

**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 \$50,000; North Hood Canal Chambers of Commerce

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:

North Hood Canal Chambers of Commerce	\$50,000
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RECOMMENDATION:

Approve and sign the agreement.

REVIEWED BY:

 Mark McCauley, County Administrator	<u>12/20/24</u> Date:
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CONTRACT REVIEW FORM

(INSTRUCTIONS ARE ON THE NEXT PAGE)

Clear Form

CONTRACT WITH: North Hood Canal Chamber of Commerce

Contract No: LTAC NHCCC

Contract For: Lodging Tax Funding

Term: Jan-Dec 2025

COUNTY DEPARTMENT: County Administrator

Contact Person: Adiel McKnight

Contact Phone: 102

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

AMOUNT: \$50,000

Revenue:

Expenditure: \$50,000

Matching Funds Required:

Sources(s) of Matching Funds

Fund # 125

Munis Org/Obj 12555730 / 411104

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 12/20/2024.

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

Electronically approved as to form by PAO on 12/20/2024.
Template pre-approved by PAO.

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 NORTH HOOD CANAL CHAMBERS OF COMMERCE**

This Agreement is by and between Jefferson COUNTY, Washington (the COUNTY) and NORTH HOOD CANAL CHAMBERS OF COMMERCE ("RECIPIENT").

WHEREAS, RECIPIENT is a non-profit corporation registered with the Secretary of State of the State of Washington under UBI number 601 509 470; 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 \$50,000 for the purposes recommended by the LTAC for WAGES("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 above from 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

Board of COUNTY Commissioners
Jefferson COUNTY, Washington

**NORTH HOOD CANAL CHAMBERS OF
COMMERCE**

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:

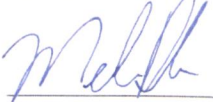
 for 12/19/2024
Philip C. Hunsucker, Date
Chief Civil Deputy Prosecuting Attorney

EXHIBIT A

Itemized List of Tourism Promotion Services Approved in the Final Award

		Itemized List	
		2025 Budget	2024 Budget Request
NHCCC Brinnon and Quilcene			
	Wages	\$50,000	\$70,514.26
	Admin		\$2,050
	Insurance, travel, advertizing		\$2,200
	Accounting Fees		\$1,500
	subtotal	\$ 50,000.00	\$76,264.26
TCC - DMO duties			
	Advertising Collateral	\$0	\$55,500
	Advertising Marketing	0	\$126,500
	Tourism Memberships	\$16,000	\$65,000
	Professional Services	\$0	\$53,000
	Subtotal	\$16,000	\$300,000
Gateway			
	Offsite Marketing	0	\$13,120
	Onsite Expense	\$15,000	\$6,816.20
	Utilities	\$11,000	\$10,260
	Consulting Fees	0	\$17,000
	Bookkeeping/Admin	\$10,000	\$25,000
	Web Development	\$20,000	
	Capital Expense	\$10,000	
	Wages	\$80,000	\$60,000
	subtotal	\$ 146,000.00	\$132,196
	Total	\$ 212,000.00	\$508,460.46
		\$100,000	

EXHIBIT B
RECIPIENT'S PROPOSAL

**NORTH HOOD CANAL CHAMBERS OF COMMERCE 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 North Hood Canal Chamber of Commerce (NHCCC)
Gateway Visitor Information Services
Event Name, if different _____
Proposed Contract Amount: \$212,000

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 North Hood Canal Chamber of Commerce
Organization Address PO Box 774, 295142 Highway 101, Quilcene, WA
Contact Name Dan Ventura
Contact Address PO Box 611 Brinnon, WA 98320
Day Phone 206-755-3371 Evening or Cell Phone 206-755-3371
E-Mail Address emeraldtowns@gmail.com
Facility/Event (if applicable)
Total Lodging Tax Request: \$: 212,000
Estimated 2025 org. operating budget (Incl. Lodging Tax funds) \$: 212,000

