

**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 \$28,500; Quimper Events Collective

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:

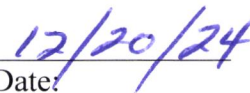
Quimper Events Collective	\$28,500
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RECOMMENDATION:

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: Quimper Events Collective

Contract No: LTAC QEC

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: \$28,500

Revenue: _____

Expenditure: \$28,500

Matching Funds Required: _____

Sources(s) of Matching Funds: _____

Fund # 125

Munis Org/Obj _____

PROCESS:

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

APPROVAL STEPS:

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

CERTIFIED: ☒ N/A: ☐

Signature

Date

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

CERTIFIED: ☒ N/A: ☐

Signature

Date

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

Electronically approved by Risk Management on 12/20/2024.

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 QUIMPER EVENTS COLLECTIVE**

This Agreement is by and between Jefferson COUNTY, Washington (the COUNTY) and QUIMPER EVENTS COLLECTIVE ("RECIPIENT").

WHEREAS, RECIPIENT is a non-profit corporation registered with the Secretary of State of the State of Washington under UBI number 605 305 564; 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 \$28,500 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 any 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

QUIMPER EVENTS COLLECTIVE

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

Quimper Events Collective
Jefferson County Lodging Tax RFP Application
Request for 2025 Funding

October 1, 2024



WEBSITE:

quimpereventscoll
ective.com

INSTAGRAM:

@quimpereventsc

**BOARD OF
DIRECTORS**

Alexis Arrabito
President

Mia Garcia
Vice President

Heidi Haney
Treasurer

Jessie Short
Secretary

Natalie Maitland
Director

Bethany Mahaffey
Director

Rebecca Faisca
Director

1. Itemized List of Proposed Tourism Promotion Services

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.

General Year-Round Promotion - Items	Rate	Qty	Totals
Visitor Guide Advertising** Accommodations Guide for all Quimper lodging (Jeff Co & PT)	\$2000	2 pubs 2x yr	\$8000
Graphics SaaS for Developing Creative to Promotion Tourism Activities & Social Marketing	\$300	annual	\$300
Social Media Ads Promoting Tourism Activities & Events (budgeted avg, implementing to focus on shoulder season)	\$200	month	\$2400
Jefferson County Wedding Expo			
Facility Rental*	\$25	40 hrs	\$1000
Kitsap Wedding Expo Participation	\$950		\$950
Print** & digital advertising targeting Western Washington and Oregon cities along the I-5 corridor	\$8000		\$8000
Collateral printing**	\$1000		\$1000
Event Materials - swag, supplies, signage	\$3000		\$3000
Targeted Social Media Marketing - statewide	\$500		\$500
Contracted - set up ticketing, website updates, social media ads	\$30	30 hrs	\$900
Regional Networking Brunch - room rental, food & beverage, minimal decor			\$2450
TOTAL			\$28,500

EXHIBIT B
RECIPIENT'S PROPOSAL

QUIMPER EVENTS COLLECTIVE REQUEST FOR PROPOSAL ATTACHED

2025 Proposal Checklist for Tourism Promotion Activities

Organization Name Quimper Events Collective

Event Name, if different _____

Proposed Contract Amount: \$ 28,500

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 Quimper Events Collective
Organization Address 310 24th Street, Port Townsend WA 98368
Contact Name Alexis Arrabito, President
Contact Address same as above
Day Phone 360.774.0825 Evening or Cell Phone _____
E-Mail Address info@quimpereventscollective.com
Facility/Event (if applicable) _____
Total Lodging Tax Request: \$: 28,500
Estimated 2025 org. operating budget (Incl. Lodging Tax funds) \$: 37,9595

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
	PT LTAC	\$ 4,000
		\$
		\$
		\$
		\$
		\$
Total Project Revenue Budget		\$ 17,800

Did your organization receive Lodging Tax Funds from the County in 2024? 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: Jessie Short Date: Oct, 4, 2024

Print Name and Title: Jessie Short, Secretary of the Board

WEBSITE:

INSTAGRAM:

BOARD OF DIRECTORS

Rebecca Faisca
Director

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.

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* *Chimacum Gym* = \$25/hr, 10hrs x2 days
Chimacum Commons = \$20/hr, 10hrs x 2days

**We did not receive the memo sent to the Lodging Tax Advisory Committee (LTAC) from the Jefferson County Board of Commissioners but were made aware of it mid-way through drafting this application. We respectfully request consideration for these printed materials as they remain a vital part of tourism promotion, particularly for destinations like Jefferson County. In areas where broadband and Wi-Fi access are limited, physical maps, brochures, and event guides play a critical role in enhancing the visitor experience and ensuring they have the information they need.

