



AGENDA
CLALLAM COUNTY
LODGING TAX ADVISORY COMMITTEE
223 East 4th Street, Room 160
Port Angeles, Washington
April 13, 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:**
 - **March 9, 2023**
- IV. **PUBLIC COMMENT**
- V. **BUSINESS**
 - a. **Review of financial LTAC projections – Mark Lane**
 - b. **Discussion on Clallam Bay / Sekiu Chamber funding request**
 - c. **Strategic Tourism Plan request for proposal update**
- VI. **PUBLIC COMMENT**
- VII. **ADJOURNMENT**

**Clallam County Lodging Tax
Advisory Committee**

**Draft Minutes
March 9, 2023**



CLALLAM COUNTY LODGING TAX ADVISORY COMMITTEE MINUTES OF MARCH 9, 2023

MEETING OF THE LODGING TAX ADVISORY BOARD (LTAC)

Chair Commissioner Johnson called the meeting to order at 2:01 p.m., Thursday, March 9, 2023. Also present were Craig Jaeger, Lorrie Mittmann, Donya Alward, Kim Reynolds, Lissy Andros, Matthew Peloquin and Pamela Dahl. Marc Abshire was excused.

REQUESTS FOR MODIFICATIONS/APPROVAL OF AGENDA

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

APPROVAL OF MINUTES

- January 12, 2023

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

BUSINESS ITEMS

a. Review of financial LTAC projections – Mark Lane

Mark Lane provided a financial update. LTAC Members held discussion.

b. Review follow-up reports for 2022 LTAC funding requests

Commissioner Johnson briefed the LTAC Members. LTAC Members held discussion regarding 2022 LTAC funding follow-up request reports.

c. Strategic Tourism Plan request for proposal update – Marsha Massey

Debbie Wardrop, Olympic Peninsula Visitor Bureau provided an update on the Strategic Tourism Plan request proposal. LTAC Members held discussion.

NEXT MEETING – April 13, 2023 at 2 p.m.

ADJOURNMENT - Meeting concluded at 3:11 p.m.

**Clallam County Lodging Tax
Advisory Committee**

**Business Item
LTAC Funding Report - Lane**

CLALLAM COUNTY
HOTEL/MOTEL TAX--FUND 19925
STATEMENT OF SOURCES, USES AND RESERVES
YTD MARCH 2023 ACTUALS & 2023 BUDGET WITH 5 YEAR LOOK BACK

