.	pd.	
	a. Lodging Tax Fu Requested *	nds	b. Other Fu (Do not i In-Kind	nclude	c. Total Project Cost **	
Personnel (salaries & benefits) Administration (rent, utilities, postage, supplies, janitorial services, etc.)			\$10,000 \$		\$20,000 \$5,000	
Marketing/Promotion	\$10,000		\$		\$10,000	
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	\$		\$		\$	
Minor Equipment (computers, desks, etc.)	\$		\$		\$	
Travel	\$		\$		\$	
Contract Services Describe below	\$10,000		\$		\$10,000	
Other Describe below	\$		\$		\$	
TOTAL COST	\$35,000		\$10,000		\$45,000	
Description for Direct Sales Activities, Contract Services, Travel and Others	Contract services an shirts, totes and ban		4 honey bucke	ets for the seaso	on and live music, t-	
In-Kind Contributions	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 2021? X Yes No

**b.** If you answered yes to 11a, how much funding did you receive in 2021? \$ 35,000

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

Year Amount awarded No previous funding

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

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, 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.

Sally Martin **Primary Signature:** 

Mary Dodsworth Printed Name & Title of Chief Administrator/Authorizing Official

ર્ફાિલ, દ્વા Date

### Lakewood City Council Members

Mayor, Don Anderson	Patti Bell
Took office: 2008	Councilmember
Current term expires: Dec. 31, 2023	Took office: 2021
City Hall: (253) 983-7705	Current term expires: December 31, 2025
Home: (253) 582-9571	City Hall: (253) 983-7705
Email: danderson@cityoflakewood.us.	Cell Phone: (253) 414-4678
Deputy Mayor Jason Whalen	
Took office: 2010	Linda Farmer
Current term expires: December 31, 2021	Councilmember
City Hall: (253) 983-7705	Took office: January 2020
Home: (253) 584-1485	Current term expires: Dec. 31, 2023
Email: jwhalen@cityoflakewood.us.	City Hall: (253) 983-7705
	Email: <u>lfarmer@cityoflakewood.us</u>
	Paul Bocchi
Mary Moss	Took office: 2012
Councilmember	Current term expires: Dec. 31, 2023
Took office: 2010	City Hall: (253) 983-7705
Current term expires: December 31, 2021	Home Phone: (253) 584-2904
City Hall: (253) 983-7705	Email: pbocchi@cityoflakewood.us
Home: (253) 984-6405	
Email: mmoss@cityoflakewood.us.	
Michael Brandstetter	
Councilmember	
Took office: 2010	
Current term expires: December 31, 2021	
City Hall: (253) 983-7705	
Email: mbrandstetter@cityoflakewood.us.	

### Farmers Market Attachment A Marketing Plan

Print publication Advertising	\$3,500.00
Social Media Ads	\$500
A-Frames and street signs (10)	\$2,500.00
Banners	\$1000.00
Farmers Market marketing materials with dates (magnets, notepads,	
totes, etc)	\$2,500.00
Lakeside Living Magazine	NA
Connections Magazine	NA
14 online Calendars for events	NA
Printing of flyers and brochures for	
community and hotels	
TOTAL	\$10,000

12



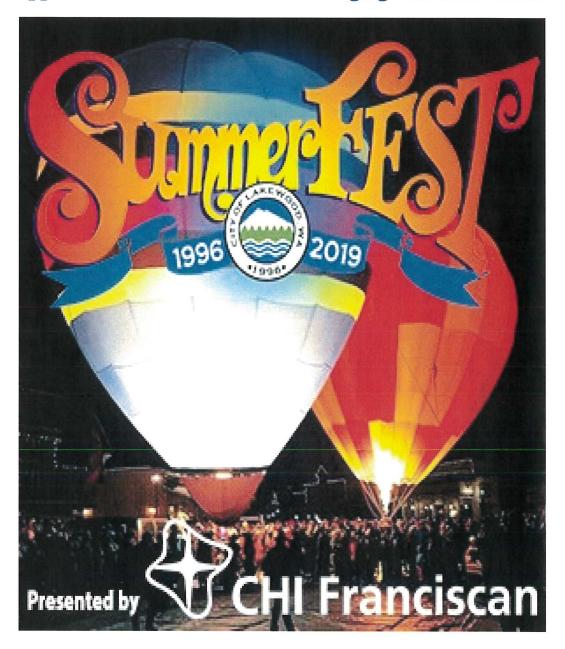
2022 Lodging Tax Grant Application

## City of Lakewood - Parks Summerfest



### Lakewood SummerFEST

Application for Fiscal Year 2022 Lodging Tax Grant Funds



### 7. APPLICATION FOR FISCAL YEAR 2022 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

Sally Ma Signature:

