

**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 \$45,000; Wooden Boat Foundation

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.

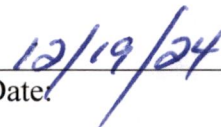
FISCAL IMPACT:

Wooden Boat Foundation	\$45,000
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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: WOODEN BOAT FOUNDATION

Contract No: LTAC WBF

Contract For: Lodging Tax Funding for Wooden Boat Festival Term: Jan-Dec 2025

COUNTY DEPARTMENT: County Administrator

Contact Person: Adiel McKnight

Contact Phone: 102

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

AMOUNT: 45,000

Revenue:

Expenditure: 45,000

Matching Funds Required:

Sources(s) of Matching Funds

Fund # 125

Munis Org/Obj 12555730/411126

PROCESS:

☐

Exempt from Bid Process

☐

Cooperative Purchase

☐

Competitive Sealed Bid

☐

Small Works Roster

☐

Vendor List Bid

☒

RFP or RFQ

☐

Other:

APPROVAL STEPS:

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

CERTIFIED: ☒ N/A: ☐

Signature

Date

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

CERTIFIED: ☒ N/A: ☐

Signature

Date

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

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

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

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

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

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

STEP 6: CONTRACTOR SIGNS

STEP 7: SUBMIT TO BOCC FOR APPROVAL

AGREEMENT FOR 2025 HOTEL-MOTEL FUNDING FOR TOURISM SERVICES FOR WOODEN BOAT FOUNDATION

This Agreement is by and between Jefferson COUNTY, Washington (the COUNTY) and WOODEN BOAT FOUNDATION (herein known as “WOODEN BOAT FESTIVAL”) (“RECIPIENT”).

WHEREAS, RECIPIENT is a non-profit corporation registered with the Secretary of State of the State of Washington under UBI number 600 327 090; 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 \$45,000 for the purposes recommended by the LTAC (“Final LTAC Award”);

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

1. SERVICES TO BE PERFORMED USING THE LTAC AWARD

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

2. RESPONSIBILITIES OF RECIPIENT

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

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

3. RESPONSIBILITY OF JEFFERSON COUNTY

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

4. TERM

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

5. ASSIGNMENT

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

6. TERMINATION

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

7. HOLD HARMLESS

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

8. INSURANCE

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

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

9. INDEPENDENT CONTRACTOR

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

10. COMPLIANCE WITH LAWS

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

11. CHOICE OF LAW

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

12. DISPUTES

- a. The parties agree to use their best efforts to prevent and resolve disputes before they escalate into claims or legal actions. Any disputed issue not resolved under this Agreement shall be submitted in writing within 10 days to the County Risk Manager, whose decision in the matter shall be final, but shall be subject to judicial review.

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

13. DISCRIMINATION PROHIBITED

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

14. INTEGRATED AGREEMENT

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

15. PUBLIC RECORDS ACT

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

16. RECORDS RETENTION AND AUDIT AUTHORIZATION

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

17. NO SEVERABILITY

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

18. SURVIVAL

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

19. AMENDMENT, MODIFICATION AND WAIVER

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

SIGNATURES ARE ON THE FOLLOWING PAGE

JEFFERSON COUNTY WASHINGTON

WOODEN BOAT FOUNDATION

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:

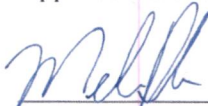
 for 12/19/2024
Philip C. Hunsucker, Date
Chief Civil Deputy Prosecuting Attorney

EXHIBIT A

Itemized List of Tourism Promotion Services Approved in the Final Award

1. 1. Itemized List of Proposed Tourism Promotion Services

Organization (or Event) Name: Wooden Boat Festival

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).

