LODGING TAX ADVISORY COMMITTEE
WEDNESDAY, September 16, 2015 – 8:00 A.M.
Lakewood City Hall, 6000 Main Street SW
Third Floor Conference Room 3A

LODGING TAX ADVISORY COMMITTEE

Committee Members:

Mayor Don Anderson, Chair

Rebecca Huber

Jackeline Juy

Mario Lee

Phillip Raschke

Linda Smith

Staff:

Becky Newton
Economic Development Manager

Briana Schumacher
Executive Assistant

AGENDA

I. CALL TO ORDER

II. ROLL CALL

III. PUBLIC COMMENTS

IV. MEETING MINUTES APPROVAL
October 21, 2014

V. OPEN PUBLIC MEETINGS ACT
Heidi Ann Wachter, City Attorney

VI. 2015 GRANTS STATUS & FUND BALANCE
Tho Kraus, Assistant City Manager
Finance Director

VIII. 2015 GRANT PROPOSAL PRESENTATIONS

9:00 am	Historic Fort Steilacoom
9:15 am	Asia Pacific Cultural Center (APCC)
9:30 am	Tacoma Regional Convention + Visitor Bureau (TRCVB)
9:45 am	Lakewood Historical Society
10:00 am	Tacoma-Pierce County Sports Commission
10:15 am	Lakewood Sister Cities
10:30 am	Lakewood Parks and Recreation Proposals (5)
11:45 pm	Lakewood Chamber of Commerce
12:00 pm	LUNCH BREAK
12:30 pm	Lakewold Gardens
12:45 pm	Lakewood Playhouse Proposals (2)
1:15 pm	City of Lakewood Media
1:30 pm	Grave Concerns

IX. GRANT FUNDING DECISIONS

X. OTHER BUSINESS

XI. ADJOURNMENT

Conference Room 1E is accessible to persons with disabilities. Persons requesting special accommodations or language interpreters should contact Becky at 253-983-7738 as soon as possible in advance of the meeting so that an attempt to provide the special accommodations can be made.

CITY OF LAKEWOOD	**LODGING TAX ADVISORY COMMITTEE (LTAC)** **TUESDAY, OCTOBER 21, 2014 – 8:00 A.M.** **Lakewood City Hall, 6000 Main Street SW** **First Floor Conference Room 1E**

CALL TO ORDER
Mayor Don Anderson called the meeting to order at 8:04 a.m.

ROLL CALL
LTAC Present: Lakewood Mayor Don Anderson, Chair; Rebecca Huber, Lakewood Historical Society & History Museum; Jackeline Juy, Best Western Lakewood Motor Inn; Mario Lee, Candlewood Suites; and Linda Smith, Lakewood Chamber of Commerce

LTAC Recused: Phillip Raschke, Lakewood Playhouse

Staff Present: Economic Development Manager Becky Newton and Administrative Assistant Melody Perrussel

PUBLIC COMMENTS: None.

MEETING MINUTES APPROVAL
Linda Smith moved, and Mario Lee seconded, the motion to approve the October 3, 2013, LTAC minutes. The motion passed unanimously.

OPEN PUBLIC MEETINGS ACT
City Attorney Heidi Wachter told LTAC that staff provides training relating to the Open Public Meetings Act to the City's committees and boards. Alternative trainings are available online or in a class setting. The Attorney General's Office pointed out the connection between board participants and the public.

Citizens want to know what's happening in government meetings, and the Public Records Act and Open Public Meetings Act are processes to allow that to happen. The Public Records Act enables citizens to request documents relating to government functions. Government organizations need to respond to public document requests within five business days.

Public disclosure requests can be complicated. One of the key issues is whether or not City business was being conducted on a City phone, personal phone or during a meeting. Our Mayor is straight about how business is done, and it's easy to tell the truth.

Mayor Anderson talked about a citizen taking a picture of an offensive place and then being tagged on Facebook without his knowledge. The Mayor said he doesn't use Facebook for City business and asked the citizen to send him an email.

Ms. Wachter said court judges still have to go through documents that a City says aren't disclosable. There are fines and penalties if documents are not released on time. She feels there is an impression by citizens that the government isn't working in the open. A bigger question is there is a presumption that the government is hiding things.

DRAFT

Rebecca Huber asked if the Martin Luther King (MLK) Committee needs training? Ms. Wachter replied that the MLK Committee may uses some City services; she hasn't run into a request for training them. She doesn't want to volunteer our people to the point of burdening them with too many trainings. It is a passing of authority from the Council to a committee, which has a final duty.

LODGING TAX FUNDING GUIDELINES

Ms. Wachter explained that staff sorted and revamped Lodging Tax Grant Fund Guidelines originally created in 2000. The City gets 7% of the lodging taxes paid to Washington (WA) State. This breaks down into 2% + 2% = 4% which can be used for tourism promotion, or the acquisition of tourism-related facilities, or operation of tourism-related facilities. The additional 3% is restricted for the acquisition, construction, expansion, marketing, management, and financing of convention facilities, and facilities necessary to support major tourism destination attractions that serve a minimum of one million visitors per year.

The law changed dramatically last year, and our Council is more confident of LTAC, who has been doing a good job. There has been some controversy as the Council's typical role is to have final bottom line authority. Some power shifted into this committee, and LTAC makes recommendations to the Council who authorizes or denies payments line by line.

If the LTAC funds three items, the Council can accept or reject any of them but cannot add or modify any of the recommendations. The Council can send decisions back to LTAC for reconsideration. The last Guidelines were written in 2000 and show what the law expectations are. Ms. Wachter stated that this year there has been an awareness of the rules, but not the spending amounts.

Ms. Wachter responded to a question of why the 3% side has more uncommitted funds than the 4%. She explained that both funds have been collected for years. New Assistant City Manager/Finance Director Tho Kraus has been sorting through the fund records, and more of the non-capital side has been funded than for capital expenses. Mayor Anderson added that clearly the 3% designated funds are for the capital side.

2014 GRANTS STATUS & FUND BALANCE

Mayor Anderson reviewed the uncommitted lodging tax fund balance and estimated 2015 earnings of $500,000. He stated the City reserves 25% of the total yearly earnings, which works out to being $125,000 in 2015. There are restrictions on some of the funds, and the City is still paying annually for a share of the Clover Park Technical College (CPTC) McGavick Center. In 2014, the City made the 8th payment of $101,850; there are a total of 20 annual payments.

Daffodilians dba The Daffodil Festival

Executive Director Steve James talked to LTAC about their annual Daffodil Parade and year-round Festival. Their request would support the Daffodil Princess Royalty program.

Two Lakewood area high schools have been selecting one senior girl each to represent her school as their Daffodil Princess. Each girl is given intensive training and a wardrobe of outfits to wear during the Festival and to out of town parades; they will participate in 50+ appearances throughout the county and Pacific Northwest. Lakewood's funds would also be used to advertise and promote the festival.

The Daffodil Parade has in excess of 5,000 participants and 800 travel from 50 miles or greater to this area. At least 80 travel from out-of-state and country. The Parade and Festival promote Pierce County, its cities, and its interests as the Daffodil Festival participates and travels to 32 out-of-town festivals. Princesses support the Lakewood community and work with a number of organizations to raise funds.

The Parade doesn't come thru Lakewood, but the Festival has participates at the Clover Park Technical College McGavick Center for Emergency Food Network and Rotary auctions and the Princess Promenade. A City Day wasn't available in 2014, and the Promenade moved to Puyallup.

Daffodil Princesses speak to youth and read to kids in our Lakewood Library. They volunteer at the Boys/Girls Club and affect hundreds of kid's lives. They volunteer at elementary schools, and affect perhaps 3,000-4000 kids. The princesses are available for the City to include in events. Mr. James hopes the City will continue $5,000 funding.

Asia Pacific Cultural Center (APCC) – 5th Annual Samoa Cultural Day
Executive Director Faaluaina Pritchard stated 2015 will be the fifth year for Samoa Cultural Day, a day-long, outdoor event that is the last day of a three-day long series of Samoa events. 11.4% of Lakewood's population are from the Pacific Islands and an estimated 15% of them made Lakewood home after finishing military service. JBLM Samoa Soldiers will be participating in the Day's events, and VIP's from Washington D.C. and other states are invited.

Samoa Cultural Day opens with a parade of Samoan organizations in traditional costumes followed by the customary Ava Welcome Ceremony. Participants will enjoy a variety of activities including village singing and dances, cultural displays, arts and crafts, games, and authentic cuisine. Cultural activities include: peeling green bananas, making coconut milk, fire-making, and much more. There will be retail vendors and informational booths for people to visit.

The goal for Samoa Cultural Day is to provide an educational, fun, heart-felt, and entertaining cultural experience for all attendees. Pacific Islander-type festivals are rare, and APCC knows that these people are traditionally willing to travel many miles to participate and enjoy large cultural Asia Pacific events such as Samoa Cultural Day.

The 2015 events are scheduled to be held at Mount Tahoma High School, just over the Lakewood City boarder, and over 5,000 people are expected to attend and will include overnight stays by performers and dignitaries.

Tacoma Regional Convention + Visitor Bureau (TRCVB)
President/CEO Bennish Brown noted that the TRCVB uses all lodging tax grant funds to draw tourists to Pierce County in collaboration with many partners and the Lakewood Chamber. They expose our destination to visitors who are likely to choose us; bring visibility to our destination through marketing, promotions and sales. They are also marketing to U.S. Open golf visitors to draw them to our region early or to stay late along with coming for the 2015 Championship.

The TRCVB has created a Visitor Profile Study to help determine a baseline for types of visitors coming to Pierce County. The study includes what activities tourists are engaged in, why they came, where do they get their information, and what destinations are chosen over ours. TRCVB is working to remain the indispensable leader in regional tourism industry.

DRAFT

Tourism brings economic impacts to cities and the region. 2013 travel spending in Pierce County was $981 million and $80.2 in Lakewood. TRCVB has targeted travel writers to play local golf courses and write a variety of magazine and internet stories.

The TRCVB increased its Visitor Guide distribution to the Amtrak Cascades and is now marketing to International cultures online. Marketing campaigns are planned for Spring and Fall. Their goal is to remain competitive as a destination that draws tourists, which means they must match or exceed marketing and sales budgets of other cities and locations.

Pierce College Science Dome

Science Dome Coordinator Hillary Stephens and Grants & Resource Development Director Michelle Galaz talked to LTAC about the Pierce College Fort Steilacoom campus Science Dome; the South Sound's only planetarium. Dome programming is shown on a 36-foot dome with a cutting-edge digital projector and a powerful surround sound system. The planetarium engages participants in 3-D "you-are-there" experiences that allow people to witness and discuss astronomy, science, and investigate earth.

The Science Dome is a digital planetarium creating a myriad of possibilities for content: flying by Saturn, in the redwood forest, flying past pyramids, lamps of Atlantis, the dynamic earth, black holes, sea monsters from prehistoric dinosaur. The Planetarium is used in PC glasses, weekly programs, open every week, and has special events and field trips. They work with Tacoma Astrological Society events, science fact or fiction events, small children programs, partner with Lakewood computer Club, and have a live telescope feed through Columbia Basin's telescope so live coverage can be shown.

The requested funding will allow new programming to be created for an adult demographic of 25-45 years that reside in targeted areas more than 50 miles from Lakewood. The targeted locations would be zip code for Lewis County, Bainbridge Island (North Kitsap County), Shelton (Mason County), and Port Townsend (Jefferson County).

The 25-45 year old demographic would be tracked. Usage statistics from Google, Reach Local, contracted media buyer, and social media will be compiled. Dome staff will collect demographic information on participants and track repeat business as well as measure the effectiveness of the advertising promotion.

Pierce College has a history of drawing community members to campus for astronomical events. In June 2012, more than 1,000 community members converged on campus to view the transit of Venus through telescopes. Hundreds and even thousands of community members have taken advantage of Pierce College Fort Steilacoom's campus for astronomical viewing, thanks to its claim as one the darkest night's sky in Pierce County.

Tacoma South Sound Sports (TSSS)

Dean Burke, Executive Director, relayed TSSS is a destination marketing organization which focuses on amateur sports. They work to bring events into regional communities drawing visitors to stay in local hotels.

TSSS draws visitors from over a 50-mile radius and use new tracking Google software to create maps of where people came from. In 2013, they worked with 45 amateur sports events that brought 201,600 visitors to our region. That works out to 16,900+ hotel overnights and $11.7M in direct spending/economic impact, and 2014 is going to have higher figures.

Mr. Burke said he kept the TSSS fund request flat this year so they could prove themselves. Their $50,000 requests is 8.6% of the TSSS budget. They work with all regional cities and include events that are: global, international, national, regional, and local. They have reduced their number of staff and now have a team of four which gives them more operating money.

There is a lot of opportunity along 1-5, and they work with five Lakewood hotels. In 2014, Lakewood has been impacted by 17 events: five events directly in Lakewood, eight events on the City borderline, and four events held outside the City but large enough to generate hotel nights and tourism. Their year-to-date Lakewood totals are: 9,165 participants, 71,717 spectators, 7,272 room nights, and $5.1M in direct spending. There are still four more inside Lakewood events that will bring an estimated 4,500+ athletes and 5,000+ spectators in Quarter 3/4.

They are bringing new events with more spectators and participants, and are working on a comprehensive venue plan with cities. They want to work with cities on rethinking venue enhancement. They want regional-wide meetings around ideas for creating new venues. TSSS sees venues without bias. They are trying to increase the structure usage.

Lakewood Historical Society & History Museum (LHS)
LHS Treasurer Gary Fowler and Vice-President Glen Spieth said their recent *SALUTE PIERCE COUNTY* event was a great success with 375 attendees. Awards were given to former Congressman Norm Dicks and Lakewood's long-time Councilmember and past Mayor Claudia Thomas.

Mr. Fowler thanked LTAC for their support during the past several years and stated the LHS is moving forward with placement and dedication of four Historical Markers. Eight others are already placed and dedicated around Lakewood. The Safeway Marker took two years of work to totally complete. There will be a total of 12 Markers when the four are finished this year.

This project and funding request is to provide funds that will help support the operations, programs, special events, tourism promotions activities, and marketing related to the LHS. The Board of Directors holds the responsibility for the management of the Museum.

Various avenues of marketing, advertising, and promotion will be used to encourage people to visit Lakewood. Examples of advertising outlets that will draw visitors from 50+ miles include regional publications such as the South Sound Magazine, KLAY radio advertising, I-5 and City signage, Facebook, TRCVB promotion, and Heritage Partnerships with the Heritage League of Pierce County.

Lakewood Playhouse, Marketing
Lakewood Playhouse Managing Artistic Director John Munn and Developer of Advertising & Grants James Venturini passed out their redesigned 75th Anniversary brochure highlighting Lakewood's lodging contact information. They displayed recent postcards, newsletters, bookmarks and other attractive marketing tools the Playhouse is using to bring in new customers.

The Playhouse plans to provide Lakewood hotel/motel contact information in their newsletters, brochures, and inserts to encourage more overnight stays. Their *Shop,*

Eat, Stay, Play message is prominently shown on all printed pieces and in their electronic promotion. They have recognized there is a corresponding growth between hard copies mailed and play attendees. Their education program is growing, and family members are traveling to Lakewood to see their grandchildren perform.

The Lakewood Playhouse has invested in new, more comfortable theater seats and is working to fill all of them. Mr. Munn stated they could not expand their many programs without City support.

Historic Fort Steilacoom Association
Association Secretary Joseph Lewis stated his organization's four historic houses are the oldest structures in WA State and are listed on the National Register of Historic Places. Built in 1849, when the army came here to protect settlers, the Historic Fort Steilacoom Association began in 1983. They created the Fort Nisqually Living History Museum where volunteers and staff, in period clothing, demonstrate the lives, crafts and adversities of the 19th century. They engage visitors in historic dialogue during the Living History Days and other events throughout the year.

Mr. Lewis talked about State Senator Mike Carroll's award of $250,000 to maintain the four historic structures, located on the grounds of Western State Hospital. Their landlord is the DSHS Division of State Hospitals. Unfortunately, Senator Carroll died in 2013, a month prior to the gift being made public. Association members still talk about the surprise. An engineering study is currently being completed to show how to move forward on putting a new foundation under one of the houses. None of the money can be used for marketing.

The Association works with many organizations. They print brochures, advertise in the Sub-Times, Facebook, and partner on outreach with LHS. In March, they began advertising on the KLAY 1180 morning show, and they were in the recent Comcast Neighborhood video which is now on YouTube.

The Association has been approached by sons of Union Soldiers in Civil War who want to donate hundreds of primary record volumes for 1881-1901 family research. They draw a lot of JBLM soldiers as visitors.

They have a membership of about 140 with about 20 of those being active. Although they are on the National Register, they have work to do to be listed on the WA State and City registers.

Lakewood Economic Development - Reprinting Two Brochures
Administrative Assistant Melody Perrussel talked to LTAC about two brochures originally created and printed with lodging tax grant funds in earlier years. The request is for funding to reprint the brochures.

The City originally got 100 brochures titled '*History and Map of Historic Patient Cemetery at Fort Steilacoom Park'* brochures at the end of 2012. The City has seven brochures left. Due to having so few copies of the cemetery brochure originally, the City has tried to keep a small supply inside the cemetery entrance informational structure. LTAC members thought Grave Concerns, the brochure creator, has copies and are also maintaining the supply at the Fort Steilacoom Cemetery.

The City originally got 1,000 brochures titled '*Historical Driving Tour of Lakewood, WA*' at the end of 2013. This has been a popular and requested brochure. The City has less

than 100 brochures left. This tour brochure is currently available at the Lakewood Chamber of Commerce, Lakewood Historical Society & History Museum and meetings, the Tacoma Regional Convention + Visitor Bureau, and at Lakewood City Hall. Members discussed this brochure situation. This brochure is so popular that LTAC is interested reprinting more than 1,000 or 2,000. The two hoteliers would like to have a supply of them to put out.

Lakewood Sister Cities Association (LSCA)

President Connie Coleman-Lacadie talked to LTAC about the great 2014 International Festival put on in April-2014 by the LSCA with collaborative partners at Pierce College Fort Steilacoom Campus, and Lakewood's ArtsFest Commission.

The 2015 International Festival is planned for May 1-2, 2015 and will be put on by the same partnership. Local and student artists in and around Pierce County will be highlighted in 2015 as well as international art.

The International Festival is the major annual community event of LSCA, a non-profit 501(c)3 organization affiliated with the City of Lakewood. The festival will host entertainers from cultural diversities, with an emphasis on our Sister and Friendship cities in Japan, Philippines, Korea and China. The festival is an opportunity for greater Puget Sound residents to take part in celebrating

This event typically attracts 1,500-2,000 residents and will include the disabled, school children, military families, human service organizations, members of our consulates, and international and art communities throughout the South Puget Sound region.

The lodging tax funds will cover marketing and operational costs as well as travel, lodging, and meal expenses for entertainers traveling from Lakewood Sister City Bauang, La Union, Philippines, which will be highlighted. LSCA will also work with regional and northwest entertainers; the event will be promoted in international newspapers.

Lakewood Chamber of Commerce

President/CEO Linda Smith thanked LTAC for their support. Travel is big business, and tourists spent over $80M dollars here in Lakewood last year and $40M in Gig Harbor.

The Chamber wants to continue being the #1 place in Lakewood for visitors. Once tourists stop at the Chamber, her staff tries to sell them on staying overnight an extra night or two to enjoy what Lakewood has to offer.

The Chamber prints a Members Directory & Visitor Guide yearly as well as quarterly events calendars. Some people still want paper in their hands. They maintain an informative website that directs visitors to events and things to do while here. They have hard copies for those who don't like to get their information online.

The Chambers delivers a Hotel/Motel binder with all kinds of local information to local hotels/motels. They served about 2,300 people last year and are trying to get more signage so citizens can find them easier.

Next year, they plan to redesign their prime pieces, ramp up social media efforts, and engage with Air Mobility Rodeo planners who will be reserving up to 19,000 rooms. She

wants to fill up our region. Also high on her list is to create posters and a readerboard campaign on cleaning up our City.

Ms. Smith played three 30-second U.S. Open commercials the Chamber created to be run on the Fox Network. They amusingly show Lakewood's position is very close to Chambers Bay Golf Course. She wants to continue partnering to market events, functions, and to upgrade their media photo library.

Ms. Smith stated that people often don't recognize the *tourist part* of our military. The Chamber presents Welcome Bags to all new soldiers at JBLM. The bags contain all kinds of information of fun things to do in Lakewood. They meet 200-300 new soldiers regularly and provide support services to anyone who wants to film in Lakewood.

Lakewold Gardens
Executive Director Stephanie Walsh thanked LTAC for their investment in Lakewold Gardens and for providing them continuity. In 2015, she wants to forge ahead with creating a partnership of south sound gardens. She has longed to get this group to the table and to partner on bringing people south.

Lakewold has noticed a real uptick on people staying overnight in hotels, and Ms. Walsh wants to look into the cost of having a shuttle running between Lakewood hotels and Lakewold.

Ms. Walsh noted they will know if Lakewold Gardens is going to be placed on the National Historic Register soon. It would open their world and allow them to advertise on many new websites. Lakewold has launched a media campaign for the *less mobile* to be able to experience the gardens. They will be kicking off the story application for looking at Lakewold so people can review it wherever they are.

Two new books about Lakewold Gardens have been published. Some people love gardens; they buy the garden books and visit gardens whenever they are in the area. The Lakewold Garden Shop has been brought into the Wagner house. They expect about a 10% increase in attendance in 2014, and people usually visit on a three year schedule.

Ms. Walsh stated Lakewold Garden's marketing and beneficiaries are all about results. She has an enormous dashboard and reports monthly. Specific items are shown how they are contributing; drawing more and more people who are reserving hotels for overnight stays.

Television commercial campaigns really work for bringing people to Lakewold.

Also, there were 20 weddings held in there this year. Two wedding reservations are never booked back-to-back. After 250 people are entertained there, staff has to give the Gardens a rest.

Lakewood Parks - Farmers Market
Recreation Coordinator Arielle Carney relayed the Farmers Market started in 2012 as a pilot project. After getting lots of feedback on it from citizens, it was decided to have it continue. This third year has been run on Tuesdays from June to mid-September. They've regularly had over 30 vendors and over 60 vendors at the end. It's growing.

DRAFT

The Market had a consistent layout this past year, and that added to the event. WIC handed out vouchers during the Market this past year, and staff wants to look at bigger partnerships in 2015. Ms. Carney also stated Parks want to find more places for signage, banners, and a-frames. She put an advertisement in the Marlene's Markets newsletter, and they carried it through the summer.

The City of Lakewood is a member of the Washington State Farmers Market Association and 200,000 Farmers Market catalogs are printed and staged throughout the state. We want to run an advertisement in it again.

Parks wants to pay more staff salaries out of the grant funds. The work on the Market is almost year-round. It takes 3 ½ hours to it set-up and a couple hours to take it down. Ms. Carney also talked about using some marketing money to draw bigger and more food truck vendors between the lunch hours 11:30-1:30 pm.

Approximately 90% of attendees provided feedback saying they shopped in Lakewood stores as well as at the Farmers Market. Instead of expanding the Market too much, Ms. Carney would like to be choosier about which vendors are invited to attend.

Lakewood Parks - SummerFEST 2015 and SummerFEST Triathlon
Ms. Carney said SummerFEST is a free 12-year old community festival with various interactive crafts, activities, and resources for festival attendees to enjoy in Fort Steilacoom Park. The Lakewood Sprint Triathlon began in 2012 as a collaborative project between City staff and the Tacoma South Sound Sports Commission to complement SummerFEST. It was successful, and the 120 or so participants praised the event.

In 2014, Parks tried to separate the Triathlon from SummerFEST to allow the event an opportunity to grow and be highlighted as a unique, regional event. Lakewood's Triathlon has already developed a reputation as a destination event with the course, pre-race and post-race elements, and event atmosphere creating a positive perception.

The 2014 SummerFEST occurred on a hot day. Parks had over 150 vendors, its first beer garden, and 50+ volunteers working. The City partnered with the Mattress Ranch on an aired in-kind advertising donation. SummerFEST and the SummerFEST Triathlon received air-time on 30 second commercials that aired for four weeks prior to the festival on local channels. The advertising was extremely generous and helpful, and Parks hopes the commercials can run for six weeks in 2015 too.

Parks advertised in two languages in 2014 and wants to expand to more languages in 2015 with its bus and readerboard advertising. The 2014 Triathlon had 178 athletes competing with attendees coming from over 300 miles from Carville, OR. It is expected to keep growing.

Our Sprint Triathlon is the only one in this area. Athletes were required to be at Fort Steilacoom Park very early, which encouraged participants to stay overnight. Ms. Carney wants to partner with Black Hills and JBLM Triathlon events in 2015 to create a "Triple Threat" Series. Working with these two established groups will help our event and increase our marketing footprint and build a stronger regional event. We are planning to buy advertising on gym TVs.

Ms. Carney talked about the Parks Facebook push and said that we paid to have the Triathlon be a sponsored host. They saw the number of participants, and are very

excited about working with these new partners. She wants to go above the 200 participant mark.

Parks is looking for things for families to do while their family member is participating in the Triathlon. Ms. Carney wants to tighten up the placement and pull it in so it's closer to the main stage. She wants to market the Triple Threat event differently and expects to use our logos, and also have partner logos at the event.

Lakewood Parks - Waughop Park Trail Project
Parks, Recreation and Community Services Director Mary Dodsworth talked about Fort Steilacoom Park which has about 500 acres of open space, is surrounded by residences, Pierce College's Fort Steilacoom campus, and is in the northwest section of Lakewood.

What we call the Waughop Lake Trail, inside Fort Steilacoom Park, was the original traffic roadway. The one-mile road was closed to vehicle traffic in the late 1970's and is currently cracked and falling apart. Ms. Dodsworth wants to make the Park more useful for multiple uses by building a new Trail with an 18 foot wide hard surface, soft shoulder, and lane separation.

Ms. Dodsworth says an improved Trail will enhance future operations in the Park and increase recognition of this site and Lakewood for tourism. She wants to bring people to the park for over four hours or a whole day. Local and regional events bring people who come from a 50+ mile distance.

Ms. Dodsworth is asking for 5% of the total cost of the proposed Trail. She also wants better ADA parking and new picnic areas created around the lake so people can have different special events without bothering each other with stages, loud speakers, and maybe even on piers built over the water in the lake. She says this project received the highest number of votes in the survey and is important to families, dog walkers, and others. The ultimate goal is $500,000, and the community can benefit by spending more time in the Park. We know that gas stations, Subway and other eateries get more business when there are lots of people in the Park.

Numerous partners, grants, and stakeholders are being worked with, and this project is #12 on the WA State list. Ms. Dodsworth wants to start repairs next year to fit between events. She plans to talk with bikers to make sure the plans are reasonable, and expects the piers to be put off until later. She is still working on designs with the stakeholders.

Lakewood Parks - Bridgeport Way Gateway
Ms. Dodsworth stated the City's been working on gateways and 'first impressions matter.' People create a perception of you in less than 10 seconds. We have 12+ entryways that come into Lakewood. Each is unique, some are restricted, and some have plenty of room. She wants to make the gateways consistent and inviting so people feel Lakewood is a special place.

An example is Bridgeport Way just off I-5. A committee of folks came up with a vision, a signage program. The Gateway Committee looked for commonalities between the entrances. They were shown pictures of the Bridgeport Way and Pacific Highway Gateway. They thought it was visually cluttered, and they wanted to change the focus so drivers are looking at something that is more attractive.

DRAFT

They wanted to put a sign in this area, but not just a sign. They wanted to enhance the other sides of the intersection as well, so it could be someplace special. The envisioned sign is a raised planter with seasonable plants and in natural colors. The word LAKEWOOD is backlit, and there's nice cement and different materials used. They want the signage to be viewed by visitors as a Lakewood landmark.

Ms. Dodsworth stated drivers get confused and don't know where they are when they first come off I-5. Parks is already partnering with WSDOT on the area. $10,000 will basically pay for the City's portion of the LAKEWOOD sign. WSDOT has gotten a landscaper to create a plan. She said WSDOT was pretty open about the project, and she is working with them.

In some cities, businesses take responsibility for some of the maintenance of islands or intersections. Ms. Dodsworth is hoping to set-up that type of project.

Lakewood Economic Development - Media Campaign:
'Have you seen Lakewood lately?'
Communications Manager Brent Champaco talked about a plan, in coordination with Economic Development, to get people to come to Lakewood. The City is in the midst of trying to sell our brand, not just that this City is safe. He wants to build on some of City's strengths and is moving forward with the #IamLakewood campaign. We are a place of pride and fun, and not about misconceptions. Facebook, tweeting, everything we touch has #IamLakewood. Congressman Denny Heck and former Councilmember Walter Neary are using it.

Why is that important? We're trying to bring in another piece to this. We want to have a concerted effort to have a real tourism-based media campaign to put us out there.

Mr. Champaco talked about the best tourism campaigns he's seen:

- travelandleisure.com
- Denver.org - highlights their art and fun things to do there
- Myrtlebeach.com - has an entire twitter feed for people to read to draw them there
- Tourism.austrailia.com - tweets and pictures of things to see and do; they engage
- Capetown.travel

The U.S. Open is coming in 2015. This can touch and affect many communities in our region; however Lakewood is the gateway to Chambers Bay from I-5. Go north on Bridgeport Way, and you'll drive just past the course. This is one event, something that will come and go, but we can build up enough momentum to let out-of-towners know where in Lakewood to stay, eat, and shop.

What special destinations do we have to offer for visitors? They'll have free time. Fort Steilacoom Park; the Veterans Golf Course, a course run by Ryan Moore, the Fort Steilacoom Golf Course.

We want to capture the traffic and people coming in. If we look at it from the social media aspect, LTAC has heard the news and press releases. The key to getting our message out there is that we have to do our own marketing. Put it out there on social media sites. Our Facebook page has over 600 Likes this year, and the City is creating a new website.

DRAFT

Mr. Champaco asked 'what about a TNT pullout page on what to do in City of Lakewood.' Pierce County Communications Director Hunter George is expecting to get a visit from U.S. Open staff. He is trying to dedicate more staff time to come up with ideas. I say what about #I am Lakewood House of Donuts, here since 1959. A video would stick out more and be remembered better than a press release.

It's all about having fun! We can control our own destiny! We can stick out in this highly competitive field!

Lakewood Economic Development - Personnel + Program
Economic Development Manager Becky Newton told LTAC that her department has traditionally managed the lodging tax grant program. She instructed that her request includes the 2014 approved salary amount plus 3%.

Ms. Newton told LTAC that next year the program may be managed by the Finance Department. Whoever manages it, the requested amount will be spent on staff time while working on lodging tax grants.

GRANT FUNDING DECISIONS
Assistant City Manager/Finance Director Tho Kraus joined the meeting to assist in tracking LTAC's funding recommendations. Group discussion ensued on the estimated 2015 hotel/motel earnings. There are more 2015 requests than ever before, and they add up to the largest total ever requested. Unfortunately, the estimated 2015 earnings aren't expected to cover the requests.

LTAC worked with the capital project requests first. They thought all of those requests could be funded and requested to pay $5,000 for LHS Historic Markers out of the capital projects side.

Mayor Anderson noted that the City Council has an interest in maintaining some capital facilities funds for future tourism projects that could require a large capital expense.

LTAC was disappointed there was not expected to be enough non-capital funds to allow funding as they wanted. They decided to start by going back to the 2014 funded totals and start cutting back from here. Members thought requesters should have gotten together to discuss their proposals to avoid duplicating jobs and increased fund requests.

Group discussion ensued on setting their 2015 recommendations:

Asia Pacific Cultural Center: The 2015 Samoa Cultural Day event is scheduled to be at Mount Tahoma High School just over the Lakewood/Tacoma border. The Candlewood Suites got one reservation from the 2014 event, and none came to the Lakewood Best Western. LTAC knows this is a good event and they want to fund it, but there just aren't the funds to do so.

Daffodil Festival dba Daffodilians: This wasn't funded in 2014, and LTAC didn't see enough money to fund them in 2015. Members didn't think there would be any Lakewood overnight stays because of the Festival, which doesn't stop her, or for their Princess Promenade.

Historic Fort Steilacoom Association: This has been funded at the $8,000 level for several years. The Association is not advertising in anything except local media, which

isn't drawing tourists here. LTAC says they need to advertise in a wider area to be able to pull overnight stays here. Mayor Anderson indicated he feels the location should be a national monument.

Lakewold Gardens: LTAC wanted to fully fund Lakewold Gardens, because this organization does a great of actually bringing in overnight stays. Lakewold got reduced funding because there was not enough 2015 funds.

Lakewood Historical Society & History Museum: LTAC awarded partial funding of their requested non-capital amount and put some funds in capital facilities for Historical Markers. This organization is also working on funding with Pierce County Councilmember Douglas Richardson.

Lakewood Chamber of Commerce: LTAC appreciated the Chamber's community outreach and Visitor Center. There just wasn't the money available to fully fund the Chamber as they wanted, and it got reduced funding.

Lakewood Economic Dev. - Reprinting Two Brochures: A LTAC member said Grave Concerns printed a bunch of brochures and are maintaining a supply at the Fort Steilacoom Cemetery, so that brochure's not necessary right now.

The *Historical Driving Tour of Lakewood, WA* brochure is so popular, and both hoteliers indicated they wanted copies to pass out too. LTAC decided they wanted to print as many brochures as $4,500 could get. They were hoping it would be a lot of them.

Lakewood Economic Dev. - Media Campaign: 'Have you seen Lakewood lately?': LTAC bounced this one around, because they saw the need and possibilities, but there just wasn't enough money available to fund it like they wanted.

Lakewood Economic Dev. - Personnel + Program: LTAC talked about the program. Ms. Kraus and Ms. Newton relayed that the program has already been put in the 2015 Finance Department budget, so the economic development personnel funding is not needed.

Lakewood Parks - Farmers Market: LTAC thought the Farmers Market was good this year. They decided to give it the same amount that was in the 2014 budget.

Lakewood Parks - Bridgeport Way SW Gateway Improvement Project: LTAC fully funded this capital facilities project.

Lakewood Parks - SummerFEST 2015 + Triathlon: LTAC wanted to fund SummerFEST 2015 + Triathlon, because the Parks Department does a great of actually bringing in people for overnight stays.

Lakewood Parks – Waughop Lake Trail Improvement Project: LTAC fully funded this capital facilities project.

Lakewood Playhouse: LTAC wanted to give the same funding for the Playhouse as in 2014, as they're doing a great job of marketing in and out of the area. Unfortunately, there wasn't enough funds to grant them at that level, and LTAC had to reduce the grant.

DRAFT

Lakewood Sister Cities Association: LTAC likes this free annual event and that LSCA brings international and other regional entertainers to Lakewood. LTAC gave them a reduced amount because there were not enough funds.

Pierce College Science Dome: LTAC didn't fund this new organization. They didn't think there would be Lakewood overnight stays as a result of the program as described.

Tacoma Regional Convention + Visitor Bureau: LTAC wanted to give TRCVB the same funding as in 2014, as they're doing a good job of marketing Lakewood. Unfortunately, there weren't enough funds to grant them at the same level, and LTAC reduced the grant.

Tacoma South Sound Sports Commission: LTAC wanted to give TSSS the same funding as in 2014, as they're doing a good job of pulling in athletic events to Lakewood and close to Lakewood. Unfortunately, there weren't enough funds to grant them the same level, and LTAC reduced the grant.

OTHER BUSINESS
Staff advised LTAC will be notified the two City Council meeting dates set for their recommendations to go to before the Lakewood Council.

ADJOURNMENT
Mayor Anderson thanked LTAC for their service. Mayor Anderson adjourned the meeting at 2:39 p.m.

_____	_____
Mayor Don Anderson, Chair	Melody Perrussel, Secretary
_____	_____
Dated	Dated

DRAFT

City of Lakewood
Lodging Tax Funding Guidelines

Background

The objective of the City of Lakewood Lodging Tax Advisory Committee process is to support projects, which encourage eligible tourism and cultural activities and support tourism facilities in Lakewood. The process is reviewed annually and the guidelines are updated in accordance with reported success of existing programs, potential for new programs and changes in state law. A calendar for the application process will be established but will allow for emerging opportunities as they arise.

Objectives for Hotel/Motel Tax Funds:

- Generate increased tourism in Lakewood resulting in over-night stays at local hotels.
- Generate maximum economic benefit through overnight lodging, sale of meals and goods, and construction of tourism-related facilities.
- Increase recognition of Lakewood throughout the region as a destination for tourism.
- Increase opportunities for tourism by developing new visitor activities.

Allocation Guidelines:

- The City shall seek proposals for funding on an annual basis from organizations seeking to use Hotel/Motel Tax funds for promoting tourism or for acquisition, construction or operation of tourism related facilities.
- Organizations seeking funding must complete an application form.
- The Lodging Tax Advisory Committee shall review the proposals and make recommendations to City Council as to which applications should receive funding.
- The final funding decision will be made by City Council in the form of approval or denial of the recommendation as recommended – no amendments to recommendations will be made by the City Council.
- Once approved for funding an organization must enter into a contract and funding will be provided in quarterly installments or on a reimbursable basis.
- Organizations receiving funding must submit a report at the end of the calendar year.
- $101,850.00 will be paid annually to the Sharon McGavick Student Center through 2027 pursuant to the City's agreement with Clover Park Technical College.
- 4% - Can be used for tourism promotion, or the acquisition of tourism-related facilities, or operation of tourism-related facilities.
- 3%- Can only be used for the acquisition, construction, expansion, marketing, management, and financing of convention facilities, and facilities necessary to support major tourism destination attractions that serve a minimum of one million visitors per year.
- The City shall maintain a reserve fund of at least 25% for future capital projects.

Uncommitted Lodging Tax Fund Balance + Estimated 2015 Lodging Tax Fund Earnings

Estimated Ending Fund Balance on 12/31/14	$ 939,480
LESS 25% Reserves, per Guidelines	($ 125,000)
Estimated FINAL Ending Fund Balance on 12/31/14	$ 814,480
2015 Estimated Lodging Tax Fund Earnings	$ 500,000

	4% Restricted Use: Lodging tax grant funds reserved for tourism promotion, acquisition of tourism related facilities, or operation of tourism related facilities	**3% Restricted Use**: Lodging tax grant funds are reserved for acquisition, construction, expansion, marketing, management of convention facilities	FINAL Grant Funding Amount Available
	$ 298,561	$ 515,919	$ 814,480
LESS 2015 CPTC		($ 101,850)	
TOTALS	**$ 298,561**	**$ 414,069**	**$ 712,630**

2015 LAKEWOOD LODGING TAX ADVISORY COMMITTEE RECOMMENDATIONS
October 21, 2014

	2015 FUNDS REQUESTED	2015 ALLOWED NON-CAPITAL REQUESTS	2015 ALLOWED FOR CAPITAL FACILITIES	TOTAL RECOMMENDED FUNDING
Asia Pacific Cultural Center	$ 7,500	$ 2,500		**$ 2,500**
Daffodil Festival dba The Daffodilians	$ 5,000			**FUNDING NOT RECOMMENDED**
Historic Fort Steilacoom Association	$ 8,000	$ 6,500		**$ 6,500**
Lakewold Gardens	$ 45,000	$ 40,000		**$ 40,000**
Lakewood Chamber of Commerce	$ 90,000	$ 78,500		**$ 78,500**
Lakewood Economic Development – Re-Printing of Two Brochures	$ 3,460.41	$ 4,500		**$ 4,500**
Lakewood Economic Development - Program & Personnel	$ 34,031.20			**FUNDING NOT RECOMMENDED**
Lakewood Economic Development - Have You Seen Lakewood Lately?	$ 62,500	$ 10,000		**$ 10,000**
Lakewood Historical Society & Museum	$ 39,500	$ 28,000	$ 5,000	**$ 33,000**
Lakewood Parks - Bridgeport Way SW Gateway Improvement Project	$ 10,000		$ 10,000	**$ 10,000**
Lakewood Parks - Farmers Market	$ 18,000	$ 10,000		**$ 10,000**
Lakewood Parks - SummerFEST 2014 & Triathlon	$ 18,000	$ 18,000		**$ 18,000**
Lakewood Parks – Waughop Lake Trail Improvement Project	$ 25,000		$ 25,000	**$ 25,000**
Lakewood Playhouse	$ 26,800	$ 22,000		**$ 22,000**
Lakewood Sister Cities Association	$ 16,000	$ 10,000		**$ 10,000**
Pierce College Science Dome	$ 20,000			**FUNDING NOT RECOMMENDED**
Tacoma Regional Convention + Visitor Bureau	$ 50,000	$ 40,000		**$ 40,000**
Tacoma South Sound Sports Commission	$ 50,000	$ 40,000		**$ 40,000**
SUBTOTALS	**$ 528,791.61**		**$ 41,850**	**$ 350,850**
PLUS 2015 Clover Park Technical College McGavick Center, Pmt #9 of 20	$ 101,850		$ 101,850	**$ 101,850**
TOTALS	**$ 630,641.61**	**$ 310,000**	**$ 141,850**	**$ 451,850**

DRAFT

2016 Lodging Tax – Tourism Promotion Project Application

1. Project Information

1a. Project Name: 6th Annual Samoa Cultural Day

Amount Requested: $ $15,000
(Amount Requested must match Total Costs, column "a." on page 14)

Total Project Amount: $ 37,500
(Total Project Amount must match Total Costs, column "c." on page 13)

1b. Name of Applicant organization: Asia Pacific Cultural Center

Mailing Address: 4851 South Tacoma Way
Tacoma, WA 98409

Tax ID Number: 91-1854410

Organization Unified Business Identifier (UBI): 601-786-993-000

UBI Expiration Date: ongoing

Type of Organization: non-profit
(Non-profit, For-profit, Municipality, Private business, etc.)

1c. Contact Name: Mrs. Faaluaina Pritchard

Title: Executive Director

Telephone: (253) 383-3900 Email: faalua@comcast.net

Signature:

The signatory declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used only for the purposes set forth herein, and verifies that all the information contained in this application is valid and true to the best of his/her knowledge.

2. Project Description

2a. Please provide the event date(s) July 9, 2016

2b. Where will your event be held? Harry E. Lang Stadium, Clover Park High School, Lakewood, WA

2c. If there is a charge or fee for this activity, please describe how much and why.

This is a free event.

2d. Please provide a detailed description of the proposed project/activity. Include information on the area the project will serve, its expected impact and list the responsible party(s). If you need additional room, please attach a separate document and save as, "additional details."

Audiences will be greeted with a warm "Talofa!" at APCC's Samoa Culture Day at Clover Park High School's Harry Lang Stadium - a day filled with cultural activities that celebrate the Samoan people and the wonderful diversity of our community. In Washington State, the Samoan population is the largest Pacific Islander group, and Asia Pacific Cultural Center (APCC) is proud to host this free, family-friendly event for people to share in Samoan traditions and customs. The goal is to bring people together to honor the Samoan community and to help everyone better understand and appreciate the Samoan heritage.

The Samoa Cultural Day is a day-long, outdoor event that is the last day of a 3-day long series of cultural events beginning with the Samoan Community Dinner on Thursday, the Native Hawaiian Pacific Islander (NHPI) MoveIt! Youth Health and Fitness Day on Friday, and ending with the Samoa Cultural Day on Saturday. The Samoa Cultural Day opens with a parade of Samoan organizations from all over Washington State with representatives wearing traditional costumes followed by the customary Ava Welcome Ceremony. Participants will enjoy a variety of activities including village singing and dances, cultural displays, arts and crafts, games, and authentic cuisine. Some examples of hands-on activities include: peeling green bananas, making coconut milk, fire-making, and much more. There will be retail vendors and informational booths for people to visit. At this year's 2015 event, we had a record 8 food booths and 11 retail booths. All vendors reported that they were highly pleased with the sales for that day.

Every Annual Samoa Cultural Day has been held in or near the City of Lakewood. We have previously held the event at Clover Park High School's Harry Lang Stadium and at Mt. Tahoma High School's Stadium. We have already confirmed our reservation with Harry Lang Stadium for this event. Because it will be held in the City of Lakewood, many if not all of the purchases and services for the event will be from Lakewood businesses. We have always encouraged the many out-of-towners to stay in Lakewood lodging, and in the past our VIPs and out of town visitors did indeed stay at a Lakewood hotel or motel. At our last event this past July 2015, more than 5000 people attended. Next year we expect 5,000 people. These participants are from all around Washington State and neighboring areas. We expect many out-of-state dignitaries such as American Samoa Governor Olo Moliga, Hawaii Congresswoman Tulsi Gabbard in Washington D.C., Samoa Consul General Tihati Tihati in Hawaii, and Samoa Consul General Ali'ioaiga Feturi Elisaia in New York. Also, as in years past, many other elected officials from throughout Washington State will be in attendance.

APCC is a 501(c)(3) non-profit organization whose mission is to "bridge communities and generations through arts, culture, education, and business". Our founders created APCC in 1996 to represent all 47 Asia Pacific cultures in order to promote the greater understanding and appreciation of the traditions, history, and heritage of the Asia Pacific people. In Pierce County, 10.9% or more than 87,700 of the population are Asian or Pacific Islander. The 6th Annual Samoa Cultural Day is one way APCC honors and celebrates the Samoan people and helps people embrace the diversity in our community.

3. Beneficiaries

Please list and provide specific information regarding all individuals, businesses, areas, or organizations that will directly benefit from the project/activity.

The entire City of Lakewood would benefit from the tax revenues generated from sales of meals, goods, services, and overnight stays at local hotels not only from the weekend of the event, but also from the weeks leading up to the event during the planning and preparation. The event would boost Lakewood's image throughout the region as a tourist destination and a great place to host large public events. It would show how Lakewood embraces the diversity of its people and honors the Asia Pacific people with events such as this. Pierce County and Washington State also will benefit. Families from all over the state will have a free, family-friendly event that they can attend and enjoy spending quality time together while learning about other cultures. It gives residents, businesses, and organizations an opportunity to build connections with the Asia Pacific people who attend. The event would benefit the Asia Pacific community because Asia Pacific people from all over the region would be proud to participate in the event, and the Samoan people will be especially proud that this event celebrates their heritage. Asia Pacific people have been part of the Lakewood community for generations. Many businesses in Lakewood and surrounding areas are owned by Asia Pacific people, and they will benefit from sales surrounding the event. The event will also give Asia Pacific individuals and organizations an opportunity to participate as vendors, volunteers, or as presenters. This event will enhance and strengthen the relationship of the Asia Pacific communities and the City of Lakewood.

4. Goals/Monitoring

Describe the goals of the project. Will the project result in an increase in overnight stays by visitors in Lakewood? <u>If so, how will this increase be tracked and monitored?</u> <u>How will an increase in the sale of goods and services as a result of the project be measured?</u> What other short or long term economic benefits will occur and how will that be tracked? Why do you believe those project/activity outcomes are feasible? **Applicants will be required to submit a post-funding report providing pertinent data evaluating tourism benefits resulting from the use of lodging tax funds as compared with the estimates contained in this application.**

The goal for Samoa Cultural Day is to provide an educational, fun, heart-felt, and entertaining cultural experience for all attendees. We track the attendance of the event to help us determine the effectiveness of our marketing and promotion. Our attendance goal is to have 5,000 people come to the event. We will also evaluate the event using surveys. The questionnaire will include questions about their experience and include questions such as "In what city do you live?" and "How many nights did you stay in Lakewood for this event?" to verify how many visitors came from over 50 miles and to verify if they stayed overnight in Lakewood.

Additionally performers and other participants who stay overnight will be monitored by APCC. Typically APCC will be coordinating these stays since the performers and dignitaries are coming from afar and are special guests for the event. All performers and participants also will complete a questionnaire at the event or by mail after the completion of the event to measure their experience of the event.

5. Estimate how the funds will increase the amount of people traveling to Lakewood to stay overnight in paid accommodations.

This event will increase the amount of people traveling to Lakewood to stay overnight in local hotels and motels. As stated earlier, the 6th Annual Samoa Cultural Day is the last day of a 3-day series of events. Many visitors will actually stay for 5-7 days because they will be here not only to attend Saturday's Samoa Cultural Day, but will also attend Thursday's Samoan Community Dinner and Friday's NHPI MoveIt! Youth Health and Fitness Day. Many of the participants come in the weekend before the event to start visiting with their local families, tour around Washington State, and then stay through the week for the Samoa Cultural Day.

In 2014 more than 115 people stayed at Lakewood accommodations including the new Candlewood Suites which they truly enjoyed. This year, 150 visitors stayed at Lakewood hotels and motels, and we expect the same number of people (150) for the 2016's 6th Annual Samoa Culture Day.

6. Estimate how the funds will increase the amount of people traveling to Lakewood from more than 50 miles from their residences.

Every year people travel from throughout the Northwest and beyond to attend the Annual Samoa Culture Day, and we expect that it will be no different next year. The 6th Annual Samoa Culture Day will attract all types of visitors – all ethnicities and all ages – who are interested in sharing in and learning about Samoa and the Pacific Islander culture. Because the event features Samoan culture, it will appeal especially to Polynesian audiences. It is uncommon to have Pacific Islander-type festivals, so Pacific Islanders will travel from far away to attend and enjoy authentic food, participate in authentic traditional Polynesian activities, and be among their community. They will feel at home with the customs and traditions that they long for while being away from their motherland. In Washington, more than 700,000 people are Asian or Pacific Islander. Asia Pacific people are willing to travel many miles to participate and enjoy large cultural events such as the Samoa Cultural Day to eat ethnic foods, see traditional dances, and participate in cultural games, crafts and activities no matter how far away the event might be.

7. Estimate how the funds will increase the amount of people traveling to Lakewood from outside their state or country.

We will be able to use these funds to bring national and international speakers and dignitaries, which will provide a significant level of prestige to the event. These VIPs will travel from places such as Washington D.C., California, American Samoa, and Samoa. Also many family members of local participants often travel from out of state as the event grows and becomes more well-known through promotional efforts made possible by the funding from Lakewood.

8. Funding Requirements

Due to funding constraints, partial funding may be recommended by the LTAC.

8a. If partial funding is received, how will that impact the project/activity? Please describe:

Full funding from the City of Lakewood Lodging Tax and Tourism Fund will be an important part of the success of the 6th Annual Samoa Cultural Day. The City's investment in this event is an investment in the tourism for the City, benefitting businesses and improving the image of Lakewood as a multi-cultural destination while showing the City's commitment to the Asia Pacific community. If full funding is not received, it will certainly place more pressure on APCC to find alternatives to fill the funding gap. We would make every effort to solicit additional funding from other sources and would likely rely more heavily on in-kind support.

9. Use of Funds

Provide detail on how the funds will be used. For example, $20,000 of the funds will be used for marketing, $5,000 for administration, $10,000 for Consultants, etc.

$1,500 Administration (rent, utilities, postage, supplies, janitorial services, and other items)

$8,500 Contract Services (equipment rentals and facility rentals, such as tents, sound equipment, and other rentals)

$5,000 Other: hotel/lodging for out-of-town dignitaries and performers

10. Project Budget (for non-capital projects). Do not include in-kind contributions.

Income: A diversified funding base is important to the success of any project. Please list all other sources of funding for the project, both anticipated and confirmed and when that funding will be available to the project. Include your own funding, sponsorships, other grants, etc

Funding Source list all revenue sources anticipated for 2015. Do not include requested Lakewood Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
Catholic Community Services	$ 5000	Yes	Feb 2016
Muckleshoot Charity Fund	$ 5000	Yes	May 2016
United Healthcare	$ 1500	Yes	May 2016
Amerigroup	$ 1500	Yes	May 2016
MultiCare	$ 1000	Yes	May 2016
Community Fundraising	$ 5000	No (ongoing)	June 2016
Other Funders	$ 3500	No (ongoing)	Mar 2016

Expenses: Based on full funding, please list project costs.
PLEASE NOTE: Certain expenses may not be reimbursable, at the sole discretion of the City of Lakewood. You will only be repaid at the Lakewood authorized rates. Insurance is not an eligible cost. If you have any questions about any of your proposed expenses, please discuss them with Becky Newton at Lakewood's Economic Development (253) 983-7738.

	a. Lodging Tax Funds	b. Other Funds, Do not include In-Kind dollars	c. Total
Personnel (salaries & benefits)	$ 0	$ 10000	$ 10000
Administration (rent, utilities, postage, supplies, janitorial services, etc.) *Note: Insurance is not an eligible cost*	$ 1500	$ 0	$ 1500
Marketing/Promotion	$ 0	$ 7500	$ 7500
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	$ 0	$ 5000	$ 5000
Minor Equipment (computers, desks, etc.)	$ 0	$ 0	$ 0
Travel	$ 0	$ 0	$ 0
Contract Services Describe below	$ 8500	$ 0	$ 8500
Other Describe below	$ 5000	$ 0	$ 5000
TOTAL COSTS (Amount in column "a." must match "Amount Requested." Amount in column "c" must equal "Total Project Amount" on Page 9)	$ 15000	$ 22500	$ 37500
Description for Direct Sales Activities, Contract Services, Travel and Others	Direct Sales: telephone, related travel, presentations Contract Services: equipment rentals and facility rentals (such as tents, sound systems, and other rentals) Other: hotel/lodging for out-of-town dignitaries and performers		
In-Kind Contributions	$10,000: general administrative expenses such as rent, utilities, supplies, insurance, and other related expenses		

11. Funding History

11a. Was this project funded with Lakewood lodging tax funds in fiscal year 2015?

___x___yes _____no

11b. If you answered yes to 11a, how much funding did you receive in 2015?

2,500.00

11c. If you answered no to 11a, what is the last year Lakewood funding was received and how much? _____ (year) _____ (amount awarded) ☐ no previous funding

11d. Indicate what efforts have been made to access funding from additional sources?

Throughout the year, we apply for sponsorships and grants in support of each Annual Samoa Culture Day. We are fortunate to have the commitment from several funders who have supported this event each year and have been pleased with the growth and outpouring of support and participation from the community. We have confirmed funding for the 6th Annual Samoa Culture Day from: Catholic Community Services, Muckleshoot Charity Fund, Amerigroup, United Healthcare, and MultiCare among others. We also do community fundraising throughout the year to help raise funds for the event.

12. Coordination and Collaboration

Please provide information about any other organizations or agencies involved in this project/activity. Describe their level of involvement. Describe how this project coordinates with other tourism promotion efforts or services in the area, including Chambers of Commerce, local festivals, local lodging and restaurants. You may attach up to three letters of support from these organizations.

Collaboration with our community partners is an important for APCC to achieve its goals as an organization, especially with the 6th Annual Samoa Culture Day. APCC has an extensive network of partners in Pierce County and throughout Washington State, including individuals, businesses, cultural organizations, and community leaders. These partners will be involved in the event by participating in the planning and execution phases, helping with fundraising, by participating as vendos, as performers, or as volunteers at information booths and other cultural booths. Organization and agency partners include: the City of Lakewood Chamber of Commerce, the City of Lakewood Economic Development, FiaOla Store (in Lakewood), Polynesian Grill (in Lakewood), Samoa Seniors Association of Pierce County, Samoa Nurses of Washington, Samoa Northern Star Stautua Aitaumalele Newspaper, and more. Also about 20 churches from many denominations with large Samoan congregations will be actively participating in the event, just as they have in the past. APCC is proud to collaborate with all our community partners to host this wonderful cultural event and share it with the City of Lakewood and our entire community.

13. Capital Projects Budget

Supporting the Capital Expenditures and/or Operation of City Tourism-Related Facilities

FUNDING/TIMELINE	Responsible Parties, Methods, Means	Begin (Dates or Periods)	End (Dates or Periods)	Amount Requested From Lodging Funds	Other Funds Committed or Proposed*	TOTALS
Design & Inspection				$	$	$ 0
Other Consultants				$	$	$ 0
Permits & Fees				$	$	$ 0
Land Acquisition				$	$	$ 0
Site Development & Landscape				$	$	$ 0
Buildings (New Construction)				$	$	$ 0
Building Renovations (Includes Access)				$	$	$ 0
Other (Specify) *Insurance is not an eligible cost.*				$	$	$ 0
TOTAL				$ 0	$ 0	$ 0

*If other funds are committed, please attach a letter of commitment from the funding source.

14. Certification

The applicant hereby certifies and confirms:

1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;
2. That it will abide by all relevant local, state, and federal laws and regulations;
3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;
4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

Primary Signature: _____
Signature

Faaluaina Pritchard, Executive Director — 8/3/15
Printed Name & Title of Chief Administrator/Authorizing Official — Date

CITY OF LAKEWOOD

E-VERIFY REQUIREMENTS FOR CONTRACTORS

By Ordinance, the City of Lakewood requires that all contractors who enter into agreements to provide services or products to the City use the Department of Homeland Security's E-Verify system when hiring new employees for the term of the contract.

E-Verify is an electronic system designed to verify the documentation of job applicants. It is run by the Department of Homeland Security.

Who is affected?

- All contractors doing business for the City of Lakewood. There is no minimum dollar value for contracts affected.
- All subcontractors employed by the general contractor on these contracts.

Are there exceptions?

- Contracts for "Commercial-Off-The-Shelf" items are exempted from this requirement.
- Individuals, Companies, or other organizations that do not have employees.

How long must the contractor comply with the E-Verify system?

- For at least the term of the contract.

Are there other stipulations?

- E-Verify must be used ONLY for NEW HIRES during the term of the contract. It is NOT to be used for EXISTING EMPLOYEES.
- E-Verify must be used to verify the documentation of ANY new employee during the term of the contract, not just those directly or indirectly working on deliverables related to the City of Lakewood contract.

How will the City of Lakewood check for compliance?

- All contractors will retain a copy of the E-Verify Memorandum of Understanding that they execute with the Department of Homeland Security AND
- Sign and submit to the City an Affidavit of Compliance with their signed contract.
- All General Contractors will be required to have their subcontractors sign an Affidavit of Compliance and retain that Affidavit for 4 years after end of the contract.
- The City of Lakewood has the right to audit the Contractor's compliance with the E-Verify Ordinance.

Further information on E-Verify can be found at the following website:

http://www.uscis.gov/e-verify

If you have questions about the City's E-Verify Ordinance, please contact the City of Lakewood's legal department prior to contracting with the City.

CITY OF LAKEWOOD

AFFIDAVIT OF COMPLIANCE WITH LAKEWOOD MUNICIPAL CODE 1.42
"E-VERIFY"

As the person duly authorized to enter into such commitment for

Asia Pacific Cultural Center
COMPANY OR ORGANIZATION NAME

I hereby certify that the Company or Organization named herein will

(Check one box below)

☑ Be in compliance with all of the requirements of City of Lakewood Municipal Code Chapter 1.42 for the duration of the contract entered into between the City of Lakewood and the Company or Organization.

OR

☐ Hire no employees for the term of the contract between the City and the Company or Organization.

SIGNATURE

Faaluaina Pritchard, Executive Director
PRINT NAME AND TITLE

8/3/15
DATE

INTERNAL REVENUE SERVICE
DISTRICT DIRECTOR
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: JAN 21 1998

ASIA PACIFIC CULTURAL CENTER
C/O PATSY SURH OCONNELL
9312 S TACOMA WAY STE 110
TACOMA, WA 98499

Employer Identification Number:
91-1854410
DLN:
17053339132007
Contact Person:
D. A. DOWNING
Contact Telephone Number:
(513) 241-5199
Accounting Period Ending:
December 31
Foundation Status Classification:
509(a)(2)
Advance Ruling Period Begins:
April 11, 1997
Advance Ruling Period Ends:
December 31, 2001
Addendum Applies:
No

Dear Applicant:

Based on information you supplied, and assuming your operations will be as stated in your application for recognition of exemption, we have determined you are exempt from federal income tax under section 501(a) of the Internal Revenue Code as an organization described in section 501(c)(3).

Because you are a newly created organization, we are not now making a final determination of your foundation status under section 509(a) of the Code. However, we have determined that you can reasonably expect to be a publicly supported organization described in section 509(a)(2).

Accordingly, during an advance ruling period you will be treated as a publicly supported organization, and not as a private foundation. This advance ruling period begins and ends on the dates shown above.

Within 90 days after the end of your advance ruling period, you must send us the information needed to determine whether you have met the requirements of the applicable support test during the advance ruling period. If you establish that you have been a publicly supported organization, we will classify you as a section 509(a)(1) or 509(a)(2) organization as long as you continue to meet the requirements of the applicable support test. If you do not meet the public support requirements during the advance ruling period, we will classify you as a private foundation for future periods. Also, if we classify you as a private foundation, we will treat you as a private foundation from your beginning date for purposes of section 507(d) and 4940.

Grantors and contributors may rely on our determination that you are not a private foundation until 90 days after the end of your advance ruling period. If you send us the required information within the 90 days, grantors and contributors may continue to rely on the advance determination until we make a final determination of your foundation status.

If we publish a notice in the Internal Revenue Bulletin stating that we

Marketing Plan:
APCC 2015 Samoa Cultural Day
July 9, 2016

1. **Goals**
   - Organizational goal:
     - To "bridge communities and generations through arts, culture, education, and business" by honoring and teaching about the 47 Asian Pacific countries, promoting the greater understanding of their unique traditions, art, history, language, and heritage through cultural programming and community collaboration.
   - Event goal for Samoa Cultural Day:
     - To bring more tourism to the City of Lakewood by providing an opportunity in Lakewood for people from throughout the Northwest to experience, enjoy, learn about, and better appreciate the Asia Pacific culture, especially the Samoan and Polynesian culture.
   - Communications goals:
     - Build awareness about Samoa Cultural Day
     - Increase awareness of the City of Lakewood
     - Build awareness about APCC
     - Increase understanding of Asia Pacific Cultures

2. **Objectives**
   - Increase awareness about the Samoa Cultural Day in Lakewood to reach an attendance of at least 5000 visitors.
   - Provide an enjoyable and educational experience at the Samoa Cultural Day and see that the attendees would be willing to attend a future APCC sponsored cultural event, as measured by surveys.
   - Inform the target audience the offerings and services of APCC to recruit new members at Samoa Cultural Day.

3. **Target Audience**
   - Residents from throughout the Northwest
     - **Their needs/wants:**
       - Target residents who want to learn about and share in the Asia Pacific cultures and who want to attend a fun and entertaining event in Lakewood.
     - **Desired exchange:**
       - We want them to attend and enjoy the Samoa Cultural Day and become returning visitors to future events in Lakewood and to future APCC events. We also want them to sign up for membership with APCC.
   - Asian and Pacific Island (API) people from throughout the Northwest
     - **Their needs/wants:**
       - Target API people who want to share the experiences of their homeland with others; who want to experience cuisine, arts, crafts and other cultural activities that they miss from their homeland; and who want to attend a fun and entertaining event in Lakewood.
     - **Desired exchange:**

- We want them to attend and enjoy the Cultural Days and become returning visitor to future events in Lakewood and to future APCC events. We also want them to sign up for membership with APCC.

4. **Best Strategies**
    - Promote Samoa Cultural Day as a free, fun, family-friendly, entertaining, and educational experience in Lakewood.
        - **Tactic**:
            - Design promotional posters Samoa Cultural Day and distribute to cultural organizations, schools and businesses.
            - Design promotional flyers for Samoa Cultural Day and distribute accordingly.
            - Partner with civic and business associations and promote Samoa Cultural Day.
            - Create a webpage for Samoa Cultural Day on the APCC website.
            - Post event on online calendar of events.
            - Utilize social media to promote Samoa Cultural Day.
    - Convey and reinforce the APCC name and its offerings and convey that APCC serves the community.
        - **Tactic**:
            - Have a manned APCC information and membership table at each Cultural Day.
            - Have the APCC name and logo on all promotional materials.
            - Have a spokesperson from the APCC board speak on stage about APCC, its accomplishments, its goals and the services and programs it offers.
            - Maintain an updated webpage and utilize social media.

5. **Budget**
    - The budget for Marketing and Promotion for Samoa Cultural Day is $7,500.

6. **Evaluation**
    - Survey through a questionnaire for attendees and volunteers/performers:
        - To determine their experience at the Samoa Cultural Day; to determine if they attended previously an APCC event; to determine where they reside; to find out how they heard about the Cultural Day; to determine if they would attend a future APCC cultural event.
    - Attendance count.
    - Count of visitors to the membership table and membership sign-up count at the Samoa Cultural Day.

Asia Pacific Cultural Center
2015 Annual Organization Budget

	INCOME		AMOUNT
1	Annual Asia Pacific New Year Celebration	$	50,000.00
2	Classes	$	30,000.00
3	Cultural Education	$	70,000.00
4	Youth	$	100,000.00
5	Grants/Corporate Donations	$	100,000.00
6	Membership	$	10,000.00
7	Polynesian Luau	$	50,000.00
8	Samoa/Native Hawaiian Pacific Islander (NHPI) Program	$	40,000.00
9	Facility Rentals	$	200,000.00
	Total Income	**$**	**650,000.00**

	EXPENSES		AMOUNT
1	Staff Wages	$	233,600.00
2	Staff Benefits and Taxes	$	32,700.00
3	Programs Support	$	150,000.00
4	Accounting/Audit	$	17,000.00
5	Space Rental	$	95,000.00
6	Liability/Bond Insurance	$	4,000.00
7	License/Fees	$	1,000.00
8	Office Supplies	$	3,000.00
9	Postage/Mail	$	2,000.00
10	Printing	$	12,000.00
11	Community Events/Outreach	$	10,000.00
12	Telephone/Internet	$	5,000.00
13	Storage	$	1,500.00
14	Mileage/Travel	$	12,000.00
15	Advertising	$	20,000.00
16	Equipment/Furniture	$	10,000.00
	Total Expenses	**$**	**608,800.00**
	Net Income/Loss	**$**	**41,200.00**

Asia Pacific Cultural Center
Statement of Financial Position
As of May 31, 2015

	May 31, 15
ASSETS	
Current Assets	
Checking/Savings	
Columbia Bank Checking	1,138.71
Heritage Bank Main Checking	25,243.94
Heritage Bank Building Fund	8,454.94
Key Money Market Fund	308.96
Petty Cash	29.80
Total Checking/Savings	35,176.35
Total Current Assets	35,176.35
TOTAL ASSETS	35,176.35
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Payroll Liabilities - CY	
941	4,537.80
FUTA	10.79
SUTA	370.15
L&I	424.72
Total Payroll Liabilities - CY	5,343.46
Total Other Current Liabilities	5,343.46
Total Current Liabilities	5,343.46
Long Term Liabilities	
Heritage New LOC	68,940.96
Total Long Term Liabilities	68,940.96
Total Liabilities	74,284.42
Equity	
Unrestricted Net Assets	-91,421.93
Net Income	52,313.86
Total Equity	-39,108.07
TOTAL LIABILITIES & EQUITY	35,176.35

No assurance is provided on these financial statements.

Asia Pacific Cultural Center
Statement of Financial Income and Expense
May 2015

	May 15	Jan - May 15
Ordinary Income/Expense		
Income		
Cultural Program Income	5,339.93	11,757.59
Donations Income	0.00	9,354.50
Event Income	15,592.50	50,768.25
Grants/Corp Donations, General	0.00	100,000.00
Membership Dues Income	50.00	2,410.00
Rental Income	6,745.92	52,056.43
Miscellaneous Income	26,745.32	32,361.23
Youth Program Income	22,637.50	28,637.50
Total Income	77,111.17	287,345.50
Gross Profit	77,111.17	287,345.50
Expense		
Accounting	500.00	3,100.00
Advertising	957.46	6,832.52
Board Expenses	242.81	518.15
Building Projects	0.00	972.94
Building Management	1,905.79	7,687.29
Business Expenses	266.82	1,812.59
Community Relations	1,498.94	5,315.99
Fundraising Expense	0.00	100.00
Health Benefits	3,417.51	7,013.51
Insurance	183.35	930.59
Licenses, Fees & Dues	754.27	2,779.23
Office Expense	221.32	1,300.08
Payroll Taxes	1,924.16	13,673.53
Postage & Delivery	11.69	108.76
Printing & Graphics	1,501.58	8,132.78
Professional Fees	0.00	1,740.00
Program Support	14,487.76	28,733.42
Rent Expense	0.00	45,000.00
Salaries and Wages	20,664.83	91,337.54
Telephone & Internet	371.61	1,652.46
Travel	1,171.60	6,293.80
Total Expense	50,081.50	235,035.18
Net Ordinary Income	27,029.67	52,310.32
Other Income/Expense		
Other Income		
Interest Income	1.20	3.54
Total Other Income	1.20	3.54
Net Other Income	1.20	3.54
Net Income	27,030.87	52,313.86

No assurance is provided on these financial statements.

ASIA PACIFIC
CULTURAL
CENTER

9312 So. Tacoma Way
Suite 110
Tacoma, Washington
98499

Telephone
253.565.2225
Fax
253.531.5515

BOARD OF DIRECTORS

Patty Kirk O'Connell
President

Barbara Minoguchi
1st Vice President

Judy Chan
2nd Vice President

Yoshiko Pritchard
Secretary

Daniel Yu
Treasurer

EE Ashley
Karen Kaiura Case
Charles Hermann
Linda Harris
Michio Osaka

BYLAWS
November, 1997

BYLAWS: ASIA PACIFIC CULTURAL CENTER
WASHINGTON STATE NONPROFIT CORPORATION

TABLE OF CONTENTS

	Page
Article One - Administration Office	4
Article Two - Members	4
Section 1 - Description	4
Section 2 - Membership Levels and Rights & Privileges	4
Section 3 - Voting Rights	4
Section 4 - Renewal and Termination	4
Section 5 - Transfers	4
Article Three - Members Meetings	5
Section 1 - Notice of Meetings	5
Section 2 - Annual Members' Meeting	5
Section 3 - Special Meetings	5
Section 4 - Quorum	5
Section 5 - Proxy	5
Article Four - Board of Directors	5-6
Section 1 - Description	5
Section 2 - Nomination, Election, and Term of Office	6
Section 3 - Vacancy and Removal	6
Section 4 - Compensation	6

BYLAWS: ASIA PACIFIC CULTURAL CENTER
WASHINGTON STATE NONPROFIT CORPORATION

TABLE OF CONTENTS
continued

	Page
Article Eight - Director	9
Article Nine - Contracts, Checks, Deposits, and Gifts	10
Section 1 - Contracts	10
Section 2 - Checks, Drafts, or Orders	10
Section 3 - Deposits	10
Section 4 - Gifts	10
Article Ten - Certificate of Membership	10
Article Eleven - Books and Records	11
Article Twelve - Fiscal Year	11
Article Thirteen - Dues	11
Section 1 - Annual Dues	11
Section 2 - Payment of Dues	11
Section 3 - Default and Termination of Membership	11
Article Fourteen - Seal	11
Article Fifteen - Waiver of Notice	11
Article Sixteen - Indemnification of Board of Directors, Officers, Employees, and Agents	12
Article Seventeen - Amendments of Bylaws	12

BYLAWS: ASIA PACIFIC CULTURAL CENTER
WASHINGTON STATE NONPROFIT CORPORATION

TABLE OF CONTENTS
continued

	Page
Article Five - Board of Directors Meetings	6-7
Section 1 - Notice of Meetings	6
Section 2 - Regular Meetings	7
Section 3 - Special Meetings	7
Section 4 - Quorum	7
Section 5 - Proxy	7
Article Six - Officers	7-8
Section 1 - Description	7
Section 2 - President	7
Section 3 - First Vice President	8
Section 4 - Second Vice President	8
Section 5 - Secretary	8
Section 6 - Treasurer	8
Section 7 - Nomination, Election, and Term of Office	8
Section 8 - Vacancy and Removal	8
Article Seven - Committees	9
Section 1 - Description	9
Section 2 - Committee Chair	9
Section 3 - Committee Members	9

BYLAWS: ASIA PACIFIC CULTURAL CENTER
WASHINGTON STATE NONPROFIT CORPORATION

ARTICLE ONE - ADMINISTRATIVE OFFICE:

The principal office of the Asia Pacific Cultural Center (APCC) shall be located at:

9312 South Tacoma Way, #110
Tacoma, Washington 98499
Pierce County

APCC may have other such offices, either within or without the State of Washington, as the Board of Directors may determine from time to time.

ARTICLE TWO - MEMBERS:

SECTION 1. DESCRIPTION: Members of APCC consists of any person who submit a written and signed application form, approved by the Board of Directors, and pays membership dues or fees. The membership thus includes certain rights and privileges, depending of membership level, of activities occurring at APCC.

SECTION 2. MEMBERSHIP LEVELS AND RIGHTS & PRIVILEGES: Levels of membership, along with rights and privileges shall be determined by the Board of Directors' Development/Membership Committee. The committee will present their recommendation to the Board of Directors who will approve the various membership levels. Any changes to the levels will also need board approval.

SECTION 3. VOTING RIGHTS: Each member shall be entitled to one vote on each matter submitted to a vote of the members.

SECTION 4. RENEWAL AND TERMINATION: Renewal of membership includes payment of the annual dues. Termination of membership assumes any member who is in default of their payment of dues. Any inappropriate cause(s) by the member may suspend or expel their membership. Termination will consist of an appropriate and documented hearing with a majority vote of the members of the board.

SECTION 5. TRANSFER OF MEMBERSHIP: Membership at APCC is not transferrable or assignable.

ARTICLE THREE - MEMBERS' MEETINGS:

SECTION 1. NOTICE OF MEETING: Notice of the meeting place, day, and hour, and in the case of a special meeting the purpose for which the meeting is called, shall be delivered either personally, by United States postal mail, by electronic transfer, by facsimile (FAX), by telephone to each member entitled to vote at such a meeting. If delivered, mailed, electronically transferred, FAXed, or telephoned, such notice shall be deemed deposited to the address/telephone number of the member as it appears on the records of APCC.

SECTION 2. ANNUAL MEMBERS' MEETING: The annual meeting of the members shall be held at the principal office of APCC or at such other place as determined by the Board of Directors on the 14th day in the month of November of each year, beginning with the year 1997 for the transaction of such business as may come before the meeting. If the day fixed for the annual meeting shall be a legal holiday in the State of Washington or on a week-end, such meeting shall be held on the next succeeding business day.

SECTION 3. SPECIAL MEETINGS: Special meetings of the members, for any purpose, unless otherwise prescribed by statute, may be called by the President or by the Board of Directors. Designation will be located at the principal office of APCC in the state of Washington unless otherwise determined. Any action(s) at the meeting shall be the majority vote of all members.

SECTION 4. QUORUM: Members holding majority of the votes that may be cast at any meeting shall constitute a quorum at such meeting. If a quorum is not present at any meeting of members, majority of the members present may adjourn the meeting.

SECTION 5. PROXY: At any meetings of members, a member entitled to vote may vote by proxy executed in writing by the member or by his/her duly authorized attorney-in-fact.

ARTICLE FOUR - BOARD OF DIRECTORS:

SECTION 1. DESCRIPTION: The Board of Directors are the governing body who manage the business and affairs of APCC. Board members need not be residents of the state of Washington but need to be members of APCC. There shall be no more than 20 board members on the board.

SECTION 2. NOMINATION, ELECTION, AND TERM OF OFFICE: Board member qualifications shall be outlined by the board's Board Development Committee with final approval by the board. Nominations shall be submitted by the Board Development Committee with elections at the Annual Members' Meeting. Each elected director shall serve three years and may be re-elected once. However, no more than twenty percent (20%) of the board shall consist of "interested" board members (independent contractor(s) serving the corporation; family member(s), relative(s), or descendant(s) of other board members; and/or employees of APCC). Former board members may serve on board committees or other APCC functions as a "former board member".

SECTION 3. VACANCY AND REMOVAL: Vacancies arising from expiration, resignation, removal, or death of a director will be filled by the elections of new board members at the Annual Members' Meeting. Removal of a director will consist of an appropriate and documented hearing and a majority vote of all the members of the board. Any director may resign upon written notice submitted to the President.

SECTION 4. COMPENSATION: As volunteers of APCC, directors shall not receive any fees or reimbursement for their service.

ARTICLE FIVE - BOARD OF DIRECTORS MEETINGS

SECTION 1. NOTICE OF MEETINGS: Notice of the Board of Directors meeting place, day, and hour, and in the case of a special meeting the purpose for which the meeting is called, shall be delivered either personally, by United States postal mail, by electronic transfer, by facsimile, or by telephone to each member entitled to vote at such a meeting. If delivered, mailed, electronically transferred, FAXed, or telephoned, such notice shall be deemed deposited to the address/telephone number of the board member as it appears on the records of the corporation. The attendance of a board member at a meeting shall constitute a waiver of notice of such meeting, except where a board member attends a meeting for the express purpose of objecting to the transaction of any business because the meeting is not lawfully called or convened. Neither the business to be transacted at, nor the purpose of, any regular or special meeting of the Board of Directors need be specified in the notice or waiver of notice of such meeting, unless specifically required by law or by these bylaws.

SECTION 2. REGULAR MEETINGS: Regular Board of Directors meetings shall be held monthly at the principal office of APCC unless otherwise designated. Specific date(s), time(s), and location(s) will be included in the minutes of the last meeting and sent to all board members prior to the next meeting.

SECTION 3. SPECIAL MEETINGS: Special Board of Directors meetings may be called by or at the request of the President, and shall be held at the principal office of APCC or at such other designated location. Any action(s) at the meeting shall be the majority vote of all board members.

SECTION 4. QUORUM: A majority of the Board of Directors shall constitute a quorum for the transaction of business at any meeting of the board, but if less than such majority is present at a meeting, a majority of the board members.

SECTION 5. PROXY: At any meetings of board, a board member entitled to vote may vote by proxy executed in writing by the board member or by his/her duly authorized attorney-in-fact.

ARTICLE SIX - OFFICERS:

SECTION 1. DESCRIPTION: The officers of the Board of Directors are elected officials to represent the APCC board and its affairs. The officers of APCC shall be a President, one or more Vice-Presidents, a Secretary, a Treasurer, and other such officers as may be elected in accordance with the provisions of this article.

SECTION 2. PRESIDENT: The President shall be the Chief Operating Officer of the board and shall preside at meetings of the membership, the Board of Directors, and the Executive Committee. The President shall appoint all committee chairs as provided herein and shall be the chairman of the Executive Committee. With the approval of the board, the President may establish or dissolve committees, and shall be responsible for the proper functioning of the committee system, especially as it relates to communication between committees and relationships between committees and the full board. The President is also an ex-officio member of all committees.

SECTION 3. FIRST VICE PRESIDENT: In the event of the absence or disability of the President, the First Vice President shall assume and perform the duties of the President. The regular duties of the Vice President shall be such as may be assigned to him/her from time to time by the board or the President.

SECTION 4. SECOND VICE PRESIDENT: In the event of the absence or disability of the First Vice President, the Second Vice President shall assume and perform the duties of the First Vice President. The regular duties of the Second Vice President shall be such as may be assigned to him/her from time to time by the board or the President.

SECTION 5. SECRETARY: The Secretary shall have the charge and custody of APCC's books and records excluding the books of account; make and preserve accurate and complete minutes of all meetings of the membership, the Board of Directors, and the Executive Committee; give proper notice of all meetings; attend to the filing of any reports required by law to be filed; handle any social correspondence, and perform such other duties as may from time to time be assigned by the board.

SECTION 6. TREASURER: The Treasurer shall have charge and custody of the funds of APCC, collect and receive the dues, keep books of account which will be open at all times for inspection by any member upon giving sufficient notice and cause, render annual reports at the annual meeting of the membership and such other reports to the board as required, receive and disburse funds of APCC under the direction of the officers and board, and perform such other duties which may from time to time be assigned by the board. All checks disbursing funds of APCC shall be signed and countersigned by those persons designated by resolution of the board.

SECTION 7. NOMINATION, ELECTION, AND TERM OF OFFICE: The officers of APCC shall be nominated by the Board Development Committee and elected annually by the board members. Each officer shall hold office for three years or at the time his/her board term expires, whichever comes first. Officers may be re-elected once.

SECTION 8. VACANCY AND REMOVAL: Vacancies arising from expiration, resignation, removal, or death of an officer may be filled by another nominated board member by the Board Development Committee for the unexpired portion of the former officer's term. Removal of an officer will consist of an appropriate and documented hearing with a majority vote of the members of the board.

ARTICLE SEVEN - COMMITTEES:

SECTION 1. DESCRIPTION: Board committees serve as working or advisory committee assisting APCC in reaching its goals. Each committee will be responsible for the management of APCC but not relieve the authority of the board or any individual Director of any responsibility imposed on it or him/her by law. Committees will be formulated and dissolved as needed with the approval of the Board of Directors. Meeting minutes shall be kept of each meeting of any committee and be filed with APCC's records.

SECTION 2. COMMITTEE CHAIR: The committee chair is also a board member nominated and approved by the President. The committee chair will lead the committee in reaching its goals, report committee status/recommendations to the board for approval, annually evaluate committee members, and recruit new members.

SECTION 3. COMMITTEE MEMBERS: Committee members must include at least one board member and can include non-board members. Non-board members shall not possess the same authority as a board member. Any vacancy occurring in the committee by death, resignation, or withdrawal can be filled by the majority vote of all the remaining members of the committee. Any person if so elected, shall serve for the remainder of the term of his or her predecessor. Any member who maintains a conflict of interest with APCC can be removed from the committee after an evaluation and approval by the committee.

ARTICLE EIGHT - DIRECTOR

The Director shall be employed by the Board of Directors, reporting to the President and shall be responsible for the day-to-day operations of APCC. He/she will be the Chief Executive Officer consulting with the board on major personnel decisions, and will be responsible for the employment and discharge of all employees of APCC. The Director will annually develop a proposed budget with the Finance Committee, and be responsible for the proper expenditure of APCC's operating funds in accordance with the approved budget by the board. The Director shall be an ex-officio, non-voting member of any APCC committees. The board may from time to time, in its sole discretion, increase, limit, or alter the responsibilities and authority of the Director as may deem to be in the best interests of APCC.

ARTICLE NINE - CONTRACTS, CHECKS, DEPOSITS, AND GIFTS

SECTION 1. CONTRACTS: Any contract will consist of a written agreement that is evaluated and approved by the Board of Directors. Agreements shall also be reviewed by an attorney on behalf of APCC.

SECTION 2. CHECKS, DRAFTS, OR ORDERS: All checks, drafts, or other orders for the payment of money, notes, or other evidences of indebtedness issued in the name of APCC shall be signed by the President and Treasurer. If the President is absent then the First Vice President and Treasurer shall sign. If the First Vice President is absent then the Second Vice President and Treasurer shall sign. The Treasurer will keep the records and inform the Board of Directors at each meeting.

SECTION 3. DEPOSITS: All funds of APCC shall be deposited by the Treasurer from time to time to the credit of APCC in such banks, trust companies, or other depositaries as the Board of Directors select. The Treasurer maintains all original transactions and copies are to be provided to the President.

SECTION 4. GIFTS: The Board of Directors may accept on behalf of APCC any contribution, gift, bequest, or device for the purpose of APCC. Records will be kept by the Treasurer.

ARTICLE TEN - CERTIFICATE OF MEMBERSHIP

The Board of Directors shall issue certificates evidencing membership at APCC. Certificate forms shall be determined by the board, and signed by the President or First Vice President and by the Secretary or Treasurer possessing the seal of APCC. All certificates evidencing membership of any class shall be consecutively numbered with the name and address of each member. Date of certificate issuance shall be entered in the records of APCC. If any certificate is lost, mutilated, or destroyed, a new certificate may be issued on such terms and conditions as the board may determine.

ARTICLE ELEVEN - BOOKS AND RECORDS

APCC shall keep correct and complete books and records of account and shall also keep meeting minutes of its board members and committees. Annual reports will be published no later than 120 days after the close of the fiscal year. Records shall be kept at the principal office. All books and records of APCC may be inspected by any member and/or his/her attorney for any proper purpose at any reasonable time. An outside audit will be conducted annually.

ARTICLE TWELVE - FISCAL YEAR

The fiscal year of APCC shall commence by calendar year, beginning on the first day of January and ending on midnight of the 31st day of December of the same year.

ARTICLE THIRTEEN - DUES

SECTION 1. ANNUAL DUES: The Board of Directors shall determine from time to time the amount of annual dues payable to APCC by members of each class, and shall give appropriate notice to the members.