Supporting Research:

- **Tangible Experience:** According to a study by the *American Marketing Association* (2019), physical materials such as printed brochures provide a more memorable and engaging experience than digital-only content. For visitors, holding a brochure or map fosters a stronger connection to the place they are visiting, enhancing their overall satisfaction.
- **Reach for Older Audiences:** A report from *Pew Research Center* (2021) highlights that a significant portion of older adults (65+) are less likely to rely solely on digital media. By including printed materials, Jefferson County would ensure inclusivity for tourists of all ages, expanding its reach.
- **Visitor Behavior:** Research by *Destination Analysts* shows that tourists often prefer to pick up printed materials at visitor centers and hotels, as they provide a concise and convenient way to navigate a new destination without the need for constant internet access.

In conclusion, while digital promotion is undoubtedly essential, printed materials still hold substantial value, especially in the tourism sector and we believe we have included a well balanced mix of both print and digital promotion in this proposal.

2. Proposal Questions

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

2.1 Tell us about your promotion, facility, event or activity and why you think it will increase tourists traveling to and staying in Jefferson County.

GENERAL YEAR-ROUND ADVERTISING:

Our initiative aims to promote year-round tourism by placing accommodation guides in annual visitor guides and producing engaging digital and print content that showcases all of Jefferson County's diverse lodging options. These guides and other content will

highlight everything from boutique hotels and charming bed-and-breakfasts to campgrounds and RV parks, helping potential visitors easily discover and book their ideal accommodations.

While other entities may also be working on similar initiatives, we are uniquely qualified to lead this effort due to our strong relationships with local accommodations providers and the high quality of our creative content. Our established connections allow us to gather the most accurate and comprehensive information about lodging options, while our expertise in content creation ensures that the guides and promotional materials we produce will capture attention and inspire visits.

Moreover, many of our board members are deeply embedded in the hospitality and tourism sectors, and a positive experience for visitors benefits the entire community. By ensuring that guests find welcoming and memorable accommodations, we contribute to an overall atmosphere that encourages longer stays, repeat visits, and positive word-of-mouth recommendations—all of which drive greater tourist traffic and bolster the local economy.

To measure the effectiveness of our efforts, we have website analytic systems in place, allowing us to monitor website visit counts and other key performance indicators (KPIs) (demographics, time on site, etc.). This enables us to provide data-driven insights on the success of our promotions, allowing for continuous improvement and ensuring our strategies are effectively increasing tourism and overnight stays in Jefferson County.

In summary, our comprehensive and strategic approach, combined with strong local partnerships and a commitment to high-quality content, will help drive tourism, especially during the shoulder and off-seasons, contributing to the economic growth of the county.

THE EXPO: The 2025 Jefferson County Wedding Expo event will take place at a single venue, allowing attendees to conveniently meet and interact with as many of our local vendors as possible in one location. Consistent with our 2024 Tour, we will recommend that as many venues as possible hold Open Houses on the Sunday following to welcome guests and residents alike to take site visits, and to encourage overnight stays during the weekend of our 2025 Expo.

DATE: By scheduling this event in late winter, we aim to bolster shoulder season visitation, capitalize on the influx of newly engaged couples following the peak engagement season around Christmas, New Year's, and Valentine's Day, and utilize the data collected from both 2024 and 2025 events to evaluate the efficacy and timing of future Jefferson County Wedding Shows, Tours, and Expos. Our expo will kick-off on March 1st, which is National Wedding Planning Day. Additionally, this is "wedding expo

season” - our event will be well timed to supplement the Seattle, Kitsap, and Clallam Wedding Expos.

LOCATION: We have selected Chimacum School Gymnasium and Commons as the site for this event due to size, parking, accessibility, and central location in East Jefferson County. These venues have a demonstrated history of success as the site of the annual Jefferson County Connectivity Fair and longstanding and well attended Chimacum Arts & Crafts Fair.

STRUCTURE & SCHEDULE

Saturday - Expo: From 10am-4pm on Saturday, March 1st, individuals, couples, and families are welcome to celebrate National Wedding Planning Day with a visit to the Chimacum Gymnasium to meet and mingle with a host of local event professionals. Niches represented will include (but are not limited to) venues, photographers and videographers, hair and make-up professionals, DJs and musicians, caterers, bar services, unique service providers, local tour operators, and accommodations.

Makers Market: In the Chimacum Commons, Salish Sea Makers Market in collaboration with JeffCo Created (a project of EDC Team Jefferson) will host the second annual Wedding Expo Makers Market, highlighting the craftspeople and cottage industry that make Jefferson County so special.

Sunday - Regional Networking Brunch: A Networking Brunch, scheduled from 10 AM to 12 PM on Sunday, invites premiere Seattle-area event planners to connect with Jefferson County's top event professionals over brunch, providing an intimate setting to foster collaborations, explore local services, and strengthen industry ties, thereby promoting local business within our scenic region. The session is designed to not only introduce Seattle planners to the diverse and high-quality services available in Jefferson County but also to foster lasting business relationships that keep local dollars within the community. This event aims to enhance the visibility of local talent, encourage the hiring of our vendors for locally-held destination weddings, and strengthen the economic fabric of our region through sustained partnerships.

