



AGENDA
CLALLAM COUNTY
LODGING TAX ADVISORY COMMITTEE
223 East 4th Street, Room 160
Port Angeles, Washington
January 8, 2026 – 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://clallamcountywa.gov/meetings>

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. PUBLIC COMMENT
- IV. APPROVAL OF MINUTES FOR THE MEETING ON:
 - November 13, 2025
- V. BUSINESS
 - a. City of Port Angeles, Sequim, Forks, and Jefferson County Lodging Tax Funding 2026 allocations discussion
 - b. Review of financial LTAC projections – Mark Lane
 - c. Notice calling for 2026 Hotel/Motel Funding applications (2nd call 2026)
 - d. Tourism Plan update – Marsha Massey
 - e. Data Analytics – Marsha Massey
- VI. PUBLIC COMMENT
- VII. ADJOURNMENT

Clallam County LTAC

Draft Minutes

November 13, 2025



CLALLAM COUNTY LODGING TAX ADVISORY COMMITTEE MINUTES OF NOVEMBER 13, 2025

MEETING OF THE LODGING TAX ADVISORY BOARD (LTAC)

Chair Commissioner Johnson called the meeting to order at 2 p.m., Thursday, November 13, 2025. Also, present were Beth Pratt, Kim Reynolds, Christi Baron, Sean Coleman, Craig Jaeger, and Victoria Jones. Pamela Dahl was excused.

REQUESTS FOR MODIFICATIONS/APPROVAL OF AGENDA

ACTION TAKEN: Reynolds moved to adopt the agenda as presented, Coleman seconded, motion carried

PUBLIC COMMENT

- Marsha Massey, Port Angeles, presented the Outstanding Event Award to Rose Thompson for the Dungeness Crab Festival
- Sue Wolf, Clallam Bay, commented on the West End Youth and Community Club grant application
- Lissy Andros, Forks, commented on the West End Youth and Community Club grant application
- Caleb McMahon, Port Angeles, commented on the Port Angeles Waterfront District grant application
- Will Habel, Clallam County, commented on the Clallam County Lodging Tax signage
- Chris Smith, Sequim, commented on the Sequim Prairie Garden Club grant application

APPROVAL OF MINUTES

- September 11, 2025

ACTION TAKEN: Pratt moved to approve the minutes, Reynolds seconded, motion carried

BUSINESS ITEMS

a. Review of financial LTAC projection

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

b. Discussion on allocations for 2026 Hotel/Motel Funds

Commissioner Johnson provided a summary. LTAC Members held discussion. LTAC Members determined to review applications and discuss the funding amounts after all applications are reviewed.

c. Review/vote/make recommendation on 2026 Hotel/Motel Lodging Tax Funding requests

Commissioner Johnson provided a brief explanation on the review process for applications. He requested each applicant 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.

The West End Youth and Community Club, North Olympic Peninsula Railroaders, Sequim Prairie Garden Club applications were ineligible for funding

Port Angeles Waterfront District, North Olympic History Center, Clallam County Parks, Fair & Facilities and Clallam County Fair & Fairgrounds applications were not funded

Applicant

Recommended Amount

Olympic Theatre Arts	\$37,463
Port Angeles Marathon Association	\$45,260
Neah Bay Chamber of Commerce	\$53,810
Ghostlight Productions	\$17,000
Hurricane Ridge Winter Sports	\$60,000
City of Sequim	\$5,000

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Ian's Ride	\$10,000
Port Angeles Concerts on the Pier	\$12,000
Juna de Fuca Foundation	\$40,000
Lincoln Park BMX	\$35,300
GOPA	\$15,000
Dungeness Crab Festival	\$59,500
Forks Chamber of Commerce	\$65,000
Sequim Irrigation Festival	\$15,000
Top Left Trails	\$80,000
Feiro Marine Life Center	\$32,000
Washington's National Park Fund	\$15,000
North Olympic Baseball & Softball	\$27,553
Peninsula Trails Coalition Request #1	\$15,000
Peninsula Trails Coalition Request #2	\$64,000
Port Angeles Fine Arts Center	\$35,000
Olympic Peninsula Rowing Association	\$12,000
Clallam County Public Works	\$65,450
Peninsula Adventure Sports	\$12,500
Olympic Peninsula Visitor Bureau	\$850,000
Port Angeles Waterfront Center	\$321,164

