

**JEFFERSON COUNTY
BOARD OF COUNTY COMMISSIONERS**

AGENDA REQUEST

TO: Board of County Commissioners
FROM: Adiel McKnight, Executive Assistant
DATE: December 23, 2024
SUBJECT: AGREEMENT re: 2025 Hotel Motel (Lodging Tax) Grant Funding; In the Amount of \$17,100; Olympic Peninsula Culinary Loop Tourism Association

STATEMENT OF ISSUE:

This agreement provides grant funding for 2025 to certain non-profit agencies for the promotion of tourism and ongoing preservation of Jefferson County's heritage. The Lodging Tax Advisory Committee met on November 22, 2024 and reviewed request for proposals. This funding has been budgeted from the Hotel Motel (Lodging Tax) Fund, and approved by the Board of County Commissioners on December 9, 2024.

FISCAL IMPACT:

Olympic Peninsula Culinary Loop Tourism Association	\$17,100
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RECOMMENDATION:

Approve and sign the agreement.

REVIEWED BY:

 Mark McCauley, County Administrator	<u>12/19/24</u> Date:
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CONTRACT REVIEW FORM
(INSTRUCTIONS ARE ON THE NEXT PAGE)

Clear Form

CONTRACT WITH: OLYMPIC PENINSULA CULINARY LOOP TOURISM ASSOCIATION Contract No: LTAC OPCLTA

Contract For: Lodging Tax Funding for Olympic Culinary Loop Term: Jan-Dec 2025

COUNTY DEPARTMENT: County Administrator

Contact Person: Adiel McKnight

Contact Phone: 102

Contact email: afmcknight@co.jefferson.wa.us

AMOUNT: \$17,100

Revenue:

Expenditure: \$17,100

Matching Funds Required:

Sources(s) of Matching Funds

Fund # 125

Munis Org/Obj

PROCESS:

- ☐ Exempt from Bid Process
- ☐ Cooperative Purchase
- ☐ Competitive Sealed Bid
- ☐ Small Works Roster
- ☐ Vendor List Bid
- ☒ RFP or RFQ
- ☐ Other: _____

APPROVAL STEPS:

STEP 1: DEPARTMENT CERTIFIES COMPLIANCE WITH JCC 3.55.080 AND CHAPTER 42.23 RCW.

CERTIFIED: ☒ N/A: ☐

Signature

Date

STEP 2: DEPARTMENT CERTIFIES THE PERSON PROPOSED FOR CONTRACTING WITH THE COUNTY (CONTRACTOR) HAS NOT BEEN DEBARRED BY ANY FEDERAL, STATE, OR LOCAL AGENCY.

CERTIFIED: ☒ N/A: ☐

Signature

Date

STEP 3: RISK MANAGEMENT REVIEW (will be added electronically through Laserfiche):

Electronically approved by Risk Management on 12/19/2024.

STEP 4: PROSECUTING ATTORNEY REVIEW (will be added electronically through Laserfiche):

Electronically approved as to form by PAO on 12/19/2024.

Template pre-approved by PAO. Thank you for making the corrections.

STEP 5: DEPARTMENT MAKES REVISIONS & RESUBMITS TO RISK MANAGEMENT AND PROSECUTING ATTORNEY(IF REQUIRED).

STEP 6: CONTRACTOR SIGNS

STEP 7: SUBMIT TO BOCC FOR APPROVAL

**AGREEMENT FOR 2025 HOTEL-MOTEL FUNDING FOR TOURISM SERVICES
FOR OLYMPIC PENINSULA LOOP CULINARY TOURISM ASSOCIATION**

This Agreement is by and between Jefferson COUNTY, Washington (the COUNTY) and OLYMPIC PENINSULA LOOP CULINARY TOURISM ASSOCIATION (herein known as "OLYMPIC CULINARY LOOP") ("RECIPIENT").

WHEREAS, RECIPIENT is a non-profit corporation registered with the Secretary of State of the State of Washington under UBI number 602 934 255; and

WHEREAS, the COUNTY desires to promote tourism in unincorporated Jefferson COUNTY, as authorized by Chapter 67.28 RCW and Chapter 3.25 Jefferson COUNTY Code; and

WHEREAS, the COUNTY appointed the Jefferson COUNTY Lodging Tax Advisory Committee ("LTAC") to review and recommend lodging tax proposals submitted to the COUNTY, as authorized by RCW [67.28.1817](#) and Chapter [3.25](#) Jefferson COUNTY Code; and

WHEREAS, RECIPIENT submitted a qualified lodging tax proposal to the LTAC;

WHEREAS, the LTAC reviewed and recommended funding all or part of RECIPIENT's qualified lodging tax proposal to the Jefferson County Board of Commissioners;

WHEREAS, the Jefferson County Board of Commissioners reviewed the LTAC recommendation for funding all or part of RECIPIENT's qualified lodging tax proposal and finalized an award of \$17,100 for the purposes recommended by the LTAC ("Final LTAC Award");

IN CONSIDERATION of the mutual covenants and agreements herein it is agreed by the parties as follows:

1. SERVICES TO BE PERFORMED USING THE LTAC AWARD

- a. RECIPIENT shall use its capabilities and utilize up to the total amount of Final LTAC Award for the approved tourism promotion services listed in Exhibit A and for no other purpose during the 2025 fiscal year.
- b. If the Final LTAC Award does not specify the approved tourism promotion services, then the use of the amounts approved in the Final LTAC Award shall be limited to the proposed tourism promotion services listed in RECIPIENT's proposal for the 2025 fiscal year, a copy of which is attached as Exhibit B.

2. RESPONSIBILITIES OF RECIPIENT

- a. On or before January 31; April 30; July 31; October 31, 2025; and January 31, 2026, RECIPIENT shall provide to the COUNTY all of the following, which are more specifically described in Exhibit C:
 - i. A quarterly report of the use, services, programs and activities of RECIPIENT under this Agreement for the prior quarter; A quarterly financial statement detailing revenues, expenses and cash balances for the prior quarter; and for the final quarter report, the financial statement shall also include a detailed financial statement for all 2025.

- ii. On or before January 31, 2026 or upon execution of this Agreement, whichever is later, provide to the COUNTY: A billing invoice requesting payment of Hotel-Motel Funding for the 2025 fiscal year.
- b. For a minimum of six (6) years, maintain documented proof of payments made, contracts executed, and other expenditures authorized under this Agreement. Upon reasonable notice, provide access to COUNTY or State representatives to audit those records.
- c. Funding provided by this Agreement may only be expended on the services described in Section 1 of this Agreement. Any monies used for other services or purposes shall be refunded to Jefferson COUNTY. Any monies under-expended of the total funding allocated under this Agreement shall be refunded to Jefferson COUNTY by January 31, 2026.
- d. By **February 28th** of each year provide all of the following information on Exhibit D, attached hereto and incorporated by reference for the previous year.
 - i. Each festival, event, or tourism facility owned and/or operated by RECIPIENT.
 - ii. The amount of lodging tax revenue allocated for expenditure (whether actually expended or not) by RECIPIENT on each festival, event or tourism facility.
 - iii. Estimated number of tourists served at each festival, event or tourism facility. ("Tourist" includes persons traveling more than 50 miles to the location of the event, festival or facility and overnight stays in the area).
 - iv. Estimated lodging stays. ("Lodging" refers to commercial lodging such as hotels, motels, resorts, bed and breakfasts, or commercial campgrounds).
 - v. Measurements that demonstrate the impact of increased tourism attributable to the event, festival or facility.

3. RESPONSIBILITY OF JEFFERSON COUNTY

- a. The COUNTY shall provide RECIPIENT funding from Hotel-Motel Tax receipts to be used in support of their responsibilities as defined under this Agreement.
- b. Said funding is in the amount of the Final LTAC Award for the 2025 fiscal year. Payment is conditioned on full compliance with this Agreement, including but not limited to, the submittal of the reports required by Section 2.
- c. Payment shall be made by the COUNTY upon receipt of an invoice on the next available billing cycle.

4. TERM

This Agreement shall be for a term of one year, commencing on January 1, 2025 and ending on December 31, 2025, except for the reports required in Section 2, which are due January 31, 2026 and February 28, 2026.

5. ASSIGNMENT

A party's interests in this Agreement may not be assigned to any other person.

6. TERMINATION

- a. This Agreement may be terminated, in whole or in part, by the COUNTY upon thirty (30) days written notice in the event expected or actual revenue from the Hotel-Motel Tax is reduced or limited in any way, or for non-performance of duties under this Agreement, or for any reason.
- b. RECIPIENT may terminate this Agreement upon thirty (30) days written notice to the COUNTY. In the event of termination under this clause, the COUNTY shall be liable to pay only for services rendered prior to the effective date of termination. If termination covers a period for which payment has already been made, RECIPIENT shall refund to the COUNTY a pro-rated share of the payment based upon the balance of time remaining in the paid period, unless otherwise negotiated.

7. HOLD HARMLESS

- a. RECIPIENT shall indemnify and hold the COUNTY, and its officers, employees, agents and volunteers (and their marital communities) harmless from and shall process and defend at its own expense, including all costs, attorney fees and expenses relating thereto, all claims, demands, or suits at law or equity arising in whole or in part, directly or indirectly, from RECIPIENT's negligence or breach of an of its obligations under this Agreement; provided that nothing herein shall require RECIPIENT to indemnify the COUNTY against and hold harmless the COUNTY from claims, demands or suits based solely upon the conduct of the COUNTY, its officers, employees, agents and volunteers (and their marital communities), and; provided further that if the claims or suits are caused by or result from the concurrent negligence of: (a) RECIPIENT's agents or employees; and, (b) the COUNTY, its officers, employees agents and volunteers (and their marital communities), this indemnity provision with respect to claims or suits based upon such negligence, and or the costs to the COUNTY of defending such claims and suits, etc., shall be valid and enforceable only to the extent of RECIPIENT's negligence, or the negligence of RECIPIENT's agents or employees.
- b. RECIPIENT specifically assumes potential liability for actions brought against the COUNTY by RECIPIENT's employees, including all other persons engaged in the performance of any work or service required of RECIPIENT under this Agreement and, solely for the purpose of this indemnification and defense, RECIPIENT specifically waives any immunity under the state industrial insurance law, Title 51 RCW. RECIPIENT recognize that this waiver was specifically entered into pursuant to provisions of RCW 4.24.115 and was subject of mutual negotiation.

8. INSURANCE

RECIPIENT shall obtain and keep in force during the term of this Agreement, or as otherwise required, the following insurance:

- a. Commercial General Liability Insurance. RECIPIENT shall maintain commercial general liability coverage on a form acceptable to Jefferson COUNTY Risk Management for bodily injury, personal injury, and property damage, with a limit of not less than in the amount of at least \$1 million per occurrence, for bodily injury, including death, and property damage; and
- b. Worker's Compensation (Industrial Insurance). RECIPIENT shall maintain workers' compensation insurance at its own expense, as required by Title 51 RCW, for the term of this Agreement and shall provide evidence of coverage to Jefferson COUNTY Risk Management, upon request.

