

**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 \$24,214; Jefferson County Farmers Market

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:

Jefferson County Farmers Market	\$24,214
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RECOMMENDATION:

Approve and sign the agreement.

REVIEWED BY:


Mark McCauley, County Administrator


Date:

CONTRACT REVIEW FORM

(INSTRUCTIONS ARE ON THE NEXT PAGE)

Clear Form

CONTRACT WITH: JEFFERSON COUNTY FARMERS MARKET

Contract No: LTAC JCFM

Contract For: Lodging Tax Funding for CHIMACUM MARKET Term: Jan-Dec 2025

COUNTY DEPARTMENT: County Administrator

Contact Person: Adiel McKnight

Contact Phone: 102

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

AMOUNT: 24,214

Revenue:

Expenditure: 21,214

Matching Funds Required:

Sources(s) of Matching Funds

Fund # 125

Munis Org/Obj 12555730/411108

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 JEFFERSON COUNTY FARMERS MARKET**

This Agreement is by and between Jefferson COUNTY, Washington (the COUNTY) and JEFFERSON COUNTY FARMERS MARKET (hereinafter known as “CHIMACUM FARMERS MARKET”) (“RECIPIENT”).

WHEREAS, RECIPIENT is a non-profit corporation registered with the Secretary of State of the State of Washington under UBI number 601 568 972; 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 \$24,214 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;

- ii. 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.
 - iii. 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

JEFFERSON COUNTY FARMERS MARKET

Board of COUNTY Commissioners
Jefferson COUNTY, Washington

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

Chimacum Farmers Market (CFM) Promotion Budget LTAC 2025

Promotion Type	Funding Source	Cost	Reach	Notes
Leader, PON , Visitor Guide, Chamber Map	LTAC	\$3,000.00	6,500 readers Leader, Visitor guide 70,000 reach, 40,000 PON readers across the Peninsula	Co-promote the Port Townsend and Chimacum Farmers Markets (CFM)
Facebook/Instagram	LTAC	\$500.00	21,158 viewers quarterly, 6.9k Facebook followers, 2.7 Instagram Followers	Weekly boosted post ads, May-October
Olympic Culinary Loop	LTAC	\$435.00	12,000 subscribers, 60,000 brochures distributed regionally	Reaching visitors to the Olympic Peninsula through distribution at visitor center, local lodging, and more
Rack Cards	LTAC	\$1,500.00	2,500 readers	2,500 distributed to local lodging, visitor centers and at our markets
Waterside Magazine on Washington Ferries and in Visitor Centers	LTAC	\$1,800.00	25,000 magazines distributed to 600+ locations in Washington and British Columbia reaching 100,000 readers	Year-long distribution on WA and BC Ferries, and along 1-5 from Seattle to Vancouver in high-traffic hotel lobbies, airports, and visitor centers
Video production	LTAC	\$3,500.00	21,158 quarterly social media viewers + 4,000 Rose Theatre views	Aired on social media regionally, shared in our weekly newsletter, website and on the Rose Theatre screen
Seattle Stranger digital advertising	LTAC	\$2,500.00	1,340,000 readers	Digital advertisement in the Food and Drink, features/news and events sections
Seattle Times digital advertisement	LTAC	\$3,000.00	272,727 impressions	\$11 per 1,000 impressions run over the course of the market season
Kids' Activities	LTAC	\$375.00	- 10,500 market shoppers	\$75 per month, 5 months
Live Music Fund	LTAC	\$4,400.00	- 10,500 market shopper	Live music stipend, \$200 per week, 22 weeks
CFM Site Manager	LTAC	\$2,112.00	- 10,500 market shoppers	Staff time for conducting LTAC customer tracking at \$24 per hour x 4 hours per week June-October
Market Administration and Oversight	LTAC	\$880.00		1 hours per week, 22 weeks at \$40, market oversight, grant reporting
Payroll Tax	LTAC	\$211.20		For billable staff hours at 10%
Total Request	LTAC	\$24,213.20		

EXHIBIT B
RECIPIENT'S PROPOSAL

**JEFFERSON COUNTY FARMERS MARKET 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 Jefferson County Farmers Market

Event Name, if different Chimacum Farmers Market

Proposed Contract Amount: \$24,213.20

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	Jefferson County Farmers Markets		
Organization Address	PO Box 1384, Port Townsend, WA 98368		
Contact Name	Amanda Milholland		
Contact Address	PO Box 1384, Port Townsend, WA 98368		
Day Phone	360-379-9098	Evening or Cell Phone	360-379-9098
E-Mail Address	info@jcfmarkets.org		
Facility/Event (if applicable)	Chimacum Farmers Market		
Total Lodging Tax Request:	\$24,213.20		
Estimated 2025 org. operating budget (Incl. Lodging Tax funds)	\$300,000 for the Operation of the Jefferson County		