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

This Expo differs from the previous 2024 Wedding Tour in several key ways:

1. **Single-Venue Format:** Unlike the Wedding Tour, which involved multiple venues spread across the county, the Wedding Expo will take place at a single venue, the Chimacum School Gymnasium and Commons. This centralized location provides convenience for attendees, allowing them to meet and interact with a

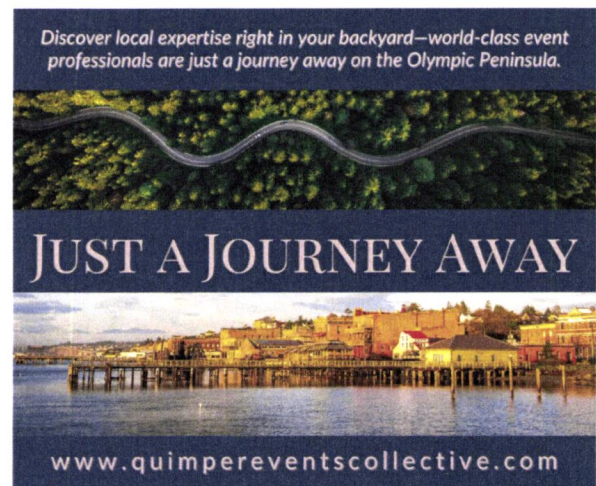
large number of local vendors in one place, rather than traveling between multiple sites.

2. **Expanded Vendor Interaction:** The Wedding Expo will feature a broader array of vendors, all present at the same time, allowing attendees to compare services and network more efficiently. The previous Wedding Tour was more venue-centric, where participants visited specific wedding locations, but vendor access was more limited. The Expo emphasizes face-to-face interaction with vendors across various niches, including venues, photographers, caterers, and other wedding service providers.
3. **Networking Brunch for Event Planners:** The Expo will feature a regional networking brunch specifically targeted at connecting Jefferson County vendors with Seattle-area event planners. This is an innovative addition to strengthen ties with event professionals from larger metropolitan areas, potentially bringing more high-quality events to Jefferson County. This event aligns with the **Olympic Peninsula Tourism Master Plan GOAL #1 DESTINATION MARKETING • ACTIONABLE INITIATIVES** *Enhance targeted marketing efforts to increase awareness of spring, fall and winter travel.*
 - i. **NEW BUSINESS DEVELOPMENT:** *t. Identify new sales and marketing opportunities for social groups (**weddings**, reunions, memorial services, etc.). (page 37)*

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

PRELIMINARY MARKETING STRATEGY

"Closer Than You Think" This campaign aims to bridge the perceived distance between the bustling I-5 corridor and the serene, scenic landscapes of the Olympic Peninsula. By emphasizing the quality, charm, and proximity of local event professionals, the campaign positions Jefferson County as the ideal destination for unforgettable events—just a scenic journey away. Thematically this strategy is also aligned with results and goals of the OP Tourism Master Plan, Short Term Priorities #1 PROMOTE WHY THE DIFFERENCE IS WORTH THE DISTANCE (page 47).



Sample Collateral:

This sample is an unapproved draft meant to evoke the spirit of the campaign.

a) If an event, the date of the event: March 1-2, 2025

b) The timeline for the tourism promotion activity you are proposing (e.g. May through July, 2025)

The Jefferson County Wedding Expo is scheduled for March 1-2, 2025, with open houses at local venues on March 2. We have already secured commitments from several vendors for the Expo date and will be incorporating a "Save the Date" announcement in our post Wedding Tour communications to generate early interest for those who are interested in attending both events.

Our full marketing efforts will begin in December 2024, running through February 2025. During this period, we will launch a mix of digital and print campaigns to target local and out-of-area attendees, focusing on the Seattle area and the I-5 corridor. In addition, we plan to attend the Kitsap Wedding Show on February 14, 2025, where we will engage in direct outreach to Kitsap visitors and couples, promoting Jefferson County as an ideal wedding destination.

This strategic timeline ensures that we capture attention during peak wedding planning season and provide ample time for prospective attendees to make travel and accommodation arrangements in Jefferson County.

c) Target Audience

1. **Newly Engaged Couples:** Primarily targeting couples who have recently become engaged, especially those in the greater Seattle, Kitsap, and I-5 corridor regions. These couples are in the early stages of planning their weddings and are actively seeking venues, vendors, and services that align with their vision for a memorable wedding day.
2. **Event Planners and Coordinators:** Professionals who organize weddings and events, particularly those based in larger markets like Seattle, Tacoma, and Kitsap. These individuals are often looking for unique, scenic, and accessible destinations for their clients and will benefit from the networking opportunities with local vendors at the Expo.
3. **Out-of-Town Visitors:** Couples and families from outside Jefferson County who are interested in **destination weddings**. They are drawn to the area's scenic beauty, local charm, and the promise of a unique, memorable event in a picturesque setting.

4. **Local Residents Seeking Special Events:** Residents of Jefferson County and the surrounding areas who may be planning weddings, anniversaries, or other special events locally, and are seeking to engage with vendors close to home.