9. INDEPENDENT CONTRACTOR

- a. RECIPIENT and the COUNTY agree that RECIPIENT is an independent contractor with respect to the services provided pursuant to this Agreement.
- b. Nothing in this Agreement shall be considered to create the relationship of employer and employee between the parties hereto.
- c. Neither RECIPIENT nor any employee of RECIPIENT shall be entitled to any benefits accorded COUNTY employees by virtue of the services provided under this Agreement.
- d. The COUNTY shall not be responsible for withholding or otherwise deducting federal income tax or social security or for contributing to the state industrial insurance program, otherwise assuming the duties of an employer with respect to RECIPIENT, or any employee, representative, agent or subcontractor of RECIPIENT.
- e. RECIPIENT shall be responsible for all applicable withholdings, deductions, state industrial insurance, tax reports, business licenses, registrations, and all other obligations of an independent organization.

10. COMPLIANCE WITH LAWS

RECIPIENT shall comply with all Federal, State, and local laws and ordinances applicable to the work to be done under this Agreement.

11. CHOICE OF LAW

The parties agree that this Agreement is entered into in the State of Washington. This Agreement shall be governed by and construed under the laws of the United States, the State of Washington and the County of Jefferson, as if applied to transactions entered into and to be performed wholly within Jefferson County, Washington between Jefferson County residents. No party shall argue or assert that any state law other than Washington law applies to the governance or construction of this Agreement.

12. DISPUTES

- a. The parties agree to use their best efforts to prevent and resolve disputes before they escalate into claims or legal actions. Any disputed issue not resolved under this

Agreement shall be submitted in writing within 10 days to the County Risk Manager, whose decision in the matter shall be final, but shall be subject to judicial review.

- b. If either party deem it necessary to institute legal action or proceeding to enforce any right or obligation under this Agreement, each party in such action shall pay for its own attorney's fees and court costs.
- c. Any legal action shall be initiated in the Superior Court of the State of Washington for Jefferson County, subject to the venue provisions for actions against counties in RCW 36.01.050. The parties agree that the parties have the right of appeal from such decisions of the Superior Court under the laws of the State of Washington.
- d. RECIPIENT consents to the personal jurisdiction of the courts of the State of Washington.

13. DISCRIMINATION PROHIBITED

RECIPIENT with regard to the project to be completed under this Agreement, shall not discriminate on the grounds of age, sex, marital status, sexual orientation, race, creed, color, national origin, honorably discharged veteran or military status, or the presence of any sensory, mental, or physical disability or the use of a trained dog guide or service animal by a person with a disability, unless based upon a bona fide occupational qualification in the selection and retention of employees, materials, supplies, or subcontractors.

14. INTEGRATED AGREEMENT

This agreement together with attachments or addenda represents the entire and integrated agreement between the COUNTY and RECIPIENT and supersedes all prior negotiations, representations, or agreements written or oral.

15. PUBLIC RECORDS ACT

This Agreement and any reports submitted by RECIPIENT are subject to disclosure as a public record under the Public Records Act, RCW Chapter 42.56.

16. RECORDS RETENTION AND AUDIT AUTHORIZATION

- a. A minimum of six years, RECIPIENT shall maintain documented proof of payments made, contracts executed and other expenditures authorized under your Agreement with Jefferson COUNTY.
- b. Upon reasonable notice, RECIPIENT shall provide access to COUNTY or State representatives to audit records related to the funds provided to RECIPIENT under this Agreement.

17. NO SEVERABILITY

The terms of this Agreement are not severable. If any provision of this Agreement or the application of this Agreement to any person or circumstance shall be invalid, illegal, or unenforceable to any extent, the remainder of this Agreement and the application this Agreement shall not be enforceable.

18. SURVIVAL

Those provisions of this Agreement that by their sense and purpose should survive the term of this Agreement shall survive the term of this Agreement for a period equal to any and all relevant statutes of limitation, plus the time necessary to fully resolve any claims, matters or actions begun within that period. Without limiting the generality of the preceding sentence, and for the avoidance of doubt, the provisions that survive the term of this agreement include: (a) controlling law; (b) insurance; and, (c) indemnification.

19. AMENDMENT, MODIFICATION AND WAIVER

- a. This Agreement may be not be amended or modified to change the approved tourism promotion services in the Final LTAC Award.
- b. Only the Jefferson County Board of Commissioners or their delegate by writing (delegation to be made prior to action) shall have the expressed, implied, or apparent authority to sign, alter, amend, modify, or waive any clause or condition of this Agreement.
- c. Any alteration, amendment, modification, or waiver of any clause or condition of this Agreement is not effective or binding unless made in writing and signed by the Jefferson County Board of Commissioners or their delegate.

SIGNATURES ARE ON THE FOLLOWING PAGE

JEFFERSON COUNTY WASHINGTON

Board of COUNTY Commissioners
Jefferson COUNTY, Washington

**OLYMPIC PENINSULA LOOP CULINARY
TOURISM ASSOCIATION**

By: _____
Kate Dean, Chair Date

By: _____
Signature

By: _____
Greg Brotherton, Commissioner Date

Name: _____

Title: _____

By: _____
Heidi Eisenhour, Commissioner Date

Date: _____

SEAL:

ATTEST:

Carolyn Galloway, CMC Date
Clerk of the Board

Approved as to form only:

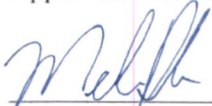
 for 12/19/2024
Philip C. Hunsucker, Date
Chief Civil Deputy Prosecuting Attorney

EXHIBIT A

Itemized List of Tourism Promotion Services Approved in the Final Award

1. Itemized List of Proposed Tourism Promotion Services

Organization (or Event) Name: Olympic Culinary Loop

In the following space or on a separate sheet of paper, please specify each proposed tourism promotion, facility, event or activity, including quantities and costs (see examples at bottom of page).

The traditional, comprehensive, TCC budget was built on a self-contained series of tourism pillars deemed essential to run a successful tourism marketing and promotions enterprise on behalf of Jefferson County. Amongst those pillars is the (OCL) Olympic Culinary Loop. Traditionally the TCC proposal to LTAC has incorporated OCL, but due to resent – and ongoing – changes to the fabric of the Jefferson County tourism landscape, OCL is presenting this RFP directly to LTAC.

Our Itemized list of proposed tourism promotional services seeks to maintain the authentic agritourism promotion and destination product development vital for this segment of the Jefferson County hospitality and tourism industry.

Jefferson County LTAC	\$10,000.00	Sub Total
Food Traveler - Priemer Media		
NWT&L, South Sound, 425 print & digi	\$ 6,450.00	
Creative	\$ 500.00	
OCL collaborative admin	\$ 250.00	
Fjord Fest support and production	\$ 750.00	
Consult and production emcee	\$ 300.00	
TPA Farm Tour & Apple & Cider		
Production meetings	\$ 250.00	
Partnership co-ops	\$ 1,500.00	
JeffCo. FAM + Initiatives	\$6,500.00	
North America @TALK fall digi media	\$ 5,500.00	
JeffCo. dedicated FAM Tour	\$ 700.00	
Staff Admin	\$ 300.00	
JeffCo. dedicated media boosts	\$600.00	
Ave. 2x/Mo. across Meta platforms	\$ 480.00	
Creative	\$ 120.00	
Total OCL 2025 LTAC request	\$17,100.00	\$ 17,100.00

Our proposed solutions shine a year-round spotlight on the authentic culinary bounty of Jefferson County. From the sea to the land. From added value bakers and craft libations, from farmers markets to fine restaurants, and festivals too!

Our messaging continues to – responsively - grow towards digital, yet it can not deny statcal study that still clearly supports the important market share (and buying power) influenced by print. This is well illustrated in the attached reader demographics chart from Premier Media Group

EXHIBIT B
RECIPIENT'S PROPOSAL

**OLYMPIC PENINSULA LOOP CULINARY TOURISM ASSOCIATION
REQUEST FOR PROPOSAL ATTACHED**

2025 Request for Proposal Packet Lodging Tax/Tourism Promotion

This packet is for the 2025 TOURISM PROMOTION SERVICE PROPOSALS to be funded by the Jefferson County Lodging Tax. Under Jefferson County guidelines, you must be a **NON-PROFIT** or **GOVERNMENTAL AGENCY** to be eligible to be funded by the Jefferson County Lodging Tax.

The Jefferson County Lodging Tax Advisory Committee may only consider complete and signed proposals that include all of the requested information and documents, and that are submitted by the deadline:

FRIDAY OCTOBER 4, 2024 by 4:30 pm

Digital Delivery only for Proposals to afmcknight@co.jefferson.wa.us

2025 Proposal Guidelines: Tourism Promotion Activities

The Jefferson County Lodging Tax Advisory Committee (LTAC) is accepting proposals from government agencies and non-profit organizations for **tourism promotion** to be provided during calendar year 2025 and paid for from the County's lodging tax fund. The Committee will make recommendations to the Jefferson County Commissioners within one month following the proposal deadline. All decisions for use of the lodging tax will be made by the Jefferson County Commissioners.

- **Proposals from government agencies or non-profit organizations are to be for tourism promotion during calendar year 2025. Please refer to Section 1 of this packet for examples of eligible tourism promotion activities for this funding round.**
- At the time of implementation, tourism related activities within proposals **must comply with federal, state, and county laws and requirements, including county Public Health direction.** **NOTE:** Jefferson County may not use public funds in any way that can be construed as a gift to an individual or organization.
- Proposals must completely address the questions, and all requested supplemental information must be provided. **Incomplete proposals may not be considered by LTAC.**
- To be considered, **a fully completed and signed digital application (digital signatures acceptable)** must be received at afmcknight@co.jefferson.wa.us by the deadline listed above.
- The preferred format for a digital application is a single PDF file attached to an email. If necessary, multiple files in either PDF or Microsoft Word may be attached to a single email as a complete digital application.
- All documents filed with the County are public records, potentially eligible for release.

Jefferson County is committed to the non-discriminatory treatment of all Persons in the employment and delivery of services and resources.

2025 Proposal Checklist for Tourism Promotion Activities

Organization Name Olympic Peninsula Loop Culinary Tourism Association

Event Name, if different Db: Olympic Culinary Loop (aka OCL)

Proposed Contract Amount: \$17,100.00

Proposals must completely address the questions, and all requested supplemental information must be provided. Incomplete or late proposals may not be considered by the Jefferson County LTAC.

To be eligible for consideration, your application must be signed, dated, and include the following items **in the listed order**.

Check each item submitted:

- ☒ Signed and Dated Proposal Summary Sheet
- ☒ Section 1 - Itemized list of proposed services and estimated costs.
- ☒ Section 2 - Proposal Questions.
- ☒ Section 3 - Proposed 2025 promotion, facility, event or activity budget.
- ☒ Section 3 – 2024 budget and year-to-date income and expense statement(s).
- ☒ Section 3 - List of names and addresses of the organization's current Board of Directors.
Name and contact information for event chairperson, if applicable.
- ☒ Section 3 - Optional work samples such as season brochures, promotional materials, reviews, news/magazine articles, etc. (maximum of 5 separate pieces)

To be considered, **a fully completed and signed original application with supporting documents** must be electronically received and date stamped at the Jefferson County Administrator's Office, to Adiel McKnight @ afmcknight@co.jefferson.wa.us by **FRIDAY OCTOBER 4, 2024**.