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: Dan Ventura Date: 10/04/2024
Dan Ventura (Oct 4, 2024 14:28 PDT)
Print Name and Title: Dan Ventura – President North Hood Canal Chamber of Commerce

		Itemized List	
		2025 Budget	2024 Budget Request
NHCCC Brinnon and Quilcene	Wages	\$50,000	\$70,514.26
	Admin		\$2,050
	Insurance, travel, advertizing		\$2,200
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	Capital Expense	\$10,000	
	Wages	\$80,000	\$60,000
	subtotal	\$ 146,000.00	\$132,196
	Total	\$ 212,000.00	\$508,460.46
		\$100,000	

1. Itemized List of Proposed Tourism Promotion Services

Organization (or Event) Name: ____ North Hood Canal Chamber of Commerce ____

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 North Hood Canal Chamber of Commerce (NHCCC) is at a turning point. As the only Chamber of Commerce in Jefferson County, the NHCCC is looking to expand its membership and to provide real value to its members throughout the county. Our volunteer working board has developed a plan to move the Quilcene, Brinnon and Gateway Visitor Centers to a new hybrid digital model: "Visitor Information Services," housed at the Gateway Visitor Center. This will also be the new meeting location and home of the NHCCC where we will work on expanding our membership North and East through Jefferson County. Chamber members can represent all areas of business and non-profit organizations, but as a main industry in South Jefferson County, many are heavily invested in tourism and the supporting outdoor and natural activities that drive tourism.

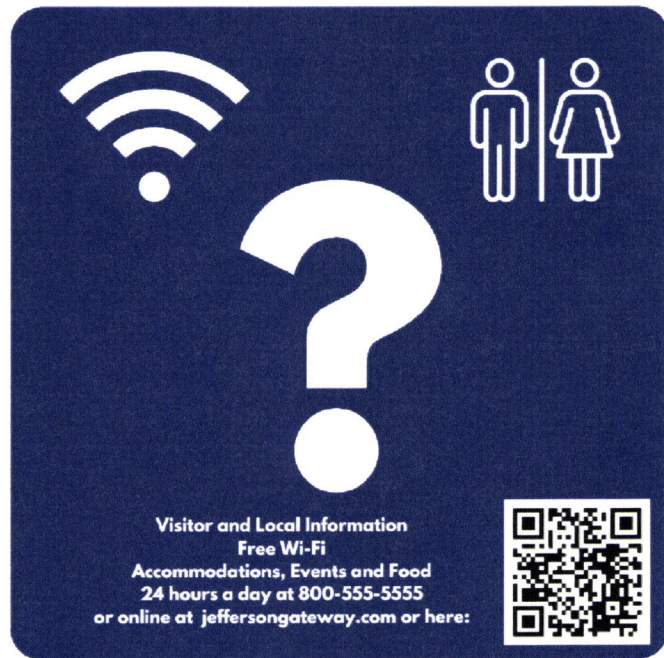
A Gateway from VIC to VIS

Visitor Information Centers have not evolved since the mid twentieth century. The NHCCC proposes to focus on building one Visitor Information "Gateway" that connects to concierge services, creates and manages digital assets, and directs them to visitors in a modern and effective manner.

By refocusing our efforts on adding value to repeated connections, the Gateway VIS digitization project will be able to develop multiple touches that add value to the visitor experience and the collected trip and other data that can allow us to work with the Tourism Coordinating Council (TCC) and other stakeholders to broaden and deploy the destination marketing strategy for Jefferson County. This will be data driven, align with the newly adopted Olympic Peninsula Master Tourism Plan, and will meet the new LTAC directives recently issued by the Jefferson County BoCC.

The NHCCC will work to consolidate existing assets with the TCC, coordinate with community and regional stakeholders, expand the days of operation at the Gateway Visitor Center from 5 Days to 6 days a week year-round from 9 AM-4 PM, and limit or cease operating VIC's in person in Quilcene or Brinnon. Included in the VIS transformation is a project to install video kiosks at keystone visitor points paired with free WiFi and public restrooms. Kiosks will be equipped with standard laser printing stations so that maps, brochures, and directions can be printed on-demand in an environmentally friendly manner. Video concierge services will be available during normal working hours, and provided by local staff situated at the Gateway Visitor Center.