This audience is diverse, encompassing both those who live locally and those considering Jefferson County as a destination for their wedding or event, with an emphasis on those seeking unique, high-quality wedding experiences.

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

To effectively reach our target audience for the Jefferson County Wedding Expo, we will utilize a variety of strategic promotion methods, including both digital and traditional approaches:

1. **Digital Advertising:**

- **Social Media Campaigns:** We will launch targeted ads on platforms such as **Instagram**, & **Facebook**, focusing on engaged couples in the Seattle, Kitsap, and I-5 corridor regions. Using precise demographic targeting, we will tailor ads to reach newly engaged couples and wedding planners.
- **Google Ads:** Search and display ads will target individuals searching for wedding venues and services in the Pacific Northwest, increasing visibility for the Expo.

2. **Email Marketing:**

- We will utilize our **Quimper Events Collective** mailing list to send regular event updates, vendor announcements, and reminders to our audience of local residents, wedding vendors, and event planners.
- Early-bird announcements, such as the **“Save the Date”** message during the **October 2024 Wedding Tour**, will ensure that couples and vendors can plan in advance.

3. **Website and Blog Features:**

- The **Quimper Events Collective** website will serve as a hub for information about the Expo. It will feature a landing page with event details, ticketing, and vendor information. Regular blog posts will highlight participating vendors and offer wedding planning tips to drive traffic and engagement.

4. **Print Advertising:**

- **Event Flyers and Brochures:** Printed materials will be distributed at local wedding shows, visitor centers, and partner businesses, ensuring a broad reach to both local residents and tourists.

5. **In-Person Promotion:**

- **Kitsap Wedding Show:** We will attend the Kitsap Wedding Show on February 14, 2025, engaging directly with visitors and promoting Jefferson County as a premier wedding destination. This will include handing out brochures, offering vendor information, and sharing details about the Expo.
- 6. **Collaborative Promotions:**
 - **Vendor Partnerships:** We will encourage participating vendors to promote the event through their own marketing channels, including social media and email lists. Collaborative promotions with local venues and service providers will further enhance our outreach.
- 7. **Media Outreach:**
 - **Press Releases:** We will send press releases to local and regional media outlets, including newspapers, blogs, and lifestyle publications, highlighting the Expo as a key event in Jefferson County.

By using a diverse mix of digital, print, and in-person promotion methods, we will ensure that the Jefferson County Wedding Expo reaches a wide and engaged audience of couples, vendors, and event professionals.

e) Describe how you will promote overnight stays at Jefferson County lodging establishments. To promote overnight stays at Jefferson County lodging establishments, we will leverage several strategies designed to encourage visitors to extend their time in the area.

Similar to our Jefferson County Wedding Tour, where multiple accommodations offered special rates for event attendees, we will collaborate with local lodging providers to offer exclusive discounts and packages for those attending the Wedding Expo. These special offers will be available from key accommodations such as The Resort at Port Ludlow, The Old Alcohol Plant Inn, Fort Worden, and The Bishop Hotel, ensuring that a variety of price points and experiences are covered to appeal to a broad audience of visitors.

We will actively promote these accommodation packages through:

1. **Event Website:** Dedicated sections highlighting the participating hotels and the special rates they are offering, making it easy for attendees to book directly.
2. **Email Campaigns:** We will send targeted emails to both local and regional potential attendees, emphasizing the exclusive rates available and the convenience of staying overnight in Jefferson County during the event.
3. **Social Media:** Regular posts across our social media channels will feature special accommodation offers, alongside imagery and descriptions of the participating hotels, encouraging visitors to plan an overnight stay.

4. **Partner Channels:** We will work with the accommodations themselves to cross-promote the event and lodging discounts on their websites, newsletters, and social media platforms, amplifying our reach to their established customer bases.

By offering attractive overnight options and leveraging various promotional channels, we aim to make it easy and appealing for event attendees to stay and explore all that Jefferson County has to offer, increasing both overnight bookings and overall visitor spending.

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 City of Port Townsend Lodging Tax Advisory Committee has recommended a grant of \$4,000 toward the Jefferson County Wedding Expo in a recent fall 2024 meeting, out of a total of \$20,000 available in the funding round. We greatly appreciate their confidence in the Quimper Events Collective and their support in granting such a significant percentage of the available funds to our organization.

Additional funding would further benefit the Quimper region by allowing us to expand marketing efforts and enhance the attendee experience, ultimately driving more tourism to local businesses. Our Oct 2024 Wedding Tour, which was also supported by PT LTAC (\$5,000 out of a \$10,000 funding round) resulted in lodging bookings not only in Port Townsend but also in county accommodations, providing a boost to the regional economy. With increased financial support, we are poised to create even more opportunities for local vendors and tourism-related services to thrive.

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.)