ACTION TAKEN: Jaeger moved to approve the Olympic Theatre Arts funding request for \$37,463, Johnson seconded, motion carried

ACTION TAKEN: Jaeger moved to approve the Port Angeles Marathon Association funding request for \$45,260, Johnson seconded, motion carried (Jones recused)

ACTION TAKEN: Jaeger moved to approve the Neah Bay Chamber of Commerce funding request for \$53,810, Johnson seconded, motion carried

ACTION TAKEN: Jaeger moved to approve the Ghostlight Productions funding request for \$17,000, Johnson seconded, motion carried

ACTION TAKEN: Jaeger moved to approve the Hurricane Ridge Winter Sports funding request for \$60,000, Jones seconded, motion carried (Johnson recused)

ACTION TAKEN: Jaeger moved to approve the City of Sequim funding request for \$5,000, Coleman seconded, motion carried (Jones recused)

ACTION TAKEN: Jaeger moved to approve the Ian's Ride funding request for \$10,000, Coleman seconded, motion carried

ACTION TAKEN: Jaeger moved to approve the Port Angeles Concerts on the Pier funding request for \$12,000, Coleman seconded, motion carried (Reynolds recused)

ACTION TAKEN: Jaeger moved to approve the Juan de Fuca Foundation funding request for \$40,000, Jones seconded, motion carried (Reynolds recused)

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ACTION TAKEN: Jaeger moved to approve the Lincoln Park BMX funding request for \$35,300, Jones seconded, motion carried (Coleman rescued)

ACTION TAKEN: Jaeger moved to approve the GOPA funding request for \$15,000, Jones seconded, motion carried

ACTION TAKEN: Jaeger moved to approve the Dungeness Crab Festival funding request for \$59,500, Coleman seconded, motion carried (Reynolds recused)

ACTION TAKEN: Jaeger moved to approve the Forks Chamber of Commerce funding request for \$65,000, Coleman seconded, motion carried (Baron recused)

ACTION TAKEN: Jaeger moved to approve the Sequim Irrigation Festival funding request for \$15,000, Jones seconded, motion carried (Pratt rescued)

ACTION TAKEN: Jaeger moved to approve the Top Left Trails funding request for \$80,000, Coleman seconded, motion carried

ACTION TAKEN: Jaeger moved to approve the Feiro Marine Life Center funding request for \$32,000, Jones seconded, motion carried

ACTION TAKEN: Jaeger moved to approve the Washington's National Park Fund funding request for \$15,000, Jones seconded, motion carried

ACTION TAKEN: Jaeger moved to approve the North Olympic Peninsula Baseball and Softball funding request for \$27,553, Coleman seconded, motion carried

ACTION TAKEN: Jaeger moved to approve the Peninsula Trails Coalition funding request for \$15,000, Jones seconded, motion carried (Pratt rescued)

ACTION TAKEN: Jaeger moved to approve the Peninsula Trails Coalition funding request for \$64,000, Jones seconded, motion carried (Pratt rescued)

ACTION TAKEN: Jaeger moved to approve the Port Angeles Fine Arts Center funding request for \$35,000, Jones seconded, motion carried

ACTION TAKEN: Jaeger moved to approve the Olympic Peninsula Rowing Association funding request for \$12,000, Jones seconded, motion carried

ACTION TAKEN: Jaeger moved to approve the Clallam County Public Works funding request for \$65,450, Jones seconded, motion carried

ACTION TAKEN: Jaeger moved to approve the Peninsula Adventure Sports funding request for \$12,500, Jones seconded, motion carried

ACTION TAKEN: Jaeger moved to approve the Olympic Peninsula Visitor Bureau funding request for \$850,000, Jones seconded, motion carried

ACTION TAKEN: Jaeger moved to approve the Port Angeles Waterfront Center funding request for \$32,164, Jones seconded, motion carried (Reynolds rescued)

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d. Vote on LTAC Bylaw changes

Commissioner Johnson provided a brief explanation of the proposed bylaw changes.

ACTION TAKEN: Jones moved to approve the bylaw changes, Pratt seconded, motion carried

NEXT MEETING – January 8, 2026

ADJOURNMENT - Meeting concluded at 6:57 p.m.