SECTION 2. PAYMENT OF DUES: Dues shall be payable in advance from the first day of the month in which such member is elected into membership.

SECTION 3. DEFAULT AND TERMINATION OF MEMBERSHIP: When any member of any class is in default of payment of dues over six months from the beginning of the period for which such dues became payable, his/her membership may thereupon be terminated.

ARTICLE FOURTEEN - SEAL

The Board of Directors shall provide a corporate seal consisting of a logo of a red painted circle mastered by a sumi artist with the inscription of Asia Pacific Cultural Center located below.

ARTICLE FIFTEEN - WAIVER OF NOTICE

Whenever a notice is required to be given under the provisions of Article Three and Five, a waiver thereof in writing, signed by the President, shall be deemed equivalent to the giving of such notice.

ARTICLE SIXTEEN - INDEMNIFICATION OF BOARD OF DIRECTORS, OFFICERS, EMPLOYEES, AND AGENTS

APCC shall have power to purchase and maintain insurance on behalf of a board member, officer, employee or agent of APCC who is or was serving at the request of APCC as an officer, employee, or agent of another corporation, partnership, joint venture, trust, other enterprise, or employee benefit plan, against any liability asserted against such person.

ARTICLE SEVENTEEN - AMENDMENTS OF BYLAWS

These bylaws may be altered, amended, or repealed and new bylaws may be adopted by a majority of the Board of Directors present at any regular or special meeting, if at least seven days' written notice is given with explanation.

PROPOSED ADDITION TO THE BY-LAWS:

In the matter of obtaining proxy vote permission:

1. The President should be notified prior to any scheduled business meeting wherein an agenda has been established and distributed, of any board member's or officer's pending absence.
2. Upon notice, the member may inform the President of his or her desire to transfer individual voter discretion by proxy to the President.

This opportunity should not be construed as an excuse for non-attendance. It is designed specifically to forward business aspects of the Board by providing for a "quorum" vote when needed.

ASIA
PACIFIC
CULTURAL
CENTER
SINCE 1996

4851 So. Tacoma Way
Tacoma, WA 98409
253.383.3900
253.292.1551 F
www.asiapacificculturalcenter.org

Board of Directors
Patsy Surh O'Connell, *President*
Dr. Belinda Louie, *Vice President*
Albert Cosio, *Secretary*
Dr. Jay Narongdej, *Treasurer*
Ron Asahara
Joyce Yoo
Tuyet Nguyen
Michael Tuncap
Francisco Pascua
Chico Mageo
Sunni Yiko
Ka'imi Alohilani Sinclair
Leonora Noble
Gim S. Seow

Advisory Board
Art Wang
Diane Narasaki
Tony Lee
Rosa Franklin
Debbie Regala
Dr. Chang Mook Sohn
General Oscar Hilman
Dr. Sharon McGavick
Shiao Yen Wu
Barbara Johns
Brian Ebersole
John Beckwith
Tom Hilyard
Judie Fortier
Connie Bacon
Bill Evans
Felicity Wang
Jasmel Sangha
JJ Kim
Dr. Lisa Hoffman

Faaluaina Pritchard
Executive Director

August 3, 2015

Lakewood City Hall
Economic Development Dept
6000 Main St. SW
Lakewood WA 98499

To Whom It May Concern,

Asia Pacific Cultural Center's Board of Directors approves for Mrs. Faaluaina Pritchard, APCC Executive Director, to submit a Lakewood Lodging Tax funding request for the 6th Annual Samoa Culture Day.

Sincerely,

Patsy Surh O'Connell
APCC President

"To bridge communities and generations through arts, culture, education and business."

Asia Pacific Cultural Center
Board of Directors
2015

President
Patsy Surh O'Connell
APCC Founder, Artist
2520 71st Ave. Ct NW
Gig Harbor, WA 98335
(253) 265-2225 (res) (253) 226-2742 (cell)
psurhoc@comcast.net

Vice President
Belinda Y. Louie, Ph.D.
Professor of Education
University of Washington, Tacoma
1900 Commerce Street
Tacoma, WA 98402
253-692-4434 (office)
253-376-3553(cell)
bylouie1@gmail.com

Secretary
Albert Q. Cosio, MS, LTC, (Ret.)
Community Advocate
7114 57th St. Ct. W
University Place, WA 98467
Home: 253-273-6119
kinilao@aol.com

Treasurer
Gim S. Seow, Ph.D.MBA, BE
Milgard School of Business
University of Washington – Tacoma
1900 Commerce Street
Tacoma, WA 98402
253-692-5840 (office)
gseow@uw.edu

Ron Asahara
Consultant
3772 Olympic Blvd
University Place, WA 98466
253-229-4778(cell)
ryasahara@aol.com

Tuyet Nguyen
DSHS Vocational Rehabilitation
7114 Interlaaken SW
Lakewood, WA 98499
253-445-7281(w) 253-227-3956 (cell)
nguyeta@dshs.wa.gov

Chico Mageo
Business Owner
P.O Box 98966
Lakewood, WA 98496
253-405-6441 (cell) 253-584-6469 (work)
fmageo60@msn.com

Francisco D.Pascua
Home Mortgage Consultant
Wells Fargo Home Mortgage
5245 Pacific Ave
Tacoma, WA 98408
206-790-9651 (cell)
francisco.d.pascua@wellsfargo.com

Michael Tuncap, Ph.D.(ABD)
Director & Teacher
Pacific Islander Studies Institute
Green River Community College
12401 SE 320th St
Auburn, WA 98092-3622
253-833-9111, Ext 2403
206-214-8969 (cell)
mtuncap@greenriver.edu

Joyce Yoo
Business Owner
253-224-2424 (cell)
33030 42nd Ave S.
Federal Way, WA 98001
Joyce_yoo@hotmail.com

Sunni Y. Ko, JD
Attorney at Law
Criminal Defense/Personal Injury
1105 Tacoma Avenue South
Tacoma, WA 98402
253-383-5346
Sunni@sunnikolaw.com

Ka'imi Alohilani Sinclair, Ph.D. MPH
University of Washington
Department of Epidemiology
Center for Clinical and
Epidemiological Research
1100 Olive Way, Suite 1200
Seattle, WA 98101
808-295-0810
kaimis@uw.edu

Leonora (Schmit)Noble
Education Consultant
6712 103rd St. Ct., NW
Gig Harbor, WA 98332
253-678-6639
Lee_noble@comcast.net

Jay Narongdej. Ph. D.
Registered Representative
1463 E Republican St 15A
Seattle, WA 98112
425-502-0834 (Direct)
425-213-2542(cell)
narongdej@ingfp.com

Yun Sook Kim, President
Co-Defrees Languages & Publishing
12718 Lake City Way NE #C-513
Seattle, WA 98125
206-375-4284(Cell)
yunsook@hotmail.com

Frances Rose Garrido Limtiaco, MPH
Health Equity Specialist
Prevention and Community
Health Division
Washington State Dept. of Health
4676 Barrington Lane SE
Lacey, WA 98513
425-736-5247 (cell)
flimtiaco@comcast.net
frances.limtiaco@doh.wa.gov

Executive Director

Faaluaina (Lua) Pritchard
4851 S. Tacoma Way
Tacoma, WA 98409
253-590-7457 (Cell)
faalua@comcast.net

Revised 2/5/15

ASIA
PACIFIC
CULTURAL
CENTER
SINCE 1996

4851 So. Tacoma Way
Tacoma, WA 98409
253.383.3900
253.292.1551 F
www.asiapacificculturalcenter.org

Board of Directors
Patsy Surh O'Connell, *President*
Dr. Belinda Louie, *Vice President*
Albert Cosio, *Secretary*
Dr. Jay Narongdej, *Treasurer*
Ron Asahara
Joyce Yoo
Tuyet Nguyen
Michael Tuncap
Francisco Pascua
Chico Mageo
Sunni Yiko
Ka'imi Alohilani Sinclair
Leonora Noble
Gim S. Seow

Advisory Board
Art Wang
Diane Narasaki
Tony Lee
Rosa Franklin
Debbie Regala
Dr. Chang Mook Sohn
General Oscar Hilman
Dr. Sharon McGavick
Shiao Yen Wu
Barbara Johns
Brian Ebersole
John Beckwith
Tom Hilyard
Judie Fortier
Connie Bacon
Bill Evans
Felicity Wang
Jasmel Sangha
JJ Kim
Dr. Lisa Hoffman

Faaluaina Pritchard
Executive Director

August 3, 2015

Lakewood City Hall
Economic Development Dept
6000 Main St. SW
Lakewood WA 98499

To Whom It May Concern,

The following is the contact information for Mrs. Faaluaina Pritchard, Asia Pacific Cultural Center's Executive Director, who is authorized to sign the Lakewood Lodging Tax and Tourism Promotion Grant Application for the 6th Annual Samoa Culture Day in 2016:

Name:	Mrs. Faaluaina Pritchard
Title:	Executive Director, APCC
Phone:	(253) 383-3900
Address:	4851 South Tacoma Way
	Tacoma WA 98409
Email:	faalua@comcast.net

Sincerely,

Patsy Surh O'Connell
APCC President

"To bridge communities and generations through arts, culture, education and business."

United States Department of the Interior
OFFICE OF THE SECRETARY
Washington, DC 20240

August 12, 2015

City of Lakewood
Lakewood Lodging Tax & Tourism Promotion Grant
6000 Main Street SW
Lakewood, WA 98499

Dear Grant Review Committee:

The Office of Insular Affairs, U.S. Department of the Interior, is pleased to be a community partner with the Asia Pacific Cultural Center (APCC) and fully supports the Center's project, the 6th Annual Samoa Cultural Day. This is a worthwhile project which will honor and celebrate the Samoan people in the community, bringing interested people from all over the Washington area and even outside the state to experience the colorful traditions, customs, food, and culture of Samoa.

Our office carries out the Secretary of the Interior's responsibilities for American Samoa, the Commonwealth of the Northern Mariana Islands, Guam, the U.S. Virgin Islands, the Federated States of Micronesia, the Republic of the Marshall Islands (RMI) and the Republic of Palau. As such, we often work with the White House Initiative on Asian Americans and Pacific Islanders, which includes all the areas within our jurisdiction, except for the U.S. Virgin Islands. Working with these areas helps us understand many of the challenges that certain Pacific Islanders confront as they migrate and reside in various communities in the mainland U.S. We also appreciate the many contributions that Pacific Islanders add to the diversity and the enrichment of the culture and character in many of our communities.

In a conference call I had earlier this week with government officials and leaders in American Samoa and the Independent State of Samoa, regarding a breadfruit project on which we are working, I shared an awesome opportunity that I had this past July attending Samoan Culture events hosted by APCC in Lakewood/Tacoma, Washington. I told them how impressed I was with the Scholarship Banquet, youth activities and Multicare Health System counseling for participants, faith-based community services and full Samoan cultural activities throughout the week-end. The presence of locally elected officials was indicative of their support and evidence of a well-organized event. Over 5,000 people attended the events.

The City of Lakewood Lodging Tax and Tourism Grant funding for the 6th Annual Samoa Cultural Day would be an investment in a stronger, healthier, and more vibrant community, and would bring thousands of people to visit the wonderful City of Lakewood. Please feel free to contact me if I can be of further assistance at 202-208-4709 or email at nikolao_pula@ios.doi.gov.

Sincerely,

Nikolao Pula
Director
Office of Insular Affairs

Samoan Nurses Organization of Washington

4851 South Tacoma Way, Tacoma, WA 98409.O:253-632-9559;Fax:253-292-1551

August 13, 2015
City of Lakewood
Lakewood Lodging Tax & Tourism Promotion Grant
6000 Main Street SW, Lakewood, WA 98499

Dear Grant Review Committee,

Samoa Nurses of Washington (SNOW) is pleased to be a community partner with Asia Pacific Cultural Center (APCC) and fully supports their project, the 6th Annual Samoa Culture Day. This is a worthwhile project that will honor and celebrate the Samoan people in our community, bringing people from all over the Washington and even outside the State to experience the colorful traditions, customs, food, and culture of Samoa.

Samoa Nurses of Washington is a non profit 501©(3) community based organization serving more than 2,000 Samoan people of all ages annually in providing community outreach services for healthcare and prevention services for our Samoan people and also other Pacific Islander Nations. Majority of us are Registered Nurses, either retired or active serving other professional capacities. Many of us are LPNs, CNAs and NAs. We are all volunteers providing free services to our community.

SNOW has been a partner of APCC for the past ten (10) years. SNOW has been involved with the APCC to make the Samoa Cultural Day, a reality and a success for our Samoan Community. Together we serve the Samoan community very well. Our partnership is well known in our Samoan community. APCC has been instrumental in bringing communities together. We are so very fortunate to have APCC to help our organization help others.

The City of Lakewood Lodging Tax and Tourism Promotion Grant funding for the 6th Annual Samoa Culture Day would be an investment in a stronger, healthier, more vibrant community and would bring thousands of people to visit the wonderful City of Lakewood. Please feel free to contact me if I can be of further assistance at 253-632-9559.

Sincerely,

Siniva Driggers

Siniva Driggers, Executive Director

Application for:

CITY OF LAKEWOOD
FY 2016 Lakewood Lodging Tax & Tourism Promotion Grant Funds

Fort Steilacoom Park Sport Field Improvements

SUBMIT TO:

City of Lakewood
Economic Development Department
6000 Main Street SW
Lakewood, WA 98499

2016 Lodging Tax – Tourism Promotion Project Application

1. Project Information

1a. Project Name: Fort Steilacoom Park Sport Fields Improvements

Amount Requested: $ 250,000
(Amount Requested must match Total Costs, column "a." on page 14)

Total Project Amount: $ 500,000
(Total Project Amount must match Total Costs, column "c." on page 13)

1b. Name of Applicant organization: City of Lakewood

Mailing Address: 6000 Main Street SW
Lakewood, WA 98499

Tax ID Number: 91-1698185

Organization Unified Business Identifier (UBI): _____

UBI Expiration Date: _____

Type of Organization: Public Non-Profit
(Non-profit, For-profit, Municipality, Private business, etc.)

1c. Contact Name: Mary Dodsworth

Title: Parks, Recreation and Community Services Director

Telephone: 253-983-7741 Email: mdodsworth@cityoflakewood.us

Signature: John J. Caulfield

Digitally signed by John J. Caulfield
DN: cn=John J. Caulfield, o=City of Lakewood, ou=City Manager, email=jcaulfield@cityoflakewood.us, c=US
Date: 2015.08.13 15:47:25 -07'00'

The signatory declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used only for the purposes set forth herein, and verifies that all the information contained in this application is valid and true to the best of his/her knowledge.

2. Project Description

2a. Please provide the event date(s) _____NA_____

2b. Where will your event be held? _____Improvements will be on Fort Steilacoom Park sport fields_____

2c. If there is a charge or fee for this activity, please describe how much and why.

Fees are charged to groups who reserve the facilities for league play or tournaments. Fees vary based on number of fields used, length of time and number of preps needed to prepare / sustain the fields for play.

2d. Please provide a detailed description of the proposed project/activity. Include information on the area the project will serve, its expected impact and list the responsible party(s). If you need additional room, please attach a separate document and save as, "additional details."

This is a development project to update youth sport fields at Fort Steilacoom Park to make them more desirable for youth and adult sports leagues and tournaments. Youth tournaments bring in overnight guests because the whole family travels to support the participants. We will focus mainly on baseball and soccer, however we are seeing a rise in Gaelic football, ultimate frisbee and lacrosse. When we developed our 20 year strategic Legacy Plan (approved in 2014) we facilitated a large public outreach process. During plan development we did level of service studies and inventories of public facilities (city and school district) and gathered information from local and regional users. Various facility issues were listed as factors which limit groups' ability to increase youth participation, expand local programs and enhance tournament play. There are enough baseball fields in our City to support school and sport leagues however they are not in safe playable condition due to lack of maintenance. The City has 7 baseball fields and 4 soccer fields and the school district has 25 soccer fields and 30 baseball fields (this data does not including the schools on base). The problem is the condition of the district fields. The City facilities are in good condition and ready to use. The baseball fields at the elementary school level (15) are used for practice but can not safely support a game situation. Weekend access at the middle and high school fields is limited and district staff are not always available to prep the fields for weekend play.

The sport fields at Fort Steilacoom Park serve youth throughout Pierce, Thurston and South King Counties. It is home to the Lakewood Baseball Club and the Lakewood Soccer Club. Both are local non-profit recreational clubs serving over 800 boys and girls each year. Other private schools and groups also use our sport fields for practice, league play and for regional youth and adult tournaments (service level expands to over 60 mile radius).

Current park upgrade needs and issues include: below grade cement dugouts on two fields which are not accessible and flood when it rains. There are no scoreboards to track play. Access between the fields is gravel which makes accessibility difficult and the material migrates onto the infields creating safety concerns. There is no outfield fencing to define the areas. It is difficult to manage the various age groups using the four baseball fields with set mounds. There are no gathering spaces for families and teams to use near the baseball fields. There is an old wooden entry sign identifying the park when you arrive. Most don't see it and don't know they have reached their destination. During baseball season we lose access to at least one soccer field (which is overlaid on the baseball outfield area) which makes it difficult for spring / summer soccer leagues and tournaments.

Improvements will include: building at-grade dugouts will provide ADA access and reduce maintenance, expanded irrigation in the infields will reduce dust and increase safety and playability, new scoreboards to track play will create a better game and tournament environment, installing outfield "home run" fencing will define the field areas, purchasing and installing portable mounds will allow all age groups to play on various fields, providing storage for maintenance supplies and equipment near the fields will reduce field prep time and make overall field maintenance more efficient and effective, installing a new entry sign will identify Fort Steilacoom Park and will welcome visitors, adding picnic shelters will provide families and teams gathering places during and between games and during tournaments, and developing a new soccer field adjacent to current soccer fields will consolidate soccer play in one area as well as replace the one we currently overlay in the baseball outfield (that can't be used when the outfield fencing is up) and will make it easier for teams to access the field(s) to play and monitor the program during soccer season. These improvements are in our 20 year strategic plan and are rated in the top 10 (out of 240) list of projects.

3. Beneficiaries

Please list and provide specific information regarding all individuals, businesses, areas, or organizations that will directly benefit from the project/activity.

Local businesses will benefit because when we host youth sporting events at the park the participants and spectators generate economic benefit through sale of meals, fuel and goods. Families are running from here to there and stop at local establishments for supplies, meals and snacks. Each youth sports team and the individual players purchase equipment, uniforms, trophies, etc... multiply that by 800 and you have local economic impact.

In 2014, of the 211 event days we used the baseball and soccer fields, we had 21 days of youth tournaments at Fort Steilacoom Park. . A typical tournament at our park brings in 16 teams of 12 players each. Because they are youth tournaments, it is highly likely that at least one adult will travel with each player. So using the Pierce County economic impact number of $55 per person per day, this would generate over $37,000 in economic benefit through the sale of meals, fuel and goods to our community. Hotels will also benefit if we can encourage regional and statewide events to be played at the park. This will generate hotel stays.

4. Goals/Monitoring

Describe the goals of the project. Will the project result in an increase in overnight stays by visitors in Lakewood? <u>If so, how will this increase be tracked and monitored?</u> <u>How will an increase in the sale of goods and services as a result of the project be measured?</u> What other short or long term economic benefits will occur and how will that be tracked? Why do you believe those project/activity outcomes are feasible? **Applicants will be required to submit a post-funding report providing pertinent data evaluating tourism benefits resulting from the use of lodging tax funds as compared with the estimates contained in this application.**

The goals of this project are to:

• Create name and site recognition and make Fort Steilacoom Park more marketable and usable for local, regional, statewide and national events.

• Create new partnerships with local, regional, state and national organizations to use this space for youth and adult tournaments. We will ask those who schedule the events and reserve our facilities for follow up data regarding where the teams are coming from.

• Encourage people to visit the park for at least four hours with the hope of scheduling events which will bring people to the Lakewood area overnight. This will generate economic benefit through the sale of hotel rooms, meals, fuel, goods and services. The Tacoma Regional Convention and Visitor Bureau did a Pierce County travel impact study which identifies spending patterns for overnight and day trip visitors. A day trip visitor will generate approximately $55 per person in economic impact. If you can encourage the visitors to stay overnight, the visitor will spend an average of $114 per room per night. So approximately $250 is generated in local economic benefit through the sale of lodging, meals, fuel, goods and services when a family (2.5 people) comes to Lakewood for an overnight visit. One 16 team regional or statewide baseball tournament can generate $48,000 in economic impact.

• Create a highly marketed and improved community facility and resource which will generate new economic opportunities and tourism in Lakewood by encouraging regional and statewide tournaments to be played here. Also, we can partner with other facilities who may need overflow support for their tournaments.

. Create electronic resources (flyers, web pages, social media links) to share with tournament directors to forward to teams and players which show what Lakewood has to offer at the park and in the community.

Lakewood Ball Field 3 (continued)

Visitors will benefit because we will create a full range of opportunities for them to use the park before, during and after their games. We will create fields that generate tournament play, we will build picnic shelters/gathering places, we will improve the entry which will provide a better image of the site, we will replace interpretive signs so they can learn more about the site/community between games. We can keep them busy in LAKEWOOD so they stay local and spend their resources here.

5. Estimate how the funds will increase the amount of people traveling to Lakewood to stay overnight in paid accommodations.

Currently youth and adult groups use the park fields for local and regional events at Fort Steilacoom Park. By creating a more desirable location for regional and statewide tournaments we will increase the number of tournament days which will become overnight stays in paid accommodations. We do not allow overnight camping at the park so those coming to a two or three day tournament must find local accommodations to stay.

By improving the facilities we can market to tournament directors who will bring local, regional, statewide and national events to our fields and site. We will strive to look for two and three day events which will generate overnight stays and provide local economic impact.

6. Estimate how the funds will increase the amount of people traveling to Lakewood from more than 50 miles from their residences.

Youth and adult tournaments draw participants from throughout the region. Current statistics show that participants coming to our park to play in local / regional events come from a from a 60 mile radius. Youth players are accompanied by adults who drive and support the athletes. Adult athletes often bring travel partners who drive and stay all day to support / watch the athlete. These guests purchase food, fuel, goods and services locally.

7. Estimate how the funds will increase the amount of people traveling to Lakewood from outside their state or country.

Major events draw participants from throughout the region. Successful events generate repeat users as well as help a site becomes more well known as a destination site for various events. We have the capacity to host more statewide and national events at the park with the right equipment and amenities. These events will increase the number of people who travel to Lakewood from outside their own state.

We supported a national baseball tournament a few years ago in conjunction with SummerFEST. The group was out of Colorado and looking for fields to support their tournament. They loved the location and the connection to a citywide festival , but noted several deficiencies with our facilities. They would look for a more comprehensive facility in the future and look to our fields to meet overflow needs. We want to be the fields they start with, not the overflow fields they use. Proper renovation and marketing will increase our use by out of town tournament directors and out of town guests.

As we establish new partnerships and directly market to specific types of tournament promoters, we can plan for new events and markets which will draw people from outside our region and our state.

8. Funding Requirements

Due to funding constraints, partial funding may be recommended by the LTAC.

8a. If partial funding is received, how will that impact the project/activity? Please describe:

We plan to use this funding as a match for another state grant. If partial funding was recommended we would reduce the number of renovations we are able to make. Our highest priorities are improving the dugouts and adding the portable mounds, infield irrigation, outfield fencing and scoreboards.

9. Use of Funds

Provide detail on how the funds will be used. For example, $20,000 of the funds will be used for marketing, $5,000 for administration, $10,000 for Consultants, etc.

Cost Estimate - $500,000

$ 75,000	Dugouts
$ 5,000	Irrigate infields
$ 70,000	Scoreboards
$ 30,000	Portable mounds
$ 45,000	Fencing
$ 25,000	Entry / interpretive signs
$ 25,000	Asphalt paving between fields
$ 80,000	Picnic shelters for guests
$ 20,000	Storage for mounds/equip
$100,000	Add soccer field
$ 25,000	Design, permits, contingency

$500,000 Total

11. Funding History

11a. Was this project funded with Lakewood lodging tax funds in fiscal year 2015?

_____yes __X__no

11b. If you answered yes to 11a, how much funding did you receive in 2015?

_____

11c. If you answered no to 11a, what is the last year Lakewood funding was received and how much? ___2015___ (year) ___$ 35,000.00___ (amount awarded) ❑ no previous funding

11d. Indicate what efforts have been made to access funding from additional sources?

The City has applied to the state for a $250,000 Youth Athletic Facilities grant. This is one of the few grants available to renovate current facilities. Renovation is defined as activities intended to improve an existing site or structure, add capacity or increase its service, life or function. We want to use the LTAC grant to match this grant. Additional support is anticipated by the Lakewood Baseball Club, Lakewood Steilacoom Dupont Soccer Club and local businesses.

12. Coordination and Collaboration

Please provide information about any other organizations or agencies involved in this project/activity. Describe their level of involvement. Describe how this project coordinates with other tourism promotion efforts or services in the area, including Chambers of Commerce, local festivals, local lodging and restaurants. You may attach up to three letters of support from these organizations.

Partners contributing cash and in-kind services to this effort.

- The City of Lakewood Parks and Recreation Department - community outreach and overall project management
- Partners for Parks – funding and support
- Tacoma South Sound Sports – marketing and promotion for regional / statewide events.
- Comeback Sports - marketing, promotion for regional / statewide events, tournament coordination
- Matt Creaser - tournament coordination
- Washington Recreation and Parks Association –trends, networking, marketing and promotion
- Racing and event promoters - networking, marketing , promotion and event coordination.
- Lakewood Baseball Club - Design and planning
- Lakewood Soccer Club - Design and planning

13. Capital Projects Budget

Supporting the Capital Expenditures and/or Operation of City Tourism-Related Facilities

FUNDING/TIMELINE	Responsible Parties, Methods, Means	Begin (Dates or Periods)	End (Dates or Periods)	Amount Requested From Lodging Funds	Other Funds Committed or Proposed*	TOTALS
Design & Inspection Permits / fees				$ 20000	$ 5000	$ 25000
Other Consultants				$	$	$ 0
equipment				$ 230000	$ 15000	$ 245000
Land Acquisition				$	$	$ 0
Site Development & Landscape				$	$ 130000	$ 130000
Buildings (New Construction)				$	$ 100000	$ 100000
Renovations (Includes Access)				$	$	$ 0
Other (Specify) *Insurance is not an eligible cost.*				$	$	$ 0
TOTAL				$ 250000	$ 250000	$ 500000

*If other funds are committed, please attach a letter of commitment from the funding source.

14. Certification

The applicant hereby certifies and confirms:

1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;
2. That it will abide by all relevant local, state, and federal laws and regulations;
3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;
4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

Primary Signature: John J. Caulfield

Digitally signed by John J. Caulfield
DN: cn=John J. Caulfield, o=City of Lakewood, ou=City Manager, email=jcaulfield@cityoflakewood.us, c=US
Date: 2015.08.13 15:47:47 -07'00'

Signature

John J Caulfield, City Manager

Printed Name & Title of Chief Administrator/Authorizing Official

8/13/15

Date

CITY OF LAKEWOOD

AFFIDAVIT OF COMPLIANCE WITH LAKEWOOD MUNICIPAL CODE 1.42
"E-VERIFY"

As the person duly authorized to enter into such commitment for

City of Lakewood, Washington
COMPANY OR ORGANIZATION NAME

I hereby certify that the Company or Organization named herein will

(Check one box below)

☑ Be in compliance with all of the requirements of City of Lakewood Municipal Code Chapter 1.42 for the duration of the contract entered into between the City of Lakewood and the Company or Organization.

OR

☐ Hire no employees for the term of the contract between the City and the Company or Organization.

John J. Caulfield

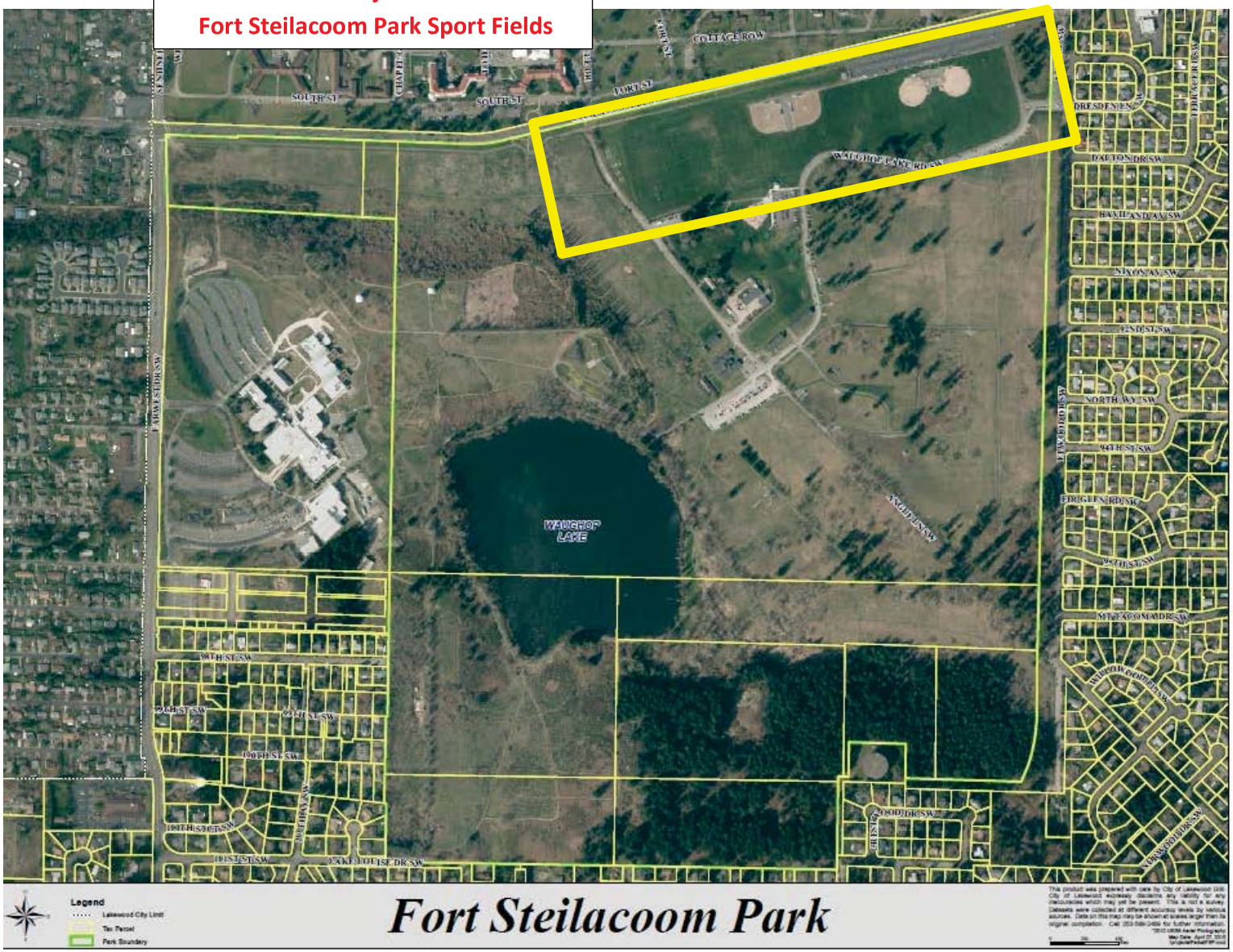
Digitally signed by John J. Caulfield
DN: cn=John J. Caulfield, o=City of Lakewood, ou=City Manager, email=jcaulfield@cityoflakewood.us, c=US
Date: 2015.08.13 15:48:12 -07'00'

SIGNATURE

John J. Caulfield, City Manager
PRINT NAME AND TITLE

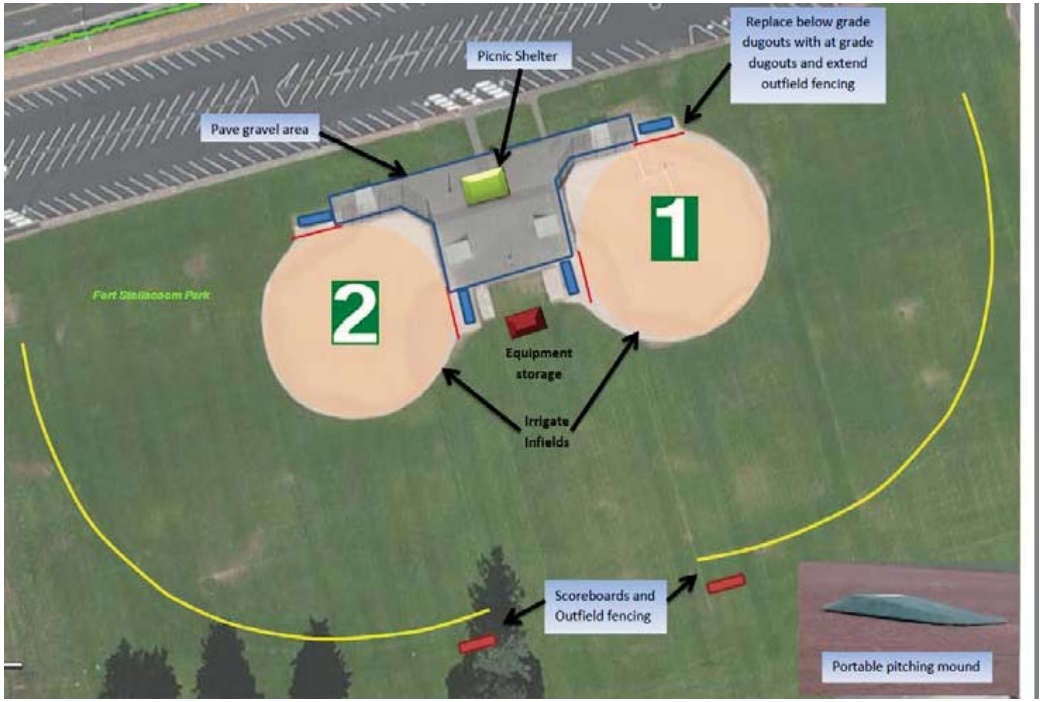
8/13/2015
DATE

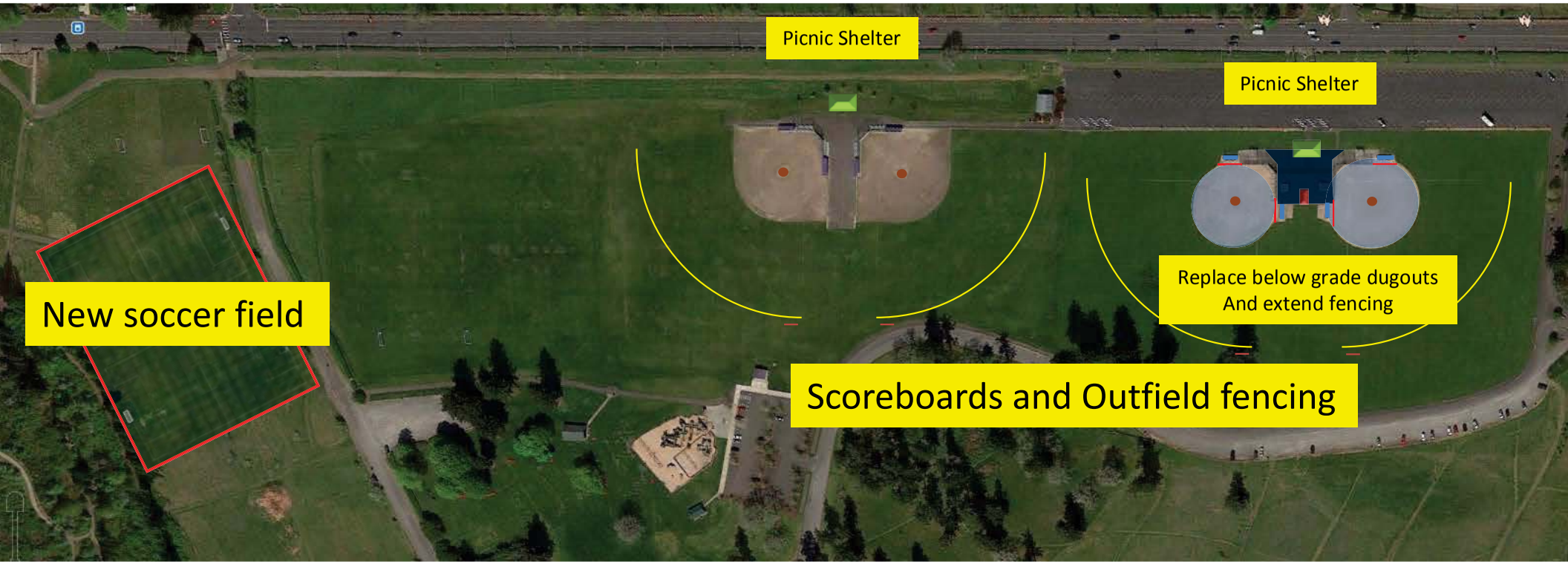
LTAC Project Area
Fort Steilacoom Park Sport Fields

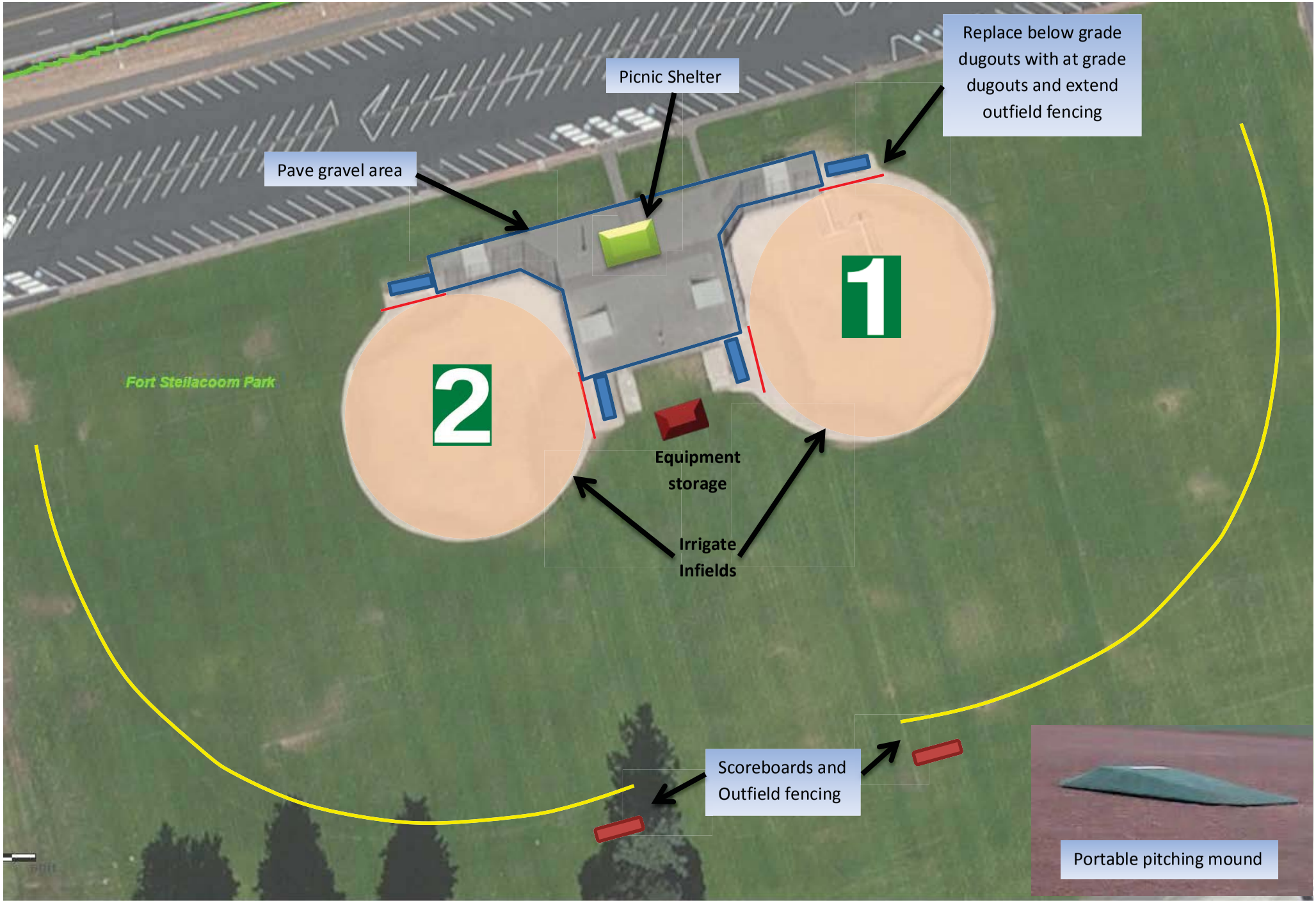


Fort Steilacoom Park

Project site and Details regarding Improvements






Replace below grade dugouts with at grade dugouts and extend outfield fencing
Picnic Shelter
Pave gravel area
1
2
Fort Steilacoom Park
Equipment storage
Irrigate Infields
Scoreboards and Outfield fencing
Portable pitching mound

Current Uses!

Current Entry Sign

Proposed New Entry Sign
Welcome!

Current Condition

Proposed Improvement

below grade DUGOUT To at-grade dugout

Unpaved Plaza Between fields

to paved plaza

No site amenities

New gathering places

Dear Mary Dodsworth; June 30, 2015

Thank you for this opportunity to express Lakewood Baseball Club's support for the needed improvements of the baseball fields at Fort Steilacoom Park located in Lakewood Washington.

Lakewood Baseball Club (LBC) served approximately 550 youth in the 2015 season. LBC will work to increase our number of players by setting a lofty goal of 800 kids to be registered for the 2016 baseball season. Exposure and improvements to the fields will get this community excited and we will rally and prepare to register all kids interested in playing baseball.

Fort Steilacoom Park fields are the "home fields" for LBC. We have 4 fields available for our usage. There are many improvements LBC have suggested to increase safety, use and enjoyment of our fields at Fort Steilacoom Park.

LBC has had several meetings with the Lakewood Parks Department Director and staff to work together for the benefit of the youth in this community. By making the suggested improvements to FSP not only will the youth of our community benefit but the adult leagues will want to play there as well.

LBC will apply for the Cheney Grant as our way of possibly contributing funds to this project. A copy of the Cheney Grant proposal letter will be delivered to City of Lakewood Parks Dept. no later than July 30th, 2015.

Thank You;
Denise Davidson
Lakewood Baseball Club Director of Fundraising
253 677-6979

Application for:

CITY OF LAKEWOOD

FY 2016 Lakewood Lodging Tax & Tourism Promotion Grant Funds

LATEST DATE & TIME FOR SUBMITING YOUR APPLICATION

No Later than 5:00 pm on Thursday, August 13, 2015

SUBMIT TO:

City of Lakewood, Dropbox (preferred)

OR

One Complete Hard Copy to

6000 Main Street SW, 1st Floor Reception

2016 Lodging Tax – Tourism Promotion Project Application

1. Project Information

1a. Project Name: City of Lakewood Farmers Market

Amount Requested: $ 30,000
(Amount Requested must match Total Costs, column "a." on page 14)

Total Project Amount: $ 66,000
(Total Project Amount must match Total Costs, column "c." on page 13)

1b. Name of Applicant organization: City of Lakewood

Mailing Address: City of Lakewood
6000 Main Street SW
Lakewood, WA 98499

Tax ID Number: 91-1698185

Organization Unified Business Identifier (UBI): N/A

UBI Expiration Date: N/A

Type of Organization: Municipality, Public Non-Profit
(Non-profit, For-profit, Municipality, Private business, etc.)

1c. Contact Name: Sally Martinez

Title: Recreation Coordinator

Telephone: 253.983.7758 Email: smartinez@cityoflakewood.us

Signature: John J. Caulfield

Digitally signed by John J. Caulfield
DN: cn=John J. Caulfield, o=City of Lakewood, ou=City Manager, email=jcaulfield@cityoflakewood.us, c=US
Date: 2015.08.13 15:38:49 -07'00'

The signatory declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used only for the purposes set forth herein, and verifies that all the information contained in this application is valid and true to the best of his/her knowledge.

2. Project Description

2a. Please provide the event date(s) Every Tuesday from June 7 to September 14, 2016

2b. Where will your event be held? Lakewood City Hall, 6000 Main Street SW, Lakewood WA

2c. If there is a charge or fee for this activity, please describe how much and why.

There is no charge or fee for visitors to attend the Lakewood Farmers Market. The Lakewood Farmers Market does, however, charge a fee for vendors who wish to participate. Vendor fees are paid on either a seasonal rate or daily rate to cover the costs of coordination/operations. Vendors pay a flat fee to participate in the market. A percentage of daily sales is not collected. The fee schedule is as follows:
Seasonal Vendor 10ftx10ft Stall - $250.00, Seasonal Vendor Electricity Stall - $350.00, Seasonal Vendor Pull-Through Stall - $400.00, Daily Vendor 10ftx10ft Stall - $25.00, Daily Vendor Electricity Stall -$32.00, Daily Vendor Pull-Through Stall – $40.00, Vendor Administrative Processing Fee $35.00.

2d. Please provide a detailed description of the proposed project/activity. Include information on the area the project will serve, its expected impact and list the responsible party(s). If you need additional room, please attach a separate document and save as, "additional details."

Our project proposal is to operate and grow the popular and highly successful Lakewood Farmers Market for another season. The Lakewood Farmers Market started in 2012. At its inception, the City of Lakewood presented the farmers market as an eight week pilot program that was eventually extended to eleven weeks; the market ran from July 10 to September 18. The market is now in its fourth season and many of our vendors have remained with us for the duration of that time which has created a loyal customer base that returns from year-to-year. We will capitalize on the markets' four year history to propel us into the summer of 2016 when we will celebrate our 5th anniversary season and use this as a marketing tool. A positive and exciting element of the farmers market is its great potential for growth, not only in terms of vendors, but in numbers of participants. Armed with the knowledge that many people are still unaware of the farmers market, and that word of mouth and street signs are key to informing community members that it is taking place; we have the tools we need to grow the market. Our goal is to increase our targeted outreach efforts to expand the number of participants who attend the market by roughly 10 percent each year. The Lakewood Farmers Market is a source of pride for the residents who frequent it on Tuesdays and is a unique event to which they bring their out-of-town guests. Our strategy to increase the number of vendors is based on customer feedback which includes adding more produce vendors, coffee, beverages, meat, eggs, a winery, baked goods, games; and food trucks that offer hamburgers, ethnic food and vegetarian options.

Areas and Communities Served:
The Lakewood Farmers Market is located at Lakewood City Hall (6000 Main Street SW) and features fresh food, arts, crafts, and entertainment. The Lakewood Farmers Market serves the 30,000 residents in Lakewood and in addition our surveys indicate that visitors attend from Pierce, King, Snohomish, Thurston and Mason counties. In 2015, the market consisted of an average of 50 vendors each week, a stage for live entertainment and demonstrations, sitting areas for eating, food trucks, and fun activities for children. The Farmers Market is aligned with the Lakewood Parks, Recreation and Community Services Mission to create a healthy and vibrant community through diverse programs and sustainable practices; the Farmers Market Mission Statement to provide citizens with an opportunity to purchase fresh produce and products sold by Washington State farmers and vendors; and the Farmers Market Purpose Statement to create a sense of community and a place to gather.

Farmers Market 2.d (continued)

The Lakewood Farmers Market is a great economic development tool that brings visitors to the Towne Center. It provides a one-of-a-kind, festive and entertaining community gathering space. Many regularly attending customers bring their out-of-town guests and relatives to the market to showcase their community. Our survey revealed that visitors from Mexico and California enjoyed the market this season. The Farmers Market has proven to encourage individuals to stay longer in the Towne Center and visit other stores. The funds we are requesting encourage more local residents, and consequently more out of state visitors, to shop in the Lakewood Towne Center. The funds will also help us target people travelling through the area from out of state with our visible farmers market advertising (banners, street signs, etc.) and acknowledge an unexpected, but impressive feature of our community. New flyers and brochures will be created for the 2016 Farmers Market season to be placed in Lakewood hotels promoting the market as a "must-see" activity while enjoying their stay in Lakewood. Fourteen percent of the survey participant said they work in the area. With more outreach to the local stores and by increasing the number and types of vendors that our guests would like to see, our hope is to increase this number to 20%. Eight additional new street signs with simple, eye catching words will be created and placed in strategic locations with the highest daily traffic volumes like those listed below. We would like to include locations near the I5 intersection to capture visitors stopping for coffee or gas. We would also like add 10 new plastic corrugated signs throughout the city because they are easy to place, low-cost advertising with a wide reach.
Daily Traffic Count based on the City of Lakewood Comprehensive Plan (transportation element):
1. South Tacoma Way s/o 100th Over 41,000
2. South Tacoma Way s/o Steilacoom Blvd. Sw over 35,000
3. Pacific Hwy & Bridgeport 33,200
4. Steilacoom Blvd, s/o Weller road over 32,000
5. Steilacoom Blvd w/o Phillips road over 31,000
6. Bridgeport Way & 75th over 29,500
7. Gravelly Lake Drive e/o 112th over 27,000
8. Steilacoom w/o Elwood over 27,500

Recent Improvements to the Farmers Market:
As a member of the Washington State Farmers Market Association, the Lakewood Farmers Market follows best practices and aims to reach the following ratio of vendors:
Fresh Farm Products: 50 percent
Processed goods, prepared foods & processed foods: 20percent
Hand crafted items: 20percent
Miscellaneous: 10 percent
The Farmers Market operates over a sixteen week season offering fresh produce and supplies to customers and also live music and demonstrations. In 2015 our entertainment included:
The Blackberry Bushes, string band (twice this season)
Fun Singers

YMCA Band
St. Clare Cooking Demonstration (4 times for the season)
Hook Me Up, smooth jazz
Charisma Dancers
Fun Singers
The Intrusions, jazz
Poerava, dancers
Blackberry Bushes
Donn Allard & Renegade Train, country swing
Reggae music (3 times this season)

Our survey indicates that visitors love the live music and would like us to book more acts. They would also like to have more cooking demonstrations and educational information. We will be seeking funds in this proposal to support adding more entertainment of the type requested during the 5 hours the market runs. Typically we only have one, two-hour music set or one 30-40 minute demonstration and we would like to double this.

The 2014 vendor and customer mid-season surveys provided significant feedback regarding market hours of operation. Both our customers and vendors requested extended daily hours. To accommodate their requests, we extended the Lakewood Farmers Market hours an extra hour each day, adding an additional 16 hours of shopping time for customers and selling time for vendors over the course of the season. With adjustments made to the frequency in which craft vendors could attend the market in 2014, we were able to almost double the amount of crafters over the course of that season providing our weekly market visitors with a new vendor assortment throughout the summer. In 2015 the number of vendors continued to grow. For our 2015 season, we currently have sixty-two (62) total vendors, up from forty (40) in 2014.

Strategic Partnerships
We continue our partnership with the Franciscan Women, Infant, and Children Clinic of Lakewood. This organization attends the Lakewood Farmers Market every week distributing Farmers Market Nutrition Program (FMNP) Vouchers along with resources to clients from various socio-economic backgrounds. The Pierce County Aging and Disability Services Center also attended the market, providing those same resources to seniors shopping at the Lakewood Farmers Market.

Strategic Partnerships with our sponsors remains very strong. Having key sponsors not only keeps the market alive by providing financial support, but they help spread the word about the market to their constituents and stakeholders, have a physical presence at the market, and speak to the importance of sustaining a local market of this type in Lakewood. Some of our key sponsor partners are Washington State Employees Credit Union (WSECU), LeMay, St. Clare Hospital, and Pierce County Planning and Land Use.

We recently began a partnership with the Tacoma Farmers Market to receive incentive funding from the United Way that supports local farmers markets to help low income

families increase the amount of fruits and veggies to which they have access. Lakewood is one of the cities that is targeted to receive $1,800. Based on our individual market needs and capacity, we will decide on a strategy to implement in 2016 under the Farmers Market Regional Food Access Project. Our goal will be to increase low income families access to and consumption of fresh fruits and vegetables by increasing their purchasing power with incentive funding.

We are members of the the Washington State Farmers Market Association and consider them an important partner. Their 2016 annual conference will bring together 250 farmers market organizers, farmers, state agencies and partner organizations in Olympia for continuing education, collaboration, networking, and celebration of the achievements of Washington's outstanding farmers markets.

We consider our customers of the market important partners, especially because the number one way people hear about the market is through word of mouth. Being responsive to their requests, interacting with them at the market and gathering their feedback show the level of interest in this partnership. The market will experience over thirteen thousand (13,000) visitors during the season with an average of about eight hundred (800) customers per day.
Our vendors are important partners and vendor sales will be roughly $135,000 for the 2015 season. In speaking with our vendors it is clear they enjoy the Lakewood market and many of them have been with us since every year over the last four years. For our fifth anniversary we would like to propose having a reception for our vendors at the close of the last day to honor their consistency, show our appreciation, gather their feedback, and strengthen their relationships with one another. Because farmers markets and food trucks have become so popular, creating strong relationships with our vendors is key to keeping them and to gaining more.

3. Beneficiaries

Please list and provide specific information regarding all individuals, businesses, areas, or organizations that will directly benefit from the project/activity.

There are several direct beneficiaries of the Lakewood Farmers Market including Lakewood businesses, vendors, customers that shop at the market, and certain disadvantaged populations that attend the market such as those who are low-income and the elderly. In addition, local entertainers benefit from the market because it offers them a venue to perform, and income.

Lakewood businesses/merchants benefit from the visitors attending the Lakewood Farmers' Market because market participants shop at other business establishments in the Lakewood Towne Center. The 2015 Lakewood Farmers Market Customer Survey included 132 participants. Fifty-nine percent of survey participants said they were doing shopping outside of the Farmers Market. They shopped at thirty-five different stores in the city of Lakewood. The most frequently visited stores were Safeway, Target, Barnes & Noble and Marshalls. Lakewood organizations and businesses that sponsor the market directly benefit by having their name on the marketing materials that include banners, signs, advertisements, flyers, farmers' market canvas bags, and on Facebook.
The vendors benefit by having an avenue for selling their items without having the overhead associated with renting a space or owning a building.

4. Goals/Monitoring

Describe the goals of the project. Will the project result in an increase in overnight stays by visitors in Lakewood? <u>If so, how will this increase be tracked and monitored?</u> <u>How will an increase in the sale of goods and services as a result of the project be measured?</u> What other short or long term economic benefits will occur and how will that be tracked? Why do you believe those project/activity outcomes are feasible? **Applicants will be required to submit a post-funding report providing pertinent data evaluating tourism benefits resulting from the use of lodging tax funds as compared with the estimates contained in this application.**

Per the JLARC 2014 Municipality Reporting for the farmers market, based on 13,500 attendees (which is consistent with our 2015 numbers) it was determined that it resulted in 250 people who traveled 50 miles or more to attend, 7 people who stayed overnight, and 7 people who paid for lodging.
In 2015 20% of our Lakewood Farmers Market vendors travel over 50 miles to attend the market each week. As vendors participate in multiple Farmers Markets each week, many from Eastern Washington may choose to stay on this side of the mountains before returning to their farms at the end of the week. This can generate multiple overnight stays in Lakewood by multiple vendors over the 16-week market season. According to our 2015 customer survey 12 out of 132 respondents lived outside of the 50 mile radius and two were from out of state.

One of our goals is to secure our current sponsorships again for next year, and to gain 5 new sponsors at the $1000 level for 2016. During the last two weeks of August, a key time when companies are finalizing their annual budgets, we will make a strong push to approach companies with an enticing sponsor packet. Another goal is to continue to build new partnerships. We will focus on partners that can help us advertise in publications and calendars that have state-wide reach for the purposes of attracting new customers, finding unique vendors and securing excellent entertainment. Similarly we will seek partners that help us improve the quality of the Farmers Market, sustain best practices, and remain competitive with the other farmers markets. For example, benefits of being a member of the Washington State Farmers Market Association (WSFMA) include the opportunity to network with people throughout the state, by advertising on their website (below) and get free promotions (such as the press release attached), that went to 65 press and partner organizations and 400 individuals through the WSFMA list serves.

Farmers Market 4 (continued)

The number of attendees at the Farmers Market has remained consistent for the last two years, but has the potential to greatly increase. Our goal for 2016 is to increase the number of attendees by 10%. Because local residents tend to bring out of town guest, this could in-turn increase the number of overnight stays. Our survey indicates that the top to ways people hear of the market is word of mouth, working in the area, walking or driving by, and street signs/banners. We will take this valuable information and create more street signs by doubling the number of street signs and adding new corrugated plastic signs that are very cost effective, easy to place and effective. We hope to purchase one more banner for city hall that is larger and more visible, and buy a pop-up tent with the Farmers Market logo to advertise not only at the market (the tent is for the stage) but at all of our big events including SummerFEST that attracts over 7,000 people, Truck and Tractor Day, and our annual Tree Lighting Ceremony. This marketing strategy will keep the Farmers Market top of mind for people throughout the year. We can monitor and track the number of attendees with our client surveys, ticker-tape counts of attendees at the market, vendor surveys, and vendor income levels. Increasing the number of people at the market will fulfill our goal of increasing vendor revenue. We want our vendors to do well and have longevity at our market so that customers can look forward to seeing their "favorites" from year-to-year. Another important goal is to find new vendors that fill the gaps in products currently provided.

In 2016 a goal is to have an "art" component that is in line with our Legacy Plan to "showcase art, culture and history to foster a sense of place and neighborhood pride." Having recently formed a partnership with the Children's Art Museum, we are already moving in the right direction to implement something innovative and attractive to customers of all ages. Lastly, we have a new option to obtaining a liquor license which would open the door to vendors interested in selling wine and beer and further expand the markets repertoire of offerings.
Additional goals for the Lakewood Farmers Market 2016 Season that link directly to our Parks and Recreation 20 Year Strategic Plan (Legacy Plan), and have the potential to increase the number of overnight visits are:
• To increase low income families access to and consumption of fresh fruits and vegetables by increasing their purchasing power with incentive funding. Possible Funding Strategies we will consider are EBT (Formerly Food Stamps) matching funds or an Apple a Day Incentives where a $1 token is used to purchase a fruit or vegetable for low income children 16 or under.
• Implement a marketing campaign around our 5th year anniversary.
• Implement a marketing campaign leading up to Farmers Market week in August.
• Continue to increase the number of weekly visitors to the market using customer survey feedback of the most common ways residents hear about the market which are word of mouth, walking or driving by, working in the area, and street signs.
• Add additional demonstrations to the weekly entertainment schedule and think outside the box to bring in new talent such as authors for book signings in partnership with Barnes & Noble, engage well know local artist for chalk art murals in front of the stage, etc.

• Continue to offer weekly recipe card handouts that include items available at the market along with items that are only available at the grocery store to encourage shopping throughout the Towne Center.
• Work with Towne Center Merchants to offer promotional giveaways, coupons, or incentives to shopping at the market and Towne Center Businesses on market day.
• Target advertising to those who work in Towne Center to entice them to come for lunch and to shop in order to increase the percentage of those who work in the area who come to the market from previous years numbers.
• Raffle free baskets of farmers market produce and crafts to customers who submit their name. Entice people to come by advertising the give-away on social media.
• Promote the market through publications, activity/event calendars and social media that target vendors and participants outside of a 50 mile radius from Lakewood. One publication that we would like to advertise in that can reach both local and out of town visitors is South Sound Magazine which is the only lifestyle publication exclusively for the south Puget Sound. It is a bi-monthly, high-quality publication in over 400 locations and 10 local hotels, and in our local medical waiting rooms. Readership is 125,000/mo. With paid advertising come free digital advertising in their on-line calendar and e-newsletter.
• Celebrate Cultural Diversity. Lakewood is an extremely diverse community. In addition to becoming EBT certified, we will continue expand the number of WIC (Women Infant and Children) Clinics in order to distribute WIC FMNP (Farmers' Market Nutrition Program) checks that can be spent right at the Lakewood Farmers' Market. For the 2014 and 2015 season, the Franciscan WIC Clinic attended every market. This year the Puyallup Tribal Health Authority Clinic attended and we will include them again next year. We also plan to include the Multi-Care JBLM WIC Clinic. The addition of these two WIC Clinics increases our reach to over 1,500 additional citizens in our Community. We will work with each WIC Clinic on a weekly basis to track the number of clients served to formulate our final count of additional visitors to the market.
With a diverse funding source in both monetary sponsorships and in-kind donations, the Lakewood Farmers Market can continue to grow. Working with community partners, we can expand upon our current variety of live demonstrations and also work on providing free weekly craft activities for another interactive market element.
Following is the press release for Farmers' Market Week

5. Estimate how the funds will increase the amount of people traveling to Lakewood to stay overnight in paid accommodations.

Based on the JLARC 2014 Municipality Reporting for the farmers market, based on 13,500 attendees (which is consistent with our 2015 numbers) it was determined that it resulted in 250 people who traveled 50 miles or more to attend, 7 people who stayed overnight, and 7 people who paid for lodging.
Currently, twenty percent of our Lakewood Farmers Market vendors travel over 50 miles to attend the market each week. As vendors participate in multiple farmers markets each week, many from Eastern Washington could choose to stay on this side of the mountains before returning to their farms at the end of the week. This could generate multiple overnight stays in Lakewood by multiple vendors over the 16-week market season.
In our 2015 customer survey, 12 visitors out of 132 came from outside the 50 mile radius (see attached maps). With increased funds for targeted marketing we can increase the number of overnight stays by 1) Increasing the number of local residents who attend which , in-turn, increases the number of out-of-town guests who attend 2) Using additional road signs that capture drivers' attention as they come off of I5 for gas or food, and direct them to the market. This may entice them to stay in the area longer 3) Increasing the number of vendors who are farmers and travel from Eastern Washington or Snohomish 4) Increasing the number of entertainers who come to the market from outside of the area.

6. Estimate how the funds will increase the amount of people traveling to Lakewood from more than 50 miles from their residences.

Many of the same strategies mentioned in question 5 will pertain to this question. The funds we are requesting will be used to locate, recruit and promote farmers, vendors and entertainers from across the state. The Lakewood Farmers Market brings in a consistent number of individuals who travel more than 50 miles from their residence to work at our market. In the 2014 and 2015 season, about 15-20% of our vendors were Lakewood residents. The remainder of our Farmers Market Vendors come from outside of Lakewood. Eight vendors traveled between 50 – 70 miles each week and three of our vendors traveled between 175 miles – 203 miles to attend our market. Dedicating lodging tax funds to state-wide vendor recruitment and entertainment will increase the amount of people using Lakewood shopping centers, gas, and lodging. Following is the list of entertainers who were scheduled to perform on the stage at the farmers market. The Blackberry Bushes, string band (twice this season), Fun Singers, YMCA Band, St. Clare Cooking Demonstration (4 times for the season), Hook Me Up -smooth jazz, Charisma Dancers, Fun Singers, The Intrusions- jazz, Poerava- dancers, Donn Allard & Renegade Train -country swing and Raggae music (3 times this season). Our goal for 2016 is to line up in advance popular musicians, dancers, popular authors, nutritionist, and entertainers. This talent will promote themselves to their own constituent groups via their social media which will broaden our advertising foot print and potentially our customer base.

7. Estimate how the funds will increase the amount of people traveling to Lakewood from outside their state or country.

The Lakewood Farmers Market is a great economic development tool that brings visitors to the Towne Center. It provides a one-of-a-kind, festive and entertaining community gathering space. Many regularly attending customers bring their out-of-town guests and relatives to the market to showcase their community. The Farmers Market has proven to encourage individuals to stay longer in the Towne Center and visit other stores. The funds we are requesting encourage out of state visitors to visit the Lakewood Towne Center and shop. Also, visitors from outside the state who are driving through, are able to see the farmers market advertising (banners, street signs, etc.) and acknowledge an unexpected, but impressive feature of our community. New flyers and brochures will be created for the 2016 Farmers Market season to be placed in Lakewood hotels promoting the market as a "must-see" activity while enjoying their stay in Lakewood. Eight additional new street signs with simple, eye catching words will be created and placed in strategic locations with the highest daily traffic volumes (including areas near the I5 intersection to capture visitors stopping for coffee or gas).

8. Funding Requirements

Due to funding constraints, partial funding may be recommended by the LTAC.

8a. If partial funding is received, how will that impact the project/activity? Please describe:

If we receive partial funding the amount of marketing and staff presence will be greatly reduced. In order to keep moving forward, we are looking at increased funding to support additional coordination, set up, and staff needs. As the market grows, so does the need for support.

9. Use of Funds

Provide detail on how the funds will be used. For example, $20,000 of the funds will be used for marketing, $5,000 for administration, $10,000 for Consultants, etc.

We are requesting $30,000. We will use $20,000 of the funds for marketing and $10,000 for staffing. In 2016 we will need to increase funding for staffing to cover the cost of the increased hours needed to: 1) Secure more sponsorship, using a personal touch and one-on-one connections. 2) To place more street signs in the morning and take them down in the evening. This is key to increasing attendance at the market and seeing our attendee numbers jump. Ideally we would have the staffing to put the signs out on Fridays and Mondays as well as Tuesdays. 3) To build additional partnerships and strengthen working relationships which is very time consuming but key to sustaining and growing the market. Funding for staffing would enable us to further our public outreach in Towne Center and to stores in Lakewood to promote the market, seek raffle donations, and open up more dialogues about the synergy between the local merchants and the farmers market. 4) To research and secure ideal vendors for the market, appropriate speakers and entertainment. 5) To add an art component to the market and research artists and program ideas that will bring additional visitors to the market.

For marketing purposes, three of the most important items for which we need funding are the banner, 8 A-frame street signs, 10 new corrugated plastic signs, 2 permanent signs, a new 10x20 foot pop-up tent for the stage with a logo (to replace the broken tent), print advertising to highlight our 5th anniversary, and more print materials to place in local event swag bags (such as the Black Hills triathlon, YMCA events, JBLM triathlon). We will also use marketing funds to promote a new art element of the farmers market and to have an end of year vendor reception. Seeking avenues for in-kind support is always top of mind for us. In-kind marketing is critical to the success of the market and is a no-cost way to advertise locally and across state lines. Some examples includes:

- Facebook
- Computer Clubhouse Blogs
- City of Lakewood Website and Farmers Market Webpage
- Community Calendars (Tacoma News Tribune, northwestmilitary.com, patch.com, subtimes.com, Clover Park School District)
- Reader boards
- The Connections Newsletter and Recreation Guide
- Press Releases
- Washington Festival and Events Listings
- Soundsfunmom.com, Thriftynwmom.com and other websites
- Flyers through local school districts.
- WSFMA Farmers Market Pamphlet
- Vendor websites – list markets currently attending
- volunteer help staffing the Parks and Recreation Table and helping at the cross walks + Raffle donations

10. Project Budget (for non-capital projects). Do not include in-kind contributions.

Income: A diversified funding base is important to the success of any project. Please list all other sources of funding for the project, both anticipated and confirmed and when that funding will be available to the project. Include your own funding, sponsorships, other grants, etc

Funding Source list all revenue sources anticipated for 2015. Do not include requested Lakewood Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
	$		
St. Clare Hospital	$ $7,500	no	
Pierce County	$ $1,000	no	
LeMay	$ 500.00	no	
WSECU	$ $2,500	no	
	$		
	$		

Expenses: Based on full funding, please list project costs.
PLEASE NOTE: Certain expenses may not be reimbursable, at the sole discretion of the City of Lakewood. You will only be repaid at the Lakewood authorized rates. Insurance is not an eligible cost. If you have any questions about any of your proposed expenses, please discuss them with Becky Newton at Lakewood's Economic Development (253) 983-7738.

	a. Lodging Tax Funds	b. Other Funds, Do not include In-Kind dollars	c. Total
Personnel (salaries & benefits)	$ 10,000	$ 25,000	$ 35
Administration (rent, utilities, postage, supplies, janitorial services, etc.) *Note: Insurance is not an eligible cost*	$	$ 5,000	$ 5
Marketing/Promotion	$ 20,000	$ 3,000	$ 23
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	$	$	$ 0
Minor Equipment (computers, desks, etc.)	$	$	$ 0
Travel	$	$	$ 0
Contract Services Describe below	$	$ 3,000	$ 3
Other Describe below	$	$	$ 0
TOTAL COSTS (Amount in column "a." must match "Amount Requested." Amount in column "c" must equal "Total Project Amount" on Page 9)	$ 30	$ 36	$ 66
Description for Direct Sales Activities, Contract Services, Travel and Others	Contract services for: Farmers Market weekly entertainment, demonstrations and other special events. NOTE: TOTALS DID NOT ADD UP IN FILLABLE FORM. TOTAL COSTS SHOULD BE: Column A: 30,000; Column B: 36,000 and a total of project cost of $66,000.		
In-Kind Contributions	Our Sponsors have provided in-kind services such as logo development, printed signs and articles in newsletters, provided banners, handouts and other marketing tools.		

11. Funding History

11a. Was this project funded with Lakewood lodging tax funds in fiscal year 2015?

___x___yes _____no

11b. If you answered yes to 11a, how much funding did you receive in 2015?

_____10,000.00_____

11c. If you answered no to 11a, what is the last year Lakewood funding was received and how much? _____ (year) _____ (amount awarded) ❑ no previous funding

11d. Indicate what efforts have been made to access funding from additional sources?

Each season, the Lakewood Farmers Market makes every effort to secure additional outside funding sources in order to continue hosting a successful event. Bringing together community partners and local businesses helps ensure that the Lakewood Farmers Market will continue to grow and improve with each passing season. In 2015, the Lakewood Farmers Market received funds in the form of sponsorships from five community partners; Washington State Employees Credit Union (WSECU), LeMay, St. Clare Hospital, and Pierce County Planning and Land Use. These sponsorships brought in $12,000.00. In addition to grants and sponsorships, the Lakewood Farmers Market generates revenue from the procurement of vendor stall fees collected from each vendor participating at the market. Vendor fees bring in approximately $9,500.00 in revenue for the market. We will actively seek out more vendors for next year and are fortunate to have the space to add additional vendors.

12. Coordination and Collaboration

Please provide information about any other organizations or agencies involved in this project/activity. Describe their level of involvement. Describe how this project coordinates with other tourism promotion efforts or services in the area, including Chambers of Commerce, local festivals, local lodging and restaurants. You may attach up to three letters of support from these organizations.

We work closely with the following organizations on a weekly basis leading up to, and during the Farmer's Market Season to cross promote the Farmers Market on their websites, in their publications and at their events.

Lakewood Chamber of Commerce - Collaborator
St. Clare Hospital/Franciscan Health Systems – Presenting Sponsor
WSECU – Entertainment Sponsor
Lakewood's Promise – Collaborator
LeMay/Waste Connections – Sponsor
Washington State Farmers Market Association – Collaborator
Lakewold Gardens – Vendor
Caring for Kids – Vendor
Lakewood Historical Society – Vendor
Sound Transit – Vendor
Port of Tacoma – Sponsor/Vendor
Lakewood WIC – Vendor
Pierce County Senior Aging and Disability Services – Vendor
Senior Housing Assistance Group – Vendor
Pierce County Juvenile Court Volunteer Services - Vendor
Pierce County Master Gardeners – Vendor

Farmers Market

11.d (continued)

We just began a partnership with Stacy Carkonen, Executive Director of Tacoma Farmers Market to receive incentive funding from the United Way that supports local farmers markets to help low income families increase the amount of fruits and veggies to which they have access. Lakewood is one of the cities that is targeted to receive $1,800. Based on our individual market needs and capacity, we will decide on a strategy to implement in 2016 under the Farmers Market Regional Food Access Project. Our goal will be to increase low income families access to and consumption of fresh fruits and vegetables by increasing their purchasing power with incentive funding. Possible Funding Strategies we will consider are EBT (Formerly Food Stamps) matching funds or an Apple a Day Incentives where a $1 token is used to purchase a fruit or vegetable for low income children 16 or under. The program encourages children to create lifelong healthy eating habits by empowering them to try more fruits and vegetables at the market. Another option is nutrition education and cooking demos to help low income shoppers best utilize local, farm fresh produce (funds can be used to buy market produce for demos or tastings). The results of the project will be measured by determining the number of customers who use the tokens and/or attend the demonstrations. Through our partnership with Women Infants and Children (WIC), $26,800 was spent at the Lakewood Farmers Market this season (to date) and more checks were approved for distribution.

12. (continued)

Pierce County Public Works and Utilities – Vendor
Lakeview Light and Power – Vendor
Pierce County Planning and Land Use – Sponsor
The Rescue Mission – Vendor
LASA (Living Access Support Alliance) - Vendor
Lakewood Playhouse - we promote their events

The Lakewood Farmers Market is a great way for local non-profits and businesses to connect with the community. Each week we have between 600 and 1,000 visitors to the market for these groups to connect with and promote their organization, event, festival and more.

14. Certification

The applicant hereby certifies and confirms:

1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;
2. That it will abide by all relevant local, state, and federal laws and regulations;
3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;
4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

Primary Signature: John J. Caulfield

Digitally signed by John J. Caulfield
DN: cn=John J. Caulfield, o=City of Lakewood, ou=City Manager, email=jcaulfield@cityoflakewood.us, c=US
Date: 2015.08.13 15:39:19 -07'00'

Signature

John J. Caulfield, City Manager

Printed Name & Title of Chief Administrator/Authorizing Official

8/13/2015

Date

CITY OF LAKEWOOD

E-VERIFY REQUIREMENTS FOR CONTRACTORS

By Ordinance, the City of Lakewood requires that all contractors who enter into agreements to provide services or products to the City use the Department of Homeland Security's E-Verify system when hiring new employees for the term of the contract.

E-Verify is an electronic system designed to verify the documentation of job applicants. It is run by the Department of Homeland Security.

Who is affected?

- All contractors doing business for the City of Lakewood. There is no minimum dollar value for contracts affected.
- All subcontractors employed by the general contractor on these contracts.

Are there exceptions?

- Contracts for "Commercial-Off-The-Shelf" items are exempted from this requirement.
- Individuals, Companies, or other organizations that do not have employees.

How long must the contractor comply with the E-Verify system?

- For at least the term of the contract.

Are there other stipulations?

- E-Verify must be used ONLY for NEW HIRES during the term of the contract. It is NOT to be used for EXISTING EMPLOYEES.
- E-Verify must be used to verify the documentation of ANY new employee during the term of the contract, not just those directly or indirectly working on deliverables related to the City of Lakewood contract.

How will the City of Lakewood check for compliance?

- All contractors will retain a copy of the E-Verify Memorandum of Understanding that they execute with the Department of Homeland Security AND
- Sign and submit to the City an Affidavit of Compliance with their signed contract.
- All General Contractors will be required to have their subcontractors sign an Affidavit of Compliance and retain that Affidavit for 4 years after end of the contract.
- The City of Lakewood has the right to audit the Contractor's compliance with the E-Verify Ordinance.

Further information on E-Verify can be found at the following website:

http://www.uscis.gov/e-verify

If you have questions about the City's E-Verify Ordinance, please contact the City of Lakewood's legal department prior to contracting with the City.

CITY OF LAKEWOOD

AFFIDAVIT OF COMPLIANCE WITH LAKEWOOD MUNICIPAL CODE 1.42
"E-VERIFY"

As the person duly authorized to enter into such commitment for

City of Lakewood, Washington
COMPANY OR ORGANIZATION NAME

I hereby certify that the Company or Organization named herein will

(Check one box below)

☑ Be in compliance with all of the requirements of City of Lakewood Municipal Code Chapter 1.42 for the duration of the contract entered into between the City of Lakewood and the Company or Organization.

OR

☐ Hire no employees for the term of the contract between the City and the Company or Organization.

John J. Caulfield

Digitally signed by John J. Caulfield
DN: cn=John J. Caulfield, o=City of Lakewood, ou=City Manager, email=jcaulfield@cityoflakewood.us, c=US
Date: 2015.08.13 15:40:06 -07'00'

SIGNATURE

John J. Caulfield, City Manager
PRINT NAME AND TITLE

8/13/2015
DATE

Lakewood Farmers Market 2016
Marketing Plan

Company	Cost	Marketing Description	Audience
Cascade Harvest Coalition	$1,500.00	1/2 Page advertisement in Puget Sound Fresh Magazine	This magazine is a regional directory of Farms and Farmers Market in the Puget sound area.
Washington State Farmers Market Association	$ 500.00	WSFMA Membership and Listing Fee	Lakewood Farmers Market will be listed on the WSFMA website.
Washington State Farmers Market Association Conference	$400	Registration	The 2016 Annual Conference will bring together 250 farmers market organizers, farmers, state agencies and partner organizations in Olympia, WA, for continuing education, collaboration, networking, and celebration of the achievements of Washington's outstanding farmers markets. This will provide an avenue to network and market the Lakewood Farmers Market and build partnerships.
Marlene's Market	$800.00	Three advertisements in monthly Sound Outlook Magazine	This magazine is mailed to residents of Federal Way, Tacoma, and other areas of Pierce County as well as available for pickup in store locations.
Larson Sign Company	$ 1,500.00	Large Street Banner	Another visible Banner to be hung along busy road and/or front of City Hall
Larson Sign Company	$500	Print 16 new A-Frame Signs for 8 double sided A-Frames to place at highest traffic volume areas	Creating new signs that are clearly seen and read by drivers is extremely important. The signs help us to notify potential visitors that the market is occurring. Customers tell us that *Road signs are the number one way individuals learn of the market*. This helps us to gain customers who would otherwise not be aware of our market and helps boost weekly attendance to the market.
Larson Sign Company	$220	10 printed corrugated plastic street signs	
Larson Sign Company	$40	10 metal stands for corrugated street signs	
Larson Sign Company	$ 2,000.00	Light Pole Banners	This helps promote the Farmers Market on a daily basis during the season in the Towne Center. It helps us to remind visitors that the market happens on Tuesdays and capture new customers who might not otherwise know of the market.
Larson Sign Company	$2,000	Permanent street signs	Permanent signs to be placed in the 2 areas with the highest traffic volume to advertise the market to local residents.
Chuck Mathias	$ 400.00	Farmers Market Flyer Creation	With guidance from Market Management, Mr. Mathias has designed the Farmers Market flyer for the past three years and has created a consistent look that is artful and fun. It is a great representation of the market and is very eye catching.
Crestline	$ 3,000.00	Re-usable bags for opening day	These bags will be handed out to patrons on opening day - much like this year's market. They will then be advertisements when patrons use them away from the market.
Crestline and/or additional Companies	$ 3,000.00	Misc. marketing incentives and survey incentives with Lakewood Farmers Market Logo	These survey incentive items will have multiple benefits for the Farmers Market. The draw of a giveaway will encourage additional customers to come to the market and shop, customers will be more likely to complete the customer survey for us to collect market data/opinions from the public to help us continue to improve the market, and these items will also serve as a mobile advertisement as people use the giveaways at and away from the Farmers Market.
Chuck Mathias	$400	Promotion print materials for Farmers Market Week	Farmers Market week is promoted throughout the state. It is a perfect opportunity to capitalize on our market and create special events throughout the day and partner with local stores such as Barnes Noble for an author book signing.
Red Tricycle Magazine	$950	Promote farmers market special guests, visiting artists, entertainers, & farmers market week.	To draw people from outside of a 50 mile radius a good choice is to advertise to this publication which has 54,000 subscribers (In Seattle).
TBD	$1,500	10 foot by 20 foot pop-up tent with logo for the stage	This tent will replace our current broken tent
South Sound Magazine	$1,300	(new) Advertise 4 times in their bi-monthly publication	South Sound Magazine is the only lifestyle publication exclusively for the South Puget Sound. It is in over 400 locations, 10 hotels and medical waiting rooms in the South Sound. With purchase of ad, get free advertising in enewsletter and guaranteed on online calendar of events.
MWR			
Puget Sound Fresh	$ -	Free online listing http://www.pugetsoundfresh.org/markets/list?countyID=7%3BPierce&weekday=Any	This is a free online listing of Farmers Markets that can be searched by county, day, or name. Lakewood Farmers Market is on this site and can be found by anyone looking for a farmers market.

Lakewood Farmers Market 2016
Marketing Plan

Parent Map Magazine	$ -	(new) Advertise on their free online event calendar	Reaches 52,000 families from Snohomish to the South Sound
Red Tricycle Magazine	$ -	(new) Advertise on their free online event calendar	They connect with over 1 M parents each month through a variety of communications
Clover Park School District Calendar	$ -	Flyers are distributed to schools within our district.	This targets the audience of families with children enrolled in the Clover Park School District
Recreation Brochures	$ -	The City of Lakewood Connections Brochure	This brochure reaches 30,000 Lakewood residents.
Sub-Times	$ -	Continuous Market Blasts to advertise for and send updates about the market throughout the Season	This targets the readers of the local online news distributor. The audience can be mostly Lakewood residents, but draws readers from other areas around Pierce County, as well.
Local Business Reader Boards	$ -	Advertise Theme Days/Demonstration Days/Live Entertainment/Giveaways	These boards are clearly displayed for the public to read as they drive through and around Lakewood.
Patch.com	$ -	Continuous Market Blasts to advertise for and send updates about the market throughout the Season	This targets the readers of the local online news distributor. The audience can be mostly Lakewood residents, but draws readers from other areas around Pierce County, as well.
Allen Reality Reader Board	$ -	(new) They agreed to advertise the Market on their reader board 4 times a season or more	The average daily volume of cars at this location is 20,000. According to the last 3 annual customer survey's traffic signs are one of key ways community members find out about the market.
Lakewood's Promise website	$ -	The Farmers Market will blog on this site to reach local residents and keep them engaged.	This site will enable us to blog about upcoming entertainment and highlight new vendors or food truck.
Washington State Farmers Market Association (WSFMA)	$ -	Farmer Market Week Promotion	WSFMA sends a press release to 65 press and partner organizations and 400 individuals through the WSFMA listservs to promote farmers market week and encourage residents to go to Farmers Markets to buy fresh ingredients. (see attachment)
Press Releases	$ -	Continuous Market Blasts to advertise for and send updates about the market throughout the Season	These Press releases target Lakewood and the surrounding areas.
	$20,010.00		

Lakewood City Hall • 6000 Main Street SW
cityoflakewood.us • (253) 983-7887

LAKEWOOD FARMERS MARKET

PRESENTED BY ST. CLARE HOSPITAL

Tuesdays
June 2 through
September 15
10am - 3pm

CITY OF LAKEWOOD, WA •1996•

WSECU

Pierce County Planning & Land Services

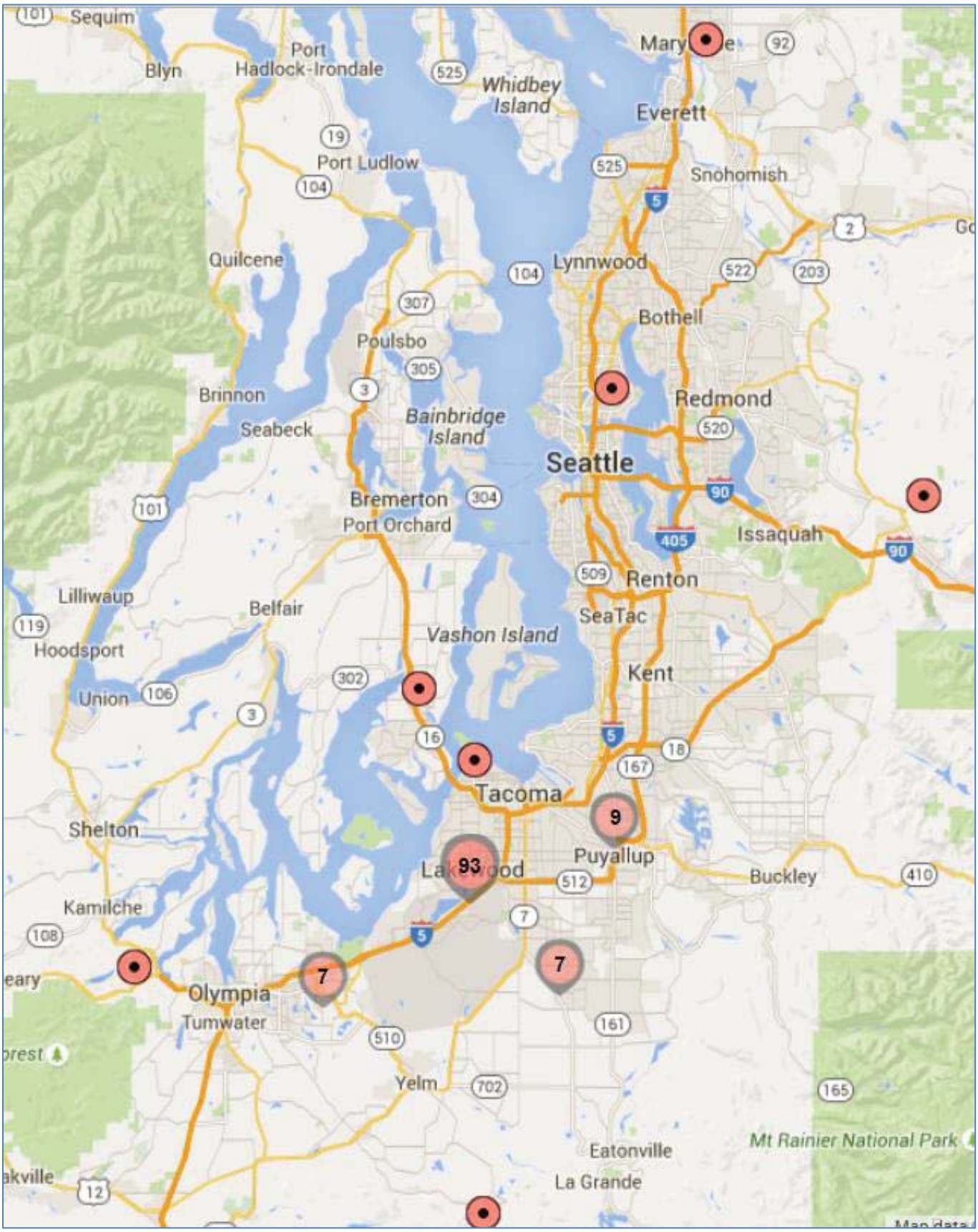
CHI Franciscan Health
Our best care. Your best health.℠

LeMay INC. Pierce County Refuse
A Waste Connections Company

LAKEWOOD
FARMERS MARKET
PRESENTED BY ST. CLARE HOSPITAL
JUNE 2ND - SEPT. 15TH
TUESDAYS • 10AM-3PM
Lakewood Towne Center
6000 MAIN ST. (CITY HALL)

Aloha Therapeutics
Coconut Vanilla
Aloha Therapeutics
Honey Dripped Figgies
Aloha Therapeutics

Old Red Barn Popping Co.
Medium $5
Kettle Corn
Nutrition Facts


Sequim
Blyn
Port Hadlock-Irondale
Whidbey Island
Everett
Port Ludlow
Snohomish
Quilcene
Lynnwood
Bothell
Poulsbo
Brinnon
Seabeck
Bainbridge Island
Redmond
Seattle
Bremerton
Port Orchard
Issaquah
Renton
Lilliwaup
Belfair
SeaTac
Vashon Island
Hoodsport
Kent
Union
Tacoma
Shelton
Puyallup
Buckley
Kamilche
Olympia
Tumwater
Yelm
Eatonville
La Grande
Mt Rainier National Park
9
93
7
7

Seattle
123
NGTON
MONTANA
NORTH DAKOTA
MINNESOTA
SOUTH DAKOTA
OREGON
IDAHO
WYOMING
NEBRASKA
IOWA
NEVADA
United States
UTAH
COLORADO
KANSAS
San Francisco
CALIFORNIA
Las Vegas
OKLAHOMA
Los Angeles
ARIZONA
NEW MEXICO
San Diego
TEXAS
LOUISIA
Houston
Gulf of California
Mexico
Mexico City

Washington State Farmers Market Association

Press Release

FOR IMMEDIATE RELEASE
Date: August 4, 2015

Contact: Karen Kinney
Email: execdirector@wafarmersmarkets.com
Phone: 206-706-5198

Farmers Market Week Recipes for the Whole Family! - Washington Farmers Markets Celebrate Farmers Market Week August 2-8

Join the Washington State Farmers Market Association (WSFMA), Washington State Department of Agriculture (WSDA) and Governor Inslee in recognizing August 2-8, 2015 as the 16th annual Farmers Market Week in Washington State.