To measure the effectiveness of our Wedding Expo, we will implement a multi-faceted evaluation approach:

1. **Online Metrics:**

We will track website analytics to monitor engagement with event-related content. Metrics will include:

- **Website visits**, particularly to the event page and accommodation booking sections.
- **Click-through rates** on special accommodation offers.
- **Conversion rates** for ticket sales, including tracking where attendees are coming from and how many out-of-county visitors engage with the event.

2. Attendee Surveys:

Post-event surveys will be distributed to attendees via email and at the event itself, gathering feedback on their experience, including:

- How they learned about the event.
 - Whether they booked an overnight stay and where.
 - Their overall satisfaction with the event, vendors, and accommodations.
- This feedback will help us evaluate both the success of the event and identify areas for future improvement.

3. Vendor Feedback:

We will also collect feedback from vendors on the number of inquiries, bookings, and leads generated from the event. This will help us assess the direct economic benefits to local businesses and vendors in Jefferson County.

4. Lodging Partner Reports:

We will collaborate with local accommodations to gather data on:

- The number of room nights booked specifically through the event's promotional offers.
- The overall increase in bookings around the time of the event.

Reporting Economic Impact to the County: To meet the County's reporting requirements and to document the economic impact of the event, we will:

- 1. Track Overnight Stays:** We will collect data from our lodging partners on the number of room nights booked by event attendees. This will be reported directly to the County to quantify the increase in overnight stays resulting from the event.
- 2. Estimate Economic Impact:** Using industry-standard tourism multipliers, we will estimate the direct economic benefit generated by event attendees, including spending on accommodations, food, and other local services. This will help assess the broader impact on Jefferson County's tourism economy. We will also be able to survey our vendors to determine the future business they receive linking to the event.
- 3. Comprehensive Reporting:** A detailed report will be submitted to the County after the event, summarizing:
 - Online engagement metrics.
 - Survey results from attendees and vendors.
 - Lodging data from local accommodations.

- Economic estimates based on attendee spending.

This data will not only fulfill the County's obligation to report to the State Department of Community Development and Economic Trade, but also provide a clear picture of the event's overall contribution to tourism growth and economic development in Jefferson County.

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

5a.) Actual or estimated number of tourists at your event/facility last year

(2024): Since the Jefferson County Wedding Expo is a new event we do not have specific attendance numbers from a previous year. However, we anticipate gaining a clearer sense of potential attendee numbers following the 2024 Jefferson County Wedding Tour, which will provide valuable insights into interest levels and the overall draw of similar events in the region.

As we prepare for the Expo, we are drawing from attendance trends at other inaugural small wedding expos, which often see strong turnout due to interest in localized wedding planning resources. For example, similar regional expos have shown that focused, small-scale events like ours can attract both local and out-of-town attendees looking for unique venues and services. By leveraging our connections with local accommodations and vendors, we anticipate creating an event that will draw a healthy number of tourists, many of whom will stay overnight in Jefferson County.

Once the Wedding Tour takes place, we will have more concrete data to project potential attendance for the Expo, ensuring that we can better assess its economic impact.

5b.) Estimated number of tourists who will attend your event/facility this year

(2025): Based on similar wedding expos, such as the Kitsap Wedding Expo, which has attracted 2,000 total attendees in recent years, we anticipate a healthy turnout for the Jefferson County Wedding Expo even in its inaugural year.

5c.) 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). The Jefferson County Wedding Expo is expected to generate a positive economic impact for local businesses, including lodging establishments, restaurants, and service providers. Here's a projection of its effects:

1. **Overnight Stays:** We project that a notable percentage of visitors will book stays for 1-2 nights, especially those traveling from Seattle, Kitsap, and other I-5 corridor regions. This influx will support local hotels, bed-and-breakfasts, and vacation rentals.
2. **Local Restaurants and Amenities:** Event attendees are likely to dine at local restaurants and cafes, generating additional revenue for the food and beverage industry. Couples and their families who stay overnight will also engage with community amenities, such as visiting retail shops, and other tourist attractions, boosting the local economy further. The impact will likely be felt in towns like Port Ludlow, Port Townsend, and Chimacum, where visitors can explore local culture and dining options.
3. **Vendor and Service Provider Boost:** The Expo will showcase a wide variety of local wedding vendors, including photographers, florists, caterers, and musicians. The direct business generated from the event will benefit local vendors, and many will see an increase in bookings for weddings and events throughout the year. Additionally, many out-of-town event planners will be attending the Expo and forming partnerships with local businesses, leading to potential long-term contracts and future events in Jefferson County.
4. **Overall Economic Impact:** Factoring in the expected number of tourists, their spending on accommodations, meals, and services, the projected economic impact of the Wedding Expo could reach tens of thousands of dollars for Jefferson County businesses. By attracting tourists who may have otherwise not considered the region, the event will help raise the profile of Jefferson County as a premier destination for weddings and special events.

These projections will be tracked and reported based on actual overnight stays, vendor feedback, and attendee surveys, ensuring accurate data to evaluate the overall economic impact of the event.