DRAFT

Sue Wolf
Sue Heiny
LTAC Public
Comment
11/13/25

13 November, 2025

Greetings Members of the Clallam County LTAC,

We are here today representing the West End Youth and Community Club and encourage you to read our application which requests support for a new position in Clallam Bay and Sekiu to develop strategies for Sustainable Tourism, and provide marketing support for local businesses and nonprofits; and for operation and maintenance of the only event center in Clallam Bay and Sekiu—the Sekiu Community Center, which has been used for music performances, art shows, and tourist-events such as Salmon for Soldiers. This Center will also initially house the new position which is devoted to Sustainable Tourism.

The new position is Clallam Bay/Sekiu Director of Sustainable Tourism and is defined to fill a need for coordinating community activities in Clallam Bay and Sekiu related to tourism, planning future events, and coordinating marketing /advertising for businesses and tourist opportunities.

Among duties of a Director of Sustainable Tourism, defined on pages 2-3 of the grant application, are:

- a) Increasing visibility of tourism offerings of Clallam Bay and Sekiu by coordinating development of informational material and marketing of tourism activities with local businesses, nonprofits (e.g., Clallam Bay Slip Point Lighthouse Keepers, Clallam Bay-Sekiu Fun Days, Sunset West Co-op, Clallam Bay Visitors Center, Clallam Bay/Sekiu Lion's Club, Friends of Hoko River State Park), and the Clallam Bay/Sekiu Community Advisory Committee.
- b) Helping to support tourism promotion by partnering with Olympic Peninsula Visitors Bureau, Chambers of Commerce, State Tourism associations, International Tourism associations, Olympic National Park, Clallam County Parks, and WA State Parks, and local nonprofits supporting tourism.
- c) Providing a point of contact and connection for local businesses and organizations to share concerns, needs, and goals related to sustainable tourism;
- d) Facilitating communication, and coordinating within Clallam Bay and Sekiu among nonprofits and businesses regarding tourist-related concerns and opportunities;

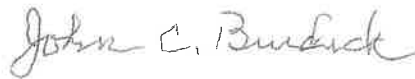
- e) Facilitating planning for new events and workshops, primarily in off-season and shoulder seasons;
- f) Designing and conducting community meetings/questionnaires in conjunction with Clallam Bay/Seki Community Advisory Committee, local nonprofits (e.g., Clallam Bay Slip Point Lighthouse Keepers, Clallam Bay/Seki Lions Club, Sunsets West Co-op, Friends of the Clallam Bay Library, Clallam Bay Visitors Center, Friends of Hoko River State Park, Clallam Bay-Seki Fun Days etc.), and other organizations (e.g., Clallam County Parks) to identify a unified vision of sustainable tourism in Clallam Bay and Seki; and identify community assets and expanded services and resources needed which will benefit tourism and the local community. Initial meeting preparation will include review of needs/assets assessment, goals, visions, and projects related to tourism identified for Clallam Bay/Seki during the period from 2007 -2009 through community involvement; and
- g) Supporting grant writing for other organizations/businesses through grant review.

These duties fall within RCW 67.28.080 (i.e., developing strategies to expand tourism; advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming visitors). The event center (Seki Community Center) falls under RCW 67.28.1816 which defines the "tourism-related facility" as one which is "b) used to support tourism, performing arts, or to accommodate tourist activities". Both statutes are referenced in grant materials on p.6 to define appropriate uses of LTAC funds.

We are here to encourage you to read the application, to recognize that it meets all of the grant requirements for appropriate uses of LTAC funds, that we believe we should be considered for funding on this basis, and request your reconsideration of our application.

Thank you for your time and consideration of this matter.

Respectfully yours,



John Burdick, President
West End Youth and Community Club
PO Box 21
Seki, WA 98381-0021

Clallam County Lodging Tax Advisory Committee

**Financial Report will be available
at the meeting on 1-8-26**

Clallam County LTAC

**Draft notice, press release,
and application**



Clallam County Lodging Tax Advisory Committee REQUEST FOR 2026 LODGING TAX FUNDING APPLICATIONS

The Lodging Tax Advisory Committee announces an opportunity for business grants for large-scale events, projects, or infrastructure improvements from monies received from a consumer tax on lodging. Clallam County's Lodging Tax Fund will be the primary source of county funding for activities, operations, and expenditures designed to increase tourism in the unincorporated areas. Applications may be submitted by any non-profit entity, any public entity, or any group of eligible organizations (RCW 67.28).