If funding prohibits kiosk installation this year at Quilcene and Brinnon we will be using inexpensive but eye-catching printed signs with QR codes, phone numbers, and clear pictographs:



The critical element of the Visitor Information Services will be creating a new web platform that incorporates TCC's marketing assets with the various VIC's and other stakeholders to build one platform and train VIS staff (also manning the last VIC at Gateway in 2025) to connect the Gateway to local events, local social media and local reviews. We are asking \$20,000 to develop a robust web platform that is focused on kiosk, mobile, and smartphone display. We want to incorporate into visitor's digital life, and once there be useful and collect relevant analytics that will help create a more exact ROI for county expenditures on tourism.

We need to develop the back end as well, so we are asking \$22,500 to set up 2 video kiosks and a professional call center with two stations at the Gateway Visitor Center. The same staff will serve visitors in person, on video calls from kiosks, online, and by phone as well.

A strategically and iteratively designed chatbot (trained by VIS staff, and tourism professionals) will be developed concurrently to leverage technology to give every visitor to Jefferson County a bespoke concierge experience 24/7. Future options include gamifying the web platform experience, so perhaps children can use the phone's GPS to get geocache passport stamps and rewards.

This new platform will also enable the NHCCC to offer more direct marketing options for chamber members as well as creating incentives to utilize the web platform with discounts using the app for reservations or purchases.

We've added \$50,000 for executive wages. This could either be directed toward a 0.5 FTE Executive Director that will work to develop and implement this new plan with the support of the board and existing staff, or if the NHCCC fails to recruit a qualified leader, it might be used to subcontract out the associated services. The NHCCC is prepared to level up as the sole Chamber of Commerce in Jefferson County, expanding beyond Brinnon and Quilcene is a challenge to our capacity and we will need support. This potential ED would also be tasked with member development with funds from that development.

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

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.

organization’s track record.

Our goal is to work with businesses in Jefferson County to help facilitate a robust, sustainable and growing tourism system in Jefferson County. We think that reimagining how we manage Visitor Information Centers (VIC) is the first step. We will look to develop a Visitor Information System (VIS) that is agile and responsive to visitor needs, so whether it’s a tide table or a shellfish permit, we can help you get it; if it’s a hotel at the last minute, we have staff that can help you; if you want to download a trail map after getting a recommendation on trails, farmers markets and communities to visit, we can do that better and market for our chamber businesses and other businesses in Jefferson County at the same time. This will be done in a manner that seeks to respect the demographic who prefer in-person conversations (via our video kiosk) and printed media (via on-demand printing at kiosks) as well as those that prefer a more tech-focused interaction.

We want to get our marketing services of visitors who are already in Jefferson County and increase the value of service we offer to them, and the money they spend at our critical local businesses. Connecting that mission to the Chamber allows us to focus on real member benefits while also increasing the effectiveness of our VIC system.

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

This is a fundamental reimagining of how VICs work, and it will take a year to learn to understand the numbers, but by moving contacts off a clicker in an employee's hand or a name signed into a guestbook and onto a digital platform we are not only creating more opportunities for engaging with visitors and supporting that travel, but can also track where and when they traveled. Let's level up our analytics by moving to the twenty-first century in how we collect data. By taking the most visited VIC, making it our single gateway to visitor information services, we hope to incorporate the Gateway into people's digital life and develop multiple touches with each visitor. This also allows us to connect our Chamber members and other tourism businesses directly with visitors and encourage folks that might just be passing through on a hike, to stay for lunch or extend their trip to overnight or a weekend next time.