The signatory declare's 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 23, 2022
- 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 <u>scope of work (mandatory)</u> 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 marking plan for SummerFEST that has shown amazing results and is key to bringing people to Lakewood for SummerFEST and staying the night. It also pays for the invaluable Radio and TV ads that were extremely effective in reaching people all over the State.

## 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 2022. <mark>Do not include requested Lodging Tax Funds</mark>	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 conttest 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 Senor 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: Sally Mult

Mary podsuurt

Printed Name & Title of Chief Administrator/Authorizing Official

Date

8,19,21

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:

Lakewood City Council Members

Mayor, Don Anderson	Patti Bell
Took office: 2008	Councilmember
Current term expires: Dec. 31, 2023	Took office: 2021
City Hall: (253) 983-7705	Current term expires: December 31, 2025
Home: (253) 582-9571	City Hall: (253) 983-7705
Email: danderson@cityoflakewood.us.	Cell Phone: (253) 414-4678
Deputy Mayor Jason Whalen	Linda Farmer
Took office: 2010	Councilmember
Current term expires: December 31, 2021	Took office: January 2020
City Hall: (253) 983-7705	Current term expires: Dec. 31, 2023
Home: (253) 584-1485	City Hall: (253) 983-7705
Email: jwhalen@cityoflakewood.us.	Email: <u>Ifarmer@cityoflakewood.us</u>
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.	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
Michael Brandstetter Councilmember Took office: 2010 Current term expires: December 31, 2021 City Hall: (253) 983-7705 Email: <u>mbrandstetter@cityoflakewood.us</u> .	



# MAIN STAGE













**OUTDOOR MOVIE** 

GREATEST

SHOWMA

Lakewood Sister Cities

**PAVILION STAGE** 

# ENTERTAINMENT FROM 14 COUNTRIES

ACTIVITIES

Sprint Triathlon 1 mile Fun Run Passport to Sports & Art Bubble Soccer Extreme Trampoline Live music Food trucks Beer garden Vendors Kids Zone & Inflatables Stilt Walkers Classic Car Show



COMPLETE SCHEDULE CITYOFLAKEWOOD.US/SUMMERFEST



HHH



(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. Triathalon. 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, kickboxing, 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 Triathalon, 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.



City of Lakewood - Parks Summer Concert Series



# Lakewood Summer Concert Series

Application for Fiscal Year 2022 Lodging Tax Grant Funds



## 7. APPLICATION FOR FISCAL YEAR 2021 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:\$ 26,000(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 98498 USA

Tax ID Number: 91-1698185

Organization Unified Business Identifer (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: Lally Mit

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 2022: 6 concerts Thursday evenings July 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 <u>scope of work (mandatory)</u> 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 provide 6 concerts. This takes place Thursday evenings in July and August of 2022. It involves:

Vetting and booking bands for each performance.

Securing food vendors.

Five 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, managing parking, putting out garbage cans and cleaning the area at the end of the evening, Creating signage and placing it.

Creating fliers, signs and banners and distributing them.

Advertising on social media.

The concerts are free and have proven to attract families with children, young adults, and seniors. The concerts have proven to bring families together at a venue where they can all dance. We have learned through the concert series that families with children love to dance and the dance floor is always filled! The concerts are open to people from Lakewood as well as all surrounding areas.

# 3. Beneficiaries

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

Musicians, Dance and Theatre companies who perform.

The citizens of Lakewood and the surrounding area who enjoy the music 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.

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. When bands are from outside the area, we 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.