"Farmers Market Week is an opportunity for all of us to taste Washington's many flavors and try something new at one of the 160 farmers markets around Washington State", says Executive Director, Karen Kinney. "Support farmers and farmers market staff in this record-breaking hot weather and drought by going to Farmers Markets and buying ingredients for the recipes below."

Using farm-fresh produce at home has never been easier, thanks to a series of recipes distributed by the Washington State Farmers Market Association (WSFMA) to its 118 member markets statewide in honor of Farmers Market Week. The three recipes highlight the summer bounty that is available at farmers markets this week. They are simple, easy to adapt to personal taste, and use a short list of fresh, affordable ingredients available at markets across the state:

Download the recipes here:

- Shredded Veggie Patties
- Spicy Panzanella
- Summer Slow Cooker Fruit Cobbler

Our 118 farmers markets offer fresh, seasonal food grown by small farms in Washington. Farmers Market purchases create stronger local food economies, supporting more than 1,200 unique farms.

"Whether you are looking for an adventure close to home, or want to shop like a local while on vacation, farmers markets have something for everyone. Not only do farmers markets showcase Washington's farming families, they are a unique way for kids to see what food looks like coming straight from the farm, to sample it and talk to a real farmer"

Many Farmers Markets will host celebrations during this special week including:

- Representative Adam Smith's visit to the Columbia City Farmers Market in Seattle on Wednesday, August 5 at 3:30pm;
- Featured chefs and cooking demonstrations;
- Special kids activities; and
- Music and entertainment.

For a directory of farmers market locations and operating hours, visit: http://www.wafarmersmarkets.com/washingtonfarmersmarketdirectory.php.

Click for a copy of Governor Jay Inslee's proclamation for Washington State Farmers Market Week: http://agr.wa.gov/News/2015/FarmersMarketWeekProclamation2015.pdf

About the Washington State Farmers Market Association:

Founded in 1978, the Washington State Farmers Market Association is a non-profit, membership organization serving 118 unique farmers markets in over 80 cities and towns. These markets represent over $45 million in annual sales and collectively serve hundreds of farm, food and craft entrepreneurs and thousands of customers seeking fresh, local food, family fun, and community.

info@wafarmersmarkets.com
www.wafarmersmarkets.com

2016 Lodging Tax – Tourism Promotion Project Application

1. Project Information

1a. Project Name: City of Lakewood Media Promotion

Amount Requested: $ 34,150
(Amount Requested must match Total Costs, column "a." on page 14)

Total Project Amount: $ 34,150
(Total Project Amount must match Total Costs, column "c." on page 13)

1b. Name of Applicant organization: City of Lakewood, Economic Development Department

Mailing Address: 6000 Main Street SW
Lakewood, WA 98499

Tax ID Number: 91-1698185

Organization Unified Business Identifier (UBI): _____

UBI Expiration Date: _____

Type of Organization: Government
(Non-profit, For-profit, Municipality, Private business, etc.)

1c. Contact Name: Becky Newton

Title: Economic Development Manager

Telephone: 253-983-7738 Email: bnewton@cityoflakewood.us

Signature: John J. Caulfield

Digitally signed by John J. Caulfield
DN: cn=John J. Caulfield, o=City of Lakewood, ou=City Manager, email=jcaulfield@cityoflakewood.us, c=US
Date: 2015.08.13 16:35:14 -07'00'

The signatory declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used only for the purposes set forth herein, and verifies that all the information contained in this application is valid and true to the best of his/her knowledge.

2. Project Description

2a. Please provide the event date(s) _____N/A_____

2b. Where will your event be held? _____N/A_____

2c. If there is a charge or fee for this activity, please describe how much and why.

N/A

2d. Please provide a detailed description of the proposed project/activity. Include information on the area the project will serve, its expected impact and list the responsible party(s). If you need additional room, please attach a separate document and save as, "additional details."

This project will 1) create compelling media content, and 2) deliver packaged and targeted media placement that brings people in to visit, eat, shop and stay in Lakewood. The placements will be designed to catch people where they listen to music, get their information and news, on-the-go, in their cars and wherever they may work, live, and play.

This project is intended to have a long term benefit for the City of Lakewood, its partners, citizens and businesses. It is designed to increase tourism, particularly overnight stays for visitors from all over the region, country and from other countries.

The project will capitalize on major events coming to Lakewood and surrounding communities. The plan is to create compelling creative content that bring people back to Lakewood, and encourage new people to experience what Lakewood has to offer.

We want people to stay in Lakewood not only for activities here, but also as a landing place while visiting all of Pierce County.

We want military families and contractors to stay here while visiting their friends and family, and while doing business here.

The money will be wisely spent on content and placement only using internet radio and consistent, complimentary media outlets that support our brand and image.

Whenever possible, we will use the City of Lakewood home page photo, boating on the lake with Mt. Rainier in the background. This photo is being used for Pandora, with the words, "Visit Lakewood, WA"

3. Beneficiaries

Please list and provide specific information regarding all individuals, businesses, areas, or organizations that will directly benefit from the project/activity.

• The City of Lakewood, it's citizens, businesses, and real estate brokers benefit by raising the level of awareness about Lakewood and it's many attractions, and retailers thus creating more economic activity and retail sales;
• Tourism will be encouraged by reaching out to people where they get their messaging, information and news through social media outlets they are already using;
• Events will be highlighted encouraging more people to come to Lakewood, particularly from beyond a 50 mile radius thereby encouraging overnight stays;
• Hotels, motels, restaurants, gas stations, Lakewood Towne Center, South Tacoma Way (International District) businesses, coffee stands, and other merchants will benefit from increased tourism;
• Citizens, and businesses will benefit from the messaging which will help to change the perceptions/image of Lakewood to being a safe community;
• Lakewood will benefit by raising awareness of each of Lakewood's unique outdoor and indoor activities and attractions such as parks, lakes, hiking, gardens, fishing, biking, golfing, disc golf, indoor carting, and theater.

4. Goals/Monitoring

Describe the goals of the project. Will the project result in an increase in overnight stays by visitors in Lakewood? If so, how will this increase be tracked and monitored? How will an increase in the sale of goods and services as a result of the project be measured? What other short or long term economic benefits will occur and how will that be tracked? Why do you believe those project/activity outcomes are feasible? **Applicants will be required to submit a post-funding report providing pertinent data evaluating tourism benefits resulting from the use of lodging tax funds as compared with the estimates contained in this application.**

Goals:
1. Increase outreach to people where they get their information: Tracked by the number of messages through social media outlets, internet radio, and other generalized media outlets;
2. Increase positive perception of Lakewood as a safe community: Tracked by social media comments, actual crime statistics, and survey of surrounding communities;
3. Increase the number of hotel night stays: Tracked by gathering hotel night stays following media impressions;
4. Increase awareness for visitors from out of state and internationally: Tracked by web hits and requests for information from out-of-state and international visitors.

People that live and work in the community will be a part of the content in this project. They will be videotaped and recorded and presented to show community support. This project will change the way people think about Lakewood, bring people back to Lakewood, and invite people to visit. The messaging will be compelling to all surrounding communities and beyond to come to Lakewood for its beauty, activities, shopping, eateries, and weekend getaways.

The current Pandora Internet Radio campaign reaches 30-49 year olds, in Pierce County, King, Thurston and Snohomish. We believe that these people are the most likely to come to Lakewood because they are relatively young, active, and likely in the midst of their working years. By running this campaign in August and September, we are trying to attract people who are looking to enjoy the sunny weather and outdoor activities in Lakewood's outdoor amenities. Expanding on this campaign in 2016 with complimentary advertising will be key to pushing Lakewood up on the list of destinations to visit.

5. Estimate how the funds will increase the amount of people traveling to Lakewood to stay overnight in paid accommodations.

This is an outreach campaign that will have long term effects on the community. By reaching out to people where they get their music, news and information in their everyday lives – on the go – we will be able to attract more individuals and families on an ongoing basis. This will keep Lakewood top-of-mind. By packaging targeted media visitors will be compelled to stay in Lakewood hotels and motels while visiting attractions around the county. Military service members and their families, as well as contractors will be compelled to stay in Lakewood while visiting and working in the area. Internet radio coupled with Alaska Airlines in-flight magazine and targeted Google and Facebook boosts will put Lakewood on the map for years to come.

Demographic targeting and reach for the campaign 2015 - Pandora Radio Monthly Market Reach, Age 30 to 49

Type	Name	Unique Listeners	Population	Market Reach
County	King	224,734	637,750	35.2%
	Pierce	82,465	220,337	37.4%
	Snohomish	75,714	212,363	35.7%
	Thurston	26,460	69,956	37.8%
	Grand Total	409,373	1,140,406	35.9%

6. Estimate how the funds will increase the amount of people traveling to Lakewood from more than 50 miles from their residences.

Internet radio and social media is seen and heard far and wide, and can be viral with the right creative messaging. The content and placement will be such so as to attract visitors far beyond the 50 mile radius of Lakewood. Adding Alaska Airline In-flight Magazine along with Google and Facebook targeted sponsored content will increase the reach exponentially.

Why Streaming Radio, Why Pandora?
We want to communicate Lakewood's brand to the public widely as well as to those who would be interested in visiting and engaging in tourist activities. Digital marketing provides more accurate reporting tools (number of impressions, number of unique listeners) compared to traditional print advertising and radio advertising. Digital marketing also affords more accurate targeting with our messaging, based on demographic information. Compared to traditional print advertising, digital marketing provides lower costs as well.

Pandora is an alternative to terrestrial radio that offers a wide audience. This type of advertising that they execute is not loud or obnoxious like some commercial radio stations, and this lends itself to the type of professional and promotional atmosphere for our branding. Pandora is available to the public on the Internet for free, to anyone that can download the Pandora app on their computer or their smartphone.

7. Estimate how the funds will increase the amount of people traveling to Lakewood from outside their state or country.

Targeted media package placement will be global. Through the City website, and all the social media outlets that will be utilized, the specific targeted and creative content will be compelling worldwide. Perceptions of Lakewood as the place to visit, play, eat and stay will resonate across all messaging platforms. Our current regional internet radio approach (Snohomish, King, Pierce and Thurston) is a great start. Building on this with complimentary advertising will pull visitors our South Sound destination.

8. Funding Requirements

Due to funding constraints, partial funding may be recommended by the LTAC.

8a. If partial funding is received, how will that impact the project/activity? Please describe:

This will limit the reach and effectiveness of the campaign. A targeted repetitive advertising campaign to ingrain the message across the world would be most effective. If we limit the impressions, we limit the number of people/families that will be compelled to come to Lakewood long term.

Partial funding of $10,000 would be used as follows:
• $10,000 for Pandora Radio impressions only.

9. Use of Funds

Provide detail on how the funds will be used. For example, $20,000 of the funds will be used for marketing, $5,000 for administration, $10,000 for Consultants, etc.

1. Visual Designer: We want a few shareable graphics that we can use for Pandora and Alaska Airlines, for Pay-per-click ads through Facebook and Google, and for other websites that we manage and to give out to printers for re-use.
Cost: $4,000.

2. Internet Radio: Pandora or Spotify campaign similar in size and reach to the current one.
Cost: $10,000.

3. Alaska Airlines: roughly a million readers per month (on average.) June/July ad publication, promoting golf and Washington destinations.
Cost: $10,000.

4. Pay per Click ads on Google: A branding campaign for keyword searches as a simple way to direct online traffic and show up at the top of the results page. This campaign would be managed by City of Lakewood. A three-month summer campaign with specific keywords and ad copy written by City of Lakewood, maybe run a year-long campaign on a few keywords like 'lakewood'. Market reach can vary from city/metro/DMA level all the way to national level, time of day, etc.
Cost: $3,000.

5. Facebook: Similar to the Google ad search, though the mechanism would be 'Boost'ing a Facebook page post. Reach would be to Facebook users and could be narrowed to age/location demographics such as Google.
Cost: $3,000

6. Minor Equipment: Final Cut Pro software ($350), MacBook Pro for in-house design ($1,500), Canon XA20 for full video capabilities ($2,300).
Cost: $4,150.

10. Project Budget (for non-capital projects). Do not include in-kind contributions.

Income: A diversified funding base is important to the success of any project. Please list all other sources of funding for the project, both anticipated and confirmed and when that funding will be available to the project. Include your own funding, sponsorships, other grants, etc

Funding Source list all revenue sources anticipated for 2015. Do not include requested Lakewood Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
	$		
	$		
	$		
	$		
	$		
	$		
	$		

Expenses: Based on full funding, please list project costs.
PLEASE NOTE: Certain expenses may not be reimbursable, at the sole discretion of the City of Lakewood. You will only be repaid at the Lakewood authorized rates. Insurance is not an eligible cost. If you have any questions about any of your proposed expenses, please discuss them with Becky Newton at Lakewood's Economic Development (253) 983-7738.

	a. Lodging Tax Funds	b. Other Funds, Do not include In-Kind dollars	c. Total
Personnel (salaries & benefits)	$	$	$ 0
Administration (rent, utilities, postage, supplies, janitorial services, etc.) *Note: Insurance is not an eligible cost*	$	$	$ 0
Marketing/Promotion	$ 26000	$	$ 26000
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	$	$	$ 0
Minor Equipment (computers, desks, etc.)	$ 4150	$	$ 4150
Travel	$	$	$ 0
Contract Services Describe below	$ 4000	$	$ 4000
Other Describe below	$	$	$ 0
TOTAL COSTS (Amount in column "a." must match "Amount Requested." Amount in column "c" must equal "Total Project Amount" on Page 9)	$ 34150	$ 0	$ 34150
Description for Direct Sales Activities, Contract Services, Travel and Others	Contract Services: Visual Designer / Agency for content. This would enable the City of Lakewood to control and own all creative content whereas, current creative as developed by Pandora is owned by that company. Minor Equipment: Final Cut Pro software ($350), MacBook Pro for in-house design ($1,500), Canon XA20 for full video capabilities ($2,300)		
In-Kind Contributions			

11. Funding History

11a. Was this project funded with Lakewood lodging tax funds in fiscal year 2015?

__X__yes _____no

11b. If you answered yes to 11a, how much funding did you receive in 2015?

_____10,000.00_____

11c. If you answered no to 11a, what is the last year Lakewood funding was received and how much? _____ (year) _____ (amount awarded) ❑ no previous funding

11d. Indicate what efforts have been made to access funding from additional sources?

No funding has been requested from other organizations.

We did utilize an intern from Pierce College to assist in developing the economic development website. We have also utilized a graduate intern from the University of Washington to assist with internet radio content development and placement. We are currently working with a professor at Pierce College for video development.

12. Coordination and Collaboration

Please provide information about any other organizations or agencies involved in this project/activity. Describe their level of involvement. Describe how this project coordinates with other tourism promotion efforts or services in the area, including Chambers of Commerce, local festivals, local lodging and restaurants. You may attach up to three letters of support from these organizations.

The City will coordinate with the Police Department, Clover Park School District, and tourism organizations ensure accuracy of information.

The Lakewood Chamber of Commerce ran an advertisement in the TRCVB annual magazine on behalf of the Chamber and City of Lakewood.

As stated above, coordination with the TRCVB and "piggy-baking" on their marketing efforts will create a stronger draw for our South Sound destination.

Communications and Economic Development regularly promote businesses and organizations on social media platforms. These organizations include:

Asia Pacific Cultural Center
Historic Fort Steilacoom Association
Lakewold Gardens
Lakewood Chamber of Commerce
Lakewood Historical Society & Museum
Lakewood Parks Department Festivals and Events
Lakewood Playhouse
Lakewood Sister Cities Association

13. Capital Projects Budget

Supporting the Capital Expenditures and/or Operation of City Tourism-Related Facilities

FUNDING/TIMELINE	Responsible Parties, Methods, Means	Begin (Dates or Periods)	End (Dates or Periods)	Amount Requested From Lodging Funds	Other Funds Committed or Proposed*	TOTALS
Design & Inspection				$	$	$ 0
Other Consultants				$	$	$ 0
Permits & Fees				$	$	$ 0
Land Acquisition				$	$	$ 0
Site Development & Landscape				$	$	$ 0
Buildings (New Construction)				$	$	$ 0
Building Renovations (Includes Access)				$	$	$ 0
Other (Specify) *Insurance is not an eligible cost.*				$	$	$ 0
TOTAL				$ 0	$ 0	$ 0

*If other funds are committed, please attach a letter of commitment from the funding source.

14. Certification

The applicant hereby certifies and confirms:

1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;
2. That it will abide by all relevant local, state, and federal laws and regulations;
3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;
4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

Primary Signature: John J. Caulfield _____

Digitally signed by John J. Caulfield
DN: cn=John J. Caulfield, o=City of Lakewood, ou=City Manager, email=jcaulfield@cityoflakewood.us, c=US
Date: 2015.08.13 16:35:48 -07'00'

Signature

John J. Caulfield, City Manager _____ 8/13/2015 _____

Printed Name & Title of Chief Administrator/Authorizing Official Date

CITY OF LAKEWOOD

E-VERIFY REQUIREMENTS FOR CONTRACTORS

By Ordinance, the City of Lakewood requires that all contractors who enter into agreements to provide services or products to the City use the Department of Homeland Security's E-Verify system when hiring new employees for the term of the contract.

E-Verify is an electronic system designed to verify the documentation of job applicants. It is run by the Department of Homeland Security.

Who is affected?

- All contractors doing business for the City of Lakewood. There is no minimum dollar value for contracts affected.
- All subcontractors employed by the general contractor on these contracts.

Are there exceptions?

- Contracts for "Commercial-Off-The-Shelf" items are exempted from this requirement.
- Individuals, Companies, or other organizations that do not have employees.

How long must the contractor comply with the E-Verify system?

- For at least the term of the contract.

Are there other stipulations?

- E-Verify must be used ONLY for NEW HIRES during the term of the contract. It is NOT to be used for EXISTING EMPLOYEES.
- E-Verify must be used to verify the documentation of ANY new employee during the term of the contract, not just those directly or indirectly working on deliverables related to the City of Lakewood contract.

How will the City of Lakewood check for compliance?

- All contractors will retain a copy of the E-Verify Memorandum of Understanding that they execute with the Department of Homeland Security AND
- Sign and submit to the City an Affidavit of Compliance with their signed contract.
- All General Contractors will be required to have their subcontractors sign an Affidavit of Compliance and retain that Affidavit for 4 years after end of the contract.
- The City of Lakewood has the right to audit the Contractor's compliance with the E-Verify Ordinance.

Further information on E-Verify can be found at the following website:

http://www.uscis.gov/e-verify

If you have questions about the City's E-Verify Ordinance, please contact the City of Lakewood's legal department prior to contracting with the City.

CITY OF LAKEWOOD

AFFIDAVIT OF COMPLIANCE WITH LAKEWOOD MUNICIPAL CODE 1.42
"E-VERIFY"

As the person duly authorized to enter into such commitment for

City of Lakewood
_____
COMPANY OR ORGANIZATION NAME

I hereby certify that the Company or Organization named herein will

(Check one box below)

☑ Be in compliance with all of the requirements of City of Lakewood Municipal Code Chapter 1.42 for the duration of the contract entered into between the City of Lakewood and the Company or Organization.

OR

☐ Hire no employees for the term of the contract between the City and the Company or Organization.

John J. Caulfield

Digitally signed by John J. Caulfield
DN: cn=John J. Caulfield, o=City of Lakewood, ou=City Manager, email=jcaulfield@cityoflakewood.us, c=US
Date: 2015.08.13 16:36:05 -07'00'

SIGNATURE

John J. Caulfield, City Manager

PRINT NAME AND TITLE

8/13/2015

DATE

Pandora Sessions Week 1 August 15-21 2015

City	Source	Sessions	% New Sessions	New Users
Seattle	pandora	348	98.85%	344
Kent	pandora	45	100.00%	45
Kirkland	pandora	24	100.00%	24
Sacramento	pandora	16	100.00%	16
Los Angeles	pandora	15	93.33%	14
Tacoma	pandora	13	100.00%	13
Myrtle Beach	pandora	11	100.00%	11
Bellevue	pandora	11	90.91%	10
Federal Way	pandora	11	100.00%	11
Portland	pandora	9	100.00%	9
Everett	pandora	9	100.00%	9
San Francisco	pandora	8	87.50%	7
Olympia	pandora	8	100.00%	8
Redmond	pandora	7	100.00%	7
Chicago	pandora	6	100.00%	6
Bothell	pandora	6	100.00%	6
San Antonio	pandora	5	80.00%	4
Marysville	pandora	5	100.00%	5
Renton	pandora	5	100.00%	5
Spanaway	pandora	5	100.00%	5
Dallas	pandora	4	100.00%	4
DuPont	pandora	4	50.00%	2
Gig Harbor	pandora	4	100.00%	4
Bonney Lake	pandora	4	100.00%	4
Picnic Point-North Lynnwood	pandora	4	100.00%	4
South Hill	pandora	4	100.00%	4
(not set)	pandora	3	100.00%	3
Denver	pandora	3	100.00%	3
Auburn	pandora	3	100.00%	3
Lacey	pandora	3	100.00%	3
Lynnwood	pandora	3	100.00%	3
Sequim	pandora	3	100.00%	3
Tumwater	pandora	3	100.00%	3
Shoreline	pandora	3	100.00%	3
Anchorage	pandora	2	100.00%	2
Louisville	pandora	2	100.00%	2
Philadelphia	pandora	2	100.00%	2
Centralia	pandora	2	100.00%	2
Edmonds	pandora	2	100.00%	2
Issaquah	pandora	2	100.00%	2
Lakewood	pandora	2	100.00%	2

Silverdale	pandora	2	100.00%	2
Spokane	pandora	2	100.00%	2
Sumner	pandora	2	100.00%	2
Burien	pandora	2	50.00%	1
Camano Island	pandora	2	100.00%	2
Mill Creek	pandora	2	100.00%	2
Phoenix	pandora	1	100.00%	1
Scottsdale	pandora	1	100.00%	1
Carlsbad	pandora	1	100.00%	1
Claremont	pandora	1	100.00%	1
Delano	pandora	1	100.00%	1
Irvine	pandora	1	100.00%	1
Oakland	pandora	1	100.00%	1
San Diego	pandora	1	100.00%	1
San Ramon	pandora	1	100.00%	1
Westminster	pandora	1	100.00%	1
Jacksonville	pandora	1	100.00%	1
Miami Beach	pandora	1	100.00%	1
Kailua-Kona	pandora	1	100.00%	1
Coeur d'Alene	pandora	1	100.00%	1
Lafayette	pandora	1	100.00%	1
Framingham	pandora	1	100.00%	1
Greenbelt	pandora	1	100.00%	1
Wabasha	pandora	1	100.00%	1
Bozeman	pandora	1	100.00%	1
Charlotte	pandora	1	100.00%	1
Fargo	pandora	1	100.00%	1
Lebanon	pandora	1	100.00%	1
Rock Hill	pandora	1	100.00%	1
Plano	pandora	1	100.00%	1
Bellingham	pandora	1	100.00%	1
Black Diamond	pandora	1	100.00%	1
Bremerton	pandora	1	100.00%	1
Eatonville	pandora	1	100.00%	1

PANDORA®

Audio Everywhere

CONFIDENTIAL AND PROPRIETARY

Audio Everywhere

Overview

Audio Everywhere truly is a radio product. It offers brands the ability to leverage “The Power of Audio” through the passion point of music in a personalized environment. The cross-platform reach it provides allows brands to engage their target audience wherever and whenever they listen. The bundle includes an Audio ad that runs on Web, Mobile, Tablet, Connected Car Devices and Connected Home Devices—wherever inventory is available.

Benefits

Audio Everywhere offers message delivery to a highly-engaged listener wherever they go in a super-clean, uncluttered environment with efficient targeting, measurable delivery and interactive options.

Components

- Audio
- 500x500 Tile
- 300x250 Non-Guaranteed Banner

PANDORA

Product Details

Required Assets

Deliverables		Specs	
Audio Spot	If Client produces	**Max Length**	15 sec or 30 sec
		File Type	.wav, .mp3., .aiff, .m4a, .mp4
		Bit Rate	320 kbps
		Slates removed, if possible. (Pandora can provide slate removal services with 24-hour lead time)	
	If Pandora produces	Click here to download the required template. Please fill out and return the document to your Account Manager.*	
Tile		**Banner Size**	500x500
		File Size	40k max
		File Type	JPG; static/non-animated
Banner		**Size**	300x250
		File Size	40k max
		File Type	JPG, PNG or GIF
Click Thru URL		1 URL that drives to your website or landing page; can also implement a mobile-friendly URL if available (URL must be able to detect device)	

REQUIRED CALL TO ACTION AUDIO COPY: To elicit a response, provide a clear directive. Any Click-Thru ("click" or "tap") CTAs must be accompanied by a second, alternate CTA leading to the same result. (Example: “Click Now or visit Pandora dot com for more information.”)

***NOTE: Once audio template is submitted, no changes to the script can be made—if changes are made, additional fees may apply.**

PANDORA

Product Details

Timeline Upon IO Signature

Action	Client Produced	Pandora Produced
Pandora to produce audio	n/a	3 business days
Client to review audio and approve audio	n/a	1-2 business days
Pandora to make changes (tone/performance changes ONLY)	n/a	2 business days
Client reviews files (including audio if produced by client)	1 business day	1 business day
Trafficking/Testing	2 business days	2 business days
Total lead time required	**3 business days**	**10 business days**

***NOTE: Once audio template is submitted, no changes to the script can be made—if changes are made, additional fees may apply.**

Max Creative Policy*

Campaign Budget	# of Audio & Display Creative (Includes Refreshes)	Audio Voices (Pandora Created)
$5K–$9,999	2	1
$10K–$19,999	4	2
$20K–$49,999	6	2
$50K–$99,999	8	4
$100K+	10	4

***NOTE: The creative number listed is the max for the entirety of the campaign. Additional voices or spots are available for a $250 Production Fee**

PANDORA

Design Best Practices

500x500 Tile

Why 500x500? The audio tile appears next to the album art in the tuner on the web. Users have the option to expand the size of this in their Pandora tuner with a maximum size of 500x500. The tile must be 500x500 to ensure the best quality across all sizes on mobile and web.

Keep it Simple: The tile unit is used to accompany the audio spot to reinforce your brand. The design should be kept simple, with a logo and one line of copy maximum. Simple imagery and flat color graphics work best.

Size Matters: Since the smallest that the tile will appear is 50x50, we recommend the following minimum sizes to ensure the copy/graphics are legible:

- **Copy**: Minimum 36 PT font size
- **Logo:** Minimum 240x125 pixels

***NOTE: Banners are not guaranteed.**

300x250 Banner

Who Are You? Be sure to clearly tell users who you are with a logo and/or product image.

Call to Action (CTA): Tell the user what to do and why. Make sure this “button” is visible.

Be Clear: Limit your banner to the necessary info: tagline, logo, simple product shots or images. This will keep your message concise and clear.

PANDORA

Search Facebook

Chris | Home | FBP

Chris Govella
Edit Profile

FAVORITES
News Feed
Events 7
Seattle 20+
Saved 1

PAGES
F.B. Purity News
Robot Romantic
Pages Feed 20+
Like Pages 7
Create Page
Create Ad

GROUPS
Wally Home! 1
Evans Second Yea...
Evans Student Org... 11
Downton Evans HH 1
Daft Music Fuckers 1
Love Filipino Food
FUNK FRANCE 20+
Gender Discussion ...
New Groups
Create Group

APPS
Games
On This Day
Messages 20+
Games Feed 15

INTERESTS
Pages and Public F...

FRIENDS
Close Friends 20+
Europe 7

Update Status | Add Photos/Video | Create Photo Album

What's on your mind?

Friends | Post

YOUR PAGES

Duwamish Solidarity... at 6:30pm
Sally Sloan's birthday is today

City of Lakewood, Washington - Municipal Government added 33 new photos to the album: Exchange Students From Okinawa Visit Lakewood.
Sponsored

On Aug. 12, 25 exchange students from Okinawa, Japan (Lakewood's Sister City) visited Lakewood City Hall.

With Communications Manager Brent Champaco as their tour guide, the junior high students - who are here for three weeks courtesy of Cultural Homestay International - learned about City government, got to observe the Municipal Court and even got a true taste of Lakewood with some treats from the Original House Of Donuts.

What an awesome time!

Google lakewood

Web Maps News Images Shopping More Search tools

About 62,000,000 results (0.48 seconds)

Visit Lakewood, WA
Ad https://destination.cityoflakewood.us/
Looking for fun in the sun? Stay cool in Lakewood. Find places to visit, eat, shop, and stay.

Lakewood School District #306 / Home
www.lwsd.wednet.edu/ ▾ Lakewood School District ▾
Public Records Request The **Lakewood** School District complies with all public records requests as required by RCW 42.56. To request public records click here ...
Family Access - Employment Opportunities - Lakewood High School - Calendar

Lakewood, Washington - Wikipedia, the free encyclopedia
https://en.wikipedia.org/wiki/**Lakewood**,_Washington ▾ Wikipedia ▾
History[edit]. **Lakewood** was officially incorporated on February 28, 1996. Historical names include Tacoma/**Lakewood** Center and Lakes District (this name was ...
History - Geography - Demographics - Government and politics

Lakewood, Colorado - Wikipedia, the free encyclopedia
https://en.wikipedia.org/wiki/**Lakewood**,_Colorado ▾ Wikipedia ▾
The City of **Lakewood** is a Home Rule Municipality which is the most populous municipality in Jefferson County, Colorado, United States. **Lakewood** is the fifth ...

Lakewood Mall 12 - AMC Theatres
https://www.amctheatres.com/.../amc-**lakewood**-mall-12 ▾ AMC Theatres ▾
Movie times, online tickets and directions to AMC **Lakewood** Mall 12 in **Lakewood**, WA. Find everything you need for your local movie theater.

Pierce County Library > Lakewood Library
https://www.piercecountylibrary.org/.../**lak**... ▾ Pierce County Library System ▾
The **Lakewood** Library is open seven days a week. Monday-Thursday 10 a.m. ... access available. Learn about the history of **Lakewood** Pierce County Library.

Lakewood Family YMCA | YMCA of Pierce and Kitsap ...
https://www.ymcapkc.org/**lakewood**-family-ymca/ ▾
Join us at the **Lakewood** Family YMCA as we celebrate the end of summer and the start of back-to-school season! Enjoy a free meal, field... AUG 18. -. SEP 18 ...

Lakewood

City in Washington

Lakewood is a city in Pierce County, Washington, United States. The population was 58,163 at the 2010 census. Wikipedia

Weather: 81°F (27°C), Wind W at 9 mph (14 km/h), 47% Humidity

Hotels: 3-star averaging $110. View hotels

Population: 59,097 (2013)

Upcoming events

RYAN SINGER Comedy Underground	Thu Aug 13
Jazz Under the Stars PLU: Swimming Pool	Thu Aug 13
Waterfront Farmers Market Gig Harbor Downtown Waterfront Alliance	Thu Aug 13

Points of interest

Fort Steilacoom

Lake Steilacoom

Waughop Lake

Eagle Island State Park

McNeil Island

Pandora's radio ad campaign will reach
The goals of the campaign are to fulfill the LTAC goals[1] and to promote overnight stays in Lakewood. These goals must be conducted in concordance with legal precedent[2]

Why Streaming Radio, Why Pandora?
We want to communicate Lakewood's brand to the public widely as well as to those who would be interested in visiting and engaging in tourist activities. Digital marketing provides more accurate reporting tools (number of impressions, number of unique listeners) compared to traditional print advertising and radio advertising. Digital marketing also affords more accurate targeting with our messaging, based on demographic information. Compared to traditional print advertising, digital marketing provides lower costs as well.

Pandora is an alternative to terrestrial radio that offers a wide audience. In comparison to alternatives such as Spotify, Pandora is willing to work with a small advertiser budget(from $5 to 10K) that is consistent with the 2014 LTAC allotment. The type of advertising that they execute is not loud or obnoxious like some commercial radio stations, and this lends itself to the type of professional and promotional atmosphere for our branding. Pandora is available to the public on the Internet for free, to anyone that can download the Pandora app on their computer or their smartphone.

Branding
Our script: "Discover rare plants, go fishing for bass and kokanee, or stay the night for dinner in the city. Make Lakewood your destination to explore nature, have fun on the golf course, and more. Lakewood-- where adventure lies in every direction."

Tone and direction:

Voice Gender	Male
Voice Age	28-32
Direction	Conversational, energetic, neutral age, fun, promotional, American accent
Additional Notes and Direction	We want people to hear the message, and to think about the sounds of nature, birds, insects; the sounds of jet skis and boats on the lake, people splashing around in the water; people making their way around park trails or swinging a club on the fairway; the sounds of silverware and glasses clinking over dinner conversation, having fun, bringing their family, making memories.

Targeting

[1] The objective of the City of Lakewood Lodging Tax Advisory Committee process is to support projects, which encourage eligible tourism and cultural activities and support tourism facilities in Lakewood.
[2] Washington State law (RCW 67.28.1815) requires that funds be expended "…solely for the purpose of paying all or part of the cost of tourism promotion, acquisition of tourism-related facilities, or operation of tourism-related facilities…"

We are trying to reach 30-49 year olds, in Pierce County, King, Thurston and Snohomish. We believe that these people are the most likely to come to Lakewood because they are relatively young, active, and likely in the midst of their working years. By running this campaign in August and September, we are trying to attract people who are looking to enjoy the sunny weather and outdoor activities in Lakewood's outdoor amenities.

Table 1: Demographic targeting and reach for the campaign.

Pandora Radio Monthly Market Reach, *Age 30 to 49*				
Type	Name	Unique Listeners	Population	Market Reach
County	King	224,734	637,750	35.2%
	Pierce	82,465	220,337	37.4%
	Snohomish	75,714	212,363	35.7%
	Thurston	26,460	69,956	37.8%
Grand Total		**409,373**	**1,140,406**	**35.9%**

We will spend $7,500 for 468,750 impressions, reaching 35.9% of 30 to 49-year-olds in the four county region(King, Pierce, Snohomish, and Thurston County[3].)
Start date: August 15
End Date: September 15

Table 2: Campaign budget and parameters.

Product	Audio Everywhere	
Description	:15 or 30 Audio Spot - Pandora creates	Companion Tile displayed during Audio Spot
Size	1x1	500x500
Targeting	King, Pierce, Snohomish, Thurston Counties	
Start Date		8/15/2015
End Date		9/15/2015
Net CPM Rate	$16.00(per 1k Impressions)	$0
Impressions Quantity	468,750	-
Total Cost		**$7,500.00**

Metrics

One advantage of our digital marketing campaign is that Pandora will provide us with a report(via Google DoubleClick for Publishers) with how many listeners and how many times our ad was played at the end. We also have the capability of tracking referrals to http://destination.cityoflakewood.us via Google Analytics. Through this GA report we can see how many people visited the Destination website via Pandora's ad. It's hard to estimate how much traffic we should expect from a campaign and a value proposition and the behavior of the audience, but, if I had to throw a rough number out there, I would expect a click-through-rate(# of website visits/# of impressions) to be 0.5%.

[3] Why these four counties? We prioritized by population, King is the most populous, then Pierce, Snoho, then Spokane, and Clark(seemed unlikely that people in Spokane or Vancouver should be part of the first wave in an attempt at a broad streaming radio campaign) then Thurston county.

so we should also think in internet vs terrestrial radio that, when we see impression in the report, we know that the ad was served to a listener. in terrestrial radio, we don't know that it was actually heard, if you advertise on 88.5, you know that it got served, but someone might have changed the channel to another station and so you don't know if a person heard it.

2016 Lodging Tax – Tourism Promotion Project Application

1. Project Information

1a. Project Name: _Grave Concerns Association at Fort Steilacoom Park (City of Lakeowood Parks and Recreation: Fence Repair/Replacement and Discovery Trail Sign with event./pamphlet and restoration of website

Amount Requested: $ 29,500 (20,000 to City of Lakewood, $9,500 to Grave Concerns)
(Amount Requested must match Total Costs, column "a." on page 14)

Total Project Amount: $ 29,500
(Total Project Amount must match Total Costs, column "c." on page 13)

1b. Name of Applicant organization: _Grave Concerns Association

Mailing Address: P.O. Box 39357
Lakewood, WA 98449

Tax ID Number: _31 1792807

Organization Unified Business Identifier (UBI): _602128323

Expiration Date: ()

Type of Organization: Non-profit
(Non-profit, For-profit, Municipality, Private business, etc.)

1c. Contact Name: Laurel Lemke

Title: Chairperson

Telephone: 253-376-5086 Email: laurel.lemke@wshgraveconcerns.org

Signature:

The signatory declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used only for the purposes set forth herein, and verifies that all the information contained in this application is valid and true to the best of his/her knowledge.

2. Project Description

2a. Please provide the event date(s) TBA, Complete no later than December 2016

2b. Where will your event be held? Western State Cemetery, Fort Steilacoomn Park, Lakewood, WA

2c. If there is a charge or fee for this activity, please describe how much and why.

At this point we do not anticipate a fee for materials or any events.

2d. Please provide a detailed description of the proposed project/activity. Include information on the area the project will serve, its expected impact and list the responsible party(s). If you need additional room, please attach a separate document and save as, "additional details."

1. We wish to replace the deteriorated split rail fence around the cemetery which helps distinguish and provide dignity to the site. The original fence was purchased through "Zoo Tax" funding when the park was managed by Pierce County. We have been advised that the Parks Department does not have funds to replace the fence.

2. We would like to help identify the cemetery by designing, producing "Discovery Trail" sign which would be in alignment with the signs which have been produced so far. This project was initiated by former Lakewood Councilman, Walter Neary, but the 13 sites do not all have Discovery Trail Signs.

3. Produce a pamphlet to allow self-guided tours, may or may not incorporate QR codes. We have also noted that the website for the "Discovery Trail" that is listed on line is not in operations at this time, we would seek to replace or edit the website.

4. Hold an event to commemorate the installation of the sign. The event could include a Volksmarch in the park. (This event could be scheduled to be the day before or after another special event in our area, e.g. the Tacoma Cemetery Tour, Memorial Day Weekend event at Mountainview or the day after Summerfest) to encourage overnight stays with out of town visitors.) The costs would include publicity and refreshments.

3. Beneficiaries

Please list and provide specific information regarding all individuals, businesses, areas, or organizations that will directly benefit from the project/activity.

The beneficiaries of this project (brochure) include the entire historic and arts community of Lakewood. A visit to the historic cemetery can be combined with visits to a number of historic sites/attractions throughout Lakewood and Pierce County including:

- Historic Fort Steilacoom
- Lakewold Gardens
- Lakewood Historical Society and History Museum
- Western State Hospital Historical Museum
- Lakewood Playhouse
- St. John Bosco Meditative Garden
- Geo caching community
- Tacoma Pierce Genealogical Association

The addition to the Discovery Trail would enhance the trail and make it more suitable for visiting hikers , history buffs or students.. The use of QR codes would provide information about the historic cemetery and hospital for visitors with cell phones.

Many cemetery visits begin with a phone call to one of our organization's members. At every opportunity, we suggest guests stay in Lakewood for their visit. By continuing to increase our historic site's visibility and distinguishing the site, we can influence and thus increase the number of overnight stays in Lakewood. Through replacing the fence, adding a sign that shows the cemetery is part of the Discovery Trail, having a dedication event and having an up to date pamphlet that serves as a tool to attract and guide visitors identifying interesting features of the historic site.

4. Goals/Monitoring

Describe the goals of the project. Will the project result in an increase in overnight stays by visitors in Lakewood? <u>If so, how will this increase be tracked and monitored?</u> <u>How will an increase in the sale of goods and services as a result of the project be measured?</u> What other short or long term economic benefits will occur and how will that be tracked? Why do you believe those project/activity outcomes are feasible? **Applicants will be required to submit a post-funding report providing pertinent data evaluating tourism benefits resulting from the use of lodging tax funds as compared with the estimates contained in this application.**

The goals of the project are to better define the cemetery with an improved fence and descriptive Discovery Trail sign, provide historical information and a self guided tour when the Grave Concerns Association members are not in the park to provide information. We would help towards completion of the Discovery Trail and reestablishment of the Discovery Trail tour.

We would team with other area groups, such as the Lakewood Historical Society, Historic Fort Steilacoom or the Lakewood Playhouse to hold an event on the day before or after one of their special events to encourage and overnight stay.

5. Estimate how the funds will increase the amount of people traveling to Lakewood to stay overnight in paid accommodations.

Having a dedication event in conjunction with another weekend event in our area could foster overnight stays. Our contacts will continue to recommend Lakewood area lodging to individuals who contact us about gravesite prior to their visits.

This site improvement will assist visitors to find and recognize the site, including persons who come to the park for other purposes, such as athletic activities or fundraisers It would increase the significance of the Discovery Trail project. The pamphlet with a guide would enhance their experience and provide a hands on experience in the cemetery, along with the map which was produced in 2012 and later made available on the City of Lakewood website.

6. Estimate how the funds will increase the amount of people traveling to Lakewood from more than 50 miles from their residences.

Again, we hope the increased visits as we provide one more marker in the Discovery Trail will provide an attractive option for persons who are doing day trips. The cemetery will be more distinctive and attractive to visitors. We would want to be sure the Discovery Trail website was updated and accurate. The more appealing and maintained the cemetery will look, the more visitors will respect the area and the persons buried there of those families, as long a fence and a sign makes it aware that it is a cemetery.

We have encountered various groups within the cemetery, such a college study groups, geocache enthusiasts, and bird watchers who come from outside of our county to visit the cemetery. This will enhance the program.

7. Estimate how the funds will increase the amount of people traveling to Lakewood from outside their state or country.

We have been contacted by descendants who live in various regions of the USA and outside of our country. We often receive up to 6 inquiries per month. This past year a marker was ordered by a family from Australia, we have had contacts other years. We would hope that the fence, sign and self-guided tours would make it easier for these potential visitors.

Funding Requirements

Due to funding constraints, partial funding may be recommended by the LTAC.

8a. If partial funding is received, how will that impact the project/activity? Please describe:

We would utilize the funds provided by the grant to complete projects which the Lakewood Lodging Tax committee and Lakewood City Council feel are most important to the community and visitors. While we would like to have all the projects funded, the fence is an immediate priority, followed by the installation of the sign , and supporting materials such brochure,

We would concentrate on what is funded this year and apply in future years or tap other resources to complete other projects. We plan to seek capital funds from the state to erect a covered shelter in the cemetery which would increase it's attractiveness to groups.

9. Use of Funds

Provide detail on how the funds will be used. For example, $20,000 of the funds will be used for

marketing, $5,000 for administration, $10,000 for Consultants, etc.

1. Fence Replacement to be administrated through the City of Lakewood and paid to a contractor estimated" $20,000

2. Graphic Design (Designing the sign, Photography, Brochures, Website update, Video) $ 1,000 Pierce Gollege Graphic Design Student Intern, Yasemin Cakil will be responsible for the work of the designs.

3. Sign Production $6,000

4.. Production of the pamphlet $1,000.00 printing costs

5. Special Event: $500.00

10. Project Budget (for non-capital projects). Do not include in-kind contributions.

Income: A diversified funding base is important to the success of any project. Please list all other sources of funding for the project, both anticipated and confirmed and when that funding will be available to the project. Include your own funding, sponsorships, other grants, etc

Funding Source list all revenue sources anticipated for 2015. Do not include requested Lakewood Lodging Tax Funds	**Amount**	**Confirmed? Yes/No**	**Date Available**
	$		
	$		
	$		
	$		
	$		
	$		
	$		

Expenses: Based on full funding, please list project costs.
PLEASE NOTE: Certain expenses may not be reimbursable, at the sole discretion of the City of Lakewood. You will only be repaid at the Lakewood authorized rates. Insurance is not an eligible cost. If you have any questions about any of your proposed expenses, please discuss them with Becky Newton at Lakewood's Economic Development (253) 983-7738.

	a. Lodging Tax Funds	**b. Other Funds,** Do not include In-Kind dollars	**c. Total**
Personnel (salaries & benefits)	$	$	$
Administration (rent, utilities, postage, supplies, janitorial services, etc.) *Note: Insurance is not an eligible cost*	$	$	$
Marketing/Promotion	$	$	$
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	$	$	$
Minor Equipment (computers, desks, etc.)	$	$	$
Travel	$	$	$
Contract Services Describe below	$	$	$
Other Describe below	$	$	$
TOTAL COSTS (Amount in column "a." must match "Amount Requested." Amount in column "c" must equal "Total Project Amount" on Page 9)	$	$	$
Description for Direct Sales Activities, Contract Services, Travel and Others			
In-Kind Contributions			

11. Funding History

11a. Was this project funded with Lakewood lodging tax funds in fiscal year 2015?

_____yes _____X_no

11b. If you answered yes to 11a, how much funding did you receive in 2015?

_____

11c. If you answered no to 11a, what is the last year Lakewood funding was received and how much? 2012 (year) $3,000.00 (amount awarded) ❑ no previous funding

11d. Indicate what efforts have been made to access funding from additional sources?

We are an all-volunteer organization. The priority for our fundraising has been to purchase markers, we have completed about 1/3 of this project. We seek special fund for enhancements.

FENCE: We contacted the City of Lakewood Parks and Recreation regarding the fence, but they do not have funds to replace the funds..

DISCOVERY TRAIL SIGN: We were not included in the City of Lakewood's original funding for signs. We would like funds for the fence to be distributed directly to the City of Lakewood Parks and Recreation Department, vs. through the Grave Concerns Association.

The City of Lakewood Parks and Recreation also chose not to include the Grave Concerns Association in the original signs which are purchased. We learned that they do not have funds budgeted to replace the current signs which did not hold about to the weather, although they will have credit from the company which originally produced the signs

12. Coordination and Collaboration

Please provide information about any other organizations or agencies involved in this project/activity. Describe their level of involvement. Describe how this project coordinates with other tourism promotion efforts or services in the area, including Chambers of Commerce, local festivals, local lodging and restaurants. You may attach up to three letters of support from these organizations.

We are a grassroots organization which is successful only because of our collaboration with others.

Project specific:
The historic cemetery is within the boundaries of Fort Steilacoom Park. The City of Lakewood Parks and Recreation provides us with space in the barn to hold our tools and maintains the park with mowing. We coordinate access to the barn, water, electricity and maintenance with the Parks Department. The City of Lakewood has offered a link to download our last project on the website. We would collaborate with the Parks Department for the fence to be built, the production and installation of the Discovery Trail Sign and to arrange a suitable date for installation. We provide Lakewood Lodging information to prospective visitors.

Ongoing

Sample local businesses Grave Concerns Utilizes
Lakewood Hardware, Ace Hardware and Lowes: ongoing purchase of tools
Subway: for work party refreshments
Albertsons/Haggens: Supply main dish for annual NAMI picnic and numerous potlucks
Lakewood Printing: map brochure, greeting cards, business cards

Dollar Tree Store: Assorted items
Tacoma Trophy: Table cloth

Supportive Businesses
Repurposewear and Cartridge World: . Two local businesses stock our unique crocheted plastic bags,
Mountainview Memorial Park: has provide support with special events, including printing, dove releases, fundraising

The cemetery project involves several work parties each year involving the public including Parks Appreciation Day, Lakewood Youth Make a Difference Day, Christ Lutheran Church Compassion Weekend, UP/Fircrest area churches Compassion Day, Little Church on the Prairie Make a Difference Day and other groups, including once pharmaceutical representatives from 3 states.

The National Alliance on Mental Illness-Pierce County has held picnics in the cemetery for the last 4 years.

The Grave Concerns Association holds 10 meetings a year at historic Fort Steilacoom Quarters 4, with hosts from that organization. We have benefited from their advice and support and some of our members have volunteered or attended their special events. Our map is available at their museum.

We have also benefitted from our association with the Lakewood Historical Society which has provided representation at their meetings, allowed us to share their information tables at Summerfest and the Lakewood Farmer's Market. Our map is on display on their site.

We are members of the Pierce County Heritage League, we hosted a tour at our site.

We copies of our map at the Lakewood Chamber of Commerce information center.

We have been invited to submit a request for a memorial in honor of Mike Carrell to the state legislature by Steve O'Ban's Office.

13. Capital Projects Budget

Supporting the Capital Expenditures and/or Operation of City Tourism-Related Facilities

FUNDING/TIMELINE	Responsible Parties, Methods, Means	Begin (Dates or Periods)	End (Dates or Periods)	Amount Requested From Lodging Funds	Other Funds Committed or Proposed*	TOTALS
Design & Inspection				$	$	$
Other Consultants				$	$	$
Permits & Fees				$	$	$
Land Acquisition				$	$	$
Site Development & Landscape				$	$	$
Buildings (New Construction)				$	$	$
Building Renovations (Includes Access)				$	$	$
Other (Specify) *Insurance is not an eligible cost.*				$	$	$
TOTAL				$	$	$

*If other funds are committed, please attach a letter of commitment from the funding source.

14. Certification

The applicant hereby certifies and confirms:

1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;
2. That it will abide by all relevant local, state, and federal laws and regulations;
3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;
4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

Primary Signature: Laurel A Lemke
Signature

Laurel A. Lemke
Printed Name & Title of Chief Administrator/Authorizing Official

8/13/2015
Date

CITY OF LAKEWOOD

E-VERIFY REQUIREMENTS FOR CONTRACTORS

By Ordinance, the City of Lakewood requires that all contractors who enter into agreements to provide services or products to the City use the Department of Homeland Security's E-Verify system when hiring new employees for the term of the contract.

E-Verify is an electronic system designed to verify the documentation of job applicants. It is run by the Department of Homeland Security.

Who is affected?

- All contractors doing business for the City of Lakewood. There is no minimum dollar value for contracts affected.
- All subcontractors employed by the general contractor on these contracts.

Are there exceptions?

- Contracts for "Commercial-Off-The-Shelf" items are exempted from this requirement.
- Individuals, Companies, or other organizations that do not have employees.

How long must the contractor comply with the E-Verify system?

- For at least the term of the contract.

Are there other stipulations?

- E-Verify must be used ONLY for NEW HIRES during the term of the contract. It is NOT to be used for EXISTING EMPLOYEES.
- E-Verify must be used to verify the documentation of ANY new employee during the term of the contract, not just those directly or indirectly working on deliverables related to the City of Lakewood contract.

How will the City of Lakewood check for compliance?

- All contractors will retain a copy of the E-Verify Memorandum of Understanding that they execute with the Department of Homeland Security AND
- Sign and submit to the City an Affidavit of Compliance with their signed contract.
- All General Contractors will be required to have their subcontractors sign an Affidavit of Compliance and retain that Affidavit for 4 years after end of the contract.
- The City of Lakewood has the right to audit the Contractor's compliance with the E-Verify Ordinance.

Further information on E-Verify can be found at the following website:

http://www.uscis.gov/e-verify

If you have questions about the City's E-Verify Ordinance, please contact the City of Lakewood's legal department prior to contracting with the City.

CITY OF LAKEWOOD

AFFIDAVIT OF COMPLIANCE WITH LAKEWOOD MUNICIPAL CODE 1.42
"E-VERIFY"

As the person duly authorized to enter into such commitment for

Grave Concerns Association

COMPANY OR ORGANIZATION NAME

I hereby certify that the Company or Organization named herein will

(Check one box below)

☒ Be in compliance with all of the requirements of City of Lakewood Municipal Code Chapter 1.42 for the duration of the contract entered into between the City of Lakewood and the Company or Organization.

OR

☐ Hire no employees for the term of the contract between the City and the Company or Organization.

Laurel A Lemly

SIGNATURE

Laurel A. Lemly, Grave Concerns Association

PRINT NAME AND TITLE

8/13/2015

DATE

2016 Lodging Tax – Tourism Promotion Project Application

1. Project Information

1a. Project Name: Marketing Support for Historic Site and Special Events

Amount Requested: $ 10,000.00
(Amount Requested must match Total Costs, column "a." on page 14)

Total Project Amount: $ 12,000.00
(Total Project Amount must match Total Costs, column "c." on page 13)

1b. Name of Applicant organization: Historic Fort Steilacoom Association

Mailing Address: P.O. Box 88447, Steilacoom, WA 98388

LOCATION: 9601 Steilacoom Blvd SW, Lakewood, WA

Tax ID Number: 91-1240261

Organization Unified Business Identifier (UBI): C601246870

UBI Expiration Date: 30 June 2016

Type of Organization: Non-profit 501 (C) 3
(Non-profit, For-profit, Municipality, Private business, etc.)

1c. Contact Name: Joseph W. Lewis

Title: Secretary

Telephone: 253-984-7541 Email: info@historicfortsteilacoom.org

Signature: Joseph W. Lewis

The signatory declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used only for the purposes set forth herein, and verifies that all the information contained in this application is valid and true to the best of his/her knowledge.

RECEIVED
AUG 11 2015 MP
CITY OF LAKEWOOD

2. Project Description

2a. Please provide the event date(s) The entire year 2016

2b. Where will your event be held? 9601 Steilacoom Blvd SW, on the campus of Western State Hospital

2c. If there is a charge or fee for this activity, please describe how much and why.

Our organization relies on donations from visitors to our museum complex consisting of four historic houses. Arriving visitors are provided an overview of fort activity at our interpretive center and invited to view exhibits of weapons and equipment. Guided tours of the three other houses are available for the suggested donations of $5 per adult, $3 for children over 6, with a maximum of $10 per family group. This donation structure also applies for the "Christmas at the Fort" event. Tickets for our February Ladies' Tea sell for $15 each. The revenue from donations and ticket sales help to pay for restroom supplies, light bulbs, and other maintenance expenses.

2d. Please provide a detailed description of the proposed project/activity. Include information on the area the project will serve, its expected impact and list the responsible party(s). If you need additional room, please attach a separate document and save as, "additional details."

Our marketing campaign for 2016 will use a variety of media to focus public attention upon our museum and our living history events. We will continue to advertise in the Suburban Times, a South Sound online newspaper. When a reader clicks on our ad, he or she is linked to our updated website where an abundance of information is available. Print media includes color brochures that are distributed at various locations such as the Chamber of Commerce, the Washington State History Museum, and other local museums. Our quarterly newsletter is mailed to our members, given to museum visitors, and distributed to school libraries. Our promotional effort will also include occasional advertising in print newspapers and periodicals. We want to attract history scholars to our renovated research library by placing notices in certain academic journals. We will continue to use the FaceBook accounts of our members to advertise fort events and to recruit new members.

The marketing campaign will extend beyond Pierce County thanks to our use of online advertising and the global accessibility of our website. Our affiliate membership in the Washington State Historical Society provides additional visibility for our programs, including a link on the WSHS website. Our participation in the Smithsonian Magazine's annual "Museum Day Live" targets a national audience of heritage enthusiasts. Being the first military installation in the Puget Sound region attracts the interests of the thousands of active and retired military personnel living in the Pacific Northwest. We have registered with the National Endowment for the Arts' "Blue Star Museum" program to offer free admission to active duty military personnel and their families during the summer months. Our outreach to local teachers results in school children touring the museum and then spreading the word of their educational experience to family and friends. Fans of living history come from throughout the region to attend special events at the fort. Interest in the American Civil War has been stimulated by the recently completed sesquicentennial commemoration and our marketing, especially on our website, highlights the involvement of Fort Steilacoom soldiers in that conflict.

Responsibility for the promotional campaign rests with the Historic Fort Steilacoom Association officers and directors. These volunteers address marketing policy and implementation at our monthly board meetings.

3. Beneficiaries

Please list and provide specific information regarding all individuals, businesses, areas, or organizations that will directly benefit from the project/activity.

Lakewood restaurants and fast food vendors benefit from all types of visitors. There is no food available for visitors on the Western State Hospital campus so food and drink have to be purchased elsewhere. Gas stations benefit since practically all visitors drive some type of vehicle. Local motels and hotels are needed by visitors coming from distant parts of Washington and from out of state. Our museum gift shop is totally dependent upon sales to our visitors. Since some people have not developed a love of history, visitors often split up with history buffs coming to Fort Steilacoom while others in the party enjoy shopping at Lakewood businesses.

4. Goals/Monitoring

Describe the goals of the project. Will the project result in an increase in overnight stays by visitors in Lakewood? If so, how will this increase be tracked and monitored? How will an increase in the sale of goods and services as a result of the project be measured? What other short or long term economic benefits will occur and how will that be tracked? Why do you believe those project/activity outcomes are feasible? **Applicants will be required to submit a post-funding report providing pertinent data evaluating tourism benefits resulting from the use of lodging tax funds as compared with the estimates contained in this application.**

Our overall goal is to raise awareness of Fort Steilacoom and Lakewood as an appealing destination. Our promotional campaign in conjunction with comparable efforts by other heritage organizations should increase overnight stays by visitors in Lakewood. The most accurate tracking and monitoring could be accomplished upon registration at local hotels. Guests could be invited to share the reason for their visit. Once a baseline is established, this data could reveal why people stay overnight in Lakewood. Local gasoline vendors could program their pumps to obtain zip code info when gas is purchased by credit card. This would provide knowledge about drivers from distant places. Restaurants could invite customers to fill out a survey card while waiting for their order to arrive. Relevant info would be hometown, reason for visiting Lakewood, and duration of stay.

Our visitors are invited to sign a guest book providing name and hometown. However, during major events when large numbers of visitors are present, many do not sign the guest book. Some visitors will stay with friends or family while others will patronize local motels and hotels. Currently we have no means of tracking these variables. We can quantify the hits at our website and the numbers of brochures printed, distributed, and picked up by interested persons. In conclusion, local hotels, restaurants, and other businesses are in a better position to measure and monitor the economic impact of visitors than any individual tourist attraction.

5. Estimate how the funds will increase the amount of people traveling to Lakewood to stay overnight in paid accommodations.

The number of people traveling to Lakewood and staying overnight in paid accommodations will increase when lovers of history understand that there are more heritage venues than one can visit in a single day. In addition to Fort Steilacoom, there is the Lakewood Historical Society's museum, the Grave Concerns Association's patient cemetery, the Fort Lewis museum, and the Steilacoom Historical Museum. A brochure showing the locations of each attraction and hours of operation could entice a potential visitor to spend a weekend in Lakewood. The Heritage League of Pierce County distributes such a brochure covering the entire county. The City of Lakewood may want to consider using some lodging tax funds to create a brochure specifically for the Lakewood area. Visitors may be persuaded to stay overnight when they realize there are several heritage sites awaiting them.

6. Estimate how the funds will increase the amount of people traveling to Lakewood from more than 50 miles from their residences.

Based on the rationale provided in answering question #5 above, people living more than 50 miles from Lakewood will learn of all the heritage attractions conveniently clustered in and around the city and decide to stay overnight in order to see them.

Our website, online advertising, and targeted print media are crucial in reaching out to potential visitors who live outside the Pierce County area.

7. Estimate how the funds will increase the amount of people traveling to Lakewood from outside their state or country.

The responses to questions 5 & 6 are also applicable here.

Anyone interested in the American Civil War and unable to visit the actual battlefields and museums in the eastern United States can see at Fort Steilacoom the weapons, uniforms, and equipment used in that conflict. Our promotional campaign in 2016 will convey this fact to potential visitors wherever they may live.

8. Funding Requirements

Due to funding constraints, partial funding may be recommended by the LTAC.

8a. If partial funding is received, how will that impact the project/activity? Please describe:

Partial funding will require reductions in the production and distribution of newsletters, brochures, and event flyers. Website upgrades will be minimal with cutbacks in both online and print advertising.

9. Use of Funds

Provide detail on how the funds will be used. For example, $20,000 of the funds will be used for marketing, $5,000 for administration, $10,000 for Consultants, etc.

$3,000 for Suburban Times advertising

$2,000 for website maintenance

$3,500 for printing brochures, newsletters, and flyers for events

$500 for promotion of our research library and its Civil War resources

$1,000 for administration

10. Project Budget (for non-capital projects). Do not include in-kind contributions.

Income: A diversified funding base is important to the success of any project. Please list all other sources of funding for the project, both anticipated and confirmed and when that funding will be available to the project. Include your own funding, sponsorships, other grants, etc

Funding Source list all revenue sources anticipated for 2015. Do not include requested Lakewood Lodging Tax Funds	**Amount**	**Confirmed? Yes/No**	**Date Available**
Member Dues & Activities Income	$ 2,000	Yes	July 2016
	$		
	$		
	$		
	$		
	$		
	$		

Expenses: Based on full funding, please list project costs.
PLEASE NOTE: Certain expenses may not be reimbursable, at the sole discretion of the City of Lakewood. You will only be repaid at the Lakewood authorized rates. Insurance is not an eligible cost. If you have any questions about any of your proposed expenses, please discuss them with Becky Newton at Lakewood's Economic Development (253) 983-7738.

	a. Lodging Tax Funds	**b. Other Funds,** Do not include In-Kind dollars	**c. Total**
Personnel (salaries & benefits)	$	$	$ 0
Administration (rent, utilities, postage, supplies, janitorial services, etc.) *Note: Insurance is not an eligible cost*	$ 1,000	$ 1,000	$ 2,000
Marketing/Promotion	$ 9,000	$ 1,000	$ 10,000
Direct Sales Activities (Including trade shows, sales calls, and related travel) Describe below	$	$	$ 0
Minor Equipment (computers, desks, etc.)	$	$	$ 0
Travel	$	$	$ 0
Contract Services Describe below	$	$	$ 0
Other Describe below	$	$	$ 0
TOTAL COSTS (Amount in column "a." must match "Amount Requested." Amount in column "c" must equal "Total Project Amount" on Page 9)	$ 10,000	$ 2,000	$ 12,000
Description for Direct Sales Activities, Contract Services, Travel and Others			
In-Kind Contributions			

11. Funding History

11a. Was this project funded with Lakewood lodging tax funds in fiscal year 2015?

__X__yes _____no

11b. If you answered yes to 11a, how much funding did you receive in 2015?

6,500.00

11c. If you answered no to 11a, what is the last year Lakewood funding was received and how much? _____ (year) _____ (amount awarded) ☐ no previous funding

11d. Indicate what efforts have been made to access funding from additional sources?

Preservation of our four historic buildings remains our top priority. We need well maintained structures for the safety of our visitors. We have painted three buildings in recent years and are working with our landlord, the Department of Social and Health Services, to repair foundations and paint our last building using the direct appropriation granted by the legislature in June 2013. During the past six months our organization has completed registration in the Fred Meyer Community Rewards program and the Amazon Smile program. Our supporters who patronize these merchants may now designate Historic Fort Steilacoom to receive funds from these programs. We solicit donations from those visitors that attend our programs or visit our museum. We have received no other funding for promotional activities.

12. Coordination and Collaboration

Please provide information about any other organizations or agencies involved in this project/activity. Describe their level of involvement. Describe how this project coordinates with other tourism promotion efforts or services in the area, including Chambers of Commerce, local festivals, local lodging and restaurants. You may attach up to three letters of support from these organizations.

The Historic Fort Steilacoom Association receives valuable support from local reenactor organizations, specifically, Fort Nisqually, the 4th US, and the 20th Maine. Several of these reenactors are also members of HFSA and provide living history interpretation at our events. We work closely with the Lakewood Historical Society in outreach to the community during the Lakewood Farmers' Market. We also loan artifacts to LHS for display in its military history exhibit. We made the necessary arrangements with state government so that LHS can place an historic marker at Fort Steilacoom honoring Joseph Heath, the Hudson Bay Company farmer and first European resident of the site. We provide free meeting space for the Grave Concerns Association so that all GCA funds can be devoted to buying markers for the patient cemetery.

Every year on the 4th of July HFSA has a booth at the Steilacoom Street Fair where we inform visitors that Fort Steilacoom is in Lakewood, not Steilacoom, and that they should plan to visit us there. HFSA schedules a living history open house on the Saturday in July that Lakewood holds its Summer Fest across the street in Fort Steilacoom Park. This popular event provides the opportunity to attract visitors to our museum. HFSA joined forces with the local unit of the Sons of Union Veterans of the Civil War to sponsor a special program on June 14, 2015 about the history of the American flag. On August 15, 2015 HFSA along with four other local museums is hosting visitors touring the Lakewood area in a motor coach and stopping at heritage-related sites.

In conclusion, we want to partner with any and all heritage organizations to promote our museum and the City of Lakewood.

13. Capital Projects Budget

Supporting the Capital Expenditures and/or Operation of City Tourism-Related Facilities

FUNDING/TIMELINE	Responsible Parties, Methods, Means	Begin (Dates or Periods)	End (Dates or Periods)	Amount Requested From Lodging Funds	Other Funds Committed or Proposed*	TOTALS
Design & Inspection				$	$	$ 0
Other Consultants				$	$	$ 0
Permits & Fees				$	$	$ 0
Land Acquisition				$	$	$ 0
Site Development & Landscape				$	$	$ 0
Buildings (New Construction)				$	$	$ 0
Building Renovations (Includes Access)				$	$	$ 0
Other (Specify) *Insurance is not an eligible cost.*				$	$	$ 0
TOTAL				$ 0	$ 0	$ 0

*If other funds are committed, please attach a letter of commitment from the funding source.

14. Certification

The applicant hereby certifies and confirms:

1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;
2. That it will abide by all relevant local, state, and federal laws and regulations;
3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;
4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

Primary Signature: Joseph W. Lewis
Signature

Joseph W. Lewis, Secretary
Printed Name & Title of Chief Administrator/Authorizing Official

August 11, 2015
Date

CITY OF LAKEWOOD

E-VERIFY REQUIREMENTS FOR CONTRACTORS

By Ordinance, the City of Lakewood requires that all contractors who enter into agreements to provide services or products to the City use the Department of Homeland Security's E-Verify system when hiring new employees for the term of the contract.

E-Verify is an electronic system designed to verify the documentation of job applicants. It is run by the Department of Homeland Security.

Who is affected?

- All contractors doing business for the City of Lakewood. There is no minimum dollar value for contracts affected.
- All subcontractors employed by the general contractor on these contracts.

Are there exceptions?

- Contracts for "Commercial-Off-The-Shelf" items are exempted from this requirement.
- Individuals, Companies, or other organizations that do not have employees.

How long must the contractor comply with the E-Verify system?

- For at least the term of the contract.

Are there other stipulations?

- E-Verify must be used ONLY for NEW HIRES during the term of the contract. It is NOT to be used for EXISTING EMPLOYEES.
- E-Verify must be used to verify the documentation of ANY new employee during the term of the contract, not just those directly or indirectly working on deliverables related to the City of Lakewood contract.

How will the City of Lakewood check for compliance?

- All contractors will retain a copy of the E-Verify Memorandum of Understanding that they execute with the Department of Homeland Security AND
- Sign and submit to the City an Affidavit of Compliance with their signed contract.
- All General Contractors will be required to have their subcontractors sign an Affidavit of Compliance and retain that Affidavit for 4 years after end of the contract.
- The City of Lakewood has the right to audit the Contractor's compliance with the E-Verify Ordinance.

Further information on E-Verify can be found at the following website:

http://www.uscis.gov/e-verify

If you have questions about the City's E-Verify Ordinance, please contact the City of Lakewood's legal department prior to contracting with the City.

CITY OF LAKEWOOD

AFFIDAVIT OF COMPLIANCE WITH LAKEWOOD MUNICIPAL CODE 1.42 "E-VERIFY"

As the person duly authorized to enter into such commitment for

Historic Fort Steilacoom Association

COMPANY OR ORGANIZATION NAME

I hereby certify that the Company or Organization named herein will

(Check one box below)

☑ Be in compliance with all of the requirements of City of Lakewood Municipal Code Chapter 1.42 for the duration of the contract entered into between the City of Lakewood and the Company or Organization.

OR

☐ Hire no employees for the term of the contract between the City and the Company or Organization.

Joseph W. Lewis

SIGNATURE

Joseph W. Lewis, Secretary

PRINT NAME AND TITLE

August 11, 2015

DATE

Internal Revenue Service
District Director

P O BOX 2350 ROOM 5127 ATTN: E.O.
LOS ANGELES, CA 900532350

Date: MAR. 27, 1989

HISTORIC FORT STEILACOMM
PO BOX 94095
FORT STEILACOOM, WA 98494

Employer Identification Number:
91-1240261
Case Number:
959076018
Contact Person:
JULES, NORMA JEAN
Contact Telephone Number:
(213) 894-4553

Our Letter Dated:
Oct. 16, 1984
Caveat Applies:
No

Dear Applicant:

This modifies our letter of the above date in which we stated that you would be treated as an organization which is not a private foundation until the expiration of your advance ruling period.

Based on the information you submitted, we have determined that you are not a private foundation within the meaning of section 509(a) of the Internal Revenue Code, because you are an organization of the type described in section 509(a)(1) and 170(b)(1)(A)(vi). Your exempt status under section 501(c)(3) of the code is still in effect.

Grantors and contributors may rely on this determination until the Internal Revenue Service publishes a notice to the contrary. However, a grantor or a contributor may not rely on this determination if he or she was in part responsible for, or was aware of, the act or failure to act that resulted in your loss of section 509(a)(1) status, or acquired knowledge that the Internal Revenue Service had given notice that you would be removed from classification as a section 509(a)(1) organization.

Because this letter could help resolve any questions about your private foundation status, please keep it in your permanent records.

If the heading of this letter indicates that a caveat applies, the caveat below or on the enclosure is an integral part of this letter.

If you have any questions, please contact the person whose name and telephone number are shown above.

Sincerely yours,

Frederick C. Nielsen
District Director

Internal Revenue Service
District Director

Date: OCT 16 1984

Employer Identification Number:
91-1240261
Accounting Period Ending:
December 31
Foundation Status Classification:
509(a)(1) and 170(b)(1)(A)(vi)
Advance Ruling Period Ends:
December 31, 1988
Person to Contact:
Ellen Oliver
Contact Telephone Number:
(206) 442-5106

Historic Fort Steilacoom
P.O. Box 94095
Fort Steilacoom, WA 98494

Dear Applicant:

Based on information supplied, and assuming your operations will be as stated in your application for recognition of exemption, we have determined you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code.

Because you are a newly created organization, we are not now making a final determination of your foundation status under section 509(a) of the Code. However, we have determined that you can reasonably be expected to be a publicly supported organization described in section509(a)(1) and 170(b)(1)(A)(vi)

Accordingly, you will be treated as a publicly supported organization, and not as a private foundation, during an advance ruling period. This advance ruling period begins on the date of your inception and ends on the date shown above.

Within 90 days after the end of your advance ruling period, you must submit to us information needed to determine whether you have met the requirements of the applicable support test during the advance ruling period. If you establish that you have been a publicly supported organization, you will be classified as a section 509(a)(1) or 509(a)(2) organization as long as you continue to meet the requirements of the applicable support test. If you do not meet the public support requirements during the advance ruling period, you will be classified as a private foundation for future periods. Also, if you are classified as a private foundation, you will be treated as a private foundation from the date of your inception for purposes of sections 507(d) and 4940.

Grantors and donors may rely on the determination that you are not a private foundation until 90 days after the end of your advance ruling period. If you submit the required information within the 90 days, grantors and donors may continue to rely on the advance determination until the Service makes a final determination of your foundation status. However, if notice that you will no longer be treated as a section 509(a)(1) organization is published in the Internal Revenue Bulletin, grantors and donors may not rely on this determination after the date of such publication. Also, a grantor or donor may not rely on this determination if he or she was in part responsible for, or was aware of, the act or failure to act that resulted in your loss of section 509(a)(1) status, or acquired knowledge that the Internal Revenue Service had given notice that you would be removed from classification as a section 509(a)(1) organization.

(over)

If your sources of [illegible] change, please let us know so we can consider the effect of the change on your exempt status and foundation status. Also, you should inform us of all changes in your name or address.

As of January 1, 1984, you are liable for taxes under the Federal Insurance Contributions Act (social security taxes) on remuneration of $100 or more you pay to each of your employees during a calendar year. You are not liable for the tax imposed under the Federal Unemployment Tax Act (FUTA).

Organizations that are not private foundations are not subject to the excise taxes under Chapter 42 of the Code. However, you are not automatically exempt from other Federal excise taxes. If you have any questions about excise, employment, or other Federal taxes, please let us know.

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

You are required to file Form 990, Return of Organization Exempt from Income Tax, only if your gross receipts each year are normally more than $25,000. If a return is required, it must be filed by the 15th day of the fifth month after the end of your annual accounting period. The law imposes a penalty of $10 a day, up to a maximum of $5,000, when a return is filed late, unless there is reasonable cause for the delay.

You are not required to file Federal income tax returns unless you are subject to the tax on unrelated business income under section 511 of the Code. If you are subject to this tax, you must file an income tax return on Form 990-T, Exempt Organization Business Income Tax Return. In this letter, we are not determining whether any of your present or proposed activities are unrelated trade or business as defined in section 513 of the Code.

You need an employer identification number even if you have no employees. If an employer identification number was not entered on your application, a number will be assigned to you and you will be advised of it. Please use that number on all returns you file and in all correspondence with the Internal Revenue Service.

Because this letter could help resolve any questions about your exempt status and foundation status, you should keep it in your permanent records.

If you have any questions, please contact the person whose name and telephone number are shown in the heading of this letter.

Sincerely yours,

District Director

th/0220Z

Fort Steilacoom

2016 Marketing Plan

Goal:

Raise awareness of Fort Steilacoom and Lakewood

Objectives:

-Increase attendance at events and gain new members

-Seek out potential cultural tourists via the internet

-Encourage local visitors to bring out of town visitors to Fort Steilacoom

-Inform researchers of Civil War resources in our library

Means of Accomplishment:

-Advertising to establish Fort Steilacoom and Lakewood as an interesting destination

-Web – use the website to convey info to history buffs about the Lakewood area's contributions to the heritage of Washington

-Social Media – tell friends on Face Book about fort activities

-Brochures – distribution in locations frequented by people interested in history so as to increase awareness of Lakewood as a place to visit

-Place notices in history journals about library's original sources

-Special Events – provide programs that attract living history enthusiasts to Lakewood

Historic Fort Steilacoom Association, P.O. Box 88447, Steilacoom, WA 98388
Web Site: www.historicfortsteilacoom.org – E-mail: info@historicfortsteilacoom.org

HISTORIC FORT STEILACOOM ASSOCIATION
2016 BUDGET

Category Description	Budget
INFLOWS	
Donations	1,300
Dues	1,500
Events	1,200
Gift Shop Sales	1,000
Lakewood Grant	10,000
Other Grants	4,000
TOTAL INFLOWS	19,000
OUTFLOWS	
Administrative Supplies	400
Advertising	1,000
Brochures	400
Event Costs	300
Gift Shop Inventory	500
Insurance	1,650
Internet Ads	3,000
Library	100
Maintenance	3,200
Non-designated	500
Postage	600
Printing	3,500
Quarterly	2,100
Taxes & Permits	750
Website	1,000
TOTAL OUTFLOWS	19,000
OVERALL TOTAL	**0**

HISTORIC FORT STEILACOOM ASSOCIATION

Balance Sheet as of August 1, 2015

ASSETS			
Cash-Unrestricted			
• Operating Funds		24,454.55	
• Franklin Income Find (Operating Funds)		19,939.74	44,394.29
Cash-Restricted			
• Gift Shop Change Fund	150.00		
• Co. M Funds	891.61		
• Grants	00.00		
			1,041.61
CAPITAL EXPENDITURES			
• Building No. 1		1,263.43	
• Building No. 2		20,805.53	
• Building No. 3		15,443.11	
• Building No. 4		22,987.78	60,449.85
• Security System Bldgs. 3&4			297.25
• Cannon Project			20,872.56
• Cannon Shelter			1,980.20
• Interpretive Center			
▪ Audio-visual Equipment		11,614.58	
▪ Program Development		5,514.59	
▪ Displays & Display Equipment		6,626.88	23,392.05
• Computers			1,500.00
• Historic Furniture			4,596.78
• Furniture, Equipment, & Acquisitions			2,798.49
• Reenactor uniforms			506.17
• Merchandise Inventory			2,599.14
• Company M			
▪ Cannon		5,000.00	
▪ Tents & Equipment		700.00	
▪ Uniforms		600.00	
▪ Cannon Trailer		693.13	6,993.13

LIABILITIES

None

FUND BALANCE

Fund Balance – August 1, 2014	**$166,127.49**
Add: Increase in	
Operating funds	2,194.89
Company M	500.00
Total Increase	2,694.89
Fund Balance – August 1, 2015	**$168,822.38**

STATE OF WASHINGTON
DOMESTIC-NON PROFIT CORPORATION
Page 1

FILED

JUN 14 1983

SECRETARY OF STATE
STATE OF WASHINGTON

ARTICLES OF INCORPORATION

The undersigned, for the purpose of forming a corporation under the non profit laws of the state of Washington, (RCW24.03) states the following:

ARTICLE I

The name of the corporation shall be Historic Fort Steilacoom

ARTICLE II

The term of existence shall be Perpetual

ARTICLE III

The purposes for which the corporation is organized are as follows (1) work toward t completion of both the exterior and interior restoration of the four officer quarters at Fort Steilacoom located on the grounds of Western Washington Sta Hospital; (2) to find or develop non-profit uses for the available space; an (3) to manage the property after restoration has been completed. This will achieved through a lease of the property from the Washington State Departmen of Social and Health Services. The property is located in Pierce County, Washington.

ARTICLE IV

The name of the registered agent of the corporation is Cyrus Happy, III.

The registered office address, which is also the address of the registered agent, is 11617 Gravelly Lake Drive S.W., Tacoma, Washington 98499.

CONSENT TO APPOINTMENT AS REGISTERED AGENT

I, Cyrus Happy, III, hereby consent to serve as registered agent, in the state of Washington, for the corporation herein named. I understand that as agent for the corporation, it will be my responsibility to receive Service of Process in the name of the corporation; to forward all mail to the corporation; and to immediately notify the office of the Secretary of State in the event of my resignation or of any change in the registered office address of the corporation for which I am agent.

8 June 1983
(Dated)

Cyrus Happy III
(Signature of Registered Agent)

ARTICLE V

There shall be four directors serving as the initial Board of directors. Their names and addresses are as follows:

Cyrus Happy, III, President	11617 Gravelly Lake Dr. S.W., Tacoma
Beverley Bills, Vice Pres.	11819 Clover Creek Dr. S.W., Tacoma
Bette Bradley, Secretary	1015 Rowell, Steilacoom
Helen Pool, Treasurer	P.O. Box 44532, Parkland

(See Reverse Side)

ARTICLES OF INCORPORATION
OF
Historic Fort Steilacoom

ARTICLE VI

In the event of the dissolution of the corporation, the net assets are to be distributed as follows: The dissolution of the net assets of the corporation will be determined as a part of the lease arrangement with the Department of Social and Health Services and will for forwarded as an amendment to these Articles of Incorporation.

ARTICLE VII

The name and address of each incorporator is as follows:

Caroline Gallacci
(signature of incorporator)
Caroline Gallacci, Project Manager

Pierce County Planning Department
(address)
2401 South 35th Street, Room 6
~~Tacoma, WA 98409~~

STATE of WASHINGTON SECRETARY of STATE

I, Ralph Munro, Secretary of State of the State of Washington and custodian of its seal, hereby issue this

CERTIFICATE OF INCORPORATION

to

HISTORIC FORT STEILACOOM

a Washington non profit corporation. Articles of Incorporation were filed for record in this office on the date indicated below.

Corporation Number: 2-333782-7

Date: June 14, 1983

Given under my hand and the seal of the State of Washington, at Olympia, the State Capitol.

Ralph Munro, Secretary of State

SSF 57

Historic Fort Steilacoom Association

Meeting Minutes
July 22, 2015

Opening:

The regular meeting of the Historic Fort Steilacoom Board of Directors was called to order at 7 p.m. in Quarters 2 by President Carol Stout.

Present:

Bernie Bateman, Bill Arends, John Roten, Orville Stout, Loran Bures, Joe Lewis, Tom Melberg, Ken Morgan, Lawrence Bateman.

A. Approval of Agenda

The agenda was approved.

