



AGENDA
CLALLAM COUNTY
LODGING TAX ADVISORY COMMITTEE
223 East 4th Street, Room 160
Port Angeles, Washington
January 12, 2023 – 2 p.m.

Lodging Tax Advisory Committee meetings will be available virtually at:

If you would like to participate in the meeting via Zoom audio only, call 253-215-8782 and use meeting ID: 875 561 7844 and passcode: 12345

If you would like to participate in the meeting via Zoom video conference, visit <https://zoom.us/j/8755617844> and use meeting ID: 875 561 7844 and passcode: 12345

This meeting can be viewed on a live stream at this link:
<https://www.clallamcountywa.gov/669/Live-Archived-Meetings-Online>

Public comment and questions can be directed to the Clerk of the Board at 360-417-2256 or loni.gores@clallamcountywa.gov

- I. **CALL TO ORDER, ROLL CALL**
- II. **REQUEST FOR MODIFICATIONS/APPROVAL OF AGENDA**
- III. **APPROVAL OF MINUTES FOR THE MEETING ON:**
 - **November 10, 2022**
- IV. **PUBLIC COMMENT**
- V. **BUSINESS**
 - a. **Port Angeles Baseball project update and request to extend 2022 grant**
 - b. **City of Port Angeles, Sequim, Forks, and Jefferson County Lodging Tax Funding 2023 allocations discussion**
 - c. **Strategic Tourism Plan request for proposal update – Marsha Massey**
 - d. **Review of financial LTAC projections – Mark Lane**
- VI. **PUBLIC COMMENT**
- VII. **ADJOURNMENT**

Lodging Tax Advisory Committee

Draft Minutes

November 10, 2022



CLALLAM COUNTY LODGING TAX ADVISORY COMMITTEE MINUTES of November 10, 2022

MEETING OF THE LODGING TAX ADVISORY BOARD (LTAC)

Chair Commissioner Johnson called the meeting to order at 2:00 p.m., Thursday, November 10, 2022. Also present were Marc Abshire, Craig Jaeger, Lorrie Mittmann, Donya Alward, Vanessa Fuller, Lissy Andros, Matthew Peloquin and Pamela Dahl.

REQUESTS FOR MODIFICATIONS/APPROVAL OF AGENDA

ACTION TAKEN: Mittmann moved to adopt the agenda as presented, Andros seconded, motion carried

APPROVAL OF MINUTES

- October 13, 2022

ACTION TAKEN: Andros moved to approve the minutes as presented, Dahl seconded, motion carried

BUSINESS ITEMS

a. Review of financial LTAC projections – Mark Lane

Mark Lane – Chief Financial Officer provided a financial update. LTAC Members held discussion.

b. Discussion of allocations for 2023 Hotel/Motel Funds

Commissioner Johnson provided a summary. LTAC Members held discussion.

ACTION TAKEN: Fuller moved to approve allocating 1.4 million towards 2023 funding requests, Jaeger seconded, motion carried

c. Review 2023 Hotel/Motel Lodging Tax Funding requests and make recommendations

Commissioner Johnson provided a brief explanation on the review process for applications. He noted that the Washington Junior Golf Association withdrew their application. Commissioner Johnson requested applicants to give a brief explanation of the requests submitted. LTAC Members reviewed the request amounts and provided feedback. Commissioner Johnson read the final recommended amounts into the record.

Applicant

Recommended amount

Olympic Peninsula Visitor Bureau (Annual Budget Request)	\$750,000
Olympic Peninsula Visitor Bureau (Tourism Plan Request)	\$120,000
Neah Bay Chamber of Commerce	\$20,000
SourceOne Displays LLC Sasquatch the Legend	\$5,000
Clallam Bay & Sekiu Chamber of Commerce	\$12,000
Hurricane Ridge Winter Sports Club	\$30,000
Juan de Fuca Foundation for the Arts	\$8,000
Port Angeles Marathon Association	\$15,000
Olympic Peninsula Rowing Association	\$20,000
Forks Chamber of Commerce	\$35,000
Lincoln Park BMX Association	\$30,000
Peninsula Trails Coalition	\$10,000
Port Angeles Waterfront Center dba Field Arts & Events Hall	\$45,000
Clallam County Roads/Public Works Department	\$250,000
Clallam County Parks – Rain Shadow Disc Golf Improvements	\$7,000
Clallam County Fair and Parks – Multiple requests	\$43,000