We know the concerts attract roughly 2,000 people. The funds will be used hire quality bands and musicians who are well known. We know that who have a higher rate (\$2,500 and up) 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 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. We know that bands that have a higher rate (\$2,500 and up) bring people from outside the 50 mile radius because they are more well-known and have a broader fan base. They travel from outside the 50 mile radius and bring 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. Fund pay for advertising on social media and in magazines such as Show Case Magazine that reaches beyond the 50 mile radius. Funds are used to create banners and road signs which is the number one way people learn about our events. 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.

The more we can pay bands, the better quality of band we can hire and the broader their fan base. Also 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.

### 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.

\$19,000 contract services for musicians, \$1,000 for marketing/promotion,

### 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			
	\$		
	\$		
	\$		

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)	\$	\$4,000	\$4,000
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$	\$	\$
Marketing/Promotion	\$1,000	\$2,000	\$3,000
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	\$	\$	\$
Minor Equipment (computers, desks, etc.)	\$	\$	\$
Travel	\$	\$	\$
Contract Services Describe below	\$19,000	\$	\$19,000
Other Describe below	\$	\$	\$

TOTAL COST	\$20,000	\$6,000	\$26,000
Description for Direct Sales Activities, Contract Services, Travel and Others	\$18,000 for bands. \$1,00	0 Honey bucket for 6 weeks	
In-Kind Contributions	free half page ad in Lake	eside 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 2021? X Yes No

**b.** If you answered yes to 11a, how much funding did you receive in 2021? \$ 20,000

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

No previous funding

Year Amount awarded

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

We approach businesses in the area for sponsorship.

# 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 Lakewold Gardens concert series.

We coordinate with JBLM for free military band performance.

We collaborate with the Lakewood Famers Market to advertise the Concert Series to the customers. We collaborate with SummerFEST which is a perfect venue to promote the series at no cost to thousands of people.

# 14. Certification

The applicant hereby certifies and confirms:

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

Sally Mart **Primary Signature:** 

Mary Dodswort Printed Name & Title of Chief Administrator/Authorizing Official S.₩, → \ Date

Appendix A Marketing Plan (See Below)

# Move with the Music, Summer Concert Series Attachment A

Poster Art Creation	In-house	NA
Reader Boards	Free	
14 On line event Calendars	Free on the web	NA
Connections Magazine	In-house	NA
	Show Case Media	
Print Advertising to reach beyond	JBLM publications	
50 mile radius	South Sound Magazine	1,400
Fliers and posters to distribute at hotels and the Lakewood Farmers		
Market	Print Shop NW	\$500
Facebook Ads to reach beyond 50 mile radius	Facebook	<b>#000</b>
	Facebook	\$200
Signs and A Frames	Larsen Sign Co	\$700.00
Banner updates.	Larsen Sign Co	\$200
TOTAL		\$3,000.00

# Marketing Plan

# Lakewood City Council Members

Mayor, Don Anderson	Patti Bell
Took office: 2008	Councilmember
Current term expires: Dec. 31, 2023	Took office: 2021
City Hall: (253) 983-7705	Current term expires: December 31, 2025
Home: (253) 582-9571	City Hall: (253) 983-7705
Email: danderson@cityoflakewood.us.	Cell Phone: (253) 414-4678
Deputy Mayor Jason Whalen	
Took office: 2010	Linda Farmer
Current term expires: December 31, 2021	Councilmember
City Hall: (253) 983-7705	Took office: January 2020
Home: (253) 584-1485	Current term expires: Dec. 31, 2023
Email: jwhalen@cityoflakewood.us.	City Hall: (253) 983-7705
	Email: <a href="mailto:lfarmer@cityoflakewood.us">lfarmer@cityoflakewood.us</a>
	Paul Bocchi
Mary Moss	Took office: 2012
Councilmember	
Took office: 2010	Current term expires: Dec. 31, 2023
	City Hall: (253) 983-7705
Current term expires: December 31, 2021	Home Phone: (253) 584-2904
City Hall: (253) 983-7705	Email: pbocchi@cityoflakewood.us
Home: (253) 984-6405	
Email: mmoss@cityoflakewood.us.	
Michael Brandstetter	
Councilmember	
Took office: 2010	
Current term expires: December 31, 2021	
City Hall: (253) 983-7705	
Email: mbrandstetter@cityoflakewood.us.	