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
	JCFM general operating funds for CFM Staff time	\$5,148
	USDA Farmers Market Promotion Program Grant designated for Marketing Coordinator time and advertising during the grant period	\$26,996.80
	In-kind Port Townsend Leader print advertisement	\$2,000
	In-kind KPTZ Radio Advertisement	\$1,000
	In-Kind Rose Threare Advertisement	\$1,600
		\$
	Total Project Revenue Budget	LTC requests and other funds combined \$54,810
		\$35,744.80

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: 9/19/2024

Print Name and Title: Amanda Milholland, Executive Director

1. Itemized List of Proposed Tourism Promotion Services

Organization (or Event) Name: _Chimacum Farmers Market

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).

Please see the attached budget with proposed promotions.

Examples of how to list your proposed tourism promotion services or event (please be as specific AS POSSIBLE about the services, quantities, the tourism market, distribution method, and cost):

10,000 promotional rack cards for I-5 corridor from Portland to Bellingham, April - June 2018.....\$1,835

The rack cards will promote an event/hotel/restaurant promotional package.

Design and printing..... \$1,250

Distribution by XYZ Company..... \$ 500

5 hours of staff time at \$17.00 per hour to write copy, edit and proof the cards.....\$ 85

1/3 page black and white event promotional advertisement in XYZ Magazine, July 2018 edition..... \$1,500

XYZ Magazine has 250,000 subscribers in western and northwest states. This 1/3-page ad will be part of a full-page advertisement being coordinated by the VCB. XYZ Magazine will match the value of the advertisement with a feature article on Jefferson County and the event in the same edition.

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.
2. **If this is a continuing promotion, facility or event, how is it different than in the past?**
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:
 - b) The timeline for the tourism promotion activity you are proposing (e.g. May through July, 2025)
 - c) Target Audience
 - d) Promotion methods you intend to use to reach the target audience.
 - e) Describe how you will promote overnight stays at Jefferson County lodging establishments.
 - 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:
4. **How will you measure the effectiveness of your promotion, facility, event or activity?**

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.)
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):
 - b.) Estimated number of tourists who will attend your event/facility this year (2025):
 - 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).
6. **Describe your organization's area of expertise. Do you provide a unique service?**

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.
- x 2024 Budget and Actual income and expense year to date statement(s).
- 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.
- x If you desire, you may provide samples of promotion materials such as brochures or promotional materials (maximum of five).

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.

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 -

JEFFERSON COUNTY FARMERS MARKETS

PORT TOWNSEND • CHIMACUM

September 19, 2024

2. Proposal Questions

1. Purpose, History, and Organization Track Record

Thank you, LTAC board members, for supporting the Chimacum Farmers Market (CFM). With your continued investment in promotion, we are growing our vendor, tourist, and local shopper base for a more sustainable market and local economy. Your investments in regional promotions, signage, live music, and kid's activities is critical to the success of the CFM. Please join us again in 2025 as a CFM partner.

The 501 (c) 3 non-profit Jefferson County Farmers Markets (JCFM) operates the Port Townsend Farmers Market (PTFM) and the CFM. Our mission is to support local farmers and artisans with vibrant marketplaces that cultivate community and provide access to healthy food for all. JCFM has a successful 32-year track record of operating vibrant farmers markets in Jefferson County. We support small business success and local economic growth through our marketplaces by directly connecting makers and growers with our community and visitors alike. Our two farmers markets serve more than 100 small farm, food, and art businesses this year, providing affordable commerce and community gathering space.

The CFM operates on Sundays from 10am-2pm, June through October. The Market will celebrate 17 years of operation in 2025. Founded by the Chimacum Grange in 2008, the CFM has made a home for itself in the grass next to the Chimacum Corner Farmstand since 2010. JCFM took over the operation of the CFM in 2010 to support its growth. More than 40 farm, food, and art vendors participate in the CFM this year, offering fresh, locally grown, and artisan foods, as well as high-quality arts and crafts.

JCFM creates a vibrant community space that brings visitors and locals back for more. Live music, culinary demonstrations, kids' activities, and product quality and diversity make our farmers market stand out. Our farmers markets helped establish Jefferson County as an agricultural, food, and arts destination, attracting about 63,000 shoppers annually between our two locations.

JEFFERSON COUNTY FARMERS MARKETS

PORT TOWNSEND • CHIMACUM

While small business sales at the PTFM and CFM totaled \$1.7M last year, the economic impact of our farmers markets far exceeds this number. Neighboring businesses report that Market days are their strongest sales days. Your partnership in promoting the CFM is a crucial component to the success of our local economy.