B. Approval of Minutes and Treasurer's Report

The minutes of the 24 June meeting with amendments from Gideon Pete were approved. The secretary informed the board about all correspondence received and sent since the last meeting. Construction of a fence by Western State Hospital to the west of our historic cottages uncovered some artifacts. DAHP has taken charge of the excavation and directed that all artifacts must be provided to the Burke Museum as curator. The board directed the secretary to inform DAHP that HFSA would like to display any artifacts related to our period of interest once the curating process is complete. Our participation in the Fred Meyer Community Rewards program resulted in $6.33 being credited to HFSA for the period 1 April to 30 June. All HFSA supporters should consider designating HFSA to receive donations from Fred Meyer. The DuPont Historical Society has invited HFSA members to attend Hudson Bay Day on 16 August. Dr. Jerry Ramsay informed us of his new book, "Stealing Puget Sound 1832-1869." Some board members suggested that we invite Dr. Ramsay to speak on this topic at a 2016 program. The scheduling calendar was reviewed. Lawrence Bateman will host a tactical gaming event on 1 August. Joe Lewis will host the Grave Concerns Association on 17 August at 5:30 p.m. in Quarters 2.

Treasurer Michael McGuire's printed report for June was approved.

C. Committee Reports

Docents – Carol Stout and Ken Morgan will serve on 26 July. Bernie Bateman and Joe Lewis will work on 2 August. Bill Arends and Ken Morgan volunteered for 9 August. Carol Stout and a TBD docent will work on 16 August. Bernie Bateman and Ken Morgan will serve on 23 August. Lawrence Bateman and John Roten will work on August 30th.

Maintenance – Bernie Bateman reported that he will be applying Moss Out to the roofs of all buildings. The board agreed with a suggestion by Joe Lewis that the door between the Interpretive Center and the rear of the gift shop should be removed. The door blocks visitors from viewing the construction techniques used in 1858 and associated signage.

Publicity/Advertising – The board is interested in learning more about the advertising procedures used by the Tacoma News Tribune. Carol Stout will investigate and share her findings with the board.

D. Old Business

Operation of the HFSA booth at the Steilacoom 4th of July Street Fair went as planned. Total sales were $274 plus a $20 donation. Our reenactors received about $75 in donations by posing for photos with fair visitors.

John Roten, Tom Melberg, Bill Arends, Lawrence Bateman, and Bernie Bateman welcomed approximately 30 people visiting the fort during the 11 July Summer Fest Open House.

There were no new developments concerning the Quarters 3 foundation repair. We are waiting for DSHS to invite contractors to bid on the repair work.

More shelves will be installed in the research library to house the additional donations of books. Periodicals such as the Civil War Times, North & South, and Blue & Gray have been received in addition to many history books. Bill Arends reported that our current insurance provides $57,300 worth of coverage for the contents of our four houses. We need to establish the value of our artifacts and document in a photographic inventory.

E. New Business

Ken Morgan reported that the City of Lakewood Landmarks and Community Heritage Advisory Board will meet on 30 July to consider placing Fort Steilacoom on the Lakewood Historic Register. The original nomination package was found in the city's files and has been updated for the advisory board meeting.

Joe Lewis informed the board that the application period for the 2016 Lakewood Lodging Tax Grant would begin on 23 July and end on 13 August. The board agreed that Joseph Lewis should submit a lodging tax funding request in the amount of $10,000 to the City of Lakewood. The board also agreed that President Stout will sign a letter authorizing Joseph Lewis to contractually bind HFSA as part of the grant application process.

The board reviewed the planning for the 15 August History Bus Tour of five local museums. Lawrence Bateman, Ken Morgan, Bill Arends, and Bernie Bateman expect to welcome 50 visitors to the fort. Carol Stout will learn the arrival time and inform everyone.

The 22 August Founders' Day Picnic will be held in Quarters 2 from noon to 2 p.m. All members are invited to bring a dish to this potluck event.

Round Table

There were no comments.

Adjournment

The meeting was adjourned at 8:18 p.m. by President Stout. The next board meeting will be at 7 p.m. on Wednesday 26 August 2015 in Quarters 2.

Joseph Lewis, Secretary

update 10-19-2014

Historic Fort Steilacoom Association
Board Directory

President (2014-2016)
Carol Stout
10506 Wauna Street S.W. Lakewood, WA 98498
(253) 582-5838 Home
(253) 732-2718 Cell
carolnstout@comcast.net

Past President
Lawrence Bateman
5515 – 109th Street E., Apt. J202
Puyallup, WA 98373
(253) 312-8732
sgt504pir@comcast.net

1st Vice President (2013-2015)
John Roten
6720 – 121st Ave. S.E.
Bellevue, WA 98006
(425) 635-8791 Cell only
(no e-mail address)

2nd Vice President (2014-2016)
Loran Bures
11526 Bona Vista Ct. S.W.
Olympia, WA 98512-9009
(360) 786-9451
loran.suvcw@gmail.com

Secretary (2013-2015)
Joseph W. Lewis
9204 Division Lane S.W.
Tacoma, WA 98498
(253) 984-7541 Home
(253) 226-2322 Cell
hrhjoe1@comcast.net

Treasurer (2014-2016)
Michael J. McGuire
864 S. Fife Street
Tacoma, WA 98405
(360) 742-2983
mcguire@brandman.edu

Director Position 1 (2014-2016)
Bill Arends
4402 – 78th Ave. Ct. W.
University Place, WA 98466
(253) 564-1304 Home
(253) 297-0533 Cell
jabill47@live.com

Director Position 2 (2014-2016)
Orville H. Stout
10506 Wauna Street S.W.
Lakewood, WA 98498
(253) 582-5838
ohstout@comcast.net

Director Position 3 (2014-2016)
Bernard Bateman
8410-188th Street Ct. E.
Puyallup, WA 98375
(253) 846-8919 Home
(253) 720-0042 Cell
sgtbbb@comcast.net

Director Position 4 (2013-2015)
Thomas A. Melberg
5417 - 69th Avenue Ct. E. Puyallup, WA 98371
(253) 840-8072 Home
tm4thus@comcast.net

Director Position 5 (2012-2015)
Nancy Keller-Scholz
1401 S. 55th
Tacoma, WA 98408
(253) 473-2414 Home
(253) 591-5339 Work
nlks55 @hotmail. com

Director Position 6 (2013-2015)
Kenneth A. Morgan
8214 Bainbridge Loop N.E.
Lacey, WA 98516
(360) 456-0917
silascasey@aol.com

July 28, 2015

City of Lakewood
Lakewood City Hall
6000 Main Street SW
Lakewood, WA 98499

Dear Lodging Tax Advisory Committee,

The officers and directors of the Historic Fort Steilacoom Association (HFSA) have authorized our secretary, Joseph W. Lewis, to contractually bind our organization in matters relating to the 2016 lodging tax grant. His information is listed below.

Joseph W. Lewis
HFSA Secretary
9204 Division Ln SW
Tacoma, WA 98498-1915
253-984-7541

Thank you for your past support of our promotional efforts.

Very truly yours,

Carol N. Stout

Carol Neufeld Stout
President

Historic Fort Steilacoom Association, P.O. Box 88447, Steilacoom, WA 98388
Web Site: www.historicfortsteilacoom.org – E-mail: info@historicfortsteilacoom.org

Lakewood Historical Society

Because our history matters...

P.O Box 98014, Lakewood, WA 98496 ~~ (253) 682-3480

Lakewood History Museum
6211 Mt. Tacoma Drive
Lakewood, WA 98499
(253) 682-3480

Museum Fund Honorary Chairs
Doug Richardson
Claudia Thomas
LTG Bill Harrison
Cyrus Happy III

Campaign Co-Chairs
Gary Fowler
Kris Kauffman

Board of Directors
Becky Huber
President

Glen Spieth
Vice-President

Sue Scott
Secretary

Gary Fowler
Treasurer

Jim Curley
Kristin Davis
Kris Kauffman
Richard Meier
Barbara Lord Nelson
Barbara Scott

Museum Consultants
Mary Bowlby
Meg Justus
Chuck Mathias

E-Mail: contact@lakewoodhistorical.org

Website:www.lakewoodhistorical.org

August 12, 2015

Ms Becky Newton
City of Lakewood
Economic Development Manager
6000 Main Street SW
Lakewood, WA 98499-5027

The Lakewood Historical Society and Museum application for funding from the City of Lakewood 2016 Lodging Tax and Tourism Promotion Grant Funds is enclosed along with the requested supporting documents.

If you have any questions or need additional information, please let me know.

Thank you for your consideration of this application and funding request.

Best regards,

Gary J. Fowler, Treasurer
(253) 584-3958
gjfowler@hotmail.com

cc: Rebecca Huber, President
(253) 582-8682

The Lakewood Historical Society is a 501(c) (3) nonprofit organization.
Your gifts are tax-deductible to the extent allowed by law.

2016 Lodging Tax – Tourism Promotion Project Application

1. Project Information

1a. Project Name: **LAKEWOOD HISTORICAL SOCIETY AND MUSEUM**

Amount Requested: $ 39,500.00
(Amount Requested must match Total Costs, column "a." on page 14)

Total Project Amount: $ 100,600.00
(Total Project Amount must match Total Costs, column "c." on page 13)

1b. Name of Applicant organization: **LAKEWOOD HISTORICALSOCIETY**

Mailing Address: PO Box 98014
Lakewood, WA 98496

Tax ID Number: 91-1931462

Organization Unified Business Identifier (UBI): 601 907 631

UBI Expiration Date: 12/31/2015 (Renewed Annually in October)

Type of Organization: Non –Profit 501 (c) (3)
(Non-profit, For-profit, Municipality, Private business, etc.)

1c. Contact Name: Gary J. Fowler

Title:
Treasurer

Telephone: 253-584-3958 Email: gjfowler@hotmail.com

Signature: Gary J. Fowler

The signatory declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used only for the purposes set forth herein, and verifies that all the information contained in this application is valid and true to the best of his/her knowledge.

2. Project Description

2a. Please provide the event date(s) On-going January thru December 2016

2b. Where will your event be held? The Lakewood History Museum in the Lakewood Colonial Center and other locations within the Lakewood Community

2c. If there is a charge or fee for this activity, please describe how much and why.

No fees are charged for any Lakewood Historical Society events or for visitors to the History Museum. Good will donations are gratefully accepted.

A fee is charged for special fund raising events such as the "Salute Pierce County" event held at the JBLM Convention Center in October.

2d. Please provide a detailed description of the proposed project/activity. Include information on the area the project will serve, its expected impact and list the responsible party(s). If you need additional room, please attach a separate document and save as, "additional details."

The Lakewood Historical Society was formed in 1998 and opened the Lakewood History Museum to the public in October 2006. The Museum is located in the historic Lakewood Colonial Center and is operated and managed by the Lakewood Historical Society.

This project and funding request is to provide funds that will help support the operations, programs, special events, tourism promotions, activities and marketing related to the Lakewood Historical Society and History Museum. The Board of Directors holds the responsibility for the management of this facility, with the President and Executive Officers providing primary direction, assisted by other Board members, professional museum consultants and member volunteers.

This project is a year-round activity with the timeline being the same as the Society's fiscal year: January 1 to December 31, 2016. The Museum is open Wednesday through Saturday from 12:00 noon to 4:00 PM. There is no admission charge for visitors.

The Lakewood Historical Society goals include the strategic development and management of the History Museum, i.e.; to collect, preserve, display and interpret Lakewood's history. The Society further intends for the Museum to be a "tourist related" regional destination while meeting the needs of the local community through educational and historic exhibits, programs and events; to place an emphasis on marketing and tourism promotion and to partner with other nearby museums and tourist attractions such as Lakewold Gardens and the Lakewood Playhouse to broaden visitor experience that will encourage overnight stays at local hotels and motels.

The Society Marketing Plan for tourism promotion is attached. Lodging Tax funds used for Society and History Museum marketing increases awareness in the regional community and beyond which in turn encourages visitors and tours plus helps develop contacts with potential new Society members. Society promotion materials such as brochures, website, signage, historical markers and advertising all help promote tourism and attract visitors to the museum and to Lakewood.

3. Beneficiaries
Please list and provide specific information regarding all individuals, businesses, areas, or organizations that will directly benefit from the project/activity.

The City of Lakewood and the community at large receive a substantial benefit by having a local facility for the collection, preservation, interpretation and display of documents, photos and other archival records and artifacts of historical significance. As long time residents or their families downsize their home, there is now a place for their donations to be incorporated into exhibits that provide a reflection of Lakewood's past.

Lakewood Businesses will benefit from visitors to Lakewood and the Museum, including; Motels, hotels, bed and breakfast facilities, Lakewood Town Centre and other area retail outlets, book stores, department stores, drugstores, movie theatres, gas stations, local coffee shops, restaurants and fast food outlets.

Other tourist venues and nearby historic sites will benefit from referrals, i.e. Lakewold Gardens, Lakewood Playhouse, Fort Steilacoom Park, Historic Fort Steilacoom Museum, Lewis Army Museum on Joint Base Lewis-McChord, DuPont Historical Museum, Steilacoom Historical Museum and the Steilacoom Tribal Museum. Lakewood Chamber of Commerce Visitor Information Center benefits from referrals for information about Lakewood and the surrounding area.

4. Goals/Monitoring
Describe the goals of the project. Will the project result in an increase in overnight stays by visitors in Lakewood? If so, how will this increase be tracked and monitored? How will an increase in the sale of goods and services as a result of the project be measured? What other short or long term economic benefits will occur and how will that be tracked? Why do you believe those project/activity outcomes are feasible? **Applicants will be required to submit a post-funding report providing pertinent data evaluating tourism benefits resulting from the use of lodging tax funds as compared with the estimates contained in this application.**

Goals:
Continue to explore ways to collaborate with other organizations in marketing endeavors to promote tourism throughout the City of Lakewood and Community.

Sustain a local history museum that will display and preserve the story of Lakewood's history through exhibits showing items of historic significance that reflect the purpose, mission and charter of the Lakewood Historical Society and History Museum.

Generate, promote and uphold a strong, positive image of the Society and the Museum in the community, the Puget Sound region and beyond.

Develop and implement marketing objectives that will increase tourism visits to the Museum and to Lakewood. Participate in community events and activities aimed at generating an increase in overnight stays by visitors.

Monitoring:
The Lakewood History Museum uses a guest register to record visitor information including whether or not they are from out of town and/or overnight visitors. Docents assist visitors with directions to other tourist attractions and services that include lodging facilities.

In addition to the Museum statistics, participant counts are conducted for Society programs, outreach, tours, educational activities and special events.

Quarterly website reports provide an indication of interest that will assist us in refining the website and Facebook pages to meet visitor informational needs and promote overnight stays.

5. Estimate how the funds will increase the amount of people traveling to Lakewood to stay overnight in paid accommodations.

Various avenues of Marketing, Advertising and promotion will be used to encourage people to visit Lakewood as shown in the Society Marketing Plan, including but not limited to advertising of the History Museum, special events, monthly educational programs of historical interest plus exhibits and displays in the Museum.

Examples of the advertising outlets that will be used include:

- Printed media such as The News Tribune, The Ranger and other local newspapers
- Regional publications such as the South Sound magazine
- Travel Tacoma + Pierce County (Visitors Bureau)
- The Lakewood Chamber of Commerce Annual Directory and trade shows
- Local radio stations such as KLAY
- Highway and City signage directing travelers to the Museum

6. Estimate how the funds will increase the amount of people traveling to Lakewood from more than 50 miles from their residences.

The Society operates the Lakewood History Museum as a "tourist related" regional destination while meeting the needs of the local community through displays, exhibits, educational programs and special events.

Marketing of the Society and the Museum plus tourism promotion while partnering with other nearby museums and tourist attractions will promote increased visitors to Lakewood and will encourage overnight stays at local hotels/motels.

Some of the Marketing, Advertising and Promotion that will be used to attract out of town visitors to the Museum and the Lakewood area include:

- The Society Website available at www.lakewoodhitorical.org and on our Facebook page
- Press and Broadcast Media including the Society quarterly Newsletter
- Promotional materials such as the Society Brochure, flyers and special advertisements
- Board Ambassador Program with civic and service organizations i.e.; Rotary, Kiwanis, etc
- Promotions through the Travel Tacoma + Pierce County visitors bureau
- Publicity and promotion through the Lakewood Chamber of Commerce
- Highway signage on I-5 that will encourage travelers to visit the Museum and Lakewood
- Partnership with the Heritage League of Pierce County

7. Estimate how the funds will increase the amount of people traveling to Lakewood from outside their state or country.

The majority of visitors to the Lakewood History Museum are from the local community and surrounding area with additional visits from out-of-town people that learn of the Museum through Society marketing, advertising and promotions of the Museum, Society programs and Special events as well as from friends and family.

Experience has shown that marketing of special events did attract people from other cities such as Seattle, Portland, Puyallup and Tacoma as well as severl Oregon and California locations. We even had some visitors from Asia.

The highway sign along I-5 has attracted several out-of-state visitors to stop by to visit the Museum. This is expected to continue in 2016

8. Funding Requirements

Due to funding constraints, partial funding may be recommended by the LTAC.

8a. If partial funding is received, how will that impact the project/activity? Please describe:

If partial funding is received, all programs and activities would be reduced proportionately except for fixed costs of Administration and Museum maintenance such as lease payments, utilities, etc which must be paid each month. Reductions would be made in:

- Marketing, Graphic Design Services support, Advertising and promotions
- Museum exhibits and displays
- Association Memberships and subscriptions
- Museum Consultant Services
- Programs, Events and Educational Opportunities

9. Use of Funds

Provide detail on how the funds will be used. For example, $20,000 of the funds will be used for marketing, $5,000 for administration, $10,000 for Consultants, etc.

$18,000 – Marketing, Promotion, Advertising, Quarterly Newsletter & Graphic Design Services

$ 10,000 – Administration including Museum lease payments, utilities, supplies, etc

$ 4,000 – Professional Museum Management Consultant Services

$ 2,500 – Special Fund Raising Events, Programs and Museum displays /exhibits

$ 5,000 – Historical Markers

$39,500 – Total

10. Project Budget (for non-capital projects). Do not include in-kind contributions.

Income: A diversified funding base is important to the success of any project. Please list all other sources of funding for the project, both anticipated and confirmed and when that funding will be available to the project. Include your own funding, sponsorships, other grants, etc

Funding Source list all revenue sources anticipated for 2016. Do not include requested Lakewood Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
Public/Private Foundation Grants	$11,000	No	June/Dec
Museum Fund Drive, Contributions Gifts	$20,000	No	Jan/Dec
Membership Dues	$ 7,500	No	Mar/June
Programs, Special Events & Activities	$ 5,100	No	Various
Beginning cash on Hand	$15,000	Estimate	Jan
Business Sponsorships	$ 2.500	No	Mar/Dec
Visitor & program donations & Memorial Gifts	$ 1,000	No	Jan/Dec

Expenses: Based on full funding, please list project costs.
PLEASE NOTE: Certain expenses may not be reimbursable, at the sole discretion of the City of Lakewood. You will only be repaid at the Lakewood authorized rates. Insurance is not an eligible cost. If you have any questions about any of your proposed expenses, please discuss them with Becky Newton at Lakewood's Economic Development (253) 983-7738.

	a. Lodging Tax Funds	b. Other Funds, Do not include In-Kind dollars	c. Total
Personnel (salaries & benefits)	$ None	$ None	$ None
Administration (rent, utilities, postage, supplies, janitorial services, etc.) *Note: Insurance is not an eligible cost*	$10,000	$17,000	$27,000
Marketing/Promotion	$18,000	$15,000	$33,000
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	$ None	$ None	$ None
Minor Equipment (computers, desks, etc.)	$ None	$ 1,000	$ 1,000
Travel	$ None	$ None	$ None
Contract Services Describe below	$ 4,000	$ 1,000	$ 5,000
Other Describe below	$ 7,500	$16,100	$23,600
TOTAL COSTS (Amount in column "a." must match "Amount Requested." Amount in column "c" must equal "Total Project Amount" on Page 9)	$39,500	$50,100	$ 89,600 $ 11,000 ending cash $100,600 Total
Description for Direct Sales Activities, Contract Services, Travel and Others	1) Contract Consultant Services – Professional Museum management, support and training 2) Special Fund Raising Events and Programs 3) Educational Programs and Activities for the Enjoyment of the Membership, the Lakewood Community and Visitors 4) Museum Development, Exhibits, Acquisitions and Conservation/Preservation of Historic Artifacts & Documents 5) Historical Markers		
In-Kind Contributions	1) Gramor Development WA 2) Paktek 3) Lakewood Chamber of Commerce 4) The Suburban Times 5) Robi's Camera 6) Farmers Insurance Group		

11. Funding History

11a. Was this project funded with Lakewood lodging tax funds in fiscal year 2015?

__X____yes _____no

11b. If you answered yes to 11a, how much funding did you receive in 2015?

The Lakewood Historical Society received **$32,500** in funding for 2015.
Funding for the five (5) years prior is shown here for your reference:**$39,500** in 2014. **$39,500** in 2013, **$39500** in 2012, **$39,500** in 2011, **$39,500** in 2010

11c. If you answered no to 11a, what is the last year Lakewood funding was received and how much? _____ (year) _____ (amount awarded) ☐ no previous funding

11d. Indicate what efforts have been made to access funding from additional sources?

The Society Museum Fund Raising Program is done on an annual basis. It was conducted in November 2014, is planned again for August/September this year (2015) and will be continued in the second half of 2016.

Special requests were made to several foundations and grant programs for funds including the Vogt Foundation ($5000 received), The Dimmer Family Foundation ($1000 received), The Pierce County Landmarks and Historical Preservation Grant Program ($5000 received), The Harborstone Credit Union Grant Program (not funded), The Nisqually Tribe Foundation (grant application is being prepared now for 2016 funding) and the Lakewood Community Grant program (not funded).

Membership drive to increase individual, family and business memberships was initiated early this year with special emphasis on Business Sponsorships which has been very successful.

The Society's *Salute Pierce County* special event held in October, celebrating our military heritage and commemorating the Centennial of World War I, co-sponsored by the Tacoma Historical Society, was very successful and enjoyed by over 200 people in attendance.

12. Coordination and Collaboration

Please provide information about any other organizations or agencies involved in this project/activity. Describe their level of involvement. Describe how this project coordinates with other tourism promotion efforts or services in the area, including Chambers of Commerce, local festivals, local lodging and restaurants. You may attach up to three letters of support from these organizations.

The Lakewood Historical Society has built collaborative relationships with the City of Lakewood, The Lakewood Chamber of Commerce, Clover Park School District, Lakewood Library, Tacoma Library, the Lakewood Playhouse, Joint Base Lewis McChord, the Travel Tacoma + Pierce County (visitors bureau) The heritage League of Pierce County, the Tacoma Historical Society, the DuPont Historical Society, Historic Fort Steilacoom Association and the Steilacoom Historical Museum Association plus various local businesses and organizations.

Participated in the Annual Lakewood SummerFest with a booth the last ten (10) years, participated in the Lakewood Senior Center Open House the past seven (7) years and continued a free presentation at the Center three times a year entitled "Let's enjoy History Together". Society Board members are active in three (3) City advisory Boards and regularly attend and provide input at City Council meetings. Participated in Chamber of Commerce Tradeshows, placed ad in the chamber Directory, regularly attended Chamber luncheons and made Society announcements. Placed ads in the Lakewood Playhouse "play bill" the last four (4) years.

13. Capital Projects Budget

Supporting the Capital Expenditures and/or Operation of City Tourism-Related Facilities

FUNDING/TIMELINE	Responsible Parties, Methods, Means	Begin (Dates or Periods)	End (Dates or Periods)	Amount Requested From Lodging Funds	Other Funds Committed or Proposed*	TOTALS
Design & Inspection				$ 500	$ 500	$ 1,000
Other Consultants				$ 0	$ 0	$ 0
Permits & Fees				$ 0	$ 0	$ 0
Land Acquisition				$ 0	$ 0	$ 0
Site Development & Landscape, transport and placement				$ 1,500	$ 1,000	$ 2,500
Buildings (New Construction)				$ 0	$ 0	$ 0
Building Renovations (Includes Access)				$ 0	$ 0	$ 0
Other (Specify) *Insurance is not an eligible cost.*				$ 3,000	$ 1,500	$ 4,500
TOTAL				$ 5,000	$ 3,000	$ 8,000

*If other funds are committed, please attach a letter of commitment from the funding source.

Notes:

No other funds are committed for 2016 Historical Markers at this point but a grant request has been submitted to the Pierce County Landmarks and Historical Preservation Commission for funds to help in this project.

Amounts included under "other" are for the production of bronze plaques for historical markers.

14. Certification

The applicant hereby certifies and confirms:

1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;
2. That it will abide by all relevant local, state, and federal laws and regulations;
3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;
4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

Primary Signature: Gary J. Fowler
Signature

GARY J. FOWLER, TEASURER — AUGUST 12, 2015

Printed Name & Title of Chief Administrator/Authorizing Official — Date

CITY OF LAKEWOOD

E-VERIFY REQUIREMENTS FOR CONTRACTORS

By Ordinance, the City of Lakewood requires that all contractors who enter into agreements to provide services or products to the City use the Department of Homeland Security's E-Verify system when hiring new employees for the term of the contract.

E-Verify is an electronic system designed to verify the documentation of job applicants. It is run by the Department of Homeland Security.

Who is affected?

- All contractors doing business for the City of Lakewood. There is no minimum dollar value for contracts affected.
- All subcontractors employed by the general contractor on these contracts.

Are there exceptions?

- Contracts for "Commercial-Off-The-Shelf" items are exempted from this requirement.
- Individuals, Companies, or other organizations that do not have employees.

How long must the contractor comply with the E-Verify system?

- For at least the term of the contract.

Are there other stipulations?

- E-Verify must be used ONLY for NEW HIRES during the term of the contract. It is NOT to be used for EXISTING EMPLOYEES.
- E-Verify must be used to verify the documentation of ANY new employee during the term of the contract, not just those directly or indirectly working on deliverables related to the City of Lakewood contract.

How will the City of Lakewood check for compliance?

- All contractors will retain a copy of the E-Verify Memorandum of Understanding that they execute with the Department of Homeland Security AND
- Sign and submit to the City an Affidavit of Compliance with their signed contract.
- All General Contractors will be required to have their subcontractors sign an Affidavit of Compliance and retain that Affidavit for 4 years after end of the contract.
- The City of Lakewood has the right to audit the Contractor's compliance with the E-Verify Ordinance.

Further information on E-Verify can be found at the following website:

http://www.uscis.gov/e-verify

If you have questions about the City's E-Verify Ordinance, please contact the City of Lakewood's legal department prior to contracting with the City.

CITY OF LAKEWOOD

AFFIDAVIT OF COMPLIANCE WITH LAKEWOOD MUNICIPAL CODE 1.42 "E-VERIFY"

As the person duly authorized to enter into such commitment for

LAKEWOOD HISTORICAL SOCIETY
COMPANY OR ORGANIZATION NAME

I hereby certify that the Company or Organization named herein will

(Check one box below)

✓ Be in compliance with all of the requirements of City of Lakewood Municipal Code Chapter 1.42 for the duration of the contract entered into between the City of Lakewood and the Company or Organization.

OR

☐ Hire no employees for the term of the contract between the City and the Company or Organization.

Gary J. Fowler
SIGNATURE

GARY J. FOWLER, TREASURER
PRINT NAME AND TITLE

AUGUST 12, 2015
DATE

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

NOV 06 2006

Date:

LAKEWOOD HISTORICAL SOCIETY
C/O GARY FOWLER
PO BOX 98014
LAKEWOOD, WA 98499-8014

Employer Identification Number:
91-1931462
DLN:
17053290049026
Contact Person:
RENEE RAILEY NORTON ID# 31172
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
DECEMBER 31
Public Charity Status:
170(b)(1)(A)(vi)
Form 990 Required:
YES
Effective Date of Exemption:
OCTOBER 15, 1998
Contribution Deductibility:
YES

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

Please see enclosed Information for Exempt Organizations Under Section 501(c)(3) for some helpful information about your responsibilities as an exempt organization.

Sincerely,

Lois G. Lerner

Lois G. Lerner
Director, Exempt Organizations
Rulings and Agreements

Enclosures: Information for Organizations Exempt Under Section 501(c)(3)

Letter 947 (DO/CG)

Lakewood Historical Society and History Museum
2016 Marketing Action Plan and Objectives

The Lakewood Historical Society will continue to explore ways in which it can collaborate with the City of Lakewood, Lakewood Chamber of Commerce, Travel Tacoma + Pierce County, the military community and other businesses and organizations in marketing endeavors to increase tourism throughout the community of Lakewood.

The Marketing Committee will create, develop and implement new marketing strategies and expand existing opportunities. The Committee's recommendations will be presented to the Society Board on a regular basis for input, support and approval for implementation.

- Website: Review and provide timely updates to the website and Facebook pages highlighting Society programs and activities; reports and photos of recent programs and special events; current museum exhibits; past issues of the newsletters and articles of interest. The website is available at www.lakewoodhistorical.org.

- Press and Broadcast Media: Continue the cultivation of relationships with print media, local radio and online outlets. Submit short factoids for print or airing on a planned basis throughout the year. Seek opportunities to submit items of interest to a broader regional press and specialized publications. Prepare and publish the newsletter on a quarterly basis highlighting Society activities, events and articles of historical and educational interest.

- Promotional Materials: Distribute Society brochures, flyers and newsletters in the Museum, at Lakewood City Hall, Lakewood Chamber of Commerce. Lakewood Library, Lakewood Senior Activity Center and at community events. Assist in the distribution of a brochure showcasing the historic sites and markers in Lakewood, and ensure the information is on our website to make this information available to a broader audience.

- Board Ambassador Program: Continue outreach to promote the Historical Society and the Museum to community, civic and service organizations, fostering collaboration and mutual support. Continue to update and improve the PowerPoint presentations as needed, utilizing them to help promote the Society and the Museum. Participate in community events and activities sponsored by the City, the Chamber, Service Clubs and other organizations.

- Tourism Partners: Pursue promotional opportunities offered by Travel Tacoma + Pierce County and the Lakewood Chamber of Commerce.

- Heritage Partnerships: Promote activities and events to the members of the Heritage League of Pierce County. Participate in their events as well as sharing promotional materials.

- Directional Signs: Renew the lease with State of Washington for I-5 highway signage directing visitors to the Museum. Maintain the directional signs already in place within Lakewood, courtesy of the City of Lakewood.

August 2015

LAKEWOOD HISTORICAL SOCIETY & MUSEUM

2016 BUDGET

Proposed Budget 08/12/2015

2016 BUDGET REVENUES	Budget	Totals
INCOME		
Opening Cash on Hand (Estimated)		
	$ 15,000	**$15,000**
Municipal Appropriations		
City Lodging Tax Funds	$ 39,500	
Total Municipal Appropriations		**$39,500**
Contributions		
Public/Private Grants (Foundations, Gov't., Corp., etc.)	$ 11,000	
Museum Fund Drive and Contributions	$ 20,000	
Business Sponsorships and Contributions	$ 2,500	
Museum visitors, memorials, special gifts	$ 1,000	
Total Contributions		**$33,500**
Dues & Fees		
Individual Membership Dues	$ 7,000	
Business Memberships	$ 500	
Total Dues & Fees		**$ 7,500**
Earned Income		
Programs, Special Events, & Activities	$ 5,000	
Bank Interest	$ 100	
Total Earned Income		**$ 5,100**
Total 2016 Income		**$85,600**
Opening Cash		**$15,000**
TOTAL 2016 OPERATING INCOME & CASH		**$100,600**

LAKEWOOD HISTORICAL SOCIETY & MUSEUM

2016 BUDGET

Proposed Budget 08/12/2015

2016 BUDGET EXPENDITURES	Budget	Totals
EXPENSES		
Professional Service & Support		
Museum Management and Contract Services	$ 5,000	
Insurance, CPA and Legal Services	$ 2,000	
Professional Services & Support		**$ 7,000**
Maintenance, Operations, Occupancy & Utilities		
Museum lease	$ 19,200	
Utilities, Telephone, PO Box , Internet Service, Security, etc.	$ 1,800	
Administration, Maintenance and Operations	$ 4,000	
Equipment/Software/Furnishings	$ 1,000	
Maintenance, Operations, Occupancy & Utilities		**$ 26,000**
Professional Development		
Memberships, Subscriptions (HLPC, WMA, & AASLH)	$ 1,500	
Conferences/Workshops/Training	$ 500	
Volunteer Recognition & Board Development	$ 500	
Professional Development		**$ 2,500**
Fund Raising & Special Events		
Museum Fund Raising	$ 2,000	
Special Events	$ 5,000	
Fund Raising & Special Events		**$ 7,000**
Marketing, Promotion and Advertising		
Marketing, Publications, Advertising and Promotional Materials	$ 18,000	
Newsletter layout, printing and mailing service	$ 4,000	
Graphic Design Services	$ 10,000	
Website Hosting/Maintenance/Update	$ 1,000	
Educational Programs/Events/ Activities/ Tours	$ 500	
Marketing, Promotion and Advertising		**$ 33,500**
Museum Development and Markers		
Acquisitions/Conservation (Artifacts/archival collections)	$ 1,000	
Museum Exhibits and Displays	$ 4,600	
Historical Markers	$ 8,000	
Museum Development and Markers		**$13,600**
Total 2016 Operating Expenses		**$ 89,600**
Estimated 2016 year End Cash		**$ 11,000**
TOTAL 2016 EXPENSES and CASH		**$ 100,600**

LAKEWOOD HSITORICAL SOCIETY AND MUSEUM

BALANCE SHEET

Year ending December 31, 2014

ASSETS – January 1, 2014

Cash on hand	$13,899
Museum Inventory, artifacts and furnishings	$16,100
Total Assets	$29,999

ASSETS – December 31, 2014

Cash on Hand	$22,660
Museum Inventory, artifacts and furnishings	$16,600
Total Assets	$39,260

LIABITLITIES	None

The Lakewood Historical Society and Museum operates on a cash basis and has no outstanding liabilities other than monthly lease payments of $1600 per month for the Museum space in the Lakewood Colonial Center.

STATE OF WASHINGTON
SECRETARY OF STATE

ARTICLES OF AMENDMENT
WASHINGTON
NONPROFIT CORPORATION

(Per Chapter 24.03 RCW)

FEE: $20

EXPEDITED (24-HOUR) SERVICE AVAILABLE – $20 PER ENTITY
INCLUDE FEE AND WRITE "EXPEDITE" IN BOLD LETTERS ON OUTSIDE OF ENVELOPE

FILED
SECRETARY OF STATE
SAM REED
OCTOBER 5, 2006
STATE OF WASHINGTON

- Please PRINT or TYPE in black ink
- Sign, date and return original AND ONE COPY to:

CORPORATIONS DIVISION
801 CAPITOL WAY SOUTH • PO BOX 40234
OLYMPIA, WA 98504-0234

- BE SURE TO INCLUDE FILING FEE. Checks should be made payable to "Secretary of State"

FOR OFFICE USE ONLY
FILED: / /

FOR OFFICE USE ONLY
10/05/2006 925268
$40.00 Check #3049
Tracking ID:
1177318
Doc No: 925268-001

IMPORTANT! Person to contact about this filing	Daytime Phone Number (with area code)
GARY J. FOWLER	253.584.3958

AMENDMENT TO ARTICLES OF INCORPORATION

NAME OF CORPORATION *(As currently recorded with the Office of the Secretary of State)*
LAKEWOOD HISTORICAL SOCIETY

UBI NUMBER	CORPORATION NUMBER *(If known)*	AMENDMENTS TO ARTICLES OF INCORPORATION WERE ADOPTED ON
601 907 631	2-592129-7	Date: OCTOBER 3, 2006

EFFECTIVE DATE OF ARTICLES OF AMENDMENT *(Specified effective date may be up to 30 days AFTER receipt of the document by the Secretary of State)*
☐ Specific Date: _____ ☒ Upon filing by the Secretary of State

ADOPTION OF THE ARTICLES OF AMENDMENT *(Please check ONE of the following)*

☒ The amendment was adopted by a meeting of members held on *(specify date)*: OCTOBER 3, 2006. A quorum was present at the meeting and the amendment received at least two-thirds of the votes which members present or represented by proxy were entitled to cast.

☐ The amendment was adopted by a consent in writing and signed by all members entitled to vote.

☐ There are no members that have voting rights. The amendment received a majority vote of the directors at a board meeting held on *(specify date)*: _____.

AMENDMENTS TO THE ARTICLES OF INCORPORATION ARE AS FOLLOWS
If necessary, attach additional amendments or information.

SEE ATTACHED FOR DETAILS

SIGNATURE OF OFFICER
This document is hereby executed under penalties of perjury, and is, to the best of my knowledge, true and correct.

Signature of Officer	Printed Name	Date
Gary J. Fowler	GARY J. FOWLER	10.04.2006

INFORMATION AND ASSISTANCE – 360/753-7115 (TDD – 360/753-1485)

FOR OFFICE USE ONLY

FOR OFFICE USE ONLY

FOR OFFICE USE ONLY

003-005 (9/00)

ARTICLES OF AMENDMENT
WASHINGTON
NONPROFIT INCORPORATION

Washington Nonprofit Corporations Act - 24.03

FEE: $20
EXEDITED FEE: +$20

Filed: October 4, 2006

Contact:	Day Phone:
Gary J. Fowler, Treasurer Lakewood Historical Society	253 / 584-3958; Fax 253/503-6847 gjfowler@hotmail.com

AMENDMENT TO ARTICLES OF INCORPORATION

Name of Corporation (As currently recorded with the Office of the Secretary of State) Lakewood Historical Society		
UBI Number 601 907 631	Corporation Account # 2-592129-7	Amendments to Articles of Incorporations were adopted on Date October 3, 2006
Effective Date Articles of Amendment	Specified effective date may be up to 30 days AFTER receipt of the document by of the Secretary of State) [_X_] Upon filing by the Secretary of State **PLEASE NOTE: EXPEDITED SERVICE REQUESTED**	

Adoption of the Articles of Amendment

[_X_] The amendment was adopted by a meeting of members held on October 3, 2006. A quorum was present at the meeting and the amendment received at least two-thirds of the votes which members present or represented by proxy were entitled to cast.

Summary of Board approved Amendments to Articles:

Article I: Added principal office of the Society

Article III: Added "cultural" and "literary" to Purpose; included limiting use of Society earnings

Article VII: Added Provisions to Regulate Internal Affairs paragraph and modified Members

Article VIII: Substantial additions to Dissolution section in accord with RCWs and IRS Code.

Article IX: Added revised language on Indemnification in accord with RCWs

Article X: Added Conflict Of Interest Policy and Procedure commitment

AMENDMENT TO ARTICLES OF INCORPORATION
OF THE
LAKEWOOD HISTORICAL SOCIETY

APPROVED: On October 3, 2006 the following amendments to the Articles of Incorporation were adopted by resolution at a meeting of the Board of Directors, in accord with the Society's Bylaws and current Articles of Incorporation. A quorum was present at the meeting (13 of 15 officers and directors) and the amendments received a unanimous vote, exceeding the required two-thirds (2/3) votes which members present were entitled to cast.

PURSUANT to the provisions of RCW 24.03.160, RCW 24.03.165 and RCW 24.03.170 of the Washington Nonprofit Corporations Act, the LAKEWOOD HISTORICAL SOCIETY adopts the following Articles of Amendment to the Articles of Incorporation filed with the Secretary of State of the State of Washington on the 15th day of October, 1998.

ARTICLE I – NAME AND LOCATION

The name of the corporation shall be the Lakewood Historical Society. The principal office of the Society is in the City of Lakewood in Pierce County, Washington.

ARTICLE II - DURATION

The period of duration of this Corporation is perpetual.

ARTICLE III - PURPOSE

Notwithstanding anything herein to the contrary, this corporation is organized exclusively for cultural, literary, educational, scientific, and other charitable purposes including for such purposes, the making of distributions to organizations that qualify as exempt organizations under section 501(c)(3) of the Internal Revenue Code of 1986 or any corresponding section of any future federal tax code. No part of the earnings of the corporation shall inure to the benefit of, or be distributable to, its members, trustees, officers or other private persons, except that the corporation shall be authorized and empowered to pay reasonable compensation for services rendered and to make payments and distributions in furtherance of the purposes set forth in this Article. No substantial part of the activities of the corporation shall be the carrying on of propaganda, or otherwise attempting to influence legislation, and the corporation shall not participate in, or intervene in (including the publishing or distribution of statements) any political campaign on behalf of or in opposition to any candidate for public office. Notwithstanding any other provision of these articles, the corporation shall not carry on any other activities not permitted to be carried on (a) by a corporation exempt from federal income tax under section 501(c)(3) of the Internal Revenue Code of 1954, or the corresponding section of any future federal tax code, or (b) by a corporation, contributions to which are deductible under section 170(c)(2) of the Internal Revenue Code of 1954, or any corresponding section of any future federal tax code.

AMENDMENT TO ARTICLES OF INCORPORATION
OF THE
LAKEWOOD HISTORICAL SOCIETY

ARTICLE VII - PROVISIONS TO REGULATE INTERNAL AFFAIRS

1. The definition, limitation, and regulation of the powers of the Society, the directors, and the members shall be set forth in the bylaws including the number of directors and officers and their terms and duties which may be amended from time to time by the board. In all cases, whenever a provision of the articles of incorporation is inconsistent with a bylaw, the provision of the articles of incorporation shall be controlling.

2. Membership is open to anyone interested in the mission of the Society upon payment of annual dues as delineated in the Standing Rules. The categories of membership shall be Individual, Family and others as determined by the Board of Directors and recorded in the Standing Rules. Each category of membership shall be entitled to vote during any general vote or election of the society.

ARTICLE VIII - DISSOLUTION

The Lakewood Historical Society may be voluntarily dissolved by a recorded vote of not less than a two-thirds (2/3) of the members in good standing at a meeting attended by a quorum of the total membership. Notice of the proposed dissolution and the documented reason thereof, and the date, time, and place of the membership meeting shall be mailed to each member in good standing a minimum of twenty (20) days prior to the meeting scheduled to debate dissolution of the Society. If voluntary dissolution proceedings have not been revoked, then, when all debts, liabilities and obligations of the Society have been paid and discharged, or adequate provision shall have been made therefore, including the return, where possible, of all items held on loan or with other restrictions, then all remaining property and assets shall be distributed to one or more institutions or entities chartered for the same or similar purposes as the Lakewood Historical Society and shall be comparably exempt under the Internal Revenue Code of 1986, Sections 170(c) and 501(c)(3), or the corresponding sections of any future federal tax code, or, shall be distributed to the state or local government for comparable public purposes. No property or any of the proceeds shall be distributed to or inure to the benefit of any directors or members of the Society. When all property and assets of the Society have been transferred, conveyed or distributed as provided in the Articles of Incorporation, RCW 24.03.225 and RCW 24.03.240, the articles of dissolution shall be executed by an officer of the Society pursuant to RCW 24.03.240.

ARTICLE IX - INDEMNIFICATION

The Society shall indemnify, eliminate and limit the personal liability of a director to the corporation or its members, if any, for monetary damages for conduct as a director, PROVIDED, that such provision shall not eliminate or limit the liability of a director for acts or omissions that involve intentional misconduct by a director or a knowing violation of law by a director, or for any transaction from which the director will personally receive a benefit in money, property, or services to which the director is not legally entitled. Further, this provision does not eliminate or limit the liability of a director for any act or omission occurring before the date when such provision becomes effective.

ARTICLE X – CONFLICT OF INTEREST

F. A new Article X is added, titled Conflict of Interest, to read:

The purpose of the conflict of interest policy is to protect the Society's interest when it is contemplating entering into a transaction or arrangement that might benefit the private interest if an officer or director of the Society or might result in a possible excess benefit transaction.

Each director, principal, officer, and member of a committee with governing board delegated powers shall annually sign a statement which affirms such person has:

a. received a copy of the conflicts of interest policy,
b. read and understands the policy,
c. agreed to comply with the policy, and
d. understands the organization is charitable and in order to maintain its federal tax exemption it must engage primarily in activities which accomplish one or more of its tax-exempt purposes

This policy is intended to supplement but not replace any applicable state and federal laws governing conflict of interest applicable to nonprofit and charitable organizations.

APPROVED:

On October 3, 2006 the amendments to the Articles of Incorporation were adopted by Resolution by the Lakewood Historical Society Board of Directors. A quorum was present at the meeting and the amendment received at least two-thirds (2/3) of the votes which members present were entitled to cast.

The Articles will be presented to the general membership at the Annual Meeting of the Society on November 14, 2006 with a recommendation for ratification.

Signed this 3 day of October, 2006

Glen Spieth
President, Board of Directors, Lakewood Historical Society

Signed this 3rd day of October, 2006

TD Imholt
Secretary, Board of Directors, Lakewood Historical Society

LAKEWOOD HISTORICAL SOCIETY
LAKEWOOD, WASHINGTON
BYLAWS

Approved 07/28/2015

ARTICLE I – NAME AND LOCATION

Section 1. The name of this organization shall be the Lakewood Historical Society (Society).

Section 2. The Society operates a History Museum with displays and exhibits representing the history of the Lakewood area.

Section 3. The Lakewood Historical Society is a non-profit 501(c) (3) organization with its principal office in the City of Lakewood in Pierce County, Washington.

ARTICLE II – MISSION

The mission of the Lakewood Historical Society is to identify, preserve and perpetuate the history of Lakewood.

ARTICLE III – MEMBERSHIP

Section 1. Membership is open to anyone interested in the mission of the Society and upon payment of annual dues as delineated in the Standing Rules.

Section 2. The categories of membership shall be Individual, Family, Association and Business.

Section 3. Each category of membership in good standing shall be entitled to vote during any general vote or election of the Society.

ARTICLE IV – MEMBERSHIP DUES AND TERMINATION

Section 1. The dues of the Society shall be set by the Board and may be revised as warranted.

Section 2. Dues for Individual, Family and Associate membership shall be computed on a calendar year basis and shall be paid by March 1st. The Business Membership is renewable on the anniversary of the date they join. Members whose dues are delinquent after ninety (90) days will lose membership privileges until outstanding dues are paid.

Section 3. Members failing to pay their dues shall be placed on the inactive list. Upon termination of membership, the former member shall have no right in the management or assets of the Society.

ARTICLE V – BOARD OF DIRECTORS

Section 1. The Board of Directors (Board) shall consist of the four (4) elected officers and seven (7) elected directors. The immediate past President, if not assuming another Board position, shall be an ex-officio Board member.

Section 2. All Board members must be members of the Society in good standing.

Section 3. The Board may appoint Emeritus directors for outstanding service to the Society. Emeritus positions will be ex-officio.

Section 4. A vacancy in any office of the Board shall be filled by appointment by the Board for the remainder of the term.

Section 5. Board members shall read and sign a Conflict of Interest Statement annually as defined in the IRS code for nonprofit organizations.

Section 6. The definition, limitation, and regulation of the powers of the Society, the Directors, and the members as set forth in the Bylaws shall regulate the internal affairs of the Society.

Section 7. The Standing Rules provide additional guidance for Board members. Rules are approved by the Board and may be changed by a majority vote of the Board as deemed necessary. Standing Rules are not incorporated in the Bylaws.

ARTICLE VI – OFFICERS

Section 1. The officers of the Society shall be President, Vice President, Secretary, and Treasurer and shall be elected by the membership at the Annual Meeting of the Society.

Section 2. The term of office shall be for two (2) years, or until a successor is elected.

Section 3. The President and Treasurer shall be elected in alternate years to the Vice-President and Secretary to ensure continuity for the organization.

Section 4. The Officers' duties are defined in the Standing Rules.

ARTICLE VII – DIRECTORS

Section 1. The Directors shall consist of seven (7) members.

Section 2. The term of office shall be two (2) years or until a successor is elected.

Section 3. Director's terms shall be staggered to provide continuity for the Society. Three positions shall be elected for a two year term and the other four will be elected in the following year for a two year term.

Section 4. The Directors' duties are defined in the Standing Rules.

ARTICLE VIII – NOMINATIONS

Section 1. The Ad Hoc Nominating Committee shall consist of three (3) members of the Society with at least one (1) current member of the Board.

Section 2. The Nominating Committee shall present a candidate for each office to be filled at least thirty (30) days prior to the Annual Meeting. In all cases the consent of the nominee shall be obtained prior to the election.

Section 3. Nominees must be members of the Society in good standing.

Section 4. Additional nominations may be made from the floor providing consent of the nominee has been obtained and is reported at the Annual Meeting.

ARTICLE IX – ELECTIONS

Section 1. Elections shall be held at the Annual Meeting. A majority of votes cast shall elect. Voice vote may elect if there is only one nominee for each office. Results of the election shall be recorded by the Society's Secretary.

Section 2. The term of office shall commence at the close of the Annual Meeting.

ARTICLE X – MEETINGS

Section 1. Regular meetings of the Board shall be held monthly as set by the Board. A majority of the members of the Board shall constitute a quorum for a regular or special meeting.

Section 2. All meetings must be conducted in accord with the laws of the State of Washington and the IRS code applicable to nonprofit exempt organizations.

Section 3. All Board members are entitled to a vote. A favorable vote by a majority of members present at a duly constituted meeting where a quorum is present shall signify a passing motion. Members may be polled to vote by phone or e-mail in

unusual situations, provided a record is maintained by the Secretary and ratified at the next Board meeting.

Section 4. Special meetings of the Board may be called by the President or by one-third (1/3) of the Board members to be held as designated in the meeting announcement. A majority of the members of the Board shall constitute a quorum.

Section 5. The Annual Meeting of the Society shall be in the fourth quarter of each year for the purpose of electing Officers and Directors, reporting to the membership, receiving committee reports, and voting on issues presented in advance by the Board. The meeting may be rescheduled by a Board resolution if necessary.

Section 6. Special membership meetings may be called by the President, with a majority vote of the Board. Business shall be limited to that stated in the call for a special meeting.

ARTICLE XI – COMMITTEES

Section 1. The President shall appoint the chairperson of each Standing Committee as listed in the Bylaws and shall appoint chairpersons of such Ad Hoc Committees as are applicable to the work of the Society or other such committees the Board of Directors may deem necessary.

Section 2. Standing Committees are long term and meet on a regular basis shall include: Executive, Budget and Finance, Membership, Fundraising, Collections, Programs, Marketing and Historical Markers. Standing Committee chairpersons shall be Board members; other committee members may be selected from the general membership.

Section 3. Ad Hoc Committees are those that are short-term or meet on a less regular basis and shall include: Nominating, Bylaws, or others as deemed necessary to the work of the Society. The Ad Hoc Committee shall include one Board member as liaison to the Board. Committee members may be selected from the general membership.

Section 4. The makeup and duties of the committees is defined in the Standing Rules and may be revised.

Section 5. Committee Chairpersons or liaisons to the Board shall report their activity at the Board meetings and shall present their proposed budget for the following year to the Treasurer and/or the Finance Committee Chairperson by the November Board meeting of each year.

ARTICLE XII – PARLIAMENTARY AUTHORITY

The rules contained in the most current edition of Robert's Rules of Order shall govern the Society in all cases to which they are applicable except when inconsistent with the adopted Bylaws or Articles of Incorporation.

ARTICLE XIII – AMENDMENT OF BYLAWS

Section 1. Proposed amendments to the Bylaws may be suggested in writing by two (2) members of the Board, two (2) members of a Standing Committee, or by five members of the general membership for consideration.

Section 2. It will be decided by the Board President if an Ad Hoc Committee needs to convene in order to review the proposed changes.

Section 3. Amendments to the Bylaws may be made at any regular meeting of the Board by a majority vote, providing that the proposed amendments are submitted in writing to the full Board a minimum of seven (7) days prior to the meeting wherein the proposed changes are considered.

Section 4. Any approved amendments to the Bylaws shall take effect at the close of the meeting wherein they were adopted.

Section 5. Approved amendments to the bylaws shall be reported to the full membership at a general membership meeting, in the newsletter, by mail, or by other means.

Section 6. A copy of the Amended Bylaws shall be filed with the Society's permanent documents as a matter of record, and with other agencies as may be required.

Section 7. In all cases, whenever a provision of the Bylaws is inconsistent with the Articles of Incorporation, the provision of the Articles of Incorporation shall be controlling.

ARTICLE XIV – INDEMNIFICATION

The Society shall indemnify, eliminate and limit the personal liability of a Director to the corporation or its members, if any, for monetary damages for conduct as a Director, provided, that such provision shall not eliminate or limit the liability of a Director for acts or omissions that involve intentional misconduct by a Director or a knowing violation of law by a Director, or for any transaction from which the Director will personally receive a benefit in money, property, or services to which the Director is not legally entitled. Further, this provision does not eliminate or limit the liability of a Director for any act or omission occurring before the date when such provision becomes effective.

ARTICLE XV – DISSOLUTION

Section 1. The Society may be dissolved by a recorded vote of not less than two-thirds (2/3) of the members in good standing present at a meeting called for this purpose. A notice of the proposed dissolution stating the reason thereof and the date, time, and place of the membership meeting shall be mailed to each member in good standing a minimum of ten (10) days prior to the meeting scheduled to debate dissolution of the Society.

Section 2. If voluntary dissolution has been approved, all debts, liabilities and obligations of the Society shall be paid and discharged.

Section 3. Adequate provision shall be made to return, where possible, all items held on loan. All remaining property and assets shall be distributed to one or more institutions or entities chartered for the same or similar purposes as the Society and shall be comparably exempt under the Internal Revenue Code of 1986, 501(c) (3), or the corresponding sections of any future federal tax code, or, shall be distributed to the state or local government for comparable public purposes.

Section 4. No property or any of the proceeds shall be distributed to or inure to the benefit of any Directors or members of the Society.

APPROVAL BY BOARD OF DIRECTORS

The amended Bylaws herein were approved and adopted by the Lakewood Historical Society's Board on this date 28 July, 2015.

Rebecca Huber

Rebecca Huber
President, Lakewood Historical Society

Sue Scott

Sue Scott,
Secretary, Lakewood Historical Society

LAKEWOOD HISTORICAL SOCITY
Board Meeting Minutes
August 4, 2015

The meeting was called to order by Becky Huber at 3:05 p.m. In attendance: Becky Huber, Glen Spieth, Gary Fowler, Sue Scott, Barbara Scott, Dick Meier, and Barbara Lord Nelson. Members excused: Kristin Davis, Kris Kauffman and Jim Curley.

Minutes for the July 14 Board Meeting and July 28 Special Board Meeting were approved.

Treasurer's Report. Gary Fowler provided a financial statement dated August 2, 2015. He noted LHS had received a $1,000 grant from the Dimmer Family Foundations. During discussion about business members/sponsors, Dick Meier request these two items be separated on the next financial statement which Gary will do. Expenses included $977.97 for the newsletter printing and mailing. Gary also provided Board members with a 2015 budget vs six months actual to show where LHS stands. The Board approved the financial statement.

The Board of Directors discussed and approved Rebecca Huber (President) and/or Gary J. Fowler (Treasurer) to submit a 2015 City of Lakewood Lodging Tax Funding request. Dick Meier agreed to work on a Nisqually Tribal grant application due September 30 for $10,000 (Leschi marker; audio-visual equipment for the museum; travelling trunks (2); operating expenses). Dick will also look into grants with the Muckleshoot tribe. Gary noted he will be working on the Annual Fund Campaign in September.

Committee Reports.
- Historic Markers. Glen and Gary provided notes and a work schedule report to the Board members. Glen noted that if Tucci cannot move the "rocks" for the markers, he has a point of contact with the 555 Engr Bn at JBLM. Need to set up a dedication for the Boatman-Ainsworth home.
- Marketing. Chuck is working on a new ad for the Lakewood Chamber of Commerce directory.
- Programs. No program so far for October. Discussion ensued regard a Veterans program at the planned annual meeting on November 17.

Old Business.
- Nominating Committee. Jim Curley will serve as Chair along with Glen Speith and Barbara Lord Nelson.
- Museum Exhibits. Barbara Scott and Glen Spieth. Planning Cap Peterson exhibit in place of the Spieth/Harbottle golfing pictures.
- Real Estate. Glen noted he and Jim Curley have discussed museum space with real estate agents and found our current museum space is the best place for the money.

New Business.

- Discussion regarding having a business members/sponsors reception. Invite the Mayor and City Council? Probably 5:30-7:30 p.m. on Thursday, October 1. More planning to be worked on.
- Lakewood Farmers Market. LHS has booth for August 11 and Sept 8; Sue Scott working on signing up members for 2 hour shifts.

Meeting was adjourned at 4:25 p.m. Next Board meeting is scheduled for Tues/September 1 at 3 p.m.

Sue Scott, Board Secretary

LAKEWOOD HISTORICAL SOCIETY

P.O. Box 98014, Lakewood, WA 98496
Museum: 6211 Mt. Tacoma Dr. SW, Lakewood, WA 98499
Museum Phone: 253-682-3480
Website: www.lakewoodhistorical.org
Email: contact@lakewoodhistorical.org

2014-2015 BOARD OF DIRECTORS

Becky Huber, President (John)
11012 Interlaaken Dr SW
Lakewood, WA 98498
253-582-8682 (H), 253-370-6676 (cell)
craftyhubers@comcast.net

Glen Spieth, Vice President, (Marlene)
5928 Steilacoom Blvd SW
Lakewood, WA 98499
253-584-3930 (H), 253-241-4119 (cell)
b17relic@comcast.net

Sue Scott, Secretary
10602 58th Ave Court SW
Lakewood, WA 98499
253-588-6354 (H), 253-961-2262 (cell)
nonniesue@live.com

Gary J. Fowler, Treasurer (Karen)
6803 75th Street West
Lakewood, WA 98499
253-584-3958 (H), 253-279-1805 (cell)
Fax 253-503-6847
gjfowler@hotmail.com

Directors

Kristin Davis
7003 65th Ave W
Lakewood, WA 98499
253-503-7007 (H)
briand2006@earthlink.net

Jim Curley (Linda)
7226 Turquoise Dr SW
Lakewood, WA 98498
253-584-8731 (H)
jecurley@msn.com

Kris Kauffman, (Fund Raising)
12228 Nyanza Rd. S
Lakewood, WA 9849
253-581-9752 (W), 253-291-2837 (cell)
waterrightsinc@msn.com

Barbara Lord Nelson (Special Event, Marketing)
10441 Delwood Drive SW
Lakewood, WA 98498
253-582-2330 (H)
southlandvoice@yahoo.com

Barbara Scott (Collections, Events)
10710 102nd Ave Ct SW
Lakewood, WA 98498
253-588-0642 (H)
bracsco2@comcast.net

Dick Meier
PO Box 97087
Lakewood, WA 98496
253-584-2207
richardmeier@comcast.net

Director Emeritus

Cyrus Happy III
11617 Gravelly Lake Dr SW
Lakewood, WA 98499
253-588-2585 (H)

LTG (Ret) Bill Harrison
1056 Garry Oaks Ave
DuPont, WA 98327
253-582-1725 (H)
wharri6665@aol.com

Museum Consultants

Mary Bowlby (Wes)
720 South Mason Avenue
Tacoma, WA 98405
253-752-8059 (H), 253-222-2699 (cell)
bowlbyonmason@msn.com

Meg Justus
5519 99th Court East
Puyallup, WA 98373
253-435-7785 (H), 253-442-7887 (cell)
mmjustus@nwlink.com

Chuck Mathias, Graphic Artist (Betsy)
715 Galloway St
Steilacoom, WA 98388
253-584-4729 (H), 253381-9044(cell)
chuck.mathias@gmail.com

Lakewood Historical Society

Because our history matters...

P.O Box 98014, Lakewood, WA 98496 ~~ (253) 682-3480

Lakewood History Museum
6211 Mt. Tacoma Drive
Lakewood, WA 98499
(253) 682-3480

Museum Fund Honorary Chairs
Doug Richardson
Claudia Thomas
LTG Bill Harrison
Cyrus Happy III

Campaign Co-Chairs
Gary Fowler
Kris Kauffman

Board of Directors
Becky Huber
President

Glen Spieth
Vice-President

Sue Scott
Secretary

Gary Fowler
Treasurer

Jim Curley
Kristin Davis
Kris Kauffman
Richard Meier
Barbara Lord Nelson
Barbara Scott

Museum Consultants
Mary Bowlby
Meg Justus
Chuck Mathias

E-Mail: contact@lakewoodhistorical.org

Website: lakewoodhistorical.org

STATEMENT OF AUTHORIZED OFFICIALS

The overall operation of the Lakewood Historical Society, financial stability and continuing operation of the Lakewood History Museum is the responsibility of the Board of Directors.

The Board has designated the Society President and the Treasurer as authorized representatives to conduct the daily Society and Museum operations, financial matters and business operations and have authorized them to contractually bind the Society to agreements and/or contracts as needed to maintain operations on a consistent basis. Any and all major transactions, contracts, financial commitments and/or other major Society agreements require board approval prior to finalizing.

Current authorized Society agents are:
Rebecca Huber, President
11012 Interlaaken Drive SW
Lakewood, WA 98498
253-582-8682

Gary J. Fowler, Treasurer
6803 - 75th Street West
Lakewood, WA 98499
253-584-3958

Attested to this 10th day of August 2015

Sue Scott
Secretary, Lakewood Historical Society

The Lakewood Historical Society is a 501(c) (3) nonprofit organization. Your gifts are tax-deductible to the extent allowed by law.

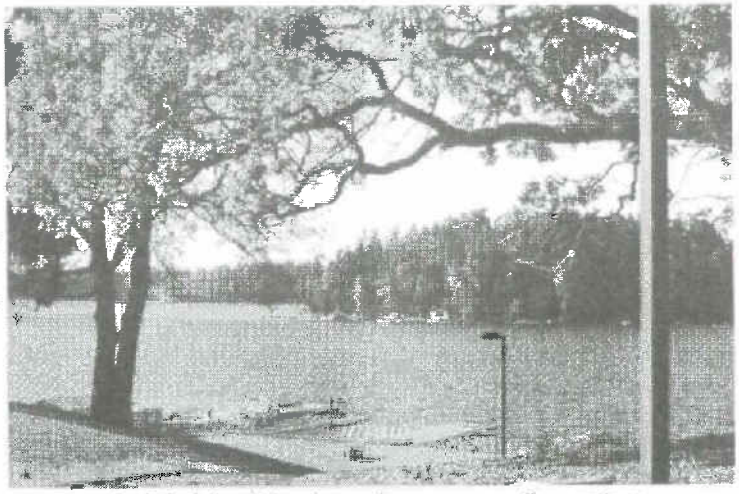
Prairie Gazette

The Official Publication of the Lakewood Historical Society

Summer 2015

Albert Abner Silcox Buys and Names His Island

Midway on American Lake, a tree-shrouded island rises from the water, like the mythical Lady of the Lake. At one time the island was a gathering spot for Native Americans. At the beginning of the 20th century one man, **Albert Abner (A. A.) Silcox**, was able to buy this 13 acre island from the Tacoma Land Company. Today, the island is home to 26 families.



A. A.'s island beckons from across the waters.

According to the family history, provided by **Susan Holm Gierke** to Lakewood author **Nancy Covert**, for her recently published book "American Lake Vignettes," Silcox immigrated to the United States from Ontario, Canada with his wife, **Betsy**, four daughters and a son.

In 1893, Silcox agreed to work for **Stephen W. Nolan**, a turn-of-the-century land baron who owned Tacoma Carriage and Transfer and was a partner in the Tacoma Land Company. During that time, Silcox and his family lived in a cabin on the estate of Mr. Nolan. He earned $1,900 for clearing 45 acres of land.

Silcox was devastated when their son died unexpectedly in 1902. Hard work was the only thing that kept his sorrow at bay. In 1905 he paid $350 for the island on the lake with money earned from Mr. Nolan. He moved his family, built his home (known as the "Big House") and began construction on a hodgepodge assortment of small cabins.

The Nolan house was a large four-story showplace called Bell Mar Villa. It was built in 1880 but demolished in 1917, when the United States government bought the property for its new military installation, Camp Lewis. That portion of the property was used later in 1923 as the site for the American Lake Veterans' Administration Hospital. A stained-glass window from Nolan's Bell Mar Villa was later incorporated into one of the small "shacks". Porch columns found their way into another home.

With its proximity to Camp Murray and Fort Lewis, according to the Silcox Island family history book, sometimes soldiers (and their lady friends) rowed to the island for some "snuggling."

See SILCOX, pg. 8

Guidelines for Silcox Island Tour

Because the tour is limited to 50 we are setting strict guidelines. This is for **MEMBERS ONLY** (friends or guests may not attend unless they join the Society). For your safety and due to the difficulty in navigating the island, we cannot accommodate anyone with ambulation disabilities. Preference is given to those who have not visited before. **Deadline is July 1st.** If you visited in 2009, you will be put on a waiting list. RSVP to Becky at **253-582-8682** or *craftyhubers@comcast.net*. Those attending will be contacted and receive detailed instructions.

President's Message....2
Spotlight: House of Donuts....2
Drive-in Transforms Into Swap Meet....3
Lakewood Rotary Builds a Kids' Playground....4
Puget Power's Summer Camp on American Lake....5
Kiwanis First Lions Skate Park....5
Puppeteers Exhibit at History Museum....6
Custer School Bell; Lakewood's Own Baseball Star....7
Spotlight: Parkwood Property Management....8
Donors and Sponsors....10
Financial Statement....11
Summer 2015 Programs & Events....12

Lakewood
Historical Society
contact@lakewoodhistorical.org

President
Becky Huber • 253-582-8682

Vice President
Glen Spieth • 253-584-3930

Secretary
Sue Scott • 253-588-6354

Treasurer
Gary Fowler • 253-584-3958

Directors
Jim Curley
Kristin Davis
Kris Kauffman
Dick Meier
Barbara Lord Nelson
Barbara Scott

Director Emeriti
Cyrus Happy III
LTG Bill Harrison

Museum Consultants
Mary Bowlby
Meg Justus
Chuck Mathias

PRAIRIE GAZETTE

Prairie Gazette is the official publication of the Lakewood Historical Society. The newsletter is published four times a year. Distribution is directly to members and available at the Lakewood History Museum, 6211 Mt Tacoma Drive SW, Lakewood, WA 98499 • 253-682-3480

The staff of Prairie Gazette actively encourages input from the Society's members as well as the general public regarding story ideas of any other aspects of this newsletter, and the Lakewood Historical Society.

Content of this publication is copyright protected by the Society and/or the authors and artists.

MEETINGS

The Lakewood Historical Society formed in 1998 to preserve and share Lakewood's rich history through programs, displays and publications. The Society offers frequent programs on topics of historical interest. Most programs are free and open to the public. Visit us on Facebook or our website for information on events and activities:
www.LakewoodHistorical.org

President's Message

Even if you weren't interested in watching the **US Open**, I encourage you to visit the museum to see the new exhibit, **"Playgrounds of the Lakes District"**. Of course, we are showcasing our local golf history with the **Tacoma Country and Golf Club**. But I'm sure many of you have fond memories of the **Lakewood Ice Arena** that is also part of the exhibit.

More great stories in this issue focusing on summertime activities: Lakewood's very own MLB player, **Cap Peterson**; the **playground at Ft Steilacoom Park**; the **Kiwanis First Lions Skate Park**.

We have finally scheduled another tour of **Silcox Island** on July 7th. However, because we have to limit the number going and due to complex logistics, there are restrictions and limitations. See front page for details.

Have a great summer.

Becky Huber

House of Donuts-
A Tasty Treat Any Time of the Day

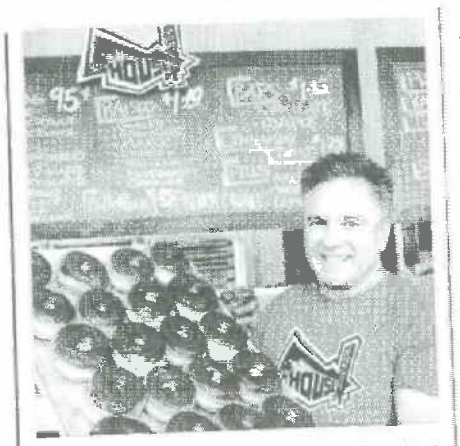
In the Spotlight

By Kim Korsgren

Opened by **Bob** and **Marilyn Cheatham** in 1959, **House of Donuts** has long been a favorite stop and staple among locals clamoring to satisfy their donut craving. For generations, people have been coming, with literally millions sold. Thanks to new owner and Lakewood native, **Tom Peterson**, House of Donuts is destined to become an "experience" donut shop that could gain national attention. They are that good! Out-of-towners are catching on to the quality, freshness, and value found here at our local, historical spot and are coming from as far away as Seattle to have one, ahem, or take home a few boxes.

You could say that "Everything old is new again" at House of Donuts with plans in the works to restore, but not change, the original look in order to preserve and respect the integrity of the iconic building while still allowing for modern amenities and upgrades.

You have to rise very early in the morning to make them fresh and warm, with long hours on your feet, but Tom is used to hard work.



Tom Peterson offers a tray loaded with House of Donuts' finest.

He and sister, **Lin**, were competitive athletes in the sport of speed roller skating during their youth in Lakewood, their mom coaching them at their grandparents **Roger** and **Delores Adams**' business, the Tacoma Roller Bowl on South Tacoma Way.

Tom joined the Historical Society because he says, "Lakewood has been good to my family as far back as my grandparents. I want to give back to Lakewood."

Preserving his iconic building for future generations and giving customers a great value for delicious donuts is just a beginning.

Drive-In Transforms Into Swap Meet

By Nancy Covert

Remember when you went to Lakewood's popular South Tacoma Way Drive-In?

That was the place where you could watch larger-than-life actors such as The Duke on the big screen while relaxing in the comfort of the front seat of the old Chevrolet.

That place was the **Star-Lite Drive-In**.

As unique as the business was in its early days, too much rain eventually drove it away. The popular outdoor South Tacoma Way movie theatre opened in 1948 and officially stopped showing films in the 60s. Then it was owned by several people including a **Mr. Rhee**, and **Jack Dallas**. Now it's owned by **Hank Bardon**.

"Star-Lite, star brite…"

According to a *Tacoma News Tribune* article in the late 1940s, the drive-in opened on May 5, 1948, showing a double feature of "Golden Earrings" with Ray Milland and Marlene Deitrich, followed by Rory Calhoun and Rhonda Fleming in "Adventure Island." It was 1964 when we saw "A Hard Day's Night."

In its heyday the Star-Lite, says Bardon, had space available (with two speakers to each parking spot) for 31 rows of cars, ranging from seven cars in the front row, to double that amount in the rear. Once the movies stopped the car speakers were removed. Regrettably, they were destroyed years later in a fire.

Showing outdoor movies is an "iffy" venture in this area—where there once were dozens of outdoor movie palaces (many with "Star-lite" in their names—even back in this writer's home state of Pennsylvania: the Wexford Star-Light). Nowadays the majority of outdoor theatres have been transformed into settings for swap meets or flea markets. In a 2008 study, there were 400 drive-ins remaining in the U.S.

Not all of the Washington drive-ins closed. At least one, The Blue Fox in Oak Harbor, remains open. Drive-Ins also are found in Canada and Australia, and they're becoming popular in China.

The swap meet concept traces its roots back to the Middle East where shoppers bartered, traded, and enjoyed the thrill of getting a good deal. The earliest bazaars were located in Egypt, Iran and Turkey, with the Grand Bazaar of Istanbul having more than 4,000 shops that draw between 250,000 and 400,000 customers daily.

The Star-Lite Swap Meet currently has 734 total spaces: 194 downstairs, 60 on the second floor, and 480 spaces outside—including a small church located in the former projection building.

Local swap meet customers nowadays come from Southern California (bringing cactus leaves), from Idaho and Portland. The biggest group of regulars, though, comes from Seattle, Kent, Spanaway, Tacoma, Des Moines, and Ellensburg.

Seattle's Pike Place Market, opened in 1907, is Washington's version of those bazaars, with its popular indoor-outdoor shopping area, packed with plenty of exotic foods as well as traditional and one-of-a-kind merchandise such as its unique Flying Fish Market and the Slab Market.

Luchador masks (an essential part of the Mexican Luchador wrestling tradition), piñatas and colorful religious statuary, as well as all the Seahawk gear you could want, are just a few of the items you can find at the Lakewood site.

On a rare dry January afternoon, Bardon and veteran swap-meet vendor **Bert Illig**, (a former Pittsburgher and one of six original swap meet vendors) perused Bert's collection of yellowing newspapers from the early 1980s. The Star-Lite once distributed a free, bi-weekly four-page newspaper to its patrons.

See STAR-LITE pg. 11

Lakewood Rotary Club Builds Kids' Playground

By Nancy Covert

Fall of 2004: Lakewood Rotarians and others from around the area begin planning a fabulous kids' playground in Fort Steilacoom Park.

As **Mary Lou Sclair** says about this project (built during her term as the Rotarians' president), "It's the best thing we've ever done, and we have no regrets." Mary Lou, who grew up in Newton, Iowa, recalled the Maytag Park, which was a big playground built by the Maytag Company, where she and her brothers and sisters—seven total—used to play during their growing-up days in that Midwest community of about 15,000 people. She wanted something like that for her grandkids to experience.

After six months of planning, the playground was built in one intense week in June 2005 by over 2,000 volunteers from Lakewood and Steilacoom, plus soldiers from the 555th Engineer Brigade, Fort Lewis.

Just one corner of the completed playground.

The decision to build began after a representative from Leathermen's Associates spoke to the club in the autumn of 2004. The company had been contacted by **Dave Betz**, a Lakewood Rotarian, who heard about the project while attending a conference in Coeur d'Alene, ID. The company sent a "how to" booklet—and a representative, who worked with the group on specifications and design.

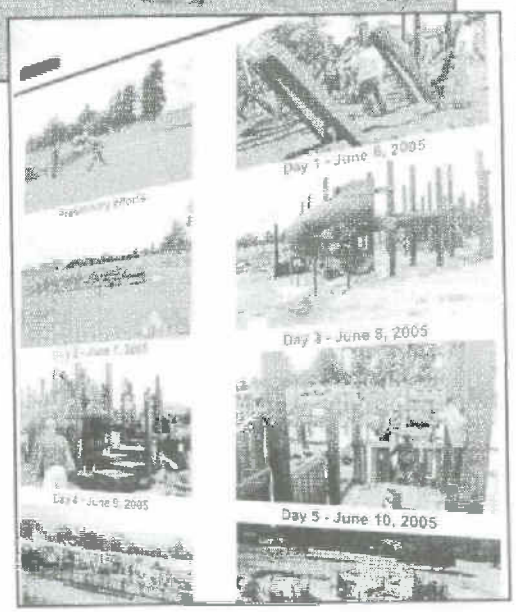
The co-chair trio of **Dave Sclair**, Dave Betz and **John Magnusson** oversaw each aspect of the project, soliciting sponsors, food, and tools. Regular planning meetings were held at the Northwest Commercial Bank near the Ram Restaurant, where the co-chairmen reported on progress in getting donations.

Contributions were obtained by "selling" boards—engraved with donors' names by Clover Park Technical College students—for the fence around the playground.

Ideas for "big toys" were collected through a survey at Cherrydale Elementary School in Steilacoom; kids wanted swings, slides, a castle, fort, fire truck and more. Steilacoom High School art students designed a mosaic of a sea serpent. There is even a climbing wall.

So many people helped—including Steilacoom Mayor **Ron Lucas**, Town Administrator **Paul Loveless**, volunteers from local churches, Communications Department students from Pierce College and Pacific Lutheran University—local Rotarians say it's the greatest participation they've seen on any project!

Every once in a while, Mary Lou stops by the park and chats with parents. Recently, one father expressed his gratitude for the park and told her how much his son enjoyed coming there. As Mary Lou says, "Its over-riding purpose is that it's a place to meet other people and enjoy an outing in the park – just like in the good old days."



Posted nearby: a sign displaying photos from the playground's various stages of construction

On April 26, as they have for the past decade, Rotary volunteers spent the day sprucing up the playground. The park continues to attract thousands of kids who know a good thing when they see it.

Had it been built using the city budget, the playground would have cost $600,000; instead $200,000 was spent on the project, and it holds a place of pride for those who made it a reality.

Be sure to stop by the Lakewood History Museum and see the park's display in our recently installed exhibit, "Playgrounds of the Lakes District".

Puget Power's Summer Camp on American Lake

A recollection of those "good old days" in the Lakes District

By Susan McAbee (as told to Nancy Covert)

My grandfather was employed by Puget Power for over 40 years, and one of the "perks" was the opportunity to vacation in a rustic cabin at American Lake.

There were 18 cabins, ranging from a "newer" one that had a bathroom with numerous sets of bunk beds and a common room that served as the kitchen, dining, living area, and had a double bed. Many of the other cabins featured a big room, with bunk beds lining the walls, a kitchen area, and a large picnic table that seated eight diners. Every cabin had screened windows with canvas covers—to allow the air in but keep out the rain. We brought our own linens, but each cabin was furnished with all the kitchen needs including a refrigerator, stove, toaster, pots, dishes, etc., plus an outdoor grill and a picnic table.

Our family included Mom, Dad and four daughters, ages 2-12. Our days at the lake camp were filled with playing on the huge swing set and using board games or playing ping-pong in the huge recreation building. Every day included hikes through a wooded area along a worn path to the lake. Since the camping area was equipped with a large private dock that had a diving board and two large anchored targets we spent hours trying to be the last person still standing on the target. Several life-jacket-equipped rowboats provided us with lots of giggles as we tried to row! We seemed more often than not to row in circles or fall out of the boat. There usually were 10-20 kids around so we had lots of people to play with.

Every year our mother struck up an interest in a family of ducks and ducklings. She brought a bag of stale bread and spent a lot of time trying to entice the ducks to come closer. Needless to say she usually spent a fair amount of time running up the path with the angry mother duck chasing her. Our mom never gave up, and it provided much laughter for our family and camp guests.

We were fortunate to be at the camp for the annual company picnic, which included all of the employees of Puget Power and their families. Barbequed burgers, hotdogs, lots of salads, chips, soda pop and ice cream! There were carnival games with cool prizes and lots of yard games.

We had a two-week stay, but some years Dad had to work and then join us in the evening at the lake. While we were not well off, sometimes on a Friday before Dad arrived at the lake he'd stop at the A&W Restaurant just up the road from the camp and bring to the cabin hamburgers, fries and milkshakes for the whole family. It was such a treat and a great surprise!

Staying at the lake camp was our summer vacation for more than ten years, and the memories still get talked about with the family. When my Mom passed away in 2005, her eulogy included some remarks about her quest to get her hands on one of those little ducklings!

The property was sold in the early 2000's and became the location for Eagle Point, a gated housing area, adjacent to Camp Murray.

*Note: **Susan McAbee**, of the Pacific Northwest Store in the Proctor District, shared her recollections about American Lake when she learned of Nancy Covert's book, "American Lake Vignettes".*

By Joe Boyle

I remember back in the late 90s when I was with the Lakewood Police Department, a proposal surfaced to build a skate park. It was thought a skate park would provide our youth with healthy, safe and legal activity where they could hang out with friends and expend some of the teenage energy that we all wish we still had. Some of our local youth made an organized effort to communicate to our Lakewood City Council their support for building a skate park. Our city council listened and then took action. Isn't that great? Kids talk and adults listen. Kids and adults working together to make our city a better place to live, work and play. Lakewood is a kid friendly city.

I remember there were citizens *FOR* and citizens *AGAINST* the idea. Ultimately the idea got wheels, pun intended, and a state-of-the-art, in-ground skate park was built with 10,000 to 12,000 square feet of concrete.

The City of Lakewood started their effort to build the skate park with a Washington Wildlife and Recreation Program grant. The City of Lakewood, private citizens and local businesses raised additional funds to match the grant amount. Thanks to all of the generous contributors for your donations of money, time and effort. A tile matrix at the park displays the contributors.

See SKATE PARK, pg. 9

Lakewood Puppeteers Exhibit at History Museum

A historic reunion occurred on May 9th at the Lakewood History Museum when sixty hand puppets created by **Jeanne Charlton** greeted over 30 visitors at the Grand Opening of the Lakewood Puppeteers display.

The impressive display was made possible in large part to the hard work of **Jim Curley**, exhibit coordinator, and **Richard Meier**, who constructed special shelving. A special souvenir program with background information on the Puppeteers was given to guests.

Even though Jeanne wasn't there in person, her husband, **Bill**, assured the audience that the display exceeded his expectations in honoring her wishes. Other guests included **Vivian Wessel**, one of the original puppeteers, and **Gina Wilhelm**, a modern-day puppeteer, who brought one of the Hollywood Trolls to the reunion.

Bill Charlton delivers a few words before cutting the ribbon. Among his listeners, Dorothy Wilhelm (center) and Richard Meier (right).

Vivian Wessel

"Refreshments served."

Unfortunately, the puppets had to be retired at the end of May to make room for the "Playgrounds of the Lakes District" exhibit. But don't be surprised if a few of them make an appearance at another Society event.

Old School Bell Rings Once More

By Nancy Covert

On the first day of May, Troop 221 Boy Scout **Evan Kasaa** stood shyly before a crowd of Custer Elementary School students to talk about the original school's bell and its history. Kasaa, a Middle School student from Roy, worked to restore the bell for eight months as his Eagle Scout project. Evan's mother, **Melissa**, teaches kindergarten at Custer School, and she recruited her son for the restoration project.

The 300 lb. bronze school bell that once signaled the start of class for dozens of Custer-area youngsters, who trekked across fields to the small, two-room (formerly) yellow schoolhouse built in 1932, has long been silent.

Jeanette Hurlow

Evan's family & friends surround his project.

Other "players" in this historic project included **Gerry Halt**, the school's former chief custodian, who is credited with saving the bell from being moved from the school when it was removed; **Jack Burkhart**, Clover Park School District's Maintenance Department, Lowe's Home Improvement Store in Lakewood, plus several of Kasaa's fellow scouts who spent several months restoring the rusted, pitted bell.

The finished bell was re-hung inside a replica of its original belfry and relocated to the main entrance hallway where it will remain on view. It required four people to lift the bell into its new "home."*

On the first Friday of the month, half a dozen former students spoke about their memories of their first school. **Jane Al-Tamimi**, Custer School Principal, spoke about the school's history. Once the bell had been restored, she said, the clapper, which had been rusted against the bell's innards, was freed up to once more peal out its long-silenced voice.

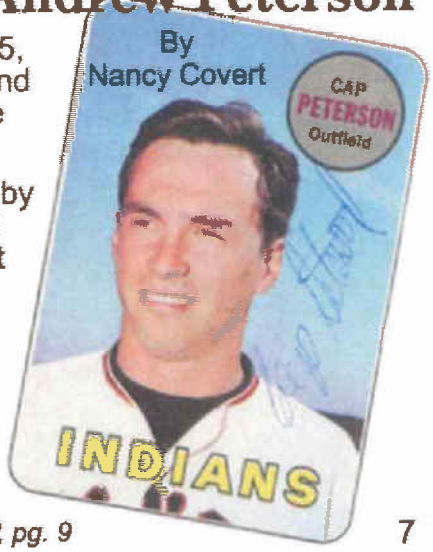
Jeannette Hurlow, a former student, gave the bell bracket a few tugs, and the clang of the long-mute bell echoed around the school's multi-purpose room. Kasaa beamed with pride.

The Custer School, commonly known as "The Little Red Schoolhouse", had been placed on the National Register of Historic Places in 1987.

**America's Liberty Bell, displayed at Independence Hall in Philadelphia, weighs 2,080 pounds (940 kg). Its metal is 70% copper and 25% tin, with the remainder consisting of lead, zinc, arsenic, gold and silver.*

Lakewood's Own Baseball Star–Charles Andrew Peterson

By Nancy Covert



A 1960 Graduate of Clover Park High School, "**CAP**" was born on Aug. 15, 1942 to **Charles J.** and **Thelma Peterson** of Lake City. Between 1960 and 1969 he played Major League Baseball for the San Francisco Giants, the Washington Senators and the Cleveland Indians.

Famed for his batting prowess, he was signed as an amateur free agent by the SF Giants immediately after graduation for a reported $90,000—said to be the highest bonus ever paid a Tacoma-area player. He was brought onto the Giants team in 1962 after a stalwart rookie season with the double-A El Paso Suns as an outfielder. He never played a regular season and was traded to the Senators in 1967-68 and the Indians in 1969.