Applications will be received at 223 East 4th Street, Room 150, Port Angeles, Washington until 12 p.m., Friday, February 13, 2026.

The sealed applications must be clearly marked on the outside of the envelope, "**2026 Lodging Tax Funding Applications**" and received in the Commissioner's Office no later than 12 p.m., Thursday, February 26, 2026. Commissioners' Office LTAC, 223 East 4th Street, Suite 4, Port Angeles, Washington 98362 or hand-deliver to 223 East 4th Street, Room 150, Port Angeles, Washington. Applications delivered to other offices and received late by the Commissioners' Office will not be considered nor will ones received by facsimile or e-mail. **Submittals made in an incorrect format will not be considered.**

A current applications may be obtained Monday through Friday, 8 a.m. to 4:30 p.m., from:

Loni Gores, Clerk of the Board
Clallam County Board of Commissioners
223 East Fourth Street, Suite 4
Port Angeles, WA 98362
loni.gores@clallamcountywa.gov or 360.417.2256 or
<https://www.clallamcountywa.gov/757/Lodging-Tax-Advisory-Committee-LTAC>

Clallam County hereby notifies all that it will affirmatively ensure that in any contract entered into pursuant to this advertisement, disadvantaged business enterprises as defined in Title VI of the Civil Rights Act of 1964 at 49 CFR Part 23 will be afforded full opportunity to submit proposals in response to this invitation and will not be discriminated against on the grounds of race, color, national origin, or sex in consideration for an award.

PASSED THIS 8th day of January 2026

ATTEST:

Lodging Tax Advisory Committee

Loni Gores, MMC, Clerk of the Board

Randy Johnson, LTAC

Publish: January 13 and 16 (PDN) &
January 14 (SQ Gazette) & January 15 (Forks Forum)

Bill: Board of Commissioners – Lodging Tax Advisory Committee



Board of Clallam County Commissioners

RANDY JOHNSON, District 2
Chair, Lodging Tax Advisory Committee

223 East 4th Street, Suite 4
Port Angeles, WA 98362-3015
360.417.2256 Fax: 360.417.2493
E-mail: loni.gores@clallamcountywa.gov

January 8, 2026

PRESS RELEASE **For Immediate Release**

CLALLAM COUNTY LODGING TAX FUNDING APPLICATION 2026

The Lodging Tax Advisory Committee announces an opportunity for business grants for large-scale events, projects, or infrastructure improvements from monies received from a consumer tax on lodging. Clallam County's Lodging Tax Fund will be the primary source of County funding for activities, operations, and expenditures designed to increase tourism in the unincorporated areas. Applications may be submitted by any non-profit entity, any public entity, or any group of eligible organizations (RCW 67.28).

How to Apply or Additional Information

To obtain an application contact the Clallam County Board of Commissioners' Office at:
Clerk of the Board Loni Gores: loni.gores@clallamcountywa.gov
or

Online at: <https://www.clallamcountywa.gov/757/Lodging-Tax-Advisory-Committee-LTAC>

Applications/requests must be received at 223 East 4th Street, Room 150, Port Angeles, Washington by 12 p.m., Friday, February 13, 2026. Late applications will not be accepted.

A handwritten signature in black ink that reads "Loni Gores".

Loni Gores, Clerk
Lodging Tax Advisory Committee



LODGING TAX FUNDING APPLICATION 2026

GUIDELINES

Clallam County lodging tax paid by visitors is a consumer tax on lodging charges for periods of less than 30 consecutive days for hotels, motels, rooming houses, private campgrounds, RV parks, and similar facilities within the unincorporated areas of Clallam County.

This application is for applicable large-scale events, projects or infrastructure improvements only. Minimum grant is \$5,000. Marketing requests should be directed to the Olympic Peninsula Visitor Bureau (OPVB) Tourism Enhancement Grant program.