<i>Establish reservation system & infrastructure: Dec 2024 - Feb 2025 - staff time - allow \$1500 for software, 1.5 weeks for 2 staff at avg \$40/hr</i>	<i>\$6,500</i>
<i>Paid social media promotion targeting out- of- towners: April 2025 - Aug 2025</i>	<i>\$2,000</i>
<i>Paid print advertising to reach target audiences including WA State Ferries, WoodenBoat Magazine, others: April 2025- July 2025 - Write, edit, design, and proof promotional materials: 1.5 weeks of 3 staff at average \$40/hour + proofing allowance</i>	<i>\$8,000</i>
<i>Seattle area poster campaign - contract with Keep Posted to install posters in stores and restaurants around Seattle and Eastside. \$80 print, \$420 to distribute: May 2025 - Aug 2025</i>	<i>\$500</i>
<i>KUOW public radio underwriting - 14 spots per week, 2 during drive time, Skagit Co. to Thurston Co. co vera ge: June 2025 - Aug 2025</i>	<i>\$2,500</i>
<i>Cascade PBS advertising - digital and TV ads during peak hours: June - Aug</i>	<i>\$1,500</i>
<i>Webpages for WBF housing at fortworden.org and woodenboat.org profiling accommodations, rates, procedures, transportation schedule, etc. - 10 hours of 2 staff at average \$40/hour Dec 2025 - Feb 2025</i>	<i>\$800</i>
<i>Two WBF/FW audience emails specifically about Places to Stay - 15 hours of 2 staff at average \$40/hour April 2025 - July 2025</i>	<i>\$1,200</i>
<i>Print & distribute promotional materials along 1-5 corridor - Victoria, B.C. to Portland, OR - June 2025 - Aug 2025</i>	<i>\$7,000</i>
<i>Allowance for contract van/minibus transportation between Fort W, Park & Ride, and Wooden Boat Festival - Aug 2025 - Sept 2025</i>	<i>\$15,000</i>
TOTAL	\$45,000

EXHIBIT B
RECIPIENT'S PROPOSAL

WOODEN BOAT FOUNDATION REQUEST FOR PROPOSAL ATTACHED

2025 Request for Proposal Packet Lodging Tax/Tourism Promotion

2025 Proposal Checklist for Tourism Promotion Activities

Organization Name Wooden Boat Foundation

Event Name, if different Wooden Boat Festival

Proposed Contract Amount: \$45,000

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 Wooden Boat Foundation

Organization Address 431 Water Street, Port Townsend, WA 98368

Contact Name Katie Oman, COO

Contact Address 431 Water Street, Port Townsend, WA 98368

Day Phone 360-385-3628 Evening or Cell Phone: 206-734-6881

E-Mail Address katie@nwmaritime.org

Facility/Event (if applicable) Wooden Boat Festival

Total Lodging Tax Request: \$: 45,000

Estimated 2025 org. operating budget (Incl. Lodging Tax funds) \$657,000

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
	Contributed Revenue (donations, memberships, in-kind)	\$60,000
	Earned Revenue (tickets, merchandise, sponsorships)	\$517,000
		\$
		\$
		\$
Total Project Revenue Budget		\$577,000

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: Kathleen M Oman Date: 3 OCT 2024

Katie Oman, Chief Operating Officer

Print Name and Title: _____

1. Itemized List of Proposed Tourism Promotion Services

Organization (or Event) Name: Wooden Boat Festival

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).

Establish reservation system & infrastructure: Dec 2024 – Feb 2025 - staff time – allow \$1500 for software, 1.5 weeks for 2 staff at avg \$40/hr	\$6,500
Paid social media promotion targeting out-of-towners: April 2025 – Aug 2025	\$2,000
Paid print advertising to reach target audiences including WA State Ferries, WoodenBoat Magazine, others: April 2025– July 2025 - Write, edit, design, and proof promotional materials: 1.5 weeks of 3 staff at average \$40/hour + proofing allowance	\$8,000
Seattle area poster campaign – contract with Keep Posted to install posters in stores and restaurants around Seattle and Eastside. \$80 print, \$420 to distribute: May 2025 – Aug 2025	\$500
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Cascade PBS advertising – digital and TV ads during peak hours: June – Aug	\$1,500
Webpages for WBF housing at fortworden.org and woodenboat.org profiling accommodations, rates, procedures, transportation schedule, etc. - 10 hours of 2 staff at average \$40/hour Dec 2025 – Feb 2025	\$800
Two WBF/FW audience emails specifically about Places to Stay - 15 hours of 2 staff at average \$40/hour April 2025 – July 2025	\$1,200
Print & distribute promotional materials along I-5 corridor – Victoria, B.C. to Portland, OR – June 2025 – Aug 2025	\$7,000
Allowance for contract van/minibus transportation between Fort W, Park & Ride, and Wooden Boat Festival – Aug 2025 – Sept 2025	\$15,000
TOTAL	\$45,000

2. Proposal Questions

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

- 1. Tell us about your promotion, facility, event or activity and why you think it will increase tourists traveling to and staying in Jefferson County.** Include a general description of the

promotion, facility, event or activity including its purpose, history, etc.), and describe your organization's track record.