The NHCCC has successfully managed both the Quilcene VIC at the USFS Ranger Station, and the Brinnon VIC at the community center, but has ceased finding a positive return on investment operating the VIC out of the Ranger station. The Brinnon VIC is ill-placed at a Community Center where the mission of both gets muddled. In an audit of the practices of all three VIC's, it is clear that a reimagining to recognize first, living wage jobs for our VIC employees. \$20/hour is our absolute minimum pay, and we are working to get these tourism professionals up to at least \$25/hour with regular training and a voice as to the VIS messaging. We want to make sure our employees have agency and are paid enough to live here.

The Gateway Visitor Center, while struggling to redefine itself after Jefferson Historical Society's exit is the perfect gateway to capture most visitors entering Jefferson County. Its proximity to the new roundabout creates a natural stop to develop a Public Transit/EV charging/hot food and beverage oasis wrapping around the newly imaging VIS with it's single VIC on site. The TCC's focus on developing the infrastructure at the Gateway is critical in creating a positive first touch with visitors. The current port-john and rutted gravel parking lot does not show the Jefferson County we want visitors to explore and we appreciate the focus on development.

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

By developing the "Gateway" web platform we are combining our efforts in supporting visitors before, during and even after their stay into one platform. There will be inevitable challenges, but by focusing on the back-end first (while still operating the VIC with the most visitor contacts), the NHCCC and it's local and regional stakeholders will be able to respond to issues iteratively and continue to build a robust traveler portal that sells itself.

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)

This will begin in earnest in January of 2025.

c) Target Audience

All visitors to Jefferson County.

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

Earned media, social media, partner organizations, and developing a product with real utility to visitors and locals.

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

In platform marketing will allow responsive recommendations. Most lodging reservations are accomplished before travel, and the web platform will try to maintain connection for subsequent trips by a visitor. If we can develop a platform that builds in traveler incentives, the platform itself will drive more accommodation reservations.

As the web platform develops coupons and partnerships with Jefferson County lodging establishments can be highlighted. The current system depending on the VIC location in East Jefferson has little to no connection to actual lodging, restaurant or other local business reference. This weakness will be addressed by this new strategy.

By more effectively informing visitors of the vast resources available in Jefferson County, we expect longer stays and thus the need for accommodation, especially in the shoulder season.

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:

The NHCCC will coordinate closely with the Tourism Coordinating Council (TCC), will seek to join the Olympic Peninsula Tourism Commission and with staff capacity will work to develop membership and connections throughout our unique and connected Jefferson County communities.

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.)

The existing methodology that has been used to collect at VIC's is antiquated, and we will develop a new methodology this year to count unique and repeat visitors that pass through the VIS. Working to connect to visitor's digitally not only allows multiple high-value touches, but also get much higher value data from our visitors. We will develop a system of metrics that we will work to develop before the 2026 application.

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

Again, we are developing our methods for quantifying impacts of our VIS this year. One thing we are pretty sure of is that the methodology of tracking impact by VIC efforts can be improved and we will update the LTAC as soon as we have developed that methodology.

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

We estimate more visitor's used bathroom's than VIC services in many instances.

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

About the same, but hopefully we can develop higher number of touches with each unique visitor and higher quality touches with each of those people that stop to use the restrooms.

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).

This model is truly scalable across Jefferson County once the backbone has been established. We can look to other economic drivers in the last twenty years and see that most were on our phones, from google, to Facebook to Amazon. Few of these are brick and mortar experiences, and thus we need to incorporate these platforms into our visitor information system.

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

As the sole Chamber of Commerce in Jefferson County, a 501(c)3, experienced operator of visitor information centers, and dedicated to south county businesses (many relying on tourism); the North Hood Canal Chamber of Commerce is uniquely qualified to manage and improve on the VIC structure in Jefferson County and to connect it with needs of our local businesses.

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:

- Proposed 2025 promotion, facility, event or activity budget including income and expenses.
- 2024 Budget and Actual income and expense year to date statement(s).
- 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.
- If you desire, you may provide samples of promotion materials such as brochures or promotional materials (maximum of five).