2. What is Different with the CFM and our Promotions for the 2025 Season

The CFM and our marketing approach differ from past years in the following ways:

Vendor base is growth. Last year, we broke a record with 30 participating CFM businesses, more than any prior CFM season. This year, we have again broken the record in business participation in the CFM with 40+ farm, food, and arts vendors. While not all of these entrepreneurs are at the market every week, the number of participant businesses weekly is greater than during any previous season. This change marks a significant shift for the CFM, our vendors, and the community. Local farmers, food makers, and artists see the CFM as a place to establish and grow their businesses. Shoppers are attracted to the diversity of products and larger market size.

With more vendors, the CFM covers the majority of its base operation costs through vendor fees. JCFM keeps vendor fees low to help incubate local small businesses and ensure that they bring home the majority of every dollar earned at the market. The flat weekly \$20 fee charged to CFM vendors covers the equipment and most of the management and administrative costs required to keep this market operational. In past years, CFM fees have covered only a fraction of the market's operation cost.

LTAC's investment in the CFM has been critical to this growth. Your support for our regional marketing, way-finding banners, live music, and kids' activities have helped put the CFM and Jefferson County on the map for tourists and locals alike. In 2024, small businesses participating at the CFM have (so far) generated 20% more revenue than last year. This growth reflects more consistent and greater shopper attendance, increased visibility of the market, and economic growth that starts at the CFM and ripples out to Jefferson County lodging and business establishments. Thank you! Please help us continue growing in 2025.

JEFFERSON COUNTY FARMERS MARKETS

PORT TOWNSEND • CHIMACUM

Marketing consistency and quality. Over the last two years, we professionalized our marketing approach with support from a United States Department of Agriculture (USDA) Farmers Market Promotion Program (FMPP) grant (which is funded through September 2025). We hired a part-time marketing coordinator who created an advertising calendar and established brand and voice consistency.

In 2024, we leveraged FMPP grant funds to secure a State of Washington Tourism (SWT) grant, which supports JCFM in developing a beautiful photo library featuring our farmers markets and vendors. The 2025 season will be the last we are guaranteed to have a marketing professional on our team. Utilizing the photos produced with SWT dollars and the expertise of our marketing coordinator, we will produce beautiful and engaging print, social media, and digital advertisements in 2025.

3. Promotional Strategy

During the 2025 season, JCFM will continue growing the CFM through engaging promotion leading up to the season and through the season's end— May through October. LTAC-funded advertisements will target people from the Seattle area, the Olympic Peninsula, British Columbia, and national visitors of all ages. We will combine in-kind and USDA grant dollars with LTAC's investment to increase the reach of our marketing using a multifaceted approach— print, digital, social media, and video.

Messages and Strategy:

1. **Co-market promotion:** Our flagship market, the PTFM, has better name recognition outside of Jefferson County than the CFM. Promoting our markets together helps place the CFM for visitors, gives the market added credibility, and improves the PTFM's visibility.
2. **Advertising Messages:** Our advertising messages promote Jefferson County as an agricultural, artisan food, and arts destination with taglines including "Explore the flavors of Jefferson County," "40+ Farm, Artisan Food and Arts Vendors," and "Meet me at the Market." We will include information about our food access programs, product selection, and live music and activities to show the diversity of the Market's offerings and the inclusivity of the CFM for people of all ages and socio-economic backgrounds.
3. **Beautiful Images:** We will pair advertising messages with stunning images taken by four local professional photographers that tell the story of the CFM

JEFFERSON COUNTY FARMERS MARKETS

PORT TOWNSEND • CHIMACUM

and our agricultural, artisan food, and arts community. These photos were paid for with SWT grant funds.

Our digital advertising provides viewer metrics and is one of our focus areas. Through digital advertisements with the Seattle Times and Stranger, we reach about 1,612,727 readers. We plan to continue advertising with the Waterside Magazine, which is distributed on ferries across Washington and British Columbia, as well as at visitor centers and airports. The Waterside reaches an audience of about 100,000 people.

Our social media posts featuring videos have the highest engagement of all our posts. As a bonus, we share videos with regional partners such as the Olympic Culinary Loop, the State of Washington Tourism, and the Washington State Farmers Market Association. We also utilize in-kind sponsorship from the Rose Theatre to showcase our videos locally on the big screen for moviegoers. Through these methods, we have reached 25,158 viewers, and thousands more see our videos thanks to partner sharing.

JCFM strives to create a repeat shopper base. Curating a great shopping experience brings locals and tourists back for more. Next year we will host weekly live music and monthly kids' activities to engage shoppers and help the CFM stand out.