ACTION TAKEN: Alward moved to approve the amounts read into the record by Commissioner Johnson, Dahl seconded, motion carried (Mittmann, Andros, Peloquin recused)

CLALLAM COUNTY LODGING TAX ADVISORY BOARD
MINUTES of November 10, 2022
Page 2

d. Strategic Tourism Plan request for proposal update – Marsha Massey
Detailed discussion to be held and the December or January meeting.

NEXT MEETING – December 8, 2022 at 2 p.m.

ADJOURNMENT - Meeting concluded at 5:28 p.m.

DRAFT

Lodging Tax Advisory Committee

**Port Angeles Baseball
2022 request to extend**

Port Angeles Baseball
PO Box 2013
Port Angeles, WA 98362

November 15, 2022

Re: Volunteer Field Turf Project
Progress Report for Clallam County Lodging Tax Committee

Preliminary design work is done

The project is currently delayed due to the drainage permit and engineering for the permit have taken much longer than expected. We are leery of starting the project in the middle of winter for fear bad weather delaying construction and disrupting the high school and local league seasons. The decision was made to continue with the design, engineering, and permitting process and then break ground in August of 2023 after the baseball seasons are completed. This way we are insured of a completed project without disruption and staying closer to the budget.

I would ask that the Clallam County Lodging Tax Committee extend our grant to 2023 and we can bring this project to fruition. It has been a long road since applying for the State RCO grant 4 years ago and no one wants this project completed more than me. Thank you for the help and consideration.

If you have any questions please let me know. 360-461-2191

Eric Flodstrom
Port Angeles Baseball

Lodging Tax Advisory Committee

Allocation Discussion

Jefferson County Report

Jefferson County Report – LTAC allocations 2023

Heidi Eisenhour – Jeffereson County

TTL Revenue for Allocation by RFP:

	\$ 950,000	
		LTAC reco after review
Organization	2023 Request	
Centrum	\$ 40,000	\$ 30,000
Forks Chamber of Commerce for West End Visitor Center	\$ 60,390	\$ 60,390
Jefferson County Chamber of Commerce	\$ 5,600	\$ -
N. Hood Canal Chamber of Commerce & Visitor Center	\$ 66,803	\$ 62,000
Jefferson County Farmers Market-Chimacum	\$ 40,181	\$ 20,000
Jefferson County Historical Society (JCHS)	\$ 72,160	\$ 72,160
JC Parks & Recreation Campground Op'n & Maint	\$ 57,233	\$ 50,000
Emerald Towns Alliance (ETA) - ShrimpFest	\$ 23,750	\$ 14,500
Olympic Peninsula Gateway Visitor Center (JCHS)	\$ 91,655	\$ 91,655
Peninsula Trails Coalition	\$ 48,000	\$ 30,000
Port Ludlow Village Council Trails Committee	\$ 8,236	\$ 4,400
Port Ludlow Village Council	\$ 5,546	\$ 3,500
Quilcene Historical Museum	\$ 130,000	\$ 80,000
Quilcene Fair & Parade	\$ 32,000	\$ 25,000
Tourism Coordinating Council	\$ 295,000	\$ 295,000
The Production Alliance (TPA)	\$ 120,000	\$ 80,000
Wenatchee Valley TREAD	\$ 38,000	\$ -
Wooden Boat Foundation	\$ 51,803	\$ 35,000
subttl	\$1,186,357	953,605

City of Sequim Report

City of Sequim 2023 Lodging Tax Budget Summary

Tourism Marketing \$313,888

- Staff Salaries and Benefits
- Tourism Grants (50K)
- OPTC Participation
- Website
- All Marketing Initiatives