1. <https://chatgpt.com/g/g-ghSlNr5VY-jefferson>

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 -

	2025 Budget	2024 Budget Request
NHCCC Brinnon and Quilcene		
Wages	\$50,000	\$70,514.26
Admin		\$2,050
Insurance, travel, advertising		\$2,200
Accounting Fees		\$1,500
	\$	
subtotal	50,000.00	\$76,264.26
Gateway		
Offsite Marketing	0	\$13,120
Onsite Expense	\$15,000	\$6,816.20
Utilities	\$11,000	\$10,260
Consulting Fees	0	\$17,000
Bookkeeping/Admin	\$10,000	\$25,000
Web Development	\$20,000	
Capital Expense	\$22,500	
Insurance, travel, advertizing	\$3,500	
Wages	\$80,000	\$60,000
	\$	
subtotal	162,000.00	\$132,196
	\$	
Total	212,000.00	\$508,460.46
Staffing TCC and LTAC		
Wages and benefits	\$100,000	

North Hood Canal Chamber of Commerce

Profit Loss

January - September, 2024

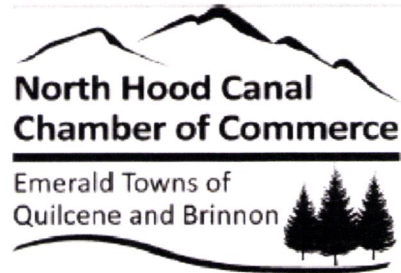
	TOTAL
Revenue	
5 Earned Income (Revenue)	0.00
5040 Local government contracts	0.00
5042 LTAX Visitor Center Grant	27,500.00
Total 5040 Local government contracts	27,500.00
5210 Dues, Member	0.00
5211 Dues, Membership	3,860.42
5222 Dues - Credit Unpaid Invoices	-841.67
Total 5210 Dues, Member	3,018.75
5310 Interest on checking/savings	1.26
5440 Gross sales, Park Passes	0.00
5441 Sales Federal Govt Items	2,056.68
Total 5440 Gross sales, Park Passes	2,056.68
5450 Advertising revenue	30.00
Total 5 Earned Income (Revenue)	32,606.69
Total Revenue	\$32,606.69
Cost of Goods Sold	
50000 Cost of Goods Sold	0.00
5448 Passes Purchases-COGS	9,538.00
Total 50000 Cost of Goods Sold	9,538.00
Total Cost of Goods Sold	\$9,538.00
GROSS PROFIT	\$23,068.69
Expenditures	
7 Program Services	0.00
7000 Grant & program expense	0.00
7060 Meeting Expense	0.00
7062 Chamber Picnic	400.00
Total 7060 Meeting Expense	400.00
Total 7000 Grant & program expense	400.00
7200 Salaries & related expenses	0.00
7220 Salaries & wages	0.00
7221 Payroll	9,772.46
7226 Sick Pay	773.97
Total 7220 Salaries & wages	10,546.43
7250 Payroll taxes	1,520.67
Total 7200 Salaries & related expenses	12,067.10
7500 Outside services	0.00
7520 Accounting fees	1,044.99
Total 7500 Outside services	1,044.99
Total 7 Program Services	13,512.09

North Hood Canal Chamber of Commerce

Profit Loss

January - September, 2024

	TOTAL
8 Administrative Expense	0.00
8100 Nonpersonnel expenses	0.00
8104 Office expenses	46.65
8130 Telephone, Telecom & Internet	763.31
8140 Postage, shipping, delivery	71.79
Total 8100 Nonpersonnel expenses	881.75
8200 Facility & equipment expenses	0.00
8210 Rent, parking, other occupancy	50.00
Total 8200 Facility & equipment expenses	50.00
8500 Other expenses	0.00
8520 Insurance	1,736.00
8570 Advertising and promotion	0.00
8579 Advertising, Other	230.00
Total 8570 Advertising and promotion	230.00
8591 Bank charges & credit card disc	2.00
Total 8500 Other expenses	1,968.00
8600 Business expenses	0.00
8650 Taxes & licenses - other	386.57
8660 Fines, penalties, judgments	138.45
Total 8600 Business expenses	525.02
Total 8 Administrative Expense	3,424.77
Payroll Expenses	0.00
Taxes	1,617.38
Wages	13,401.07
Total Payroll Expenses	15,018.45
Uncategorized Expense	1,057.98
Total Expenditures	\$33,013.29
NET OPERATING REVENUE	\$ -9,944.60
NET REVENUE	\$ -9,944.60