2022 Lodging Tax Grant Application

# City of Lakewood - Parks Saturday Street Festivals



# APPLICATION FOR FISCAL YEAR 2021 LTAC GRANT FUNDING

# Saturday Street Festivals on the Plaza



#### 1a. Project Information

Project Name: Saturday Street Festivals on the Plaza

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

Total Project Cost:\$ 80,000(Total Project Amount must match Project Budget column c "Total Project Cost")

#### **1b. Applicant Organization**

Name of Applicant Organization: City of Lakewood

Mailing Address:	6000 Main Street SW
	Lakewood, WA 98499

Tax ID Number: 91-1698185

Organization Unified Business Identifer (UBI) 601667295 UBI Expiration Date:

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

#### 1c. Contact:

Name: Sally	/ Martinez
-------------	------------

Title: Parks and Recreation Coordinator

Telephone: 253.983.7758

Email: smartinez@cityoflakewood.us

Signature: Sally Marthez

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

This is a first time event series. We plan on having six, Saturday events during the warmer weather months (May-October) at the Motor Ave/Colonial Plaza outdoor event space. Every festival will have the same "core elements" (Food, dance, music, cultural element, art element, teen element). But each event will also have a different "theme" that makes it have a different look and feel (while maintaining the same "core" elements). We are excited to highlight the beautiful Colonial plaza and create a new event series that is *in line with the City Councils' Goals* of "Celebrating, valuing and supporting the cultural diversity of the community through...events." And to "Increase the connectivity of people and places throughout the community to cultivate a neighborhood feel using infrastructure improvements (the plaza!), and event offerings." And to "Continue to improve the quality of life for all residents, businesses and visitors."

- a. Event Date(s): 6 Spring, Summer, Fall 2022 Saturday afternoons into the evening
- b. Event Location: Colonial Plaza on Motor Ave
- c. If there is a charge or fee for this activity, please describe how much and why.

This a free event, accessible to people of all ages, cultures and abilities

Please provide a detailed, yet concise <u>scope of work (mandatory)</u> 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;

Developing and implementing core elements of the festival (Food, dance, music, cultural element, art element, teen element) Develop a different "theme" for each event that makes it have a different look and feel while still having the same "core" elements. Researching and securing the live music, DJ's, entertainers, and performers for each event. Determining the decorations Securing volunteers for each event Securing vendors Securing food trucks Securing artists to do hands on art Coordinating with the police for road closures Engaging the Youth Council and School District for teen focused activities Creating a communications plan Executing the marketing plan Developing a logo for the event and designing fliers Creating a safety plan Creating vendor applications, rules and regulations Ordering honey buckets Notifying the property owners and businesses Communication with O&M for road signs and barriers Designing road signs and banners

2021 LTAC Meeting for 2022 Awards, Sept. 23, 2021

# 3. Beneficiaries

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

Local businesses and restaurants who can both be highlighted at the event and who will get more business by those coming to the center of town for the event.

Local hotels who benefit from those participants and/or vendors and entertainers who stay overnight. The event ends at 8PM and breakdown takes until 10PM so some may choose to spend the night.

The organizations, businesses and entertainers with whom we contract will benefit.

The population of Lakewood will benefit. It is walkable for many people and a "walkable" event has been requested by many community members who live near town center. It brings pride to the citizens. Diverse cultures will benefit by highlighting their art, dance, food and entertainment. They will feel seen and heard and value to those attending.

# 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.

Saturday Street Festivals on the Plaza will use surveys, just like we use for the Farmers Market to track how many people attend, their age, gender, how much the spend at other businesses in the area, if they are from out of state or outside the 50 mile radius, if they are staying at a hotel, how much they will spend, etc.

I believe the project is feasible because we already had a similar success. We hosted a Colonial Plaza Grand Opening event at the same location, with the same "core" elements and it was hugely successful. It will be successful because of all the partners that will be involved and because the community members in Lakewood have specifically asked for an event at this location and of this nature.

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

The funds will make this event a possible, contribute to outstanding quality and broad advertising. We estimate that roughly 5-7,000 people will attend each event. There are six events, so roughly 35-40,000 people will attend over the course of the 6 events. We know from surveys of our other events that approximately 5% percent of the attendees/vendors/entertainers will be from outside the state which makes it very likely that approximately 2,000 people will stay at a local hotel.