4. Effectiveness of Promotion

During the 2025 season, we will use tracking methods that have been effective for our markets. JCFM uses a combination of shopper surveys, customer counts and sales tracking to measure attendance and the Market's economic impact. Metrics from our digital advertisements and distribution for our print advertisement help us gauge the number of people reached through our promotions.

On Sundays, we count every single shopper who enters the market. There is one primary entry point for the CFM that is visible from the Market Information Booth. This allows us to track every shopper entering the market using a hand tally counter.

We track where shoppers come from and what brings them to the market with a once-a-month dot survey. Shoppers answered a five-question survey using dot

JEFFERSON COUNTY FARMERS MARKETS

PORT TOWNSEND • CHIMACUM

stickers to vote on their answers from a series of possible answers written on flip chart paper. We ask questions, including where shoppers live, what is their primary reason for visiting the market, how much they plan to spend at the market, and if they are staying at local lodging. Using this survey during the 2024 season, we saw that more than half of CFM visitors live outside of Jefferson County in locations as close as other parts of the Olympic Peninsula and as far as internationally. A total of 20% of CFM shoppers reported staying at local lodging or camping.

Market vendors report their sales information to JCFM weekly. We use this information to monitor the success of the CFM as a sales venue for small businesses as well as the Market's economic impact on these businesses. We will report the CFM sales, attendance, and visitor survey data annually to the Jefferson County LTAC committee through our final grant report.

Through our LTAC-sponsored advertising, we reach approximately 1,906,000 viewers in Washington and British Columbia as well as visitors to the state. We review the viewer/reader metrics of the publications we advertise in annually to help us choose how to get the biggest impact from our marketing dollars.

5. Economic Impacts

While the CFM operates through October of this year, we can provide an attendance estimate based on the season to date. Taking our average attendance and multiplying it by our 22 CFM dates this year, we estimate serving about 10,500 shoppers in 2024. Approximately 50% of our shoppers live more than 50 miles away. That is about 5,250 shoppers from 50+ miles visiting the CFM annually. We anticipate that we will have similar CFM attendance next year.

With about 20% of these shoppers (1,050 people) staying at local lodging, we estimate that the economic benefit of the CFM to lodging establishments equates to at least \$210,000— that is \$200 per CFM shopper/lodging guest this season. We estimate that the CFM will have a similar economic benefit for county lodging establishments in 2025.

It is also essential to note the impact of the CFM on participating businesses. Last year, CFM businesses generated \$152,965 in direct sales to market shoppers. This year, we are seeing a 20% increase in sales over 2023. If this trend continues

JEFFERSON COUNTY FARMERS MARKETS

PORT TOWNSEND • CHIMACUM

through the end of the season, we anticipate CFM vendors will generate approximately \$183,000 in market sales. This revenue supports local jobs, and small businesses while also rippling out to benefit our greater local economy.

6. Organization's Area of Expertise

We are experts in hosting farmers markets, live music, and events that unite our community, support our local economy, and incubate local small businesses. JCFM is well-connected in our community and has strong partnerships with our vendors, shoppers, local businesses, and nonprofit organizations.

Collaboration is one of our superpowers. We partner with local professional photographers and videographers who provide high-quality photos and videos. We interview our vendors and share their stories in our newsletter and the Leader. Local photographers and videographers capture the feel of our markets with beautiful images taken at market throughout the season and on participating farms. Our videos are playful and fresh. See the two videos we created this season [here](#) and [here](#). Our storytelling, bright and authentic photos, and videos make our marketing stand out.

Farmers markets provide a unique and highly sought-after opportunity for direct human connection to our food, arts, and culture. Our markets are desirable tourist locations and have the potential to be an even greater draw to the County with continued LTAC support. LTAC grant funds empower JCFM to reach a greater audience, which in turn supports our markets in driving tourism and revenue for our community. Your support is essential for our continued marketing efforts.

Thank you for considering our proposal. Please contact me if you have any questions, Amanda Millholland, JCFM Executive Director, info@jcfmarkets.org, 360-379-9098.