Documents submitted to the County are public records, potentially eligible for release.

2025 Proposal Checklist for Tourism Promotion Activities

Proposal Deadline: FRIDAY OCTOBER 4, 2024 at 4:30 pm (received, not postmarked)
Electronically to Email Address: afmcknight@co.jefferson.wa.us

Please type (10 point or larger) or legibly print in ink. To be considered: all questions must be answered; all requested documents provided; this form must be signed and dated.

Organization Name Olympic Culinary Loop
Organization Address P.O. Box 473, Port Angeles, WA 98362
Contact Name Steve Shively
Contact Address P.O. Box 473, Port Angeles, WA 98362
Day Phone 360-302-4357 Evening or Cell Phone 360-440-7006
E-Mail Address info@olympicculinaryloop.com
Facility/Event (if applicable) n/a
Total Lodging Tax Request: \$: 17,100.00
Estimated 2025 org. operating budget (Incl. Lodging Tax funds) \$: 52,490.00

If asking for funds for a specific event, list other cash funding sources and dollar amounts budgeted for this project. Note: This section is only due for specific event and festival funding requests.	Dollar Amount	
		\$
		\$
		\$
		\$
		\$
		\$
		\$
Total Project Revenue Budget		\$

Did your organization receive Lodging Tax Funds from the County in 2024? x yes no

I understand that if my organization's proposal for tourism promotion activities is approved by the County that my organization will enter into a contract with the County to provide the contracted services up to the maximum contract amount. I understand that the proposal herein is a public record potentially eligible for public release.

Sign Name:  Date: 10/1/2024

Print Name and Title: Steve Shively

1. Itemized List of Proposed Tourism Promotion Services

Organization (or Event) Name: Olympic Culinary Loop

In the following space or on a separate sheet of paper, please specify each proposed tourism promotion, facility, event or activity, including quantities and costs (see examples at bottom of page).

The traditional, comprehensive, TCC budget was built on a self-contained series of tourism pillars deemed essential to run a successful tourism marketing and promotions enterprise on behalf of Jefferson County. Amongst those pillars is the (OCL) Olympic Culinary Loop. Traditionally the TCC proposal to LTAC has incorporated OCL, but due to recent – and ongoing – changes to the fabric of the Jefferson County tourism landscape, OCL is presenting this RFP directly to LTAC.

Our Itemized list of proposed tourism promotional services seeks to maintain the authentic agritourism promotion and destination product development vital for this segment of the Jefferson County hospitality and tourism industry.

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JeffCo. dedicated FAM Tour	\$ 700.00	
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Total OCL 2025 LTAC request	\$17,100.00	\$ 17,100.00

Our proposed solutions shine a year-round spotlight on the authentic culinary bounty of Jefferson County. From the sea to the land. From added value bakers and craft libations, from farmers markets to fine restaurants, and festivals too!

Our messaging continues to – responsively - grow towards digital, yet it can not deny statical study that still clearly supports the important market share (and buying power) influenced by print. This is well illustrated in the attached reader demographics chart from Premier Media Group

2. Proposal Questions

Please confine your answers to no more than one page for each question.

1. **Tell us about your promotion, facility, event or activity and why you think it will increase tourists traveling to and staying in Jefferson County.** Include a general description of the promotion, facility, event or activity including its purpose, history, etc.), and describe your organization's track record.

The traditional, comprehensive, TCC budget was built on a self-contained series of tourism pillars deemed essential to run a successful tourism marketing and promotions enterprise on behalf of Jefferson County. Amongst those pillars is the strategic (OCL) Olympic Culinary Loop. Traditionally the TCC proposal to LTAC has incorporated OCL, but due to recent – and ongoing – changes to the fabric of the Jefferson County tourism landscape, OCL is presenting this RFP directly to LTAC.

East Jefferson County – especially the Chimacum Valley and its neighboring communities - offer an Active. Fertile. Bounty of food, nature and inspiration throughout this farm-to-table paradise. For over a decade, OCL has helped focus the brand, and elevate the culinary stars of this region. From Chef Dan at the Resort at Port Ludlow to Crystie Kisler of Finnriver, who offers this testimony to the value of our efforts: *"they have done so much to boost our business and regional visibility over the years! I absolutely absolutely feel the success of our business has been related to the on the ground advocacy work of tourism staff to make sure that we got the media visits, the media mentions, the familiarization tours, the marketing collaboration opportunities and all the rest..."*

The exhaustively researched, and recently published, 5-Year Tourism Master Plan for the Olympic Peninsula, recommends Destinations Development of Olympic Culinary Loop in these areas:

- An expand Culinary Loop to encompass all relevant businesses and experiences, and to elevate the "Olympic Coastal Cuisine" brand"

"DESTINATION & COMMUNITY DEVELOPMENT

• ACTIONABLE INITIATIVES

Develop diversified year-round tourism product and visitor experiences to engage a wider variety of consumer lifestyles.

Targeted Marketing and Expanded Narrative towards fulfillment of Tourism Master Plans recommended lifestyle travelers who seek authentic local and immersive experiences related to culinary, culture, etc. Elevating the peninsula as a leading agritourism region in the Pacific Northwest."

[source. <https://olympicpeninsula.org/wp-content/uploads/2024/03/Olympic-Peninsula-Tourism-Master-Plan-2024-Feb-25-2024.pdf>]

The JeffCo. BoCC 9/9/2024 memo regarding authorization of LTAC funds, calls for "developing marketing strategy which integrates the Olympic Peninsula Master Tourism Plan with County goals." Culinary – not chlorine – is found in the recommended destination and community development actionable initiatives of the Olympic Peninsula Tourism Master Plan. JeffCo. LTAC is encouraged to strongly advise for funding accordingly.

2. If this is a continuing promotion, facility or event, how is it different than in the past?

The difference from past TCC promotional cycles is that the once integrated collection of collaboration between OPTC and OCL assembled under TCC has now been legislated apart. Thus the prior synergy

will not be aided by the active, focused, attention TCC once enjoyed with the likes of leadership from Finnriver and the Resort at Port Ludlow's Fireside restaurant, both at the same TCC table. This year – TPA (The Production Alliance) settles into its well deserved drivers seat for Farm Tour and Apple & Cider Fest. OCL will continue to collaborate with Danny and TPA in 2025 and beyond. However, Fjord Fest is on the ropes. The former ShrimpFest Memorial Day event has lost their northstar and the event is at risk of not continuing. OCL proposes to come along side Fjord Fest and propose a renewed celebration of Hood Canal authentic seafood as the formula for continued success. OCL has a long history of successful event production including Cooking Stage Demos at Dungeness Crab and Seafood Festival, and Olympic Peninsula Seafood Chowder cooking competition at ShrimpFest and Razor Clam and Seafood Festival. With a combination of Hama Hama's overwhelmingly popular Oyster Rama, OCL will consult with the Fjord Fest stakeholders on combining the culinary power of shrimp and oysters to successfully revive two – formerly – successful festivals.

3. Describe how you intend to market/promote your promotion, facility, event or activity to potential tourists who reside outside Jefferson County.

a) If an event, the date of the event:

Olympic Culinary Loop (OCL) is a nonevent specific, year-round, culinary tourism promotion product that amplifies and celebrates all that is delicious around the "LOOP". We encourage visitors to "Eat their way around the LOOP" through an extensive website www.olympicculinaryloop.com, a monthly "Fresh Sheet" eNews distributed to ~ 12,000+ "hungry" subscribers, active social media, and printed "lure" brochures distributed year-round by Certified Folder along I-5 from Bellingham to Portland, and on WA State Ferries, driving users to web for digital download of full map and current festivals and specials. We are the #1 culinary tourism source for independent travelers, tour operators, inspirational travel writers and content creators. Our proposal focuses on year-round digital campaigns and media boosts, with emphasis on bolstering spring and fall festivals, and investment in a popular early fall Food Traveler advertorial across the titles of Premier Media's flagship print and digital publications.

b) The timeline for the tourism promotion activity you are proposing (e.g. May through July, 2025) Olympic Culinary Loop (OCL) is a year-round marketing initiative.

c) Our Target Audience

Anyone who eats or drinks. And especially those who enjoy authentic local food, locally crafted added-value products and learning about the personalities behind the label. Studies show that females make the majority of travel purchasing decisions, and that older travelers have more discretionarily leisure spending capacity, and desirous off-season/mid-week flexibility, due to fewer work and school-age child constraints. This educated, affluent, 53+ year-old, demographic is OCL's prime audience.

d) Promotion methods you intend to use to reach the target audience.

Social media, printed "lure" pieces, website, earned media, advocacy, education, and culinary festival promotion and co-production are skilled tools deployed throughout the year by OCL.

e) Describe how you will promote overnight stays at Jefferson County lodging establishments.

Research shows that Length of Stay is increased thanks to food!

- 61% of survey respondents plan a domestic trip to engage in culinary activities within the next year
- 51% of respondents travel to learn or enjoy unique and memorable eating and drinking experiences
- 30% report deliberately choosing destinations based on availability of local food and drink

[Source: American Culinary Traveler Report – www.MandalaResearch.com]

We partner with lodging featuring onsite restaurants such as Old Alcohol Plant Inn, Kalaloch Lodge, as well as those "base camp" hoteliers, e.g. Chevy Chase Beach Cabins, who help their guests curate a seasonal culinary experience which results in increased length of stay and expanded shoulder seasons

f) If you intend to collaborate with another agency or non-profit to provide these services, please state the name of the organization and describe the nature of the collaboration:

Previous seamlessly integrated TCC collaboration was designed between OPTC and OCL. OCL will continue to respond to trade and travel writer FAM (familiarization) requests from OPTC, with goal of resulting earned media and possible international packaged travel activities.

4. How will you measure the effectiveness of your promotion, facility, event or activity?

The annual value of tourism to Jefferson County is researched at the state level by Tourism Economics for SWT (State of WA Tourism). They segment the \$159.9M in direct Jefferson County Visitor Spending for 2023 into Lodging (\$74.3M), Food/Beverage (\$32.3M), Recreation (\$14.9M), Retail (\$23.4M) and Transportation (\$14.9M). The fact that JeffCo's 2023 Direct Visitor Spending increased +7.4% over the previous year is a statistically solid measure of effective outcomes for culinary tourism promotions.

Also, describe how you will document and report to the County the economic impact from your event/facility. (State law requires the County to report annually to the State Department of Community Development and Economic Trade about the number of lodging stays and economic benefit from tourists generated by use of Lodging Tax proceeds for tourism promotion.)

OCL will complete the required quarterly JeffCo. tourism marketing report to LTAC.