He finished his major league career on Sept. 29, 1969, with 19 runs and a .230 batting average. Overall, he appeared in 536 MLB games with 269 hits in 1,170 at bats. After his MLB career he continued to play with the triple-A teams at Cheney Stadium—the Tacoma Giants and Tacoma Twins—until 1972.

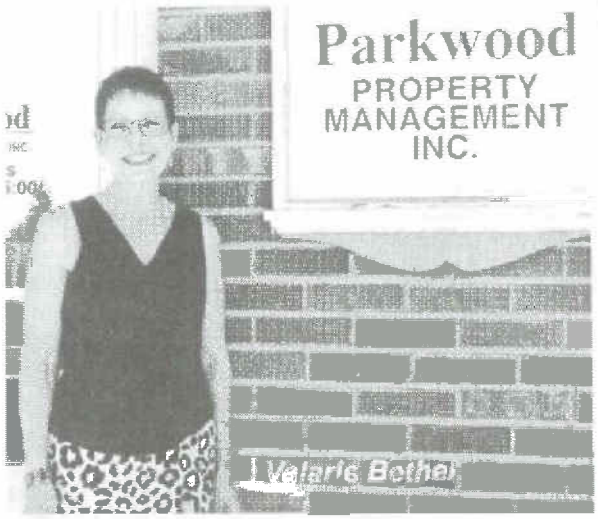
See CAP, pg. 9

Parkwood Property Management— A Warm Welcome Mat

By Kim Korsgren

In the Spotlight

One word comes to mind upon first meeting owner and broker **Valarie Bethel**—effervescent. Her face lights up with a bright smile and her eyes sparkle as she extends her hand in greeting. Valarie is one of those people with the enviable gift of putting people instantly at ease and she is the genuine article. Raised in Minnesota, Valarie has resided in Washington since 1986, and began her career in Lakewood in 1988, as the Office Manager for **Parkwood Property Management**. In the 1980's Parkwood's office was located at 91st & Bridgeport. In early 1990, the business moved to its current location (a neighbor to Lakewood Historical Society and Museum) in the Colonial Center. When **Billie Helland** retired, Valarie took over the business.



This autumn, Parkwood Property Management will mark its 26th year as a proud Lakewood business. Valarie and her expert two-person staff specialize in single family homes and smaller apartment complexes, with a current portfolio of about 300 properties from Fife to Dupont. Her staff understands how to serve both property owners and tenants with fairness. Valarie says that 30% of the properties Parkwood manages are owned by military families. She says she joined the Historical Society because she cares greatly for Lakewood. "It is a beautiful city with lovely people who want their community to be strong and thriving."

If you own a property you would like to rent or are looking for a quality property to call home, the friendly and professional staff at Parkwood Property Management welcome you to stop in or give them a call, Mon-Fri, 8 am-5 pm. 6219 Mt. Tacoma Drive, across from Columbia Bank. **(253) 588-2266**

SILCOX, from pg. 1

Silcox usually chased them off, reminding them that the island was private property.

Other times, feeling a bit mischievous, he'd untie a soldier's boat and push it adrift on the lake. When a sheepish-looking soldier knocked at the door of the Big House, Silcox would row the couple back to the shore, lecturing them soundly during the crossing about their improprieties.

The island is only accessible by boat. Residents park their cars on a sliver of land adjacent to Bill's Boathouse in Tillicum, then board their vessels that are moored there for the trip across the water. While a few residents live there year round, for the majority of the residents the island is their personal summer camp where they host many friends and relatives.

In 2005, Silcox residents celebrated the island centennial, collecting photos and memories of 100 years on A.A.'s land. **Dorothy Johnson Holm** (**Virginia Silcox Johnson**'s daughter and Susan's mother) wrote that the island was at first their summer home:

"At first, we had to go by train to Camp Murray, walk down to the lake laden with eats, etc. We had our boat parked where Murray Creek ran into the lake. We couldn't park a horse and buggy on the lake for two days.

"Later we had a big garden, fruit trees, and we girls had to pack water from the pump back of the house to the garden. How well I remember that job! We also had chickens that summer, and Dad also floated a cow across, so we lived "high on the hog" so to speak. Later an electric trolley ran from Town to Tillicum, which made it easier for us as we never had an automobile."

There were four girls: **Virginia**, **Fannie** (who died in 1936); **Bess**, (now living in Seattle) and **Bertha**, who passed away after marriage. Her husband was **Mitchell Southerland**, who for many years was automobile editor for the *Seattle Times*.

Another recollection by Dorothy about island life:

"Grandpa Bert was thin, over six feet, with white hair and always wore a black suit with white shirt and suspenders. I was allowed to stand on a chair and brush his hair and suit. When we went to the 'mainland', I begged to row the boat, and at five years of age, he finally let me. He never had to row again. Smart man!"

The Lakewood Historical Society visited Silcox Island in 2009 and was hosted by Dorothy. On July 7th, Dorothy's daughter, Susan, will again welcome members of the Historical Society for a visit.

CAP, from pg. 7

Cap finally pursued a degree and graduated from Pacific Lutheran University. He joined the family construction business and was president of Peterson Building, co-founded by his father, and was a member of the Tacoma Elks Lodge, Lakewood Rotary Club, Lakewood Chamber of Commerce and the Lutheran Church.

He died May 16, 1980 at the age of 37 following a long illness. He is buried at Mountain View Memorial Park on Steilacoom Blvd.

Above: Cap with the Tacoma Twins.

Cap (left) with S.F. Giants teammates José Pagán and Ernie Bowman

In a column published on May 20, 1980, *Tacoma News Tribune* Sports writer **Earl Luebker** wrote:

"Charles A (Cap) Peterson was more than just another former baseball player—he was something special as a person. Beset by a kidney disease, a problem which would have most people feeling nothing but sorry for themselves, Peterson never complained...

"While he was not in a baseball uniform at the time of his death", Luebker added, "He was a big leaguer through and through."

Stan Naccarato, general manager of the Tacoma Tigers, and the man who brought Peterson to the Tacoma Twins in 1972, said "I've known Cap since he was in high school at Clover Park. I worked some games as an umpire when he was in high school. He never gave you any static. He might question you with his eyes on some calls, but he never would yip. He was a fine person and he touched all those who he met."

The Lakewood Rotary Club honored the memory of Charles "Cap" Peterson, by raising $233,000 for the Cap Peterson Renal Dialysis Center. Among the many events that made this financially successful was the appearance of noted economist and academician **Milton Friedman** at a sold-out lecture.

The baseball fields at Fort Steilacoom Park were named in his honor. Even though countless kids, learning the elements of baseball, never knew Cap, they are following in his footsteps in the love of the game.

In August, the Lakewood History Museum plans to have a display of Cap's career from items collected by Society member and employee of the Seattle Mariners, **Leo Liebert**.

*Big thanks to **Brian Kamens**, Northwest Room curator at Tacoma Public Library, for his assistance with this article.*

SKATE PARK, from pg. 5

It did not take long before graffiti marred the new park, but that was quickly covered up. Our City's Parks Department does a good job of discouraging the criminal act of vandalism.

Now many years have passed and looking back it is my observation that while there may have been a few problems, everything has settled down to a pleasant and constructive rhythm of young people having good fun. Long after having spent the money, this city asset continues to serve our community and new generations of youth.

As much as I like having the park in our city, it is unlikely I will ever use the facility. Should I climb onto a skateboard at my age, it might be likened to a suicide mission. For those of you who are still young and invincible, grab a skateboard and make a run for it. The skate park is located on Bridgeport Way SW, just south of Steilacoom Boulevard SW.

Lakewood History Museum

Thank You, Museum Fund Donors and Sponsors

City of Lakewood Lodging Tax Funds help support and promote the Lakewood History Society and Museum operations, educational programs, events, historical markers, community outreach programs, and Museum displays/exhibits.

SPONSORS & BUSINESS MEMBERS

Ardessons Shoe Repair & New Shoes
B&B Glass
Bed of Roses
Best Burgers of Lakewood Inc
Better Properties Real Estate
Cartridge World
City of Lakewood
Columbia Bank
Designated Real Estate
Edward Jones Investments
Gertie's Grill
Gramor Development WA
Gravediggers BBQ
Harborstone Credit Union
Heritage Bank
Historical Phil Raschke KLAY Radio
Interlaaken Realty
Lakeview Light and Power
Lakewood Chamber of Commerce
Lakewood Ford
Lakewood Grocery Outlet
Lakewood Hardware & Paint
Lakewood Water District
LeMay Pierce County Refuse
Mandarin Gallery
Northwest Properties
Original House of Donuts
Paktek Inc
Radcliffe Hardwood Floors
Robi's Camera Center
Rolf's Import Auto Service
Parkwood Property Management
Pierce County Council
Pierce County Landmarks Commission
Sheri Hodson Insurance Agency
South Sound Restaurant Group
Sound Tax and Bookkeeping Inc
Tacoma Country and Golf Club
Tacoma Trophy
Travel Leaders/Travel Center
The Suburban Times
Todd (Farmers) Insurance Agency
Tucci and Sons
Water Rights Inc
Weinand Associates

Individual and Family Donors

Sandra K. Anderson
Sally Atwood
Bob & Marilyn Arndt
Mary Backous
Marion Ball
Alice and Charlie Berg
Mary Bowlby
Michael & Hae Yon Brandstetter
Robert & Gay Brandt
Joe & Patricia Candiotta
Stan & Gwen Carlson
Mr & Mrs Joseph Carman IV
Kathleen Champion
Matthew Clapp Jr
Connie Coleman-Lacadie
Rev Daniel Comsia
Joan Cooley
Duncan & Joan Cook
Ron & Christine Cronk
Jim & Linda Curley
Kristin Davis
Rhona Diehl
Lila Early
Charlie Eckstrom
Molly & Tal Edman
Carol & Larry Else
Ken & Sandra Ferris
Susan B. Fields
Billie (Pearl) Finley
John & Linda Forkenbrock
Diane Formoso
Gary & Karen Fowler
Horace Gamas
Scott Gamas & Joey Pelgrim
Andrea Gernon
Joe & Carolyn Ghilarducci
Don & Betty Gilbertson
Al & Lee Grace
Ray & Janice Graves
Thomas & Patricia Habersetzer
Georgia Hagbo
Royce and Genny Hansen
Debi Harris
Jordon Harris
LTG William (Bill) Harrison(Ret)
Jonathan & Janis Hawkes
Dr. John G. Hewston
Dennis Higashiyama
Donald Hirte
John & Becky Huber
Natalie Humphrey
Freya K. Hutt
Charles Hyde
Joann Johnson
Bradford Jones
Chuck Jorgenson
Beth & Jerry Julian
Shirley Kapala
Michael & Cheryl Killen
Dennis & Diane Kirby
Tharen Kirby
Maria Nicholas Kelly
Edward Klopping III
Clara K. Ladd
Florence March
Tim & Diane Marsh
David & Kathryn Meyer
John Magnuson
Col (Ret) James & Jeanne Manning
Darlene Matsumoto
Eugene Maun
Sandy Mazzei
David & Kathryn Meyer
Tom & Karen Mezs
Clark & Sharon Montgomery
Jim and Carol Moreno
John Mounts
L. T. Murray
Barbara Lord Nelson
Alice Peeples
Dave & Mary Lou Peterson
Shirley Petersen
Karen Petrillose
Dale Piercy
Geoff Piper
Richard Rabisa
Kate Read & Mark Pfeiffer
Jan Reeder
The Raney Family Fund / Beverley Bills
Janet Rich
Doug Richardson
Raymond Richardson
Dorothy Rider
Dave Rohrer
Don Russell
Sylvia Sass

Individual and Family Donors (continued)

John Schreiber
Louise Schumock
Sookie Schuyler
Barbara Scott
Sue Scott
Joan Shalikashvili
Colleen Smart
Jim & Kathy Spencer
Glen & Marline Spieth
Ruth Stevick & Lynn Gracey
Dugald & Norita Stewart
Patricia Stolp
Gail & Joan Strait
Darrel Stutesman
Ray & Margie Swalley
Raye Staples
Bob and Candy Tingstad
Michael & Mary Jo Tucci
Linda VanDyk
The Vogt Foundation
Joan Walston
Ella Washburn
West Pierce Fire Fighters
Ted & Carole Wier
Larry & Darlene Wilder
Billy Willis
Bonnie Wilson
John & Dede Winters
Harriet Wolverton
Sarah Woodall
David & Barbara Young

Gift in Memory of Sandra Glasse
By Barbara Carrell

Gift in Honor of Robert R. Brunke
By Bob Warfield

New Individual and Family Members Since Last Report

Gretchen Burk
Don & Betty Gilbertson
Jean Gray
Pete & Irene Haraguchi
Shirley Kapala
Winona Knutsen
Roger & Donna Laybourn
Haley Liu
Geoff Piper
Lenore Rogers
Kate & Frank VanGelder
Penny Witt
Gene & Ellie Wilson

LAKEWOOD HISTORICAL SOCIETY AND MUSEUM FINANCIAL STATEMENT

January 1 thru June 15, 2015

Opening Cash on Hand – Jan 1, 2015	$22,660
INCOME	
Grants	$ 5,000
Individual & Family Memberships/Business Sponsorships	$ 8,790
Donations, Memorial Gifts, Bank Interest	$ 7,595
Total Income	**$21,385**
EXPENSES	
Admin, Museum lease, Insurance	$15,195
Contract Services	$ 2,251
Marketing, Promotions, Newsletter, Website	$ 8,153
Graphic Design Services	$ 5,850
Exhibit research, development & construction	$ 3,955
Total Expenses	**$35,404**
Ending Cash on Hand – June 15, 2015	**$ 8,641**

STAR-LITE from pg. 3

Stories such as this: "The Star-Lite Swap 'n Shop has chosen **Craig Meyer** as its first "Employee of the Month..." or

"Father's Day festivities proceeded on schedule under sunny skies Sunday, June 15th at the Star-Lite..." and

"**Dorothy** and **Jack Lorenzo** have been coming to the Star-Lite...since July of the first year of operation and are now one of the most familiar sights here on Saturday and Sunday..." and one final item...

"**Paul** and **Maxine Irmler** won 2nd prize in the "Most Original 4th of July Booth" category with their 49-star flag, which was in commission only seven months in 1959..."

Illig's collection of this paper "time capsule," with stories about patrons, employees, special events such as the best-decorated booth, and more, will be available at the Lakewood History Museum in the old Lakewood Colonial Center later this year.

Bardon has many plans in progress for his 27-acre site, such as adding a stage area to host small shows in the upper level of the long, narrow building that's between the former drive-in area and the South Tacoma Antique Mall. He's also considering adding a coffee bar.

Presently there are three eateries on site: El Rinconsito's, Juan's Restaurant and the Corn Shack. Bardon's over-riding goal, he says, is to make it a place where there's "always something new and different to see."

The site at 84th and South Tacoma Way, identified by the large white star on the tall, red wood screen, remains a regional landmark.

While there are no more 25-cent per-person movie admission fees, swap meet patrons pay a modest admission fee to enter the meet area.

Phone **253-588-8090** for more information or visit its website: *www.starliteswapmeet.com.*

Happy Shopping!

Lakewood
Historical
Society
P.O. Box 98014
Lakewood, WA 98496

(Return service requested)

Non-Profit Org
US Postage Paid
Tacoma, WA
Permit #1347

Summer 2015 Lakewood Historical Society's Programs and Events

Tues, July 7th, early afternoon-Tour of Silcox Island. Because the tour is limited to 50 we are setting strict guidelines. This is for **MEMBERS ONLY** (no friends or guests may attend). For your safety and due to the difficulty in navigating the island, we cannot accommodate anyone with ambulation disabilities. Preference is given to those who have not visited before. **Deadline is July 1st.** If you visited in 2009 you will be put on a waiting list. RSVP to Becky at **253-582-8682** or *craftyhubers@comcast.net.*

Sat, July 11th, 10 am, 7 pm- SummerFEST at Ft Steilacoom Park, 8714 87th Ave SW, be sure to stop by the Society's booth to participate in the trivia contest.

Tues, August 11th, 10 am-3 pm- Lakewood Farmer's Market at Lakewood City Hall, 6000 Main St SW. Be sure to stop by the Society's booth to participate in the trivia contest.

Thurs, August 16th, 1 pm- "Playgrounds of the Lakes District" at the Lakewood Senior Activity Center, 9112 Lakewood Dr SW, presented by Becky Huber as part of "Lets Enjoy History Together" series. Free but please register at **253-798-4090**.

Sat, September 19th, 2 pm-Celebrating Mountain View Memorial Park's Centennial, 4100 Steilacoom Blvd SW, staff will present rich history of Mountain View in the Garden Chapel on the grounds of the Park. Follow signage. Free and open to the public.

Find us on Facebook (Lakewood-Historical-Society-Washington-State)
or check our website for more information and current events: www.LakewoodHistorical.org

2016 Lodging Tax – Tourism Promotion Project Application

1. Project Information

1a. Project Name: Tourism Promotion - Lakewold Gardens

Amount Requested: $ 45,000
(Amount Requested must match Total Costs, column "a." on page 14)

Total Project Amount: $ 45,000
(Total Project Amount must match Total Costs, column "c." on page 13)

1b. Name of Applicant organization: Friends of Lakewold / Lakewold Gardens

Mailing Address: PO Box 39780
Lakewood, WA 98496

Tax ID Number: 94-3041320

Organization Unified Business Identifier (UBI): 601 199 986

UBI Expiration Date: 12-31-15

Type of Organization: Non-Profit Organization
(Non-profit, For-profit, Municipality, Private business, etc.)

1c. Contact Name: Stephanie Walsh

Title: Executive Director

Telephone: 253-584-4106 Email: swalsh@lakewoldgardens.org

Signature: Stephanie Walsh

The signatory declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used only for the purposes set forth herein, and verifies that all the information contained in this application is valid and true to the best of his/her knowledge.

2. Project Description

2a. Please provide the event date(s) Ongoing: March - October

2b. Where will your event be held? Lakewold Gardens

2c. If there is a charge or fee for this activity, please describe how much and why.

Lakewold Gardens is open to the public year round as a tourist attraction. We charge an admission fee that varies from $0 - $9 per person and enables each visitor to tour a 10-acre historic estate garden. These admission fees are evaluated regularly and in line with fees charged by comparable public gardens and other Pierce County tourist attractions. There is no fee to park at Lakewold. Admission fees are used to support the operations of the garden. In addition, tourists have the opportunity to make purchases at Lakewold's Garden Shop.

2d. Please provide a detailed description of the proposed project/activity. Include information on the area the project will serve, its expected impact and list the responsible party(s). If you need additional room, please attach a separate document and save as, "additional details."

Lakewold's 2016 tourism promotion effort focuses on increased target marketing, while incorporating a television plan that considers anticipated challenges in the coming year: heavy political ad purchases by others. Our goal is to capitalize on production expenses made in prior years, while moving marketing efforts along into mediums that attract and are used by our next generation of tourists and garden lovers. As we experience younger tourists enjoying the gardens, this approach makes sense to ensure we are reaching those visitors, while making the best use of previous investment.
Our proposed tourism marketing plan is as follows:
KBTC:
With a library of garden tip 'commercials' already produced, we intend to run those already developed, per seasonal relativity. These television efforts will reach viewers throughout the Puget Sound area and North into Canada, with no additional expense devoted to production.
eMail Targeted Marketing:
With the ability to geo-target, demo-target and lifestyle/interest target to a minimum of 50,000 email units, results have been positive for businesses that have used this marketing method. All emails are permission based with opt-out opportunities.
Social Media:
The most important aspect of a successful Social Media presence is the consistent publishing of on-brand, well-written and engaging content, diligent community management, pro-active outreach, harnessing and activating a strong, organic inspired community and pulling data and using analytics to progress the strategy.
TV/Zone Cable:
We plan to continue some broadcast of existing commercials, with no additional production expenses. Proposed flight weeks would be determined at a later date, dependent on media buys that are available.

As we work our message points across the four platforms, we anticipate reaching potential tourists outside a 50 mile radius of the City of Lakewood. We expect impact to be demonstrated through restaurant, shopping, and lodging purchases. Additional impact comes in the form of greater recognition of the City of Lakewood as a tourist destination and alignment with the City's efforts to increase outreach via social media tools. Stephanie Walsh and the Board of Directors at Lakewold Gardens are the responsible parties in this marketing effort.

3. Beneficiaries

Please list and provide specific information regarding all individuals, businesses, areas, or organizations that will directly benefit from the project/activity.

Tourists to Lakewold Gardens benefit the greater Lakewood community through dollars spent in hotels, at restaurants, and while shopping – following a tour of the gardens. If recent past history is any indication, we can expect similar successes to those found in the last year:

- Carr's Restaurant has become a favorite amongst recent tour groups. Even our senior center groups travelling from Bremerton booked lunch at this local restaurant.
- Lakewold's Garden Shop produced over $32,000 in retail sales for our last fiscal year.
- Statistics for the last three months demonstrate visitors that call England, France and New Zealand home. Some recognition of Lakewood as a tourist destination is a direct result of Lakewold's tour offerings.
- Conference, wedding attendees, and visitors stay in local hotels, and enjoy Lakewood's offerings.

4. Goals/Monitoring

Describe the goals of the project. Will the project result in an increase in overnight stays by visitors in Lakewood? If so, how will this increase be tracked and monitored? How will an increase in the sale of goods and services as a result of the project be measured? What other short or long term economic benefits will occur and how will that be tracked? Why do you believe those project/activity outcomes are feasible? **Applicants will be required to submit a post-funding report providing pertinent data evaluating tourism benefits resulting from the use of lodging tax funds as compared with the estimates contained in this application.**

The goal of this project is to drive tourists to our City and Lakewold Gardens. As marketing with lodging tax funds is focused on reaching a targeted audience outside the Pierce County area, we project an end result of an increase in overnight stays by visitors to Lakewood. Lakewold's long history of accurate tracking provides a valuable statistical tool for evaluation of all programs, particularly those that involve effectiveness of marketing mediums. Reporting statistics to Lakewold's Board of Directors on a monthly basis, Lakewold is adept at a variety of tracking mechanisms, evaluation of statistics, identification of trends and issues, and evaluation for growth potential. Specific to the 2016 Tourism Promotion proposal, we will be looking specifically at the following, for tracking of effectiveness:

- Admissions increase
- Garden Shop sales increase
- Web/Social Media increases

These areas are highly trackable at Lakewold and provide the best mechanism of which to evaluate results. Increases, year over year, of these statistics is a measure of success. With any solid marketing program, there are short and long term benefits that reach beyond the immediate visitation numbers. In the case of supporting Lakewold's marketing program, secondary benefits to the community come by way of the very tourists who pay admission and ultimately support the operations of the only historically designated garden estate in Pierce County. Lakewood can be proud of this unique, nationally-designated tourist attraction that continues to work towards preservation and program expansion to reach a wider and increasingly diverse audience. We believe our projected outcomes are feasible because historically we have demonstrated that visitors to the gardens stay in Lakewood hotels. Lakewold frontline staff promote our area hotels and attractions and know that it is equally important to share information that can be passed along to the lodging tax committee for results oriented reporting.

5. Estimate how the funds will increase the amount of people traveling to Lakewood to stay overnight in paid accommodations.

These funds will increase the amount of people traveling to Lakewood to stay overnight in paid accommodations because the marketing project is designed to reach those who live outside the Lakewood area. With quality hotel establishments found within the City and tourist activities that can easily consume the majority of a day, Lakewood is a great location to stay as a central point for all of the various activities within Pierce County. The Lakewold Gardens experience is a part of that equation.

6. Estimate how the funds will increase the amount of people traveling to Lakewood from more than 50 miles from their residences.

These funds will increase the amount of people traveling to Lakewood from more than 50 miles from their residences because the marketing project is designed to reach those who live outside a 50 mile radius of our City.

Our television marketing reaches audiences from North of the Canadian border to South of Centralia and on some occasions, East of the mountains.

Web-based, target marketing reaches specialized databases of people that travel, love public gardens, and fall within a demographic with disposable income for cultural experiences.

7. Estimate how the funds will increase the amount of people traveling to Lakewood from outside their state or country.

An increase to the amount of people traveling to Lakewood from outside their state or country requires a bit of speculation in terms of television marketing and our visitation history, primarily because this marketing program does not directly reach outside the state of Washington.

In the spirit of marketing continuity and the fact that social media and web-based 'spreading of the word' is so prominent, however, it's not a stretch to assume that this marketing integrates well with the other activities of which we engage. Historically, we host visitors from around the world. There is no reason to anticipate a change to this trend.

8. Funding Requirements

Due to funding constraints, partial funding may be recommended by the LTAC.

8a. If partial funding is received, how will that impact the project/activity? Please describe:

If partial funding is received, we will be required to reduce our efforts across the proposed tourism marketing program for 2016. Based on the amount of a funding reduction, we would renegotiate proposals we have received for this application effort. Due to volume and longtime purchasing, some of the offerings may not allow us as much room to leverage opportunities and an anticipated reduction in results should be anticipated.

9. Use of Funds

Provide detail on how the funds will be used. For example, $20,000 of the funds will be used for marketing, $5,000 for administration, $10,000 for Consultants, etc.

As of this writing, we anticipate using the funds in this way:

$14000 - KBTC
$17802 - E-marketing/Social Media
$13198 - TV/Zoned Cable

Of these dollar amounts, our media buyer has a standard fee of 15% net, for those areas in which she negotiates on our behalf. However, given our longtime partnership with her and her passion for public gardens and gardening, she reduces her rate to 10% and then works to negotiate bonus coverage to carry that 'consulting fee'.

Recognizing that media buys and their capacity can, and has, changed dramatically for the better between application for lodging tax funding and actual use of funds, we fully expect to be able to leverage these investments for greater buying power.

10. Project Budget (for non-capital projects). Do not include in-kind contributions.

Income: A diversified funding base is important to the success of any project. Please list all other sources of funding for the project, both anticipated and confirmed and when that funding will be available to the project. Include your own funding, sponsorships, other grants, etc

Funding Source list all revenue sources anticipated for 2015. Do not include requested Lakewood Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
	$		
	$		
	$		
	$		
	$		
	$		
	$		

Expenses: Based on full funding, please list project costs.
PLEASE NOTE: Certain expenses may not be reimbursable, at the sole discretion of the City of Lakewood. You will only be repaid at the Lakewood authorized rates. Insurance is not an eligible cost. If you have any questions about any of your proposed expenses, please discuss them with Becky Newton at Lakewood's Economic Development (253) 983-7738.

	a. Lodging Tax Funds	b. Other Funds, Do not include In-Kind dollars	c. Total
Personnel (salaries & benefits)	$ 0.00	$	$ 0.00
Administration (rent, utilities, postage, supplies, janitorial services, etc.) *Note: Insurance is not an eligible cost*	$ 0.00	$	$ 0.00
Marketing/Promotion	$ 45000	$	$ 45,000.00
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	$	$	$ 0.00
Minor Equipment (computers, desks, etc.)	$	$	$ 0.00
Travel	$	$	$ 0.00
Contract Services Describe below	$	$	$ 0.00
Other Describe below	$	$	$ 0.00
TOTAL COSTS (Amount in column "a." must match "Amount Requested." Amount in column "c" must equal "Total Project Amount" on Page 9)	$ 45,000.00	$ 0.00	$ 45,000.00
Description for Direct Sales Activities, Contract Services, Travel and Others			
In-Kind Contributions			

11. Funding History

11a. Was this project funded with Lakewood lodging tax funds in fiscal year 2015?

___X___yes _____no

11b. If you answered yes to 11a, how much funding did you receive in 2015?

40,000.00

11c. If you answered no to 11a, what is the last year Lakewood funding was received and how much? _____ (year) _____ (amount awarded) ❑ no previous funding

11d. Indicate what efforts have been made to access funding from additional sources?

Each year brings its own unique fiscal challenges. Our in-house marketing budgets range from $10,000 - $20,000 per year, dependent on the various successes with our income sources. In cooperation with LTAC funding, we use these in-house funds to work alongside our tourism marketing efforts – promoting the gardens, with consistent messaging to people in the greater Pierce County area.

12. Coordination and Collaboration

Please provide information about any other organizations or agencies involved in this project/activity. Describe their level of involvement. Describe how this project coordinates with other tourism promotion efforts or services in the area, including Chambers of Commerce, local festivals, local lodging and restaurants. You may attach up to three letters of support from these organizations.

We always align with our partners to increase tourism activity to our area and consistently work together when opportunities arise.
US Open – Collaborated with the TRCVB to include '2 for 1' coupons in volunteer bags. These were distributed to 5500 people (many within Pierce County, but not all). This was a low cost effort that is already reaping benefits: Lakewood and Lakewold as a destination, admission fees at Lakewold's gate, and other spending within the City. Because these passes expire at a later date, this effort and its effects stretch beyond the US Open week held last June.
Chamber of Commerce – Lakewold supports the Chamber's efforts to strengthen the business community and tourism efforts by engaging with leadership opportunities, providing room rentals, and commitment to a consistent message.
Museum of Glass – Lakewold is currently working with the Museum for programs that will compliment their 2015-2016 Joey Kirkpatrick and Flora C. Mace: Every Soil Bears Not Everything exhibition. Cooperative marketing will be executed.
Local establishments – Lakewold's tour map, distributed to all who come to tour, includes partnerships with local restaurants, hotels, and tourist opportunities on its back panel.

13. Capital Projects Budget

Supporting the Capital Expenditures and/or Operation of City Tourism-Related Facilities

FUNDING/TIMELINE	Responsible Parties, Methods, Means	Begin (Dates or Periods)	End (Dates or Periods)	Amount Requested From Lodging Funds	Other Funds Committed or Proposed*	TOTALS
Design & Inspection				$	$	$ 0.00
Other Consultants				$	$	$ 0
Permits & Fees				$	$	$ 0.00
Land Acquisition				$	$	$ 0.00
Site Development & Landscape				$	$	$ 0.00
Buildings (New Construction)				$	$	$ 0.00
Building Renovations (Includes Access)				$	$	$ 0.00
Other (Specify) *Insurance is not an eligible cost.*				$	$	$ 0.00
TOTAL				$ 0.00	$ 0.00	$ 0.00

*If other funds are committed, please attach a letter of commitment from the funding source.

14. Certification

The applicant hereby certifies and confirms:

1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;
2. That it will abide by all relevant local, state, and federal laws and regulations;
3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;
4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

Primary Signature: Stephanie Am Walsh
Signature

Stephanie Walsh, Executive Director
Printed Name & Title of Chief Administrator/Authorizing Official

August 18, 2015
Date

CITY OF LAKEWOOD

E-VERIFY REQUIREMENTS FOR CONTRACTORS

By Ordinance, the City of Lakewood requires that all contractors who enter into agreements to provide services or products to the City use the Department of Homeland Security's E-Verify system when hiring new employees for the term of the contract.

E-Verify is an electronic system designed to verify the documentation of job applicants. It is run by the Department of Homeland Security.

Who is affected?

- All contractors doing business for the City of Lakewood. There is no minimum dollar value for contracts affected.
- All subcontractors employed by the general contractor on these contracts.

Are there exceptions?

- Contracts for "Commercial-Off-The-Shelf" items are exempted from this requirement.
- Individuals, Companies, or other organizations that do not have employees.

How long must the contractor comply with the E-Verify system?

- For at least the term of the contract.

Are there other stipulations?

- E-Verify must be used ONLY for NEW HIRES during the term of the contract. It is NOT to be used for EXISTING EMPLOYEES.
- E-Verify must be used to verify the documentation of ANY new employee during the term of the contract, not just those directly or indirectly working on deliverables related to the City of Lakewood contract.

How will the City of Lakewood check for compliance?

- All contractors will retain a copy of the E-Verify Memorandum of Understanding that they execute with the Department of Homeland Security AND
- Sign and submit to the City an Affidavit of Compliance with their signed contract.
- All General Contractors will be required to have their subcontractors sign an Affidavit of Compliance and retain that Affidavit for 4 years after end of the contract.
- The City of Lakewood has the right to audit the Contractor's compliance with the E-Verify Ordinance.

Further information on E-Verify can be found at the following website:

http://www.uscis.gov/e-verify

If you have questions about the City's E-Verify Ordinance, please contact the City of Lakewood's legal department prior to contracting with the City.

CITY OF LAKEWOOD

AFFIDAVIT OF COMPLIANCE WITH LAKEWOOD MUNICIPAL CODE 1.42
"E-VERIFY"

As the person duly authorized to enter into such commitment for

Friends of Lakewold / Lakewold Gardens
COMPANY OR ORGANIZATION NAME

I hereby certify that the Company or Organization named herein will

(Check one box below)

☑ Be in compliance with all of the requirements of City of Lakewood Municipal Code Chapter 1.42 for the duration of the contract entered into between the City of Lakewood and the Company or Organization.

OR

☐ Hire no employees for the term of the contract between the City and the Company or Organization.

Stephanie Am Walsh
SIGNATURE

Stephanie Walsh, Executive Director
PRINT NAME AND TITLE

August 12, 2015
DATE

Internal Revenue Service
P.O. Box 2508
Cincinnati, OH 45201

Department of the Treasury

Date: JUL 10 2015

Friends of Lakewold
PO Box 39780
Lakewold WA 98496-3780

Employer Identification Number:
94-3041320
Person to Contact - ID Number:
Sheila Robinson - 0203311
Contact Telephone Number:
877-829-5500 Toll-Free
Form 990 Required:
Yes

Dear Sir or Madam:

In your letter dated May 12, 2015, you requested classification as a public charity described in section 509(a)(2) of the Internal Revenue Code.

In our letter dated December 1986, we determined that you were exempt under section 501(c)(3) of the Code. We further determined that you weren't a private foundation and you were classified as a public charity described in section 509(a)(3) of the Code.

Based on the information you provided, we determined you meet the requirements for classification as a public charity described in section 509(a)(2) of the Code.

Accordingly, we have updated your public charity status in our records as you requested.

Since your exempt status wasn't under consideration, you continue to be classified as an organization exempt from federal income tax under section 501(c)(3) of the Code.

Grantors and contributors may generally rely on this determination of your foundation status unless the Internal Revenue Service publishes notice that you are no longer recognized as tax exempt or classified as a public charity in the Internal Revenue Bulletin. However, if a grantor or contributor takes any action, or fails to take any action, which causes you to lose your exempt status or causes you to be reclassified as a private foundation, that party cannot rely on this determination. Furthermore, a contributor or grantor who knows that the Internal Revenue Service has notified you of any change in your exempt status or foundation status cannot rely on this determination.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, *Compliance Guide for 501(c)(3) Public Charities*, which describes your recordkeeping, reporting, and disclosure requirements.

Because this letter could help resolve any questions about your exempt status and/or foundation status, you should keep it with your permanent records.

Friends of Lakewold
94-3041320

If you have any questions, please contact the person whose name and telephone number are shown in the heading of this letter.

Sincerely,

Tamera L. Ripperda
Director, Exempt Organizations

LAKEWOLD GARDENS

2016 Marketing Plan

The following approach is in development as staff enters the evaluation phase of current garden season efforts.

I. Garden Marketing
   a. Television ads
   b. KBTC Partnership
   c. Freeway signage
   d. Tacoma Home & Garden Show
   e. South Sound Gardens Booth at NW Flower & Garden Show
   f. Tour promotion mailing (February)
   g. Bi-monthly newsletter publication (700-800 homes)
   h. Monthly in-house e-blasts (1800 addresses)
   i. Suburban Times investment ($1200)
   j. TNT (Event and general garden marketing – TBD)
   k. Social Media platform
   l. Lakewold's website
   m. Focused e-mailings to 50,000 units

II. Wedding Marketing
   a. Development and implementation of video sales tool
   b. Web-based advertising

III. Garden Shop Client Development
   a. Weekly e-blast through prime buying season
   b. Facebook specials

IV. Partner Marketing Efforts
   a. Website collaboration with The Garden Conservancy NW Network
   b. Passport development with The Garden Conservancy NW Network, reaching all of its member gardens for distribution – Canada to Oregon

FRIENDS OF LAKEWOLD
DRAFT Budget
July 2015 through June 2016

	DRAFT Jul '15 - Jun 16
Income	
4000 · PROGRAM REVENUES	
4010 · ADMISSIONS	41,732
4020 · MEMBERSHIP	20,000
4040 · GARDEN SHOP INCOME	37,600
4050 · PUBLS, REPRODUCTION RIGHTS, ROY	
4060 · LAKEWOLD EVENTS	
4064 · SPONSORSHIPS	6,000
4065 · FUNDRAISING EVENTS	4,000
4066 · COMMUNITY EVENTS	500
4060 · LAKEWOLD EVENTS - Other	
Total 4060 · LAKEWOLD EVENTS	10,500
4070 · INTEREST & DIVIDENDS	400
4080 · RENTAL OF REAL ESTATE	
4084 · RENTAL OF REAL ESTATE	
4085 · LESS PACKAGE EXPENSES	
4080 · RENTAL OF REAL ESTATE - Other	
Total 4080 · RENTAL OF REAL ESTATE	75,394
4000 · PROGRAM REVENUES - Other	
Total 4000 · PROGRAM REVENUES	185,626
4100 · OTHER SUPPORT	
4115 · OPERATING GRANTS	25,000
4120 · INDIVIDUAL CONTRIBUTIONS	60,000
4130 · FOUNDATION CONTRIBUTIONS	5,500
4150 · GREATER TACOMA COMMUNITY FOUND.	235,000
Total 4100 · OTHER SUPPORT	325,500
Total Income	511,126

FRIENDS OF LAKEWOLD
DRAFT Budget
July 2015 through June 2016

	DRAFT Jul '15 - Jun 16
Cost of Goods Sold	
50001 · Cost of Goods Sld - GARDEN SHOP	18,000
50000 · Cost of Goods Sold	
Total COGS	18,000
	493,126
Expense	
5100 · BUILDINGS	
5110 · WAGNER HOUSE MAINTENANCE	3,150
5100 · BUILDINGS - Other	
Total 5100 · BUILDINGS	3,150
5500 · EQUIPMENT LEASE AND REPAIR	
5510 · ADMIN. (EQUIP RENTAL & REPAIRS)	4,320
5520 · VISITORS SERVICES (EQUIP R&R)	
5530 · HORT & MAINT (EQUIP RENT & REP	3,000
Total 5500 · EQUIPMENT LEASE AND REPAIR	7,320
6560 · SALARIES & WAGES	
6570 · ADMINISTRATIVE	98,879
6580 · HORTICULTURE & MAINTENANCE	76,238
6585 · RENTALS	32,760
6590 · VISITORS SERVICES	95,634
6595 · PAYROLL TAXES	38,060
Total 6560 · SALARIES & WAGES	341,571
6600 · BENEFITS	
6610 · ADMINISTRATIVE	11,532
6630 · VISITORS SERVICES	5,916
6640 · RENTALS	5,916
Total 6600 · BENEFITS	23,664

FRIENDS OF LAKEWOLD
DRAFT Budget
July 2015 through June 2016

	DRAFT Jul '15 - Jun 16
6750 · MAINTENANCE SERVICES	
6751 · ADMINISTRATIVE	
6752 · HORTICULTURE & MAINTENANCE	4,775
6753 · VISTORS SERVICES	
6750 · MAINTENANCE SERVICES - Other	
Total 6750 · MAINTENANCE SERVICES	4,775
7030 · SUPPLIES	
7031 · ADMINISTRATIVE	5,500
7032 · HORTICULTURE & MAINTENANCE	6,500
7035 · JANITORIAL	3,000
Total 7030 · SUPPLIES	15,000
7040 · EQUIPMENT- PURCHASES	
7041 · ADMINISTRATIVE-EQUIP	1,200
7042 · HORTICULTURE & MAINT EQUIP	1,200
Total 7040 · EQUIPMENT- PURCHASES	2,400
7060 · LAKEWOLD EVENTS	
7061 · FUNDRAISING EVENTS	1,150
7062 · COMMUNITY EVENTS	2,750
7064 · PINKERTON FAMILY YOUTH PROGRAM	5,000
7060 · LAKEWOLD EVENTS - Other	
Total 7060 · LAKEWOLD EVENTS	8,900
7300 · GARDEN SHOP EXPENSES	
7301 · GS UTILITIES	3,200
7303 · GS SUPPLIES	750
7304 · GS DECOR	250
7305 · GS INTEREST ON LOANS	1,000
Total 7300 · GARDEN SHOP EXPENSES	5,200

FRIENDS OF LAKEWOLD
DRAFT Budget
July 2015 through June 2016

	DRAFT Jul '15 - Jun 16
7400 · OTHER	
7405 · UTILITIES	17,000
7410 · EXHIBITION (PLANT MATERIAL)	4,500
7415 · INSURANCE	18,996
7420 · CONSULTING CONTRACTUAL	11,600
7425 · PROFESSIONAL DEVELOPMENT	
7430 · TRAVEL	1,000
7435 · PRINTING	2,000
7440 · TELEPHONE/INTERNET	5,500
7445 · POSTAGE	3,500
7455 · MARKETING	7,000
7460 · TAXES AND ASSESSMENTS	8,500
7480 · VOLUNTEERS	900
7485 · BANK FEES	4,200
7490 · ASSOCIATION DUES/SUBSCRIPTIONS	1,605
7495 · BAD DEBTS/THEFT	-
7498 · SAFETY & SECURITY	2,950
Total 7400 · OTHER	89,251
7220 · Uncategorized Expenses	
Total Expense	501,231
	(8,105)
Pinkerton Family Youth Program Funds	20,000
Preservation Campaign Administration	5,000
	16,895
Debt Reduction	(16,895)
Net Income	0

LAKEWOLD GARDENS
Balance Sheet
As of June 30, 2015

	Jun 30, 15
ASSETS	
Current Assets	
Checking/Savings	
1000 · COLUMBIA BANK-GENERAL	
Total 1000 · COLUMBIA BANK-GENERAL	82,443.87
1005 · HOME STREET BANK - LAKEWOOD	
Total 1005 · HOME STREET BANK - LAKEWOOD	31,771.67
1035 · COLUMBIA BANK-MM-CASH RESERVES	
Total 1035 · COLUMBIA BANK-MM-CASH RESERVES	3,842.64
1040 · COLUMBIA BANK - RENTAL DEPOSITS	5,000.00
1120 · HERITAGE BANK	
Total 1120 · HERITAGE BANK	52,201.82
1130 · RBC MANAGEMENT	10,042.55
Total Checking/Savings	185,302.55
Accounts Receivable	
2010 · ACCOUNTS RECEIVABLE	10,706.44
2015 · PLEDGES - PRESERVATION CAMPAIGN	52,083.00
Total Accounts Receivable	62,789.44
Other Current Assets	
2215 · GARDEN SHOP INVENTORY	15,248.82
2200 · PREPAID EXPENSES	4,093.88
2205 · PETTY CASH	875.00
2210 · BOOK INVENTORY	36,400.00
Total Other Current Assets	56,617.70
Total Current Assets	304,709.69

LAKEWOLD GARDENS
Balance Sheet
As of June 30, 2015

	Jun 30, 15
Fixed Assets	
2582 · GARDEN SHOP EQUIPMENT	6,960.83
2566 · SOFTWARE	
2565 · ACCUMULATED AMORTIZATION	-17,340.00
2566 · SOFTWARE - Other	17,340.00
Total 2566 · SOFTWARE	0.00
2500 · WAGNER HOUSE	465,017.00
2510 · FILM	183,394.00
2520 · LAND	1,145,000.00
2530 · HOUSE FURNITURE & EQUIPMENT	116,905.68
2540 · HOUSE IMPROVEMENTS	98,143.89
2550 · GENERAL ADMIN BUILDING & IMPROV	57,552.92
2560 · GENERAL ADMINISTRATIVE EQUIP	5,282.00
2570 · GARDEN LAND IMPROVEMENTS	138,809.78
2580 · GARDEN BUILDING IMPROVEMENTS	11,660.33
2585 · CONSTRUCTION IN PROGRESS	141,934.00
2590 · GARDEN MAINT. & DEV. EQUIPMENT	41,036.07
2515 · ACCUMULATED DEPRECIATION	-860,826.00
Total Fixed Assets	1,550,870.50
Other Assets	
2800 · ENDOWMENT RECEIVABLE	2,317,436.00
Total Other Assets	2,317,436.00
TOTAL ASSETS	**4,173,016.19**
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
3200 · ACCOUNTS PAYABLE	7,480.62
Total Accounts Payable	7,480.62
Credit Cards	
3220 · OFFICE DEPOT CARD	150.97
3290 · BANK OF AMERICA	
3291 · VISA - STEPH	194.79
3292 · VISA - DIANE	973.27
3293 · VISA - IRENE	348.72
3295 · VISA - PAM	123.12
3296 · VISA - KATRINA	211.12
3297 · VISA - MARK	985.44
3298 · VISA - JULIA	170.21
3299 · VISA - MARY	602.03
Total 3290 · BANK OF AMERICA	3,608.70
Total Credit Cards	3,759.67

LAKEWOLD GARDENS
Balance Sheet
As of June 30, 2015

	Jun 30, 15
Other Current Liabilities	
3255 · UNEARNED RENTAL REVENUE	3,796.87
3256 · GARDEN SHOP - LINE OF CREDIT	11,494.74
3100 · PAYROLL LIABILITIES	
3179 · HEALTH INSURANCE PREMIUM	839.72
3150 · LABOR & INDUSTRIES	3,728.13
3160 · EMPLOYMENT SECURITY PAYABLE	2,859.37
3176 · AFLAC PAYABLE	341.38
3260 · VACATION PAYABLE	7,924.25
3265 · SICK LEAVE PAYABLE	15,190.49
3100 · PAYROLL LIABILITIES - Other	9,015.72
Total 3100 · PAYROLL LIABILITIES	39,899.06
3166 · DOR - SALES TAX PAYABLE	1,980.70
3240 · REFUNDABLE DEPOSITS-TDC	7,600.00
Total Other Current Liabilities	64,771.37
Total Current Liabilities	76,011.66
Long Term Liabilities	
3300 · GARDEN SHOP CAPITAL LOAN	7,897.93
Total Long Term Liabilities	7,897.93
Total Liabilities	83,909.59
Equity	
3000 · PERMANENTLY RESTR. NET ASSETS	1,864,777.03
3400 · TEMPORARILY RESTRICTED NET ASTS	90,079.26
3900 · UNRESTRICTED NET ASSETS	2,002,785.81
Net Income	131,464.50
Total Equity	4,089,106.60
TOTAL LIABILITIES & EQUITY	**4,173,016.19**

AMENDED BYLAWS
OF
THE FRIENDS OF LAKEWOLD
June 21, 2006

ARTICLE I

Membership

The sole voting member of the corporation shall be The Greater Tacoma Community Foundation, a Washington nonprofit organization exempt from federal income tax under Internal Revenue Code Section 501(c)(3) and meeting the requirements of Section 509(a) of the Internal Revenue Code ("sole voting member"). The board of directors may, by a resolution duly adopted, designate a class of members who do not have any voting rights pursuant to the Washington nonprofit corporation act and designate their rights and responsibilities.

ARTICLE II

Meetings of Sole Voting Member

1. Annual Meeting. The annual meeting of the sole voting member for election of directors to succeed those whose terms expire, and for the transaction of such other business as may properly come before the meeting, shall be held each year during the month of June on a date selected by the sole voting member.

2. Special Meetings. Special meetings of the sole voting member may be called by the sole voting member. It shall be the duty of the secretary, upon request by the sole voting member, to call such a special meeting to be held at such time and place as the sole voting member may fix, not less than ten (10) nor more than fifty (50) days after the receipt of said request, and if the secretary shall neglect or refuse to issue such call within five (5) days of such receipt, the sole voting member may issue the call, specifying therein the time and place of the meeting.

3. Notice of Meetings. Written or printed notices stating the date, place and hour of the meeting, and, in case of a special meeting, the purpose or purposes for which the meeting is called, shall be delivered not less than ten (10) nor more than fifty (50) days before the date of the meeting, either personally or by mail, by or at the direction of the president or the secretary, or the sole voting member calling the meeting, to the sole voting member. If mailed, such notice shall be deemed to be delivered when deposited in the United States mail, addressed to the sole voting member at its address as it appears in the records of the corporation, with postage thereon prepaid.

4. Quorum. The presence of the sole voting member represented in person or by proxy shall constitute a quorum. The affirmative vote of the sole voting member shall be necessary for the adoption of any matter voted upon.

ARTICLE III

Board of Directors

1. Powers and Qualifications. The affairs of the corporation shall be managed by the board of directors, a majority of whom shall be elected by the sole voting member and the balance of whom shall be elected by the board of directors.

2. Number. The number of directors of the corporation shall be seventeen (17), nine (9) of whom shall be elected by the sole voting member and eight (8) of whom shall be elected by the corporation's board of directors. The board of directors by amendment of these Amended Bylaws may increase or decrease the number of directors, provided that no decrease in number shall have the effect of shortening the term of any incumbent, or reducing the number of directors to less than three, and provided further that no increase or decrease shall alter the composition of the board in such a way that less than a majority of the directors are elected by the sole voting member. Upon the first annual election of directors, the directors shall be divided into three (3) classes, the first class to serve a term of one (1) year, the second class to serve a term of two (2) years, and the third class to serve a term of three (3) years. Each such director shall hold office for the term for which he/she is elected and until his/her successor shall be elected and qualified. The term of office of a class of a director after those elected at the first annual meeting shall be three (3) years.

3. Number of Terms Served. No director may be elected for more than two (2) successive three-year terms. The term of a director serving as president in the third year of his/her second three-year term shall be extended for one year. Service for less than a regular (three-year) term shall not preclude a director from being elected to two consecutive three-year terms commencing with the conclusion of an initial abbreviated term of service. Except as provided in this section, a director who has completed two consecutive three-year terms shall not be eligible to serve again on the Board of Directors until one year has lapsed from the time of completion of such director's second consecutive term.

4. Executive Committee. The board of directors by resolution adopted by a majority of the directors in office may designate and appoint an executive committee which shall consist of the president, vice president, secretary, treasurer, the immediate past president and one member-at-large elected by the board at the annual meeting. The executive committee shall exercise such authority of the board of directors in the management of the corporation as may be specified in said resolution; provided, that no such committee shall have the authority of the board of directors in reference to amending, altering or repealing the Amended Bylaws; electing, appointing or removing any member of any such committee or any director or officer of the corporation; amending the Articles of Incorporation; adopting a plan of merger or adopting a plan

of consolidation with another corporation; authorizing the voluntary dissolution of the corporation or revoking proceedings therefor; adopting a plan for the distribution of the assets of the corporation not in the ordinary course of business; or amending, altering or repealing any resolution of the board of directors which by its terms provides that it shall not be amended, altered or repealed by such committee. The designation and appointment of any such committee and the delegation thereto of authority shall not operate to relieve the board of directors or any individual director of any responsibility imposed upon him/her by law.

5. Other Committees. Other committees may be created by the board of directors and the board of directors shall provide for the composition and duties of such committees in the resolution creating the committee. Members of committees need not be a member of the board of directors.

6. Election and Term. After the first annual meeting, the member or members of one class of directors elected by the sole voting member shall be elected by the sole voting member at each meeting, to hold office until the expiration of the term of office of the class of directors to which elected, and until his/her or their respective successors are elected and qualified. After the first annual meeting, the member or members of one class of directors elected by the board of directors of the corporation shall be elected by the board of directors of the corporation at each annual meeting, to hold office until the expiration of the term of office of the class of directors into which elected, and until their respective successors are elected and qualified.

7. Vacancies. Any vacancy occurring in the board shall be filled by the entity that elected the director whose position is being filled. Any directorship to be filled by reason of an increase in the number of directors by amendment to these Amended Bylaws shall be filled by the sole member and the board of directors in such numbers as will cause the board to be composed of directors, a majority of whom have been appointed by the sole voting member. The director appointed or elected, as the case may be, to fill a vacancy shall be elected or appointed for the unexpired term of his/her predecessor in office. A vacancy in the position of member-at-large of the Executive Committee shall be filled by the board of directors and such person shall serve for the unexpired term of his/her predecessor in office.

ARTICLE IV

Meetings of Board of Directors

1. Annual and Regular Meetings. The annual meeting of the board of directors shall be held at the next regular board meeting held immediately after the board meeting at which members of the board of directors are elected. Regular meetings of the board of directors may be set by resolution of the board.

2. Special Meetings. Special meetings of the board of directors may be held at any place, at any time, whenever called by the president or secretary, or any two (2) or more directors.

3. Notice of Meetings. No notice of the annual meeting of the board of directors shall be required. Notice of the time and place of regular meetings and any special meetings of the board of directors shall be given by the secretary, or by the person or persons calling the meeting, by mail, telegram, or by personal communication over the telephone or otherwise, at least three (3) days prior to the date on which the meeting is to be held. Attendance of a director at any meeting shall constitute a waiver of notice of such meeting, except where the director attends a meeting for the purpose of objecting to the transaction of any business because the meeting is not lawfully called or convened. Neither the business to be transacted nor the purpose of any meeting of the board of directors need be specified in the notice or any waiver of notice of such meeting.

4. Quorum. A majority of the board of directors shall constitute a quorum for the transaction of business. The act of the majority of directors present at a meeting at which a quorum is present shall be the act of the board of directors. A director who is present at such a meeting shall be presumed to have assented to the action taken at that meeting unless the director's dissent or abstention is entered in the minutes of the meeting or the director files his/her written dissent or abstention to such action with either the person acting as secretary of the meeting before the adjournment of the meeting or by registered mail to the secretary of the corporation immediately after the adjournment of the meeting. At any meeting of the board of directors at which a quorum is present, any business may be transacted and the board may exercise all of its powers.

5. Telephone Conference. Members of the board of directors may participate in a meeting of the board by means of a conference telephone or similar communications equipment by means of which all persons participating in the meeting can hear each other at the same time and participation by such means shall constitute presence in person at a meeting.

ARTICLE V

Actions by Written Consent

Any corporate action required or permitted by the Articles of Incorporation or Amended Bylaws, or by the laws of the State of Washington, to be taken at a meeting of the members or the board of directors (or its committees) of the corporation, may be taken without a meeting if a consent in writing setting forth the action so taken shall be signed by all of the members or directors entitled to vote with respect to the subject matter thereof. Such consent shall have the same force and effect as a unanimous vote and may be described as such.

ARTICLE VI

Waiver of Notice

Whenever any notice is required to be given to any member or director of the corporation by the Articles of Incorporation or Amended Bylaws, or by the laws of the State of Washington, a waiver thereof in writing signed by the person or persons entitled to such notice, whether before or after the time stated therein, shall be equivalent to the giving of such notice.

ARTICLE VII

Indemnification of Officers, Directors, Employees and Agents

(1) Definitions:

As used in this Article:

(a) "Action" means any actual or threatened claim, suit or proceeding, whether civil, criminal, administrative or investigative.

(b) "Another Enterprise" means a corporation (other than the Corporation), partnership, joint venture, trust, association, committee, employee benefit plan or other group or entity.

(c) "Corporation" means The Friends of Lakewold and any predecessor to it and any constituent corporation (including any constituent of a constituent) absorbed by the Corporation in a consolidation or merger.

(d) "Director" or "Officer" means each person who is serving or who has served as a director or officer of the Corporation or, at the request of the Corporation, as a trustee, director, officer, employee, partner or agent of Another Enterprise.

(e) "Indemnitee" means each person who was, is or is threatened to be made a party to or is involved (including without limitation, as a witness) in an Action because the person is or was a director or officer of the Corporation.

(f) "Loss" means loss, liability, expenses (including attorneys' fees), judgment, fines, ERISA excise taxes or penalties and amounts to be paid in settlement, actually and reasonably incurred or suffered by an Indemnitee in connection with an Action.

(2) Right to Indemnification: The Corporation shall indemnify and hold each Indemnitee harmless against any and all Loss except for Losses arising out of: (a) the Indemnitee's acts or omissions finally adjudged to be intentional misconduct or a knowing violation of law or (b) any transaction in which it is finally adjudged that the Indemnitee personally received a benefit in money, property or services to which the Indemnitee was not legally entitled. Except as provided in Section (4) of this Article, the Corporation shall not indemnify an Indemnitee in connection with an Action (or part thereof) initiated by the Indemnitee unless such Action (or part thereof) was authorized by the Board of Directors of the

Corporation. If, after the effective date of this Article, the Washington Nonprofit Corporation Act is amended to authorize further indemnification of directors and officers, then Directors and Officers of this Corporation shall be indemnified to the fullest extent permitted by the Washington Nonprofit Corporation Act, as so amended.

(3) Burden of Proof and Procedure for Payment:

(a) The Indemnitee shall be presumed to be entitled to indemnification under this Article upon submission of a written claim (including a claim for expenses incurred in defending any Action in advance of its final disposition, where the undertaking in (b) below has been tendered to the Corporation), and thereafter the Corporation shall have the burden of proof to overcome the presumption that the Indemnitee is so entitled.

(b) The right to indemnification conferred in this Article shall include the right to be paid by the Corporation all expenses (including attorneys' fees) incurred in defending any Action in advance of its final disposition; provided, however, that the payment of such expenses in advance of the final disposition of an Action shall be made upon delivery to the Corporation of an undertaking, by or on behalf of such Director or Officer, to repay all amounts so advanced if it shall ultimately be determined that such director or officer is not entitled to be indemnified under this Article or otherwise.

(4) Right of Indemnitee to Bring Suit. If a claim under this Article is not paid in full by the Corporation within sixty (60) days after a written claim has been received by the Corporation, except in the case of a claim for expenses incurred in defending a proceeding in advance of its final disposition, in which case the applicable period shall be 20 days, the claimant may at any time thereafter bring suit against the Corporation to recover the unpaid amount of the claim and, to the extent successful in whole or in part, the Indemnitee shall be entitled to be paid also the expense of prosecuting such claim. Neither the failure of the Corporation (including its Board of Directors or independent legal counsel) to have a determination prior to the commencement of such action that indemnification of or reimbursement or advancement of expenses to the claimant is proper in the circumstances, nor an actual determination by the Corporation (including its Board of Directors or independent legal counsel) that the Indemnitee is not entitled to indemnification or to the reimbursement or advancement of expenses, shall be a defense to the action or create a presumption that the Indemnitee is not so entitled.

(5) Nonexclusivity of Rights. The right to indemnification and the payment of expenses incurred in defending an Action in advance of its final disposition conferred in this Article shall not be exclusive of any other right which any person may have or hereafter acquire under any statute, provision of the Articles of Incorporation, Amended Bylaws, agreement, vote of disinterested directors or otherwise.

(6) Insurance, Contracts and Funding: The Corporation may maintain insurance, at its expense, to protect itself and any Director, Officer, employee or agent of the Corporation or Another Enterprise against any expense, liability or loss, whether or not the Corporation would

have the power to indemnify such person against such expense, liability or loss under the Washington Nonprofit Corporation Act. The Corporation may, without further corporate action, enter into contracts with any Director or Officer of the Corporation in furtherance of the provisions of this Article and may create a trust fund, grant a security interest or use other means (including, without limitation, a letter of credit) to ensure the payment of such amounts as may be necessary to effect indemnification as provided in this Article.

(7) Indemnification of Employees and Agents of the Corporation: The Corporation may, by action of its Board of Directors from time to time, provide indemnification and pay expenses in advance of the final disposition of an Action to employees and agents of the Corporation with the same scope and effect as the provisions of this Article with respect to the indemnification and advancement of expenses of Directors and Officers of the Corporation or pursuant to rights granted pursuant to, or provided by, the Washington Business Corporation Act or otherwise.

(8) Contract Right: Rights of indemnification under this Article shall continue as to an Indemnitee who has ceased to be a Director or Officer and shall inure to the benefit of his/her heirs, executors and administrators. The right to indemnification conferred in this Article shall be a contract right upon which each Director or Officer shall be presumed to have relied in determining to serve or to continue to serve as such. Any amendment to or repeal of this Article shall not adversely affect any right or protection of a Director or Officer of the Corporation for or with respect to any acts or omissions of such Director or Officer occurring prior to such amendment or repeal.

(9) Severability: If any provision of this Article or any application thereof shall be invalid, unenforceable or contrary to applicable law, the remainder of this Article, or the application of such provisions to persons or circumstances other than those as to which it is held invalid, unenforceable or contrary to applicable law, shall not be affected thereby and shall continue in full force and effect.

ARTICLE VIII

Officers

1. Officers Enumerated. The officers of the corporation shall be a president, a vice president, a secretary, a treasurer, an immediate past president and such other officers and assistant officers as may be deemed necessary by the board of directors, each of whom shall be annually elected by the board of directors and shall serve until their successors are duly elected and qualified. Any two or more offices may be held by the same person, except the offices of president and secretary. In addition to the powers and duties specified below, the officers shall have such powers and perform such duties as the board of directors may prescribe.

2. The President. The president must be a director of the corporation. The president shall exercise the usual executive powers pertaining to the office of president and shall preside at

the meetings of the board of directors, committees exercising any authority of the board and of the membership.

3. The Vice President. In the absence or disability of the president, the vice president shall act a president.

4. The Secretary. It shall be the duty of the secretary to keep records of the proceedings of the board of directors and of the membership, to administer the membership register, to sign all certificates of membership when not signed by the president, and, when requested by the president to do so, to sign and execute with the president all deeds, bonds, contracts, and other obligations, or instruments, in the name of the corporation, to keep the corporate seal and to affix the same to certificates of membership and other proper documents.

5. The Treasurer. The treasurer shall have the care and custody of and be responsible for all funds and investments of the corporation and shall cause to be kept regular books of account. The treasurer shall cause to be deposited all funds and other valuable effects in the name of the corporation in such depositories as may be designated by the board of directors and, in general, shall perform all of the duties incident to the office of treasurer.

6. Vacancies. Vacancies in any office arising from any cause may be filled by affirmative vote of a majority of the remaining members of the board of directors, even though less than a quorum is present, at any regular or special meeting.

7. Salaries. The salaries of all officers and agents of the corporation shall be fixed by the board of directors.

8. Removal. Any officer elected or appointed may be removed by the board of directors whenever in its judgment the best interests of the corporation will be served thereby.

ARTICLE IX

Board of Advisors

The board of directors of the corporation may from time to time appoint members of an advisory committee to be known as the Board of Advisors of the Friends of Lakewold. The board of advisors shall consist of those members of the community whom the board of directors may determine have expertise in matters of interest to the corporation. Members of the board of advisors of the Friends of Lakewold shall serve at the pleasure of the board of directors. Their status shall be advisory only and they shall have no vote on the management of the corporation.

ARTICLE X

Administrative and Financial Provisions

1. Fiscal Year. The fiscal year of the corporation shall be set by the board of directors.

2. Loans Prohibited. No loans shall be made by the corporation to any officer or to any director.

3. Corporate Seal. The board of directors may provide for a corporate seal which shall have inscribed thereon the name of the corporation, the year and state of incorporation, and the words "corporate seal".

4. Books and Records. The corporation shall keep at its registered office, at its principal office in the state, or at its secretary's office in the state, the following: current articles and bylaws; a record of members, including names, addresses and classes of membership; correct and adequate records of accounts and finances; a record of officers' and directors' names and addresses; minutes of the proceedings of the members, the board and any minutes which may be maintained by a committee of the board. The records shall be open at any reasonable time to inspection by any member of more than three months' standing or a representative of more than five percent (5%) of the membership. Costs of inspecting or copying shall be borne by such member, except for cost of copies of articles or bylaws. Any member inspecting records must have a purpose for inspection reasonably related to membership interests. The use or sale of members' lists by such members, if obtained by inspection, is prohibited.

5. Amendment of Bylaws. These Bylaws may be altered, amended or repealed as provided in the Articles of Incorporation. Written notice of at least thirty (30) days of any proposed amendment must be given to members of the board of directors.

6. Rules of Procedure. The rules of procedure at meetings of the membership and of the board of directors of the corporation shall be the rules contained in Roberts' Rules of Order on Parliamentary Procedure, newly revised, so far as applicable and when not inconsistent with these Amended Bylaws, the Articles of Incorporation, or with any resolution of the board of directors.

CERTIFICATION

RUTH KING, being Secretary of The Friends of Lakewold, hereby certifies that the foregoing Amended Bylaws were duly adopted by the Board of Directors on June 21, 2006.

RUTH KING
Secretary

Governing Body - Authorization

Stephanie Walsh

From: Stephanie Walsh [swalsh@lakewoldgardens.org]
Sent: Monday, August 10, 2015 11:19 AM
To: Paul Doty; 'Joseph L. Carman IV'; 'Ed Larson'; Mike Larson; Kate Read; Doug Helland
Cc: Walsh Stephanie
Subject: Executive Committee Vote

Good Morning – As a part of the 2016 Lodging Tax Application process, I need authorization from the Executive Committee, in order to submit an application to the City. Please indicate your agreement with the following statement:

The board approves for Stephanie Walsh to submit a Lakewood lodging tax funding request for Lakewold Gardens.

Please respond via 'reply all' as I'll be able to then use the final authorization document for the application and all responses will be recorded.

If there are concerns with this request, please notify me ASAP.

Thanks,

SW
Stephanie Walsh
Executive Director, Lakewold Gardens
Preserving the gardens as an inspirational experience
253-584-4106, ext.102
www.lakewoldgardens.org

Join our 'Garden Greetings' e-newsletter, click here to subscribe http://eepurl.com/cQI1

100% participation and unanimous approval by Lakewold's Executive Committee. Will be ratified at Board meeting of 8/19/15.

Stephanie Walsh

From: Kate Read [kateread@aim.com]
Sent: Monday, August 10, 2015 4:25 PM
To: 'Stephanie Walsh'; 'Paul Doty'; 'Joseph L. Carman IV'; 'Ed Larson'; 'Mike Larson'; 'Doug Helland'
Subject: RE: Executive Committee Vote

I approve. Kate

From: Stephanie Walsh [mailto:swalsh@lakewoldgardens.org]
Sent: Monday, August 10, 2015 11:19 AM
To: Paul Doty; 'Joseph L. Carman IV'; 'Ed Larson'; Mike Larson; Kate Read; Doug Helland
Cc: Walsh Stephanie
Subject: Executive Committee Vote

Good Morning – As a part of the 2016 Lodging Tax Application process, I need authorization from the Executive Committee, in order to submit an application to the City. Please indicate your agreement with the following statement:

The board approves for Stephanie Walsh to submit a Lakewood lodging tax funding request for Lakewold Gardens.

Please respond via 'reply all' as I'll be able to then use the final authorization document for the application and all responses will be recorded.

If there are concerns with this request, please notify me ASAP.

Thanks,

SW
Stephanie Walsh
Executive Director, Lakewold Gardens
Preserving the gardens as an inspirational experience
253-584-4106, ext.102
www.lakewoldgardens.org

Join our "Garden Greetings" e-newsletter, click here to subscribe http://eepurl.com/cQII

Stephanie Walsh

From: Ed Larson [larsonem@plu.edu]
Sent: Monday, August 10, 2015 12:53 PM
To: doug helland
Cc: Paul Doty; Stephanie Walsh; Joe Carman IV; Ed Larson; Mike Larson; Kate Read
Subject: Re: Executive Committee Vote

I approve.

Ed Larson

On Mon, Aug 10, 2015 at 12:41 PM, doug helland <doughelland@hotmail.com> wrote:
I approve.

Doug Helland

From: pdoty@dbrcpas.com
To: swalsh@lakewoldgardens.org; jcarman@harbornet.com; larson@plu.edu; mlarson@haroldallen.com; kateread@aim.com; doughelland@hotmail.com
Subject: RE: Executive Committee Vote
Date: Mon, 10 Aug 2015 18:34:43 +0000

I approve of the submission to the City of Lakewood.

Paul E. Doty

Doty, Beardsley, Rosengren & Co., P.S.

4301 South Pine Street, Suite #400

Tacoma, WA 98409

253-830-5450

253-830-5454 - fax

www.dbrcpas.com

CONFIDENTIALITY DISCLAIMER: This Electronic Message contains information belonging to Doty, Beardsley, Rosengren, & Co. which is confidential and/or privileged information. The information is intended only for the use of the individual or entity named above. If you are not the intended recipient, you are hereby notified that any disclosure, copying, distribution or the

Stephanie Walsh

From: doug helland [doughelland@hotmail.com]
Sent: Monday, August 10, 2015 12:41 PM
To: Paul Doty; Stephanie Walsh; Joe Carman IV; 'Ed Larson'; Mike Larson; Kate Read
Subject: RE: Executive Committee Vote

I approve.

Doug Helland

From: pdoty@dbrcpas.com
To: swalsh@lakewoldgardens.org; jcarman@harbornet.com; larson@plu.edu; mlarson@haroldallen.com; kateread@aim.com; doughelland@hotmail.com
Subject: RE: Executive Committee Vote
Date: Mon, 10 Aug 2015 18:34:43 +0000

I approve of the submission to the City of Lakewood.

Paul E. Doty
Doty, Beardsley, Rosengren & Co., P.S.
4301 South Pine Street, Suite #400
Tacoma, WA 98409
253-830-5450
253-830-5454 - fax
www.dbrcpas.com

CONFIDENTIALITY DISCLAIMER: This Electronic Message contains information belonging to Doty, Beardsley, Rosengren, & Co. which is confidential and/or privileged information. The information is intended only for the use of the individual or entity named above. If you are not the intended recipient, you are hereby notified that any disclosure, copying, distribution or the taking of any action in reliance on the contents of this message is strictly prohibited. Please notify us immediately by replying to this message or telephoning us if you have received this message by mistake. Thank you.

From: Stephanie Walsh [mailto:swalsh@lakewoldgardens.org]
Sent: Monday, August 10, 2015 11:19 AM
To: Paul Doty; 'Joseph L. Carman IV'; 'Ed Larson'; Mike Larson; Kate Read; Doug Helland
Cc: Walsh Stephanie
Subject: Executive Committee Vote

Good Morning – As a part of the 2016 Lodging Tax Application process, I need authorization from the Executive Committee, in order to submit an application to the City. Please indicate your agreement with the following statement:

The board approves for Stephanie Walsh to submit a Lakewood lodging tax funding request for Lakewold Gardens.

Please respond via 'reply all' as I'll be able to then use the final authorization document for the application and all responses will be recorded.

Stephanie Walsh

From: Joseph L. Carman IV [jcarman@harbornet.com]
Sent: Monday, August 10, 2015 12:32 PM
To: Mike Larson
Cc: Stephanie Walsh; Paul Doty; Ed Larson; Kate Read; Doug Helland
Subject: Re: Executive Committee Vote

I approve the submission.

Joe Carman IV

On Aug 10, 2015, at 11:38 AM, Mike Larson <mlarson@haroldallen.com> wrote:

Yes. Thanks

From: Stephanie Walsh [mailto:swalsh@lakewoldgardens.org]
Sent: Monday, August 10, 2015 11:19 AM
To: Paul Doty <pdoty@dbrcpas.com>; 'Joseph L. Carman IV' <jcarman@harbornet.com>; 'Ed Larson' <larson@plu.edu>; Mike Larson <mlarson@haroldallen.com>; Kate Read <kateread@aim.com>; Doug Helland <doughelland@hotmail.com>
Cc: Walsh Stephanie <swalsh@lakewoldgardens.org>
Subject: Executive Committee Vote

Good Morning – As a part of the 2016 Lodging Tax Application process, I need authorization from the Executive Committee, in order to submit an application to the City. Please indicate your agreement with the following statement:

The board approves for Stephanie Walsh to submit a Lakewood lodging tax funding request for Lakewold Gardens.

Please respond via 'reply all' as I'll be able to then use the final authorization document for the application and all responses will be recorded.

If there are concerns with this request, please notify me ASAP.

Thanks,

SW
Stephanie Walsh
Executive Director, Lakewold Gardens
Preserving the gardens as an inspirational experience
253-584-4106, ext.102
www.lakewoldgardens.org

Join our "Garden Greetings" e-newsletter, click here to subscribe http://eepurl.com/cQI1

Stephanie Walsh

From: Mike Larson [mlarson@haroldallen.com]
Sent: Monday, August 10, 2015 11:39 AM
To: 'Stephanie Walsh'; 'Paul Doty'; 'Joseph L. Carman IV'; 'Ed Larson'; 'Kate Read'; 'Doug Helland'
Subject: RE: Executive Committee Vote

Yes. Thanks

From: Stephanie Walsh [mailto:swalsh@lakewoldgardens.org]
Sent: Monday, August 10, 2015 11:19 AM
To: Paul Doty <pdoty@dbrcpas.com>; 'Joseph L. Carman IV' <jcarman@harbornet.com>; 'Ed Larson' <larson@plu.edu>; Mike Larson <mlarson@haroldallen.com>; Kate Read <kateread@aim.com>; Doug Helland <doughelland@hotmail.com>
Cc: Walsh Stephanie <swalsh@lakewoldgardens.org>
Subject: Executive Committee Vote

Good Morning – As a part of the 2016 Lodging Tax Application process, I need authorization from the Executive Committee, in order to submit an application to the City. Please indicate your agreement with the following statement:

The board approves for Stephanie Walsh to submit a Lakewood lodging tax funding request for Lakewold Gardens.

Please respond via 'reply all' as I'll be able to then use the final authorization document for the application and all responses will be recorded.

If there are concerns with this request, please notify me ASAP.

Thanks,

SW
Stephanie Walsh
Executive Director, Lakewold Gardens
Preserving the gardens as an inspirational experience
253-584-4106, ext.102
www.lakewoldgardens.org

Join our "Garden Greetings" e-newsletter, click here to subscribe http://eepurl.com/cQIl

Stephanie Walsh

From: Paul Doty [pdoty@dbrcpas.com]
Sent: Monday, August 10, 2015 11:35 AM
To: Stephanie Walsh; 'Joseph L. Carman IV'; 'Ed Larson'; Mike Larson; Kate Read; Doug Helland
Subject: RE: Executive Committee Vote

I approve of the submission to the City of Lakewood.

Paul E. Doty
Doty, Beardsley, Rosengren & Co., P.S.
4301 South Pine Street, Suite #400
Tacoma, WA 98409
253-830-5450
253-830-5454 - fax
www.dbrcpas.com

CONFIDENTIALITY DISCLAIMER: This Electronic Message contains information belonging to Doty, Beardsley, Rosengren, & Co. which is confidential and/or privileged information. The information is intended only for the use of the individual or entity named above. If you are not the intended recipient, you are hereby notified that any disclosure, copying, distribution or the taking of any action in reliance on the contents of this message is strictly prohibited. Please notify us immediately by replying to this message or telephoning us if you have received this message by mistake. Thank you.

From: Stephanie Walsh [mailto:swalsh@lakewoldgardens.org]
Sent: Monday, August 10, 2015 11:19 AM
To: Paul Doty; 'Joseph L. Carman IV'; 'Ed Larson'; Mike Larson; Kate Read; Doug Helland
Cc: Walsh Stephanie
Subject: Executive Committee Vote

Good Morning – As a part of the 2016 Lodging Tax Application process, I need authorization from the Executive Committee, in order to submit an application to the City. Please indicate your agreement with the following statement:

The board approves for Stephanie Walsh to submit a Lakewood lodging tax funding request for Lakewold Gardens.

Please respond via 'reply all' as I'll be able to then use the final authorization document for the application and all responses will be recorded.

If there are concerns with this request, please notify me ASAP.

Thanks,

SW
Stephanie Walsh
Executive Director, Lakewold Gardens
Preserving the gardens as an inspirational experience
253-584-4106, ext.102
www.lakewoldgardens.org

Join our "Garden Greetings" e-newsletter, click here to subscribe http://eepurl.com/cQIl

LAKEWOLD GARDENS

2015-2016 Board of Directors Contact List

EXECUTIVE COMMITTEE

President
Paul Doty
4301 So. Pine St., Suite 400
Tacoma, WA 98409
Bus: 253-830-5450
Fax: 253-830-5454
Email: pdoty@dbrcpas.com

Vice President
Kate Read
9004 Dolly Madison St SW
Lakewood, WA 98498
Res: 253-588-9228
Cell: 415-509-8018
Email: kateread@aim.com

Secretary
Edgar Larson
7902 88th Street Ct. SW
Lakewood, WA 98498
Res: 253-582-9360
Cell: 253-222-3373
Email: larson@plu.edu

Treasurer
Doug Helland
7702 97th Avenue SW
Lakewood, WA 98498
Res: 253-584-2255
Email: doughelland@hotmail.com

Past President
Joe Carman, IV
712 North C Street
Tacoma, WA 98403
Cell: 253-988-5565
Email: jcarman@harbornet.com

Member-At-Large
Michael Larson
1822 N. Tyler Street
Tacoma, WA 98406
Cell: 253-209-1572
Email: mlarson@haroldallen.com

Ex-Officio
Kathi Littmann
GTCF
950 Pacific Ave., Suite 1100
Tacoma, WA 98402
Bus: 253-383-5622
Email: klittmann@gtcf.org

Executive Director
Stephanie Walsh
P.O. Box 39780
Lakewood, WA 98496
Bus: 253-584-4106 ext. 102
Cell: 253-431-1194
Email: swalsh@lakewoldgardens.org

Honorary Member
Cordy Wagner
8209 North Thorne Lane SW
Lakewood, WA 98498
Res: 253-584-4881
Cell: 253-230-7545
Email: wagnerjc@earthlink.net

DIRECTORS

Janelle Appling
8613 Berkeley Street SW
Lakewood, WA 98498
Cell: 253-312-5862
Email: jhayden04@yahoo.com

Phyllis Griggs
6816 79th St. W.
Lakewood, WA 98499
Cell: 253-677-4253
Email: Phyllis444@comcast.net

Kris Kauffman
12228 Nyanza Rd. SW
Lakewood, WA 98499
Res: 253-581-9752
Cell: 253-21-WATER
Email: waterrightsinc@msn.com

Sandra Murray
11615 Gravelly Lake Dr. SW
Tacoma, WA 98499
Res: 253-584-4840
Cell: 253-370-2797
Email: sandramurray55@ymail.com

Larry Woodin
2230 SW 309th St
Federal Way, WA 98023
Cell: 206-794-5276
Email: ecohome@mindspring.com

LAKEWOLD GARDENS

August 10, 2015

City of Lakewood
Lodging Tax Advisory Committee
6000 Main Street
Lakewood, WA 98499

To Whom It May Concern:

Please be advised that the Executive Director of Lakewold Gardens is authorized to sign any and all applications and/or contracts associated with the City of Lakewood and lodging tax funding opportunities.

The contact information for our Executive Director is as follows:

Stephanie Walsh
Executive Director
PO Box 39780
12317 Gravelly Lake Drive SW
Lakewood, WA 98496
253-584-4106, extension 102

Sincerely,

Paul Doty
President, Friends of Lakewold
Lakewold Gardens

"As we become more and more city creatures, living in man-made surroundings, perhaps gardens will become even more precious to us, letting us remember that we began in a garden." - *Eulalie Wagner 1904-1991*

Application for:

CITY OF LAKEWOOD
FY 2016 Lakewood Lodging Tax & Tourism Promotion Grant Funds

Lakewood Gateways Improvement Project

SUBMIT TO:

City of Lakewood
Economic Development Department
6000 Main Street SW
Lakewood, WA 98499

2016 Lodging Tax – Tourism Promotion Project Application

1. Project Information

1a. Project Name: Lakewood Gateway Project

Amount Requested: $100,000
(Amount Requested must match Total Costs, column "a." on page 14)

Total Project Amount: $100,000
(Total Project Amount must match Total Costs, column "c." on page 13)

1b. Name of Applicant organization: City of Lakewood

Mailing Address: 6000 Main Street SW
Lakewood, WA 98499

Tax ID Number: 91-1698185

Organization Unified Business Identifier (UBI): _____

UBI Expiration Date: _____

Type of Organization: Public Non-Profit
(Non-profit, For-profit, Municipality, Private business, etc.)

1c. Contact Name: Mary Dodsworth

Title: Parks, Recreation and Community Services Director

Telephone: 253-983-7741 Email: mdodsworth@cityoflakewood.us

Signature: John J. Caulfield

Digitally signed by John J. Caulfield
DN: cn=John J. Caulfield, o=City of Lakewood, ou=City Manager, email=jcaulfield@cityoflakewood.us, c=US
Date: 2015.08.13 15:45:29 -07'00'

The signatory declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used only for the purposes set forth herein, and verifies that all the information contained in this application is valid and true to the best of his/her knowledge.

2. Project Description

2a. Please provide the event date(s) _____NA_____

2b. Where will your event be held? ___South Tacoma Way / 100th Street and Nyanza / Gravelly Lake Drive___

2c. If there is a charge or fee for this activity, please describe how much and why.

NO the improvement project will be enjoyed for FREE by all who pass by.

2d. Please provide a detailed description of the proposed project/activity. Include information on the area the project will serve, its expected impact and list the responsible party(s). If you need additional room, please attach a separate document and save as, "additional details."

We are proposing to continue the work started in 2015 to improve Lakewood Gateways. We plan to improve two more gateway areas in 2016. We will create a new gateway at South Tacoma Way and 100th Street and renovate the gateway at Nyanza and Gravelly Lake Drive.

First Impressions matter! There are 14 different ways to access and enter the Lakewood community and each of the access points (gateways) are different and leave a different impact and impression with those who pass by to visit, shop, or play. According to Princeton psychologists Janine Willis and Alexander Todorov, all it takes is a one tenth of one second (1/10) to form an impression. More current research states that we may have 3-7 seconds to capture that first impression. Based on the current conditions, Lakewood visitors may be developing a negative impression of our community when they pass by certain areas.

With an emphasis on economic development and to leave a positive impression on the thousands of people coming to and through Lakewood for the US Open event, the City created a Gateway Improvement Program. A 17 member community planning team developed a gateway vision and preliminary design to be used in various ways at our 14 gateway areas. The group felt strongly that the sign needed to make a statement that you are in LAKEWOOD, a special place. They also discouraged directional or informational signs at the gateway locations. The Bridgeport Way SW and Pacific Highway intersection was the first gateway project completed last year. We also updated the gateway at the north end of Bridgeport in 2015 (see photos attached). Both signs are landscaped and light up at night. The successful projects received positive response from the community.

Because our ability to update all of the gateways at one time is limited, the City developed criteria and a points system to help prioritize and determine which site(s) could or should be improved next. Criteria included: new vs renovated sites; does it create new maintenance, could the sign be scaled, do we have the right-of-way for installation and does the sign direct people to our Central Business District? Based on scoring, the proposed signs at South Tacoma Way and Highway 512 and Nyanza and Gravelly Lake Drive received the top scores.

Rumor has it that realtors, developers, and businesses use the Gravelly Lake Drive exit to direct their customers to Lakewood. This is because they perceive the exit and drive into Lakewood from this location is a more aesthetically pleasing experience. This gateway site has an old wooden sign with an old City logo on it as well as a directional sign that is difficult to read and not very effective. We can easily renovate this gateway with a new sign. Power, water and landscaping are already in place.

The South Tacoma Way and 512 exit is a main gateway to Lakewood but very very busy and visually cluttered. The City is doing a major street improvement in this area and if funded we can add new gateway island to direct people to our international and central business district areas from this area. We would get a bigger bang for our buck since construction will be occurring in this area already. We would save money on some site work and traffic control. This site would not have the landscaping found at others gateways since water is not available.

Lakewood Gateways 2.d (continued)

Creating visually pleasing gateways will have a positive impact on our local economy, tourism and the community. The City of Lakewood will take the lead in designing and constructing the signs and manage the improvement projects. The City will provide the annual maintenance at this site to ensure it will positively represent our community. We will also work with WSDOT to improve the look of the freeway interchange areas close to these areas. We will work with local businesses adjacent to this area to improve the overall gateway experience as well.

3. Beneficiaries

Please list and provide specific information regarding all individuals, businesses, areas, or organizations that will directly benefit from the project/activity.

Lakewood first time visitors will benefit from the gateway improvement projects. They will see the sign and know they are in Lakewood, Washington. The secondary impressions will be that we care about our community, we take care of our infrastructure and we want to make a good first impression.

Lakewood businesses along South Tacoma Way and 100th streets will benefit because they will have a new and improved way to welcome their customers. They can use the sign as a landmark for giving directions to their customers and guests who are wanting to access the international district and/or central business district. Several hotels are located in this area and more are on their way. Visitors entering our community from the Gravelly Lake exit will know they are somewhere special and can easily find their way to Lakewold Gardens, Tacoma Golf and Country Club or the Town Center.