Visitor Information Center \$ 94,167

Festival Contract Support \$ 29,000

Miscellaneous \$ 9,352

- Travel and Meals
- Merchandise
- Supplies
- Small Tools

Sequim Sunshine Festival \$ 88,745

- (Approx 50% Recouped in Revenue)

Total: \$535,152

City of Port Angeles Report

2023 Lodging Tax Fund Budget

2023 Lodging Tax Advisory Committee (LTAC) Recommended Lodging Tax Budget

Budget by Category	2023 Request	2023 LTAC Decision
Fiero Marine Life Center	\$ 15,500	\$ 15,500
Port Angeles Baseball	\$ 100,000	\$ 50,000
Port Angeles Downtown Activity Center	\$ 25,000	\$ 25,000
Port Angeles Fine Arts Center	\$ 75,000	\$ 75,000
Lincoln Park BMX Track	\$ 50,000	\$ 50,000
Capital Reserve (Fixed)	\$ 38,200	\$ 38,200
Capital Subtotal	\$ 303,700	\$ 253,700
Committee Priority (Decision should show \$0)	\$ 38,200	\$ -
OPTC	\$ 32,000	\$ 32,000
OPTC Co-Opt Marketing	\$ 15,000	\$ 15,000
Peninsula Trails Coalition	\$ 6,000	\$ 6,000
Remaining for Destination Marketing RFP	\$ 138,000	\$ 138,000
Marketing Subtotal	\$ 191,000	\$ 191,000
Field Arts and Events Hall	\$ 58,500	\$ 58,500
Hurricane Ridge Winter Sports Club - Operations	\$ 30,000	\$ 15,000
Hurricane Ridge Winter Sports Club - Shuttle	\$ 22,500	\$ 22,500
Juan de Fuca Foundation for the Arts	\$ 20,000	\$ 15,000
Olympic Culinary Loop Association	\$ 5,000	\$ 5,000
Port Angeles Marathon Association	\$ 14,500	\$ 14,500
Port Angeles Youth Basketball	\$ 130,000	\$ 85,000
ROW, Traffic Control, and Utilities	\$ 4,300	\$ 4,300
Visitor Center Operation (Fixed)	\$ 117,300	\$ 117,300
Other Fixed Costs	\$ 59,500	\$ 59,500
Operations Subtotal	\$ 461,600	\$ 396,600
Event Grant Subtotal	\$ 122,970	\$ 76,000
TOTAL	\$ 1,117,470	\$ 917,300

Allocation by Percentage of Total Budget			
Allocation Type	Budgeted	Requested	Decision
Capital	17%	33%	28%
Capital Reserve	5%	5%	5%
Committee Priority	5%	5%	0%
Marketing	25%	25%	25%
Operations	38%	60%	52%
Events	10%	16%	10%
Total	100%	144%	120%

Allocation by Amount			
Allocation Type	Budgeted	Requested	Decision
Capital	\$ 126,800	\$ 265,500	\$ 215,500
Capital Reserve	\$ 38,200	\$ 38,200	\$ 38,200
Committee Priority	\$ 38,200	\$ 38,200	\$ -
Marketing	\$ 191,000	\$ 191,000	\$ 191,000
Operations Annual	\$ 117,100	\$ 284,800	\$ 219,800
Visitor Center	\$ 117,300	\$ 117,300	\$ 117,300
Operations Fixed	\$ 59,500	\$ 59,500	\$ 59,500
Events	\$ 76,000	\$ 122,970	\$ 76,000
Total	\$ 764,100	\$ 1,117,470	\$ 917,300

Existing Surplus Budget Expenditure			
Allocation Type	Budgeted	Requested	Decision
2023-24 Capital	\$ 425,000	\$ 40,000	\$ 40,000
2023-24 Marketing	\$ 50,000	\$ 25,000	\$ 25,000
2023 Budget Bridge	\$ -	\$ -	\$ 153,200