1. Itemized List of Proposed Tourism Promotion Services

Chimacum Farmers Market (CFM) Promotion Budget LTAC 2025

Promotion Type	Funding Source	Cost	Reach	Notes
Leader, PDN, Visitor Guide, Chamber Map	LTAC	\$3,000.00	6,500 readers Leader, Visitor guide 70,000 reach, 40,000 PDN readers across the Peninsula	Co-promote the Port Townsend and Chimacum Farmers Markets (CFM)
Facebook/Instagram	LTAC	\$500.00	21,158 viewers quarterly, 6.9k Facebook followers, 2.7 Instagram Followers	Weekly boosted post ads, May-October
Olympic Culinary Loop	LTAC	\$435.00	12,000 subscribers, 60,000 brochures distributed regionally	Reaching visitors to the Olympic Peninsula through distribution at visitor center, local lodging, and more
Rack Cards	LTAC	\$1,500.00	2,500 readers	2,500 distributed to local lodging, visitor centers and at our markets
Waterside Magazine on Washington Ferries and in Visitor Centers	LTAC	\$1,800.00	25,000 magazines distributed to 600+ locations in Washington and British Columbia reaching 100,000 readers	Year-long distribution on WA and BC Ferries, and along I-5 from Seattle to Vancouver in high-traffic hotel lobbies, airports, and visitor centers
Video production	LTAC	\$3,500.00	21,158 quarterly social media viewers + 4,000 Rose Theatre views	Aired on social media regionally, shared in our weekly newsletter, website and on the Rose Theatre screen
Seattle Stranger digital advertising	LTAC	\$2,500.00	1,340,000 readers	Digital advertisement in the Food and Drink, features/news and events sections
Seattle Times digital advertisement	LTAC	\$3,000.00	272,727 impressions	\$11 per 1,000 impressions run over the course of the market season
Kids' Activities	LTAC	\$375.00	~10,500 market shoppers	\$75 per month, 5 months
Live Music Fund	LTAC	\$4,400.00	~10,500 market shopper	Live music stipend, \$200 per week, 22 weeks
CFM Site Manager	LTAC	\$2,112.00	~10,500 market shoppers	Staff time for conducting LTAC customer tracking at \$24 per hour x 4 hours per week June-October
Market Administration and Oversight	LTAC	\$880.00		1 hours per week, 22 weeks at \$40, market oversight, grant reporting
Payroll Tax	LTAC	\$211.20		For billable staff hours at 10%
Total Request	LTAC	\$24,213.20		
CFM Site Manager	JCFM General Operating Funds paid with CFM vendor fees	\$3,168.00	~10,500 market shoppers	Staff time for the coordination, leadership and hosting of the Chimacum Farmers Market, at \$24 per hour x 5 hours per week May-October
Music Coordinator Stipend	JCFM General Operating Funds paid with CFM vendor fees	\$1,100.00	~10,500 market shoppers	Coordinating the CFM music program
Market Administration and Oversight	JCFM General Operating Funds paid with CFM vendor fees	\$880.00		1 hours per week, 22 weeks at \$40, market oversight, grant reporting
Port Townsend Leader print advertisement	In-kind	\$2,000.00	6,500 local subscribers	Two donated 1/2 page ads
Port Townsend Leader and Peninsula Daily News (PDN) print advertisement	USDA Farmers Market Promotion Program Grant	\$8,000.00	6,500 Leader subscribers, 40,000 PDN readers across the Peninsula	Co-promote our farmers markets throughout the season
KPTZ-Radio promotion	In-kind	\$1,000.00	12,000 listeners	Weekly spot on KPTZ, April-December
Facebook/Instagram	USDA Farmers Market Promotion Program Grant	\$1,000.00	21,158 viewers quarterly, 6.9k Facebook followers, 2.7k Instagram followers	Posts promoting both Jefferson County Farmers Markets

Spring and summer postcard insert in the Leader and local lodging	USDA Farmers Market Promotion Program Grant	\$3,000.00	6,500 subscribers + distributed to local lodging and visitor centers reaching	Posts promoting both Jefferson County Farmers Markets. This is a multi-year grant with secure funding through 9/2025.
Video Rose Theatre Screen	In-kind	\$1,600.00	~4,000 viewers	The video produced with LTAC grant funds will be shown on the Rose Theatre screen as well as distributed to other local and regional partners
Marketing Coordinator Time	USDA Farmers Market Promotion Program Grant	\$13,996.80		Marketing Coordinator 18 hours a week during the CFM season. Our Marketing Coordinator writes our weekly newsletter reaching 1,738 subscribers, maintains our website with 4,200 visits per month, creates social media content reaching 21,158 viewers quarterly, and designs our advertising reaching audiences in the Olympic Peninsula and greater Seattle area as well as national and international tourists. Viewer estimate is conservative based on our weekly visitors to our farmers markets over the 2024 season.
Other CFM Promotion Budget		\$35,744.80		
Total Advertising Budget		\$54,810.00		