Lakewood residents will benefit because as they travel to and from this area regularly, they will see that the City cares about their image and the impression that is made.

4. Goals/Monitoring

Describe the goals of the project. Will the project result in an increase in overnight stays by visitors in Lakewood? <u>If so, how will this increase be tracked and monitored?</u> <u>How will an increase in the sale of goods and services as a result of the project be measured?</u> What other short or long term economic benefits will occur and how will that be tracked? Why do you believe those project/activity outcomes are feasible? **Applicants will be required to submit a post-funding report providing pertinent data evaluating tourism benefits resulting from the use of lodging tax funds as compared with the estimates contained in this application.**

The goals of the Gateway Project are:

- Annually review all City gateways to assess current condition and provide recommendations for improvements,
- Develop a gateway program that could be replicated in a variety of ways at various locations,
- Determine a phasing plan based on various prioritization criteria,
- Implement improvements as resources, partnerships and adjacent projects are being proposed and are available.

Whether it is the first time a person sees the improved gateway or if they have experienced the “before and after” views, they will have a positive impression of the site and our community.

Although it will be difficult to determine if this gateway project increases visits or overnight stays in Lakewood, we can monitor the number of people who will see the sign each day by doing traffic counts at these locations using technology owned by the City. We can ask businesses within a 1mile radius of the gateway areas their opinion / impression of the improved gateway through electronic survey tools using local business license information. We can do a community survey using our City website, social media and traditional publications to capture community opinion of our gateway improvement projects.

5. Estimate how the funds will increase the amount of people traveling to Lakewood to stay overnight in paid accommodations.

Each day approximately 35,000 drivers take the 512 / South Tacoma Way exit from I-5 and head towards Lakewood. A majority of these drivers, approximately 25,000, turn north onto South Tacoma Way and head towards 100th Street - which leads to our international and our central business districts.

We will do a traffic count after one year to determine if increases have occurred in these particular areas. We know, based on the location, that the individuals using these roads and intersection and/or visiting local businesses in this area will observe the site, know they are in LAKEWOOD and have a positive impression of the Lakewood area.

6. Estimate how the funds will increase the amount of people traveling to Lakewood from more than 50 miles from their residences.

Each day approximately 35,000 drivers take the 512 / South Tacoma Way exit from I-5 and head towards Lakewood. A majority of these drivers, approximately 25,000, turn north onto South Tacoma Way and head towards 100th Street - which leads to our international and our central business districts.

We will do a traffic count after one year to determine if increases have occurred in these particular areas. We know, based on the location, that the individuals using these roads and intersection and/or visiting local businesses in this area will observe the site, know they are in LAKEWOOD and have a positive impression of the Lakewood area. We will do an assessment after one year to determine if increases have occurred in these particular areas. We may not be able to directly relate the improvements to visitors from over 50 miles away, however, we know, based on the location, that all of the visitors coming from over 50 miles away who use this intersection and/or visit these local businesses will observe the site, know they are in LAKEWOOD and have a positive impression of the Lakewood area.

7. Estimate how the funds will increase the amount of people traveling to Lakewood from outside their state or country.

Each day approximately 35,000 drivers take the 512 / South Tacoma Way exit from I-5 and head towards Lakewood. A majority of these drivers, approximately 25,000, turn north onto South Tacoma Way and head towards 100th Street - which leads to our international and our central business districts.

We will do a traffic count after one year to determine if increases have occurred in these particular areas. We know, based on the location, that the individuals using these roads and intersection and/or visiting local businesses in this area will observe the site, know they are in LAKEWOOD and have a positive impression of the Lakewood area.

We may not be able to directly relate the improvements to visitors from outside the state or country, however, we know, based on the location, that all of the visitors coming from outside the state or country, who use this intersection and/or visit these local businesses, will observe the site, know they are in LAKEWOOD and have a positive impression of the Lakewood area.

8. Funding Requirements

Due to funding constraints, partial funding may be recommended by the LTAC.

8a. If partial funding is received, how will that impact the project/activity? Please describe:

We are looking for lodging tax funds to support the sign projects. If partial funding is recommended by LTAC, we would invest in the South Tacoma Way / 512 gateway first. Since this project will be coordinated with the street improvement project, it would be much harder to come in at a later date to do this work.

Depending on available resources, we would invest in the Gravelly Lake Drive / Nyanza site second. This site is already established so a new monument and sign could be built and then the landscaping / lighting updated at a later date.

9. Use of Funds

Provide detail on how the funds will be used. For example, $20,000 of the funds will be used for marketing, $5,000 for administration, $10,000 for Consultants, etc.

Each gateway will cost approximately $60,000. The signs at this site would be approximately the same size so budget below is for two signs.

$ 8,000 of the funds will be used for design work and construction drawings.
$ 70,000 of the funds will be used for masonry work / cement work
$ 5,000 of the funds will be used for electrical work and other specialty services
$ 20,000 of the funds will be used for the signs
$ 7,000 of the funds will be used for landscaping and irrigation
$ 10,000 traffic control

$120,000

11. Funding History

11a. Was this project funded with Lakewood lodging tax funds in fiscal year 2015?

__X__yes _____no

11b. If you answered yes to 11a, how much funding did you receive in 2015?

_____10,000.00_____

11c. If you answered no to 11a, what is the last year Lakewood funding was received and how much? _____ (year) _____ (amount awarded) ❑ no previous funding

11d. Indicate what efforts have been made to access funding from additional sources?

The City invested over $110,000 in gateway improvements in 2015. We will be able to use local staff and equipment for the Gravelly Lake / Nyanza site and we can use traffic control and we can benefit from site development resources from the traffic project at the South Tacoma Way site which will contribute over $20,000 towards the improvement projects.

As we succeed in making improvements to our gateways, we will look to the Lakewood Community Foundation for support as well as service organizations, citizen groups and businesses to encourage involvement and financial support. First Impressions Matter will be our overriding theme.

12. Coordination and Collaboration

Please provide information about any other organizations or agencies involved in this project/activity. Describe their level of involvement. Describe how this project coordinates with other tourism promotion efforts or services in the area, including Chambers of Commerce, local festivals, local lodging and restaurants. You may attach up to three letters of support from these organizations.

The following groups and organizations were involved in this planning and review process:
- Lakewood Redevelopment Advisory Board – planning and design
- Lakewood Citizens Transportation Advisory Board – planning and design
- Lakewood Parks and Recreation Advisory Board – planning and design
- Lakewood Arts Commission – planning and design
- Lakewood Planning Advisory Board – planning and design
- Lakewood Landmarks and Heritage Advisory Board – planning and design
- Lakewood Historical Society – planning and design
- Tillicum Neighborhood Association – planning and design
- Pierce County Refuse / Waste Connections – planning and design
- Holiday Inn Express – planning and design
- Keep Lakewood Beautiful/Lakewood Community Foundation – planning
- Washington State Dept. of Transportation (WSDOT) – planning and design
- Lakewood citizens – planning and design

Lakewood City staff (engineering, parks, recreation, public works and economic development have collaborated on this project). Local private businesses will be used for planning, design and construction.

13. Capital Projects Budget

Supporting the Capital Expenditures and/or Operation of City Tourism-Related Facilities

FUNDING/TIMELINE	Responsible Parties, Methods, Means	Begin (Dates or Periods)	End (Dates or Periods)	Amount Requested From Lodging Funds	Other Funds Committed or Proposed*	TOTALS
Design & Inspection	Lakewood & Consultants	10/2015	4/2016	$ 3000	$ 5000	$ 8000
Other Consultants				$	$	$ 0
Permits & Fees				$	$	$ 0
Land Acquisition				$	$	$
Site Development & Landscape				$ 2000	$ 5000	$ 7000
sign monuments				$ 75000	$	$ 75000
Signs				$ 20000	$	$ 20000
Other (Specify) Traffic Control				$	$ 10000	$ 10000
TOTAL				$ 100000	$ 20000	$ 120000

*If other funds are committed, please attach a letter of commitment from the funding source.

14. Certification

The applicant hereby certifies and confirms:

1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;
2. That it will abide by all relevant local, state, and federal laws and regulations;
3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;
4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

Primary Signature: John J. Caulfield

Digitally signed by John J. Caulfield
DN: cn=John J. Caulfield, o=City of Lakewood, ou=City Manager, email=jcaulfield@cityoflakewood.us, c=US
Date: 2015.08.13 15:45:56 -07'00'

Signature

John J. Caulfield, City Manager

Printed Name & Title of Chief Administrator/Authorizing Official

8/13/2015

Date

CITY OF LAKEWOOD

AFFIDAVIT OF COMPLIANCE WITH LAKEWOOD MUNICIPAL CODE 1.42
"E-VERIFY"

As the person duly authorized to enter into such commitment for

City of Lakewood, Washington
COMPANY OR ORGANIZATION NAME

I hereby certify that the Company or Organization named herein will

(Check one box below)

☑ Be in compliance with all of the requirements of City of Lakewood Municipal Code Chapter 1.42 for the duration of the contract entered into between the City of Lakewood and the Company or Organization.

OR

☐ Hire no employees for the term of the contract between the City and the Company or Organization.

John J. Caulfield

Digitally signed by John J. Caulfield
DN: cn=John J. Caulfield, o=City of Lakewood, ou=City Manager, email=jcaulfield@cityoflakewood.us, c=US
Date: 2015.08.13 15:46:26 -07'00'

SIGNATURE

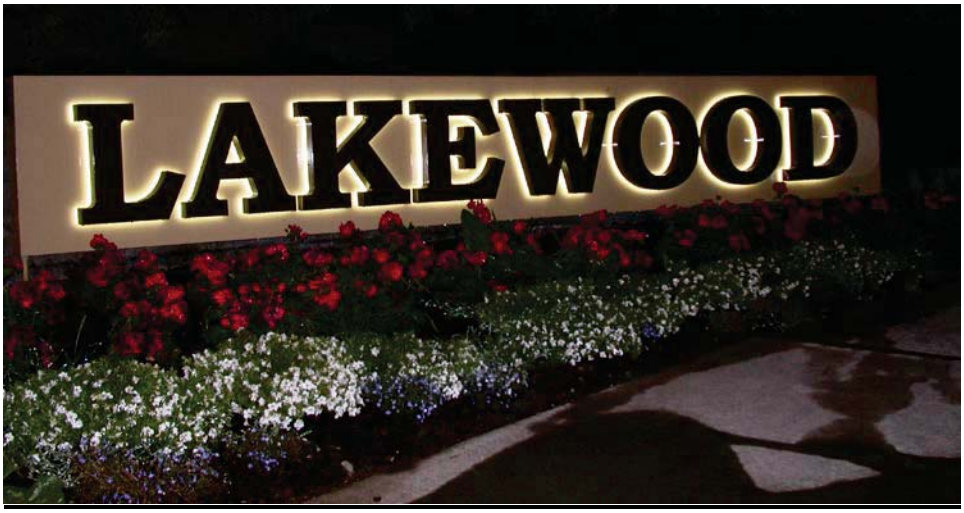
John J. Caulfield, City Manager
PRINT NAME AND TITLE

8/13/2015
DATE

Current City Gateway Signs at Various Locations
Not presenting the image we want of Lakewood

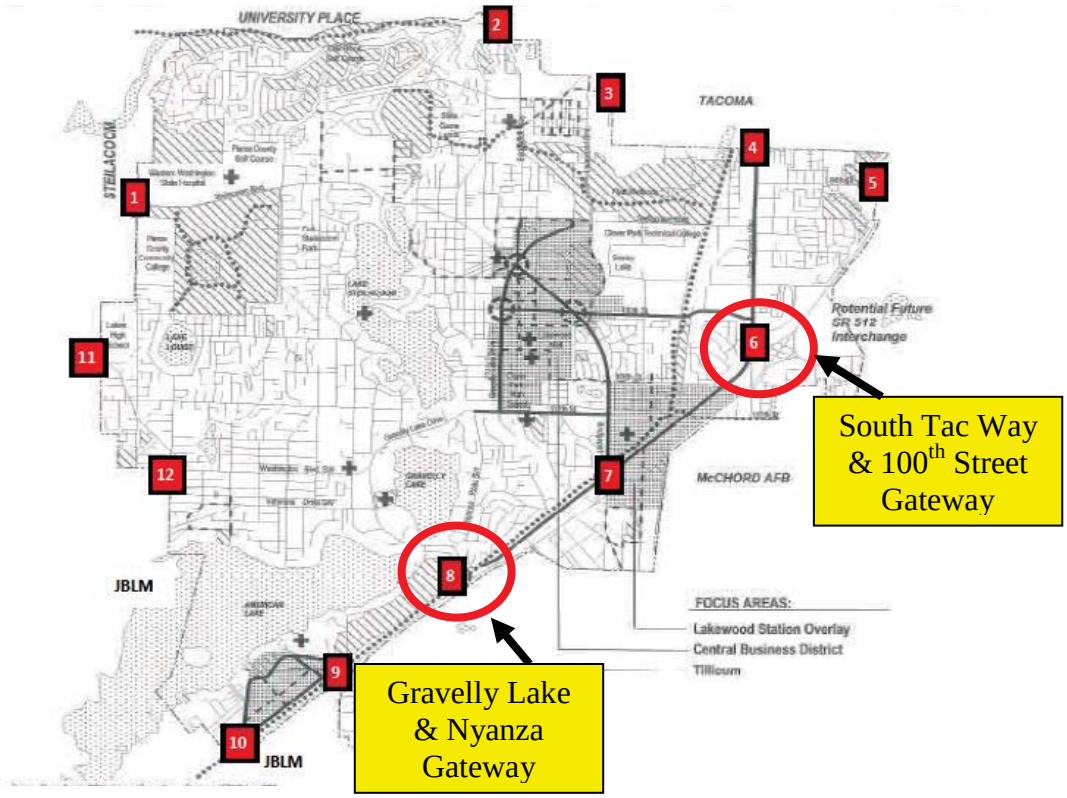
New City Gateway Signs

Bridgeport Way and Pacific Highway



North Bridgeport Way sign at night

City Gateways



Gravelly Lake and Nyanza

Before and After

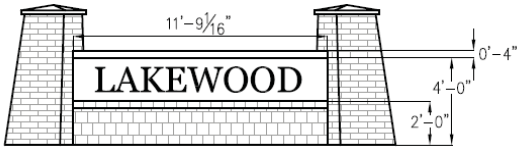
Design schematic materials would match current signs

Highway 512 and South Tacoma Way Exit
(busy, visual clutter, various signage)

Solution!
Move Gateway to intersection of 100th and So Tacoma Way

Create traffic island

Build Gateway



Design schematic
Materials would match current signs

2016 Marketing Plan
Gateway Marketing Plan

	Marketing Description
• Lakewood Connections	Information regarding the Gateway Program and specifically the new signs installed at the So Tacoma Way and 100th and Nyanza and Gravelly Lake areas will be highly promoted.
• Press Releases to local (TNT, Sub-Times, PATCH) and regional publications.	Photos and graphic representations of the new gateway signs will be used in publications and on our website. We will anchor it on social media timelines and hope they become valued landmarks for Lakewood.
• Social Media timeline	Prepare informational material and articles that will be direct mailed to 24,000 Lakewood residents and businesses.
• Masthead for website pages	Photos and graphics available for use in various publications.
• Electronic copies for distribution	

2016 Lodging Tax – Tourism Promotion Project Application

1. Project Information

1a. Project Name: Lakewood Playhouse Lighting System Upgrade

Amount Requested: $ 50,000.00
(Amount Requested must match Total Costs, column "a." on page 14)

Total Project Amount: $ 55,728.00
(Total Project Amount must match Total Costs, column "c." on page 13)

1b. Name of Applicant organization: Lakewood Community Players dba Lakewood Playhouse

Mailing Address: 5729 Lakewood Towne Center Blvd SW, Lakewood WA 98496

or

PO Box 99041, Lakewood WA 98499

Tax ID Number: 91-6058223

Organization Unified Business Identifier (UBI): 278-031-367

UBI Expiration Date: 6/30/2016

Type of Organization: 501(c)3 non-profit
(Non-profit, For-profit, Municipality, Private business, etc.)

1c. Contact Name: John Munn

Title: Managing Artistic Director

Telephone: 253-223-2305 Email: jmunn.lakewoodplayhouse@gmail.com

Signature:

The signatory declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used only for the purposes set forth herein, and verifies that all the information contained in this application is valid and true to the best of his/her knowledge.

2. Project Description

2a. Please provide the event date(s) January 1 through December 31, 2016

2b. Where will your event be held? Lakewood Playhouse

2c. If there is a charge or fee for this activity, please describe how much and why.

There will be no fee charged as this is a capital improvement to our property.

2d. Please provide a detailed description of the proposed project/activity. Include information on the area the project will serve, its expected impact and list the responsible party(s). If you need additional room, please attach a separate document and save as, "additional details."

Lakewood Community Players will use Lakewood Lodging Tax and Tourism Promotion Funds to upgrade our lighting system to modern energy-saving LED lighting. Modern LED theatrical instruments provide the same or better illumination as older incandescent lighting fixtures, burn much cooler (thus reducing the risk of heat-related fires), are easier for lighting personnel to use, and consume far less electricity than any other method of electrical illumination. This upgrade will result in a nightly electrical consumption decrease of approximately 90%. Such a decrease will have a positive environmental impact on power consumption for our area, make for a safer facility as regards fire-safety issues, and result in significant monetary savings for the Playhouse.

We believe upgrading our physical lighting plant will also greatly and positively impact our production values, and also raise our profile as an environmentally-forward or "green" facility. We believe this will translate into increased patronage to Lakewood Playhouse from all over the South Puget Sound area and beyond.

Increased patronage to the Lakewood Playhouse increases patronage to the businesses in the Lakewood Towne Center and on the many streets nearby. Our in-house surveys of our patrons indicates that a majority of them often patronize nearby businesses before or after they come to the Playhouse. Attendance at Lakewood Playhouse events brings our patrons into the middle of one of Lakewood's premiere shopping and dining destinations. Studies show that patrons of live theatre spend more dollars in the community than what they have spent on their theatre tickets. Many live theatre patrons are of a demographic that has more discretionary income available to them, and our own recent demographic surveying indicates that this holds true for Lakewood Playhouse: more than 50% of our audience base is between the ages of 22 and 54, and more than 40% make more than $54,000 per year. 85% of our patrons say they patronize local businesses when they visit the Playhouse.

3. Beneficiaries

Please list and provide specific information regarding all individuals, businesses, areas, or organizations that will directly benefit from the project/activity.

The Playhouse will benefit directly from the cost savings as regards its energy consumption, and from a safer physical plant as regards fire safety.

Our patrons will benefit from a safer facility as regards fire safety issues, and from an increase in the production values of our presentations.

Local businesses will benefit as a safer Playhouse facility with even higher-quality productions translates into increased patronage of the Playhouse and the local businesses its attendees patronize.

4. Goals/Monitoring

Describe the goals of the project. Will the project result in an increase in overnight stays by visitors in Lakewood? If so, how will this increase be tracked and monitored? How will an increase in the sale of goods and services as a result of the project be measured? What other short or long term economic benefits will occur and how will that be tracked? Why do you believe those project/activity outcomes are feasible? **Applicants will be required to submit a post-funding report providing pertinent data evaluating tourism benefits resulting from the use of lodging tax funds as compared with the estimates contained in this application.**

The primary goal of Lakewood Playhouse's Lighting System Upgrade is to decrease electrical consumption and improve fire safety at the Playhouse. Our research for the project in question projects a decrease in nightly electrical consumption--that is, during our presentations of live theatrical programs--of approximately 90%. Such savings over time will result in significant economic savings for the Playhouse, as well as the overall environmental benefits that such a decrease will have for the South Puget Sound area. Also, a safer Playhouse will benefit our patrons. We will be able to track and monitor the effectiveness of this goal via our electrical consumption expenses and our annual fire safety inspections.

The secondary goal of the project is to further improve production quality at the Playhouse in order to increase attendance. We firmly believe that increasing our audience results in a significant number of those patrons spending further dollars within our community, and with some of them utilizing local lodging for out-of-town guests/family members. Many of these patrons, once familiarized with the local businesses of our immediate community, return to patronize those businesses even when they are not specifically visiting the Playhouse.

We endeavor to maintain personal relationships with many of our patrons, and our sponsors and advertisers, so that we may garner their input regarding measuring the impact of their involvement with Lakewood Playhouse and its community. We further track the effectiveness of our promotions through the use of audience surveys (both in-person and internet-based), and through promotional deals via display advertising, social media and the internet, and direct marketing.

5. Estimate how the funds will increase the amount of people traveling to Lakewood to stay overnight in paid accommodations.

We believe that increasing our audience, and increasing and maintaining the patronage of that audience over time (a goal of Lakewood Playhouse's lighting upgrade) results in a significant number of those patrons spending further dollars within our community, and with some of them utilizing local lodging for out-of-town guests/family members. Our year-round theatre education programming (The Lakewood Institute of Theater), particularly the performance-based classes and our youth-involvement main stage show at Christmas-time, bring in extended family members from farther away who often need lodging in the area to see our young performers' work.

Lakewood Playhouse's reputation for high-quality theatre with excellent production values (and the public's perception of this), has grown tremendously in recent years. This success increases the Playhouse's profile and reputation, generating increased ticket sales and new patrons, all of whom spend money locally beyond our theater building. The involvement of theatre artists drawn by our increased reputation from farther afield, may also increase lodging in the area for extended family and friends.

6. Estimate how the funds will increase the amount of people traveling to Lakewood from more than 50 miles from their residences.

The same reasoning that applies to the answer for question 5 applies here:
• increasing our audience, and increasing and maintaining the patronage of that audience over time, results in a significant number of patrons spending further dollars within our community
• our year-round youth theatre programming brings in family members from farther away who often need lodging in the area to see our young performers' work
• our increased reputation results in a higher profile and increased positive word-of-mouth, resulting in an increase of new patrons and of patrons from farther afield
• the involvement of theatre artists from farther afield may have family and friends travel from out of town or from out-of-state to see their work

7. Estimate how the funds will increase the amount of people traveling to Lakewood from outside their state or country.

In addition to the circumstances described in the answers to questions 5 and 6 above, Lakewood Playhouse is on a path of actively promoting ourselves both regionally and nationally. As members of the American Association of Community Theaters, we maintain an eye toward one day hosting or co-hosting their annual conferences. Lakewood Playhouse aspires to become a cultural ambassador for our community to other communities around the region and country, as an example of how much a successful and well-run, long-lived, and environmentally responsible community theater can achieve.

8. Funding Requirements

Due to funding constraints, partial funding may be recommended by the LTAC.

8a. If partial funding is received, how will that impact the project/activity? Please describe:

Partial funding will basically limit the extent to which we can upgrade our lighting system, and thus decrease electrical consumption and increase fire safety..

We have a secondary project plan, which for about half the cost of the current proposal, would decrease electrical consumption by almost 50%.

9. Use of Funds

Provide detail on how the funds will be used. For example, $20,000 of the funds will be used for marketing, $5,000 for administration, $10,000 for Consultants, etc.

All of the funds will be used for lighting equipment.

10. Project Budget (for non-capital projects). Do not include in-kind contributions.

Income: A diversified funding base is important to the success of any project. Please list all other sources of funding for the project, both anticipated and confirmed and when that funding will be available to the project. Include your own funding, sponsorships, other grants, etc

Funding Source list all revenue sources anticipated for 2015. Do not include requested Lakewood Lodging Tax Funds	**Amount**	**Confirmed? Yes/No**	**Date Available**
Lakewood Playhouse funding	$		
	$		
	$		
	$		
	$		
	$		
	$		

Expenses: Based on full funding, please list project costs.
PLEASE NOTE: Certain expenses may not be reimbursable, at the sole discretion of the City of Lakewood. You will only be repaid at the Lakewood authorized rates. Insurance is not an eligible cost. If you have any questions about any of your proposed expenses, please discuss them with Becky Newton at Lakewood's Economic Development (253) 983-7738.

	a. Lodging Tax Funds	b. Other Funds, Do not include In-Kind dollars	c. Total
Personnel (salaries & benefits)	$	$	$ 0
Administration (rent, utilities, postage, supplies, janitorial services, etc.) *Note: Insurance is not an eligible cost*	$	$	$ 0
Marketing/Promotion	$ 0	$ 0	$ 0
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	$	$	$ 0
Minor Equipment (computers, desks, etc.)	$	$	$ 0
Travel	$	$	$ 0
Contract Services Describe below	$	$	$ 0
Other Describe below	$	$	$ 0
TOTAL COSTS (Amount in column "a." must match "Amount Requested." Amount in column "c" must equal "Total Project Amount" on Page 9)	$ 0	$ 0	$ 0
Description for Direct Sales Activities, Contract Services, Travel and Others			
In-Kind Contributions			

11. Funding History

11a. Was this project funded with Lakewood lodging tax funds in fiscal year 2015?

_____yes __x__no

11b. If you answered yes to 11a, how much funding did you receive in 2015?

_____

11c. If you answered no to 11a, what is the last year Lakewood funding was received and how much? _____ (year) _____ (amount awarded) ☒ no previous funding

11d. Indicate what efforts have been made to access funding from additional sources?

Lakewood Playhouse has an employee (the Development and Marketing Director) part of whose duties include seeking outside funding from various sources (government and foundation grants, corporate arts funding, etc.) We are in constant pursuit of opportunities that will provide unearned income for our operations and facility.

In recent years, we have received $7,500 in general operating funding from the Greater Tacoma Community Foundation, and almost $11,000 for various campaigns through Arts Fund's Power2Give program. Our most successful Power2Give campaign helped us complete an earlier electrical improvement.

12. Coordination and Collaboration

Please provide information about any other organizations or agencies involved in this project/activity. Describe their level of involvement. Describe how this project coordinates with other tourism promotion efforts or services in the area, including Chambers of Commerce, local festivals, local lodging and restaurants. You may attach up to three letters of support from these organizations.

Our season or show sponsors include the Lakewood Towne Center, Barnes and Noble, Geico Insurance, the Lakewood Chamber of Commerce, Pierce County Library System, Lakewood Ford, Pinnacle Lumber, and Pediatric Dental Associates. These entities provide us with funding and/or in-kind services in exchange for logo placement, advertising, and show tickets.

Our playbill advertisers include The Ram restaurant, Villa Realty, Carr's Restaurant, the Lakewood Historical Society and Museum, Designated Escrow, Casa Mia restaurant, La Palma restaurant, On-Site Express computer repair, Olympic Landscaping, Lakewood Costumes, KLAY Radio, Bayview Optical, the Patriot's Landing retirement community, and the Old Country Buffet and Subway restaurants in the Towne Center. These entities purchase ads or provide us with in-kind services, and also receive show tickets.

We participate and/or maintain presences in local festivals and educational fairs/expos. We collaborate with and cross-promote our programming with our neighboring theatres in Tacoma and Olympia, and maintain memberships in local and national theatrical support organizations, and local service organizations.

13. Capital Projects Budget

Supporting the Capital Expenditures and/or Operation of City Tourism-Related Facilities

FUNDING/TIMELINE	Responsible Parties, Methods, Means	Begin (Dates or Periods)	End (Dates or Periods)	Amount Requested From Lodging Funds	Other Funds Committed or Proposed*	TOTALS
Design & Inspection				$	$	$ 0
Other Consultants				$	$	$ 0
Permits & Fees				$	$	$ 0
Land Acquisition				$	$	$ 0
Site Development & Landscape				$	$	$ 0
Buildings (New Construction)				$	$	$ 0
Building Renovations (Includes Access)				$	$	$ 0
Other (Specify) *Insurance is not an eligible cost.*	Lakewood Playhouse Staff	As funding is available	Within 3 months	$ 50000	$ 5728	$ 55728
TOTAL				$ 50000	$ 5728	$ 55728

*If other funds are committed, please attach a letter of commitment from the funding source.

14. Certification

The applicant hereby certifies and confirms:

1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;
2. That it will abide by all relevant local, state, and federal laws and regulations;
3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;
4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

Primary Signature: _____
Signature

JOHN MUNN, MANAGING ARTISTIC DIRECTOR
Printed Name & Title of Chief Administrator/Authorizing Official

8/11/15
Date

CITY OF LAKEWOOD

E-VERIFY REQUIREMENTS FOR CONTRACTORS

By Ordinance, the City of Lakewood requires that all contractors who enter into agreements to provide services or products to the City use the Department of Homeland Security's E-Verify system when hiring new employees for the term of the contract.

E-Verify is an electronic system designed to verify the documentation of job applicants. It is run by the Department of Homeland Security.

Who is affected?

- All contractors doing business for the City of Lakewood. There is no minimum dollar value for contracts affected.
- All subcontractors employed by the general contractor on these contracts.

Are there exceptions?

- Contracts for "Commercial-Off-The-Shelf" items are exempted from this requirement.
- Individuals, Companies, or other organizations that do not have employees.

How long must the contractor comply with the E-Verify system?

- For at least the term of the contract.

Are there other stipulations?

- E-Verify must be used ONLY for NEW HIRES during the term of the contract. It is NOT to be used for EXISTING EMPLOYEES.
- E-Verify must be used to verify the documentation of ANY new employee during the term of the contract, not just those directly or indirectly working on deliverables related to the City of Lakewood contract.

How will the City of Lakewood check for compliance?

- All contractors will retain a copy of the E-Verify Memorandum of Understanding that they execute with the Department of Homeland Security AND
- Sign and submit to the City an Affidavit of Compliance with their signed contract.
- All General Contractors will be required to have their subcontractors sign an Affidavit of Compliance and retain that Affidavit for 4 years after end of the contract.
- The City of Lakewood has the right to audit the Contractor's compliance with the E-Verify Ordinance.

Further information on E-Verify can be found at the following website:

http://www.uscis.gov/e-verify

If you have questions about the City's E-Verify Ordinance, please contact the City of Lakewood's legal department prior to contracting with the City.

CITY OF LAKEWOOD

AFFIDAVIT OF COMPLIANCE WITH LAKEWOOD MUNICIPAL CODE 1.42
"E-VERIFY"

As the person duly authorized to enter into such commitment for

Lakewood Community Players, Inc. (dba Lakewood Playhouse)

COMPANY OR ORGANIZATION NAME

I hereby certify that the Company or Organization named herein will

(Check one box below)

- [x] Be in compliance with all of the requirements of City of Lakewood Municipal Code Chapter 1.42 for the duration of the contract entered into between the City of Lakewood and the Company or Organization.

OR

- [ ] Hire no employees for the term of the contract between the City and the Company or Organization.

SIGNATURE

PRINT NAME AND TITLE

DATE

INTERNAL REVENUE SERVICE
EP/EO

Internal Revenue Service
EP/EO Disclosure Desk
P.O. Box 2350 Los Angeles, CA 90053

Person to Contact:
F. Miraflor or L. Barragan
Telephone Number:
(213)894-4282
Refer Reply to:
90-268
Date: AUG 22 1990

LAKEWOOD COMMUNITY PLAYERS

P O BOX 99041
TACOMA, WA 98499

RE: 91-6058223
LAKEWOOD COMMUNITY PLAYERS

Gentlemen:

This is in response to your request for a determination letter of the above-named organization.

A review of our records indicates that the above-named organization was recognized to be exempt from Federal income tax in June 1942, as an organization described in Internal Revenue Code section 501(c)(3). It is further classified as an organization that is not a private foundation as defined in section 509(a) of the code, because it is an organization described in section 509(A)(2).

This letter is to verify your exempt status and the fact that the determination letter issued on June 1942 continues to be in effect.

If you are in need of further assistance, please feel free to contact me at the above address.

We appreciate your cooperation in this regard.

Sincerely,

F. C. Miraflor

Disclosure Assistant

Jerry Clausen
Master Electrician
Lakewood Playhouse

LWPH Lighting Upgrade to LED
With LED Ellipsoidals

quantity	unit	cost	Extension
20	MegaLight RGBW Profile	$1,459	$29,180
33	RGBAW Par fixtures	$325	$10,400
50	15' DMX Cables	$10.50	$525.00
50	Pass thru power cables	$11.50	$575.00
54	Pipe Clamps	$14.50	$783.00
1	Jands Vista S1		$6,760
		Total	$48,253
		Sales Tax	$4,825
		Shipping	$2,650
			$55,728

Electrical consumption would drop by approx. 90% per night with this package.

Jerry Clausen
Master Electrician
Lakewood Playhouse

LWPH Lighting Upgrade to LED

quantity	unit	cost	Extension
33	RGBAW Par fixtures	$325	$10,400
50	15' DMX Cables	$10.50	$525.00
50	Pass thru power cables	$11.50	$575.00
54	Pipe Clamps	$14.50	$783.00
1	Jands Vista S1		$6,760
		Total	$19,043
		Sales Tax	$1904
		Shipping	$1,245
			$22,192

Electrical consumption would drop by approx. 50% per night with this package

There would be a fairly high learning curve as Jands, while being the industry standard, uses a proprietary operating system.

Lakewood Playhouse Final Budget 2015-2016	
Budget Summary	
Income	
Production	$230,194.00
Education	$58,050.00
Concessions	$18,000.00
Advertising	$3,175.00
Grants	$32,000.00
Sponsorships	$10,000.00
Education Scholarships	$17,000.00
Biannual Operating (Friends') Fund	$40,000.00
Total Income	**$408,419.00**
Expenses	
Staff Compensation	$204,705.30
Production	$56,215.00
Education	$18,847.00
Marketing	$25,018.00
Building Maintenance	$3,000.00
Office Expenses	$11,850.00
Utilities	$11,100.00
Bank Fees	$7,000.00
Memberships & Professional Development	$1,705.00
Legal and Accounting	$3,000.00
Insurance	$6,500.00
Off-Site Storage and Rehearsal	$6,000.00
Property Taxes	$100.00
Paper Supplies	$1,633.00
Volunteer Appreciation	$600.00
Production Capital Improvement	$0.00
Facility Capital Improvement	$0.00
Development	$1,500.00
Concessions	$6,789.00
Accounts Payable Reduction	$30,000.00
Total Expenses	**$395,562.30**
3.25% Contingency	$12,856.70
Total Expenses w/Contingency	**$408,419.00**

11:42 AM
08/13/15
Accrual Basis

Lakewood Playhouse
Balance Sheet
As of July 31, 2015

		Jul 31, 15
ASSETS		
Current Assets		
Checking/Savings		
Harborstone 8361 debit		111.72
Harborstone 8360		3,134.81
Harborstone Savings 0434		6.20
COL General-723		1,085.29
COL Expense-715		106.99
Total Checking/Savings		4,445.01
Total Current Assets		4,445.01
Fixed Assets		
Equipment/Leasehold Impr		123,397.37
Land/Building		
Side Improvement	30,223.08	
Land/Building - Other	153,859.61	
Total Land/Building		184,082.69
Accumulated Depreciation		-66,706.00
Total Fixed Assets		240,774.06
TOTAL ASSETS		245,219.07
LIABILITIES & EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
Vendor Payable		13,085.12
Notes Payable		-988.08
Total Accounts Payable		12,097.04
Other Current Liabilities		
Notes Payable.		
Phil Raschke	5,000.00	
Carl Fisher	10,000.00	
Total Notes Payable.		15,000.00
HVAC Loan		5,364.00
Pre Paid Season Tickets		
2014 - 2015	51,878.00	
2015 - 2016	55,874.15	
Pre Paid Season Tickets - Other	-51,877.98	
Total Pre Paid Season Tickets		55,874.17
Payroll Tax Payable		7,455.27
Total Other Current Liabilities		83,693.44
Total Current Liabilities		95,790.48
Total Liabilities		95,790.48
Equity		
Retained Earnings		-10,706.66
Unrestricted Net Assets		193,614.53
Net Income		-33,479.28
Total Equity		149,428.59
TOTAL LIABILITIES & EQUITY		245,219.07

BY-LAWS OF THE LAKEWOOD COMMUNITY PLAYERS DBA THE LAKEWOOD PLAYHOUSE

A NONPROFIT ORGANIZATION IN THE STATE OF WASHINGTON

Ratified at the Annual Meeting of the
Members of the Lakewood Playhouse
August 24, 2013

Article I: PURPOSES AND MISSION STATEMENT

The Lakewood Community Players provides a diverse variety of quality theatrical experiences, both on and off stage. It reaffirms the ability of theater to affect the community's growth in a positive manner. It is committed to providing education and training in theater arts.

Article II: MEMBERSHIP

Section 1. All persons interested in participating in or supporting the work of the organization may, upon application and either purchase of a season ticket or its equivalent for the Lakewood Playhouse or donation of an amount equal to the cost of a season ticket, be admitted to membership.

Section 2. Each member shall be entitled to one vote, in person or by proxy. Membership shall be for a year, beginning with the date of the annual membership meeting, which shall be August 1 or such other date as determined by the Board of Directors.

Article III: BOARD OF DIRECTORS

Section 1. Duties of the Board of Directors. The affairs of the organization shall be managed by the membership. Between annual meetings, the management and control of the organization shall be delegated to its officers and trustees, known as a Board of Control or Board of Directors (hereafter referred to as "The Board"). The Board will hire a Managing Artistic Director (and other employees as necessary), who will be responsible for administrative operation of the theater and its activities.

Section 2. Election of the Board. Board members shall consist of a number of directors (not less than five (5) or more than eleven (11)) elected to a three-year term by the membership at an annual meeting held at the end of the regular season of the theater (August 1 or such other date as determined by the Board) together with other officers (Secretary and Treasurer) as provided in these rules.

a. The President of the Board will appoint a nominating committee of three members for the purpose of selecting nominees to fill vacancies occurring on the Board. Nominations to the Board may be made by written petition of members. Such petitions from members must be received no later than six weeks prior to the annual meeting. Nominees whose names are submitted must have given their consent to serve, be acquainted with the duties involved, and be a member for a minimum of six months.

b. At least thirty days prior to the annual meeting, an informational mailing or email will be sent to all members.

c. Formal election of directors will take place at the annual meeting.

c. In the event of any unexpected vacancy on the Board, the Board may appoint a member to serve until the next annual meeting. At the next annual meeting, the expired position may be filled in the regular manner.

Section 3. Reelection. No director may serve more than two consecutive three-year terms without a break in service of at least one year. However, if a director is appointed to serve an expired position of less than one year, he/she will be eligible, if elected, to serve the two terms for which he/she would normally be eligible.

Section 4. Absence of directors from Board meetings. If any director misses two consecutive meetings without prior notification, it will be the duty of the President of the Board to contact that director and assess that director's intention for future service on the Board. If that director misses a third consecutive meeting, the director's name will be brought up, discussed, and voted on for dismissal from the Board.

Section 5. Officers within the Board of Directors.

a. President and Vice President: At the first meeting following the annual meeting, the Board will elect one of the directors to serve as President and one as Vice President.

   i. The President will preside at all meetings and perform the duties as set forth in these by-laws.

   ii. The Vice President will preside in the absence of the President and will perform other duties as assigned.

b. Secretary: The Board will appoint a Secretary, who will become a voting member of the Board if selected from the membership of the organization. The Secretary will take the minutes of all Board meetings, maintain a record of all Board decisions, act as custodian of all records of the organization (including financial records), and oversee Board correspondence.

c. Treasurer: The Board shall select a Treasurer, who will become a voting member of the Board if selected from the membership of the organization.

   i. The Treasurer will review the accounting system monthly and provide a Statement of Activities and a Financial Position report as of the last day of the previous month. If the Treasurer expects to be absent from a meeting, the Managing Artistic Director shall provide the reports.

   ii. The fiscal year begins on August 1 and ends on July 31.

iii. An annual report will be prepared by the Treasurer and presented to each member at the annual meeting.

Article IV: MEETINGS

Section 1. Board Meetings. Board meetings will be held regularly at a time and place determined by the Board. A quorum to conduct the legal business of the Board at a meeting will consist of fifty-one percent of the Board members. In the absence of a quorum, the meeting may proceed and take preliminary action subject to ratification at a subsequent meeting with a quorum present. In case of emergency, business may be conducted electronically and ratified at the next meeting.

Section 2. Annual Meeting. The annual meeting will be scheduled and held on August 1, or such other convenient date selected by the Board. A report of all major activities occurring during the preceding year will be presented by the Board at the annual meeting and made part of the minutes. Written notice of the annual meeting will be provided to all members thirty days prior to the annual meeting. Notice may be given by email. Such notice will state the date, time, and place of the meeting and any pertinent matters to be discussed. The President or a designee shall compose a list of members in attendance, and those members may then elect officers and make motions or resolutions including adoption of by-laws. A simple majority of those members who are present at an annual meeting constitutes a quorum for the purpose of passing a resolution or motion. A two-thirds majority of the members present at the annual or special meeting is required to amend the by-laws.

Section 3. Special Meetings. Any Board member may call a special Board meeting for good reason at any time with five (5) days' notice to all Board members.

Article V: DISSOLUTION

The Corporation will follow legal requirements of the State for dissolution of an incorporated society. After payment of all outstanding debts and a final financial review, any remaining monies will be donated to a selected charity when approved by a two-thirds vote of the Board.

Article VI: PARLIAMENTARY AUTHORITY

New Robert's Rules of Order will govern the Corporation in all applicable cases that are consistent with the by-laws or the special rules or orders of the Corporation.

Adopted this 24th day of August 2013.

Governing Body's Authorization to Submit Grant Funding Request

In accordance with Article IV, Section 1 of the By-Laws of The Lakewood Community Players, a meeting was held via e-mail to approve by quorum the following language of authorization:

"The Board of Directors of Lakewood Playhouse approve John Munn, Karen Christensen, and/or James Venturini to submit a Lodging Tax funding request through the City of Lakewood."

To be ratified at the next Board meeting on Wednesday, August 29, 2015.

Lakewood Playhouse Board of Directors

Updated 08/11/2015

Michelle Galaz – President
(Development Professional, Pierce College)
9608 Dekoven Dr. SW
Lakewood WA 98499
Home Phone: 253-359-4319
Email: Galmila@yahoo.com
Term (1st) June 2013 – June 2016

Phillip E. Raschke – Vice President
(KLAY Radio Host; Military, ret.)
9933 Onyx Dr. SW
Lakewood WA 98498
Home Phone: 253-861-1366
Cell: 253-584-4319
Email: praschke@comcast.net
Term (2nd) June 2014 – June 2017

Barbara Vest – Secretary
(Educator, retired; author)
8405 Amber Dr SW
Lakewood WA 98498
588-2014 (home)
381-1374 (cell)
Email: bvest1@comcast.net
Service commenced June 2014

Peter Slowiaczek - Treasurer
(Tax Consultant)
10025 Lakewood Dr. SW
Lakewood WA 98499
Home Phone: 253-581-9900
Email: peteslow@aol.com
Term June 2013 – June 2016

Karen R. Booth
(Realtor, retired)
9728 79th ST SW
Lakewood WA 98498
Phone: 253-589-0765
Email: krb1959@comcast.net
Term (2nd) June 2012 – June 2015

Inga Holmquist
(Foundations of MultiCare)
2427 Chateau Drive
Puyallup WA 98373
Cell: 253-312-5314
Email: ingawh@yahoo.com
Service commenced January 2015

Bob Lawrence
(Educator; Military, ret.)
7022 Crescent Lane SW
Lakewood WA 98499
Home Phone: 253-582-2062
Cell: 253-973-7712
Email: bobpaloalto@comcast.net
Service commenced August 2015

Syra Beth Puett
(Music Teacher, retired; voice teacher and coach)
1246 South Huson Drive
Tacoma WA 98405
Cell: 253-651-7869.
Email: syr07@nventure.com
Service commenced January 2015

Members Emeritus

Art Fick
(Air Force & Federal Civil Service, retired)
9908 Meadow Rd SW
Lakewood WA 98499
Home-253-581-9129
Cell 253-229-0281
Email: afick500@earthlink.net
Emeritus term commenced August 2015

Mary Moss
(Harborstone Credit Union, ret.; Lakewood City Council)
7115 87th Ave. Ct. SW
Lakewood WA 98498
Email: mmoss_96@msn.com
Emeritus term June 2014 – June 2017

Lakewood Playhouse
P.O. Box 99041 • Lakewood, WA 98499 • 253-588-0042
www.lakewoodplayhouse.org • info@lakewoodplayhouse.org

August 11, 2015

This document serves as authorization of The Lakewood Community Players/Lakewood Playhouse Board of Directors for the below-named representatives to contractually bind the organization in relation to the "FY 2016 Lakewood Lodging Tax & Tourism Promotion Grant Funds" Application.

John Munn
Managing Artistic Director
7826 Sapphire Drive SW
Lakewood, WA
253-223-2305

Karen Christensen
Bookkeeper
6848 S Alaska St
Tacoma, WA 98408
253-961-8262

James Venturini
Development and Marketing Director
818 N. Trafton St.
Tacoma, WA
253-209-8051

Sincerely,

Michelle Galaz, Board President
The Lakewood Playhouse

2016 Lodging Tax – Tourism Promotion Project Application

1. Project Information

1a. Project Name: Lakewood Playhouse Marketing Program

Amount Requested: $ 24,000.00
(Amount Requested must match Total Costs, column "a." on page 14)

Total Project Amount: $ 25,018.00
(Total Project Amount must match Total Costs, column "c." on page 13)

1b. Name of Applicant organization: Lakewood Community Players dba Lakewood Playhouse

Mailing Address: 5729 Lakewood Towne Center Blvd SW, Lakewood WA 98496

or

PO Box 99041, Lakewood WA 98499

Tax ID Number: 91-6058223

Organization Unified Business Identifier (UBI): 278-031-367

UBI Expiration Date: 6/30/2016

Type of Organization: 501(c)(3) non-profit
(Non-profit, For-profit, Municipality, Private business, etc.)

1c. Contact Name: John Munn

Title: Managing Artistic Director

Telephone: 253-223-2305 Email: jmunn.lakewoodplayhouse@gmail.com

Signature:

The signatory declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used only for the purposes set forth herein, and verifies that all the information contained in this application is valid and true to the best of his/her knowledge.

2. Project Description

2a. Please provide the event date(s) January 1 through December 31, 2016

2b. Where will your event be held? Lakewood Playhouse

2c. If there is a charge or fee for this activity, please describe how much and why.

Admission ranges from Pay-What-You-Can to $29 per performance. Each of the six main stage shows have three performances where admission is by donation ("Pay-What-You-Can"). On the other performance dates, admission ranges from $19 to $25 for plays and from $23 to $29 for musicals. Admission is charged to partially offset the costs of production.

2d. Please provide a detailed description of the proposed project/activity. Include information on the area the project will serve, its expected impact and list the responsible party(s). If you need additional room, please attach a separate document and save as, "additional details."

Lakewood Community Players will use Lakewood Lodging Tax and Tourism Promotion Funds to both promote Lakewood Playhouse events and programming in the 2015 calendar year and to promote the city of Lakewood, Washington as a destination for shopping, dining, recreation, and lodging.

We will use over a dozen marketing and promotion tools to get our message out to as many people as possible, and we continue to explore new avenues for promotion. Many of these marketing materials are distributed widely throughout Pierce, King, and Thurston counties, including several that are direct-mailed to households therein. We also continue to increase our on-line marketing activity in order to reach as many potential patrons as possible, and to reach beyond our immediate area.

Almost all of Lakewood Playhouse's marketing tools promote Lakewood as a destination through our "Lakewood: Shop, Eat, Play, Stay" campaign. Our largest piece, the season brochure, includes an up-to-date listing of Lakewood's lodging facilities and phone numbers; the brochure is designed to feature this information as prominently as possible. Almost all of our other marketing materials include "Take I-5 to Exit 125" language below the "Lakewood: Shop, Eat, Play, Stay" logos.

We believe our marketing activity results in increased patronage to Lakewood Playhouse from all over the Puget Sound area and beyond; also, our Theatre Education programs, our outreach to the military community, and increased involvement by theatre artists from outside the area, increases patronage of those attending to see our programs or accompany family members, friends, and loved ones involved in our programs at the Playhouse.

We believe increased patronage to the Lakewood Playhouse increases patronage to the businesses in the Lakewood Towne Center and on the many streets nearby. Our in-house surveys of our patrons indicates that a majority of them often patronize nearby businesses before or after they come to the Playhouse.

3. Beneficiaries

Please list and provide specific information regarding all individuals, businesses, areas, or organizations that will directly benefit from the project/activity.

Attendance at Lakewood Playhouse events brings our patrons into the middle of one of Lakewood's premiere shopping and dining destinations. Studies show that patrons of live theatre spend more dollars in the community than what they have spent on their theatre tickets. Many live theatre patrons are of a demographic that has more discretionary income available to them, and our own recent surveying indicates that this holds true for Lakewood Playhouse: more than 50% of our audience base is between the ages of 22 and 54, and more than 40% make more than $54,000 per year. 85% of our patrons say they patronize local businesses when they visit the Playhouse. That's money for restaurants, retail, transportation, recreation, and lodging nearby to the Playhouse. We draw our audiences from King County to Thurston County and beyond; over one quarter of our audience lives outside of Pierce. County. Our show playbills are full of advertising and promotional deals from local restaurants, lodging, entertainment venues, and other local businesses. Our advertising volume, and sponsorship from local businesses, is increasing. Our Theatre Education programming also garners involvement from many area families, and serves to facilitate growth of a younger local audience. We are increasing our exposure to the nearby military community. We have increased our participation and visibility in local service organizations such as Rotary, Kiwanis, and the Chamber of Commerce. We continue to find new agencies outside of theatre to collaborate with, such as the Pierce County Library.

4. Goals/Monitoring

Describe the goals of the project. Will the project result in an increase in overnight stays by visitors in Lakewood? <u>If so, how will this increase be tracked and monitored?</u> <u>How will an increase in the sale of goods and services as a result of the project be measured?</u> What other short or long term economic benefits will occur and how will that be tracked? Why do you believe those project/activity outcomes are feasible? **Applicants will be required to submit a post-funding report providing pertinent data evaluating tourism benefits resulting from the use of lodging tax funds as compared with the estimates contained in this application.**

The goal of Lakewood Playhouse's marketing plan is to increase audience attendance at the Playhouse, and to increase long-term patronage of the Playhouse by those audience members. Almost half of our current audience base visits the Playhouse at least five times a year. We firmly believe that increasing our audience results in a significant number of those patrons spending further dollars within our community, and with some of them utilizing local lodging for out-of-town guests/family members. Many of these patrons, once familiarized with the local businesses of our immediate community, return to patronize those businesses even when they are not specifically visiting the Playhouse.

We endeavor to maintain personal relationships with many of our patrons, and our sponsors and advertisers, so that we may garner their input regarding measuring the impact of their involvement with Lakewood Playhouse and its community.

We further track the effectiveness of our promotions through the use of audience surveys (both in-person and internet-based), and through promotional deals via display advertising, social media and the internet, and direct marketing.

We will continue to track any uses of the promotional deals we offer.

We continue to maintain a lobby guest book for further patron input, and in recent years have taken to keeping a selection of past and present show posters available, as many of our patrons like to take them as souvenirs.

We believe these outcomes are feasible because of our past successes in increasing Playhouse patronage.

5. Estimate how the funds will increase the amount of people traveling to Lakewood to stay overnight in paid accommodations.

We believe that increasing our audience, and increasing and maintaining the patronage of that audience over time (the goal of Lakewood Playhouse's marketing efforts) results in a significant number of those patrons spending further dollars within our community, and with some of them utilizing local lodging for out-of-town guests/family members. Our year-round theatre education programming (The Lakewood Institute of Theater), particularly the performance-based classes and our youth-involvement main stage show at Christmas-time, bring in extended family members from farther away who often need lodging in the area to see our young performers' work.

Lakewood Playhouse's reputation for high-quality theatre with excellent production values (and the public's perception of this through marketing), has grown tremendously in recent years. This success increases the Playhouse's profile and reputation, generating increased ticket sales and new patrons, all of whom spend money locally beyond our theater building. The involvement of theatre artists drawn by our increased reputation from farther afield, may also increase lodging in the area for extended family and friends (an actor in one of our shows had thirty people fly in to town to see his work).

6. Estimate how the funds will increase the amount of people traveling to Lakewood from more than 50 miles from their residences.

Our direct-mail efforts (the annual brochure and our three yearly newsletter mailings, both of which prominently display the "Lakewood: Shop, Eat, Play, Stay" campaign) reach over 9,000 households, most in areas outside of the city. We also work hard to market the Playhouse to the local military community, many of whom of course are from other areas of the country and may avail themselves of local lodging. And the same reasoning that applies to the answer for question 5 applies here:

- increasing our audience, and increasing and maintaining the patronage of that audience over time, results in a significant number of patrons spending further dollars within our community
- our year-round youth theatre programming brings in family members from farther away who often need lodging in the area to see our young performers' work
- our increased reputation results in a higher profile and increased positive word-of-mouth, resulting in an increase of new patrons and of patrons from farther afield
- the involvement of theatre artists from farther afield may have family and friends travel from out of town or from out-of-state to see their work
- our direct-mail efforts reach more than 9,000 homes, most in areas outside of the city
- we work hard to market the Playhouse to the local military community, to the audiences of theatres in neighboring communities, and to organizations and agencies that fall outside of the theatrical discipline

7. Estimate how the funds will increase the amount of people traveling to Lakewood from outside their state or country.

In addition to the circumstances described in the answers to questions 5 and 6 above, Lakewood Playhouse is on a path of actively promoting ourselves both regionally and nationally. As members of the American Association of Community Theaters, we maintain an eye toward one day hosting or co-hosting their annual conferences. Lakewood Playhouse aspires to become a cultural ambassador for our community to other communities around the region and country, as an example of how much a successful and well-run, and long-lived, community theater can achieve.

8. Funding Requirements

Due to funding constraints, partial funding may be recommended by the LTAC.

8a. If partial funding is received, how will that impact the project/activity? Please describe:

Partial funding will deter our marketing of ourselves beyond a basic effort to remind the public of our existence as an option for entertainment/education/activity in the Lakewood area.

With partial funding, one must make increasingly well-reasoned choices regarding which methods of promotion will give us the most "bang for the buck"; display advertising in print and direct-mail may become luxuries.

9. Use of Funds

Provide detail on how the funds will be used. For example, $20,000 of the funds will be used for marketing, $5,000 for administration, $10,000 for Consultants, etc.

All of the funds will be used for marketing, including:
--Season Brochures, direct-mailed to more than 9,000 homes, plus more for general distribution. Brochures are part of our "Lakewood: Shop/Eat/Play/Stay" campaign. $3,850
--Posters, 250 for each of 6 main stage productions, plus 250 Season posters, plus posters for Education programs and special events, distributed via professional distribution contractors and by volunteers. Posters are part of our "Lakewood: Shop/Eat/Play/Stay" campaign. $2,669
--Hardcopy Newsletter, direct-mailed twice per calendar year in conjunction with our "Friend's Fund" individual contribution campaign and our push for Summer Youth Theatre registrations. Newsletters are part of our "Lakewood: Shop/Eat/Play/Stay" campaign. $5,520
--Playbills, which include many color and black and white ads from local businesses and our sponsors. Playbills are part of our "Lakewood: Shop/Eat/Play/Stay" campaign. $1,260
--Our Website, updated frequently, and another part of our "Lakewood: Shop/Eat/Play/Stay" campaign. Weekly E-News, e-mailed to 3,000+ recipients and part of our "Lakewood: Shop/Eat/Play/Stay" campaign. $1,400
--Facebook, via targeted (purchased) "click-through" ads, as well as frequent updates to our friend and fan pages. $500
--Print Advertising, in the Tacoma-Pierce County Visitors Guide and the Lakewood Chamber of Commerce Member Directory, all part of the "Lakwood: Shop/Eat/Play/Stay" campaign. $3,116
--Art Tix display advertising in the Tacoma News Tribune, part of the "Lakwood: Shop/Eat/Play/Stay" campaign. $3,138
--Education Marketing and School Outreach, in pursuit of higher class registration volume and increased participation in special school performances. $7,609

For complete details, see attached Marketing Plan.

10. Project Budget (for non-capital projects). Do not include in-kind contributions.

Income: A diversified funding base is important to the success of any project. Please list all other sources of funding for the project, both anticipated and confirmed and when that funding will be available to the project. Include your own funding, sponsorships, other grants, etc

Funding Source list all revenue sources anticipated for 2015. Do not include requested Lakewood Lodging Tax Funds	**Amount**	**Confirmed? Yes/No**	**Date Available**
Lakewood Playhouse funding	$ 1018	Yes	January 1, 2016
	$		
	$		
	$		
	$		
	$		
	$		

Expenses: Based on full funding, please list project costs.
PLEASE NOTE: Certain expenses may not be reimbursable, at the sole discretion of the City of Lakewood. You will only be repaid at the Lakewood authorized rates. Insurance is not an eligible cost. If you have any questions about any of your proposed expenses, please discuss them with Becky Newton at Lakewood's Economic Development (253) 983-7738.

	a. Lodging Tax Funds	b. Other Funds, Do not include In-Kind dollars	c. Total
Personnel (salaries & benefits)	$	$	$ 0
Administration (rent, utilities, postage, supplies, janitorial services, etc.) *Note: Insurance is not an eligible cost*	$	$	$ 0
Marketing/Promotion	$ 24000	$ 1018	$ 25018
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	$	$	$ 0
Minor Equipment (computers, desks, etc.)	$	$	$ 0
Travel	$	$	$ 0
Contract Services Describe below	$	$	$ 0
Other Describe below	$	$	$ 0
TOTAL COSTS (Amount in column "a." must match "Amount Requested." Amount in column "c" must equal "Total Project Amount" on Page 9)	$ 24000	$ 1018	$ 25018
Description for Direct Sales Activities, Contract Services, Travel and Others			
In-Kind Contributions			

11. Funding History

11a. Was this project funded with Lakewood lodging tax funds in fiscal year 2015?

___x___yes _____no

11b. If you answered yes to 11a, how much funding did you receive in 2015?

22,000.00

11c. If you answered no to 11a, what is the last year Lakewood funding was received and how much? _____ (year) _____ (amount awarded) ❑ no previous funding

11d. Indicate what efforts have been made to access funding from additional sources?

Lakewood Playhouse has an employee (the Development and Marketing Director) part of whose duties include seeking outside funding from various sources (government and foundation grants, corporate arts funding, etc.) We are in constant pursuit of opportunities that will provide unearned income for our operations, including marketing.

In recent years, we have received $7,500 in general operating funding from the Greater Tacoma Community Foundation, and almost $11,000 for various campaigns through Arts Fund's Power2Give program. We have also met our annual "Friend's Fund" individual giving campaign goals for the past three years, and accordingly have increased the goal each year.

12. Coordination and Collaboration

Please provide information about any other organizations or agencies involved in this project/activity. Describe their level of involvement. Describe how this project coordinates with other tourism promotion efforts or services in the area, including Chambers of Commerce, local festivals, local lodging and restaurants. You may attach up to three letters of support from these organizations.

Our season or show sponsors include the Lakewood Towne Center, Barnes and Noble, Geico Insurance, the Lakewood Chamber of Commerce, Pierce County Library System, Lakewood Ford, Pinnacle Lumber, and Pediatric Dental Associates. These entities provide us with funding and/or in-kind services in exchange for logo placement, advertising, and show tickets.

Our playbill advertisers include The Ram restaurant, Villa Realty, Carr's Restaurant, the Lakewood Historical Society and Museum, Designated Escrow, Casa Mia restaurant, La Palma restaurant, On-Site Express computer repair, Olympic Landscaping, Lakewood Costumes, KLAY Radio, Bayview Optical, the Patriot's Landing retirement community, and the Old Country Buffet and Subway restaurants in the Towne Center. These entities purchase ads or provide us with in-kind services, and also receive show tickets.

We participate and/or maintain presences in local festivals and educational fairs/expos. We collaborate with and cross-promote our programming with our neighboring theatres in Tacoma and Olympia, and maintain memberships in local and national theatrical support organizations, and local service organizations.

13. Capital Projects Budget

Supporting the Capital Expenditures and/or Operation of City Tourism-Related Facilities

FUNDING/TIMELINE	Responsible Parties, Methods, Means	Begin (Dates or Periods)	End (Dates or Periods)	Amount Requested From Lodging Funds	Other Funds Committed or Proposed*	TOTALS
Design & Inspection				$	$	$ 0
Other Consultants				$	$	$ 0
Permits & Fees				$	$	$ 0
Land Acquisition				$	$	$ 0
Site Development & Landscape				$	$	$ 0
Buildings (New Construction)				$	$	$ 0
Building Renovations (Includes Access)				$	$	$ 0
Other (Specify) *Insurance is not an eligible cost.*				$	$	$ 0
TOTAL				$ 0	$ 0	$ 0

*If other funds are committed, please attach a letter of commitment from the funding source.

14. Certification

The applicant hereby certifies and confirms:

1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;
2. That it will abide by all relevant local, state, and federal laws and regulations;
3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;
4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

Primary Signature: _____
Signature

JOHN MUNN, MANAGING ARTISTIC DIRECTOR
Printed Name & Title of Chief Administrator/Authorizing Official

8/11/15
Date

CITY OF LAKEWOOD

E-VERIFY REQUIREMENTS FOR CONTRACTORS

By Ordinance, the City of Lakewood requires that all contractors who enter into agreements to provide services or products to the City use the Department of Homeland Security's E-Verify system when hiring new employees for the term of the contract.

E-Verify is an electronic system designed to verify the documentation of job applicants. It is run by the Department of Homeland Security.

Who is affected?

- All contractors doing business for the City of Lakewood. There is no minimum dollar value for contracts affected.
- All subcontractors employed by the general contractor on these contracts.

Are there exceptions?

- Contracts for "Commercial-Off-The-Shelf" items are exempted from this requirement.
- Individuals, Companies, or other organizations that do not have employees.

How long must the contractor comply with the E-Verify system?

- For at least the term of the contract.

Are there other stipulations?

- E-Verify must be used ONLY for NEW HIRES during the term of the contract. It is NOT to be used for EXISTING EMPLOYEES.
- E-Verify must be used to verify the documentation of ANY new employee during the term of the contract, not just those directly or indirectly working on deliverables related to the City of Lakewood contract.

How will the City of Lakewood check for compliance?

- All contractors will retain a copy of the E-Verify Memorandum of Understanding that they execute with the Department of Homeland Security AND
- Sign and submit to the City an Affidavit of Compliance with their signed contract.
- All General Contractors will be required to have their subcontractors sign an Affidavit of Compliance and retain that Affidavit for 4 years after end of the contract.
- The City of Lakewood has the right to audit the Contractor's compliance with the E-Verify Ordinance.

Further information on E-Verify can be found at the following website:

http://www.uscis.gov/e-verify

If you have questions about the City's E-Verify Ordinance, please contact the City of Lakewood's legal department prior to contracting with the City.

CITY OF LAKEWOOD

AFFIDAVIT OF COMPLIANCE WITH LAKEWOOD MUNICIPAL CODE 1.42
"E-VERIFY"

As the person duly authorized to enter into such commitment for

Lakewood Community Players, Inc. (dba Lakewood Playhouse)

COMPANY OR ORGANIZATION NAME

I hereby certify that the Company or Organization named herein will

(Check one box below)

- [x] Be in compliance with all of the requirements of City of Lakewood Municipal Code Chapter 1.42 for the duration of the contract entered into between the City of Lakewood and the Company or Organization.

OR

- [ ] Hire no employees for the term of the contract between the City and the Company or Organization.

SIGNATURE

PRINT NAME AND TITLE

DATE

INTERNAL REVENUE SERVICE
EP/EO

Internal Revenue Service
EP/EO Disclosure Desk
P.O. Box 2350 Los Angeles, CA 90053

Person to Contact:
F. Miraflor or L. Barragan
Telephone Number:
(213)894-4232
Refer Reply to:
90-268
Date: AUG 2 2 1990

LAKEWOOD COMMUNITY PLAYERS

P O BOX 99041
TACOMA, WA 98499

RE: 91-6058223
LAKEWOOD COMMUNITY PLAYERS

Gentlemen:

This is in response to your request for a determination letter of the above-named organization.

A review of our records indicates that the above-named organization was recognized to be exempt from Federal income tax in June 1942, as an organization described in Internal Revenue Code section 501(c)(3). It is further classified as an organization that is not a private foundation as defined in section 509(a) of the code, because it is an organization described in section 509(A)(2).

This letter is to verify your exempt status and the fact that the determination letter issued on June 1942 continues to be in effect.

If you are in need of further assistance, please feel free to contact me at the above address.

We appreciate your cooperation in this regard.

Sincerely,

F. C. Miraflor

Disclosure Assistant

Lakewood Playhouse Marketing Plan 2016	
Arcadia	
Posters	$10.00
Poster Distribution	$203.00
Art Tix (TNT)	$436.00
School Outreach	$300.00
AFGM Sub-Total	**$949.00**
Death of a Salesman	
Posters	$10.00
Poster Distribution	$203.00
Art Tix (TNT)	$436.00
School Outreach	$300.00
COE Sub-Total	**$949.00**
Noises Off	
Posters	$10.00
Poster Distribution	$203.00
Art Tix (TNT)	$436.00
School Outreach	$300.00
Arcadia Sub-Total	**$949.00**
Avenue Q	
Posters	$10.00
Poster Distribution	$203.00
Art Tix (TNT)	$523.00
School Outreach	$300.00
DOAS Sub-Total	**$1,036.00**
Fall 2016 First Show	
Posters	$10.00
Poster Distribution	$203.00
Art Tix (TNT)	$523.00
School Outreach	$300.00
NO Sub-Total	**$1,036.00**
Fall 2016 Second Show	
Posters	$10.00
Poster Distribution	$203.00
Art Tix (TNT)	$436.00
School Outreach	$300.00
AQ Sub-Total	**$949.00**

Lakewood Playhouse Marketing Plan p.2	
Radio Gala	
Posters	$5.00
Poster Distribution	$135.00
Art Tix (TNT)	$87.00
RG Sub-Total	**$227.00**
Education	
Summer N'Ltr	$1,785.00
Postage	$975.00
Posters & Distribution	$825.00
Fall School Flyers	$850.00
TNT Summer Camps Insert Ad	$750.00
Education Sub-Total	**$5,185.00**
2016 Mainstage-LIT Holiday Show	
Posters	$10.00
Poster Distribution	$203.00
Art Tix (TNT)	$261.00
Banner	$150.00
TI Sub-Total	**$624.00**
Season	
Posters	$10.00
Poster Distribution	$203.00
Brochure	$2,850.00
Brochure Postage	$1,000.00
Website	$400.00
Constant Contact	$500.00
Facebook Paid Ads	$500.00
Mobile Website	$500.00
TRCVB Ad	$2,216.00
Chamber of Commerce Ad	$900.00
Season Sub-Total	**$9,079.00**
Friend's Fund	
FF N'Ltr & Mailing Services	$1,785.00
Postage	$975.00
FF Sub-Total	**$2,760.00**
Other	
Artist	$600.00
Special Occasion Liquor Licenses	$575.00
Business Cards	$100.00
Other Sub-Total	**$1,275.00**
Total Marketing Expenses	**$25,018.00**

Lakewood Playhouse Final Budget 2015-2016	
Budget Summary	
Income	
Production	$230,194.00
Education	$58,050.00
Concessions	$18,000.00
Advertising	$3,175.00
Grants	$32,000.00
Sponsorships	$10,000.00
Education Scholarships	$17,000.00
Biannual Operating (Friends') Fund	$40,000.00
Total Income	**$408,419.00**
Expenses	
Staff Compensation	$204,705.30
Production	$56,215.00
Education	$18,847.00
Marketing	$25,018.00
Building Maintenance	$3,000.00
Office Expenses	$11,850.00
Utilities	$11,100.00
Bank Fees	$7,000.00
Memberships & Professional Development	$1,705.00
Legal and Accounting	$3,000.00
Insurance	$6,500.00
Off-Site Storage and Rehearsal	$6,000.00
Property Taxes	$100.00
Paper Supplies	$1,633.00
Volunteer Appreciation	$600.00
Production Capital Improvement	$0.00
Facility Capital Improvement	$0.00
Development	$1,500.00
Concessions	$6,789.00
Accounts Payable Reduction	$30,000.00
Total Expenses	**$395,562.30**
3.25% Contingency	$12,856.70
Total Expenses w/Contingency	**$408,419.00**

Lakewood Playhouse
Balance Sheet
As of July 31, 2015

		Jul 31, 15
ASSETS		
Current Assets		
Checking/Savings		
Harborstone 8361 debit		111.72
Harborstone 8360		3,134.81
Harborstone Savings 0434		6.20
COL General-723		1,085.29
COL Expense-715		106.99
Total Checking/Savings		4,445.01
Total Current Assets		4,445.01
Fixed Assets		
Equipment/Leasehold Impr		123,397.37
Land/Building		
Side Improvement	30,223.08	
Land/Building - Other	153,859.61	
Total Land/Building		184,082.69
Accumulated Depreciation		-66,706.00
Total Fixed Assets		240,774.06
TOTAL ASSETS		**245,219.07**
LIABILITIES & EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
Vendor Payable		13,085.12
Notes Payable		-988.08
Total Accounts Payable		12,097.04
Other Current Liabilities		
Notes Payable.		
Phil Raschke	5,000.00	
Carl Fisher	10,000.00	
Total Notes Payable.		15,000.00
HVAC Loan		5,364.00
Pre Paid Season Tickets		
2014 - 2015	51,878.00	
2015 - 2016	55,874.15	
Pre Paid Season Tickets - Other	-51,877.98	
Total Pre Paid Season Tickets		55,874.17
Payroll Tax Payable		7,455.27
Total Other Current Liabilities		83,693.44
Total Current Liabilities		95,790.48
Total Liabilities		95,790.48
Equity		
Retained Earnings		-10,706.66
Unrestricted Net Assets		193,614.53
Net Income		-33,479.28
Total Equity		149,428.59
TOTAL LIABILITIES & EQUITY		**245,219.07**

BY-LAWS OF THE LAKEWOOD COMMUNITY PLAYERS DBA THE LAKEWOOD PLAYHOUSE

A NONPROFIT ORGANIZATION IN THE STATE OF WASHINGTON

Ratified at the Annual Meeting of the
Members of the Lakewood Playhouse
August 24, 2013

Article I: PURPOSES AND MISSION STATEMENT

The Lakewood Community Players provides a diverse variety of quality theatrical experiences, both on and off stage. It reaffirms the ability of theater to affect the community's growth in a positive manner. It is committed to providing education and training in theater arts.

Article II: MEMBERSHIP

Section 1. All persons interested in participating in or supporting the work of the organization may, upon application and either purchase of a season ticket or its equivalent for the Lakewood Playhouse or donation of an amount equal to the cost of a season ticket, be admitted to membership.

Section 2. Each member shall be entitled to one vote, in person or by proxy. Membership shall be for a year, beginning with the date of the annual membership meeting, which shall be August 1 or such other date as determined by the Board of Directors.

Article III: BOARD OF DIRECTORS

Section 1. Duties of the Board of Directors. The affairs of the organization shall be managed by the membership. Between annual meetings, the management and control of the organization shall be delegated to its officers and trustees, known as a Board of Control or Board of Directors (hereafter referred to as "The Board"). The Board will hire a Managing Artistic Director (and other employees as necessary), who will be responsible for administrative operation of the theater and its activities.

Section 2. Election of the Board. Board members shall consist of a number of directors (not less than five (5) or more than eleven (11)) elected to a three-year term by the membership at an annual meeting held at the end of the regular season of the theater (August 1 or such other date as determined by the Board) together with other officers (Secretary and Treasurer) as provided in these rules.

a. The President of the Board will appoint a nominating committee of three members for the purpose of selecting nominees to fill vacancies occurring on the Board. Nominations to the Board may be made by written petition of members. Such petitions from members must be received no later than six weeks prior to the annual meeting. Nominees whose names are submitted must have given their consent to serve, be acquainted with the duties involved, and be a member for a minimum of six months.

b. At least thirty days prior to the annual meeting, an informational mailing or email will be sent to all members.

c. Formal election of directors will take place at the annual meeting.

c. In the event of any unexpected vacancy on the Board, the Board may appoint a member to serve until the next annual meeting. At the next annual meeting, the expired position may be filled in the regular manner.

Section 3. Reelection. No director may serve more than two consecutive three-year terms without a break in service of at least one year. However, if a director is appointed to serve an expired position of less than one year, he/she will be eligible, if elected, to serve the two terms for which he/she would normally be eligible.

Section 4. Absence of directors from Board meetings. If any director misses two consecutive meetings without prior notification, it will be the duty of the President of the Board to contact that director and assess that director's intention for future service on the Board. If that director misses a third consecutive meeting, the director's name will be brought up, discussed, and voted on for dismissal from the Board.

Section 5. Officers within the Board of Directors.

a. President and Vice President: At the first meeting following the annual meeting, the Board will elect one of the directors to serve as President and one as Vice President.

   i. The President will preside at all meetings and perform the duties as set forth in these by-laws.

   ii. The Vice President will preside in the absence of the President and will perform other duties as assigned.

b. Secretary: The Board will appoint a Secretary, who will become a voting member of the Board if selected from the membership of the organization. The Secretary will take the minutes of all Board meetings, maintain a record of all Board decisions, act as custodian of all records of the organization (including financial records), and oversee Board correspondence.

c. Treasurer: The Board shall select a Treasurer, who will become a voting member of the Board if selected from the membership of the organization.

   i. The Treasurer will review the accounting system monthly and provide a Statement of Activities and a Financial Position report as of the last day of the previous month. If the Treasurer expects to be absent from a meeting, the Managing Artistic Director shall provide the reports.

   ii. The fiscal year begins on August 1 and ends on July 31.

iii. An annual report will be prepared by the Treasurer and presented to each member at the annual meeting.

Article IV: MEETINGS

Section 1. Board Meetings. Board meetings will be held regularly at a time and place determined by the Board. A quorum to conduct the legal business of the Board at a meeting will consist of fifty-one percent of the Board members. In the absence of a quorum, the meeting may proceed and take preliminary action subject to ratification at a subsequent meeting with a quorum present. In case of emergency, business may be conducted electronically and ratified at the next meeting.

Section 2. Annual Meeting. The annual meeting will be scheduled and held on August 1, or such other convenient date selected by the Board. A report of all major activities occurring during the preceding year will be presented by the Board at the annual meeting and made part of the minutes. Written notice of the annual meeting will be provided to all members thirty days prior to the annual meeting. Notice may be given by email. Such notice will state the date, time, and place of the meeting and any pertinent matters to be discussed. The President or a designee shall compose a list of members in attendance, and those members may then elect officers and make motions or resolutions including adoption of by-laws. A simple majority of those members who are present at an annual meeting constitutes a quorum for the purpose of passing a resolution or motion. A two-thirds majority of the members present at the annual or special meeting is required to amend the by-laws.

Section 3. Special Meetings. Any Board member may call a special Board meeting for good reason at any time with five (5) days' notice to all Board members.

Article V: DISSOLUTION

The Corporation will follow legal requirements of the State for dissolution of an incorporated society. After payment of all outstanding debts and a final financial review, any remaining monies will be donated to a selected charity when approved by a two-thirds vote of the Board.

Article VI: PARLIAMENTARY AUTHORITY

New Robert's Rules of Order will govern the Corporation in all applicable cases that are consistent with the by-laws or the special rules or orders of the Corporation.

Adopted this 24th day of August 2013.

Governing Body's Authorization to Submit Grant Funding Request

In accordance with Article IV, Section 1 of the By-Laws of The Lakewood Community Players, a meeting was held via e-mail to approve by quorum the following language of authorization:

"The Board of Directors of Lakewood Playhouse approve John Munn, Karen Christensen, and/or James Venturini to submit a Lodging Tax funding request through the City of Lakewood."

To be ratified at the next Board meeting on Wednesday, August 29, 2015.

Lakewood Playhouse Board of Directors

Updated 08/11/2015

Michelle Galaz – President
(Development Professional, Pierce College)
9608 Dekoven Dr. SW
Lakewood WA 98499
Home Phone: 253-359-4319
Email: Galmila@yahoo.com
Term (1st) June 2013 – June 2016

Phillip E. Raschke – Vice President
(KLAY Radio Host; Military, ret.)
9933 Onyx Dr. SW
Lakewood WA 98498
Home Phone: 253-861-1366
Cell: 253-584-4319
Email: praschke@comcast.net
Term (2nd) June 2014 – June 2017

Barbara Vest – Secretary
(Educator, retired; author)
8405 Amber Dr SW
Lakewood WA 98498
588-2014 (home)
381-1374 (cell)
Email: bvest1@comcast.net
Service commenced June 2014

Peter Słowiaczek - Treasurer
(Tax Consultant)
10025 Lakewood Dr. SW
Lakewood WA 98499
Home Phone: 253-581-9900
Email: peteslow@aol.com
Term June 2013 – June 2016

Karen R. Booth
(Realtor, retired)
9728 79th ST SW
Lakewood WA 98498
Phone: 253-589-0765
Email: krb1959@comcast.net
Term (2nd) June 2012 – June 2015

Inga Holmquist
(Foundations of MultiCare)
2427 Chateau Drive
Puyallup WA 98373
Cell: 253-312-5314
Email: ingawh@yahoo.com
Service commenced January 2015

Bob Lawrence
(Educator; Military, ret.)
7022 Crescent Lane SW
Lakewood WA 98499
Home Phone: 253-582-2062
Cell: 253-973-7712
Email: bobpaloalto@comcast.net
Service commenced August 2015

Syra Beth Puett
(Music Teacher, retired; voice teacher and coach)
1246 South Huson Drive
Tacoma WA 98405
Cell: 253-651-7869.
Email: syr07@nventure.com
Service commenced January 2015

Members Emeritus

Art Fick
(Air Force & Federal Civil Service, retired)
9908 Meadow Rd SW
Lakewood WA 98499
Home-253-581-9129
Cell 253-229-0281
Email: afick500@earthlink.net
Emeritus term commenced August 2015

Mary Moss
(Harborstone Credit Union, ret.; Lakewood City Council)
7115 87th Ave. Ct. SW
Lakewood WA 98498
Email: mmoss_96@msn.com
Emeritus term June 2014 – June 2017

Lakewood Playhouse

P.O. Box 99041 • Lakewood, WA 98499 • 253-588-0042
www.lakewoodplayhouse.org • info@lakewoodplayhouse.org

August 11, 2015

This document serves as authorization of The Lakewood Community Players/Lakewood Playhouse Board of Directors for the below-named representatives to contractually bind the organization in relation to the "FY 2016 Lakewood Lodging Tax & Tourism Promotion Grant Funds" Application.

John Munn
Managing Artistic Director
7826 Sapphire Drive SW
Lakewood, WA
253-223-2305

Karen Christensen
Bookkeeper
6848 S Alaska St
Tacoma, WA 98408
253-961-8262

James Venturini
Development and Marketing Director
818 N. Trafton St.
Tacoma, WA
253-209-8051

Sincerely,

Michelle Galaz, Board President
The Lakewood Playhouse

2016 Lodging Tax – Tourism Promotion Project Application

1. Project Information

1a. Project Name: Lakewood Sister Cities International Festival

Amount Requested: $ 14,500
(Amount Requested must match Total Costs, column "a." on page 14)

Total Project Amount: $ 16,000
(Total Project Amount must match Total Costs, column "c." on page 13)

1b. Name of Applicant organization: Lakewood Sister Cities Association

Mailing Address: PO Box 97294
Lakewood, WA 98497

Tax ID Number: 31-1639695

Organization Unified Business Identifier (UBI): 601-939-267

UBI Expiration Date: N/A

Type of Organization: Non-Profit
(Non-profit, For-profit, Municipality, Private business, etc.)

1c. Contact Name: Connie Coleman-Lacadie

Title: President

Telephone: 253.906.1346 Email: cjlacadie@aol.com

Signature: Connie Coleman-Lacadie Digitally signed by Connie Coleman-Lacadie
DN: cn=Connie Coleman-Lacadie, o=Lakewood Sister Cities Association, ou, email=cjlacadie@aol.com, c=US
Date: 2015.08.11 21:21:18 -07'00'

The signatory declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used only for the purposes set forth herein, and verifies that all the information contained in this application is valid and true to the best of his/her knowledge.

2. Project Description

2a. Please provide the event date(s) TBD (May-June 2016)

2b. Where will your event be held? Pierce College Fort Steilacoom

2c. If there is a charge or fee for this activity, please describe how much and why.

No - it is free to the public.

2d. Please provide a detailed description of the proposed project/activity. Include information on the area the project will serve, its expected impact and list the responsible party(s). If you need additional room, please attach a separate document and save as, "additional details."

Lakewood Lodging Tax funds will support the Lakewood Sister Cities 16th Annual International Festival. The event is planned and implemented by the Lakewood Sister Cities Association (LSCA) and collaborative partners at Pierce College Fort Steilacoom. No specific date has been determined at this time as we need to connect with our Sister and Friendship cities to determine best travel time. It will be scheduled for spring, early summer.

The proposal requests $14,500 in lodging tax grant funds to cover festival marketing and operational costs, and international travel costs to support an entertainment group and/or delegation from one of our Sister/Friendship cities.

The international Festival is one of the major annual community events of Lakewood Sister Cities Association. The festival will host entertainers from all cultural diversities, with an emphasis on one of our Sister and Friendship cities in Japan, Philippines, Korea and China. The festival is an opportunity for the greater Puget Sound residents to take part in celebrating Lakewood's rich cultural heritage.

Over the last 15 years we have showcased Lakewood and one of our international cities through the festival. We have embraced those relationships and fulfilled a small portion of our cities Memorandum of Understanding through the festival.

The area this project will serve: citizens of Lakewood, our international cities, the greater Puget Sound and the diverse population we serve as citizens of Washington.

Its expected impact: to hopefully achieve what President Dwight D. Eisenhower and the early pioneers of the sister cities movement believed in 1956. If people could cross national boundaries and get to know each other personally, their mutual respect and understanding could transform diplomatic relations. As the world has changed and technology has enhanced our ability to communicate, the opportunities for these relationships have grown into a force for economic development and promote peace and prosperity through partnerships.

LSCA embraces the cultural diversity we have at Pierce College Fort Steilacoom and the students who arrive on campus selected by members of their community, schools and leaders as ambassadors funded by the State Department who share the belief that global peace and shared prosperity can be achieved through the cultural, educational, and economic development that Sister Cities nationwide provides. This event helps us to respond to President Eisenhower's belief by promoting peace through cultural exchange, international development and humanitarianism and global economic development.

During this time in our country we need to continually embrace all means to cross national boundaries and get to know our international neighbors. Our students are our best ambassadors - this is one way to open up culture to our community.

The 2016 Festival is in the planning stages at the time of writing this grant request. With additional funds supported through the Lodging Tax Grant, we have the opportunity to host our sister/friendship city delegations and give them a chance to embrace our city and citizens, tour our schools and share their belief for global peace and prosperity.

3. Beneficiaries

Please list and provide specific information regarding all individuals, businesses, areas, or organizations that will directly benefit from the project/activity.

* Citizens of Lakewood and greater Puget Sound to include students.
* Local businesses especially lodging and restaurants.
* Schools (elementary through college) as they showcase our buildings, technology, parent involvement, sports, etc., through tours and participation in the event as Honor Guards, volunteers and entertainers.
* Lakewold Gardens, Farmers Market, Lakewood Playhouse, etc.
* Korean Women's Association (KWA), Asian Pacific Culture Center (APCC), Rotary, Lions, YMCA, Boys & Girls Club and more.

4. Goals/Monitoring

Describe the goals of the project. Will the project result in an increase in overnight stays by visitors in Lakewood? <u>If so, how will this increase be tracked and monitored?</u> <u>How will an increase in the sale of goods and services as a result of the project be measured?</u> What other short or long term economic benefits will occur and how will that be tracked? Why do you believe those project/activity outcomes are feasible? **Applicants will be required to submit a post-funding report providing pertinent data evaluating tourism benefits resulting from the use of lodging tax funds as compared with the estimates contained in this application.**

Will the project result in an increase in overnight stays by visitors in Lakewood? Yes. While we do not have all the details finalized at the time of this application, we expect various groups support our event from areas outside of Lakewood as well as a continued representation from our international city officials as well as a consulate representation from Seattle and California. While it may not increase the number of nights, it will increase the number of rooms occupied during the visit.