Board of Directors and Elected Officers 10/4/2024

Director

Dan Ventura

Phone: 206.755.3371

Address: P.O. Box 611
Brinnon, WA 98320

Email: dan@coverv.com

Term Expires: 2026

Debbie Williams

Phone: 360.796.4809

Address: P.O. Box 475
Brinnon, WA 98320

Email: gearheaddeli@yahoo.com

Term Expires: 2026

Greg Brotherton

Phone: 360.379.6898

Address: P.O. Box 580
Quilcene, WA 98376

Email: Gregory.brotherton@gmail.com

Term Expires: 2024

Andrew Schwartz

Phone: 603.305.8531

Address: P.O. Box 509
Brinnon, WA 98320

Email: as2020@me.com

Term Expires: 2026

Officer

President

Director

Director

Director

2025 LTAC Application

Final Audit Report

2024-10-04

Created:	2024-10-04
By:	Daniel Ventura (areya.popal@gmail.com)
Status:	Signed
Transaction ID:	CBJCHBCAABAA1CV4ioOweYJysdP5kbgonycjo8IRpTXC

"2025 LTAC Application" History

-  Document created by Daniel Ventura (areya.popal@gmail.com)
2024-10-04 - 9:27:19 PM GMT- IP address: 216.235.127.79
-  Document emailed to Dan Ventura (dan@coverv.com) for signature
2024-10-04 - 9:27:24 PM GMT
-  Email viewed by Dan Ventura (dan@coverv.com)
2024-10-04 - 9:27:58 PM GMT- IP address: 216.235.127.79
-  Document e-signed by Dan Ventura (dan@coverv.com)
Signature Date: 2024-10-04 - 9:28:13 PM GMT - Time Source: server- IP address: 216.235.127.79
-  Agreement completed.
2024-10-04 - 9:28:13 PM GMT



Adobe Acrobat Sign

LTAC Grant Award Agreement for NORTH HOOD CANAL CHAMBER OF COMMERCE



Forest Service
U.S. DEPARTMENT OF AGRICULTURE

Olympic National Forest | October 8, 2024
1835 Black Lake Boulevard SW
Olympia, WA 98512
360-956-2402

Dear Grant Selection Team,

The Olympic National Forest supports the North Hood Canal Chamber of Commerce (NHCCC) in their efforts to create a hybrid digital model to provide visitor information services in Jefferson County.

The NHCCC is one of the forest's many indispensable partners. For many years they have provided visitor information at the Quilcene Ranger Station in Quilcene, WA. They contribute to providing important information about the national forest and other recreational and business opportunities in Jefferson County and beyond.

With growing fiscal and staffing limitations NHCCC's proposal is innovative and leans into a new way of accomplishing this work. By utilizing modern technology, visitor information will continue to be available to locals and visitors driven by data that will not only influence NHCCC operations but Olympic National Forest's as well.

The valuable work the NHCCC has accomplished and aims to accomplish in their new approach shows their commitment to providing visitor information for the benefit of surrounding communities and the rest of the public. The Olympic National Forest is extremely grateful for their previous contributions and is excited to continue our partnership in this new way.

Thank you for considering the North Hood Canal Chamber of Commerce application. For additional information or questions please contact me at the email listed below.

Corina Rendón

Community Engagement + Public Affairs Staff Officer, Olympic National Forest
corina.rendon@usda.gov

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): _____

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
 jeffboc@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.