The Wooden Boat Festival (WBF) continues to draw visitors from around the world to Jefferson County. Over the Festival's almost 50 years, Jefferson County has grown from an economically underdeveloped rural area to a major cultural and tourism destination. Out of town visitors have brought new dollars to our community's businesses - and a thriving tourism and hospitality industry has grown up around these vibrant events. Many people who visit Jefferson County for the first time attending the Wooden Boat Festival later become residents of our area!

A challenge for WBF (as well as LTAC!) in recent years has arisen from this success: all the hotel rooms in Jefferson County routinely fill up for summer special events. With this limited capacity, it has not only been difficult for us to grow our out of town Festival audience, but the high demand has driven hotel prices way up - outside the reach of the volunteers, tradespeople, young families, and retirees who are the lifeblood of Wooden Boat Festival.

This year we are excited to explore a partnership that will expand overnight inventory for the Wooden Boat Festival and provide an option that is within the reach of more people.

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

Working in collaboration with Fort Worden Hospitality, and building on joint pilot projects over the last two years, we propose to open 60-80 Fort Worden dormitory rooms that have never been available during WBF. We will be building new internal management systems and infrastructure to make this possible (and scalable in future years) as well as investing in marketing to make out of town audiences aware of this new room availability.

Every year we get dozens and dozens of inquiries about overnight accommodations that don't break the bank. We are excited about this partnership and hope Jefferson County LTAC will support this new initiative to strengthen our local tourism infrastructure. We're confident that with marketing support it will be a success.

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

a) If an event, the date of the event: The Wooden Boat Festival will be held September 5-7, 2025.

b) The timeline for the tourism promotion activity you are proposing: April 2025 - August 2025

c) Target Audiences: Our target audience for this initiative is individuals who are invested in the Wooden Boat Festival but for whom affordable overnight accommodations have been a barrier to attendance. These audiences include, but are not limited to:

- **Prospective volunteers** who bring expertise and energy to our community but haven't been able to afford to stay overnight.
- **Families and retirees from Seattle and Tacoma** seeking an affordable weekend getaway with engaging activities for all ages.
- **Craftspeople and mariners** working throughout the region who have been unable to attend due to housing affordability constraints.

- **New attendees** who have not been able to visit Jefferson County due to low overnight availability.

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

Our promotion methods for this initiative will include:

- **Social Media Promotion:** Using our Instagram and Facebook channels, which have a combined following of 24,236. In 2024, our social media campaigns reached over 450,000 people. Woodenboat.org received over 176,095 views with 81,188 unique users. We anticipate exceeding these numbers in 2025.
- **Paid Print Advertising** targeting our audiences through:
 - Washington State Ferries rack card distribution.
 - WoodenBoat Magazine.
 - 48°North Magazine.
- **Special Postering Campaign:** A focused postering initiative in Seattle, executed through Keep Posted, which will distribute WBF posters in neighborhoods ranging from Edmonds to Tacoma, and from Madrona to Issaquah, reaching diverse and new audiences.
- **Paid Radio Campaign:** A paid radio campaign on KUOW, Seattle's NPR station, which reaches more than 400,000 listeners per month. This is an effective way to engage cultural tourists, lifelong learners, and people curious about the maritime world.
- **Cascade PBS:** Paid advertising for digital and TV ads that will reach our target audiences.
- **Digital Marketing:** Updated webpages & emails highlighting the housing opportunity
- **Program Distribution:** Distribution of the WBF program, including this housing opportunity via our 48N distribution network that reaches from Portland to Victoria.

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

This partnership initiative focuses on promoting overnight stays in group housing at Fort Worden. We will work closely with Fort Worden Hospitality to fill these rooms and open up this community resource for the first time for summer events. This could result in numerous new bed-nights and increased economic impact for Jefferson County.