How will this increase be tracked and monitored? By acceptance of our official letter of invitation to our sister/friendship cities and Consulate Generals and heads of other organizations.

How will an increase in the sale of goods and services as a result of the project be measured? Based on the evaluations and vendor surveys from 2015 we will be able to determine who and what product or service was most successful to prepare and readjust who and/or what product or service should return. We will also review the marketing strategy used to determine if and how it impacted the sales and services.

What other short or long term economic benefits will occur and how will that be tracked? For short term while hosting our guest entertainers and delegations, we will utilize our local restaurants, grocery facilities, shopping center, etc. All expenses will be documented to reflect the dollars spent in the community.

For long term goals we hope to increase the time our sister/friendship city guests stay in Lakewood during the festival to meet, discuss and review our initial relationship, set goals for our future relationship and create a working document to implement the types of activities and events each party can host and support to the fullest extent possible. The outcome of that meeting will be documented with action items and time-line to ensure we are meeting our goals meaningfully. We are also working with the International Department at Pierce College Fort Steilacoom on future activities and projects that will be in addition to the festival that will attract other levels of interest and participation.

Why do you believe those project/activity outcomes are feasible?
Recent conversations with our sister/friendship cities have been focused on how do we put a plan in place to address our initial relationship goals. Both parties believe this is the time to move forward. Our like projects and activities will benefit both cities. We are at a juncture to make it happen. We also want to readdress our student exchanges and city delegation visits.

5. Estimate how the funds will increase the amount of people traveling to Lakewood to stay overnight in paid accommodations.

The Lodging Tax funds will increase the amount of people traveling to Lakewood for extended stay by increasing our scope of invitation. In other words, we will be able to not only support various culture entertainment groups locally and internationally but we will be able to support a broader community state wide to include various businesses and organizations to attend a "round table discussion" regarding design and implementation of future student exchanges and expanded projects.

6. Estimate how the funds will increase the amount of people traveling to Lakewood from more than 50 miles from their residences.

Through invitation to a broader community state wide to include various businesses and organizations to extend their stay and attend a "round table discussion" regarding design and implementation of future student exchanges and expanded projects that will benefit our local, state and international communities.

The marketing outreach for this festival include but are not limited to advertising through radio, TV, international and local newspapers, international organization newsletters and websites; audio-video development; outreach to other organizations such as Asia Pacific Cultural Center, Korean Women Association, Lakewood Arts Commission, service groups, colleges, etc.; interviews and features on radio and TV, especially ethnic media outlets; billboards, banners, posters, fliers, reader boards; presentations at local clubs, non-profit agencies, businesses, the chamber; personal invitations will be mailed to the Governor, Consulates, JBLM, as well as presidents, Executive Directors, and other leaders of various international organizations, sister city associations and clubs.

7. Estimate how the funds will increase the amount of people traveling to Lakewood from outside their state or country.

The funds will help our marketing efforts to reach a wider segment of citizens, businesses, organizations, etc., along the I-5 corridor and throughout the Pacific Northwest. Use of Constant Contact, email blasts, websites and Facebook will greatly increase event exposure and interest in our event.

The funds will also help fund the travel of a world-class entertainment group from one of our Sister/Friendship cities along with a delegation to discuss future projects.

8. Funding Requirements

Due to funding constraints, partial funding may be recommended by the LTAC.

8a. If partial funding is received, how will that impact the project/activity? Please describe:

Partial funding will impact most aspects of planning and implementing the festival from marketing strategies to international travel support.

9. Use of Funds

Provide detail on how the funds will be used. For example, $20,000 of the funds will be used for marketing, $5,000 for administration, $10,000 for Consultants, etc.

The funds will be allocated to support the festival with $7,500 towards international travel, lodging and meal costs and $7,000 for marketing and operational costs.

10. Project Budget (for non-capital projects). Do not include in-kind contributions.

Income: A diversified funding base is important to the success of any project. Please list all other sources of funding for the project, both anticipated and confirmed and when that funding will be available to the project. Include your own funding, sponsorships, other grants, etc

Funding Source list all revenue sources anticipated for 2015. Do not include requested Lakewood Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
Lakewood Sister Cities Association	$ 2, 500	Yes	Jan 2016
Sponsorships	$ 3, 000	No	Target Jan 2016
Other Grants	$ 1,500	No	Target Jan 2016
	$		
	$		
	$		
	$		

Expenses: Based on full funding, please list project costs.
PLEASE NOTE: Certain expenses may not be reimbursable, at the sole discretion of the City of Lakewood. You will only be repaid at the Lakewood authorized rates. Insurance is not an eligible cost. If you have any questions about any of your proposed expenses, please discuss them with Becky Newton at Lakewood's Economic Development (253) 983-7738.

	a. Lodging Tax Funds	b. Other Funds, Do not include In-Kind dollars	c. Total
Personnel (salaries & benefits)	$ 0	$ 0	$ 0
Administration (rent, utilities, postage, supplies, janitorial services, etc.) *Note: Insurance is not an eligible cost*	$ 0	$ 0	$ 0
Marketing/Promotion	$ 7000	$ 1000	$ 8000
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	$ 0	$ 300	$ 300
Minor Equipment (computers, desks, etc.)	$ 0	$ 150	$ 150
Travel	$ 7500	$ 1000	$ 8500
Contract Services Describe below	$ 0	$ 0	$ 0
Other Describe below	$ 0	$ 750	$ 750
TOTAL COSTS (Amount in column "a." must match "Amount Requested." Amount in column "c" must equal "Total Project Amount" on Page 9)	$ 14500	$ 3200	$ 17700
Description for Direct Sales Activities, Contract Services, Travel and Others	Direct Sales - Vendor fees Travel - Unfunded international travel, lodging or meals Other - Miscellaneous expenses, local entertainers		
In-Kind Contributions	Radio Ads - $300 Email Blasts - $350 Graphic Design - $350		

11. Funding History

11a. Was this project funded with Lakewood lodging tax funds in fiscal year 2015?

___x___yes _____no

11b. If you answered yes to 11a, how much funding did you receive in 2015?

_____10,000.00_____

11c. If you answered no to 11a, what is the last year Lakewood funding was received and how much? _____ (year) _____ (amount awarded) ❑ no previous funding

11d. Indicate what efforts have been made to access funding from additional sources?

Working with local businesses and increasing our outreach for sponsorships and grants.

12. Coordination and Collaboration

Please provide information about any other organizations or agencies involved in this project/activity. Describe their level of involvement. Describe how this project coordinates with other tourism promotion efforts or services in the area, including Chambers of Commerce, local festivals, local lodging and restaurants. You may attach up to three letters of support from these organizations.

Pierce College Fort Steilacoom and the International Education Department provide facilities, security and custodial services, technical support, IE staff hours and student volunteers.

Lakewood Chamber of Commerce and Asian Pacific Culture Center provide email blasts to their membership.

13. Capital Projects Budget

Supporting the Capital Expenditures and/or Operation of City Tourism-Related Facilities

FUNDING/TIMELINE	Responsible Parties, Methods, Means	Begin (Dates or Periods)	End (Dates or Periods)	Amount Requested From Lodging Funds	Other Funds Committed or Proposed*	TOTALS
Design & Inspection				$	$	$ 0
Other Consultants				$	$	$ 0
Permits & Fees				$	$	$ 0
Land Acquisition				$	$	$ 0
Site Development & Landscape				$	$	$ 0
Buildings (New Construction)				$	$	$ 0
Building Renovations (Includes Access)				$	$	$ 0
Other (Specify) *Insurance is not an eligible cost.*				$	$	$ 0
TOTAL				$ 0	$ 0	$ 0

*If other funds are committed, please attach a letter of commitment from the funding source.

14. Certification

The applicant hereby certifies and confirms:

1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;
2. That it will abide by all relevant local, state, and federal laws and regulations;
3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;
4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

Primary Signature: Connie Coleman-Lacadie Digitally signed by Connie Coleman-Lacadie DN: cn=Connie Coleman-Lacadie, o=Lakewood Sister Cities Association, ou, email=cjlacadie@aol.com, c=US Date: 2015.08.11 21:20:22 -07'00'

Signature

Connie Coleman-Lacadie, President

Printed Name & Title of Chief Administrator/Authorizing Official

8/11/15

Date

CITY OF LAKEWOOD

E-VERIFY REQUIREMENTS FOR CONTRACTORS

By Ordinance, the City of Lakewood requires that all contractors who enter into agreements to provide services or products to the City use the Department of Homeland Security's E-Verify system when hiring new employees for the term of the contract.

E-Verify is an electronic system designed to verify the documentation of job applicants. It is run by the Department of Homeland Security.

Who is affected?

- All contractors doing business for the City of Lakewood. There is no minimum dollar value for contracts affected.
- All subcontractors employed by the general contractor on these contracts.

Are there exceptions?

- Contracts for "Commercial-Off-The-Shelf" items are exempted from this requirement.
- Individuals, Companies, or other organizations that do not have employees.

How long must the contractor comply with the E-Verify system?

- For at least the term of the contract.

Are there other stipulations?

- E-Verify must be used ONLY for NEW HIRES during the term of the contract. It is NOT to be used for EXISTING EMPLOYEES.
- E-Verify must be used to verify the documentation of ANY new employee during the term of the contract, not just those directly or indirectly working on deliverables related to the City of Lakewood contract.

How will the City of Lakewood check for compliance?

- All contractors will retain a copy of the E-Verify Memorandum of Understanding that they execute with the Department of Homeland Security AND
- Sign and submit to the City an Affidavit of Compliance with their signed contract.
- All General Contractors will be required to have their subcontractors sign an Affidavit of Compliance and retain that Affidavit for 4 years after end of the contract.
- The City of Lakewood has the right to audit the Contractor's compliance with the E-Verify Ordinance.

Further information on E-Verify can be found at the following website:

http://www.uscis.gov/e-verify

If you have questions about the City's E-Verify Ordinance, please contact the City of Lakewood's legal department prior to contracting with the City.

CITY OF LAKEWOOD

AFFIDAVIT OF COMPLIANCE WITH LAKEWOOD MUNICIPAL CODE 1.42 "E-VERIFY"

As the person duly authorized to enter into such commitment for

Lakewood Sister Cities Association

COMPANY OR ORGANIZATION NAME

I hereby certify that the Company or Organization named herein will

(Check one box below)

☑ Be in compliance with all of the requirements of City of Lakewood Municipal Code Chapter 1.42 for the duration of the contract entered into between the City of Lakewood and the Company or Organization.

OR

☐ Hire no employees for the term of the contract between the City and the Company or Organization.

Connie Coleman-Lacadie

Digitally signed by Connie Coleman-Lacadie
DN: cn=Connie Coleman-Lacadie, o=Lakewood Sister Cities Association, ou, email=cjlacadie@aol.com, c=US
Date: 2015.08.11 21:19:45 -07'00'

SIGNATURE

Connie Coleman-Lacadie, President

PRINT NAME AND TITLE

8/11/15

DATE

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: JAN 30 2004

LAKEWOOD SISTER CITIES ASSOCIATION
6000 MAIN ST SW
LAKEWOOD, WA 98499

Employer Identification Number:
31-1639695
DLN:
17053347718063
Contact Person:
ERIC J BERTELSEN ID# 31323
Contact Telephone Number:
(877) 829-5500
Public Charity Status:
170(b)(1)(a)(vi)

RECEIVED
FEB 3 2004
CITY CLERK'S OFFICE

Dear Applicant:

Our letter dated May 1999, stated you would be exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code, and you would be treated as a public charity during an advance ruling period.

Based on our records and on the information you submitted, we are pleased to confirm that you are exempt under section 501(c)(3) of the Code, and you are classified as a public charity under the Code section listed in the heading of this letter.

Publication 557, Tax-Exempt Status for Your Organization, provides detailed information about your rights and responsibilities as an exempt organization. You may request a copy by calling the toll-free number for forms, (800) 829-3676. Information is also available on our Internet Web Site at www.irs.gov.

If you have general questions about exempt organizations, please call our toll-free number shown in the heading between 8:00 a.m. - 6:30 p.m. Eastern time.

Please keep this letter in your permanent records.

Sincerely yours,

Lois G. Lerner

Lois G. Lerner
Director, Exempt Organizations
Rulings and Agreements

Letter 1050 (DO/CG)

Lakewood Sister Cities Association
2016 International Festival
Marketing Plan

The Lodging Tax Grant funds of $14,500 will be used for:

- Marketing and operational costs of $7,000
  - Advertising – radio, TV, international and local newspapers, international organization newsletters, Twitter, FB and websites
  - Audio-video development, photographer
  - Outreach to other organizations – Asia Pacific Cultural Center, Korean Women Association, Lakewood Arts Commission, colleges, etc.
  - Interviews and features – radio and TV, especially ethnic media outlets
  - Billboards, banners, posters, fliers, reader boards
  - Presentations at local clubs, non-profit agencies, businesses
  - Personal invitations to the Consulates, JBLM, surrounding City Managers and Mayors, as well as Presidents, Executive Directors, etc., of non-profits and other sister city, community and service organizations.
  - Entertainers from various diverse backgrounds.
  - T-shirts for our volunteers so our vendors, entertainers and others know who to go to for assistance.

- Travel, lodging, food costs for Sister/Friendship city visitors of $7,500
  - Airfare for entertainers only
  - Lodging for entertainers only
  - Food for entertainers only

LSCA 2015 Budget Proposal

Revised: 01/2015

Assets	2014 YTD Total	2014 Budget	DIFFERENCE	2015 Budget Proposal
Beginning Balance	**$13,188.29**			
Lodging Grant	**$10,861.73**	10,000.00	$861.73	10,000.00
Other Grants		2,000.00	$(2,000.00)	$2,000.00
Sponsorships	**$22.09**	3,000.00	$(2,977.91)	$3,000.00
Petty Cash	**$300.00**		$300.00	
Membership Dues	**$335.00**	1,000.00	$(665.00)	$1,000.00
Vendor Fees (IF)	**$615.00**	1,000.00	$(385.00)	$1,000.00
Raffle Tickets	**$212.05**	1,000.00	$(787.95)	$1,000.00
Reimbursements	**$5.74**		$5.74	
T-Shirts				$500.00
Festival Dinner (IF)	**$857.50**		$857.50	$1,500.00
Total Revenues	**$26,397.40**	18,000.00	$(4,790.89)	$20,000.00
Liabilities				
Bank Fees	**$75.00**		$75.00	
Petty Cash	**$300.00**	$50.00	$250.00	$-
Website		$200.00	$(200.00)	$120.00
Post Office Box	**$84.00**	$150.00	$(66.00)	$150.00
Gifts/Decorations	**$35.91**	$500.00	$(464.09)	$500.00
Travel/Transportation	**$5,620.72**	$6,500.00	$(879.28)	$5,000.00
Meals	**$453.36**	$1,500.00	$(1,046.64)	$1,500.00
Registration	**$90.00**	$500.00	$(410.00)	$430.00
Rental	**$-**	$-	$-	$-
Printing (IF)	**$2,181.29**	$2,000.00	$181.29	$2,000.00
Advertising (IF)	**$30.00**	$4,000.00	$(3,970.00)	$3,000.00
Entertainment (IF)	**$2,400.00**	$2,500.00	$(100.00)	$2,500.00
Lodging	**$1,171.38**	$1,000.00	$171.38	$1,000.00
Contractual Services	**$-**	$100.00	$(100.00)	$100.00
Perf. Arts Cult. Exch	**$-**	$2,000.00	$(2,000.00)	$2,000.00
Supplies	**$181.86**	$50.00	$131.86	$200.00
Charity	**$-**	$1,000.00	$(1,000.00)	$1,000.00
Festival Dinner (IF)	**$1,082.39**		$1,082.39	
Miscellaneous	**$131.51**	$500.00		$500.00
Total Expenses	**$13,837.42**	$22,550.00	$(8,344.09)	$20,000.00
	$12,559.98			

LSCA INCOME STATEMENT

2012-2015

	2012	2013	2014
Cash on Hand	$17,630.66	$30,004.50	$13,188.29
Revenues	14341.71	5950.68	13209.11
Expenses	1967.87	22766.89	14177.33
Total Net Assets	$30,004.50	$13,188.29	$12,220.07

ARTICLES OF INCORPORATION

OF

LAKEWOOD SISTER CITIES ASSOCIATION

The undersigned, residents of the State of Washington, a majority of whom are citizens of the United States, desiring to form a Non-Profit Corporation under the Non-Profit Corporation Law (Revised Code of Washington 24.03), do hereby certify:

ARTICLE I - NAME

The name of the Corporation shall be LAKEWOOD SISTER CITIES ASSOCIATION.

ARTICLE II - REGISTERED OFFICE

The address of the initial registered office of this Corporation is c/o City of Lakewood, 10510 Gravelly Lake Drive SW, Suite 206, Lakewood, Washington 98499, Pierce County, and the name of its initial registered agent at such address is ALICE M. BUSH. The written consent of such person to serve as registered agent is attached hereto.

ARTICLE III - PURPOSES

The purposes for which this Corporation, a nonprofit charitable organization, is formed are:

1. To provide a forum for community involvement in Lakewood's sister city relationships and to encourage educational, cultural, economic, trade, and tourism opportunities for the greater Lakewood community through the sister city experience; and

2. To engage in any other lawful activity which may hereafter be authorized from time to time by the membership of the Association; provided, however, that the purposes for which the Corporation is formed shall at all times be consistent with Section 501(c) (3) of the Internal Revenue Code.

ARTICLE IV - MEMBERSHIP

The management of this Corporation shall be vested in the membership of the Association. The membership, and the method of selecting officers, shall be fixed by the Bylaws of this Corporation; provided, that the initial officers shall be two in number and their names and addresses are:

Name	Address
Pat Cavendish	Pierce College 9401 Farwest Drive SW Lakewood, WA 98498
Lua Pritchard	125 E. 96th Street Tacoma, WA 98445

The initial officers shall serve until the first organizational meeting of the membership of the Association and until their successors are appointed and qualified.

ARTICLE V - POWERS

This Corporation shall have the power to do all lawful acts or things necessary, appropriate, or desirable to carry out and in furtherance of its purposes described in Article III which are consistent with the Washington Nonprofit Corporation Act and Section 501(c) (3) of the Internal Revenue Code.

ARTICLE VI - INFLUENCE LEGISLATION

No substantial part of the activities of this Corporation shall be carrying on of propaganda, or otherwise attempting to influence legislation, and this Corporation shall not participate in, or intervene in (including the publishing or distribution of statements) any political campaign on behalf of or in opposition to any candidate for public office. Notwithstanding any other provision of these articles, this Corporation shall not carry on any other activities not permitted to be carried on:

(a) By a Corporation exempt from federal income tax under Section 501(c) (3) of the Internal Revenue Code, or the corresponding section of any future federal tax code; or
(b) By a Corporation, contributions to which are deductible under Section 170 (c) (2) of the Internal Revenue Code, or the corresponding section of any future federal tax code.

ARTICLE VII - BYLAWS

The Association is authorized to make, alter, amend, or repeal the Bylaws of this Corporation, and members shall have the power to alter, amend, or repeal such Bylaws only as provided therein.

ARTICLE VIII - LIMITATIONS

This Corporation shall have no capital stock, and no part of the net earnings of this Corporation shall inure, in whole or in part, to the benefit of, or be distributable to, any member, officer, trustee, director, or other private person having a personal or private interest in the activities of the Corporation, or to any person or organization other than an organization which is exempt from federal income taxation under Sections 501(a) and 501(c) (3) of the Internal Revenue Code, except that the Corporation shall be authorized and empowered to pay reasonable compensation for services rendered and to make payments and distributions in furtherance of the purposes set forth in Article III hereof.

ARTICLE IX - TRANSACTION INVOLVING DIRECTORS

1. No contracts or other transactions between this Corporation and any other Corporation, and no act of this Corporation shall in any way be affected or invalidated by the fact that any director of this Corporation is pecuniarily or otherwise interested in, or is a trustee, director, or officer of, such other Corporation.

2. Any member and officer, individually, or any firm of which any trustee may be a member, may be a party to, or may be pecuniarily or otherwise interested in, any contracts or transactions of the Corporation; provided, that the fact that such member and officer or such firm is so interested shall be disclosed to or shall have been known by the Association or a majority thereof.

ARTICLE X - DISTRIBUTIONS UPON DISSOLUTION

Upon the dissolution of this Corporation, all of its assets remaining after payment of creditors shall be distributed for one or more exempt purposes within the meaning of Section 501(c) (3) of the Internal Revenue Code, or the corresponding section of any future federal tax code, or shall be distributed to the federal government, or to a state or local government, for a public purpose. Any such assets not so disposed of shall be disposed of by a Court of Competent Jurisdiction of Pierce County, exclusively for such purposes or to such organization or organizations, as said Court shall determine, which are organized and operated exclusively for such purposes. In no event shall any of the Corporation's assets be distributed to the officers, directors, or members of the Corporation.

ARTICLE XI - AMENDMENTS

This Corporation reserves the right to amend, alter, change, or repeal any provision contained in these Articles of Incorporation by the affirmative vote of a majority of the members present at a meeting of the Association.

ARTICLE XII - DURATION

The period of duration of this Corporation shall be perpetual.

ARTICLE XIII - INCORPORATOR

The name and address of the incorporator is:

Name	Address
Pat Cavendish	c/o City of Lakewood 10510 Gravelly Lake Dr. SW, Suite 206 Lakewood, WA 98406

DATED: _____

_____
Incorporator

CONSENT TO APPOINTMENT OF REGISTERED AGENT

I, ALICE M. BUSH, hereby consent to serve as registered agent, in the State of Washington, for LAKEWOOD SISTER CITIES ASSOCIATION. I understand that as agent for the Corporation, it will be my responsibility to accept service of process in the name of the Corporation; to forward all mail and license renewals to the appropriate officer of the Corporation; and to immediately notify the Office of the Secretary of State of my resignation or of any changes in the address of the registered office of the Corporation for which I am agent.

DATED: _____

_____
ALICE M. BUSH, CMC
General Services Director/City Clerk
City of Lakewood
10510 Gravelly Lake Dr. SW, Suite 206
Lakewood, WA 98499

2015 LSCA Board of Directors

Mr. Ron Chow ***(BOARD MEMBER)*** Import/Export Businessman WA State Commission on Asian Pacific American Affairs P.O. Box 110632 Tacoma, WA 98411 253.640.7601
Mr. Michael R. Lacadie ***(BOARD MEMBER)*** USAF/Boeing Retired 253.588.8967 Mrs. Connie J. Coleman-Lacadie ***(PRESIDENT)*** Federal Aviation Administration (FAA) Retired 10208 101st Ave. CT SW Lakewood, WA 98498 253.906.1346
(VICE PRESIDENT) Vacant
Ms. Lois Stokes ***(TREASURER)*** PT Accounting + PT Graduate School 8034 So. Alaska St. Tacoma, WA 98408 253.230.6110
Mr. Herb Stumpf ***(BOARD MEMBER)*** USA Retired 11718 Terry Lake Rd SW Lakewood, WA 98498-2715 253.582.3073
Mr James Kim ***(BOARD MEMBER)*** 1551 Bay Hill Ave Fircrest, WA 98466 253.250.1210
Cindy MacKersie ***(BOARD MEMBER)*** SEVIS and Cultural Programs Manager Pierce College 9401 Farwest Drive SW Lakewood, WA 98498 253.964.7345

LAKEWOOD SISTER CITIES ASSOCIATION
P. O. Box 97294
Lakewood, WA 98498

Honorary Ex-Officio
Mayor Don Anderson

Council Liaison
Councilmember Michael Brandstetter

Board of Directors
President - Connie Coleman-Lacadie
Vice-President - Vacant
Treasurer - Lois Stokes
Ron Chow
James Kim
Michael Lacadie
Cindy MacKersie
Herb Stumpf

Association Members
Kyong Suk Arbeeny
Ralph S. Baarslag
Dr. Pat Cavendish, Past President
Judy DeJardin
Kyong H. Han
Franclyn Heinecke, Past President
Mary Lynn Hogan
Rick Hogan
Pok Y. Jones
Korean Women's Association
Myung Park
Enrico Picardal
Carol Seeburger
Marilee Titus
Chol Hwan Yang

August 12, 2015

Lodging Tax Advisory Committee
Lakewood Lodging Tax Grant Program
City of Lakewood
6000 Main Street SW
Lakewood, WA 98499

Dear Lodging Tax Advisory Committee Members:

As the President of the Lakewood Sister Cities Association (LSCA) I hereby authorize the following individual as representative of the association to contractually bind the agency:

Connie Coleman-Lacadie, President, 10208 101st Ave Ct SW, Lakewood, WA 98498, 253.906.1346

On August 11, the board moved, seconded and voted to authorize the appointed representative to submit the Lodging Tax Grant Application.

This authorization will be reviewed annually.

With Regards,

Connie Coleman-Lacadie
President
Lakewood Sister Cities Association

Enclosed
Results of Motion

August 10-11, 2015

The board approves C onnie Coleman-Lacadie to submit a Lakewood lodging tax funding request for Lakewood Sister Cities Association.

Moved by James Kim, 2d by Cindy MacKersie

Ayes received from: James Kim, Cindy MacKersie, Michael Lacadie, Mike Brandstetter, Lois Stokes, Myung Park

August 13, 2015

Dear Connie Coleman-Lacadie,

Pierce College and the International Education Department are pleased to collaborate with the Lakewood Sister Cities Association in support of the Annual LSCA International Festival 2016. We will once again host the event on our Fort Steilacoom campus and provide our facilities, security and custodial services, technology support, and staff and student volunteers for this event.

We value this partnership and enjoy hosting the festival at our college. It fits with our mission and vision and we appreciate the positive benefits it brings to our college and local community.

Sincerely,

Denise R. Yochum

Denise Yochum
President
Pierce College Fort Steilacoom
9401 Farwest Drive SW, Lakewood WA. 98498
(253) 964-6776

Application for:
CITY OF LAKEWOOD
FY 2016 Lakewood Lodging Tax & Tourism Promotion Grant Funds

City of Lakewood SummerFEST

LATEST DATE & TIME FOR SUBMITING YOUR APPLICATION

No Later than 5:00 pm on Thursday, August 13, 2015

SUBMIT TO:

City of Lakewood, Dropbox (preferred)
OR
One Complete Hard Copy to
6000 Main Street SW, 1st Floor Reception

2016 Lodging Tax – Tourism Promotion Project Application

1. Project Information

1a. Project Name: City of Lakewood's SummerFEST

Amount Requested: $ 29,000
(Amount Requested must match Total Costs, column "a." on page 14)

Total Project Amount: $ $82,700
(Total Project Amount must match Total Costs, column "c." on page 13)

1b. Name of Applicant organization: City of Lakewood

Mailing Address: 6000 Main Street SW
Lakewood, WA 98498

Tax ID Number: 91-1698185

Organization Unified Business Identifier (UBI): N/A

UBI Expiration Date: N/A

Type of Organization: Municipality, Public Non Profit
(Non-profit, For-profit, Municipality, Private business, etc.)

1c. Contact Name: Sally Martinez

Title: Recreation Coordinator

Telephone: 235.983.7758 Email: smartinez@cityoflakewood.us

Signature: John J. Caulfield

Digitally signed by John J. Caulfield
DN: cn=John J. Caulfield, o=City of Lakewood, ou=City Manager, email=jcaulfield@cityoflakewood.us, c=US
Date: 2015.08.13 15:36:09 -07'00'

The signatory declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used only for the purposes set forth herein, and verifies that all the information contained in this application is valid and true to the best of his/her knowledge.

2. Project Description

2a. Please provide the event date(s) July 9, 2016

2b. Where will your event be held? Fort Steilacoom Park

2c. If there is a charge or fee for this activity, please describe how much and why.

SummerFEST is a free community festival. Some of the vendors pay a fee based on whether they are a private or non-profit organization. The SummerFEST Triathlon has a fee of for individual participants of $45 (early bird) and $75 (regular price). For teams the price was $115 (early bird) and $130.00 (regular price). The triathlon participant fee helps offset the cost of liability insurance, event staffing, police, life guards, rescue boats, shuttle bus, advertising, registration, medals, t-shirts, swim caps, and the timing chips.

2d. Please provide a detailed description of the proposed project/activity. Include information on the area the project will serve, its expected impact and list the responsible party(s). If you need additional room, please attach a separate document and save as, "additional details."

SummerFEST is a free, annual community festival held at Ft. Steilacoom Park the second weekend in July that attracts roughly 9,000 participants. Each year the festival has grown and now consists of a multi-day soccer tournament, Triathlon event, two stages with live entertainment, a public market with over 100 vendors and food trucks, car show, KIDZ Zone, and outdoor movie. The soccer tournament is operated by Comeback Sports and brings 170 adult soccer players (40 of whom are from outside a 50-mile radius) to the soccer fields at Fort Steilacoom Park for two all day tournaments. Comeback Sports knows that they can grow their numbers by partnering more closely with SummerFEST and we are currently meeting to plan the strategy.

The Lakewood SummerFEST Triathlon is a competitive sprint triathlon open to participants 15 years and older. The Lakewood SummerFEST has a strong synergy with the SummerFEST event because the triathlon ends at Fort Steilacoom Park as SummerFEST begins. Consequently the participants of the triathlon funnel directly into the event grounds where they have their awards ceremony and after party. Both participants and spectators (roughly 500 people total) of the triathlon enjoy all that SummerFEST has to offer.
The Triathlon is a USA Triathlon sanctioned event. The course consists of a ½ -mile swim starting and ending from the shore at American Lake Park; 14-mile bike course looped through the streets of Lakewood, Steilacoom, JBLM and Pierce County and a 3.1-mile run at Fort Steilacoom Park.

The SummerFEST Triathlon is filling a need for this type of event in the South Sound and we are currently creating a market. In 2015 we broke the 200 mark for participants and attracted serious athletes. This year the sprint triathlon attracted 202 participants, up from 135 last year. The majority of participants come to Lakewood City Hall to pick up their race packets which provides another opportunity to purchase goods and services in Lakewood.
It is important to realize that there are many moving components to this race and it requires strong, cohesive partnerships with many other organizations and volunteers to ensure it run smoothly.

New this year was the addition of the Triple Threat Series. This was extremely successful with 57 participants. The Triple Threat Series consist of three triathlons beginning in June and culminating in August. It included the Black Hills Triathlon in Lacey, Lakewood SummerFEST Triathlon and the JBLM Triathlon for a summer of races! Triple Threat Participants will receive an additional t-shirt, medal and be eligible for a raffle for an elite bicycle.

SummerFEST is a draw to teams and families who travel throughout the state during the summer months to play in regional soccer tournaments. Having a day-long festival associated with the tournament has been successful in drawing out-of-the-area participation. This, in turn, increases the spending and number of overnight stays in Lakewood.
For the last several years, Lodging Tax funds were used to market the event on a more regional basis, thus drawing out-of-town visitors. In 2014 and 2015, we further expanded regional marketing through print, radio and online advertising. We continue to be innovative in our marketing efforts and this year used Group-on advertising that was very effective and had our registration through Active.com which reaches one million visitors a month. We also continue to partner with a regional tournament director and local hotels with a goal of drawing out-of-town.
According to the JLARC 2014 Municipality Reporting the SummerFEST and SummerFEST Triathlon had 9,000 total attendees, 50 traveled over 50 miles and 50 stayed overnight in paid lodging which results in $5,700 in overnight room accommodations and $2,750 in direct spending.

3. Beneficiaries

Please list and provide specific information regarding all individuals, businesses, areas, or organizations that will directly benefit from the project/activity.

Because this event has so many different components and attracts thousands of people of all ages, there are a multitude of businesses, individuals and organizations that benefit. Lakewood Hotels & Restaurants benefit because SummerFEST Triathlon alone brought 22 room night stays and an estimated $15-$25 in direct spending in 2015.
The following individuals and organizations benefit because being involved in SummerFEST gives them the potential to reach an estimated 9,000 visitors the day of the event and thousands more through advertising channels that promote the event. In addition, the participants spend money in Lakewood during their visit. This includes the soccer tournament players and their families who come from out-of-town and from outside the 50 mile radius. It also includes participants and spectators from the triathlon and out-of-town guests who visit here during SummerFEST.
Vendors of SummerFEST benefit because they have the opportunity to increase their profile, provide information about their organization, sell products, and raise funds.
Businesses surrounding Fort Steilacoom Park
SummerFEST and Triathlon Sponsors
Triathlon partners such as Tacoma South Sound Sports
Non-Profits and Service Providers in Lakewood and Neighboring Communities
Partners for Parks

4. Goals/Monitoring

Describe the goals of the project. Will the project result in an increase in overnight stays by visitors in Lakewood? <u>If so, how will this increase be tracked and monitored?</u> <u>How will an increase in the sale of goods and services as a result of the project be measured?</u> What other short or long term economic benefits will occur and how will that be tracked? Why do you believe those project/activity outcomes are feasible? **Applicants will be required to submit a post-funding report providing pertinent data evaluating tourism benefits resulting from the use of lodging tax funds as compared with the estimates contained in this application.**

Goals
This was the fourth annual SummerFEST triathlon and we will be celebrating our 5th anniversary in 2016. After four years of putting on this event, it is thrilling to know we are hitting our stride. An encouraging indicator of success was not just the 50% increase in numbers of participants this year, but the landscape of serious athletes the event attracted this year. This was the first year no participants were pulled from the water portion of the swim, and it was evident from the professionalism and speed exhibited at the transition points that the caliber of athlete was very high. Notoriously, this event also attracts “first- timers” who are new to triathlons and want to try and check it off of their bucket list. But we are now seeing the involvement of serious and invested athletes which is an evolution of this event and an indicator that athletes will travel from outside the region to compete and that the event will continue to grow. This year the sprint triathlon attracted 202 participants, up from 135 last year. According to professionals in the field of amateur sporting events, most sprint triathlons attract between 150 and 250 participants. Many sprint triathlons cap their participation at 250. The exceptions are extremely well known triathlons that are supported by big business locally and around the country. Those events can get up 3-6,000 participants. We envision growing the SummerFEST triathlon into a spectacular event with thousands of participants and garnering the support of large companies. Our goal for 2016 is to increase participation by 50% and continue to do so each year!
In 2016 we plan to strategically market the entire event to target visitors for a variety of SummerFEST activities and create a reputation for the event as a destination festival. Specifically we will invest more funds in online advertising because it is less expensive than billboards and bus advertising and has a greater reach to people living outside of the 50 mile radius and outside of the state. We will use Active. com again for the triathlon registration, but will also invest in their marketing tools that have an excellent reputation for successfully promoting events to athletes around the country. Our goal is also to create a strategic marketing calendar in September to include Facebook boost posts, Race Center e-newsletter and print ads, post card distribution, online calendars in publications targeting athletes, Group-on and website updates.

Another goal is to keep the triathlon participants at the SummerFEST event for a longer period of time and to bring their families and out-of-town guests. We are partnering with Studio Fitness, Comeback Sports, Tacoma South Sound Sports and the YMCA to implement a multi-sport event including run for children, soccer skill building, races, obstacle courses, and perhaps another race for adults such as a 5k.

SummerFEST

3 (continued)

SummerFEST Market Vendors and food truck owners
SummerFEST Contractors
Entertainers/Musicians
Tacoma South Sound Sports Commission is a sponsor partner

4.

To increase numbers of participants in 2016 our goal this year is to work more closely with the YMCA organizations. This year 40 members of the Lakewood YMCA participated with very little promotion. We are already beginning to speak with YMCA's around the region and outside the region to promote the triathlon, offer triathlon clinics, help the YMCA's who don't have tri-clubs to implement them, and promote a competition among the YMCA's for participation.

We will work to target high caliber vendors with quality products to entice people interested in spending money on this type of product. We also will work to implement an art component to SummerFEST by partnering with the Tacoma Art Museum, the Children's Art Museum and the Lakewood Art Commission.

The soccer tournament (operated by Comeback Sports) currently brings 150-170 adult soccer players (30-40 of whom are from outside a 50-mile radius) to the soccer fields at Fort Steilacoom Park for tournaments that run all day. Our goal is to bridge these tournaments more closely with SummerFEST by having children's sporting activities between the fields and vendor sites which will cut down on the distance people have to walk to get from one area to the next and help people to more easily transition from one area to the next. Comeback Sports is excited about promoting these elements of SummeFEST to their constituents which includes soccer teams throughout the state.

These goals aim to capitalize on the synergy between the Triathlon and Soccer tournament and more closely integrate them with the other SummerFEST activities. We will work to reach our overall goal of increasing SummerFEST participation by 1,000 people (from 9,000 to 10,000). This will result in corresponding increases in the number of people who live out of state and out of the 50 mile radius and an increase in local spending at businesses and hotels. If just 3% of the participants come from outside the 50 mile radius it would result in $1,650 in local spending and $3,420 in overnight stays. This is a conservative number and with the implementation of other additional actives such as yoga in the park, wine tasting, a Lego building competition; there is great potential to expand upon these numbers.

We will analyze the success of these goals by using information captured on registration forms through active.com and through Comeback Sports. We can use tickets for children's activities that will enable us to have an accurate count. We will use vendor

contract to determine the number from outside of our region. Online advertising can be measured through site visits, and reports compiled by the advertising groups. We will also work with the different sports groups to coordinate a more widely marketed regional multi-day sports tournament, thus attracting more out-of-state teams.

5. Estimate how the funds will increase the amount of people traveling to Lakewood to stay overnight in paid accommodations.

This year it is estimated that 300 spectators came to support the 202 participants of the SummerFEST Triathlon. Thirteen participants travelled from outside of the 50 mile radius. Overall, 6% of these participants and spectators were travelers who used an estimated 22 room nights (National Association of Sports Commissions -NASC). The local economic impact of this is $15-$25k. We are confident that with funds from this grant, we can grow the triathlon event by 50% or more and SummerFEST by 1,000 participants. Word of mouth is such a powerful tool to spread the word about the event. The funds help ensure that the event is a very positive experience for those participating because it provides money for adequate marketing and staffing so it runs smoothly and professionally. This year there were no complaints from participants and many compliments. There were no injuries or mishaps and the entire event was extremely well organized. This will encourage people to return and to tell their friends, and in return, increase the number of travelers, overnight stays, and local spending.

Based on traffic counts coming through Fort Steilacoom gate during SummerFEST hours, there were 2,250 cars (one way). With four people per car the count is 9,000 people which are how many attended in 2014. When 9,000 people come to the area and spend $55 per day (NASC formula) that results in $495k in direct spending that benefits the local economy. If just 3% of the 9,000 attendees spend the night, the economic value of tourism is $30,780 for overnight room accommodations.

6. Estimate how the funds will increase the amount of people traveling to Lakewood from more than 50 miles from their residences.

From our registration data, we know that 13 participants travelled from outside the 50 mile radius to compete in the SummerFEST triathlon. An estimated 300 spectators came to support the 202 participants of the SummerFEST Triathlon. With these funds for marketing, we can grow the event by at least 25% and have a direct impact on our local economy. Now that the SummerFEST Triathlon is becoming known as event for serious athletes we will see athletes who want to expand their repertoire of events come from other parts of the country. Funds will also help promote and pay for the cost of operating the Triple Threat Series, unique to our area and enticing to athletes from other regions. We will be able to effectively promote SummerFEST state-wide as well as throughout the region with promotions on Festival and Event websites, Active.com (reaching one million viewers every month), Group-on, Facebook, newsletters, radio, mailings and more. Funds will help promote and pay for open water swim clinics and transition clinics leading up to the event that will attract participants from outside the 50 mile radius who want to experience the course first-hand prior to the race itself.

7. Estimate how the funds will increase the amount of people traveling to Lakewood from outside their state or country.

Funds used to pay for our online advertising are proven to reach athletes from outside our state and country. Now that the SummerFEST Triathlon is known as event for serious athletes we will see athletes who want to expand their repertoire of events come from other parts of the country. They will travel here with confidence that it is a well-run and well organized race in an unbelievable beautiful area. We will be able to effectively promote SummerFEST state-wide as well as throughout the region with promotions on Festival and Event websites, Active.com (reaching one million viewers every month), Group-on, newsletters, mailings and more. SummerFEST and all it has to offer, is a unique economic development tool that brings visitors to Lakewood and Fort Steilacoom Park and shows off a major asset of the City of Lakewood. It provides a fun community atmosphere and encourages individuals to stay longer and spend money at the event as well as with local businesses. The soccer tournament director has a history of coordinating multi-day tournaments and bringing in teams from around the Western United States. These teams stay in local hotels and eat at local restaurants. The funds that we are requesting encourage out of area visitors to visit Lakewood and check out a regional treasure – Fort Steilacoom Park.

8. Funding Requirements

Due to funding constraints, partial funding may be recommended by the LTAC.

8a. If partial funding is received, how will that impact the project/activity? Please describe:

The event has come to rely on this funding and any less will result in less marketing, therefore, lessening the draw of out-of-town visitors to Lakewood.

9. Use of Funds

Provide detail on how the funds will be used. For example, $20,000 of the funds will be used for marketing, $5,000 for administration, $10,000 for Consultants, etc.

The requested $29,000 in funds will help with the following costs that include those items that help bring tourism to Lakewood from people who live outside our region and that are critical to its' success:
$15,000 toward marketing, utilizing new sources that specifically reach people living outside a 50 mile radius.
$5,000 personnel
$9,000 contract services

10. Project Budget (for non-capital projects). Do not include in-kind contributions.

Income: A diversified funding base is important to the success of any project. Please list all other sources of funding for the project, both anticipated and confirmed and when that funding will be available to the project. Include your own funding, sponsorships, other grants, etc

Funding Source list all revenue sources anticipated for 2015. Do not include requested Lakewood Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
St.Clare Hospital	$ $7,500	no	
Drangsholt Orthodontics	$ 500	no	
Navy Federal Credit Union	$ 1,000	no	
	$		
	$		
	$		
	$		

Expenses: Based on full funding, please list project costs.
PLEASE NOTE: Certain expenses may not be reimbursable, at the sole discretion of the City of Lakewood. You will only be repaid at the Lakewood authorized rates. Insurance is not an eligible cost. If you have any questions about any of your proposed expenses, please discuss them with Becky Newton at Lakewood's Economic Development (253) 983-7738.

	a. Lodging Tax Funds	b. Other Funds, Do not include In-Kind dollars	c. Total
Personnel (salaries & benefits)	$ 5,000	$ 29,000	$ 34
Administration (rent, utilities, postage, supplies, janitorial services, etc.) *Note: Insurance is not an eligible cost*	$	$ 1,200	$ 1.2
Marketing/Promotion	$ 15,000	$ 3,500	$ 18.5
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	$	$	$ 0
Minor Equipment (computers, desks, etc.)	$	$	$ 0
Travel	$	$	$ 0
Contract Services Describe below	$ 9,000	$ 20,000	$ 29
Other Describe below	$	$	$ 0
TOTAL COSTS (Amount in column "a." must match "Amount Requested." Amount in column "c" must equal "Total Project Amount" on Page 9)	$ 29	$ 53.7	$ 82.7
Description for Direct Sales Activities, Contract Services, Travel and Others	Contract services are for the stage, sound, movie screen, movie licensing, & kidz zone, entertainment throughout the day, timing & equipment rental (bike racks, buoys), Honey buckets. NOTE: TOTALS ABOVE SHOULD BE: Columns A - $29,000; Column B - 53,700; C - $82,700		
In-Kind Contributions	JBLM provides planning and logistic support, west pierce fire and rescue and Tacoma Maritime Organization provides aquatic support, YMCA lifeguards and kayaks, Lemay provides garbage cans and recycling containers, Partners for Parks coordinates the car show and funds go toward park improvements, City of Lakewood Arts Commission provides entertainment and arts activities.		

11. Funding History

11a. Was this project funded with Lakewood lodging tax funds in fiscal year 2015?

___x___yes _____no

11b. If you answered yes to 11a, how much funding did you receive in 2015?

_____18,000.00_____

11c. If you answered no to 11a, what is the last year Lakewood funding was received and how much? _____ (year) _____ (amount awarded) ❑ no previous funding

11d. Indicate what efforts have been made to access funding from additional sources?

The City of Lakewood Parks, Recreation, and Community Services Department have successfully secure sponsorship for these events. This year we will develop a professional sponsorship package and work closely with local businesses to secure sponsors for SummerFEST and SummerFEST Triathlon 2016. A concerted effort to approach potential sponsors will be made during August and September 2015 and will include high-touch, one-on-one interactions to engage financial sponsors. At the same time we will approach companies for in-kind donations for swag bag materials, after party food and beverages, arts and crafts for children, kayaks for the swim portion of the event, and more. Our goal is to gain five additional sponsors for 2016 ($10,000).
We actively seek ways to cut costs by using free modes of advertising such as the following:
• Facebook
• Computer Clubhouse Blogs
• Lakewoodsummerfest.com
• Community Calendars (Tacoma News Tribune, northwestmilitary.com, patch.com, subtimes.com, Clover Park School District)
• Reader boards

12. Coordination and Collaboration

Please provide information about any other organizations or agencies involved in this project/activity. Describe their level of involvement. Describe how this project coordinates with other tourism promotion efforts or services in the area, including Chambers of Commerce, local festivals, local lodging and restaurants. You may attach up to three letters of support from these organizations.

Because of the complexity of the event, with so many moving parts, collaboration and coordination with a multitude of partners is key to the success of this event. We have over 50 organizations/businesses with whom we work to incentivize people to attend SummerFEST and increase tourism. They are involved almost all year around in the planning, promotion, execution and follow-up of the events. We are eager to attract visitors from out of town and so we work closely with the chamber and local hotels to promote the SummerFEST events. We are always seeking new ways to collaborate and think outside the box to expand our reach and increase our positive impact on the local economy. We will meet individually with hotels and restaurants this year to develop promotions that will draw participants to their business.

With the addition of the Triple Threat Series we are closely collaborating with JBLM and Black Hills to kick off the promotion of the summer of 2016 events in October of 2015 which will give travelers plenty of time to make their plans. Here are some of the organizations and businesses with whom we partner:

West Pierce County Fire and Rescue – Planning Committee/Static Display
Clover Park School District – Planning Committee
Lemay/Waste Connections – Planning Committee
R/C Boat Club – Planning Committee
Lakewood Police Department – Planning Committee/Static Display
Lakewood Parks, Recreation and Community Services – Planning Committee
Army Strong – Planning Committee

SummerFEST

12 (continued)

Lakewood Library – Static Display
Lakewood Historical Society – Collaborator
Local Non-Profits – Vendors
Local Businesses – Contractors
Lakewood's Promise – Collaborator
Partners for Parks – Collaborator
Lakewood Public Works Department
Lakewood NIS Department
CHI Franciscan Health St. Clare Hospital – Sponsor
Drangsholt Orthodontics-Sponsor
Tacoma Maritime Institute – Collaborator
The YMCA – Collaborator in promotion, volunteers, staffing and participation
Tacoma South Sound Sports

13. Capital Projects Budget

Supporting the Capital Expenditures and/or Operation of City Tourism-Related Facilities

FUNDING/TIMELINE	Responsible Parties, Methods, Means	Begin (Dates or Periods)	End (Dates or Periods)	Amount Requested From Lodging Funds	Other Funds Committed or Proposed*	TOTALS
Design & Inspection				$	$	$ 0
Other Consultants				$	$	$ 0
Permits & Fees				$	$	$ 0
Land Acquisition				$	$	$ 0
Site Development & Landscape				$	$	$ 0
Buildings (New Construction)				$	$	$ 0
Building Renovations (Includes Access)				$	$	$ 0
Other (Specify) *Insurance is not an eligible cost.*				$	$	$ 0
TOTAL				$ 0	$ 0	$ 0

*If other funds are committed, please attach a letter of commitment from the funding source.

14. Certification

The applicant hereby certifies and confirms:

1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;
2. That it will abide by all relevant local, state, and federal laws and regulations;
3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;
4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

Primary Signature: John J. Caulfield _____

Digitally signed by John J. Caulfield
DN: cn=John J. Caulfield, o=City of Lakewood, ou=City Manager, email=jcaulfield@cityoflakewood.us, c=US
Date: 2015.08.13 15:36:47 -07'00'

Signature

John J. Caulfield, City Manager _____ 8/13/2015 _____

Printed Name & Title of Chief Administrator/Authorizing Official Date

CITY OF LAKEWOOD

E-VERIFY REQUIREMENTS FOR CONTRACTORS

By Ordinance, the City of Lakewood requires that all contractors who enter into agreements to provide services or products to the City use the Department of Homeland Security's E-Verify system when hiring new employees for the term of the contract.

E-Verify is an electronic system designed to verify the documentation of job applicants. It is run by the Department of Homeland Security.

Who is affected?

- All contractors doing business for the City of Lakewood. There is no minimum dollar value for contracts affected.
- All subcontractors employed by the general contractor on these contracts.

Are there exceptions?

- Contracts for "Commercial-Off-The-Shelf" items are exempted from this requirement.
- Individuals, Companies, or other organizations that do not have employees.

How long must the contractor comply with the E-Verify system?

- For at least the term of the contract.

Are there other stipulations?

- E-Verify must be used ONLY for NEW HIRES during the term of the contract. It is NOT to be used for EXISTING EMPLOYEES.
- E-Verify must be used to verify the documentation of ANY new employee during the term of the contract, not just those directly or indirectly working on deliverables related to the City of Lakewood contract.

How will the City of Lakewood check for compliance?

- All contractors will retain a copy of the E-Verify Memorandum of Understanding that they execute with the Department of Homeland Security AND
- Sign and submit to the City an Affidavit of Compliance with their signed contract.
- All General Contractors will be required to have their subcontractors sign an Affidavit of Compliance and retain that Affidavit for 4 years after end of the contract.
- The City of Lakewood has the right to audit the Contractor's compliance with the E-Verify Ordinance.

Further information on E-Verify can be found at the following website:

http://www.uscis.gov/e-verify

If you have questions about the City's E-Verify Ordinance, please contact the City of Lakewood's legal department prior to contracting with the City.

CITY OF LAKEWOOD

AFFIDAVIT OF COMPLIANCE WITH LAKEWOOD MUNICIPAL CODE 1.42
"E-VERIFY"

As the person duly authorized to enter into such commitment for

City of Lakewood, Washington
COMPANY OR ORGANIZATION NAME

I hereby certify that the Company or Organization named herein will

(Check one box below)

☑ Be in compliance with all of the requirements of City of Lakewood Municipal Code Chapter 1.42 for the duration of the contract entered into between the City of Lakewood and the Company or Organization.

OR

☐ Hire no employees for the term of the contract between the City and the Company or Organization.

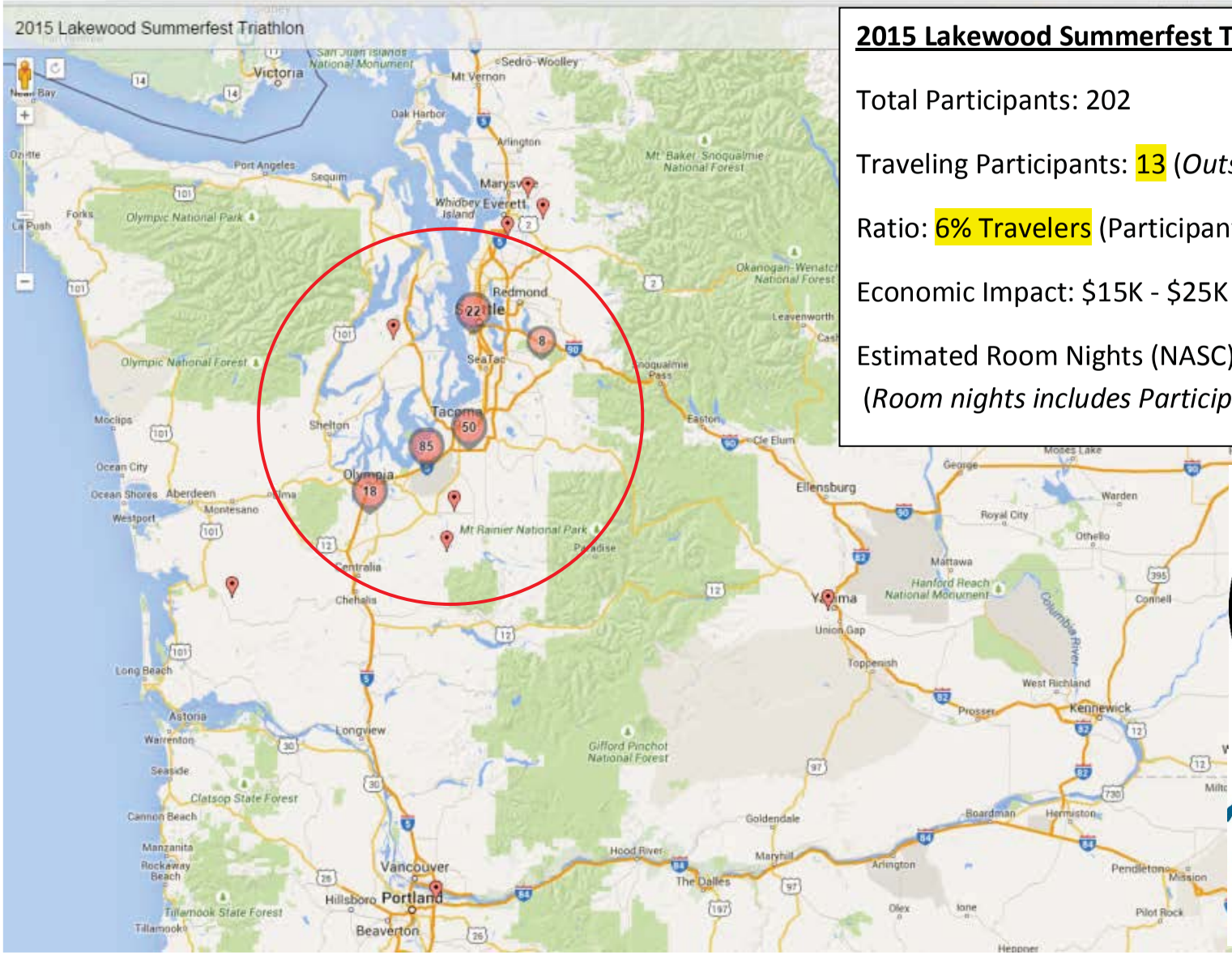
John J. Caulfield

Digitally signed by John J. Caulfield
DN: cn=John J. Caulfield, o=City of Lakewood, ou=City Manager, email=jcaulfield@cityoflakewood.us, c=US
Date: 2015.08.13 15:37:44 -07'00'

SIGNATURE

John J. Caulfield, City Manager
PRINT NAME AND TITLE

8/13/2015
DATE



2015 Lakewood Summerfest Triathlon

Total Participants: 202

Traveling Participants: 13 (*Outside 50 mile Radius*)

Ratio: 6% Travelers (Participants & Spectators)

Economic Impact: $15K - $25K Direct Spending

Estimated Room Nights (NASC): 22
(*Room nights includes Participants & Spectators*)

CITY OF LAKEWOOD, WA
•1996•

TACOMA
SOUTH SOUND
SPORTS COMMISSION

CITY OF LAKEWOOD, WA
•1996•
TACOMA
SOUTH SOUND
SPORTS COMMISSION

2016 SummerFEST Marketing Plan			
Company	Cost	Description	Audience
Triathlon Facebook Boost Posts	$500	Advertises promotions 6x/year	athletes locally and around the country
3 radio ads	$1,000	15 second spots to advertise events	Adults age 16+ and families
Active.com	$1,400	race registration & marketing SummerFEST	Athletes around the country of all skill levels
Group-on	$500	Promotes Triple Threat and Triathlon	adults
Race Center	$1,000	Print and online advertising	athletes from all over
Outdoor Northwest	$1,000	Display Ads	Adults and athletes in the northwest region
Larsen Sign Co	$500	A Frame Street Signs	
Larsen Sign Co	$500	Corrugated Plastic street signs with metal posts	30,000 residents in lakewood
TBD	$500	SummerFEST banner	drive by traffic
Northwest Publishing Center	$800	Post cards, car show flyers, event flyers, vendor flyer	Car show enthusiasts, vendors, residents
WSFEA	$650	advertising in publication	Statewide readership
winning Seasons	$2,500	Race t-shirts, with sponsor logos	Triathlon participants
winning Seasons	$800	Swim caps with logo	Triathlon participants
Haglunds Trophees	$3,500	Race Medals	Triathlon participants
Various suppliers	$500	Racing bibs	Triathlon participants
Total	**$15,650**		
Free online calendars/event listings			
Sub Times		Promoting SummerFest, Triathlon, Tournaments, car show, etc.	Local and regional audience
Allen Realty Reader Board		Promoting SummerFest, Triathlon, Tournaments, car show, etc.	beyond 50 mile radius
Patch.com		Promoting SummerFest, Triathlon, Tournaments, car show, etc.	beyond 50 mile radius
Red Tricycle.com		Promoting SummerFest, Triathlon, Tournaments, car show, etc.	beyond 50 mile radius
Parent map.com		Promoting SummerFest, Triathlon, Tournaments, car show, etc.	beyond 50 mile radius
Sounds fun mom.com		Promoting SummerFest, Triathlon, Tournaments, car show, etc.	beyond 50 mile radius
Thriftynwmom.com		Promoting SummerFest, Triathlon, Tournaments, car show, etc.	beyond 50 mile radius
Community bank calendars		Promoting SummerFest, Triathlon, Tournaments, car show, etc.	beyond 50 mile radius
Press Release		Promoting SummerFest, Triathlon, Tournaments, car show, etc.	beyond 50 mile radius
Lakewood Triathlon Website		Promoting SummerFest, Triathlon, Tournaments, car show, etc.	beyond 50 mile radius
Lakewood Triathlon facebook page		Promoting SummerFest, Triathlon, Tournaments, car show, etc.	beyond 50 mile radius
City of Lakewood Facebook page		Promoting SummerFest, Triathlon, Tournaments, car show, etc.	Lakewood residents
City of Lakewood website		Promoting SummerFest, Triathlon, Tournaments, car show, etc.	Lakewood residents
TriFind.com		Promoting SummerFest, Triathlon, Tournaments, car show, etc.	beyond 50 mile radius
News Tribune Calendar		Promoting SummerFest, Triathlon, Tournaments, car show, etc.	Tacoma & surrounding cities
Sponsor websites and facebook pages		Promoting SummerFest, Triathlon, Tournaments, car show, etc.	beyond 50 mile radius
Connections Magazine		Promoting SummerFest, Triathlon, Tournaments, car show, etc.	30,000 lakewood residents
In-kind advertising			
Matress Ranch Commercial		Airs for roughly 4-5 weeks prior to festival	Puget Sound Residents

25

184

150

Partners for Parks
PRESENTS

SummerFEST

★★★★

2015 Car Show

at Fort Steilacoom Park

Saturday, July 11

Live Entertainment • Food Vendors • KIDZ Zone

Beer Garden • Movie at Dusk • Triathlon

Starts at 11 AM

Trophies in 33 Categories!

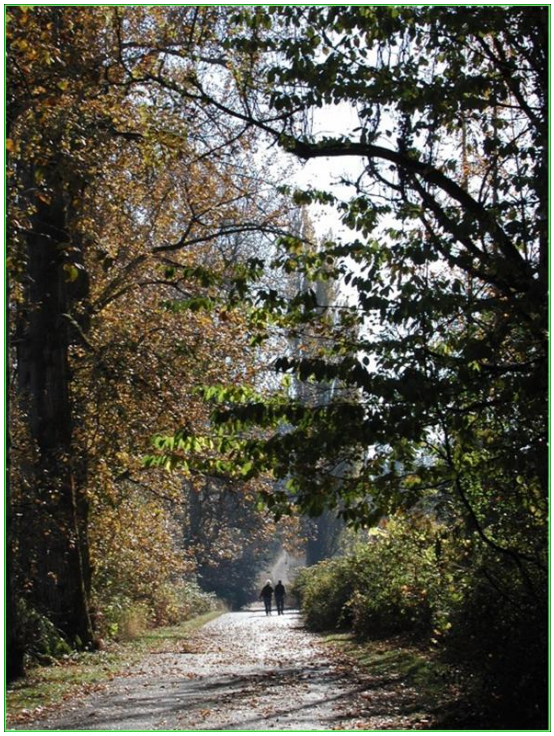
1940 Ford Coupe
Favorite Ford and Best of Show!
Owned by Marty Ayers

Call 253.405.9014 for more information!

Application for:

CITY OF LAKEWOOD
FY 2016 Lakewood Lodging Tax & Tourism Promotion Grant Funds

WAUGHOP LAKE TRAIL IMPROVEMENT PROJECT



SUBMIT TO:

City of Lakewood Drop Box
Economic Development Department
6000 Main Street SW
Lakewood, WA 98499

2016 Lodging Tax – Tourism Promotion Project Application

1. Project Information

1a. Project Name: Waughop Lake Trail Restoration

Amount Requested: $ 100,000
(Amount Requested must match Total Costs, column "a." on page 14)

Total Project Amount: $ 500,000
(Total Project Amount must match Total Costs, column "c." on page 13)

1b. Name of Applicant organization: City of Lakewood

Mailing Address: 6000 Main Street SW
Lakewood, WA 98499

Tax ID Number: 91-1698185

Organization Unified Business Identifier (UBI): _____

UBI Expiration Date: _____

Type of Organization: Public Non-Profit
(Non-profit, For-profit, Municipality, Private business, etc.)

1c. Contact Name: Mary Dodsworth

Title: Director

Telephone: 253-983-7741 Email: Mdodsworth@cityoflakewood.us

Signature: John J. Caulfield

Digitally signed by John J. Caulfield
DN: cn=John J. Caulfield, o=City of Lakewood, ou=City Manager, email=jcaulfield@cityoflakewood.us, c=US
Date: 2015.08.13 15:42:50 -07'00'

The signatory declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used only for the purposes set forth herein, and verifies that all the information contained in this application is valid and true to the best of his/her knowledge.

2. Project Description

2a. Please provide the event date(s) NA

2b. Where will your event be held? Project site is located at Fort Steilacoom Park, WA

2c. If there is a charge or fee for this activity, please describe how much and why.

NO, access to the park is free. Use of the trail is free. There is a fee for a special use permit. Fee varies based on size of event and impact to the park.

2d. Please provide a detailed description of the proposed project/activity. Include information on the area the project will serve, its expected impact and list the responsible party(s). If you need additional room, please attach a separate document and save as, "additional details."

Our development project includes the renovation of the trail around Waughop Lake at Fort Steilacoom Park. Improvements would include creating a new accessible mile long asphalt perimeter path around the lake and adding benches, picnic shelter, view platform and other site amenities, interpretive signage, ADA parking and habitat enhancements (remove dead and invasive vegetation and add native plants). Fort Steilacoom Park is a 350+ acre site located in the northwest portion of Lakewood Washington. Approximately 950,000 people visit the park each year for active and passive recreation opportunities. We use traffic counters and reservation data to determine these numbers. Visitors from every demographic category you can imagine walk, run or bike on the trail around the lake. The lake trail is a link to cross country courses, 5K races, bike races and walk-a-thon events. There is a regional off-leash dog area nearby which generates thousands of park visits. Many people walk their dogs on the path before and after visiting the off-leash area. Improving the lake trail, creating a safe walkable area along with site improvements is the highest priority development project in the City's 20 year strategic plan and improving the lake trail is the number one project in our six-year Capital Improvement Plan.

Besides creating a tourism attraction this project will also support our local community. Providing quality parks and trails promotes healthy life styles by encouraging people to walk, run, bike, and play out of doors. According to the American Heart Association, research has shown that the benefits of walking and moderate physical activity for at least 30 minutes a day can help you: reduce the risk of coronary heart disease; improve blood pressure and blood sugar levels; maintain body weight; lower the risk of obesity; enhance mental well-being; reduce the risk of osteoporosis; reduce the risk of breast and colon cancer and reduce the risk of non-insulin dependent (type 2) diabetes. There are so many benefits for such a simple activity, why wouldn't we do everything we can to encourage people to get out and walk.

The City of Lakewood will take the lead in designing and managing this project by using local architects, contractors and volunteers. Many other partners are involved in the design, funding and development of this project.
See question # 12

3. Beneficiaries

Please list and provide specific information regarding all individuals, businesses, areas, or organizations that will directly benefit from the project/activity.

The community will benefit from this capital improvement because the trail will be more accessible for all when it's not being used for special uses and events. Providing quality parks and trails promotes healthy life styles by encouraging people to walk, run, bike, and play out of doors.

People want to go where it's safe to walk. People want to come to healthy communities. People will come to Fort Steilacoom Park to walk the trail. Once they come they will come back, again and again. This repeat support will generate the sale of goods and services along the corridors (Bridgeport, Steilacoom Blvd, South Tacoma Way) which access the park.

Local businesses will benefit because when we host events at the park which use the trail, the participants and spectators generate economic benefit through sale of meals, fuel and goods.

Hotels will benefit because more regional, statewide and national events will generate hotel stays.

4. Goals/Monitoring

Describe the goals of the project. Will the project result in an increase in overnight stays by visitors in Lakewood? <u>If so, how will this increase be tracked and monitored?</u> <u>How will an increase in the sale of goods and services as a result of the project be measured?</u> What other short or long term economic benefits will occur and how will that be tracked? Why do you believe those project/activity outcomes are feasible? **Applicants will be required to submit a post-funding report providing pertinent data evaluating tourism benefits resulting from the use of lodging tax funds as compared with the estimates contained in this application.**

The goals of this project are to:

• Make Fort Steilacoom Park more marketable and useable for local, regional, statewide and national events.

• Create new partnerships with local, regional, state and national organizations to use this space

• Enhance current and future operations.

• Increase recognition of Lakewood throughout the region as a destination for outdoor special events and tourism. The US Open brought over 8,000 new people to our park. Feedback was very positive with many saying they would return in the future.

• Encourage people to visit the park for at least four hours with the hope of scheduling events which will bring people to the Lakewood area overnight. This will generate economic benefit through the sale of hotel rooms, meals, fuel, goods and services.

The Tacoma Regional Convention and Visitor Bureau did a Pierce County travel impact study which identifies spending patterns for overnight versus day trip visitors. A day trip visitor will generate approximately $55 per person in economic impact. If you can encourage the visitors to stay overnight, the visitor will spend an average of $114 per room per night. So approximately $250 is generated in local economic benefit through the sale of lodging, meals, fuel, goods and services when a family (2.5 people) comes to Lakewood for an overnight visit.

• Create a highly marketed and improved community resource which will generate new economic opportunities and tourism in Lakewood.

5. Estimate how the funds will increase the amount of people traveling to Lakewood to stay overnight in paid accommodations.

Currently many organizations, that use the Waughop Lake Trail for all or a portion of their event, coordinate large regional events at Fort Steilacoom Park. These events generate thousands of visitors to the park each year. Types of events include: SummerFEST Triathlon, Statewide Cross County meets, Humane Society Dog AThon, Cyclo-cross, and 4US Running and Biking events. See Master Event list attachment.

Even though the current condition of the trail has discouraged some groups from using the park for their major events due to safety concerns, we documented a 30% increase from 2014 to 2015 in the number of events using the lake and trail areas. By improving the trail we can market the area for local, regional, statewide and national events. We will strive to look for two and three day events which will generate overnight stays and provide local economic impact.

6. Estimate how the funds will increase the amount of people traveling to Lakewood from more than 50 miles from their residences.

Major events draw participants from throughout the region. For instance the Lakes Invitational Cross Country meet serves over 2,400 participants, plus spectators who travel by car and bus to our area. Approximately 50 teams from outside Lakewood use the park for this event and over 300 room nights were sold last year. The Bu-Du Bike Racing event draws over 300 participants, three separate regional Duathlons drew over 200 participants each, the 4th Dimension Racing Event brought in over 450 athletes and the international Cyclo cross race brought in 1,000 participants over a two day period. Most of these athletes bring travel partners who drive and stay all day to support the athlete. These guests purchase food, fuel, goods and services locally. These few events easily bring in over 5,000 athletes and guests to Lakewood. All of these events use the Waughop Lake Trail as part of their course.

These are but a few of the many events we host at Fort Steilacoom Park. These events generate overnight stays. Just the day use will generate over $300,000 in local economic impact.

7. Estimate how the funds will increase the amount of people traveling to Lakewood from outside their state or country.

Major events draw participants from throughout the region. Successful events generate repeat users as well as help a site becomes more well known as a destination site for various events. We have the capacity to host more statewide and national events. These events will increase the number of people who travel to Lakewood from outside their own state or country.

Our first SummerFEST triathlon had participation from outside the state and country (Canada). Participation has increased each year. This year we partnered with JBLM and Thurston County to increase the exposure statewide to our event and we sold out in advance of race day. Participants came from Alaska, Oregon and New York.

Last year, due to a major sponsor loss, an international Cylco-cross race scheduled in Oregon, needed a new home. The race director made contact with people from our region and Fort Steilacoom Park was recommended for this event. That was based on our site and reputation for providing great venues and support. We could only host one day of the two day events last year but after using our site for their event, they immediately booked Fort Steilacoom Park for a two day event in 2015. This event alone will draw over 1,600 racers from throughout the United States and Europe.

As we establish new partnerships and directly market to specific types of event promoters, we can plan for new events and markets which will draw people from outside our region, our state and our country.

8. Funding Requirements

Due to funding constraints, partial funding may be recommended by the LTAC.

8a. If partial funding is received, how will that impact the project/activity? Please describe:

This is a major capital project. Our first priority will be to repair the trail around the lake along with vegetation removal and restoration. If partial funding is received, we will reduce the site amenities such as benches, picnic shelter, view points and interpretive signage that are planned.

9. Use of Funds

Provide detail on how the funds will be used. For example, $20,000 of the funds will be used for marketing, $5,000 for administration, $10,000 for Consultants, etc.

Budget Summary - Total project cost is $500,000.

Develop viewpoint	$ 10,000
Habitat enhancement	$ 23,000
Site structures	$ 25,000
Signs/kiosk	$ 10,000
Site furnishings	$ 20,000
Landscaping	$ 50,000
ADA Parking	$ 20,000
Permits	$ 2,000
Site Preparation	$ 35,000
Trail development	$230,000
Utilities	$ 25,000
A&E	$ 50,000
	$500,000

11. Funding History

11a. Was this project funded with Lakewood lodging tax funds in fiscal year 2015?

___x___yes _____no

11b. If you answered yes to 11a, how much funding did you receive in 2015?

_____25,000.00_____

11c. If you answered no to 11a, what is the last year Lakewood funding was received and how much? _____ (year) _____ (amount awarded) ❑ no previous funding

11d. Indicate what efforts have been made to access funding from additional sources?

Many partners are contributing cash and in-kind services to this effort and ongoing efforts are being made to find additional partners and funding. The City applied and received a State grant for $250,000 to offset the cost of the project. We've applied to Multicare for a $50,000 community improvement grant. They are interested in funding at the $10,000 level. Partners for Parks, a local non-profit organization, has offered to raise funds and will try to support $100,000 in funding (they've raised approximately $60,000 to date). They have also spent time promoting and informing the community about the needs at this site. Private donations are also being discussed with specific community supporters. The Town of Steilacoom will put $20,000 in their 2016 CAPITAL budget to support this project. DOE is helping with in-kind support for design work that will support water quality improvements; a local architect provided free design services to support our grant application. The Pierce Conservation District wants to help plant native plants. Other support will include using disposal credits from Waste Connections and lots of volunteer support.

12. Coordination and Collaboration

Please provide information about any other organizations or agencies involved in this project/activity. Describe their level of involvement. Describe how this project coordinates with other tourism promotion efforts or services in the area, including Chambers of Commerce, local festivals, local lodging and restaurants. You may attach up to three letters of support from these organizations.

Partners contributing cash and in-kind services to this effort.

- The City of Lakewood Parks and Recreation Department - community outreach and overall project management
- Partners for Parks – funding and volunteer support
- The Town of Steilacoom – funding and volunteer support
- Dept. of Ecology – technical expertise regarding water quality and storm water improvements.
- Bruce Dees and Associates – design services
- Friends of the Park and Nature – volunteer support to remove scotch broom
- Pierce College, UW Tacoma, PLU – environmental education and research.
- Pierce Conservation District – volunteer support for invasive plant removal and native plant restoration
- Waste Connections - disposal credits
- Tacoma South Sound Sports – marketing and promotion for regional / statewide events.
- Washington Recreation and Parks Association –trends, networking, marketing and promotion
- Racing and event promoters - networking, marketing and promotion.

13. Capital Projects Budget

Supporting the Capital Expenditures and/or Operation of City Tourism-Related Facilities

FUNDING/TIMELINE	Responsible Parties, Methods, Means	Begin (Dates or Periods)	End (Dates or Periods)	Amount Requested From Lodging Funds	Other Funds Committed or Proposed*	TOTALS
Design & Inspection	consultant	1/2016	12/2016	$	$ 25000	$ 25000
Other Consultants	engineers	1/2016	12/2016	$	$ 25000	$ 25000
Permits & Fees	electrical, shoreline,SEPA	1/2016	3/2016	$	$ 7000	$ 7000
Utilities		3/2016	5/2016	$	$ 25000	$ 25000
Site Development & Landscape		4/2016	12/2016	$	$ 128000	$ 128000
Signs, parking site structures		4/2016	8/2016	$	$ 65000	$ 65000
Trail Renovations (Includes Access)		4/2016	8/2016	$ 100000	$ 125000	$ 225000
Other (Specify) *Insurance is not an eligible cost.*				$	$	$ 0
TOTAL				$ 100000	$ 400000	$ 500000

*If other funds are committed, please attach a letter of commitment from the funding source.

14. Certification

The applicant hereby certifies and confirms:

1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;
2. That it will abide by all relevant local, state, and federal laws and regulations;
3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;
4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

Primary Signature: John J. Caulfield

Digitally signed by John J. Caulfield
DN: cn=John J. Caulfield, o=City of Lakewood, ou=City Manager, email=jcaulfield@cityoflakewood.us, c=US
Date: 2015.08.13 15:43:20 -0700'

Signature

John J Caulfield, City Manager — 8/13/15

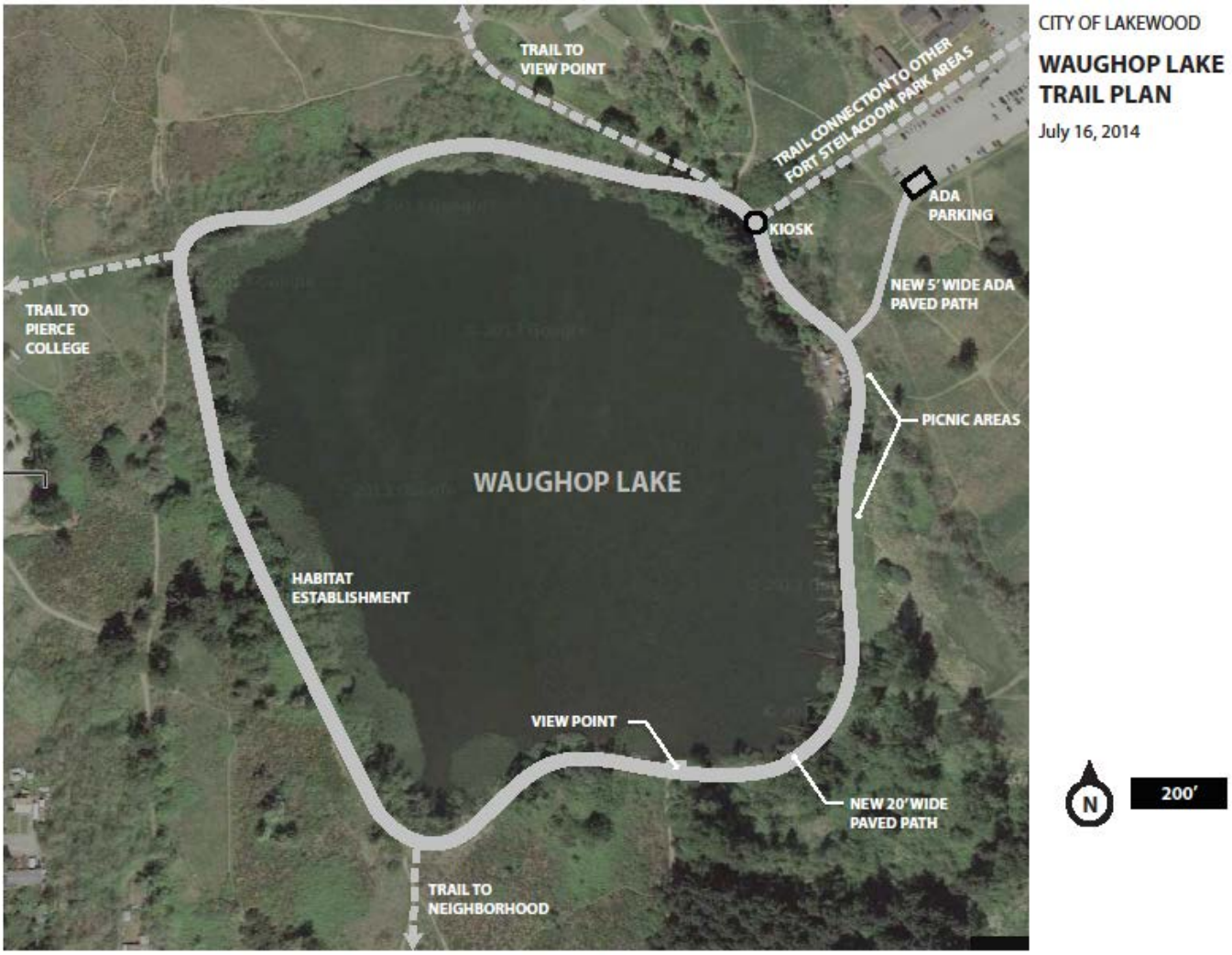
Printed Name & Title of Chief Administrator/Authorizing Official — Date

Site Issues

Current Condition

Proposed Improvement

Site Plan



Site Photos

Currently

- Rural Setting
- 6 benches
- No restrooms
- No docks
- No viewing areas
- No picnic Shelters
- Approx. 1 mile pathway
- Uneven surface
- Barrier free issues

Fort Steilacoom Park Master Event List

	2014	2015
January	2 Duathlon Events	0 Events
February	1 Biking/Running Event	1 Duathlon Event
March	1 BuDu Racing 2 Student Biking League 1 Soggy Doggy 2 Jerry Dunlap RC Boat Races	2 Jerry Dunlap RC Boat Races 1 Model Boat Race
April	1 Parks Appreciation Day 1 Ben Keller Boat Races	1 Lake Waughop ESU
May	2 Walk-A-Thons 1 Zombie Run 1 Organizational Day 1 Ben Keller Boat Races	1 Walk-A-Thon 1 5K Warrior Dash 2 Military Days 1 Lake Waughop ESU 2 Dog Events 1 Community Connector Event
June	2 5k Runs 1 Movie in the Park 1 Military Day 1 Bike Training 2 Jerry Dunlap RC Boat Races	9 Days U.S. Open 3 5K Events 1 Town of Steilacoom Org Day 3 Boat Races Lake Waughop
July	1 SummerFEST 1 Dog-A-Thon 1 Remote Control Boat Race	1 SummerFEST 1 Dog-A-Thon 1 Movie in the Park 2 Model Boat Race
August	4 Days Diego Wendt 4US 1 Cancer Relay 1 Cross Country Event 1 Jerry Dunlap RC Boat Race 1 Military Day	4 Days Diego Wendt 4US 3 Remote Control Boat Race
September	1 Cyclocross Race 1 5K 3 Cross Country Races	1 Cyclocross Event 6 Cross Country Events 1 Dog Walk-A-Thon 1 Walk-A-Thon
October	5 Cross Country Races 1 Truck and Tractor Day 1 Walk-A-Thon 1 4th Demension Racing Event 1 Major Cross Country Meet 2 Jerry Dunlap RC Boat Races	8 Cross Country Races 2 Walk-A-Thons 2 5K Events 1 4th Demension Racing Event 2 Jerry Dunlap RC Boat Races 1 Truck and Tractor Days
November	1 Lake Waughop Walkthrough 1 Open Space Permit	3 Days Cyclocross Events
December	1 Charity Bike Ride 1 Cyclocross Event	1 Jingle Bell 5K

Partners For Parks

Board of Directors

Sydna Koontz (President)
Hallie McCurdy (Vice-President)
Mary Dodsworth (Secretary)
Duncan Stevenson (Treasurer)

Sylvia Allen
Mike Anderson
Cynthia Balzarini
Bruce Dees
Clayton Denault
John Lowney
Ron Lucas
Steve Mauer
Charlie Maxwell
Sally Saunders
Ted Wier
Denise Yochum

May 12, 2014

TO WHOM IT MAY CONCERN

On behalf of Partners for Parks this letter is written in support of the trail renovation around Waughop Lake at Fort Steilacoom Park in Lakewood, Washington.

Partners For Park (PFP) is a collaboration of Lakewood service organizations (Rotary, Lions, Kiwanis), community groups, educational institutions, military and businesses that have come together for the purpose of assisting in the improvement of Lakewood area parks. Started in 2001, PFP is an IRS 501C3 organization. During the thirteen years PFP has raised over $200,000 and has partnered with the City of Lakewood to build two restrooms at Fort Steilacoom Park, establish and enhance Springbrook Park in an impoverished area of the city and participated in many park clean up days.

Earlier this year PFP's Board of Directors selected our next project. After considering numerous informational pieces (Lakewood's Park CIP List, 20-year Legacy plan, Non-motorized Plan, Wish list, public surveys and board input) PFP's selected project is to renovate the trail around Waughop Lake. Over 900,000 people visit this regional park annually, and a majority use the trail around the lake. On any given day you will find young and old, bicyclists, joggers, dogs on leashes, families using this trail -- from dawn to dusk. It is a perfect place for picnics, cross country/5K/walk-a-thon events, kayaking, or model boat racing. With so much use and years of minimal maintenance, the trail has become unsafe. The old asphalt has started to crumble and pot holes have formed. PFP believes the improvement made to Waughop Trail will inspire more people to become active and improve their overall health and well being, and raise the health index of Lakewood. Healthy communities need healthy spaces and places so families can gather and enjoy the natural environment.

Two major fundraisers are in the planning stages. PFP's annual Classic Car Show at Lakewood Summerfest will occur on July 12, 2014 followed by the Black Tie Blue Jeans Ball which will be held near Waughop Lake and trail on July 26. All funds will go toward the Waughop Trail renovation. Our goal is to raise $100,000.

Thank you for your support to make Lakewood a better place for our families and children.

Sincerely

Sydna Koontz

Sydna Koontz
President, Partners for Park

Partners For Parks • PO Box 98352 • Lakewood, WA 98496 • EIN# 76-0808398
www.partnersforparks.net

PIERCE COLLEGE
FORT STEILACOOM

www.pierce.ctc.edu

May 20, 2014

LTAC Grant Review Committee

Dear Review Committee:

Pierce College District #10, Lakewood Washington supports the City of Lakewood grant application to renovate the trail around Waughop Lake at Fort Steilacoom. Ft. Steilacoom Park is a 350 acre site located in the southwest portion of Lakewood Washington. This is an important facility for approximately 950,000 people each year that visit for active and passive recreation opportunities. Visitors from every demographic category run or bike on the paved path around the lake. The lake trail is a link to Pierce College as well as other events that includes cross country courses, 5 K races and walk-a-thon events.

Pierce College is in support of improving the lake trail and surrounding area. The improvements that are in the city's strategic plan include creating a mile long asphalt perimeter path around the lake, drainage, benches, picnic shelter and other site amenities, interpretive signage, ADA parking and habitat enhancements. Pierce College neighbors the park and the lake. On a daily basis college faculty and students use the natural park for recreation and educational opportunities.

The City's proposed development project for the renovation of the trail around Waughop Lake at Fort Steilacoom Park will allow the continuation of quality recreation for many years to come.

Sincerely,

Denise R. Yochum

Denise Yochum
President
Fort Steilacoom Campus
Pierce College

Pierce College Fort Steilacoom
9401 Farwest Drive S.W.
Lakewood, WA 98498-1999

Pierce College Puyallup
1601 39th Avenue S.E.
Puyallup, WA 98374-2222

Pierce College Extended Learning
9401 Farwest Drive S.W.
Lakewood, WA 98498-1999

2016 Marketing Plan
Waughop Lake Trail Improvements

Information will be shared with various groups to promote the new and improved lake path trail and how it can be used for a variety of purposes. Emphasis on regional and statewide races to promote more tourism and economic benefit to our area.