5. What economic impact can we expect in Jefferson County from your proposed promotion, facility, event or activity?

a.) Actual or estimated number of tourists at your event/facility last year (2024):

Tourist travel on their stomachs. Credited with \$32.3M of 2023 Jefferson County's \$159.9M direct visitor spending based on analysis by WA State Tourism Economics. This was part of a +7.4% increase over Jefferson previous tourism high of 2022, representing that 20% of every visitor dollar spent, was on food. 53.87% more visitor spend was on existing Jefferson County food and beverage offerings than on recreation (\$14.9M or only 9%), that's a lot laps in a future pool in order to approach current sips of cider or loaves of locally grown and baked bread...

b.) Estimated number of tourists who will attend your event/facility this year (2025):

JeffCo. has a loss of lodging inventory at Fort Flagler and Kalaloch. And if STR's are restricted by JeffCo BoCC the available visitor overnight inventory will further be reduced. However farmers and chefs will continue to passionately practice their crafts. And hungry "Taste Tourists" will continue to eat

c.) Projected economic impact in Jefferson County from your event/facility (e.g. number of tourists who will stay overnight in Jefferson County-based lodging establishments; economic impact for Jefferson County restaurants, community facilities, amenities, events, and businesses).

- Current Jefferson County information related to culinary tourism and lodging is cross-promoted. Our websites user CMS (Content Management System) is always available for the designated Jefferson County user to add and update as necessary. All OCL Marketing Partners are invited to contribute content to the monthly Fresh Sheet eNews, which enjoys a growing opt-in fan base of 12,000+ subscribers, an average monthly open rate of 27.98%, and an average article click-through rate of 18.78%
- Earned media, through facilitated FAM (familiarization) tours and travel writers/social media influencers have resulted in hundred of thousands in print equivalency. Additional digital assets are our website and social media outlets.
- Our print lure brochure is distributed year-round from Bellingham to Portland, at PDX, SEA and year-round onboard the WA State Ferries under a fulfillment contract with Certified Folder.
- We also support requested brochures from up to 220 Visitor Centers and travel offices in Washington, with some in Oregon, Idaho, and British Columbia.

6. Describe your organization's area of expertise. Do you provide a unique service?

For our local industry OCL provides ongoing professional development to the entire Olympic Peninsula hospitality industry, in partnership with **WA Hospitality Association** and others.

Besides consumer facing marketing and promotion, OCL holds the primary Tourism & Economic Development Advisory Council seat on **NOAA's Olympic Coast National Marine Sanctuary** and is a standing culinary subject area knowledge source on both regional and state tourism and hospitality organizations.

OCL enjoys a standing agenda item on the scheduled monthly OPTC meetings, where we brief strategic tourism partners on important culinary tourism trends and details.

3. Background Information about Your Organization

Attach the following items to your proposal in the order listed:

(Note: To be considered by the Committee, all of the listed information must be included with your proposal.)

Attachments:

X — Proposed 2025 promotion, facility, event or activity budget including income and expenses.

Without TCC's traditional budgeted support of OCL facilitated content creators and travel FAM tours, OCL proposes additional LTAC funding to assure that the Jefferson County culinary marketing and messaging plate remains full. The summary of requested funding is below

Jefferson County LTAC	\$10,000.00
Food Traveler - Priemer Media	
Fjord Fest support and production	
Cont. TPA Farm Tour & Apple & Cider	
JeffCo. FAM + Initiatives	\$6,500.00
North America @TALK	
JeffCo. dedicated media boosts	\$600.00
Ave. 2x/Mo. across Meta platforms	
Total OCL 2025 LTAC request	\$17,100.00

OCL's proposed 2025 budget – full – and detailed JeffCo. LTAC budget is attached.

X — 2024 Budget and Actual income and expense year to date statement(s). See attached

X — List of names and addresses of the organization's Board of Directors as of the date the proposal is filed. Also, if the proposal is for the marketing of an event and there is a chairperson for the event (either volunteer or paid), list that individual's name, address and phone number.

Olympic Culinary Loop Board of Directors: See attached.

X — If you desire, you may provide samples of promotion materials such as brochures or promotional materials (maximum of five). See attached.

Note: Staff will verify Incorporation status of the non-profit agencies who submit service proposals by checking the Washington Secretary of State's on-line corporation records. UBI # 602 934 255

2025 LTAC Opportunity Information

1. Jefferson County's Proposal Process -

The Jefferson County LTAC solicits service proposals each year. The proposal form is attached, posted on the County's website, www.co.jefferson.wa.us and may also be requested by calling the Jefferson County Commissioner's Office at the Courthouse, (360) 385-9102.

This year, the Committee will review proposals on OCTOBER 17, 2024 from 11:00 a.m. to 2:00 p.m. Applicants are asked to attend the OCTOBER 17, 2024 meeting beginning at 11:00 a.m. The County will provide meeting information for all complete applications. At that meeting, each proposing agency will answer questions from the Committee regarding their proposal. The Lodging Tax Advisory Committee will make a recommendation to the Board of County Commissioners regarding which proposals to fund, and at what funding levels within available revenues.

The review of the LTAC recommendations and final decision about how to use the lodging tax monies is made by the County Commissioners. Each agency will be notified of the status of their proposal. Contracts are prepared by the County and sent to agencies.

2. Available Funding for 2025

Organizations submitting proposals should be aware that a total of approximately \$900,000 in lodging tax awards will be available for allocation to eligible tourism promotion activities through this RFP. This amount also includes \$5,051 in staff administrative costs to manage the grants and to process invoices.

County Ordinance 02-0622-98 provides for distribution of Lodging Tax as follows:

- The lodging tax funds are to be used for targeted and/or regional promotion, the operation and maintenance of organizations operating tourist related facilities and their costs for local promotional activities.
- Not more than 25% for the development of tourism related facilities.

3. Definitions -

By state law, lodging tax funds may only be used for tourism promotion and the acquisition and/or operation, including maintenance, of tourism-related facilities. The following definitions are copied verbatim from RCW 67.28.080. Note: State law changed in 2007 to include "operation" of tourism events in the definition of "tourism promotion."

"Tourism" means economic activity resulting from tourists, which may include sales of overnight lodging, meals, tours, gifts, or souvenirs.

"Tourist" means a person who travels from a place of residence to a different town, city, county, state, or country, for purposes of business, pleasure, recreation, education, arts, heritage, or culture.

"Tourism promotion" means activities, operations, and expenditures designed to increase tourism, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operating

tourism promotion agencies; and funding the marketing of special events and festivals designed to attract tourists.

"Tourism-related facility" means real or tangible personal property with a usable life of three or more years, or constructed with volunteer labor that is: (a)(i) Owned by a public entity; (ii) owned by a nonprofit organization described under section 501(c)(3) of the federal internal revenue code of 1986, as amended; or (iii) owned by a nonprofit organization described under section 501(c)(6) of the federal internal revenue code of 1986, as amended, a business organization, destination marketing organization, main street organization, lodging association, or chamber of commerce and (b) used to support tourism, performing arts, or to accommodate tourist activities.

4. Proposal Evaluation Criteria –

Jefferson County Policy Statement for Use of the Lodging Tax.

Jefferson County's Lodging Tax Fund will be the primary source of county funding for activities, operations, and expenditures designed to increase tourism. The County does not make any multi-year commitments with Lodging Tax funds. However, service providers are not limited or prohibited from making repeat annual requests of the same nature. The County intends to maintain a reserve in the Fund, and will assess on an annual basis how much of the Fund to appropriate in a given year. The Jefferson County Commissioners have created a Lodging Tax Advisory Committee to conduct an annual process to solicit and recommend Lodging Tax funded services for the County Commissioners consideration. Jefferson County will only consider proposals for use of the Lodging Tax from public and non-profit agencies.

The Fund will ONLY be used for the following purposes:

1. The promotion of emerging or on-going tourism events, facilities, and activities by government or non-profit agencies so as to attract and draw tourists to unincorporated Jefferson County from outside Jefferson County.
2. Operation of a tourism promotion agency (such as a visitor and convention bureau);
3. The marketing of special events and festivals designed to attract tourists to unincorporated Jefferson County from outside Jefferson County.
4. Capital and/or operating costs for tourism facilities owned by a public entity or a non-profit organization as defined in State law RCW 67.28.080.1(7) – *Tourism Related Facility*.
5. Administrative costs to support tourism events, facilities and activities.

Other Criteria.

HIGH PRIORITY will be given to tourism activities that ~

- Promote Jefferson County and/or events, activities, and places in the County to potential tourists from outside Jefferson County.
- Have demonstrated potential or high potential from the Committee's perspective to result in overnight stays by tourists in lodging establishments within the unincorporated areas Jefferson County.

- Have demonstrated potential or high potential from the Committee's perspective to result in documented economic benefit to Jefferson County.
- Have a demonstrated history of success in Jefferson County, or are proposed by a group with a demonstrated history or high potential of success with similar activities.
- Minimize duplication of services where appropriate and encourage cooperative marketing and/or includes an element of cooperation or partnership.
- Provide, maintain, operate, or enhance County-owned tourism facilities or infrastructure.

RESPONSIBILITIES:

- On or before January 31; April 30; July 31; October 31, 2025; and January 31, 2026, provide to the COUNTY:
 - A quarterly report of the use, services, programs and activities of organization for the prior quarter under this Agreement;
 - A quarterly financial statement detailing revenues, expenses and cash balances for the prior quarter; and for the final quarter report, the financial statement shall also include a detailed financial statement for all 2025.
- 1. On or before January 31, 2025 OR upon execution of this agreement, whichever is later, provide to the COUNTY:
 - A billing invoice requesting payment of Hotel-Motel Funding for the first half of the current year.
- 2. For a minimum of six (6) years, maintain documented proof of payments made, contracts executed, and other expenditures authorized under this Agreement. Upon reasonable notice, provide access to County or State representatives to audit those records.
- 3. Funding provided by this Agreement may only be expended on the services described in Section 1 of this Agreement. Any monies used for other services or purposes shall be refunded to Jefferson County Hotel/Motel Fund. Any monies under-expended of the total funding allocated under this Agreement shall be refunded to Jefferson County by January 31, 2025.
- 4. By **February 28th** of each year provide the following information by reference for the previous year.
 - a. Each festival, event, or tourism facility owned and/or operated by organization.
 - b. The amount of lodging tax revenue allocated for expenditure (whether actually expended or not) by organization on each festival, event or tourism facility.
 - c. Estimated number of tourists served at each festival, event or tourism facility. ("Tourist" includes persons traveling more than 50 miles to the location of the event, festival or facility and overnight stays in the area).
 - d. Estimated lodging stays. ("Lodging" refers to commercial lodging such as hotels, motels, resorts, bed and breakfasts, or commercial campgrounds).
 - e. Measurements that demonstrate the impact of increased tourism attributable to the event, festival or facility.
- 5. Scheduled Site Visits

LODGING TAX ADVISORY COMMITTEE REVIEW CONSIDERATIONS ~

In developing its recommendations, the Committee considers:

- The estimated amount of lodging tax receipts for the coming year provided by the County Administrator's Office.
- Operational adaptations or pivots that ensure future organizational success of tourism related activities and promotion.
- Thoroughness and completeness of the proposal.
- The relationship of proposed services to the areas of high priority identified by the Committee.
- Percent of the proposal request to the event/facility promotions budget and overall revenues.
- Percent of increase over prior year Jefferson County Lodging Tax funded proposal if any.
- Projected economic impact within the unincorporated Jefferson County, in particular projected overnight stays to be generated in lodging establishments in the unincorporated areas of Jefferson County.
- Requirements in State law for use of the tax, and the definitions in State RCW 67.28.080 for "tourism," "tourist," "tourism promotion," and "tourism-related facility."
- The applicant's history of promotion success, reporting history and financial stability.
- Committee member general knowledge of the community and tourism-related activities.