6. Describe your organization's area of expertise. Do you provide a unique service? The Quimper Events Collective (QEC) is a 501(c)6 non-profit business association composed of event and wedding professionals from Jefferson County, Washington. Our organization specializes in supporting and promoting high-quality weddings and events in the region, providing a unique service to both local businesses and visitors seeking to plan memorable occasions.

Our area of expertise lies in the collaboration and elevation of local event professionals. By fostering a network of 55 members (in our first year) and growing, including accommodations, tour operators, photographers, caterers, and more, we ensure that our community offers top-tier services to those planning events in Jefferson County. Our monthly mixers (hosted at different member venues rotating

between county and city) provide our members a chance to stay informed and engaged with industry trends and upcoming opportunities.

What makes QEC unique is our strong foundation of community-driven collaboration. Our all-volunteer board, composed of Gen-X and Millennial women from prominent local organizations like Fort Worden Hospitality, NW Maritime, and The Resort at Port Ludlow, brings a wealth of experience and passion to the collective. This diversity and expertise allow us to bridge local businesses with out-of-county visitors, helping to attract high-quality weddings and events from across the region.

Additionally, our focus on fostering economic viability for small businesses through strategic marketing and networking ensures that local vendors benefit from a rising tide of economic prosperity. Through these efforts, QEC provides a unique and indispensable service that supports both local businesses and the broader wedding and event market.

Proposed 2025 Budget (Income & Expenses)

This budget is a very early preliminary draft.

Income reflects renewals of membership and limited new members while also including a \$4,000 grant from the Port Townsend LTAC for marketing the Wedding Expo.

2025 EXPENSES	ANNUAL \$ 30,876
ADMINISTRATIVE	\$ 2,666
Bank Fees	\$ 148
Insurance	\$ 1,200
Licenses & Permits	\$ 120
Postage / Printing	\$ 1,000
Technology	\$ 198
MARKETING	\$ 12,830
Advertising - Print	\$ 8,000
Advertising - Social	\$ 2,800
Advertising - Trade Shows	\$ 1,000
Contract Labor/Professional Services	\$ 900
Website	\$ 130
MEMBERSHIP	\$ 8,030
Social Programming	\$ 500
Member Relations/Appreciation	\$ 180
EVENT EXPENSES	\$ 7,350
Facility	\$ 3,450
Supplies	\$ 1,500
Signage	\$ 1,500
Contractor	\$ 900
2025 REVENUE	ANNUAL \$ 37,959
MEMBERSHIP	\$ 4,959
Professional	\$ 4,704
Vendor Partner	\$ 225
Gig Seeker	\$ 30
OTHER REV	\$ 33,000
Donations	\$ -
Grants	\$ 32,500
Merchandise Sales	\$ 500

2024 Budget vs Actual Income & Expenses YTD

2024 EXPENSES	Annual Budget	Actuals thru 9/24
ADMINISTRATIVE	\$1,259	\$2,107
Bank Fees	\$139	\$31
Licenses & Permits	\$120	\$20
Merchandise	\$1,000	\$0
Postage / Printing	\$ -	\$1,580
Technology	\$ -	\$476
MARKETING	\$4,705	
Advertising - Social	\$925	\$14
Advertising - Trade Shows	\$850	\$0
MEMBERSHIP	\$935	
UTILITIES	\$300	
2024 REVENUE	Annual Budget	Actuals thru 9/24
MEMBERSHIP	\$3,725	\$2,237
Professional	\$2,058	
Vendor Partner	\$855	
Gig Seeker	\$285	
Founding Members	\$750	
New Business Discount	-\$223	
OTHER REV	\$7,680	\$5,046
Donations	\$ -	
Grants	\$5,000	\$5,000
Merchandise Sales	\$680	\$46
Sponsorships	\$2,000	

We have received in-kind sponsorships from a variety of our members throughout the year.

Many of our expenses listed were paid at the end of the prior year and will reoccur later this year.