I **AMOUNT of Lodging Tax Requested** \$ _____

II **Agency/Organization Name:** _____
Organization is ☐ Government Entity ☐ 501(c)3 ☐ 501(c)6 ☐ Other
Federal Tax ID No. _____ UBI Number _____

III **Project/Activity/Event:** _____

IV **Representative Contact Information:**
Name, Title _____
Mailing Address _____
Phone(s) _____
Email _____

V **Service Categories, check all applicable:**
☐ Tourism Promotion/Marketing (individual marketing request, contact OPVB)
☐ Operation of a Special Event/Festival designed to attract tourists
☐ Operation of a Tourism-Related Facility owned or operated by Non-Profit Organization
☐ Operation and/or Capital Expenditure of a Tourism-Related Facility owned by a Municipality

CERTIFICATION

- I am the authorized agent of the Agency/Organization applying for Lodging Tax funding. I understand and affirm that:
- If awarded, my organization intends to enter into a contract with Clallam County and meet all specified requirements of that contract.
- My Agency/Organization is required to submit a report documenting economic impact results in a format determined by Clallam County.

Signature

Date:

Print or Type Name

LODGING TAX APPLICATION – REQUIRED SUPPLEMENTAL QUESTIONS

(You may use this Supplemental Questions form or type the questions and answers on separate sheets)

1. How will the project/program help increase the number of people traveling to Clallam County for business or pleasure on a trip?

2. How will the project/program help increase paid overnight accommodation in Clallam County?

3. How will the project/program encourage visitors to come from a distance greater than 50 miles, either for the day or for an overnight visit? If so, please describe how.

4. How will the project/program encourage visitors to come from another country or state?

5. If the project/program is an event, please provide the name, date(s) and estimated attendance.

6. 2026 Tourism-Impact Estimate

(Actual must be completed by applicants who had a Clallam County Lodging Tax Contract in 2025)

State law governing the distribution of lodging tax funds requires they be used primarily to encourage visitors from out of the area, so do your best!

As a direct result of your proposed tourism-related service, please provide:	2026 Estimate	2025 Actual	Methodology
a. Overall attendance at your event/activity/facility			
b. Number of people who travel more than 50 miles for your event/activity/facility			
c. Of the people who travel more than 50 miles, the number of people who travel from another country or state.			
d. Of the people who travel more than 50 miles, the number of people who stay overnight in the unincorporated Clallam County area.			
e. Of the people staying overnight, the number of people who stay in PAID accommodations e.g. hotel, motel, bed-breakfast, RV park, in the unincorporated Clallam County area.			
f. Number of paid lodging room nights resulting from your event/activity/facility.			

7. Is there a host hotel for your event? If yes, please identify.

8. Describe the prior success of your event/activity/facility in attracting tourists.

9. Describe your target tourist audience (location, demographics, etc.)

10. Describe how you will promote your event/activity/facility to attract tourists.

11. Describe how the event/activity/facility will help promote lodging establishments, restaurants, and businesses located in the unincorporated area of Clallam County.

12. Are you applying for Lodging Tax funds from another community (yes or no)? If yes, indicate below where applying and for how much. Do NOT attach a copy of the application.

13. What is the overall budget for your event/activity/facility? \$ _____
What percent of the budget are you requesting from Clallam County Lodging Tax Fund? _____ %

14. Please describe your plans for securing the remainder of the funds necessary to complete your event/activity/facility.

15. Provide a detailed summary of the scope of work for the request. This information will be used to add to the contract if awarded funding.

APPLICATION INSTRUCTIONS – GENERAL GUIDELINES

APPLICATION DEADLINE: Applications must be received at the Board of County Commissioner's Office, 223 East 4th Street, Suite 4, Port Angeles WA 98362-3015 (Clallam County Courthouse, main level, Room 150) until **12 p.m., Friday, February 13, 2026.**

The Clallam County Lodging Tax Advisory Committee (LTAC) will review 2026 Lodging Tax funding proposals in a public meeting as determined at the Clallam County Courthouse, Commissioner's Boardroom 160. **Applicants will be notified and attendance by the applicant's representative is required for presentation and questions.** Following review, LTAC will forward its recommendation to the Board of County Commissioners.

APPLICATION, SUPPLEMENTAL QUESTIONS, INFORMATION SUBMITTAL:

Submit the **original application and one copy to:**

Clallam County Lodging Tax Advisory Committee
Board of Commissioner's Office
223 East 4th Street, Suite 4
Port Angeles WA 98362-3015

- **Submittals made in an incorrect format will not be considered.**
- **Submit original application and one copy.**
- **The sealed applications must be clearly marked on the outside "2026 Lodging Tax Funding Application."**
- **All copies need to be single sided and not stapled and no folders.**
- **All documents/brochures must be printed on 8.5 x 11 letter size paper to be accepted.**
- **Please refrain from submitting colorful pictures/PowerPoint presentations.**

Documents delivered to other offices and received late by the Commissioners' Office will not be considered nor will ones received by facsimile or e-mail.