NOT CONSIDERED are requests for ~

- Services to be provided beyond calendar year 2025.
- Proposals from for-profit businesses (however, a government or nonprofit agency contracting with the County may itself contract with for-profit businesses as third-party vendors).
- Promotional activities that reach a target audience solely located within Jefferson County.

NOTE:

1. On February 2, 2006, the State of Washington Attorney General's Office issued Opinion #AGO 2006 #4, which clarifies that a municipality may **NOT provide advance payment** to private organizations for tourism promotion. Payment must occur after the services have been performed and documentation in keeping with the contract is submitted to the County.
2. The County may not pay for donated or volunteer services or pay more than the actual cost incurred by the contracting agency to provide the service.

5. Background Information –

Jefferson County's Lodging Tax.

The Lodging Tax is an excise (sales) tax authorized by State law in RCW 67.28, *Public Stadium, Convention, Arts and Tourism Facilities*.

In 1998, the State Legislature amended Chapter 67.28 of the Revised Code of Washington (RCW) to allow local governments to assess an additional 2% tax on lodging for tourism promotion and/or tourism-related facilities (sometimes referred to as "the new 2%"). In April 1999, the County Commission, by Ordinance, increased the County's Lodging Tax from a 2% to a 4% tax as allowed by RCW 67.28.

Jefferson County's Lodging Tax Advisory Committee.

Per RCW 67.28.1817, the State requires that local governments collecting the Lodging Tax establish a Lodging Tax Advisory Committee consisting of at least five (5) members:

- The Chair – a member of the County Commission or their designee
- 2 members – representing the lodging industry
- 2 members – representing activities authorized to be funded by said tax

The Committee's role is advisory in nature, with the Committee's purpose being to advise the County Commissioners. The Committee must select the candidates from amongst the applicants applying for use of revenues and provide a list of such candidates and recommended amounts of funding to the County Commissioners for final determination.

In 1998, the Jefferson County Commissioners created such a Committee, and asked the Committee to establish an annual process to solicit and review proposals for tourism services eligible for lodging tax funding. Committee members are appointed by the County Commissioners as part of the County's regular advisory committee appointment process.

For additional information, contact ~

County Administrator's Office
Jefferson County Courthouse
1820 Jefferson Street
PO Box 1220
Port Townsend, WA 98368
Ph: 360-385-9102; Fax: 360-385-9382
e-mail: afmcknight@co.jefferson.wa.us

- END -



**Olympic
Culinary Loop**
Eat Your Way Around the LOOP!

Olympic Culinary Loop Board of Directors:

President -

Lisa Martin, Olympic Cellars, 255410 Highway 101, Port Angeles, 360-452-0160

Vice President -

Laura Pendergast, Finnriver, 124 Center Road, Chimacum, 360-339-8478

Treasurer -

Marsha Massey, Olympic Peninsula Tourism Commission, 618 S Peabody St #F, Port Angeles,
360-452-8552

Secretary -

Bethany Smith, Old Alcohol Plant Inn, 310 Hadlock Bay Road Port Hadlock, 360-390-4017

At-Large -

Neil Conklin, Bella Italia 118 E. 1st St., Port Angeles, 360-457-5442

At-Large -

Jeff Betinol, Chevy Chase Beach Cabins, 3710 S Discovery Rd. Port Townsend, 360-385-1270

Staff –

Steve Shively, Marketing Director, 2023 E. Sims Way #308, Port Townsend, 360-302-4357

Olympic Culinary Loop		2024
Line	INCOME	
3	Display Advertising	\$1,000.00
5	Partners	
6	Mason County	\$1,000.00
7	Grays Harbor (and Ocean Shores)	\$7,800.00
8	Port Townsend	\$1,000.00
9	Jefferson County TCC	\$10,000.00
10	Port Angeles	\$5,000.00
11	Sequim	\$1,700.00
12	OPVB (Clallam)	\$7,000.00
13	Partners - Other	\$750.00
14	Total Partners	\$35,250.00
16	Membership Dues	
17	Associate	\$4,000.00
18	Festival or Culinary Event	\$1,800.00
19	Industry	\$5,000.00
20	Pathways-to-Peninsula	\$500.00
21	Corporate	\$6,500.00
22	Total Membership Dues	\$17,800.00
23	Other Types of Income - Other	
24	Total Income	\$ 53,050.00
26	EXPENSE	
27	Culinary Adventure "legacy lure" MAP (Ferry)	\$5,770.00
28	Design Refresh (creative)	\$750.00
29	Map printing - members	\$1,280.00
30	Educational/Outreach	\$150.00
31	Social media boosts	\$840.00
32	Opportunity	\$500.00
33	Total Culinary Adventure/Lure Map	\$ 9,290.00
36	Website Refresh	\$2,300.00
37	Website Host/domain renewal	\$300.00
38	Web support	\$500.00
39	Total Website	\$3,100.00
41	Membership Director & Admin Asst	
42	Marketing - FAM	\$1,500.00
43	Meals	\$650.00
44	postage	\$300.00
45	Expenses - reimbursed/diem	\$2,000.00
46	Lodging	\$650.00
47	Subscription	

48 Office/Misc	\$0.00
49 Mileage	\$600.00
50 Admin Service transferred	\$375.00
51 Contractor Services	\$20,400.00
52 Commissions - membership & map sales 7%	\$500.00
53 Total Membership Director	\$26,975.00
55 Contract Bookkeeping	\$3,500.00
56 Travel - Admin	\$1,000.00
57	\$4,500.00
59 Office Expenses	\$300.00
60 Bank Charges (QB fee)	\$250.00
61 Stripe	\$375.00
62 Software-License	\$1,050.00
63 Postage & Shipping	\$525.00
64 D&O Insurance	\$800.00
65 Professional Services - Tax Prep/QBs	\$1,400.00
66 Total Office Expense	\$4,700.00
67 Event Administration	\$1,200.00
68 BAD DEBT	
70 Total Expense	\$ 49,765.00
72 Balance	\$ 3,285.00

Management Report

Olympic Culinary Loop August 2024



Prepared on
September 10, 2024
For management use only

Statement of Financial Position

As of August 31, 2024

ASSETS

Current Assets

	Total
Bank Accounts	
First Federal	17,567.28
Total Bank Accounts	17,567.28
Total Current Assets	17,567.28
TOTAL ASSETS	\$17,567.28

LIABILITIES AND EQUITY

Liabilities

Long-Term Liabilities	
SBA EIDL Loans	2,272.08
Total Long-Term Liabilities	2,272.08
Total Liabilities	2,272.08
Equity	
Retained Earnings	16,993.08
Net Revenue	-1,697.88
Total Equity	15,295.20
TOTAL LIABILITIES AND EQUITY	\$17,567.28

Statement of Activity

Jan - Aug, 2024

Grays Harbor County	7,800.00
Jefferson County TCC	10,000.00
Olympic Peninsula Visitors Bure	7,000.00
Sequim	6,000.00
Total Partners	30,800.00
Total Direct Support	30,800.00
Membership Dues Associate	775.00
Corporate	520.00
Festival or Culinary Event	550.00
Industry	3,439.00
Total Membership Dues	5,284.00
Total Revenue	36,084.00
GROSS PROFIT	36,084.00
EXPENDITURES	
Advertising	5,724.27
Bank Charges	26.66
Dues and Subscriptions	491.49
Membership Director	
Contracted Services	13,480.00
Meals	14.65
Mileage	70.62
Total Membership Director	13,565.27
Professional Services Bookkeeping	3,057.00
Stripe Processing Fees	143.85
Total Expenditures	23,008.54
NET OPERATING REVENUE	13,075.46
NET REVENUE	\$13,075.46

NOTES

Olympic Culinary Loop		2025 Proposed
Line	INCOME	
3	Display Advertising	\$1,000.00
5	Partners	
6	Mason County	\$1,000.00
7	Grays Harbor (and Ocean Shores)	\$7,800.00
8	Port Townsend	\$1,000.00
9	Jefferson County	\$10,000.00
10	Port Angeles	\$5,000.00
11	Sequim	\$1,700.00
12	OPVB (Clallam)	\$7,000.00
13	Partners - Other	\$750.00
14	Total Partners	\$35,250.00
16	Membership Dues	
17	Associate	\$4,000.00
18	Festival or Culinary Event	\$1,800.00
19	Industry	\$5,000.00
20	JeffCo. FAM + Initiatives	\$6,500.00
21	Corporate	\$2,250.00
22	Total Membership Dues	\$19,550.00
23		
24	Total Income	\$ 54,800.00
26	EXPENSE	
27	Culinary Adventure "legacy lure" MAP (CF)	\$5,770.00
28	Design Refresh (creative)	\$750.00
29	Map printing - members	\$1,280.00
30	Educational/Outreach	\$150.00
31	Social media boosts	\$840.00
32	JeffCo. dedicated media boosts	\$600.00
33	Opportunity	\$500.00
34	Total Culinary Adventure/Lure	\$ 9,890.00
35		
36	Website Refresh	\$2,300.00
37	Website Host/domain renewal	\$300.00
38	Web support	\$500.00
39	Total Website	\$3,100.00
41	Membership Director & Admin Asst	
42	Marketing - FAM	\$1,500.00
43	Meals	\$650.00
44	postage	\$300.00
45	Expenses - reimbursed/diem	\$2,000.00
46	Lodging	\$650.00

47 Subscription	
48 Office/Misc	\$0.00
49 Mileage	\$600.00
50 Admin Service transferred	\$375.00
51 Contractor Services	\$20,400.00
52 Commissions - membership & map sales 7%	\$500.00
53 Total Membership Director	\$26,975.00
55 Contract Bookkeeping	\$3,500.00
56 Travel - Admin	\$1,000.00
57	\$4,500.00
59 Office Expenses	\$300.00
60 Bank Charges (QB fee)	\$1,250.00
61 Stripe	\$375.00
62 Software-License	\$1,050.00
63 Postage & Shipping	\$575.00
64 D&O Insurance	\$875.00
65 Professional Services - Tax Prep/QBs	\$1,400.00
66 Total Office Expense	\$5,825.00
67 Event Administration	\$2,200.00
68 BAD DEBT	
70 Total Expense	\$ 52,490.00
72 Balance	\$ 2,310.00