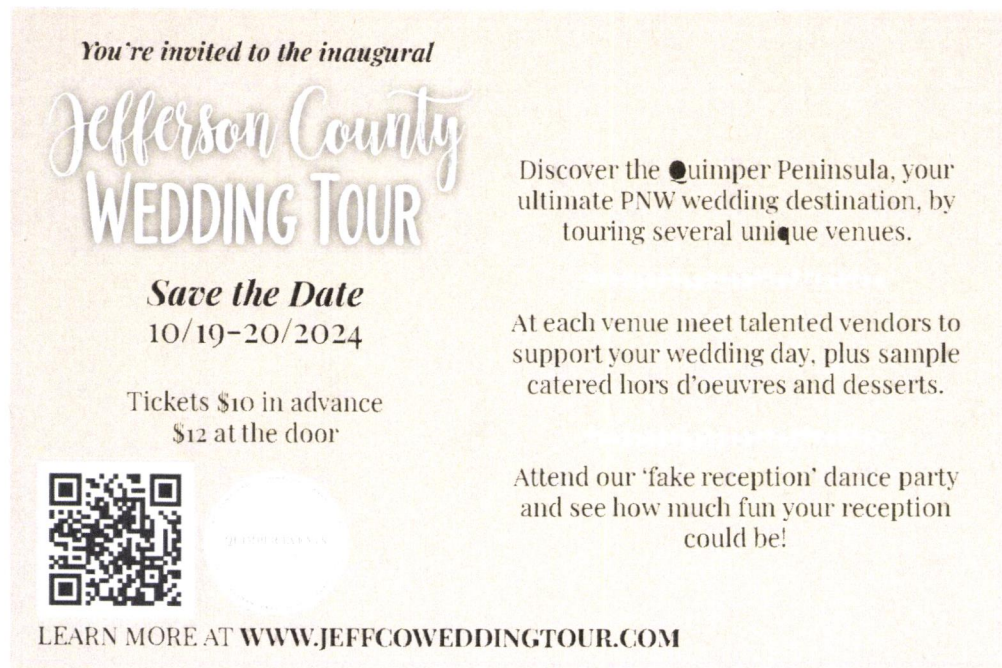
Board of Directors as of 9/30/2024

Alexis Arrabito, President 310 24th Street Port Townsend WA 98368 hello@ptpicnics.com <i>821 Washington & The Washington Private Suites</i>	Mia Garcia, Vice President 431 Water St Port Townsend, WA 98368 miagarciaknits@gmail.com <i>Jeff Co Created</i>
Jessie Short, Secretary 70 Breaker Lane Port Ludlow WA 98365 jshort@portludlowassociates.com <i>The Resort at Port Ludlow</i>	Heidi Haney, Treasurer 1433B W Sims Way Port Townsend WA 98368 info@tipsygypsy.party <i>Tipsy Gypsy Mobile Bar Service</i>
Natalie Maitland 200 Battery Way Port Townsend WA 98368 nmaitland@fortworden.org <i>Fort Worden Hospitality</i>	Bethany Mahaffey 105 Magnolia Ave Port Townsend WA 98368 snowberryeventdesign@gmail.com <i>Snowberry Event + Design</i>
Rebecca Faisca 15 Goliah Lane Port Ludlow WA 98365 eventsbyrebeccapnw@gmail.com <i>Events by Rebecca</i>	

Sample Promotional Materials (max 5)

Sample #1 - Save the Date Postcard (Front & Back)

Printed locally in Port Townsend with Corvus Crafts, distributed at the Kitsap Wedding Show, at accommodations around the region and through our membership





@jordaniucas.arts

The Quimper Peninsula is a unique part of the Olympic Peninsula along the Puget Sound that showcases so much of Washington's beauty. The extraordinary vantage point of Quimper Peninsula has views of both the Cascade and the Olympic ranges.

Each town offers its own personal charm. From the Victorian seaport town of Port Townsend to the sweeping farmland of Chimacum Valley. The old growth forests of Quilcene to the beautiful coastlines of Marrowstone Island, Port Ludlow, Port Hadlock and so much more!

JOIN US FOR THE INAUGURAL Jefferson County WEDDING TOUR

Save the Date: October 19-20, 2024

Discover the Quimper Peninsula, your ultimate PNW wedding destination, by touring several unique venues.

Thursday, October 19th

At each venue meet talented vendors to support your wedding day, plus sample catered hors d'oeuvres and desserts.

Friday, October 20th

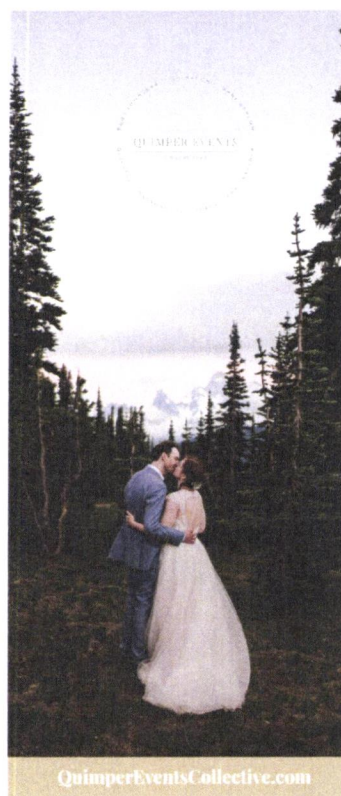
Attend our 'fake reception' dance party and see how much fun your reception could be!

Tickets \$10 in advance / \$12 at the door

LEARN MORE AT
JeffCoWeddingTour.com



Special thanks to the City of Port Townsend's Lodging Tax Advisory Committee (LTAC) for their support of this event.



QuimperEventsCollective.com

Also printed locally and distributed at the Kitsap Wedding Expo, through our membership and strategic brochure locations (Fort Worden Visitor Center, venues, etc.). Utilizing local/member photographs and a map that we commissioned by a local artist.

Sample #2 Tri-fold Brochure - Front & Back

Quimper Events Collective
Jefferson County Lodging Tax RFP Application
Request for 2025 Funding



About Us

The Quimper Events Collective (QEC) is your premier resource for vendors and venues on the Olympic Peninsula!