| | BUDGET | PROJECTIONS | ACTUALS--CURRENT YEAR WITH 5 YEAR LOOK BACK | | | | | | ACTUALS--YTD PRIOR YEAR | |
|--|--|---|--|------------------|------------------|------------------|------------------|----------------|--------------------------------|---------------------------|
| | | PROJECTED YEAR-END 2023 --DOWN -2.2% FOR YEAR --JAN-MAR ACTUALS DOWN -1.9%, APRIL-DECEMBER DOWN -2.2% (JULY- AUGUST ASSUMED DOWN 10% DUE TO PROJECTED BRIDGE CLOSURES) | YTD MARCH 2023 | 2022 | 2021 | 2020 | 2019 | 2018 | YTD MARCH 2022 | % CHANGE VS PRIOR YEAR |
| | 2023 ADJUSTED BUDGET (BASED ON CURRENT COMMITMENTS AND BUDGET REVISIONS APPROVED BY BOCC) | | | | | | | | | |
| REVENUE (SOURCES OF FUNDING) | | | | | | | | | | |
| 291.31331.00.0030 HOTEL/MOTEL TRANSIENT LODGING TAX | 849,000 | 820,322 | 112,155 | 833,512 | 742,715 | 392,878 | 499,196 | 481,653 | 109,282 | 2.6% |
| 291.31331.00.0040 HOTEL/MOTEL LODGING ADDITIONAL TAX | 838,000 | 795,778 | 102,034 | 818,151 | 742,114 | 395,680 | 492,412 | 436,419 | 109,014 | -6.4% |
| 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) | 1,687,000 | 1,616,100 | 214,188 | 1,651,662 | 1,484,829 | 1,041,318 | 992,548 | 918,071 | 218,296 | 656.6% |
| % CHANGE VS PRIOR YEAR | 2.1% | -2.2% | -1.9% | 11.2% | 42.6% | 4.9% | 8.1% | 16.4% | | |
| % CHANGE VS PRIOR YEAR--EXCLUDING CARES | 2.1% | -2.2% | -1.9% | 11.2% | 88.3% | -20.6% | 8.1% | 16.4% | | |
| 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 | 12,000 | 20,000 | 10,086 | 21,363 | 12,000 | -100.0% |
| 291.55730.41.0117 CHAMBERS OF COMMERCE | - | - | 1,000 | 1,567 | 567 | 1,567 | 2,972 | 1,822 | 1,000 | 0.0% |
| 291.55730.41.0121 OLYMPIC PENINSULA VISITOR BUREAU | 870,000 | 870,000 | 179,167 | 652,500 | 558,333 | 591,667 | 514,167 | 527,500 | 95,830 | 87.0% |
| 291.55730.41.5110 PARKS/FAIR/FACILITIES | 50,000 | 50,000 | - | 43,753 | 32,377 | 25,947 | 24,025 | 28,596 | - | -- |
| 291.55730.41.5120 PUBLIC WORKS | 460,000 | 460,000 | - | - | 150,000 | 250,000 | 220,000 | - | - | -- |
| 291.55730.41.0118 FEIRO MARINE LIFE CENTER | - | - | - | - | - | - | - | 50,000 | - | -- |
| 291.55730.49.0155 NOR'WESTER ROTARY CLUB/FOUNDATION | - | - | - | - | - | - | 5,000 | - | - | -- |
| 291.55730.49.0160 PA CHAMBER OF COMMERCE | - | - | - | 85,000 | 35,000 | - | 35,000 | - | 85,000 | -100.0% |
| 291.55730.49.0161 NEAH BAY CHAMBER OF COMMERCE | 20,000 | 20,000 | 20,000 | - | - | - | 25,700 | - | - | -- |
| 291.55730.49.0162 FORKS CHAMBER OF COMMERCE | 35,000 | 35,000 | 35,000 | 53,638 | 40,000 | - | - | - | - | -- |
| 291.55730.49.0170 PORT ANGELES MARATHON ASSOCIATION | 15,000 | 15,000 | 15,000 | - | 12,500 | - | - | - | - | -- |
| 291.55730.49.0171 PORT ANGELES BASEBALL | - | - | - | 60,000 | - | - | - | - | 60,000 | -100.0% |
| 291.55730.49.0172 PENINSULA ADVENTURE SPORTS | - | - | - | - | - | - | - | - | 9,000 | -100.0% |
| 291.55730.49.0173 DUNGENESS CRAB & SEAFOOD FESTIVAL | - | - | - | 15,550 | - | - | - | - | 15,550 | -100.0% |
| 291.55730.49.0174 PENINSULA TRAILS COALITION | 10,000 | 10,000 | 10,000 | 20,000 | - | - | - | - | - | -- |
| 291.55730.49.0175 LINCOLN PARK BMX ASSOCIATION | 30,000 | 30,000 | 30,000 | 119,570 | 100,000 | - | - | - | 100,000 | -70.0% |
| 291.55730.49.0176 PORT ANGELES WATERFRONT CENTER | 45,000 | 45,000 | 45,000 | 145,000 | - | - | - | - | - | -- |
| 291.55730.49.0180 JUAN DE FUCA FESTIVAL | 8,000 | 8,000 | 8,000 | 7,000 | 10,000 | - | - | - | 7,000 | 14.3% |
| 291.55730.49.0185 FORKS TIMBER MUSEUM | - | - | - | - | 67,142 | - | - | - | - | -- |
| 291.55730.49.0193 SOURCEONE DISPLAYS | - | 5,000 | 5,000 | - | - | - | - | - | - | -- |
| 291.55730.49.0194 HURRICANE RIDGE WINTER SPORTS | - | 30,000 | 30,000 | - | - | - | - | - | - | -- |
| 291.55730.49.0195 OLYMPIC PENINSULA ROWING ASSOCIATION | 20,000 | 20,000 | 20,000 | - | - | - | - | - | - | -- |
| 291.55730.49.0230 UNANTICIPATED PROJECTS (PRIOR YEARS INCLUDE "KEEP THE LIGHTS ON" FUNDING PROVIDED) | 65,000 | 30,000 | - | - | 107,842 | 252,761 | - | - | - | -- |
| 291.55730.51.0050 WASHINGTON STATE PATROL | - | - | - | - | - | - | - | 5,290 | - | -- |
| TOTAL EXPENDITURES (USES) | 1,640,000 | 1,640,000 | 398,167 | 1,215,578 | 1,125,761 | 1,141,942 | 836,950 | 634,571 | 385,380 | 3.3% |
| EXCESS OF REVENUE(SOURCES) OVER EXPENDITURES(USES) | 47,000 | (23,900) | (183,979) | 436,084 | 359,068 | (100,624) | 155,598 | 283,501 | (167,083) | 10.1% |
| ENDING FUND BALANCE/RESERVES | 1,792,685 | 1,721,785 | 1,561,706 | 1,745,685 | 1,309,601 | 950,533 | 1,051,157 | 895,559 | 1,142,517 | 36.7% |