Olympic Culinary Loop

Line

9	Jefferson County LTAC detail	\$10,000.00	Sub Total
	Food Traveler - Priemer Media		
	NWT&L, South Sound, 425 print & digi	\$ 6,450.00	
	Creative	\$ 500.00	
	OCL collabrative admin	\$ 250.00	
	Fjord Fest support and production	\$ 750.00	
	Consult and production emcee	\$ 300.00	
	Cont. TPA Farm Tour & Apple & Cider		
	Production meetings	\$ 250.00	
	Partnership co-ops	\$ 1,500.00	
20	JeffCo. FAM + Initiatives	\$6,500.00	
	North America @TALK fall digi media	\$ 5,500.00	
	JeffCo. dedicated FAM Tour	\$ 700.00	
	Staff Admin	\$ 300.00	
32	JeffCo. dedicated media boosts	\$600.00	
	Ave. 2x/Mo. across Meta platforms	\$ 480.00	
	Creative	\$ 120.00	
	Total OCL 2025 LTAC request	\$17,100.00	\$ 17,100.00

2024 Reader Demographics

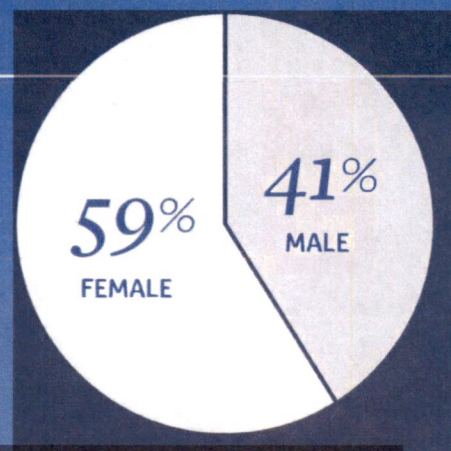
83%

**OF READERS WERE
INFLUENCED BY
SOMETHING THEY
READ IN OUR
MAGAZINE**

AVERAGE AGE:

PRINT **53** YO

ONLINE **37** YO



HOUSEHOLD INCOME \$220,000

EDUCATION 80% graduated college

AVERAGE HOME VALUE \$986,200

Source: Reader Survey 2022

Our readers are active and affluent

- Passionate to be in the know about the community and regional experiences.
- Values responsible and sustainable travel.
- Curious about local history and cultural heritage when traveling.
- Wants to create more weekend getaways and adventure travel.
- Cares about personal brand style and fashion.
- Reads magazines, blogs monthly and 4-6 books a year.
- Loves to support great causes and believes in being responsible.
- Studies design trends, real estate and financial portfolio data every week.
- Loves a good beer and/or glass of wine and boutique coffee houses.
- Dreams and plans to think about second home.

84%

TOOK 4 OR MORE
1 TO 3 DAY TRIPS

70%

VISITED A WINERY

95%

DINE OUT OR SHOP
WHILE TRAVELING

53%

WENT CAMPING
OR HIKING

70%

ATTEND A DRINK
OR FOOD EVENT

76%

ATTENDED A LIVE
PERFORMANCE

63%

VISIT A MUSEUM OR
ART GALLERY

68%

TRAVEL TO THE SUN
FALL/WINTER

80%

PARTICIPATE IN
WATER/WINTER
SPORTS

48%

RENT/OWN RV

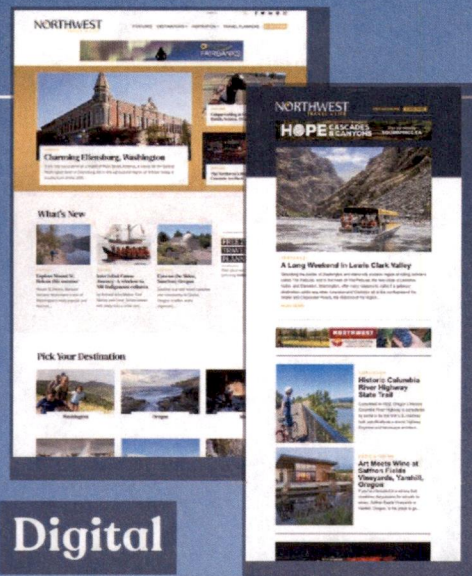
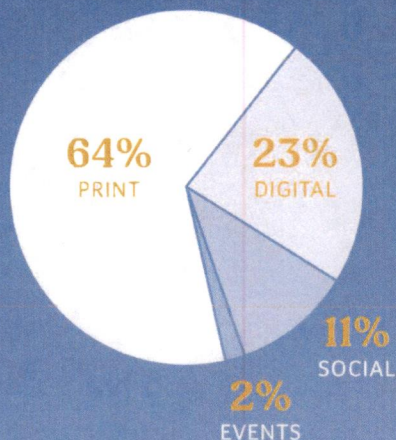
65%

TOOK 3 OR MORE
4+ DAY TRIPS



2024 Reach

184,000
TOTAL MONTHLY
ENGAGEMENT



Print
120,500

Paid Readership
31,000
Subscribers

43,000
Newsstand Retail

Qualified Hospitality
18,000
Hotel/Resort

25,000
Airport/Terminals

3,500
Events

4:1
Print magazine
readership average

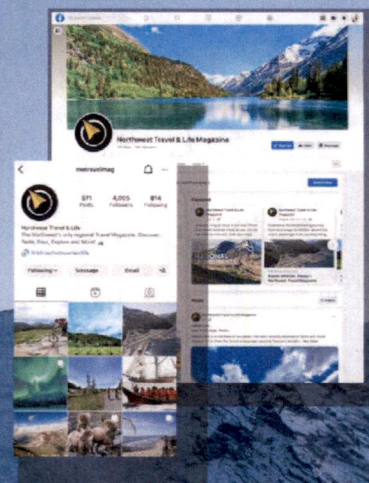
Digital

Website
30,000
Monthly Visitors

Newsletter
13,500
Subscribers

Social

Facebook +
Instagram
20,000
Followers



Regions

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- Travel Tacoma
- Bremerton National Airport

Explore the Olympic Peninsula's Bounty: A Foodie's Paradise

425 425magazine.com/eat-drink/olympic-peninsula-best-restaurants/article_c8daca6c-33e7-11ef-9889-4f05399c4f1f.html

By Northwest Travel & Life staff

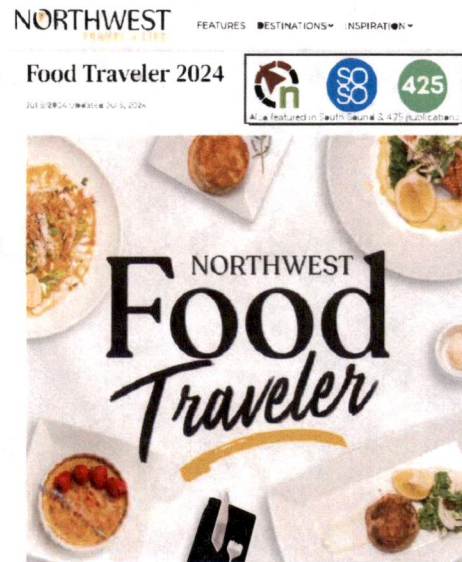
July 2, 2024

This article was originally featured in our sister publication, Northwest Travel & Life.

Nestled amid the inviting landscapes of the Olympic Peninsula lies a not-so-hidden gem for food enthusiasts and nature lovers alike. Beyond its famed national park wonders, the Olympic Peninsula boasts a thriving food and farming culture that beckons visitors from near and far. At the heart of this culinary haven is the picturesque Chimacum Valley, often hailed as the Gateway to Port Townsend and the fertile breadbasket feeding its surrounding areas.

Discover the Vibrant Culinary Scene

The Olympic Peninsula's diverse ecosystems and breathtaking scenery provide the perfect backdrop for a vibrant food scene, particularly in the lush Quilcene and Chimacum Valley regions. Here, local farmers and artisan culinarians converge to create an edible tapestry that reflects the region's rich agricultural heritage.



Experience the Jefferson County Farmers Market

For more than three decades, the Jefferson County Farmers Market has been a focal point of this gastronomic oasis. Unlike many other markets, JCFM takes pride in showcasing vendors exclusively from Jefferson County, offering a tantalizing array of products sourced within a 50-mile radius.

But JCFM is more than just a marketplace; it's also a cultural hub where residents and visitors gather to celebrate local agriculture and culinary traditions. From April to December in Port Townsend and June to October in Chimacum, both weekly markets pulsate with energy, contributing to the economic vitality and cultural fabric of Jefferson County.

Savor Local Flavors

After a day of four-season adventure, indulge in farm-to-table delights at some of the Olympic Peninsula's finest eateries:

- Finnriver Farm & Cidery offers farmcrafted cider and hosts local food vendors along with serving a delightful menu that includes homemade soups with bread — and beer, too — made from locally-grown grains through the Chimacum Valley Grainery. It even offers a house-crafted cider mustard served with the bratwurst.
- Chimacum Corner Farmstand: Explore a treasure trove of local and organic foods, perfect for a picnic or a home-cooked meal. Don't forget to browse the selection of handcrafted gifts and souvenirs.
- Quilbilly's Taproom & Restaurant: Experience the warmth of hometown hospitality while relishing locally sourced seafood, veggies, and delectable homemade pies.
- The Fireside Restaurant at Port Ludlow Resort: Delight in a culinary journey curated by Chef Dan Ratigan, featuring seasonal delights sourced directly from 12 partnering farms.

Plan Your Foodie Adventure

Ready to embark on an unforgettable culinary journey through the Olympic Peninsula? Visit the Enjoy Olympic Peninsula website for tips on planning the perfect foodie vacation paired with outdoor adventures. With its stunning landscapes and thriving food culture, the Olympic Peninsula invites you to savor the flavors of the Pacific Northwest in every bite. The Olympic Peninsula isn't just a feast for the eyes; it's also a feast for the palate, with its rich food and farming culture inviting visitors to savor the flavors of the region while exploring its natural wonders.

www.OlympicCulinaryLoop.com

www.EnjoyOlympicPeninsula.com

APPETIZING ITINERARIES

GO: From Seas to Summit and Canal to Coast! Travel the LOOP or follow a taste trail.

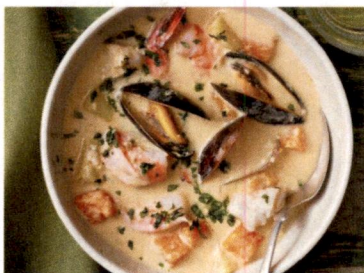
SEE: Set foot in the soils of growing food and chat with farmers and artisan makers.

DO: Sniff the lavender fields, walk in a rainforest, climb peaks, hike beaches, shop farmers markets. Enjoy as you work up an appetite!

EAT: Farm-to-Fork couldn't be closer as you savor great seafood and sip fine wines and ciders, or bite into wholesome food crafted inhouse as you drink small batch spirits or organic coffee roasted onsite.

STAY: Celebrate with fellow foodies in accommodations eager to share the most delicious details of the Olympic Culinary Loop. From B&B's to hotels and historic lodges, book a "base camp" or travel from inn-to-inn as you eat your way around the LOOP!

ASK: A local expert at any of dozens of Visitor Information Centers or contact the Olympic Peninsula Visitor Bureau, OlympicPeninsula.org • 1-800-942-4042



Ask for Chef Ron's official *Olympic Peninsula Seafood Chowder* by name. YUM!

Check out the monthly "Fresh Sheet" at OlympicCulinaryLoop.com/fresh-sheet, look online for more local & seasonal itineraries or make up your own!