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

We estimate that roughly 5-7,000 people will attend each event. There are six events, so roughly 35-40,000 people will attend over the course of the 6 events. We know from surveys of our other events that approximately 10 percent of the people will be from outside the 50 mile radius. So we can guestimate that 4,000 people will be from outside the 50 mile radius.

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

This was answered in question #5. 8. Funding Requirements

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

We would have less than the 6 events.

# 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.

First, just a reminder that this budget is not for one, but for 6 events.

\$10,000 for personnel. This event is very staff intensive because Police need to be hired for traffic control and safety. Extra staff is needed to barricade roads and put out detour signs. As well as programming staff for the event itself. An extra two hours is tacked onto each end of the event for set up and break down.

\$10,000 Marketing and Promotion: This is a first time event that will require a broad range of advertising to connect with people of all ages and socio-economic levels.

\$10,000 Administration: Every event will have a different them and require decorations and supplies to go with that theme. Again, this is broken down between 6 events. Also since it is a first time even series the budget will be higher the first year as we build up our supplies.

\$30,000 Contract Services: these events will entail contracting for honey buckets as there are no public bathrooms on site, bands, DJ,s, Artists, Teachers, Performers, International Entertainment and more.

# 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 2022. Do not include requested Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
Sponsorship Twin Star Credit Union	\$	no	
Sponsorship Columbia Bank	\$	no	
Virginia Mason/CHI	\$	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)	\$10,000	\$20,000	\$30,000
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$10,000	\$	\$10,000
Marketing/Promotion	\$10,000	\$	\$10,000
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	\$	\$	\$
Minor Equipment (computers, desks, etc.)	\$	\$	\$
Travel	\$	\$	\$
Contract Services Describe below	\$30,000	\$	\$30,000
Other Describe below		\$	\$
TOTAL COST	\$60,000	\$20,000	\$80,000
Description for Direct Sales Activities, Contract Services, Travel and Others	6 Honey Buckets at each o International entertainmo	event, bands, DJ's, Artists, Tea ent	achers, Performers,
In-Kind Contributions	Some advertising, volun	teer support	

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

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# **11. Funding History**

a. Was this project funded with Lakewood lodging tax funds in fiscal year 2021? Yes x No

**b.** If you answered yes to 11a, how much funding did you receive in 2021? \$

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

Year Amount awarded

No previous funding x

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

We have a history of being very successful in engaging local businesses in sponsorships. This is a first time event series and when we know we have funding from Lodging Tax we actively pursue sponsorship.

### 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.

Asia Pacific Cultural Center for International Entertainment, food and dance

Sister Cities Association for partnerships with Gimhae and other sister cities for art

Clover Park School District for advertising to students, student, service club, and cultural club involvement.

Pierce and Sound Transit for various partnerships

Local Businesses to highlight them and for vendor booths

Youth Council to plan and implement activities for teens

Chamber of Commerce for collaboration with businesses

Lakewold Gardens for collaboration with artists

Arts Commission – this will be part of their work plan and they will assist in creating themes for each Saturday and organize it.

Police Department for traffic plan and street closure on Motor Ave

Fire Department for displays and information

Cross promote at the Farmers Market, SummerFEST and Concert series to advertise to a wide audience

# 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.

Sally Maton **Primary Signature:** 

Printed Name & Title of Chief Administrator/Authorizing Official

8. 19. 21 Date

See attachments below...

# City Council Members

Mauran Dan Andreas	D. W. D. H
Mayor, Don Anderson	Patti Bell
Took office: 2008	Councilmember
Current term expires: Dec. 31, 2023	Took office: 2021
City Hall: (253) 983-7705	Current term expires: December 31, 2025
Home: (253) 582-9571	City Hall: (253) 983-7705
Email: danderson@cityoflakewood.us.	Cell Phone: (253) 414-4678
Deputy Mayor Jason Whalen	
Took office: 2010	Linda Farmer
Current term expires: December 31, 2021	Councilmember
City Hall: (253) 983-7705	Took office: January 2020
Home: (253) 584-1485	Current term expires: Dec. 31, 2023
Email: jwhalen@cityoflakewood.us.	City Hall: (253) 983-7705
	Email: <a href="mailto:lfarmer@cityoflakewood.us">lfarmer@cityoflakewood.us</a>
	Paul Bocchi
Mary Moss	Took office: 2012
Councilmember	Current term expires: Dec. 31, 2023
Took office: 2010	City Hall: (253) 983-7705
Current term expires: December 31, 2021	Home Phone: (253) 584-2904
City Hall: (253) 983-7705	Email: pbocchi@cityoflakewood.us
Home: (253) 984-6405	
Email: mmoss@cityoflakewood.us.	
Michael Brandstetter	
Councilmember	
Took office: 2010	
Current term expires: December 31, 2021	
City Hall: (253) 983-7705	
Email: mbrandstetter@cityoflakewood.us.	