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:

We are collaborating with Fort Worden Hospitality, a relationship that began during the Teaching With Small Boats Association conference, where we successfully housed 20 maritime educators. During the 2024 Wooden Boat Festival, we piloted this accommodation partnership with a handful of rooms, testing the necessary reservation, communication, and marketing infrastructure to scale this effort in 2025. Our 2025 collaboration will involve building registration systems, setting pricing, creating demand, selecting the best rooms and buildings for guests, and conducting a post-event debrief to refine the approach for future years.

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 primary measure of effectiveness will be our success in filling the targeted rooms at Fort Worden. Our 2024 pilot project, along with anecdotal evidence, indicates that with the right marketing support, we will be able to meet or exceed our goals by filling dozens of rooms. We will document our marketing efforts and collect data from registrants about how they learned about the event. This information will be compiled and analyzed as part of our post-event reporting.

To measure the overall effectiveness of our promotional efforts, we will track the following key metrics:

1. **Ticket Sales and Attendance:** We will measure success by meeting or exceeding our ticket sales goals and increasing out-of-town visitation.
2. **Staff Debrief:** We will conduct a debrief across departments to gather feedback from participants and other local businesses impacted by Festival weekend to understand the broader impact.
3. **Vendor Feedback:** We will invite all vendors to participate in a post-event debrief to identify what worked well and areas for improvement, ensuring that the event is beneficial for all involved.
4. **Visitor Feedback and Surveys:** We will review visitor feedback, including how attendees heard about the Festival. If budget allows, we plan to conduct a visitor survey in 2025 to gain deeper insights into the effectiveness of our marketing strategies.

Reporting Economic Impact to the County

We will document and report the economic impact of the Wooden Boat Festival by estimating the number of attendees traveling from outside Jefferson County. By tracking ticket sales from out-of-county visitors, we can calculate the economic benefit to the community, as these individuals contribute to Jefferson County's economy by utilizing local lodging facilities, dining at restaurants, and purchasing goods and services from local businesses.

This information, along with our marketing data and visitor insights, will be compiled and shared with the County to demonstrate the economic impact generated by out-of-town visitors attending the Festival, ensuring compliance with state reporting requirements.

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

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

We estimate that the Wooden Boat Festival attracted approximately 13,000 attendees in 2024 (final numbers are still being tallied). Of these attendees, about 75% were from outside Jefferson County, with roughly 65% traveling from more than 50 miles away.

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

We are aiming for a modest increase in attendance for 2025, targeting around 13,500 attendees. We also hope to increase out-of-town and out-of-state visitors by 5%.

- 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).

Based on the anticipated 13,500 attendees, with 65% traveling from more than 50 miles away, we project approximately 8,775 visitors from outside the immediate area. With an average per-person trip spend of \$266; this translates to an estimated economic impact of \$2,334,150 for Jefferson County, benefiting local lodging establishments, restaurants, community facilities, and other businesses.

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

Putting on Wooden Boat Festival is a complex year-round effort that requires a deep connection to the global maritime community, close collaboration with local and regional businesses and vendors, coordination with local government and regulatory agencies, and oversight of staff and volunteers numbering more than 600. It truly takes a village to put on this event, and Wooden Boat Foundation is uniquely positioned to sustain and grow it.

For this special overnight accommodations effort, we will not only be leveraging the expertise of our marketing team, who has grown our reach both in-person and online significantly in recent years, but also the expertise of our team of hospitality professionals at the Swan Hotel, which we acquired in 2022. The Swan of course routinely sells out for WBF a year or more in advance. But our hospitality team is uniquely positioned to take on the registration needs presented by this partnership with Fort Worden Hospitality, whose systems are mainly set up for group sales.

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).

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.

- END -

WOODEN BOAT FESTIVAL

Port Townsend, Washington



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

Our 2025 Wooden Boat Festival Budget has not been finalized for 2025. Below is an estimate that will be informed by 2024 performance.