**CLALLAM COUNTY
HOTEL/MOTEL TAX--FUND 19925
2023 TAX REVENUE REFORECAST**

| | January 2023 | February | March 2023 | April 2023 | May 2023 | June 2023 | July 2023 | August 2023 | September | October 2023 | November | December | |
|--|---------------|---------------|---------------|---------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|------------------|
| | Actual | 2023 Actual | Actual | Projected | Projected | Projected | Projected | Projected | 2023 Projected | Projected | 2023 Projected | 2023 Projected | 2023 Projected |
| Hotel/Motel Transient Lodging Tax | 30,847 | 28,869 | 52,439 | 49,662 | 59,467 | 63,746 | 78,178 | 103,057 | 102,632 | 97,822 | 95,562 | 58,041 | 820,322 |
| Hotel/Motel Transient Lodging Additional | 28,102 | 26,869 | 47,062 | 50,098 | 59,467 | 63,096 | 78,663 | 101,710 | 99,074 | 93,536 | 92,494 | 55,607 | 795,778 |
| TOTAL HOTEL/MOTEL TAX REVENUE | 58,949 | 55,738 | 99,501 | 99,760 | 118,933 | 126,842 | 156,841 | 204,767 | 201,707 | 191,358 | 188,056 | 113,648 | 1,616,100 |
| YOY % CHANGE--MONTH | -4.4% | -10.0% | 5.1% | -2.5% | -2.5% | 0.0% | 2.0% | 3.0% | -10.0% | -10.0% | 3.0% | 3.0% | -2.2% |
| YOY % CHANGE--CUMULATIVE | -4.4% | -7.2% | -1.9% | -2.1% | -2.2% | -1.7% | -0.9% | -0.1% | -2.0% | -3.3% | -2.5% | -2.2% | -2.2% |

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 | 2.1% | 2.1% | 2.1% | 2.1% | 2.1% | 2.1% | 2.1% | 2.1% | 2.1% | 2.1% | 2.1% | 2.1% | 2.1% | 2.1% |
| TAX REVENUE | 62,975 | 63,268 | 96,724 | 104,507 | 124,593 | 129,556 | 157,056 | 203,056 | 228,913 | 217,169 | 186,485 | 112,698 | 1,687,000 | |

SCENARIO 2--DOWN -2.2% FOR YEAR --JAN-MAR ACTUALS DOWN -1.9%, APRIL-DECEMBER DOWN -2.2% (JULY-AUGUST ASSUMED DOWN 10% DUE TO PROJECTED BRIDGE CLOSURES)

| | | | | | | | | | | | | | |
|--------------|--------|--------|--------|--------|---------|---------|---------|---------|---------|---------|---------|---------|-----------|
| YOY % CHANGE | -4.4% | -10.0% | 5.1% | -2.5% | -2.5% | 0.0% | 2.0% | 3.0% | -10.0% | -10.0% | 3.0% | 3.0% | -2.2% |
| TAX REVENUE | 58,949 | 55,738 | 99,501 | 99,760 | 118,933 | 126,842 | 156,841 | 204,767 | 201,707 | 191,358 | 188,056 | 113,648 | 1,616,100 |

Clallam County Lodging Tax Advisory Committee

Business Item Strategic Tourism Plan Update

Olympic Peninsula Strategic Plan – TIMELINE as of 4.3.2023

| | | | |
|-------------------|-----------|---|---------------------|
| All | 12.8.2022 | Call with Committee | COMPLETED |
| DW/MM | 12.9.2022 | Timeline established for project | Updated 12.18.22 |
| DW/MM | 12.12-16 | Draft RFP/Sent to Marsha | COMPLETED |
| MM/DW | 12.20 | Marsha approves, then DW sends RFP to Committee for review with responses/edits by 1.6. | COMPLETED |
| DW | 12.19-23 | Review Consultant Lists for RFP | COMPLETED |
| DW | 1.6 | Review/update RFP | COMPLETED |
| DW | 1.9 | Send updated RFP to Committee | COMPLETED |
| All | 1.11 | Committee call via Zoom 10amPT | COMPLETED |
| DW/MM | 1.12 | Clallam County LTAC meeting – 2pmPT - provide update | COMPLETED |
| DW to Consultants | 1.17 | Release RFP to Consultants | COMPLETED |
| Consultants/DW | 2.3 | Questions due in writing | COMPLETED |
| Consultants/DW | 2.7 | Responses to questions provided in writing | COMPLETED |
| Consultants | 2.21 | Responses due by 4pm PT | COMPLETED |
| DW/MM | By 2.24 | Review/evaluate RFP's | COMPLETED |
| DW to Committee | 2.24 | Send qualified responses to Committee for review/scoring of proposals | COMPLETED |
| Committee | By 3.7 | Committee meeting for review/selection of top responses | COMPLETED |

| | | | |
|---------------------------|-------------|--|-----------|
| DW | 3.10 | Communicate to consultants and schedule interviews | COMPLETED |
| | | | |
| Committee | 3.14 | Provide interview questions to DW | COMPLETED |
| | | | |
| DW | 3.20 | Provide interview questions to consultants being interviewed | COMPLETED |
| | | | |
| DW/Consultants | 3.24 | Interview Day in PA | COMPLETED |
| | | | |
| DW | 3.25 | Follow up questions to final candidates | COMPLETED |
| | | | |
| DW/Committee | 3.29 | Committee selection of final vendor | COMPLETED |
| | | | |
| MM/DW | 3.29 | Final Vendor notified, communication to other finalists, to committee, dates set for negotiation meeting and reviews with other finalists (as requested) | COMPLETED |
| | | | |
| DW/MM/Consultant selected | 4.4 & 4.5 | Negotiate contract effective 4.2023 and offer reviews to other finalists | SCHEDULED |
| | | | |
| DW/Consultant | Q2 and Q3 | Commence work and define timetable for deliverables | |
| All | End of 2023 | Presentation/work completed by selected Consultant | |