# Saturday Street Festivals On The Plaza: Marketing Plan for 6 Events

Print publication Advertising	\$5,000.00
Social Media Ads	\$750
A-Frames and street signs (this is the #1 way people learn about City	
events)	\$2,500.00
Banners	\$1000.00
Market marketing materials printing	\$750
Lakeside Living Magazine	NA

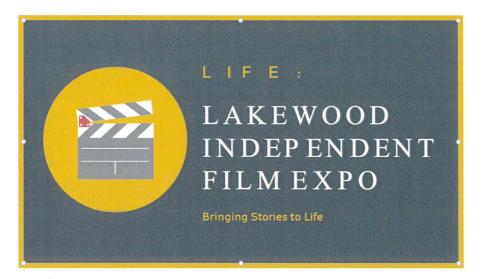
Connections Magazine	NA
City Website/City Managers Bulletin	NA
14 online Calendars for events	NA
TOTAL	\$10,000

2022 Lodging Tax Grant Application

# City of Lakewood - Parks Reel Life Film Expo



# **Application for Fiscal Year 2022 Lodging Tax Grant Funds**



# 1a. Project Information

Project Name: REEL Life 96, short Film Competition

Amount of Lodging Tax Funding Requested: \$ 17,100 (Amount Requested must match Project Budget column a "Lodging Tax Funding Requested")

Total Project Cost:\$ 22,100(Total Project Amount must match Project Budget column c "Total Project Cost")

### **1b. Applicant Organization**

Name of Applicant Organization: City of Lakewood (Arts Commission)

Mailing Address:	6000 Main street sw
	Lakewood, WA 98499

Tax ID Number: 91-1698185

Organization Unified Business Identifer (UBI) 601667295 UBI Expiration Date:

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

### 1c. Contact:

Name: Sally Martinez

Title: Recreation Coordinator

Telephone: 253.983.7758

Email: smartinez@cityoflakewood.us

Allen Martine 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 – March 2022 One of the pillars of the Lakewood Independent Film Expo is "REEL LIFE 96," an exciting short film competition that brings together story tellers of every generation and ethnic persuasion to write, shoot and edit a 4-minute film of their own making in the space of 96hours. The "96" in "REEL LIFE 96" pays homage to the year the great City of Lakewood was incorporated.

REEL LIFE 96 celebrates and supports the uniqueness and cultural diversity of story tellers through the creative medium of film. This is in direct alignment with the City Council's Goals for a robust and active community that values the cultural diversity of the community through public art events.

- b. Event Location: Teams work in the field to produce films and the final showing of the films take place in a local theatre (AMC) or McGavick Conference Center.
- c. If there is a charge or fee for this activity, please describe how much and why.

Yes each team pays \$50 (a team is 5 people) to register to help cover the cost of the program.

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

LIFE (Lakewood Independent Film Expo) featuring "REEL LIFE 96," a Short Film Competition Description: "LIFE" is the umbrella under which multiple film events will take place throughout the city of Lakewood year-around. The objective is to foster an appreciation of the creative medium of filmmaking by giving artists encouragement and a platform to share their vision and their talent for the benefit of the community and one another. One of the pillars of the Lakewood Independent Film Expo is "REEL LIFE 96," an exciting short film competition that brings together story tellers of every generation and ethnic persuasion to write, shoot and edit a 4-minute film of their own making in the space of 96-hours.