Revenues	
<i>Contributed (donations, membership, in-kind)</i>	\$60,000
<i>Earned (tickets, merchandise, sponsorships)</i>	\$517,000
Total revenue	\$577,000
Expenses	
<i>Cost of Goods Sold</i>	\$48,025
<i>Occupancy, Technology, & Insurance</i>	\$73,325
<i>Program & Event Supplies & Expenses</i>	\$131,625
<i>Advertising & Promotions</i>	\$39,225
<i>General Expense</i>	\$43,625
<i>In Kind Expense</i>	\$19,425
<i>Allocated expenses (including marketing)</i>	\$148,125
<i>Payroll</i>	\$153,625
Total expense	\$657,000

Wooden Boat Foundation

Income Statement

Period: 01/01/24..08/31/24

All Currency in US Dollars

Description	Aug-24	Aug 2024 Bdgt	Aug 2024 Var	YTD Act	YTD Bdgt	YTD Var	2024 Annual Bdgt
Income							
Contributed Revenue							
Donations							2,250
Grants				10,000		10,000	
Membership							34,210
In-kind Contributions							17,400
Total Contributed Revenue	0	0	0	10,000	0	10,000	53,860
Earned Revenue							
Events		47,500	-47,500		47,500	-47,500	414,499
Publishing				22,980		22,980	25,000
Sponsorships	1,125	1,875	-750	8,375	8,375		50,900
Total Earned Revenue	1,125	49,375	-48,250	31,355	55,875	-24,520	490,399
Total Income	1,125	49,375	-48,250	41,355	55,875	-14,520	544,259
Cost of Goods Sold							
COGS - Retail				6,981		6,981	3,375
COGS - Publishing	906	16,750	-15,844	906	17,250	-16,344	20,300
COGS - Other							30,300
Total Cost of Goods Sold	906	16,750	-15,844	7,887	17,250	-9,363	53,975
Gross Profit	219	32,625	-64,094	33,468	38,625	-23,883	490,284
Expense							
Occupancy	101		101	450	2,000	-1,550	50,000
Technology	29	1,500	-1,471	69	7,100	-7,031	7,100
Program Expense	133		133	957		957	25,900
Events Expense	514	4,500	-3,986	11,002	24,550	-13,548	88,950
Marketing	2,607	3,800	-1,193	10,698	18,450	-7,752	19,150
General & Misc Expense	9,416	14,469	-5,053	13,765	19,028	-5,263	50,447
In-kind Expense							34,800
Misc Admin Expense				715		715	
Insurance	1,354	1,540	-186	11,061	11,620	-559	17,780
Allocated Operating Expenses	10,842	10,256	586	88,837	85,702	3,135	128,773
Staff Support Expense				100		100	1,500
Payroll	17,569	18,552	-983	109,822	92,218	17,604	156,845
Total Expense	42,565	54,617	-12,052	247,476	260,668	-13,192	581,245
Net Operating Income	-42,346	-21,992	-76,146	-214,008	-222,043	-37,075	-90,961
Other Expense							
Non-operating Interest	51		51	153		153	
Total Other Expense	51	0	51	153	0	153	0
Net Income	-42,397	-21,992	-76,095	-213,855	-222,043	-36,922	-90,961

Wooden Boat Foundation

Income Statement

Period: 01/01/24..08/31/24

All Currency in US Dollars

WOODEN BOAT FESTIVAL

Port Townsend, Washington



Please see below list of names and addresses of the organization's Board of Directors and the contact information for the chairperson for the event.

NWM 2024 BOD List

First	Last	Address	City	State	Zip
Lynn	Terwoerds	430 Ridge Dr	Port Townsend	WA	98368
Scott	Vokey	10016 43rd PI NE	Seattle	WA	98125
Kirstin	Sandaas	12720 SE 20th PI	Bellevue	WA	98005
LeeAnne	Schirato	16021 21st Ave SW	Burien	WA	98166
Jeanne	Goussev	8792 NE Oddfellows Rd	Bainbridge Island	WA	98110
Alex	Adams	8031 18th ave Nw	Seattle	WA	98117
Mark	Bunzel	PO Box 726	Anacortes	WA	98221
Peter	Geerlofs	301 Mead Rd	Nordland	WA	98358
Bruce	Jones	3215 98th Ave NE	Clyde Hill	WA	98004
Daniel	Hawkins	4812 Emerald St	Port Townsend	WA	98368
Harium	Martin-Morris	7727 25th Ave NE	Seattle	WA	98115
Alyssa	Moir	5926 41st Ave SW	Seattle	WA	98368
Ron	Moller	1544 Madison St	Port Townsend	WA	98368
Kris	Morris	789 W Sims Way	Port Townsend	WA	98368
Steve	Oliver	92 Cleveland St	Port Hadlock	WA	98339
Stuart	Mork	7710 31st Ave NW	Seattle	WA	98117