Required Additional Information – In addition to the application and supplemental questions answers, it is required that you attach the following:

- An itemized budget for your event/activity/facility (income and expense).
- Description and budget showing the intended use of the amount requested from the Clallam County Lodging Tax Fund.
- If the applicant is a non-profit organization, a copy of your agency/organization's current non-profit corporate registration with the Washington Secretary of State, and current annual budget.

Optional Information - Brochures/information concerning your event/activity/facility, in particular, items showing recent tourism promotion efforts. Brochures/information must be printed on 8.5 x 11 sized paper, single sided and not stapled copies to be accepted. Please refrain from submitting colorful pictures/PowerPoint presentations.

Contract Requirement – In order to be a recipient of Lodging Tax funds, a contract is required between Clallam County and the receiving Agency/applicant.

DRAFT

Post Reporting

Reporting Requirements enacted by the Washington State Legislature in 2013 (RCW 67.28.1816) requires the County to file an annual report to the State of Washington Joint Legislative Audit and Review Committee regarding the use of funds for the year including a requirements to quantify how many individuals were attracted from more than fifty miles away and spent the night in paid lodging, and the reporting of expenditures and activities shall meet those requirements. It is required that all recipients submit a post-event activity report that provides information to the Clallam County Administrator as specified by the contract.

GUIDELINES

Clallam County lodging tax paid by visitors is a consumer tax on lodging charges for periods of less than 30 consecutive days for hotels, motels, rooming houses, private campgrounds, RV parks, and similar facilities within the unincorporated areas of Clallam County. CCC 5.13.020 Special fund.

Eligibility

Clallam County's Lodging Tax Fund will be the primary source of County funding for activities, operations, and expenditures designed to increase tourism in the unincorporated areas. Applications may be submitted by any non-profit entity, any public entity, or any group of eligible organizations (RCW 67.28).

Appropriate Uses

The guiding principle for the use of lodging taxes is that they must be used for activities, operations and expenditures designed to increase tourism. Specifically, lodging taxes can be used for:

- Tourism marketing;
- Marketing and operations of special events and festivals designed to attract visitors;
- Operations and capital expenditures of tourism-related facilities owned or operated by a municipality or a public facilities district; or
- Operations of tourism-related facilities owned/operated by nonprofit organizations (RCW 67.28.1816)

A tourism-related facility is a real or tangible personal property with a usable life of three or more years, or constructed with volunteer labor that is (a) owned by a public entity, nonprofit organization (including a non-profit business organization, destination marketing organization, main street organization, lodging association, or chamber of commerce) and (b) used to support tourism, performing arts, or to accommodate tourist activities (RCW 67.28.080) The guiding principle is that the facilities should be used by tourists.

Tourism Marketing and Operations includes activities defined as "tourism promotion" in state law (RCW 67.28.080)

- Advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming visitors;
- Developing strategies to expand tourism;
- Operating tourism promotion agencies; and
- Funding the marketing or operation of special events and festivals designed to attract visitors.

HIGH PRIORITY may be given to tourism activities that:

- Have a demonstrated potential or high potential from the Committee's perspective to result in overnight stays by visitors in lodging establishments for projected nonpeak periods within unincorporated Clallam County.
- Promote Clallam County events, activities, and places in the unincorporated area of Clallam County to potential visitors from outside the County.
- Have demonstrated a high potential from the Committee's perspective to result in documented economic benefit to Clallam County.
- Have demonstrated history of success or are proposed by a group with a demonstrated history or high potential of success with similar activities.
- Minimize duplication of services where appropriate and encourage cooperative marketing and/or includes an element of cooperation or partnership.
- Provide, maintain, operate, or enhance County-owned tourism facilities or infrastructure.

Lodging Tax Advisory Committee Considerations

In developing its recommendations, the Committee considers:

- The estimated amount of Lodging Tax Fund available for the coming year as provided by the County's Finance Director.
- Completeness of the proposal information.
- % of the proposal request to the event/facility promotions budget and overall revenues.
- % of increase over prior year Clallam County Lodging Tax funded proposals, if any.
- Projected economic impact within the unincorporated area of Clallam County, in particular projected overnight stays in this area lodging establishments.
- The applicant's financial stability.