Jefferson County Farmers Markets

Profit and Loss

January 1 - September 18, 2024

	TOTAL
Income	
BIPOC Business Fund	8,000.00
Friends of the Market	5,868.73
Food Access Donations	100.00
Total Friends of the Market	5,968.73
Grant Income	
FMPP Grant	
Billable Expense Income/FMPP	11,078.92
USDA/FMPP	31,408.87
Total FMPP Grant	42,487.79
Jeff Co Foundation grant	
Give Jefferson	9,000.00
Love Your Neighbor - Food Access	5,000.00
Love Your Neighbor - Technology	5,000.00
Total Give Jefferson	19,000.00
Total Jeff Co Foundation grant	19,000.00
Jeff Co Lodging grant	15,000.00
SFMNP	8,673.50
SNAP Match	16,447.60
State of WA Tourism	
State of WA Tourism Income	18,000.00
Total State of WA Tourism	18,000.00
WSFMA	75.00
WSMA	12,560.00
Total Grant Income	132,243.89
Merchandise sales	
Merch sales - Chimacum	1,626.93
Merch sales - Port Townsend	6,725.96
Total Merchandise sales	8,352.89
Misc income	1.00
Service fees income	3.27
Sponsors	
Sponsors - Community	11,500.00
Sponsors - Food Access	11,000.00
Total Sponsors	22,500.00
Token Rental Fee	1,599.16
Unapplied Cash Payments	4.00
Uncategorized Income	10.37
Vendor Fees	413.40
Vendor income	
Vendor fees - Application	840.00
Vendor fees - Chimacum	5,699.90
Vendor fees - Saturday	70,914.18

	TOTAL
Vendor members	4,400.00
Total Vendor income	81,854.08
Total Income	\$260,950.79
Cost of Goods Sold	
Cost of Goods Sold	729.10
Merch - purchases	5,662.13
Token Reimbursement	20.00
Total Cost of Goods Sold	\$6,411.23
GROSS PROFIT	\$254,539.56
Expenses	
Admin & general expenses	
Bank fees	196.40
Bank Charges & Interest	58.31
EBT/credit/debit fees	1,969.44
Farmers Market software	2,100.00
PayPal fees	38.95
QB fees	2,795.62
Total Bank fees	7,158.72
Dues & memberships	1,795.00
Education/training	440.00
SNAP Ambassador Stipend	40.00
Total Education/training	480.00
Insurance	1,831.57
Licenses & permits	1,129.01
Meetings	1,471.71
Office Supplies	1,669.10
Postage	427.06
Printing & copies	3,533.82
Rent	
Rent - Port Townsend	8,369.07
Total Rent	8,369.07
Supplies & equipment	754.43
Equipment (small)	3,365.95
Equipment rental	351.14
Supplies - Chimacum	58.80
Supplies - Port Townsend	456.04
Supplies-SFMNP	6,007.38
Technology Grant Expense - LYN	1,200.00
Total Supplies & equipment	12,193.74
Survey Incentives	348.97
Utilities	267.98
Telephone/Internet	628.50
Total Utilities	896.48
Total Admin & general expenses	41,304.25
Advertising	6,992.76
Advertising - LTAC/JEFFCO	9,732.00
Advertising - LTAC/PT	4,200.00
Advertising - Port Townsend	15,537.13
Advertising - Social Media	306.52

	TOTAL
Total Advertising	36,768.41
Billing fees	46.33
BIPOC Fund Payouts	7,303.50
Conference	-215.00
Consulting/professional services	0.02
Bookkeeping/accounting	1,548.32
Contract labor	4,585.00
WSMA	6,771.16
Total Consulting/professional services	12,904.50
Cost of Labor	514.50
Assistant Manager	17,568.00
Bonus Pay	600.00
Market Director	47,541.61
Marketing Coordinator	19,665.00
Music Coord - Chimacum	166.66
Music Coord - Port Townsend	1,833.32
Payroll taxes	9,708.13
Site Manager	8,247.76
Total Cost of Labor	105,844.98
Education - Chef's Demos	284.50
Meals	58.09
Melio Service Fees	28.50
Musicians Guarantee	5,800.00
Repair & Maintenance	420.19
Tokens expenses	
Tokens - Gimme 5	11,685.00
Tokens - SNAP match	19,218.00
Tokens - VegRX	3,394.00
Total Tokens expenses	34,297.00
Travel	1,765.12
Travel Meals	298.92
Unapplied Cash Bill Payment Expense	0.00
Uncategorized Expense	5.00
Volunteer Appreciation	160.09
Total Expenses	\$247,074.38
NET OPERATING INCOME	\$7,465.18
Other Income	
Events income	
Annual Fundraiser income	44,911.83
Annual Fundraiser Sponsors	1,500.00
Total Annual Fundraiser income	46,411.83
Total Events income	46,411.83
Interest Earned	483.24
Total Other Income	\$46,895.07
Other Expenses	
Annual Fundraiser Expenses	7,873.79
Bad debt	130.19
Farm Tour	1,000.00
Over/short	-1.00