woodenboat.org

431 Water Street, Port Townsend, WA 98368

WOODEN BOAT FESTIVAL

Port Townsend, Washington



Caitlin	Olmsted	3251 W Commodore Way	Seattle	WA	98199
Sarah	Scherer	11839 Glendale Way S	Burien	WA	98168
Sally	Goets Schuler	1555 NE Cochran Dr	Gresham	OR	97030
John	Simpson	941 Shine Rd	Port Ludlow	WA	98365
Luke	Strong-Cvetich	314 Lopez Ave	Port Angeles	WA	98362

Jim	Whittaker	2023 E SIMS WAY, PMB 277	Port Townsend	WA	98368
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Chairperson For Event

Barb	Trailer	431 Water St	Port Townsend	WA	98368
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Contact Number: 360-385-3628

WOODEN BOAT FESTIVAL

Port Townsend, Washington



Below are a few examples of our promotional materials.

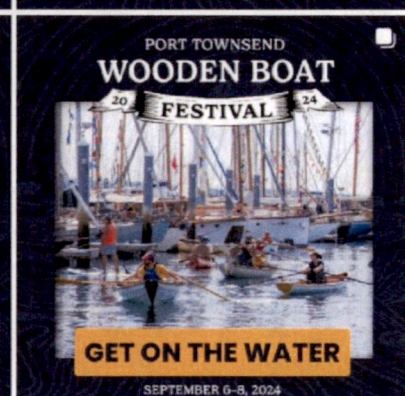
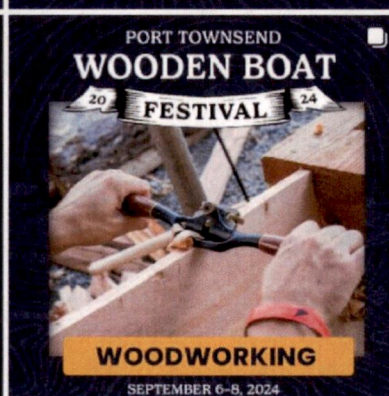
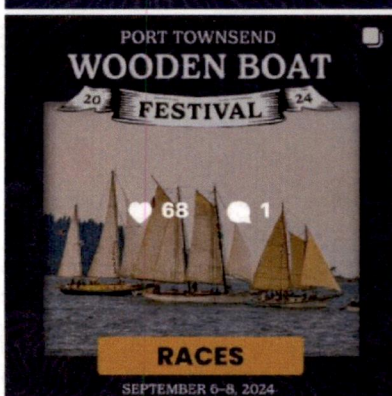
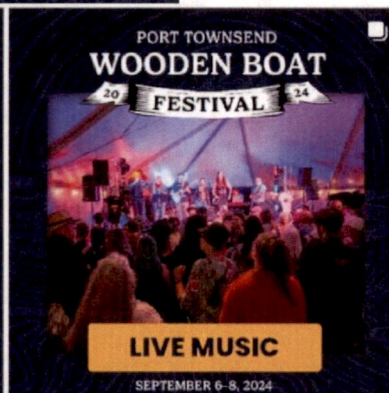
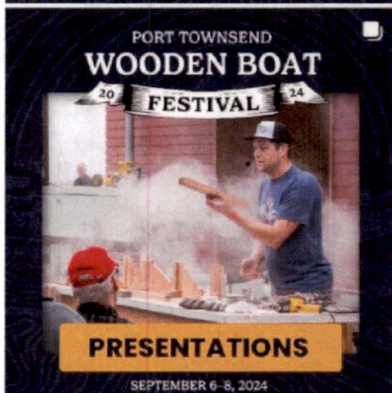
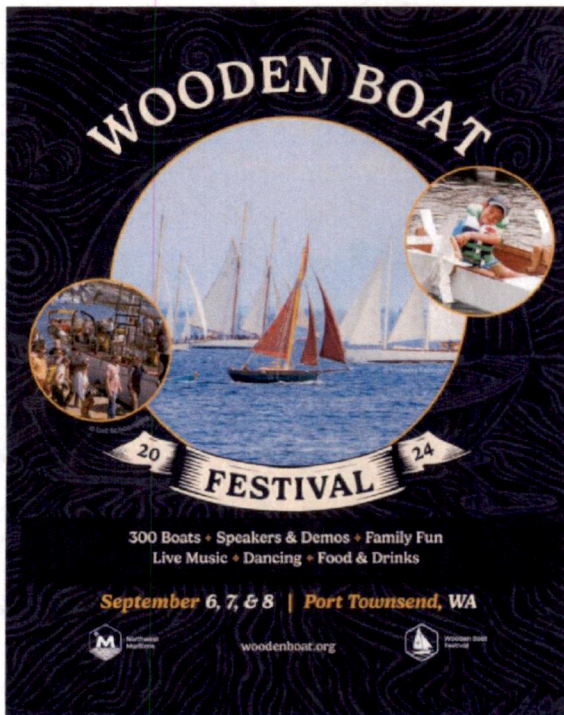