The scope is to:

Partner with the School District to get the word out to students. Create and execute a communication and marketing plan. Provide a registration platform for 30 teams. Oversight of registration. Provide 3 age categories: 13 and under, 14-18, 19 & older. Facilitate an orientation. Design and create t-shirts. Secure a venue. Judge the film. Organize prizes and award ceremony for the awards: Best Overall Film, Best Director, Best film by age category, Best Actor, Best Actress, Best Ensemble Cast, Best Cinematography, Best Sound, Best use of required elements.

# 3. Beneficiaries

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

With 30 teams of 5 people, the film competition will attract 150 people. They, in turn, will bring their parents, family members and out of town guests which is close to 800 people, all of whom will benefit. The participants of all ages benefit by gaining an appreciation of the creative medium of filmmaking, by receiving encouragement and a platform to share their vision and their talent for the benefit of the community and one another. Families benefit when they come to view their children's art work on the screen, the community benefits as they competition brings together story tellers of every generation and ethnic persuasion to write, shoot and edit a film of their own making. With 800 attendees, the restaurants and shops in the vicinity of the movie showing benefit from those who stay and shop in the area or eat in the area before or after the film. Best practices show that film festivals increase tourism and consequently have a positive economic impact for the city so hotels will also benefit from out of town guests who need accomodations.

# 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 the project "REEL LIFE 96" is to:

Create a new event in Lakewood, that is an intense, and highly collaborative experience. Provide an event that requires individuals to work together, to innovate, & to connect with local businesses.

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Highlight people's talents to produce a compelling piece of visual art that celebrates their achievement as script writers, cinematographers, actors, musicians, directors, and editors. Have participants come from within and outside the Lakewood community. Register a total of 30 teams. Involve people of all ages (youth through adults). Involve people of all cultures and backgrounds. Make the event accessible to people of all socio-economic back grounds.

Best practices show that film festivals do increase tourism and the number of overnight stays. Having done a considerable amount of research on other film festivals, we have learned that film festivals/contests create a positive economic impact for the city where businesses and hotels benefit. As mentioned above the competition will attract 800 people. The participants can and do come from out of town, as do their family and guests, all of who have the potential to spend money on food, shopping and hotels.

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

The Arts Commission conducted a tremendous amount of research and best practices show that film festivals do increase tourism and the number of overnight stays because they attract visitors from outside the 50 mile radius and outside the state. Once a film competition is established guest speakers, guest directors, actors and tourists from outside the state and 50 mile radius come to both participate and to view the films. For those who travel this distance they are likely to stay in a hotel. There are several great examples of this in Washington State including the short film competitions in Tacoma, Gig Harbor and Ashford. As a result these events receive Lodging Tax Grant funds.

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

The Arts Commission conducted a tremendous amount of research and best practices show that film festivals do increase tourism and the number of overnight stays because they attract visitors from outside the 50 mile radius and outside the state. Once a film competition is established guest speakers, guest directors, actors and tourists from outside the state and 50 mile radius come to both participate and to view the films. For those who travel this distance they are likely to stay in a hotel. There are several great examples of this in Washington State including the short film competitions in Tacoma, Gig Harbor and Ashford. As a result these events receive Lodging Tax Grant funds. Also participants can come from outside the 50 mile radius. Film Competitions are sought after by novice and professional film makers. This is a first time event, but as it gains notoriety, the footprint will expand.

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

The answer above addresses this question. But I would like to point out how the Rainier Film in the small town of Ashford grew from a local event attracting people outside the 50 mile radius its first year and subsequently people from all over the world come to the event. We have an excellent relationship with the Sister Cities Association and plan on informing them of when the competition goes live, so they can extend the invitation to Gimhae and other overseas cities with whom they are affiliated to get International teams. These teams would perhaps attend the final showing of the films and the awards ceremony, resulting in hotel stays.

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# 8. Funding Requirements

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

We would need to raise the registration fee, and/or increase sponsorship from businesses.