City of Forks Report

Lodging Tax Advisory Committee

Finance Report

Mark Lane

CLALLAM COUNTY
HOTEL/MOTEL TAX--FUND 19925
STATEMENT OF SOURCES, USES AND RESERVES
YTD DECEMBER 2022 ACTUALS & 2022 BUDGET WITH 5 YEAR LOOK BACK

	BUDGET 2022 ADJUSTED BUDGET (BASED ON CURRENT COMMITMENTS AND BUDGET REVISIONS APPROVED BY BOCC)	ACTUALS--CURRENT YEAR WITH 5 YEAR LOOK BACK					
		2022	2021	2020	2019	2018	2017
REVENUE (SOURCES OF FUNDING)							
291.31331.00.0030 HOTEL/MOTEL TRANSIENT LODGING TAX	740,000	833,512	742,715	392,878	499,196	481,653	394,239
291.31331.00.0040 HOTEL/MOTEL LODGING ADDITIONAL TAX	740,000	818,151	742,114	395,680	492,412	436,419	394,191
291.33121.01.9100 AMERICAN RESCUE PLAN (LOST REVENUE, "KEEP THE LIGHTS ON")	-	-	-	-	-	-	-
291.33321.01.9100 CARES ACT-COVID-19 RELIEF ("KEEP THE LIGHTS ON")	-	-	-	252,761	-	-	-
291.36700.00.0000 CONTRIBUTIONS AND DONATIONS	-	-	-	-	940	-	-
291.39797.90.0240 TRANSFER FROM OPERATING TRANSFERS OUT	-	-	-	-	-	-	-
TOTAL REVENUE (SOURCES)	1,480,000	1,651,662	1,484,829	1,041,318	992,548	918,071	788,430
% CHANGE VS PRIOR YEAR	42.1%	35.4%	42.6%	4.9%	8.1%	16.4%	25.6%
% CHANGE VS PRIOR YEAR--EXCLUDING CARES	87.7%	35.4%	88.3%	-20.6%	8.1%	16.4%	25.6%
EXPENDITURES (USES OF FUNDING)							
291.55730.41.0020 PROFESSIONAL SERVICES	-	-	-	-	-	-	-
291.55730.41.0116 CLALLAM BAY-SEKIU CHAMBER OF COMMERCE	12,000	12,000	12,000	20,000	10,086	21,363	22,971
291.55730.41.0117 CHAMBERS OF COMMERCE	1,600	1,567	567	1,567	2,972	1,822	1,822
291.55730.41.0121 OLYMPIC PENINSULA VISITOR BUREAU	665,000	652,500	558,333	591,667	514,167	527,500	391,667
291.55730.41.5110 PARKS/FAIR/FACILITIES	60,000	43,753	32,377	25,947	24,025	28,596	30,000
291.55730.41.5120 PUBLIC WORKS	250,000	-	150,000	250,000	220,000	-	105,000
291.55730.41.5130 SHERIFF	-	-	-	-	-	-	-
291.55730.41.0118 FEIRO MARINE LIFE CENTER	-	-	-	-	-	50,000	54,000
291.55730.49.0036 SEQUIM PICKLERS	-	-	-	-	-	-	34,000
291.55730.49.0056 PENINSULA AREA PUBLIC ACCESS	-	-	-	-	-	-	33,000
291.55730.49.0151 DUNGENESS RIVER AUDUBON CENTER	-	-	-	-	-	-	69,710
291.55730.49.0155 NOR'WESTER ROTARY CLUB/FOUNDATION	-	-	-	-	5,000	-	-
291.55730.49.0160 PA CHAMBER OF COMMERCE	85,000	85,000	35,000	-	35,000	-	-
291.55730.49.0161 NEAH BAY CHAMBER OF COMMERCE	-	-	-	-	25,700	-	-
291.55730.49.0162 FORKS CHAMBER OF COMMERCE	53,638	53,638	40,000	-	-	-	-
291.55730.49.0170 PORT ANGELES MARATHON ASSOCIATION	-	-	12,500	-	-	-	-
291.55730.49.0171 PORT ANGELES BASEBALL	60,000	60,000	-	-	-	-	-
291.55730.49.0172 PENINSULA ADVENTURE SPORTS	9,000	-	-	-	-	-	-
291.55730.49.0173 DUNGENESS CRAB & SEAFOOD FESTIVAL	15,550	15,550	-	-	-	-	-
291.55730.49.0174 PENINSULA TRAILS COALITION	20,000	20,000	-	-	-	-	-
291.55730.49.0175 LINCOLN PARK BMX ASSOCIATION	119,570	119,570	100,000	-	-	-	-
291.55730.49.0176 PORT ANGELES WATERFRONT CENTER	145,000	145,000	-	-	-	-	-
291.55730.49.0180 JUAN DE FUCA FESTIVAL	7,000	7,000	10,000	-	-	-	-
291.55730.49.0185 FORKS TIMBER MUSEUM	-	-	67,142	-	-	-	-
291.55730.49.0230 UNANTICIPATED PROJECTS (PRIOR YEARS INCLUDE "KEEP THE LIGHTS ON" FUNDING PROVIDED)	50,000	-	107,842	252,761	-	-	-
291.55730.51.0050 WASHINGTON STATE PATROL	-	-	-	-	-	5,290	4,831
TOTAL EXPENDITURES (USES)	1,553,358	1,215,578	1,125,761	1,141,942	836,950	634,571	747,001
EXCESS OF REVENUE(SOURCES) OVER EXPENDITURES(USES)	(73,358)	436,084	359,068	(100,624)	155,598	283,501	41,430
ENDING FUND BALANCE/RESERVES	1,236,243	1,745,685	1,309,601	950,533	1,051,157	895,559	612,058