woodenboat.org

431 Water Street, Port Townsend, WA 98368

WOODEN BOAT FESTIVAL

Port Townsend, Washington



woodenboat.org

431 Water Street, Port Townsend, WA 98368

EXHIBIT C 1st QUARTER

afmcknight@co.jefferson.wa.us

Due by April 30th to

Organization:

Contact person:

Mailing Address:

Phone Number/Email:

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

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

2. LTAC funds spent by your organization 1st QTR (include 200 word limit regarding activities and funds spent with an itemized statement and supporting documentation, *i.e.* invoices paid, receipts from payment,);
3. LTAC funds balance remaining 1st QTR:
4. Please attach your organization's report for all revenue, marketing, services, programs and activities of the prior quarter.

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

EXHIBIT C 2nd QUARTER

afmcknight@co.jefferson.wa.us

Due by July 31st to

Organization:

Contact person:

Mailing Address:

Phone Number/Email:

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

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

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

1. LTAC funds balance remaining 2nd QTR:

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

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

EXHIBIT C 3rd QUARTER

afmcknight@co.jefferson.wa.us

Due by October 31st to

Organization:

Contact person:

Mailing Address:

Phone Number/Email:

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

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

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

2. LTAC funds balance remaining 3rd QTR:

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

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

EXHIBIT C 4th QUARTER

afmcknight@co.jefferson.wa.us

Due by January 31st to

Organization:

Contact person:

Mailing Address:

Phone Number/Email:

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

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

2. LTAC funds spent by your organization 4th QTR (include 200 word limit regarding activities and funds spent with an itemized statement and supporting documentation, *i.e.* invoices paid, receipts from payment,):
3. LTAC funds balance remaining 4th QTR:
4. Please attach your organization's report for all revenue, marketing, services, programs and activities of the prior quarter.