LTAC Grant Award Agreement for OLYMPIC PENINSULA LOOP CULINARY TOURISM ASSOCIATION

CULINARY FESTIVALS & MORE

Over 100 restaurants, farms and producers to visit and taste.

Be sure to return to the LOOP for any and all of our world famous Festivals! Seasonal Cider & Wine trails, Chocolate and Lavender, plus year-round celebrations of local **Olympic Coast Cuisine**. Subscribe to our monthly "Fresh Sheet" eNewsletter or visit olympicculinaryloop.com/events-calendar for more information on these and other events

WINTER

Red Wine & Chocolate Tour: Olympic Peninsula Wineries each Feb. • OlympicPeninsulaWineries.org

SPRING

Ocean Shores Razor Clam & Seafood Festival: Convention Ctr., 3rd weekend of March • OSRazorClamFestival.org

SUMMER

Lavender Farm Tours, Sequim: July
visitsunnysequim.com/166/Lavender-Weekend-and-2023-Lavender-Seaso

FALL

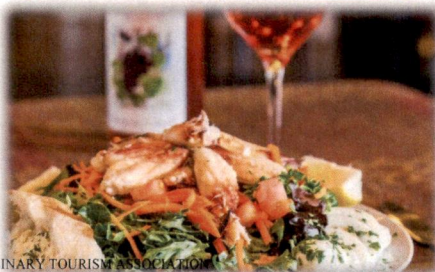
Dungeness Crab & Seafood Festival: Port Angeles City Pier, every Oct. • CrabFestival.org



Bringing together the best in the region's culinary interests from farm and sea to table.

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Creating educational culinary experiences for "Taste Tourists"
Communicating & celebrating regional culinary tourism success
Generating awareness about the overall bounty of the Peninsula

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Olympic CULINARY LOOP CULINARY MAP

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Around Washington State's Olympic Peninsula



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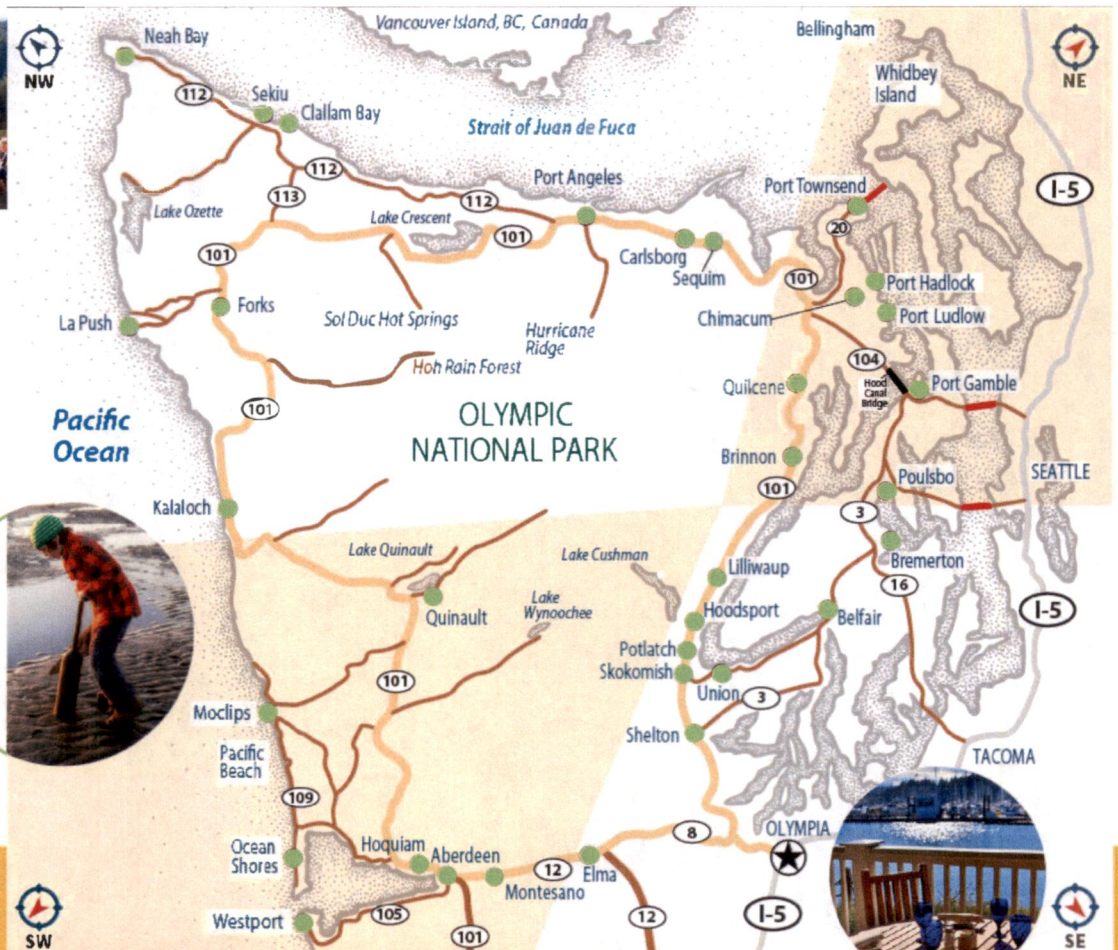


FOR YEARS THE OLYMPIC CULINARY LOOP

has been the most delicious way to experience the Olympic Peninsula. Olympic Coast Cuisine is flavored by the region's diverse micro-climates, coastal proximity, and Native American heritage. Sustainable locally grown and harvested fruits, vegetables, herbs and berries, gathered game, bountiful native sea fare, and handcrafted area wines offer farm-to-table experiences with a unique sense of place. Freshly prepared Olympic Coast Cuisine is best enjoyed amid the beautiful scenery that surrounds the Olympic Culinary Loop



READ ON FOR THE INSIDER'S SCOOP ON THE BEST sights, activities, and lodgings as you travel the Olympic Culinary Loop. Or use our online "Add Favorites" tag to easily craft your very own itinerary.



1. Go to OlympicCulinaryLoop.com and "SEARCH THE LOOP!" by Name, Location or Category Type.
 2. Search results—and detailed listings—give you the option to "View Favorites" (upper right corner of any page).
 3. Print out Favorites and start your culinary adventure!
- Be sure to Post a Review on your Favorites listing. Share your adventures with others by sending your custom trip of Favorites to Info@OlympicCulinaryLoop.com.

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Page 36 of 47

Experience Farm-to-Table Foodie Adventures in the Olympic Peninsula

thurstontalk.com/2023/12/28/experience-farm-to-table-foodie-adventures-in-the-olympic-peninsula



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Visitors are drawn from all over the map to experience the many wonders of the Olympic Peninsula. From the variety of ecosystems that cover the coastline to mountainous peaks and the rainforest, this area is rich with beautiful landscapes that draw nature lovers and adventurers. There is another regional attribute that has attracted so many to the fertile Chimacum Valley and the surrounding areas, the food and farming culture. Check out these year-round places to plan your farm-to-table foodie adventure around the whole Olympic Culinary Loop on the Olympic Peninsula.

A Day of Nourishment: A Foodie and Farm Lover's Itinerary

White Lotus Farm & Inn

Book a weekend stay at White Lotus Farm & Inn. This family-owned operation includes 70 acres and provides sourdough bread made with locally-grown grains; pasture-raised chickens and eggs; fresh produce and microgreens; raw honey; 100% grass-fed lamb and wool; and cut flowers. They are committed to no-till farming methods for soil protection.

Along with multiple options for lodging, the family runs a small CSA and attends local farmers markets. This is a beautiful location for a couples getaway or larger private events as they have a barn hall and dance floor.



Chef Dan Ratigan of The Fireside Restaurant at Port Ludlow Resort has cultivated an extensive relationship with the many local farmers and curates exceptional dining experiences using locally sourced and seasonally aligned produce, meats, grains and cheeses. Photo credit: Jess Caldwell

The Fireside Restaurant

For breakfast, head over to The Fireside Restaurant at Port Ludlow Resort. Experience true farm-to-table fare as chef Dan Ratigan, who has been with The Fireside Restaurant for 15 years, has personally visited every farm he works with. “We have a close connection to agriculture here and the relationships with our farmers are important to us,” he shares. “From the Chimacum Valley Grainery buckwheat pancakes made with locally-grown and milled grains to the salad blends, goat cheese and pork, we make sure to source locally and support the farmers who steward this land.”

Serving breakfast, lunch and dinner, the menu changes with the season and is determined by what local offerings are available. The restaurant works with 12 different farms that are beautifully represented on a map displayed in the restaurant.



Roxanne Hudson and her husband John Bellow welcome visitors to stop by their farmstand located onsite at SpringRain Farm in Chimacum. They sell many food delights including handcrafted mugs from Laughing Gnome Pottery. Photo credit: Jess Caldwell

HJ Carroll Park and SpringRain Farm & Orchard

After breakfast, head out for a walk at HJ Carroll Park. Learn about Pacific Northwest native plants or walk the Rick Tollefson Memorial Trail, which offers interpretive signs winding along the edges of SpringRain Farm & Orchard.

Roxanne Hudson and husband John Bellow have created a robust organic food production farm with ethically-raised meat and eggs as well as fruits, berries, perennial vegetables and greenhouse crops. With 26 acres of agricultural land to manage, Bellow uses integrated systems thinking to sustainably mimic the natural ecosystem. Stop by the SpringRain Farm & Orchard farm stand, open seven days a week, to pick up fresh produce or one of Hudson's many food delights. "We produce farmstead jams and syrups, heirloom tomato sauce, applesauce, frozen blueberries and various pesto," she explains.



The Chimacum Corner Farmstand supports the hyper-local agricultural and artisan scene. Photo credit: Jess Caldwell

Chimacum Corner Farmer Stand

As a rural natural grocer and hub of the farming community and culture, Chimacum Corner Farmstand is one of the central supporters of the hyper-local agricultural and artisan scene. Stop by to pick up a picnic lunch or gather local and organic foods for a home-cooked meal. There are many beautiful hand-made gift items that are perfect for bringing home as a special keepsake from your Olympic Peninsula travels.

Finnriver Farm & Cidery

Make your visit to the Olympic Peninsula an unforgettable experience with a visit to Finnriver Farm & Cidery. The aesthetic upon arrival will bring visitors into the good feels of farm life with the elegance of beautifully-designed intentional spaces. Try a flight of farm-crafted cider and sip in the experience that includes a view overlooking the organic orchard.

Book a Tour and Tasting or schedule time during the weekend to enjoy live music in their outdoor heated pavilion, which was voted "Best Live Music Venue on the Peninsula." Along with hosting local food vendors onsite, folks are welcome to bring a picnic lunch from the Chimacum Corner Farmstand located right next door or try a delicious offering from the Finnriver farm kitchen. As a certified B-Corp organization, Finnriver embraces its mission, "To celebrate the beauty and bounty of the earth, to reconnect people to the land that sustains us and to grow community."