At QEC, we collaborate to ensure your special day is personal, memorable, and seamless. Our directory features locally loved vendors and venues committed to our member code of ethics, promoting diversity, equity, and inclusion.

Photo courtesy of
Jen Lee Light
& M Photography



Our Network of Local Event Professionals

- 821 Washington - Venues
- Bar Car Mobile Bar - Beverage Service
- The Belmont - Accommodations, Venues
- The Bishop Hotel - Accommodations, Venues, Beverage Service
- Brigid's Loft - Venues
- Camp Beansite - Venues, Accommodations
- Cold Mountain Cakes - Cakes/Desserts
- Cuevus Crafts - Printing Services
- Dragonheart Flowers & Events - Florals, Planning/Coordinator
- Events by Rebecca - Unique Services, Rentals/Decor
- Firs & Fleurs - Florals, Planning/Coordinator
- Fort Worden Hospitality - Venues, Catering, Accommodations
- Hills and Valley Catering - Catering, Cakes/Desserts, Beverage Service
- Jen Lee Light - Photographer
- Lexi Mara Design - Florals
- MJ Photography - Photographer
- Misty Clover Farm - Venues
- Northwest Maritime Center - Venues, Accommodations
- Planted - Catering
- PT Picnics & Parties - Local Experiences, Rentals/Decor



- The Resort at Port Ludlow - Accommodations, Catering, Local Experiences, Venues
- Seed Design - Florals, Rentals/Decor
- Snowberry Event + Design - Planning/Coordinator, Florals
- Topsy Gypsy Mobile Bar Service - Beverage Service
- Wake & Wave Boards - Catering
- With These Rings - Unique Services
- Worthington Park - Venues, Accommodations

VISIT OUR WEBSITE TO LEARN MORE
www.QuimperEventsCollective.com



Sample #3 - Visitor Guide Ad (distributed through Port Townsend Leader on ferry routes etc.)

Discover the Quimper Peninsula, your ultimate PNW wedding destination.

Tour unique venues, meet talented local vendors to support your wedding day, plus sample catered hors d'oeuvres and desserts.

Tickets: \$10 in advance / \$12 at the door

Jefferson County WEDDING TOUR
 October 19 & 20, 2024

FORT WORDEN

NORTHWEST MARITIME CENTER

THE RESORT AT PORT LUDLOW

Tickets now available at JeffCoWeddingTour.com

Sample #4 - Instagram & Facebook Ad



Reach: 1,182

Impressions: 1,717

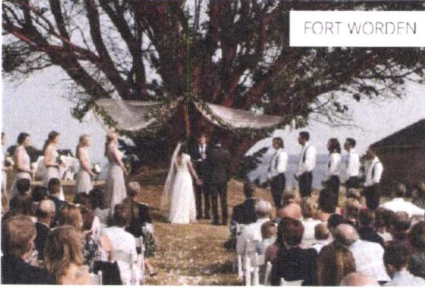
Interactions: 84

Likes: 49

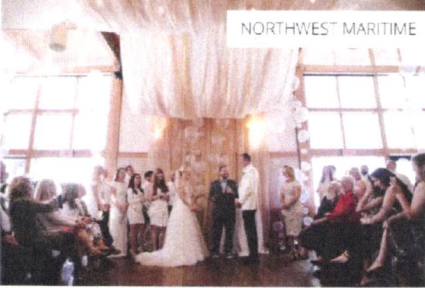
Comments: 9

Shares: 26

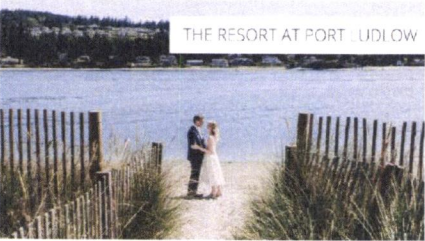
Sample #5 - Print Flyers/Posters



FORT WORDEN



NORTHWEST MARITIME



THE RESORT AT PORT LUDLOW



Saturday

10.19.2024 ~ 11AM - 3PM

Tour three quintessential styled venues and meet talented vendors including bakers, florists, photographers and more!
Fort Worden, Northwest Maritime & The Resort at Port Ludlow

7PM - 10PM

RECEPTION ~ a wedding themed "Prom" / Community Dance at White Lotus Farm

Tickets by donation, no one turned away for lack of funds.



Sunday

10.20.2024 ~ 11AM

Venues & vendors will be available for self-guided
Open House Venue Tours

COMING SOON!

11AM - 3PM

Salish Sea Makers Market @ Brigid's Loft
Featuring local makers and artists.









PRE-PURCHASE YOUR TICKETS NOW FOR \$10
WWW.JEFFCOWEDDINGTOUR.COM - DOOR PRICE: \$12



Thank You
EVENT SPONSORS

Port Townsend
Jefferson County
Salish Sea Makers Market
Brigid's Loft

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.