**CLALLAM COUNTY
HOTEL/MOTEL TAX--FUND 19925
2022 TAX REVENUE REFORECAST**

	January 2022 Actual	February 2022 Actual	March 2022 Actual	April 2022 Actual	May 2022 Actual	June 2022 Actual	July 2022 Actual	August 2022 Actual	September 2022 Actual	October 2022 Actual	November 2022 Actual	December 2022 Actual	2022 Actual
Hotel/Motel Transient Lodging Tax	30,739	30,970	47,572	50,936	60,991	63,746	76,646	100,055	114,036	108,692	92,779	56,350	833,512
Hotel/Motel Transient Lodging Additional	30,916	30,973	47,126	51,382	60,991	63,096	77,120	98,747	110,083	103,929	89,800	53,987	818,151
TOTAL HOTEL/MOTEL TAX REVENUE	61,656	61,943	94,698	102,318	121,983	126,842	153,766	198,803	224,118	212,620	182,578	110,337	1,651,662
YOY % CHANGE--MONTH	49.5%	17.6%	28.4%	43.3%	6.5%	-2.4%	1.5%	2.6%	16.6%	7.1%	7.8%	15.0%	11.2%
YOY % CHANGE--CUMULATIVE	49.5%	31.6%	30.2%	34.1%	25.2%	17.8%	13.9%	11.2%	12.2%	11.4%	11.0%	11.2%	11.2%

ORIGINAL BUDGET SCENARIO 1--UP 5% FROM PROJECTED 2021 (DOWN -0.3% BASED ON FINAL 2021 ACTUALS) (%s BELOW REFLECT 60 DAY LAG BETWEEN ACTIVITY AND TAX COLLECTION)														
YOY % CHANGE	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%	5.0%	-8.9%	-7.5%	-19.3%	-0.3%
TAX REVENUE	43,296	55,298	77,419	74,954	120,267	136,528	159,133	203,376	201,829	180,821	156,633	77,382	1,480,000	

SCENARIO 2--UP 10.1% FOR YEAR --JAN-OCT ACTUALS UP 11.4%, NOV-DEC UP 4.1%													
YOY % CHANGE	49.5%	17.6%	28.4%	43.3%	6.5%	-2.4%	1.5%	2.6%	16.6%	7.1%	5.0%	2.5%	10.1%
TAX REVENUE	61,656	61,943	94,698	102,318	121,983	126,842	153,766	198,803	224,118	212,620	177,883	98,333	1,634,963