The last day of the fruit pressing season at Finnriver Farm & Cidery using apples from their organic orchard. Photo credit: Jess Caldwell

There is something special growing in the Olympic Peninsula's Chimacum Valley and surrounding areas. Great stewards who treat the health of the soil with the same care as the health of their communities are creating sustainable networks that connect people to the land and their food. Food is love and this sentiment is being felt throughout local networks from the farmers to the natural grocers. This of course extends into the hospitality sector that brings visitors to the area for farm tours, cider tasting and fine locally-sourced dining. Let your inner foodie out with a farm-to-table getaway you will never forget.

To learn more about planning your next foodie vacation in the Olympic Peninsula, visit the [Enjoy Olympic Peninsula website](#).

Sponsored

EXHIBIT C 1st QUARTER

Due by April 30th to afmcknight@co.jefferson.wa.us

Organization:

Contact person:

Mailing Address:

Phone Number/Email:

1. LTAC Funds received from Jefferson County 1st QTR:

ORGANIZATION	Amount Awarded by Jefferson County	Received From Jefferson County	Overspent (+) Underspent (-) of LTAC funds	Refund Required	TOTAL 1 st QTR LTAC FUNDS SPENT

2. LTAC funds spent by your organization 1st QTR (include 200 word limit regarding activities and funds spent with an itemized statement and supporting documentation, *i.e.* invoices paid, receipts from payment,):

3. LTAC funds balance remaining 1st QTR:

4. Please attach your organization's report for all revenue, marketing, services, programs and activities of the prior quarter.

This report and any attachments may be subject to disclosure as a public record under the Public Records Act, RCW Chapter 42.56. A minimum of six years, RECIPIENT shall maintain documented proof of payments made, contracts executed and other expenditures authorized under your Agreement with Jefferson County. Upon reasonable notice, RECIPIENT shall provide access to Jefferson County or State representatives to audit those records.

EXHIBIT C 2nd QUARTER

Due by July 31st to afmcknight@co.jefferson.wa.us

Organization:

Contact person:

Mailing Address:

Phone Number/Email:

1. LTAC Funds received from Jefferson County 2nd QTR:

ORGANIZATION	Total Amount Awarded by Jefferson County	Total Received From Jefferson County	Overspent (+) Underspent (-) of LTAC funds	Refund Required	TOTAL 1 st QTR LTAC FUNDS SPENT	TOTAL 2 nd QTR LTAC FUNDS SPENT

2. LTAC funds spent by your organization 2nd QTR (include 200 word limit regarding activities and funds spent with an itemized statement and supporting documentation, *i.e.* invoices paid, receipts from payment,):

1. LTAC funds balance remaining 2nd QTR:

2. Please attach your organization's report for all revenue, marketing, services, programs and activities of the prior quarter.

This report and any attachments may be subject to disclosure as a public record under the Public Records Act, RCW Chapter 42.56. For a minimum of six years, RECIPIENT shall maintain documented proof of payments made, contracts executed and other expenditures authorized under your Agreement with Jefferson County. Upon reasonable notice, RECIPIENT shall be able to provide access to Jefferson County or State representatives to audit those records.

EXHIBIT C 3rd QUARTER

Due by October 31st to afmcknight@co.jefferson.wa.us

Organization:

Contact person:

Mailing Address:

Phone Number/Email:

1. LTAC Funds received from Jefferson County 3rd QTR:

ORGANIZATION	Total Amount Awarded by Jefferson County	Total Received From Jefferson County	Overspent (+) Underspent (-) of LTAC funds	Refund Required	TOTAL 1 st QTR LTAC FUNDS SPENT	TOTAL 2 nd QTR LTAC FUNDS SPENT	TOTAL 3 rd QTR LTAC FUNDS SPENT

2. LTAC funds spent by your organization 3rd QTR (include 200 word limit regarding activities and funds spent with an itemized statement and supporting documentation, *i.e.* invoices paid, receipts from payment,):

2. LTAC funds balance remaining 3rd QTR:

3. Please attach your organization's report for all revenue, marketing, services, programs and activities of the prior quarter.

This report and any attachments may be subject to disclosure as a public record under the Public Records Act, RCW Chapter 42.56. For a minimum of six years, RECIPIENT shall maintain documented proof of payments made, contracts executed and other expenditures authorized under the Agreement with Jefferson County. Upon reasonable notice, you shall be able to provide access to Jefferson County or State representatives to audit those records.

EXHIBIT C 4th QUARTER

Due by January 31st to afmcknight@co.jefferson.wa.us

Organization:

Contact person:

Mailing Address:

Phone Number/Email:

1. LTAC Funds received from Jefferson County 4th QTR:

ORGANIZATION	Total Amount Awarded by Jefferson County	Total Received From Jefferson County	Overspent (+) Underspent (-) of LTAC funds	Refund Required	TOTAL 1 st QTR LTAC FUNDS SPENT	TOTAL 2 nd QTR LTAC FUNDS SPENT	TOTAL 3 rd QTR LTAC FUNDS SPENT	TOTAL 4 th QTR LTAC FUNDS SPENT

2. LTAC funds spent by your organization 4th QTR (include 200 word limit regarding activities and funds spent with an itemized statement and supporting documentation, *i.e.* invoices paid, receipts from payment,):

3. LTAC funds balance remaining 4th QTR:

4. Please attach your organization's report for all revenue, marketing, services, programs and activities of the prior quarter.

This report and any attachments may be subject to disclosure as a public record under the Public Records Act, RCW Chapter 42.56. A minimum of six years, RECIPIENT shall maintain documented proof of payments made, contracts executed and other expenditures authorized under your Agreement with Jefferson County. Upon reasonable notice, RECIPIENT shall provide access to Jefferson County or State representatives to audit those records.

EXHIBIT D
Jurisdiction Lodging Tax Reporting Form – To Be Submitted to Jefferson COUNTY
Administrator's Office
No Later than February 28th of each Year
Lodging Tax Reporting Form

Organizations receiving funding to promote festivals, special events and tourism-related activities through tourism-related facilities owned or sponsored by non-profit organizations or the local jurisdiction are required to complete this form for **EACH** activity.

1 Organization Name: _____ Reporting Year: _____
2 Sponsor Type (Check One): ☐ 501(c)(3) ☐ 501(c)(6) ☐ Local Jurisdiction ☐ Other (Explain): _____
3 Activity Name: _____
4 Activity Type (Check One): ☐ Event/Festival* ☐ Facility* ☐ Marketing*
5 Activity Start Date*: _____
6 Activity End Date*: _____
7 Total Cost of Activity: \$ _____
8 Amount Requested: \$ _____
9 Amount Awarded: \$ _____

10 Overall Attendance*
a) Projected* _____
b) Actual* _____
c) Methodology (Check One): ☐ Direct Count*
☐ Indirect Count* ☐ Representative Survey*
☐ Informal Survey* ☐ Structured Estimate*
☐ Other (explain): _____

11 Number of Attendees Who Traveled 50 Miles or More*
a) Projected* _____
b) Actual* _____
c) Methodology (Check One): ☐ Direct Count*
☐ Indirect Count* ☐ Representative Survey*
☐ Informal Survey* ☐ Structured Estimate*
☐ Other (explain): _____

12 Number of Attendees Who Traveled from Another State or Country*
a) Projected* _____
b) Actual* _____
c) Methodology (Check One): ☐ Direct Count*
☐ Indirect Count* ☐ Representative Survey*
☐ Informal Survey* ☐ Structured Estimate*
☐ Other (explain): _____

13 Number of Attendees Who Stayed Overnight in Unpaid Accommodations*
a) Projected* _____
b) Actual* _____
c) Methodology (Check One): ☐ Direct Count*
☐ Indirect Count* ☐ Representative Survey*
☐ Informal Survey* ☐ Structured Estimate*
☐ Other (explain): _____

14 Number of Attendees Who Stayed Overnight in Paid Accommodations*
a) Projected* _____
b) Actual* _____
c) Methodology (Check One): ☐ Direct Count*
☐ Indirect Count* ☐ Representative Survey*
☐ Informal Survey* ☐ Structured Estimate*
☐ Other (explain): _____

15 Number of Paid Lodging Nights*
a) Projected* _____
b) Actual* _____
c) Methodology (Check One): ☐ Direct Count*
☐ Indirect Count* ☐ Representative Survey*
☐ Informal Survey* ☐ Structured Estimate*
☒ Other (explain): _____

*See Lodging Tax Yearly Reporting Definitions/Instructions

Name of Individual Who Prepared Report: _____
Phone #: _____ E-Mail Address: _____

RETURN THIS FORM TO:

Jefferson County Administrator's Office
1820 Jefferson Street
P.O. Box 1220
Port Townsend, WA 98368
jeffbocc@co.jefferson.wa.us

DEADLINE: February 28th of Each Reporting Year

LTAC Yearly Reporting Definitions/Instructions

- Activity Type:** Event/Festival: Short-term activity occurring between specific dates (e.g., 4th of July celebration, local marathon)
Facility: Municipally-owned facility that operates some or all of the year (e.g., county historical museum, convention center)
Marketing: Activity that provides information to encourage visitors to an area; is typically a year-round activity but may also operate for less than a full year.
- Activity Date:** Activity beginning and ending dates.
- Actual:** Persons estimated to have **actually** participated in event/festival or visiting a facility. For marketing activity, enter the number of persons estimated to have **actually** visited area as result of marketing activity.
- Projected:** Persons **expected** to participate in event/festival or visiting a facility. For marketing activity, enter the number of persons **expected** to visit area as result of marketing activity.
- Methodology:** Select the methodology used to estimate the actual number of visitors/participants.
Direct Count: Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides, likely to be affected by an event.
Indirect Count: Estimate based on information related to the number of visitors such as raffle tickets sold, redeemed discount certificates, brochures handed out, police requirements for crowd control or visual estimates.
Representative Survey: Information collected directly from individual visitors/ participants. A representative survey is a highly structured data collection tool, based on a defined random sample of participants, and the results can be reliably projected to the entire population attending an event and includes margin of error and confidence level.
Informal Survey: Information collected directly from individual visitors or participants in a non-random manner that is not representative of all visitors or participants. Informal survey results cannot be projected to the entire visitor population and provide a limited indicator of attendance because not all participants had an equal chance of being included in the survey.
Structured Estimate: Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (3 square feet).
Other: (please describe)
- Overall Attendance:** Total projected and estimated actual attendance recorded for event, facility or resulting from marketing activity.
- Total Attendees Traveling 50 miles or more:**
- Total:** Total projected and estimated actual number of visitors traveling more than 50 miles to attend event or facility. For marketing organizations, report visitors traveling more than 50 miles to visit area.
- Of total, attendees who traveled from another state or country:** Of the total projected and estimated actual number of visitors traveling more than 50 miles to attend event or facility or visit area, report projected and estimated actual number of visitors who traveled from another state or country.
- Attendees who stayed overnight:**
- Paid Accommodations:** Total projected and estimated actual number of visitors staying in paid lodging establishments such as hotels, motels, bed and breakfasts, etc.
- Unpaid Accommodations:** Total projected and estimated actual number of visitors staying in unpaid accommodations such as family and friends.
- Paid Lodging Nights:** Total projected and estimated actual number of paid lodging nights. One Lodging night = one or more persons occupying one room for one night.