	TOTAL
Total Other Expenses	\$9,002.98
NET OTHER INCOME	\$37,892.09
NET INCOME	\$45,357.27

Jefferson County Farmers Markets Budget 2024:

	<u>Budget 2024</u>
Income	
BIPOC Business Fund	\$ 9,000.00
Friends of the Market	\$ 8,000.00
Grant Income	\$ -
FMPP Grant	\$ -
Billable Expense Income/FMPP	\$ 14,000.00
USDA/FMPP	\$ 40,000.00
Total FMPP Grant	\$ 54,000.00
Jeff Co Foundation grant	\$ 9,000.00
Love Your Neighbor	\$ 5,000.00
Total Jeff Co Foundation grant	\$ 14,000.00
Jeff Co Lodging grant	\$ 15,000.00
SNAP Match	\$ 35,100.00
WSMA	\$ 12,560.00
Total Grant Income	\$ 130,660.00
Merchandise sales	
Merch sales - Chimacum	\$ 1,500.00
Merch sales - Port Townsend	\$ 7,500.00
Total Merchandise sales	\$ 9,000.00
Service fees income	\$ -
Sponsors	\$ -
Sponsors - Community	\$ 12,500.00
Sponsors - Food Access	\$ 13,000.00
Sponsors - Music	\$ 9,000.00
Total Sponsors	\$ 34,500.00
Token Rental Fee	\$ 1,800.00
Unapplied Cash Payments	\$ -
Uncategorized Income	\$ -
Vendor Fees	\$ -
Vendor income	\$ -
Vendor fees - Application	\$ 800.00
Vendor fees - Chimacum	\$ 7,800.00
Vendor fees - Saturday	\$ 106,000.00
Vendor members	\$ 4,250.00
Total Vendor income	\$ 118,850.00
Total Income	\$ 311,810.00
Cost of Goods Sold	
Merch - purchases	\$ 4,000.00
Merch Art Purchase	\$ 600.00
Total Cost of Goods Sold	\$ 4,600.00

Gross Profit	\$ 307,210.00
Expenses	
Admin & general expenses	\$ 800.00
Bank fees	\$ -
Bank Charges & Interest	\$ 108.00
EBT/credit/debit fees	\$ 3,200.00
Farmers Market software	\$ 2,100.00
PayPal fees	\$ 25.00
QB fees	\$ 4,070.00
Total Bank fees	\$ 9,503.00
Dues & memberships	\$ 1,800.00
Education/training	\$ 2,500.00
Insurance	\$ 2,518.00
Licenses & permits	\$ 700.00
Meetings	\$ 1,800.00
Office Supplies	\$ 1,700.00
Postage	\$ 270.00
Printing & copies	\$ 2,200.00
Rent	\$ 600.00
Rent - Port Townsend	\$ 7,900.00
Total Rent	\$ 8,500.00
Supplies & equipment	\$ 1,800.00
Equipment (small)	\$ 3,500.00
Total Supplies & equipment	\$ 5,300.00
Technology for Farm Vendors	\$ 4,500.00
Survey Incentives	\$ 300.00
Utilities	\$ 380.00
Telephone/Internet	\$ 790.00
Total Utilities	\$ 1,170.00
Website	\$ 420.00
Total Admin & general expenses	\$ 39,181.00
Advertising	\$ 6,000.00
Advertising - Chimacum	\$ 1,400.00
Advertising - LTAC	\$ 15,000.00
Advertising - Port Townsend	\$ 7,000.00
Advertising - Social Media	\$ 1,000.00
Total Advertising	\$ 30,400.00
BIPOC Fund Payouts	\$ 6,000.00
Conference	\$ 1,000.00
Consulting/professional services	\$ 560.00
Bookkeeping/accounting	\$ 1,500.00
WSMA	\$ 7,120.00
Total Bookkeeping/accounting	\$ 9,180.00