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

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

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

1 Organization Name: _____	Reporting Year: _____
2 Sponsor Type (Check One): ☐ 501(c)(3) ☐ 501(c)(6) ☐ Local Jurisdiction ☐ Other (Explain): _____	
3 Activity Name: _____	
4 Activity Type (Check One): ☐ Event/Festival* ☐ Facility* ☐ Marketing*	
5 Activity Start Date*: _____	
6 Activity End Date*: _____	
7 Total Cost of Activity: \$ _____	
8 Amount Requested: \$ _____	
9 Amount Awarded: \$ _____	
10 Overall Attendance* a) Projected* _____ b) Actual* _____ c) Methodology (Check One): ☐ Direct Count* ☐ Indirect Count* ☐ Representative Survey* ☐ Informal Survey* ☐ Structured Estimate* ☐ Other (explain): _____	13 Number of Attendees Who Stayed Overnight in Unpaid Accommodations* a) Projected* _____ b) Actual* _____ c) Methodology (Check One): ☐ Direct Count* ☐ Indirect Count* ☐ Representative Survey* ☐ Informal Survey* ☐ Structured Estimate* ☐ Other (explain): _____
11 Number of Attendees Who Traveled 50 Miles or More* a) Projected* _____ b) Actual* _____ c) Methodology (Check One): ☐ Direct Count* ☐ Indirect Count* ☐ Representative Survey* ☐ Informal Survey* ☐ Structured Estimate* ☐ Other (explain): _____	14 Number of Attendees Who Stayed Overnight in Paid Accommodations* a) Projected* _____ b) Actual* _____ c) Methodology (Check One): ☐ Direct Count* ☐ Indirect Count* ☐ Representative Survey* ☐ Informal Survey* ☐ Structured Estimate* ☐ Other (explain): _____
12 Number of Attendees Who Traveled from Another State or Country* a) Projected* _____ b) Actual* _____ c) Methodology (Check One): ☐ Direct Count* ☐ Indirect Count* ☐ Representative Survey* ☐ Informal Survey* ☐ Structured Estimate* ☐ Other (explain): _____	15 Number of Paid Lodging Nights* a) Projected* _____ b) Actual* _____ c) Methodology (Check One): ☐ Direct Count* ☐ Indirect Count* ☐ Representative Survey* ☐ Informal Survey* ☐ Structured Estimate* ☒ Other (explain): _____
*See Lodging Tax Yearly Reporting Definitions/Instructions	
Name of Individual Who Prepared Report: _____	
Phone #: _____ E-Mail Address: _____	

RETURN THIS FORM TO:

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

DEADLINE: February 28th of Each Reporting Year

LTAC Yearly Reporting Definitions/Instructions

Activity Type: Event/Festival: Short-term activity occurring between specific dates (e.g., 4th of July celebration, local marathon)
 Facility: Municipally-owned facility that operates some or all of the year (e.g., county historical museum, convention center)
 Marketing: Activity that provides information to encourage visitors to an area; is typically a year-round activity but may also operate for less than a full year.

Activity Date: Activity beginning and ending dates.

Actual: Persons estimated to have **actually** participated in event/festival or visiting a facility. For marketing activity, enter the number of persons estimated to have **actually** visited area as result of marketing activity.

Projected: Persons **expected** to participate in event/festival or visiting a facility. For marketing activity, enter the number of persons **expected** to visit area as result of marketing activity.

Methodology: Select the methodology used to estimate the actual number of visitors/participants.

Direct Count: Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle counts or number of chairs filled. A direct count may also include information collected directly from businesses, such as hotels, restaurants or tour guides, likely to be affected by an event.

Indirect Count: Estimate based on information related to the number of visitors such as raffle tickets sold, redeemed discount certificates, brochures handed out, police requirements for crowd control or visual estimates.

Representative Survey: Information collected directly from individual visitors/ participants. A representative survey is a highly structured data collection tool, based on a defined random sample of participants, and the results can be reliably projected to the entire population attending an event and includes margin of error and confidence level.

Informal Survey: Information collected directly from individual visitors or participants in a non-random manner that is not representative of all visitors or participants. Informal survey results cannot be projected to the entire visitor population and provide a limited indicator of attendance because not all participants had an equal chance of being included in the survey.

Structured Estimate: Estimate produced by computing known information related to the event or location. For example, one jurisdiction estimated attendance by dividing the square footage of the event area by the international building code allowance for persons (3 square feet).

Other: (please describe)

Overall Attendance: Total projected and estimated actual attendance recorded for event, facility or resulting from marketing activity.

Total Attendees Traveling 50 miles or more:

Total: Total projected and estimated actual number of visitors traveling more than 50 miles to attend event or facility. For marketing organizations, report visitors traveling more than 50 miles to visit area.

Of total, attendees who traveled from another state or country: Of the total projected and estimated actual number of visitors traveling more than 50 miles to attend event or facility or visit area, report projected and estimated actual number of visitors who traveled from another state or country.

Attendees who stayed overnight:

Paid Accommodations: Total projected and estimated actual number of visitors staying in paid lodging establishments such as hotels, motels, bed and breakfasts, etc.

Unpaid Accommodations: Total projected and estimated actual number of visitors staying in unpaid accommodations such as family and friends.

Paid Lodging Nights: Total projected and estimated actual number of paid lodging nights. One Lodging night = one or more persons occupying one room for one night.