### 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.

Admin/Supplies: \$3,350 Marketing: \$5,000 Contract Services: \$8,750

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

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

Funding Source: List all revenue sources anticipated for 2022. 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)	\$	\$5,000	\$5,000
Administration (rent, utilities, postage, supplies, janitorial services, etc.)	\$3,350	\$	\$3,350
Marketing/Promotion	\$5,000	\$	\$5,000
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	\$	\$	\$
Minor Equipment (computers, desks, etc.)	\$	\$	\$
Travel	\$	\$	\$
Contract Services Describe below	\$8,750	\$	\$8,750
Other Describe below	\$	\$	\$
TOTAL COST	\$17,100	\$5,000	\$22,100
Description for Direct Sales Activities, Contract Services, Travel and Others		e: banners, signs, trophies, ca ting, janitor.	
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 2021? Yes x No

**b.** If you answered yes to 11a, how much funding did you receive in 2021? \$

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

Year Amount awarded No previous funding x this is a first time event

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

When we know we have LTAC support we will work with local businesses to get sponsorship to expand the event.

### **12.** Coordination and Collaboration

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

The Lakewood Arts Commission has done a tremendous amount of research to establish this first time event and create a framework for success. The team met with faculty at Clover Park Technical college about film workshops, they met with the staff of the library on JBLM that manage a teen film camp, they collaborated with the managers of the Gig Harbor Film Competition, the Rainier Film Competition and the Tacoma (253) Film Competition. They also met with the Manager at AMC Theatre in Lakewood Towne Center. We will work with Sister Cities Association to collaborate and bring in International partners and participants, like Gimhae South Korea. Similarly we will work with Asia Pacific Cultural Center to reach diverse cultural groups in Lakewood. Lakewold gardens has agreed to be a site for filming.

It is important to note that REEL LIFE 96 is differentiated from the Film Art and Book Fest (FAB) in that this is a short film competition where people are creating a four minute film from scratch in the space of 96 hours. At FAB they are showing professional films and documentaries that they have purchased the right to show. So for this reason our event does not duplicate what FAB is doing. Our focus is about growing and highlighting artistic talent within the community which is an event unto itself. However we would welcome the opportunity to show the award winning amateur films at FAB and collaborate in this manner.

## 14. Certification

The applicant hereby certifies and confirms:

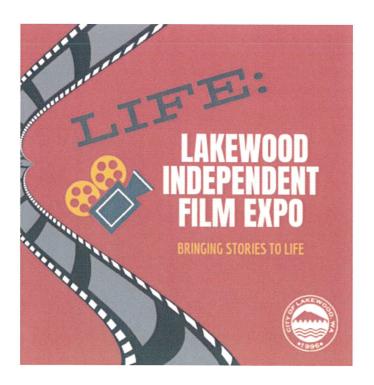
- 1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;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

#### **Primary Signature:**

Sally Marting

Printed Name & Title of Chief Administrator/Authorizing Official

Date 8.19,2]



Members

Mayor, Don Anderson	Patti Bell
Took office: 2008	Councilmember
Current term expires: Dec. 31, 2023	Took office: 2021
City Hall: (253) 983-7705	Current term expires: December 31, 2025
Home: (253) 582-9571	City Hall: (253) 983-7705
Email: danderson@cityoflakewood.us.	Cell Phone: (253) 414-4678
Deputy Mayor Jason Whalen	
Took office: 2010	Linda Farmer
Current term expires: December 31, 2021	Councilmember
City Hall: (253) 983-7705	Took office: January 2020
Home: (253) 584-1485	Current term expires: Dec. 31, 2023
Email: jwhalen@cityoflakewood.us.	City Hall: (253) 983-7705
	Email: <u>lfarmer@cityoflakewood.us</u>
	Position 7 Paul Bocchi
Mary Moss	Took office: 2012
Councilmember	Current term expires: Dec. 31, 2023
Took office: 2010	City Hall: (253) 983-7705
Current term expires: December 31, 2021	Home Phone: (253) 584-2904
City Hall: (253) 983-7705	Email: pbocchi@cityoflakewood.us
Home: (253) 984-6405	
Email: mmoss@cityoflakewood.us.	
Michael Brandstetter	
Councilmember	
Took office: 2010	
Current term expires: December 31, 2021	
City Hall: (253) 983-7705	
Email: <u>mbrandstetter@cityoflakewood.us</u> .	

# **REEL LIFE 96 Marketing Plan**

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Total	\$8,500
Online Event Calendars (14)	No cost
Reader Boards	No cost
Lakeside Living Magazine	No cost
Signs/banners	2,000
Signs/banners	2,000
Social Media	\$500
Flyers/Posters	\$1,000
Print magazine/papers:	\$3,000