Contract labor	\$ 7,000.00
Total Consulting/professional services	\$ 16,740.00
Cost of Labor	\$ -
Assistant Manager	\$ 22,125.00
Bonus Pay	\$ 3,000.00
Market Director	\$ 68,000.00
Marketing Coordinator	\$ 24,000.00
Music Coord - Port Townsend	\$ 3,200.00
Payroll taxes	\$ 16,500.00
Sick Pay	\$ 1,500.00
Site Manager	\$ 12,480.00
Vacation Pay	\$ 1,500.00
Total Cost of Labor	\$ 152,305.00
Donation to Community	\$ -
Education - Chef's Demos	\$ 4,000.00
Melio Service Fees	\$ 130.00
Musicians Guarantee	\$ 10,600.00
Repair & Maintenance	\$ 700.00
Tokens expenses	\$ -
Tokens - donated	\$ 500.00
Tokens - Gimme 5	\$ 14,000.00
Tokens - SNAP match	\$ 30,000.00
Tokens - VegRX	\$ 7,000.00
Total Tokens expenses	\$ 51,500.00
Travel	\$ 1,200.00
Volunteer Appreciation	\$ 300.00
Total Expenses	\$ 314,056.00
Net Operating Income	\$ (6,846.00)
Other Income	
Events income	
Annual Fundraiser income	\$ 28,000.00
Annual Fundraiser expenses	-17000.00
Total Annual Fundraiser income	\$ 11,000.00
Total Events income	\$ 11,000.00
Interest Earned	\$ 630.00
Miscellaneous Income	\$ -
Total Other Income	\$ 4,784.00
Other Expenses	
Farm Tour	\$ 1,000.00
Total Other Expenses	\$ 1,000.00
Net Other Income	\$ 3,784.00
Net Income	\$ 3,784.00



JEFFERSON COUNTY
FARMERS MARKETS
CHIMACUM • PORT TOWNSEND



Board Membership Roster 2024

Janet Aubin, President Co-owner Stellar J Farm 53 Barn Swallow Rd Chimacum, WA 98325 (360) 821-2226 Janet@stellarjfarm.com	Angela Dunham, Vice President Marketing Professional 1801 Rosewood St Port Townsend, WA 98368 (425) 220-5500 Angelad@outlook.com
Laina Amerson, Treasurer Accountant, Real Estate Agent 307 Eddy Court Port Townsend, WA 98368 (360) 301-2952 laina@amerson.us	Jessie E. Short, Secretary Marketing, Port Ludlow Resort 80 Warbler Ln Port Ludlow, WA 98365 (360) 301-0912 jshort@portludlowassociates.com
Pierce Kennedy Soft Step Farm 3059 7th St Port Townsend, WA 98368 (541) 350-0636 SoftStepFarm@gmail.com	Laura Llewellyn Chimalow Produce PO Box 593 Chimacum, WA 98325 (570) 573-3138 Laura@chimalowproduce.com
Natalie Motson Co-owner White Lotus Farm 3723 Beaver Valley Road Port Ludlow, WA 98365 (425) 830-0253 whitelotusinn@gmail.com	Aliza Sáraco-Polner 52 7th Ave. Port Hadlock, WA 98339 (973) 420-4267 asaracop@gmail.com
Julia-Ellen Spruill-Smith Space Twins Provisions 3723 Beaver Valley Road Port Ludlow, WA 98365 (202) 468-4113 spacetwinsprovisions@gmail.com	Ben Wilson Retired Healthcare Technology Executive and Entrepreneur 1428 Rose St. Port Townsend, WA 98368 (408) 406-1743 wilsonbe@gmail.com
Elise Wright 431 Calhoun St. Port Townsend, WA 98368 (360) 713-4468 wright.elise@gmail.com	

Example 2024 LTAC Ads

Make it a Market Weekend

Saturday 9-2 **PORT TOWNSEND FARMERS MARKET**
650 Tyler St

Sunday 10-2 **CHIMACUM FARMERS MARKET**
9122 Rhody Dr

90+ vendors • seasonal produce • fish • art • live music • kids' activities

Chimacum Farmers Market

SEASON OPENING

June 2
10-2

10 miles south of Port Townsend

MEET ME at the MARKET

PORT TOWNSEND FARMERS MARKET
Saturdays, 9am–2pm
650 Tyler St

CHIMACUM FARMERS MARKET
Sundays 10am–2pm
9122 Rhody Drive

80+ Vendors • fresh seasonal produce • eggs • fish
spices • baked goods • artisan food • art & crafts

WIC & SENIOR
SNAP Market Match
Dollar-for-dollar
SNAP Match up to \$25

jeffmarkets.org

Chimacum Farmers Market

SEASON OPENING

Sunday, June 2, 10am-2pm

Sundays Jun-Oct • 10 miles South of Port Townsend

30+ vendors • seasonal produce • fish • mushrooms • baked goods • art • live music • picnic area • kids' activities

EXHIBIT C 1st QUARTER

afmcknight@co.jefferson.wa.us

Due by April 30th to

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

afmcknight@co.jefferson.wa.us

Due by July 31st to

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

afmcknight@co.jefferson.wa.us

Due by October 31st to

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

afmcknight@co.jefferson.wa.us

Due by January 31st to

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): _____	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): _____
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): _____	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): _____
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): _____	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.