Company Organizations–Clubs	Marketing Description	Audience / Actions
Running Organizations Fort Steil. Running Club Tacoma Runners Military Running Organizations School Athletic Directors School Coaches Park Departments Walking clubs Churches Senior Centers Rehabilitation Facilities Marathon Run Groups Special Event Coord. **Biking Organizations** Cascade Bicycle Club Bicycle Shops Bu-Du Racing Duathlon Coordinators **Charity Groups** ALS, MS, MD Cancer Society Humane Society Lupus Arthritis foundation **Dog Park Users** **Protect Our Pets** **City Staff - Promotion** **Radio Station KLAY** – **City Connections** **City Manager** Weekly Report Updates **City Staff –** Press Releases local (TNT, Sub-Times, PATCH) and regional trade publications.	Prepare informational material for electronic distribution regarding Fort Steilacoom Park and emphasizing • its improved condition • its increased safety • its accessibility and suitability for local, regional and national races. Send out e-mail messages as the project is implemented to share its progress and encourage support - Encourage groups to hold races and events at the site Place clever signage along the path promoting the project so that anyone on the path is aware of the planned improvements and encouraged to contribute Involve the Dog Park regulars in this project because they come from throughout the region and may have connections to other groups who would schedule events at this site. Become the premier walk-a-thon event site utilizing the improved pathway – we are one of the few sites that allow this type of event year round, Emphasize new areas along the path suitable for registration, timing, etc…. so the events can be headquartered there and allow the rest of the park to remain available for other rental uses. Articles regarding improvements and ways the trail can be used.	Athletes involved in running, biking events (local, regional and national - high school, college, invitationals) Family groups – Mothers/Fathers/children Husbands/Wives Grandparents Teenagers Friends – babies in strollers Fundraising event coordinators needing a beautiful site – safe route – easy parking and accessibility – and allowing safe wheelchair usage. Charity organization event coordinators to publicize the changes and improvements and encourage bookings. Flyers in the Dog Park and in Veterinarians Offices to promote the new/improved pathway suitable for leashed dog walking share the history of the park – the pathway and its history and note the project and improvement plans Distributed to Lakewood all households, businesses and Lakewood residents Visitors from 50 miles away Visitors from outside the state and country.

2016 Lodging Tax – Tourism Promotion Project Application

1. Project Information

1a. Project Name: Lakewood Tourism and Event Promotion

Amount Requested: $ 80,000.00
(Amount Requested must match Total Costs, column "a." on page 14)

Total Project Amount: $ 80,000.00
(Total Project Amount must match Total Costs, column "c." on page 13)

1b. Name of Applicant organization: Lakewood Chamber of Commerce

Mailing Address: 6310 Mount Tacoma Drive SW, Suite B
Lakewood, WA 98499

Tax ID Number: 91-0892937

Organization Unified Business Identifier (UBI): 601021198

UBI Expiration Date: September 30, 2015

Type of Organization: Non-profit
(Non-profit, For-profit, Municipality, Private business, etc.)

1c. Contact Name: Linda K. Smith

Title: President/CEO

Telephone: 253-582-9400 Email: lsmith@lakewood-wa.com

Signature: Linda K Smith

The signatory declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used only for the purposes set forth herein, and verifies that all the information contained in this application is valid and true to the best of his/her knowledge.

2. Project Description

2a. Please provide the event date(s) January 1, 2016 - December 31, 2016

2b. Where will your event be held? Services to promote tourism will be throughout the city of Lakewood.

2c. If there is a charge or fee for this activity, please describe how much and why.

Services surrounding tourism and event related promotions are free of charge to the public. The requested lodging tax contract of $80,000 is to cover expenses for the fiscal year.

2d. Please provide a detailed description of the proposed project/activity. Include information on the area the project will serve, its expected impact and list the responsible party(s). If you need additional room, please attach a separate document and save as, "additional details."

Continue to serve as lead destination marketing organization to encourage individual visitors and groups to come to Lakewood to overnight, shop, dine and tour the area through combined efforts of our lodging, restaurants, attractions, retail and meeting spaces. We offer more reasons for the visiting public to extend their stay at our Visitor Information Center.

Provide optimum, full service visitor information, promotions on support for the City of Lakewood and surrounding area. We will continue to create publications, brochures and advertisements offering information addressing lodging, attractions, tours and events, as well as maps and on-line access to previously stated pieces.

The Chamber-operated Visitor Information Center will continue to ensure that we are the one-stop resource for out of town visitors 7 days a week (excluding federal holidays). Our Visitor Information Center located in the spacious lobby of the Chamber of Commerce is a true welcoming presence for the entire city.

Marketing Plan for the proposed activity includes, but is not limited to:

*Design, print and distribute 4-color Lure Brochure representing Lakewood's attractions and activities.
*Design, print and distribute 1-color Lodging, Dining, and Attractions Guides, as well as quarterly Events Calendars.
*Maintain an attractive web site with information on area Lodging, Attractions, Dining and Shopping information, including a Community Events Calendar.
*Continue to work and partner with Travel+Tacoma to ensure Lakewood is well represented under their marketing and advertising umbrella.
*Provide support services to Tacoma South Sound Sports to ensure amateur athletic events continue to book in Lakewood.
*Update, print and distribute Attractions & Services Inventory for front line personnel at area accommodations.
*Tourism related advertising/promotional support and services.
*Operate Lakewood's Visitor Information Center, 7 days a week, serving walk-ins, phone calls, emails and snail mail.
*Staff information desk at JBLM, providing tourism and community information to new military personnel/spouses on a monthly basis. Attendance of new personnel is mandatory. The Lakewood Chamber is the only chamber in the region that participates in this program.
*Design, print and distribute the annual Lakewood Chamber Membership Directory and Visitor Guide.
*Provide support services to location scouts and filmmakers who wish to film in Lakewood.

3. Beneficiaries

Please list and provide specific information regarding all individuals, businesses, areas, or organizations that will directly benefit from the project/activity.

Serving as the lead destination marketing organization for Lakewood, our objective is to provide tourist information and services to the visiting public, thereby offering up as many activities to enhance/extend their visit/vacation experience. We will also be available to our local residents, including military personnel and their families as a one-stop resource for events, attractions, dining and shopping.

The Chamber promotes our Members first - however - we promote all businesses in our community - and they all have a reason to directly benefit. Increasing our businesses' bottom line encourages growth and additional tax revenues that directly impact all citizens in the City of Lakewood. Growth in business also encourages additional hiring of local employees - critical in this current economy. More jobs equates to more spending, which in turn, encourages more business growth and investment in Lakewood.

We are looking forward to the addition of new lodging properties to include in the current inventory and choice of accommodations in Lakewood. It will make our ability to "sell" Lakewood as a great place for overnight stays increasingly viable. We look forward to having the ability to increase the number of "heads in beds," thereby growing the lodging tax and sales tax revenue in our City.

4. Goals/Monitoring

Describe the goals of the project. Will the project result in an increase in overnight stays by visitors in Lakewood? If so, how will this increase be tracked and monitored? How will an increase in the sale of goods and services as a result of the project be measured? What other short or long term economic benefits will occur and how will that be tracked? Why do you believe those project/activity outcomes are feasible? **Applicants will be required to submit a post-funding report providing pertinent data evaluating tourism benefits resulting from the use of lodging tax funds as compared with the estimates contained in this application.**

Our goal is to promote/encourage overnight stays and to increase the awareness of all of the unique activities and attractions that are available in Lakewood.

Short term benefits are what we see in the taxes collected. Long term benefits include how well we do with events such as the 2015 US Open and the residual impact it can have for years to come.

We will calculate local retail sales tax collected, as well as lodging tax receipts collected as our bottom line gauge. Dean Runyan also provides a state, county and city-by-city comparison of the economic impact of tourism to our area. Interestingly, the City of Lakewood enjoys double the travel spending that "tourist destination cities" like Gig Harbor collects.

5. Estimate how the funds will increase the amount of people traveling to Lakewood to stay overnight in paid accommodations.

Creating awareness of our local attractions, shopping and dining experiences through our social media campaign ~ as an affordable place to visit ~ will encourage an increase in visits and overnight stays. The Chamber is also establishing a higher degree of visibility online through efforts to increase our search engine optimization in users looking for tourist and meeting destinations in Washington State.

Logical placement of our lure brochures at Visitor Information Centers outside of our area will also enhance awareness and encourage visitations.

The Chamber will create a full page ad to place in the 2016 Travel Tacoma (which covers all of Pierce County), a destination marketing guide.

6. Estimate how the funds will increase the amount of people traveling to Lakewood from more than 50 miles from their residences.

Creating awareness of our local attractions, shopping and dining experiences through our social media campaign ~ as an affordable place to visit ~ will encourage an increase in visits and overnight stays. The Chamber is also establishing a higher degree of visibility online through efforts to increase our search engine optimization in users looking for tourist and meeting destinations in Washington State.

Logical placement of our lure brochures at Visitor Information Centers outside of our area will also enhance awareness and encourage visitations.

The Chamber will create a full page ad to place in the 2016 Travel Tacoma (which covers all of Pierce County), a destination marketing guide.

7. Estimate how the funds will increase the amount of people traveling to Lakewood from outside their state or country.

To repeat ...

Creating awareness of our local attractions, shopping and dining experiences through our social media campaign ~ as an affordable place to visit ~ will encourage an increase in visits and overnight stays. The Chamber is also establishing a higher degree of visibility online through efforts to increase our search engine optimization in users looking for tourist and meeting destinations in Washington State.

Logical placement of our lure brochures at Visitor Information Centers outside of our area will also enhance awareness and encourage visitations.

The Chamber will create a full page ad to place in the 2016 Travel Tacoma (which covers all of Pierce County), a destination marketing guide.

8. Funding Requirements

Due to funding constraints, partial funding may be recommended by the LTAC.

8a. If partial funding is received, how will that impact the project/activity? Please describe:

Tourism advertising activities such as tourism brochure creation, stepped up advertising in Travel Tacoma advertising and awareness campaign will not occur, leaving no real opportunities to advertise and market Lakewood as a visitor destination outside of the local market.

9. Use of Funds

Provide detail on how the funds will be used. For example, $20,000 of the funds will be used for marketing, $5,000 for administration, $10,000 for Consultants, etc.

$25,000 Advertising/Marketing
$25,000 Operations
$30,000 Personnel

10. Project Budget (for non-capital projects). Do not include in-kind contributions.

Income: A diversified funding base is important to the success of any project. Please list all other sources of funding for the project, both anticipated and confirmed and when that funding will be available to the project. Include your own funding, sponsorships, other grants, etc

Funding Source list all revenue sources anticipated for 2015. Do not include requested Lakewood Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
	$		
	$		
	$		
	$		
	$		
	$		
	$		

Expenses: Based on full funding, please list project costs.
PLEASE NOTE: Certain expenses may not be reimbursable, at the sole discretion of the City of Lakewood. You will only be repaid at the Lakewood authorized rates. Insurance is not an eligible cost. If you have any questions about any of your proposed expenses, please discuss them with Becky Newton at Lakewood's Economic Development (253) 983-7738.

	a. Lodging Tax Funds	b. Other Funds, Do not include In-Kind dollars	c. Total
Personnel (salaries & benefits)	$ 30000	$	$ 30000
Administration (rent, utilities, postage, supplies, janitorial services, etc.) *Note: Insurance is not an eligible cost*	$ 25000	$	$ 25000
Marketing/Promotion	$ 25000	$	$ 25000
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	$	$	$ 0
Minor Equipment (computers, desks, etc.)	$	$	$ 0
Travel	$	$	$ 0
Contract Services Describe below	$	$	$ 0
Other Describe below	$	$	$ 0
TOTAL COSTS (Amount in column "a." must match "Amount Requested." Amount in column "c" must equal "Total Project Amount" on Page 9)	$ 80000	$ 0	$ 80000
Description for Direct Sales Activities, Contract Services, Travel and Others			
In-Kind Contributions			

11. Funding History

11a. Was this project funded with Lakewood lodging tax funds in fiscal year 2015?

___x___yes _____no

11b. If you answered yes to 11a, how much funding did you receive in 2015?

_____80,000.00_____

11c. If you answered no to 11a, what is the last year Lakewood funding was received and how much? _____ (year) _____ (amount awarded) ❑ no previous funding

11d. Indicate what efforts have been made to access funding from additional sources?

Currently, there are no other resources available for tourism promotion in Lakewood.

12. Coordination and Collaboration

Please provide information about any other organizations or agencies involved in this project/activity. Describe their level of involvement. Describe how this project coordinates with other tourism promotion efforts or services in the area, including Chambers of Commerce, local festivals, local lodging and restaurants. You may attach up to three letters of support from these organizations.

We will continue to work with Travel+Tacoma. As our regional "umbrella" organization, we collaborate with the Bureau by providing tourism promotional collaterals and brochures to include in the Tacoma Visitor Information Center, participate in brainstorming sessions for regional branding purposes, assist the Bureau with updates about local events and activities, as well as serve as a resource for local photography needs. Assist the Bureau to best promote Lakewood in the Tacoma Regional Visitor Guide.

We will continue to assist the Tacoma South Sound Sports whenever an amateur sporting event is held in Lakewood or nearby, providing information on local lodging, restaurant and retail information for out of town participants to encourage spending in Lakewood.

The Chamber also supports and promotes activities and events through social media and poster displays of Lakewold Gardens, Thornewood Castle, Grand Prix Raceway, Lakewood History Museum, Historic Fort Steilacoom, Lakewood Playhouse, our local parks and their amenities, as well as our golf courses and more.

13. Capital Projects Budget

Supporting the Capital Expenditures and/or Operation of City Tourism-Related Facilities

FUNDING/TIMELINE	Responsible Parties, Methods, Means	Begin (Dates or Periods)	End (Dates or Periods)	Amount Requested From Lodging Funds	Other Funds Committed or Proposed*	TOTALS
Design & Inspection				$	$	$ 0
Other Consultants				$	$	$ 0
Permits & Fees				$	$	$ 0
Land Acquisition				$	$	$ 0
Site Development & Landscape				$	$	$ 0
Buildings (New Construction)				$	$	$ 0
Building Renovations (Includes Access)				$	$	$ 0
Other (Specify) *Insurance is not an eligible cost.*				$	$	$ 0
TOTAL				$ 0	$ 0	$ 0

*If other funds are committed, please attach a letter of commitment from the funding source.

14. Certification

The applicant hereby certifies and confirms:

1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;
2. That it will abide by all relevant local, state, and federal laws and regulations;
3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;
4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

Primary Signature: Linda K Smith
Signature

Linda K. Smith, President/CEO
Printed Name & Title of Chief Administrator/Authorizing Official

8/11/15
Date

CITY OF LAKEWOOD

E-VERIFY REQUIREMENTS FOR CONTRACTORS

By Ordinance, the City of Lakewood requires that all contractors who enter into agreements to provide services or products to the City use the Department of Homeland Security's E-Verify system when hiring new employees for the term of the contract.

E-Verify is an electronic system designed to verify the documentation of job applicants. It is run by the Department of Homeland Security.

Who is affected?

- All contractors doing business for the City of Lakewood. There is no minimum dollar value for contracts affected.
- All subcontractors employed by the general contractor on these contracts.

Are there exceptions?

- Contracts for "Commercial-Off-The-Shelf" items are exempted from this requirement.
- Individuals, Companies, or other organizations that do not have employees.

How long must the contractor comply with the E-Verify system?

- For at least the term of the contract.

Are there other stipulations?

- E-Verify must be used ONLY for NEW HIRES during the term of the contract. It is NOT to be used for EXISTING EMPLOYEES.
- E-Verify must be used to verify the documentation of ANY new employee during the term of the contract, not just those directly or indirectly working on deliverables related to the City of Lakewood contract.

How will the City of Lakewood check for compliance?

- All contractors will retain a copy of the E-Verify Memorandum of Understanding that they execute with the Department of Homeland Security AND
- Sign and submit to the City an Affidavit of Compliance with their signed contract.
- All General Contractors will be required to have their subcontractors sign an Affidavit of Compliance and retain that Affidavit for 4 years after end of the contract.
- The City of Lakewood has the right to audit the Contractor's compliance with the E-Verify Ordinance.

Further information on E-Verify can be found at the following website:

http://www.uscis.gov/e-verify

If you have questions about the City's E-Verify Ordinance, please contact the City of Lakewood's legal department prior to contracting with the City.

CITY OF LAKEWOOD

AFFIDAVIT OF COMPLIANCE WITH LAKEWOOD MUNICIPAL CODE 1.42 "E-VERIFY"

As the person duly authorized to enter into such commitment for

Lakewood Chamber of Commerce

COMPANY OR ORGANIZATION NAME

I hereby certify that the Company or Organization named herein will

(Check one box below)

☑ Be in compliance with all of the requirements of City of Lakewood Municipal Code Chapter 1.42 for the duration of the contract entered into between the City of Lakewood and the Company or Organization.

OR

☐ Hire no employees for the term of the contract between the City and the Company or Organization.

Linda K Smith

SIGNATURE

Linda K. Smith, President/CEO

PRINT NAME AND TITLE

8/11/15

DATE

Rec 27-2-75 L

Address any reply to: 915 Second Avenue, Seattle, Wash. 98174

Department of the Treasury

G. A. Tornow
(206) 442-5110

District Director

Internal Revenue Service

Date: FEB 2 6 1975

In reply refer to: L-179, Code 428

SEA:EO:75-215

Lakewood Area Chamber of Commerce
P.O. Box 99084
Tacoma, WA 98409

Internal Revenue Code: Section 501(c) (6)
Form 990 Required: ☒ Yes ☐ No
Accounting Period Ending: September 31

Dear Applicant:

Based on information supplied, and assuming your operations will be as stated in your application for recognition of exemption, we have determined you are exempt from Federal income tax under the provisions of the Internal Revenue Code section indicated above.

Unless specifically excepted, you are liable for taxes under the Federal Insurance Contributions Act (social security taxes) on remuneration of $50 or more to each of your employees during a calendar quarter. And, unless excepted, you are also liable for tax under the Federal Unemployment Tax Act on remuneration of $50 or more to each of your employees during a calendar quarter if, during the current or preceding calendar year, you have one or more employees at any time in each of 20 calendar weeks or pay wages of $1,500 or more in any calendar quarter. If you have any questions about excise, employment, or other Federal taxes, please address them to this office.

If your purposes, character, or method of operation is changed, you must let us know so we can consider the effect of the change on your exempt-status. Also, you must inform us of all changes in your name or address.

The block checked at the top of this letter shows whether you must file Form 990, Return of Organization Exempt From Income Tax. If the Yes box is checked, you are only required to file Form 990 if your gross receipts each year are normally more than $5,000. If a return is required, it must be filed by the 15th day of the fifth month after the end of your annual accounting period. The law imposes a penalty of $10 a day, up to a maximum of $5,000, for failure to file the return on time.

(OVER)

You are not required to file Federal income tax returns unless you are subject to the tax on unrelated business income under section 511 of the Code. If you are subject to this tax, you must file an income tax return on Form 990-T. In this letter we are not determining whether any of your present or proposed activities are unrelated trade or business as defined in section 513 of the Code.

You need an employer identification number even if you have no employees. If an employer identification number was not entered on your application, a number will be assigned to you and you will be advised of it. Please use that number on all returns you file and in all correspondence with the Internal Revenue Service.

Please keep this determination letter in your permanent records.

Contributions to you as a chamber of commerce organization are not deductible under the provisions of section 170 of the Internal Revenue Code. Please advise your contributors to that effect.

Sincerely yours,

Michael Sassi
District Director

Lakewood CHAMBER of COMMERCE

2015-16 Marketing Plan

Priority Goal #1: Build a Strong Chamber and Business Community

Strategy: *Maintain a dynamic volunteer base and encourage effective, focused committees.*
Activities: *Support the following committees to accomplish set goals and objectives.*

Board of Directors – Actively participate and oversee Chamber functions and services to provide maximum benefit to the Chamber Membership.

Ambassadors Club — Assist the Chamber in its goal of retention and expansion of members. Emphasis is on personal contact with current and potential Chamber Members. Ambassadors make one-on-one member visitations, referrals of potential members, attend and serve as host at Chamber functions and socials. To become an Ambassador, you must receive an invitation from the Ambassador Board.

Crime Free Business Task Force — Developed for Member businesses and the Lakewood Police Department to work hand-in-hand to combat crime in Lakewood. Task Force issues include: Robberies; Fraud; Business Theft; Responsible Property Management for multi-housing complexes, as well as liquor serving establishments; BounceBack (a check crimes enforcement program); as well as emergency response issues, such as the Avian Flu. Ad Hoc Committee Meets on an as needed basis.

Education — The committee sponsors the Business Students of the Year Scholarship fundraiser. Ad Hoc Committee meets on an as needed basis.

Government Affairs – Watchdog for business related issues that impact your bottom line. Develop recommendations for policy positions to the Board of Directors.

Military Affairs — Advocacy group for maintaining a healthy business economy through military contacts, support and relationship building.

Priority Goal 2: Networking & Promotional Activities

Strategy: *Foster an active environment enabling businesses to promote themselves to one another and in the community.*
Activities: *Continue providing the following networking and advertising opportunities:*

- **AM Chamber Networking** – A great opportunity for our early bird Members! Get to know other Chamber Members in a casual format. Our group is fun-loving, approachable and prefer to Shop Chamber Members first! You'll also learn about upcoming functions, events and marketing opportunities that the Chamber offers.
- **Blue Ribbon Cuttings** – Held at new member businesses, or existing businesses that have relocated, expanded their services, celebrating anniversaries, etc.
- **Business After Hours** – Networking opportunities for member businesses in a casual, relaxed atmosphere, showcasing the host business, held every quarter.
- **Chamber Website** – Connecting our visitors and Members to you! Comprehensive information about member businesses and the community for residents and out-of-town visitors.
- **Christmas Auction** – Donating items is a terrific way to market your products and services. By shopping at the auction for holiday gifts, you support non-dues revenue for the Chamber.
- **FYI Broadcast Email Program** – Send your message out to the Chamber's membership with your jpg file for a nominal fee.
- **General Membership Luncheons** – Monthly luncheons, held the first Thursday of the month, offers topical programs with featured speakers, as well as networking opportunities.
- **Golf Classic** – Offers a fun-filled day of networking, as well as a variety of advertising and promotional opportunities for tournament sponsors.
- **Lunch & Learn Series** – Become a more effective entrepreneur! Learn from other Chamber Members on "how to" improve your business. Our savvy volunteer speakers will address issues such as time management, social media, new tax rules, customer service training and much more. So bring your lunch ~ and learn!
- **Membership Directory & Visitor Guide** – With an annual distribution of 7,000, this premier business and community publication is a "must" for serious advertisers.
- **Military Programs and Events** – Reintroducing Community Connector Program with the 2-2 at JBLM. Get extra visibility for your business at the Military Newcomer Orientations at Joint Base Lewis McChord every month. Our monthly Military Affairs Meetings have great information on getting into this niche market and is undoubtedly the most connected MAC in the region! Lakewood Salutes meets at the Freedom Bridge after Military Affairs Meetings to wave flags in support of our troops.
- **Momentum Program** – Enhance your organization's image and gain valuable name recognition by becoming a sponsor! This annual marketing program enables you to receive a variety of special advertising options.
- **E-Newsletter** – Providing information on activities, events and policy positions of the Chamber. Highlights member activities with support articles, as well as advertising opportunities.

- **Showcase Lakewood** – This annual table-top trade show encourages member-to-member business sales opportunities. Held every October (BOO Bash). Complimentary Admission. Open to the public.
- **Social Media** – The Chamber's Facebook page promotes local businesses, community happenings and events - and our Members in a big way!
- **Cash Mobs** – Plan and execute Cash Mobs, where a locally owned, predetermined retailer gets a "mob" of shoppers with cash in hand to help "spike" their sales for a day.
- **Dish Mobs** – Plan and execute Dish Mobs, where a locally owned, predetermined restaurant gets a "mob" of diners to help "spike" their sales for a day.

Priority Goal #3 Tourism Development & Promotions

Strategy: *Attract visitors to Lakewood and encourage overnight stays; restaurant, retail and hospitality related spending.*
Activities: *Continue to serve as lead destination marketing organization to encourage individual visitors and groups to come to Lakewood to overnight, shop, dine and tour the area.*

- Visitor Information Center – Continue serving traveling public and residents, providing information on area events, attractions and promoting local businesses 7 days a week.
- Provide meeting/event planners assistance with locating nearby accommodations, caterers, event rental venues and other service providers.
- Develop, print and distribute lure brochures, events calendars and maps at other chambers, visitor information centers and AAA offices statewide.
- Update and distribute Attractions & Services Inventory for use by front line personnel at local lodging establishments.
- Tourism related advertising/promotional support and services.
- Provide support services to location scouts and filmmakers who are looking at Lakewood venues.
- Place full page ad in 2016 Travel Tacoma travel guide.
- Continue supporting Tacoma-Pierce County Sports Commission to attract/service amateur sporting events in Lakewood.
- Social Media Campaign to promote Lakewood as a great place to visit.
- Work with Tacoma Regional Convention & Visitors Bureau to encourage inclusion of Lakewood in their promotional activities and events.

Priority Goal #4: Government Relations

Strategy: *Champion the interests of the Lakewood Business Community to local, county, state and federal government(s).*
Activities: *Serve as an information resource regarding issues to the business community, as well as a voice for the membership regarding issues that impact their bottom line.*

- **Review legislation, laws and codes** on local, state and national issues that impact the business community and make recommendations and policy positions to the Membership.
- **Ad Hoc representation** at all levels of the government. Continue to keep members abreast of political issues/positions and encourage their participation in lobbying.
- **Look for opportunities** for elected officials to attend Chamber functions, events and provide updates on issues that impact the business community
- **Communicate Chamber views** through press releases, broadcast email, Facebook and public testimony.

Priority Goal 5: Economic Development

Strategy: *To retain and expand existing businesses and to attract new business to Lakewood in order to create a diverse economic base*
Activities: *Encourage business retention, expansion, and development through:*

- **Government Relations** - Work with government entities to eliminate excessive burdens on businesses. Work towards business-friendly environment.
- **Education** – Continue to provide complimentary appointments with the Small Business Association's SCORE Counselors as a service for startup businesses.
- **Crime Free Business Task Force** – Continue to work with Lakewood Police Department to fight crime in the community.
- **Provide Information and Resources** – Provide information and resources to entrepreneurs and businesses interested in locating in Lakewood.
- **Work collaboratively with City of Lakewood** – Working with the Economic Development Department to promote and enhance existing business base currently in Lakewood.

Lakewood Chamber of Commerce
Draft Operating Budget
September 1, 2015 – August 31, 2016

DUES INCOME	
Membership Renewals	120,000.00
New Member Dues/Tiered Membership	50,000.00
Processing Fee	3,500.00
Net Dues Income	***$173,500.00***
FUNDRAISERS	
JBLM Newcomers Orientation	5,500.00
Military Receptions	2,500.00
Golf Tournament	25,000.00
Christmas Auction	30,000.00
Chili Cook Off	8,000.00
Boat Cruise	5,200.00
Bowling Nights	4,000.00
Table Top Trade Shows	6,000.00
Trunk Sales Events	4,000.00
Salmon-Chanted Evening	2,000.00
Beer, Brats & Battle of the Bands	2,500.00
Net Committee Income	***$94,700.00***
OTHER INCOME	
Business After Hours	2,000.00
Email Broadcast Advertising	2,000.00
General Membership Lunch Attendees	9,000.00
General Membership Lunch Sponsors	4,000.00
Installation Luncheon	3,000.00
Lakewood Map	7,000.00
Meetings/Seminars/Webinars	4,000.00
Membership Directory	30,000.00
Tourism Contract	80,000.00
Unbudgeted Non-Dues Income	2,000.00
Net Other Income	***$143,000.00***
TOTAL INCOME	**$411,200.00**

COMMITTEE/FUNDRAISER EXPENSES	
Ambassadors Club	500.00
Education Scholarships	2,500.00
Golf Classic	10,000.00
Christmas Auction	2,000.00
Military Memberships – PMBA & others	3,000.00
Military Newcomers Orientation	1,500.00
Military Receptions	1,000.00
ShowCase Lakewood	200.00
Chili Cook-Off	500.00
Bowling Nights	750.00
Salmon-Chanted Evening	400.00
Beer, Brats & Battle of the Bands	500.00
Total Committee Expenses	***$22,850.00***
EXPENSE ITEMS	
Board of Directors	600.00
Dues & Subscriptions	1,500.00
General Membership Lunch	10,000.00
Installation Luncheon	2,500.00
Lakewood Map	3,000.00
Membership Directory	16,000.00
Promotional Items & Advertising	2,000.00
Tourism Contract – Marketing & Advertising	25,000.00
Web Site	3,500.00
Total Expense Items	***$64,100.00***
GENERAL EXPENSES	
Accounting/Legal/Professional Services	1,000.00
Bank Service Charges & Credit Card Fees	4,500.00
President's Expenses	1,200.00
Equipment Rental/Purchases	6,000.00
Rent	26,250.00
Liability Insurance	4,000.00
Licenses & Permits	100.00
Meals	1,000.00
Office Supplies	1,000.00
Postage & Delivery	2,000.00
Printing & Reproduction	3,500.00
Computer/Internet Connection	3,000.00
Telephone (office & cell)	3,000.00
Unbudgeted Expenses	1,500.00
Total General Expenses	***$58,050.00***
TOTAL EXPENSES	**$145,000.00**

PAYROLL EXPENSES	
Employee Health Insurance	25,000.00
Retirement Insurance	5,000.00
Payroll Taxes & Liabilities	14,750.00
Mileage	1,200.00
President's Salary	81,000.00
Sales Manager Salary Base	6,000.00
Sales Associate Salary Base	6,000.00
Sales Manager/Associate Commissions:	
Member Renewals	12,000.00
New Members	24,000.00
Directory Advertising Sales	7,500.00
Sponsorship Sales	2,500.00
Showcase Lakewood	1,250.00
Broadcast Email Ads	250.00
110% Club	250.00
Office Manager	43,480.00
Bookkeeper	7,000.00
Visitor Information Center Front Line Staff	20,000.00
Payroll Expenses – Other	1,200.00
Total Payroll Expense	***258,380.00***
TOTAL INCOME	**$411,200.00**
TOTAL EXPENSES	**$403,380.00**

9:12 PM
08/03/15
Cash Basis

Lakewood Chamber of Commerce
Balance Sheet
As of July 31, 2015

	Jul 31, 15
ASSETS	
Current Assets	
Checking/Savings	
Bank Accounts	
Checking	2,631.02
Money Market	3,914.36
Total Bank Accounts	6,545.38
Petty Cash	500.00
Total Checking/Savings	7,045.38
Accounts Receivable	
Accounts Receivable	-586.25
Total Accounts Receivable	-586.25
Total Current Assets	6,459.13
Fixed Assets	
Equipment	44,119.72
Office Furniture	2,414.42
Total Fixed Assets	46,534.14
TOTAL ASSETS	**52,993.27**
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
Deposits and Prepaid	8,497.00
Direct Deposit Liabilities	394.25
Payroll Liabilities	
HSA Employee Contribution	300.00
Supplemental Insurance	549.04
Company Retirement/Simple IRA	382.17
Employee Retirement/Simple IRA	672.05
941 Taxes Payable	1,999.82
FUTA Payable	184.43
Labor & Industries	24.10
State Unemployment Payable	18.24
Total Payroll Liabilities	4,129.85
Total Other Current Liabilities	13,021.10
Total Current Liabilities	13,021.10

Lakewood Chamber of Commerce
Balance Sheet
As of July 31, 2015

	Jul 31, 15
Total Liabilities	13,021.10
Equity	
Retained Earnings	54,658.25
Net Income	-14,686.08
Total Equity	39,972.17
TOTAL LIABILITIES & EQUITY	52,993.27

223498
FILE NUMBER

DOMESTIC

STATE OF WASHINGTON | DEPARTMENT OF STATE

I, **A. LUDLOW KRAMER,** Secretary of State of the State of Washington and custodian of its seal, hereby certify that

ARTICLES OF INCORPORATION

of LAKEWOOD CHAMBER OF COMMERCE

a domestic corporation of Tacoma, Washington,

was filed for record in this office on this date, and I further certify that such Articles remain on file in this office.

Filed at request of
Richard J. Kelley, Atty
P. O. Box 3302
Lakewood Center
Tacoma, Washington 98499
NON PROFIT

Filing and recording fee $ 20.00

License to June 30, 19..... $.....

Excess pages @ 25¢ $.....

Microfilmed, Roll No. 1248

Page 200-205

In witness whereof I have signed and have affixed the seal of the State of Washington to this certificate at Olympia, the State Capitol,

September 12, 1972

A. LUDLOW KRAMER
SECRETARY OF STATE

SSF-57 B (6-69)

FILED

SEP 12 1972

A. LUDLOW KRAMER
SECRETARY OF STATE

ARTICLES OF INCORPORATION

OF

LAKEWOOD CHAMBER OF COMMERCE

I, the undersigned, acting as the incorporator of a Corporation under the provisions of the Washington Non-Profit Corporation Act (RCW 24.03), adopt the following Articles of Incorporation for such corporation:

ARTICLE I

The name of the corporation shall be LAKEWOOD CHAMBER OF COMMERCE.

ARTICLE II

The period of duration of the corporation shall be perpetual.

ARTICLE III

The purpose for which the corporation is organized is to promote and perpetuate the business, financial, manufacturing, professional, and civic interests of Western Pierce County, in the State of Washington.

ARTICLE IV

Internal affairs of the corporation shall be regulated by the Constitution and By-Laws of the corporation.

ARTICLE V

The address of the initial registered office of the corporation shall be 10123 Plaza Drive S.W., Tacoma, Washington 98499. The name of the initial registered agent of the corporation at such address shall be JAMES WALTER.

ARTICLE VI

The number of directors constituting the initial Board of Directors of the corporation shall be four (4). The number of directors shall be governed by the Constitution and By-Laws which shall not allow a number less than three (3).

The names and addresses of the persons who are to serve as the initial directors of the corporation are as follows:

President	JAMES WALTER	6015 Wildaire Road S.W. Tacoma, Washington
Vice-Pres.	EARL PARSONS	8405 Amber Drive S.W. Tacoma, Washington 98499
Secretary	FRANK JACOBS	625 North McCarver Tacoma, Washington 98403
Treasurer	MAX APPELGATE	4509 North Ferdinand Tacoma, Washington

ARTICLE VII

The name and address of the incorporator of the corporation is as follows:

JAMES WALTER	6015 Wildaire Road S.W. Tacoma, Washington

ARTICLE VIII

Upon dissolution of this corporation, and after all obligations thereof have been satisfied, any remaining assets thereof shall, by resolution of the last Board of Directors, be distributed to any one or more non-profit charitable corporation or organization carrying on activities within the State of Washington.

IN WITNESS WHEREOF, the incorporator hereinabove named has hereunto set his hand in triplicate this 7 day of September, 1972.

James Walter

James Walter

STATE OF WASHINGTON)
)ss.
County of Pierce)

THIS IS TO CERTIFY that on this 7 day of September, 1972, there personally appeared before me JAMES WALTER known personally to me to be the person described in and who executed the foregoing Articles of Incorporation, and that he did acknowledge and declare to me that he executed the same freely and voluntarily for the uses and purposes therein mentioned.

IN WITNESS WHEREOF, I have hereunto set my hand and official seal, the day and year first above written.

Notary Public in and for the State of Washington, residing at Tacoma.

STATEMENT OF DESIGNATION OF REGISTERED OFFICE

AND REGISTERED AGENT

To the Honorable A. Ludlow Kramer, the Secretary of State of the State of Washington:

Pursuant to the provisions of Revised Code of Washington 24.03.050, the LAKEWOOD CHAMBER OF COMMERCE, a Washington non-profit corporation, designated, by a resolution of its Board of Directors duly adopted on the 7th day of September, 1972, its registered office as follows: 10123 Plaza Drive S.W., City of Tacoma, County of Pierce, State of Washington, and its registered agent as follows: JAMES WALTER, said registered agent having a business office identical with said registered office.

This statement is accompanied by a copy of said designating resolution certified as true by FRANK JACOBS, the Secretary of said corporation.

Dated this 7th day of September, 1972.

LAKEWOOD CHAMBER OF COMMERCE

By Earl G. Parsons
Vice President

STATE OF WASHINGTON)
)ss.
County of Pierce)

EARL PARSONS, being first duly sworn upon oath deposes and says: That he is the Vice President of the LAKEWOOD CHAMBER OF COMMERCE, that he is authorized to and does make this verification for and on behalf of said corporation; that he has read the foregoing, knows the contents thereof and believes the same to be true.

Earl G. Parsons
Earl Parsons

SUBSCRIBED and SWORN to before me this 7th day of September, 1972.

Notary Public in and for the State of Washington, residing at Tacoma.

204

RESOLUTION OF BOARD OF DIRECTORS

DESIGNATING REGISTERED OFFICE AND REGISTERED AGENT

WHEREAS under the provisions of Revised Code of Washington 24.03.050, the LAKEWOOD CHAMBER OF COMMERCE, a Washington non-profit corporation, is required to have and continuously maintain in the State of Washington a registered office and a registered agent, the latter to have an office identical with said registered office; and

WHEREAS said statutory provision requires that said registered office and registered agent be designated by a duly adopted resolution of the Board of Directors of said corporation; now, therefore,

IT IS RESOLVED by the Board of Directors of said corporation that the registered office of said corporation be, and it hereby is, designated as 10123 Plaza Drive S.W., City of Tacoma, County of Pierce, State of Washington.

IT IS FURTHER RESOLVED that the registered agent of said corporation be, and said agent hereby is, designated as JAMES WALTER, and that said registered agent is an individual residing in the State of Washington whose business office is identical with said registered office.

IT IS FURTHER RESOLVED that the Vice President of said corporation be, and he hereby is, directed to execute a verified statement of the aforesaid designation, and that the Secretary of said corporation be, and he hereby is, directed to certify as true this resolution and to file said verified statement and said certified resolution with the Secretary of State of the State of Washington.

DATED this 7th day of September, 1972.

THIS IS TO CERTIFY that the above is a true resolution of the Board of Directors of the LAKEWOOD CHAMBER OF COMMERCE.

Frank Jacobs

Frank Jacobs, Secretary

Subject: RE: I NEED 100% of Board response back ASAP
From: Greg Bakamis <gbakamis@gagaming.com>
Date: 8/10/2015 3:37 PM
To: "lsmith@lakewood-wa.com" <lsmith@lakewood-wa.com>

Yes you have my approval

From: Linda Smith [mailto:lsmith@mail128-6.atl41.mandrillapp.com] **On Behalf Of** Linda Smith
Sent: Monday, August 10, 2015 1:25 PM
To: Greg Bakamis
Subject: I NEED 100% of Board response back ASAP

Dear Board Member,

One of the criteria to apply for a Lodging Tax Grant with the City of Lakewood is to have documentation that the Board approves that I apply again for 2016.

Please respond to this email with an "aye" vote. I need a response no later than Wednesday please. Thanks so much,

The Lakewood Chamber Board approves for Linda K. Smith to submit a Lakewood lodging tax funding request.

Best regards,

Linda

Notice Regarding Confidentiality of Transmission

This message is intended only for the person to whom it is addressed and may contain information that is privileged and confidential. If you are not the intended recipient, you are hereby notified that any dissemination or copying of this is prohibited. Please notify us of the error in communication by telephone (604) 303-1000 or by return e-mail and destroy all copies of this communication. Thank you.

RE: I NEED 100% of Board response back ASAP

Subject: RE: I NEED 100% of Board response back ASAP
From: Shawn Gagnon <Shawn@weinandandassociates.com>
Date: 8/10/2015 1:26 PM
To: "lsmith@lakewood-wa.com" <lsmith@lakewood-wa.com>

Aye!

Regards,

Shawn Gagnon
Certified Public Accountant
Weinand & Associates, CPAs
PO Box 99020
6322 Lake Grove St SW
Lakewood, WA 98499
Phone: 253-584-7966
Fax: 253-584-0330
Email: shawn@weinandandassociates.com

Re: I NEED 100% of Board response back ASAP

Subject: Re: I NEED 100% of Board response back ASAP
From: Kieran Murry <ktmurry@comcast.net>
Date: 8/10/2015 1:26 PM
To: "<lsmith@lakewood-wa.com>" <lsmith@lakewood-wa.com>

Aye

Sent from my iPhone

Re: I NEED 100% of Board response back ASAP

Subject: Re: I NEED 100% of Board response back ASAP
From: Kenneth Leonard <kleonard@youracu.org>
Date: 8/10/2015 1:28 PM
To: "<lsmith@lakewood-wa.com>" <lsmith@lakewood-wa.com>

I approved for Linda of the great Lakewood chamber to apply for the lodging tax grant from city of Lakewood
Ken Leonard

RE: [BULK] I NEED 100% of Board response back ASAP

Subject: RE: [BULK] I NEED 100% of Board response back ASAP
From: Cindy Sims <CSims@TwinStarCU.com>
Date: 8/10/2015 1:26 PM
To: "'lsmith@lakewood-wa.com'" <lsmith@lakewood-wa.com>

I vote Aye for you to move forward with the application.

Cindy Sims
Spanaway Branch Manager
TwinStar Credit Union
(360) 486-3787
800-258-3115 ext 3787
Fax (253) 531-8090
www.twinstarcu.com

Re: I NEED 100% of Board response back ASAP

Subject: Re: I NEED 100% of Board response back ASAP
From: Brian <brian@wapdco.com>
Date: 8/10/2015 1:29 PM
To: "<lsmith@lakewood-wa.com>" <lsmith@lakewood-wa.com>

Aye

Sent from my iPhone

RE: I NEED 100% of Board response back ASAP

Subject: RE: I NEED 100% of Board response back ASAP
From: "Dave McMullan" <davethebugman@centurylink.net>
Date: 8/10/2015 2:09 PM
To: <lsmith@lakewood-wa.com>

Aye

RE: I NEED 100% of Board response back ASAP

Subject: RE: I NEED 100% of Board response back ASAP
From: "Stephanie Walsh" <swalsh@lakewoldgardens.org>
Date: 8/10/2015 2:49 PM
To: <lsmith@lakewood-wa.com>

Aye.

Stephanie Walsh
Executive Director, Lakewold Gardens
Preserving the gardens as an inspirational experience
253-584-4106, ext.102
www.lakewoldgardens.org

RE: I NEED 100% of Board response back ASAP

Subject: RE: I NEED 100% of Board response back ASAP
From: TAMMY STEELE <tlsteele2@msn.com>
Date: 8/10/2015 1:29 PM
To: Linda Smith <lsmith@lakewood-wa.com>

AYE.... totally approve

Re: I NEED 100% of Board response back ASAP

Subject: Re: I NEED 100% of Board response back ASAP
From: Lakewood Hardware <lakewoodhardware@ymail.com>
Date: 8/10/2015 5:39 PM
To: "lsmith@lakewood-wa.com" <lsmith@lakewood-wa.com>

aye

RE: I NEED 100% of Board response back ASAP

Subject: RE: I NEED 100% of Board response back ASAP
From: Nadine Hamilton <Nadine@acc-tech.net>
Date: 8/10/2015 1:30 PM
To: "lsmith@lakewood-wa.com" <lsmith@lakewood-wa.com>

Aye

2014-15 BOARD OF DIRECTORS

Executive Team

Kieran Murry, *Chair*
Kieranslist.com
7703 194th St Ct E
Spanaway, WA 98387
Ph – 253-312-9301
ktmurry@comcast.net

Brian Harding, *Vice Chair*
Plumbing & Drain Company
13716 24th St E Ste 103
Sumner, WA 98391
Ph - 253- 987-7980
brian@theplumbinganddrainco.com

Greg Bakamis, Treasurer
Great American Casino
10117 South Tacoma Way
Lakewood, WA 98499
Ph – 206-255-2240
gbakamis@gagaming.com

Tammy Steele, Secretary
Mary Kay Independent Senior Sales Director
University Place, WA 98467
Ph - 253-565-7823
tlsteele2@msn.com

Nadine Hamilton, *Past Chair*
ACC-Tech
9810 40th Ave SW
Lakewood, WA 98499
Ph - 253-474-5662
Nadine@acc-tech.net

Board Members

Shawn Gagnon
F. James Weinand & Associates, CPAs
6322 Lake Grove St. SW
Lakewood, WA 98499
Ph – 253-584-7966
shawn@ weinandandassociates.com

Kenneth S. Leonard
America's Credit Union
P.O. Box 33338
Fort Lewis, WA 98433
Ph – 253-964-6166
kleonard@youracu.org

Dave McMullan
Quality 1st Pest Solutions
13602 – 108th Ave Ct. E
Puyallup, WA 98374
Ph - 253-226-2206
dave@quality1stpestsolutions.com

Cindy Sims
TwinStar Credit Union
13505 Pacific Ave S
Tacoma, WA 98444
Ph – 360-486-3787
csims@twinstarcu.com

Donn Tyler
Lakewood Hardware & Paint, Inc.
9020 Lakewood Drive SW
Lakewood, WA 98499
Ph – 253-581-1010
fixzilla@gmail.com

Stephanie Walsh
Lakewold Gardens
12317 Gravelly Lake Drive SW
Lakewood, WA 98499
Ph – 253-584-4106
swalsh@lakewoldgardens.org

Lakewood
CHAMBER of COMMERCE

August 10, 2015

To whom it may concern:

As the 2014-15 Chair of the Board of the Lakewood Chamber of Commerce, I authorize Linda K. Smith, President & CEO to contractually bind the Chamber with the City of Lakewood for Tourism and Event Promotion services.

The only representative allowed to contract with the City is:

Linda K. Smith
President & CEO
Lakewood Chamber of Commerce
6310 Mount Tacoma Drive SW, Suite B
Lakewood, WA 98499
(253) 582-9400
lsmith@lakewood-wa.com

Sincerely,

Kieran Murry
Ignite-U
2014-15 Chair of the Board

LAKEW-7 OP ID: PF

CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY) 08/10/2015

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER
Taylor-Thomason Ins. Brokers
3401 South 19th Street
P.O. Box 7187
Tacoma, WA 98417
Tom Taylor, Jr. CPCU, ARM, AAI

CONTACT NAME: Heather Hanson
PHONE (A/C, No, Ext): 253-284-7928 FAX (A/C, No): 253-284-7901
E-MAIL ADDRESS: HeatherH@ttib.net

INSURER(S) AFFORDING COVERAGE	NAIC #
INSURER A : Philadelphia Insurance Company	
INSURER B :	
INSURER C :	
INSURER D :	
INSURER E :	
INSURER F :	

INSURED
Lakewood Chamber of Commerce
Scott Jonson
6310 Mt Tacoma Dr SW
Lakewood, WA 98499

COVERAGES CERTIFICATE NUMBER: REVISION NUMBER:

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS	
A	X COMMERCIAL GENERAL LIABILITY						EACH OCCURRENCE	$ 1,000,000
	CLAIMS-MADE X OCCUR	X		PHPK1318637	05/21/2015	05/21/2016	DAMAGE TO RENTED PREMISES (Ea occurrence)	$ 100,000
							MED EXP (Any one person)	$ 5,000
	X Stop Gap						PERSONAL & ADV INJURY	$ no cvg
	GEN'L AGGREGATE LIMIT APPLIES PER:						GENERAL AGGREGATE	$ 2,000,000
	X POLICY PRO-JECT LOC						PRODUCTS - COMP/OP AGG	$ 2,000,000
	OTHER:						Emp Ben.	$ 1,000,000
	AUTOMOBILE LIABILITY						COMBINED SINGLE LIMIT (Ea accident)	$ 1,000,000
A	ANY AUTO			PHPK1318637	05/21/2015	05/21/2016	BODILY INJURY (Per person)	$
	ALL OWNED AUTOS / SCHEDULED AUTOS						BODILY INJURY (Per accident)	$
	X HIRED AUTOS / X NON-OWNED AUTOS						PROPERTY DAMAGE (Per accident)	$
								$
	X UMBRELLA LIAB X OCCUR						EACH OCCURRENCE	$ 1,000,000
A	EXCESS LIAB CLAIMS-MADE			PHUB495777	05/21/2015	05/21/2016	AGGREGATE	$ 1,000,000
	DED X RETENTION $ 10,000							$
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY Y / N						PER STATUTE / OTH-ER	
	ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH)	N / A					E.L. EACH ACCIDENT	$
	If yes, describe under DESCRIPTION OF OPERATIONS below						E.L. DISEASE - EA EMPLOYEE	$
							E.L. DISEASE - POLICY LIMIT	$

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

Certificate holder is named additional insured

CERTIFICATE HOLDER

City of Lakewood
Economic Development Dept
6000 Main St SW
Lakewood, WA 98499

CANCELLATION

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE

© 1988-2014 ACORD CORPORATION. All rights reserved.

The ACORD name and logo are registered marks of ACORD

2016 Lodging Tax – Tourism Promotion Project Application

1. Project Information

1a. Project Name: Sports Development Program

Amount Requested: $ 40,000
(Amount Requested must match Total Costs, column "a." on page 14)

Total Project Amount: $ 662,000
(Total Project Amount must match Total Costs, column "c." on page 13)

1b. Name of Applicant organization: Tacoma-Pierce County Sports Commission

Mailing Address: 1119 Pacific Ave, Suite 500, Tacoma, WA. 98406

Tax ID Number: 94-3154901

Organization Unified Business Identifier (UBI): 601289518

UBI Expiration Date: 12/31/15

Type of Organization: 501-c6 Non-Profit
(Non-profit, For-profit, Municipality, Private business, etc.)

1c. Contact Name: Dean Burke

Title: Executive Director

Telephone: 253-284-3259 Email: deanb@tacomasports.org

Signature: Dean Burke

Digitally signed by Dean Burke
DN: cn=Dean Burke, o=Tacoma South Sound Sports Commission, ou, email=deanb@tacomasports.org, c=US
Date: 2015.08.10 13:34:54 -07'00'

The signatory declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used only for the purposes set forth herein, and verifies that all the information contained in this application is valid and true to the best of his/her knowledge.

2. Project Description

2a. Please provide the event date(s) Jan. 1 - Dec. 31, 2016

2b. Where will your event be held? In Lakewood and surrounding Pierce County venues.

2c. If there is a charge or fee for this activity, please describe how much and why.

N/A

2d. Please provide a detailed description of the proposed project/activity. Include information on the area the project will serve, its expected impact and list the responsible party(s). If you need additional room, please attach a separate document and save as, "additional details."

Please see attached.

3. Beneficiaries

Please list and provide specific information regarding all individuals, businesses, areas, or organizations that will directly benefit from the project/activity.

City of Lakewood, Lakewood Parks & Rec, Lakewood community businesses and hotels. Pierce College, Clover Park and community sports clubs.

4. Goals/Monitoring

Describe the goals of the project. Will the project result in an increase in overnight stays by visitors in Lakewood? If so, how will this increase be tracked and monitored? How will an increase in the sale of goods and services as a result of the project be measured? What other short or long term economic benefits will occur and how will that be tracked? Why do you believe those project/activity outcomes are feasible? **Applicants will be required to submit a post-funding report providing pertinent data evaluating tourism benefits resulting from the use of lodging tax funds as compared with the estimates contained in this application.**

Tacoma South Sound Sports monitors and evaluates all events that it supports. We track participation and spectators and work with local hoteliers to create room nights. Data is complied and checked against the National Association of Sports Commissions, DMAI and state LTAC economic impact models to help determine the effects to the community. We report out as per LTAC guidelines or on-demand, as needed. All of our data is kept in real-time throughout the year, with minimal latency from the time an event is over.

Our number one metric is room nights generated and we focus on events that drive overnight stay tourism. Economic Impact/ Direct Spending estimates are based upon fact gathering of the event participation and measured against industry standards.

For 2016 we hope to see an overall increase of amateur sports tourism of approximately 220,000 visitors, generating 17,000 - 18,000 room nights. The bulk of those room nights will occur in the I-5 corridor from Tacoma through Lakewood.

5. Estimate how the funds will increase the amount of people traveling to Lakewood to stay overnight in paid accommodations.

Funds are used directly to market, attract and sell events into Lakewood and Pierce County. Our in-house team of 4 scouts for new business and helps support and sustain recurring business. We seek sustainable and recurring events as possible, but will also seek single-instance events if viable.

6. Estimate how the funds will increase the amount of people traveling to Lakewood from more than 50 miles from their residences.

We target overnight stays as the primary, with the knowledge that those events also attract a very healthy amount of travelers outside of 50 miles. We also use participant data to track and map the results to ensure that the events we attract or support are working to meet these goals.

7. Estimate how the funds will increase the amount of people traveling to Lakewood from outside their state or country.

These 3 items (questions 5, 6 & 7) all work in sync with one another. By focusing on the overnight stays as the leading goal, we also attract participants from +50 and from out of state/ country.

One event in particular is focused on a very national and international footprint: cyclocross. In the winter of 2014 we were able to rescue and save an event that had collapsed in Oregon. This even had an international participation license attached to it and brought almost 1,100 participants to Lakewood with over 40% coming from out of state (even as far as Denmark). For 2015, we have been able to secure this event again, and this time with a full year to prepare. We are running specialty ads in Portland to help promote Lakewood, Fort Steilacoom Park and this event to help bring even more touring participants.

8. Funding Requirements

Due to funding constraints, partial funding may be recommended by the LTAC.

8a. If partial funding is received, how will that impact the project/activity? Please describe:

Tacoma South Sound Sports saw a reduction in funding from Lakewood for the 2015 operating year. Despite that impact, we delivered the highest return for Lakewood in the organizations history. However, at the current funding level of $40,000, we are effectively at our threshold and any further reduction would have a direct impact on our ability to continue serving at the same high level. We are entrepreneurial minded and creative problem solvers who appreciate a good challenge. But we do seek to maintain our $40k ask as the minimal in effort to maintain a healthy and sustainable relationship. Lakewood is our number two market partner in Pierce County (behind Tacoma) and benefits substantially from compression of events not only in Lakewood but outside as well.

9. Use of Funds

Provide detail on how the funds will be used. For example, $20,000 of the funds will be used for marketing, $5,000 for administration, $10,000 for Consultants, etc.

We effectively employ approximately a "57/42" balance on our overall budget: Apprx. 57% covers our staff and operations, while the remaining 42% goes directly into sales and marketing. That is a healthy balance by our peer markets. Because funding rules over TPA and LTAC vary by county and by municipality, we work to maintain the balance across all partners as able. It should be noted that where one districts rules may be inverse of another, then we may have to "swap funds" in order to maintain balance of operations. IE: in some events, funds from non-Lakewood sources may be helping support an event in Lakewood. Likewise, in some cases, Lakewood funds may be applied to events outside of Lakewood. It just depends on the time of year (reimbursement cycle), type of event and category of expense. We will not have expense "buckets" fully defined until funding applications are approved. At this stage, any such forecast is a "best guess" but will certainly be refined multiple times.

That said, please see line item breakdown on page 14 for our current best estimated appointment of funds.

10. Project Budget (for non-capital projects). Do not include in-kind contributions.

Income: A diversified funding base is important to the success of any project. Please list all other sources of funding for the project, both anticipated and confirmed and when that funding will be available to the project. Include your own funding, sponsorships, other grants, etc

Funding Source list all revenue sources anticipated for 2015. Do not include requested Lakewood Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
City of Tacoma	$ 60000	YES	Jan 1, 2016
City of Fife	$ 30000	TBD	Jan 1, 2016
City of Puyallup	$ 32000	TBD	Jan 1, 2016
City of Sumner	$ 5000	TBD	Jan 1, 2016
City of Gig Harbor	$ 5000	TBD	Jan 1, 2016
Pierce County LTAC	$ 75000	YES	Jan 1, 2016
TPA	$ 415000	YES	Jan 1, 2016

Expenses: Based on full funding, please list project costs.
PLEASE NOTE: Certain expenses may not be reimbursable, at the sole discretion of the City of Lakewood. You will only be repaid at the Lakewood authorized rates. Insurance is not an eligible cost. If you have any questions about any of your proposed expenses, please discuss them with Becky Newton at Lakewood's Economic Development (253) 983-7738.

	a. Lodging Tax Funds	b. Other Funds, Do not include In-Kind dollars	c. Total
Personnel (salaries & benefits)	$ 17129	$ 252415	$ 269544
Administration (rent, utilities, postage, supplies, janitorial services, etc.) *Note: Insurance is not an eligible cost*	$ 2692	$ 52131	$ 54823
Marketing/Promotion	$ 3350	$ 26650	$ 30000
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	$ 13575	$ 216425	$ 230000
Minor Equipment (computers, desks, etc.)	$ 225	$ 4775	$ 5000
Travel	$ 779	$ 14221	$ 15000
Contract Services Describe below	$ 2250	$ 47750	$ 50000
Other Describe below	$	$	$ 0
TOTAL COSTS (Amount in column "a." must match "Amount Requested." Amount in column "c" must equal "Total Project Amount" on Page 9)	$ 40000	$ 614367	$ 654367
Description for Direct Sales Activities, Contract Services, Travel and Others	Direct sales dollars are monies allocated directly into event procurement, support and marketing. Contract services includes accounting, bookkeeping, audit and 990.		
In-Kind Contributions			

11. Funding History

11a. Was this project funded with Lakewood lodging tax funds in fiscal year 2015?

___x___yes _____no

11b. If you answered yes to 11a, how much funding did you receive in 2015?

_____40,000.00_____

11c. If you answered no to 11a, what is the last year Lakewood funding was received and how much? _____ (year) _____ (amount awarded) ❑ no previous funding

11d. Indicate what efforts have been made to access funding from additional sources?

We are funded by 8 partner sources (including Lakewood), all identified by name and funding amount in section 10.

12. Coordination and Collaboration

Please provide information about any other organizations or agencies involved in this project/activity. Describe their level of involvement. Describe how this project coordinates with other tourism promotion efforts or services in the area, including Chambers of Commerce, local festivals, local lodging and restaurants. You may attach up to three letters of support from these organizations.

City of Tacoma
City of Fife
City of Puyallup
City of Sumner
City of Gig Harbor
Pierce County LTA
Pierce County TPA

All municipal parks districts, county parks, public schools, public assembly facilities, colleges and private venues are also included. We market approximately 22 venues that we rank as "Premier Destination Venues" throughout Pierce County, including DACCA Park as one of those.

Tacoma Sports also surveys and mines event sales opportunities via local, state and regional clubs and governing bodies. Our efforts all point toward increasing the level of tourism generating amateur sports events that can be hosted in Fife and surrounding cities, that first and foremost produce hotel room nights as the base metric.

13. Capital Projects Budget

Supporting the Capital Expenditures and/or Operation of City Tourism-Related Facilities

FUNDING/TIMELINE	Responsible Parties, Methods, Means	Begin (Dates or Periods)	End (Dates or Periods)	Amount Requested From Lodging Funds	Other Funds Committed or Proposed*	TOTALS
Design & Inspection				$	$	$ 0
Other Consultants				$	$	$ 0
Permits & Fees				$	$	$ 0
Land Acquisition				$	$	$ 0
Site Development & Landscape				$	$	$ 0
Buildings (New Construction)				$	$	$ 0
Building Renovations (Includes Access)				$	$	$ 0
Other (Specify) *Insurance is not an eligible cost.*				$	$	$ 0
TOTAL				$ 0	$ 0	$ 0

*If other funds are committed, please attach a letter of commitment from the funding source.

14. Certification

The applicant hereby certifies and confirms:

1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;
2. That it will abide by all relevant local, state, and federal laws and regulations;
3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;
4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

Primary Signature: Dean Burke

Digitally signed by Dean Burke
DN: cn=Dean Burke, o=Tacoma South Sound Sports Commission, ou, email=deanb@tscomasports.org, c=US
Date: 2015.08.11 11:10:27 -07'00'

Signature

Dean Burke, Executive Director

Printed Name & Title of Chief Administrator/Authorizing Official

08/11/15

Date

CITY OF LAKEWOOD

E-VERIFY REQUIREMENTS FOR CONTRACTORS

By Ordinance, the City of Lakewood requires that all contractors who enter into agreements to provide services or products to the City use the Department of Homeland Security's E-Verify system when hiring new employees for the term of the contract.

E-Verify is an electronic system designed to verify the documentation of job applicants. It is run by the Department of Homeland Security.

Who is affected?

- All contractors doing business for the City of Lakewood. There is no minimum dollar value for contracts affected.
- All subcontractors employed by the general contractor on these contracts.

Are there exceptions?

- Contracts for "Commercial-Off-The-Shelf" items are exempted from this requirement.
- Individuals, Companies, or other organizations that do not have employees.

How long must the contractor comply with the E-Verify system?

- For at least the term of the contract.

Are there other stipulations?

- E-Verify must be used ONLY for NEW HIRES during the term of the contract. It is NOT to be used for EXISTING EMPLOYEES.
- E-Verify must be used to verify the documentation of ANY new employee during the term of the contract, not just those directly or indirectly working on deliverables related to the City of Lakewood contract.

How will the City of Lakewood check for compliance?

- All contractors will retain a copy of the E-Verify Memorandum of Understanding that they execute with the Department of Homeland Security AND
- Sign and submit to the City an Affidavit of Compliance with their signed contract.
- All General Contractors will be required to have their subcontractors sign an Affidavit of Compliance and retain that Affidavit for 4 years after end of the contract.
- The City of Lakewood has the right to audit the Contractor's compliance with the E-Verify Ordinance.

Further information on E-Verify can be found at the following website:

http://www.uscis.gov/e-verify

If you have questions about the City's E-Verify Ordinance, please contact the City of Lakewood's legal department prior to contracting with the City.

CITY OF LAKEWOOD

AFFIDAVIT OF COMPLIANCE WITH LAKEWOOD MUNICIPAL CODE 1.42 "E-VERIFY"

As the person duly authorized to enter into such commitment for

Tacoma-Pierce County Sports Commission. DBA: Tacoma South Sound Sports Commission

COMPANY OR ORGANIZATION NAME

I hereby certify that the Company or Organization named herein will

(Check one box below)

☑ Be in compliance with all of the requirements of City of Lakewood Municipal Code Chapter 1.42 for the duration of the contract entered into between the City of Lakewood and the Company or Organization.

OR

☐ Hire no employees for the term of the contract between the City and the Company or Organization.

Dean Burke

Digitally signed by Dean Burke
DN: cn=Dean Burke, o=Tacoma South Sound Sports Commission, ou, email=deanb@tacomasports.org, c=US
Date: 2015.08.13 08:40:34 -07'00'

SIGNATURE

Dean Burke, Executive Director

PRINT NAME AND TITLE

8/13/15

DATE

1119 Pacific Avenue, Suite 500
Tacoma, WA 98402
p: 253.284.3260
f: 253.327.1787

www.tacomasports.org

June 12, 2014

Subject: Board Resolution

By unanimous vote at its June 6, 2014 board meeting, the Tacoma-Pierce County Sports Commission made a resolution to appoint Dean Burke as executive director until further notice. Dean is authorized to handle all matters as they relate to the daily business operations of the Sports Commission.

This resolution goes into effect as of the 6th day of June 2014.

TACOMA-PIERCE COUNTY SPORTS COMMISSION

Bradbury F. Cheney
President

TSSS INCOME

	Actual 2013	Actual 2014	Actual 2015	Projected 2016		Confirmed?
City of Tacoma	$ 60,000	$ 60,000	$ 60,000	$ 60,000	9.1%	YES
City of Fife	$ 42,500	$ 55,000	$ 30,000	$ 30,000	4.5%	PENDING
City of Lakewood	$ 50,000	$ 50,000	$ 40,000	$ 40,000	6.0%	PENDING
City of Puyallup	$ 20,000	$ 25,000	$ 25,000	$ 32,000	4.8%	PENDING
Gig Harbor	$ 5,000	$ 5,000	$ 5,000	$ 5,000	0.8%	PENDING
Sumner	$ -	$ -	$ 5,000	$ 5,000	0.8%	PENDING
TPA	$ 300,000	$ 350,000	$ 350,000	$ 415,000	62.7%	YES
Pierce County	$ 30,000	$ 60,000	$ 60,000	$ 75,000	11.3%	YES
BUDGET TOTAL	$ 507,500	$ 605,000	$ 575,000	$ 662,000	100.0%	

Project 2016 Budget Allocations (total/ all funding)

Salary/ Wages	40.7%
Overhead	9.0%
Marketing/ Sales/ Event Opps	42.3%
Accounting	7.6%
	99.6%

*Pending final funding approval from all partners and operating budget approvel from TSSS Board of Directors.

LAW OFFICES

CORDON. THOMAS. HONEYWELL. MALANCA. PETERSON & DAHEIM LLP

TACOMA OFFICE
1201 PACIFIC AVENUE. SUITE 2100
POST OFFICE BOX 1157
TACOMA, WASHINGTON 98401 1157
(253) 620-6500
FACSIMILE <253) 620-6565

SEATTLE OFFICE
ONE UNION SQUARE
600 UNIVERSITY, SUITE 2100
SEATTLE. WASHINGTON 98101-4185
(206) 676-7500
FACSIMILE (206) 676-7575

REPLY TO TACOMA OFFICE

ALAN D. MACPHERSON
ATTORNEY AT LAW

DIRECT <253) 620-6468
<206) 676-6468
E-MAIL amacpherson@glh-law com

January 17, 2009

Brad Cheney, Chairman
Tacoma-Pierce County Sports Commission
brad@benbcheneyfoundation.org

SPORTS COMMISSION ARTICLES AND BYLAWS

I'm enclosing drafts of proposed amendments to the Sports Commission Articles and Bylaws, with the existing Articles and Bylaws attached. I think the changes are pretty self-explanatory. Once I get your comments and Tim's, we can seek Board approval at the February 4th meeting, and then I can file Articles of Amendment with the Secretary of State. We'll also need to notify the IRS of the changes -the Sports Commission's accountants may be able to do this with the tax return.

One thought I have is that the changes cut off the Chamber of Commerce's official connection with the Sports Commission. Someone could argue that this shouldn't be done without the Chamber of Commerce's consent. Do you see in problem in getting that?

Please look over the enclosures and call me with your questions and comments. Thanks.

/lA

ALAN D. MACPHERSON
amacpherson@gth-law.com
Our main purpose is to solve problems for clients and help them succeed.

cc: Tim Waer (timw@tacomasports.com)

(1434581 v02.doc]

AMENDMENT TO ARTICLES OF INCORPORATION
OF
TACOMA-PIERCE COUNTY SPORTS COMMISSION

The following amendment to the Articles of Incorporation of Tacoma-Pierce County Sports Commission, a Washington nonprofit corporation, is hereby adopted. This amendment revises the Articles that were filed with the Washington Secretary of State on December 11, 1990 (copy attached).

Article VIII is hereby revised to read as follows:

ARTICLE VIII

Members

The Corporation shall have no members.

The above and foregoing amendment to the Articles of Incorporation of Tacoma-Pierce County Sports Commission, a Washington nonprofit corporation, was adopted by the Board of Directors thereof on February 4, 2009.

Secretary

FILED
STATE OF WASHINGTON
DEC 11 1990
RALPH MUNHO
SECRETARY OF STATE

ARTICLES OF INCORPORATION
OF
TACOMA-PIERCE COUNTY SPORTS COMMISSION

KNOW ALL MEN BY THESE PRESENTS:

The undersigned person, acting as the incorporator of a corporation under the provisions of the Washington Nonprofit Corporation Act (Ch. 24.03 RCW), adopts the following Articles of Incorporation for such Corporation.

ARTICLE I

The name of this Corporation is TACOMA-PIERCE COUNTY SPORTS COMMISSION.

ARTICLE II

This Corporation has perpetual existence.

ARTICLE III

Purpose

The purpose or purposes for which this Corporation, a nonprofit charitable organization, is organized are:

(1) To inure benefit to the Tacoma and Pierce County communities as a whole, both in terms of their economic development through the use of its public and private facilities and its reputation nationwide through the enhancement of its image, and to assist state and local governmental entitles in their efforts to improve the health of their residents, by assisting local amateur athletic organizations in promoting their respective sports and by attracting to the Tacoma and Pierce County areas various national and international professional and amateur athletic events;

(2) To engage in any other lawful business activity whatsoever which may hereafter from time to time be authorized by the Board of Directors; provided, however, that the purposes for which the Corporation is formed shall at all times comply with Section 501(c) (6) of the Internal Revenue Code of 1986, as amended (the "Code"), or, with respect to the Fund referred to in Article IX of these Articles, Section 501(c) (3) of the Code, or whichever subsection of Section 501(c) of the Code this Corporation or the Fund is found to qualify for tax exempt status by the Internal Revenue Service ("Applicable Code Section'').

ARTICLE IV

Powers

This Corporation shall have the power to take any lawful action necessary, appropriate or desirable to carry out its purposes consistent with the Washington Nonprofit Corporation Act and the applicable Code section.

ARTICLE V

Registered Office

The address of the registered office of the Corporation is 950 Pacific Ave., Suite 300, Tacoma, WA 98402 and the name of the registered agent at such address is David W. Graybill.

ARTICLE VI

Incorporator

The name and address of the incorporator are:

Elvin J. Vandeberg	1900 First Interstate Plaza 1201 Pacific Ave. Tacoma, WA 98402

ARTICLE VII

Directors

The Corporation shall have nine (9) initial directors, whose names and addresses are:

Name	Address
Elbert H. Baker	Baker Trust 1145 Broadway, Suite 1380 Tacoma, WA 98402
Lowell Butson	Murray Foundation 1750 First Interstate Plaza 1201 Pacific Ave. Tacoma, WA 98402
John P. Folsom	Raleigh, Schwarz & Powell,Inc. P.O. Box 1718 Tacoma, WA 98401
W. H. Meadowcroft	Weyerhaeuser Company P.O. Box 1278 Tacoma, WA 98401

W. W. Philip	Puget Sound Bancorp P.O. Box 11500 Tacoma, WA 98411-5500
John A. Woodworth	Woodworth & Company 1200 E. "D" Street Tacoma, WA 98421
Elvin J. Vandeberg	Vandeberg & Johnson 1900 First Interstate Plaza 1201 Pacific Ave. Tacoma, WA 98402
Clay F. Huntington	Klay Radio 10025 Lakewood Dr. S.W. Tacoma, WA 98499
John C. James	Frank Russell Co. 909 "A" Street Tacoma, WA 98402

The number of directors, their terms of office, and the election procedures shall be as provided in the Bylaws of the Corporation.

ARTICLE VIII

Members

The Corporation shall have one (1) class of members, and the entire class shall be composed of only one (1) member, the Tacoma-Pierce County Chamber of Commerce, a Washington nonprofit corporation.

ARTICLE IX

Separate 501(c)(3) Fund

This Corporation shall have the authority to establish a separate fund intended to be a nonprofit charitable fund within the meaning of Section 501(c)(3) of the Code (the "Fund"), according to the following requirements:

(1) Purposes: The Fund shall be operated exclusively to support the Corporation's efforts as they relate solely to amateur sporting events and organizations and to support any other activity of the Corporation which is an activity permitted to be carried on by an organization (a) exempt from federal income tax under Section 501(c)(3) of the Code, or (b) contributions to which are deductible under Section 170(c)(2) of the Code.

(2) Administration: The Fund shall be administered in accordance with the relevant provisions of this Corporation's Bylaws.

(3) Private Foundation Status: If the Fund is or becomes a private foundation within the meaning of Section 509 of the Code, and for as long as such private foundation status continues, the following provisions shall apply in its administration:

(a) Each year the Fund proceeds shall be distributed at such time and in such amounts as shall make the Fund not subject to tax under Section 4942 of the Code;

(b) The administrators of the Fund shall not engage in any act of self-dealing as defined in Section 4941(d) of the Code;

(c) The administrators of the Fund shall not sell, exchange, distribute or otherwise dispose of any excess business holdings in the Fund, as defined in Section 4943(c) of the Code;

(d) The administrators of the Fund shall not make any investments in such manner as to subject the Fund to tax under Section 4944 of the Code; and

(e) The administrators of the Fund shall not cause to be made any taxable expenditures as defined in Section 4945(d) of the Code.

(4) Prohibited Activities: No substantial part of the assets or activities of the Fund shall be devoted to attempting to influence legislation by propaganda or otherwise, and the assets of the Fund shall not be used to participate, or intervene, directly or indirectly (including the publication or distribution of statements), in any political campaign on behalf of or in opposition to any candidate for public office. Notwithstanding any other provision of these Articles, the Fund assets shall not be used to carry on any activities not permitted to be carried on by a Fund exempt from federal income tax under Section 501(c)(3) and Section 170(c)(2) of the Code.

(5) Distribution: Distribution from the Fund shall be made only in keeping with the purposes of the Fund and in accordance with the provisions of Article XII of these Articles

(6) Distribution Upon Dissolution: Upon the dissolution of the Fund, all assets remaining after payment of

the Fund's creditors shall be distributed by the Board of Directors of the Corporation to one or more organizations qualifying for the exemption afforded by Section 501(c)(3) of the Internal Revenue Code of 1986 (as amended from time to time).

ARTICLE X

Limitation on Liability of Directors

No director of the Corporation shall be personally liable to the Corporation or its members for monetary damages for his or her conduct as a director on or after the date this Artiele becomes effective, except for (i) acts or omissions that involve intentional misconduct or a knowing violation of law by the director or (ii) any transaction from which the director will personally receive a benefit in money, property or services to which the director is not legally entitled. If, after the effective date of this Article, the Washington Nonprofit Corporation Act is amended to authorize corporate action further eliminating or limiting the personal liability of directors, then the liability of a director of the Corporation shall be eliminated or limited to the fullest extent permitted by the Washington Nonprofit Corporation Act, as so amended. Any amendment to or repeal of this Article shall not adversely affect any right or protection of a director of the Corporation for or with respect to any acts or omission of such director occurring prior to such amendment or repeal.

ARTICLE XI Indemnification

of Officers, Directors, Employees and Agents

(1) Definitions:

As used in this Article:

(a) "Action" means any actual or threatened claim, suit or proceeding, whether civil, criminal, administrative or investigative.

(b) "Another Enterprise" means a corporation (other than the Corporation), partnership, joint venture, trust, association, committee, employee benefit plan or other group or entity.

(c) "Corporation" means TACOMA-PIERCE COUNTY SPORTS COMMISSION and any predecessor to it and any constituent corporation (including any constituent of a constituent) absorbed by the Corporation in a consolidation or merger.

(d) "Director or Officer" means each person who is serving or who has served as a director or officer of the Corporation or, at the request of the Corporation, as a director, officer, employee, partner, trustee or agent of Another Enterprise.

(e) "Indemnitee" means each person who was, is or is threatened to be made a party to or is involved (including without limitation, as a witness) in an Action because the person is or was a Director or Officer of the Corporation.

(f) "Loss" means loss, liability, expenses (including attorneys' fees), judgment, fines, ERISA excise taxes or penalties and amounts to be paid in settlement, actually and reasonably incurred or suffered by an Indemnitee in connection with an Action.

(2) Right to Indemnification: The Corporation shall indemnify and hold each Indemnitee harmless against any and all Loss except for Losses arising out of: (a) the Indemnitee's acts or omissions finally adjudged to be intentional misconduct or a knowing violation of law or (b) any transaction in which it is finally adjudged that the Indemnitee personally received a benefit in money, property or services to which the Indemnitee was not legally entitled. Except as provided in Section (4) of this Article, the Corporation shall not indemnify an Indemnitee in connection with an Action (or part thereof) initiated by the Indemnitee unless such Action (or part thereof) was authorized by the Board of Directors of the Corporation. If, after the effective date of this Article, the Washington Nonprofit Corporation Act is amended to authorize further indemnification of directors and officers, then Directors and Officers of this Corporation shall be indemnified to the fullest extent permitted by the Washington Nonprofit Corporation Act, as so amended.

(3) Burden of Proof, Procedure for Payment and Notice to Members:

(a) The Indemnitee shall be presumed to be entitled to indemnification under this Article upon submission of a written claim (including a claim for expenses incurred in. defending any Action in advance of its final disposition, where the undertaking in (b) below has been tendered to the Corporation), and thereafter the Corporation shall have the burden of proof to overcome the presumption that the Indemnitee is so entitled.

(b) The right to indemnification conferred in this Article shall include the right to be paid by the Corporation all expenses (including attorneys' fees) incurred in defending any Action in advance of its final disposition; provided, however, that the payment of such expenses in advance of the final disposition of an Action shall be made upon delivery to the

Corporation of an undertaking, by or on behalf of such Director or Officer, to repay all amounts so advanced if it shall ultimately be determined that such director or officer is entitled to be indemnified under this Article or otherwise.

(c) Any indemnification in accordance with this Article, including any payment or reimbursement of expenses, shall be reported to the members with the notice of the next members' meeting or prior thereto in a written report containing a brief description of the proceedings involving the Director or Officer being indemnified and the nature and extent of such indemnification.

(4) Right of Indemnitee to Bring Suit. If a claim under this Article is not paid in full by the Corporation within 60 days after a written claim has been received by the Corporation, except in the case of a claim for expenses incurred in defending a proceeding in advance of its final disposition, in which case the applicable period shall be 20 days, the claimant may at any time thereafter bring suit against the Corporation to recover the unpaid amount of the claim and, to the extent successful in whole or in part, the Indemnitee shall be entitled to be paid also the expense of prosecuting such claim. Neither the failure of the Corporation (including its Board of Directors, its members or independent legal counsel) to have made a determination prior to the commencement of such action that indemnification of or reimbursement or advancement of expenses to the claimant is proper in the circumstances, nor an actual determination by the Corporation (including its Board of Directors, its members or independent legal counsel) that the Indemnitee is not entitled to indemnification or to the reimbursement or advancement of expenses, shall be a defense to the action or create a presumption that the Indemnitee is not so entitled.

(5) Nonexclusivity of Rights: The right to indemnification and the payment of expenses incurred in defending an Action in advance of its final disposition conferred in this Article shall not be exclusive of any other right which any person may have or hereafter acquire under any statute, provision of the Articles of Incorporation, Bylaws, agreement, vote of members or disinterested directors or otherwise.

(6) Insurance, Contracts and Funding: The Corporation may maintain insurance, at its expense, to protect itself and any Director, Officer, employee or agent of the Corporation or Another Enterprise against any expense, liability or loss, whether or not the Corporation would have the power to indemnify such person against such expense, liability or loss under the Washington Nonprofit Corporation Act. The Corporation may, without further corporate action, enter into contracts with any Director or Officer of the Corporation in furtherance of the provisions of this Article and may create a trust fund, grant a

security interest or use other means (including, without limitation, a letter of credit) to ensure the payment of such amounts as may be necessary to effect indemnification as provided in this Article.

(7) Indemnification of Employees and Agents of the Corporation: The Corporation may, by action of its Board of Directors from time to time, provide indemnification and pay expenses in advance of the final disposition of an Action to employees and agents of the Corporation with the same scope and effect as the provisions of this Article with respect to the indemnification and advancement of expenses of Directors and Officers of the Corporation or pursuant to rights granted pursuant to, or provided by, the Washington Business Corporation Act or otherwise.

(8) Contract Right: Rights of indemnification under this Article shall continue as to an Indemnitee who has ceased to be a Director or Officer and shall insure to the benefit of his or her heirs, executors and administrators. The right to indemnification conferred in this Article shall be a contract right upon which each Director or Officer shall be presumed to have relied in determining to serve or to continue to serve as such. Any amendment to or repeal of this Article shall not adversely affect any right or protection of a Director or Officer of the Corporation for or with respect to any acts or omissions of such Director or Officer occurring prior to such amendment or repeal.

(9) Severability: If any provision of this Article or anv application thereof shall be invalid, unenforceable or contrary to applicable law, the remainder of this Article, or the application of such provisions to persons or circumstances other than those as to which it is held invalid, unenforceable or contrary to applicable law, shall not be affected thereby and shall continue in full force and effect.

ARTICLE XII

Distribution of Earnings

No part of the net earnings of the Corporation or amounts held in the Fund shall inure in whole or in part to the benefit of or be distributable to any officer, director, member or other individual having a personal or private interest in the activities of the Corporation except that the Corporation shall be authorized and empowered to pay reasonable compensation for services rendered, make reimbursement for reasonable expenses incurred in its behalf, and to make payments and distributions in furtherance of the purposes stated in Article III hereof.

ARTICLE XIII

Distribution Upon Dissolution

Upon dissolution of the Corporation all assets remaining after payment of the Corporation's creditors shall be distributed to the Tacoma-Pierce County Chamber of Commerce ("Chamber"), a Washington nonprofit corporation currently qualifying as exempt from taxation under the provisions of Sections 501(a) and 501(c)(6) of the Code or its successor; provided, that the Chamber is still so qualified at the time of dissolution. If neither the Chamber nor any successor exists or if it is no longer so qualified, then assets upon dissolution shall be distributed to such organization or organizations selected by the Board of Directors; provided that such organization or organizations are qualified as exempt from taxation under the provisions of Sections 501(a) and 501(c)(6) of the Code. Notwithstanding any of the above, upon dissolution of the Corporation, assets contained in the Fund may be distributed only as provided in Article IX, Section (6).

ARTICLE XIV Amendment of Articles

The Corporation reserves the right to amend, alter, change or repeal any provision contained in these Articles of Incorporation in the manner now or hereafter prescribed by law, and all rights and powers conferred herein on directors are subject to this reserved power.

DATED: November ' 1990.

By E. J. Vandeberg
ELVIN J. VANDEBERG
Incorporator

CONSENT TO APPOINTMENT AS REGISTERED AGENT

The undersigned, having been appointed as registered agent of the TACOMA-PIERCE COUNTY SPORTS COMMISSION, does hereby consent to such appointment and agrees to serve as registered agent for the Corporation.

DATED this -"lrltl day of November, 1990.

DAVID W. GRAYBILL

Address of Registered Agent:

950 Pacific Ave., Suite 300
Tacoma, WA 98402

AMENDMENTS TO BYLAWS
OF
TACOMA-PIERCE COUNTY SPORTS COMMISSION

The following amendments to the Bylaws of Tacoma-Pierce County Sports Commission, a Washington nonprofit corporation, are hereby adopted. These amendments revise the Bylaws that were last amended on May 5, 1992 (copy attached).

1. Article II is hereby revised to read as follows:

ARTICLE II

Members

The Corporation shall have no members.

2. Article III is hereby deleted.

3. Paragraph (1) of Article IV is hereby revised to read as follows:

(1) Number and Powers: The management of all the affairs, property and interest of the corporation shall be vested in a Board of Directors, consisting of no fewer than nine (9) and no more than fifteen (15) persons. Directors need not be residents of the State of Washington. In addition to the powers and authorities by these Bylaws and the Articles of Incorporation expressly conferred upon it, the Board of Directors may exercise, in good faith, all such powers of the corporation and with such care, including reasonable inquiry, as an ordinary prudent person in a like position would use under similar circumstances.

4. Paragraph (2) of Article IV is hereby revised to read as follows:

(2) Election and Tenure: Directors shall be elected by a majority vote of the Directors then in office, including Directors elected to fill vacancies created by reason of

an increase in the number of Directors, resignation, or removal of a Director. The Directors shall serve terms of three (3) years, with the terms of Directors staggered as much as is reasonably possible. A Director may serve no more than two (2) consecutive terms.

5. Paragraph (7) of Article IV is hereby revised to read as follows:

(7) Regular Meetings: The annual meeting of Directors shall be held on the first Wednesday of each February, or such other time as the Chairman designates.

The above and foregoing amendments to the Bylaws of Tacoma-Pierce County Sports Commission, a Washington nonprofit corporation are the Bylaws of this corporation, were adopted by the Board of Directors thereof on February 4, 2009.

Secretary

BYLAWS
OF
TACOMA-PIERCE COUNTY SPORTS COMMISSION

ARTICLE I

Offices

(1) Registered Office and Registered Agent: The regis ered office ofthP.-corporat.ion shall be located in the state of Washington at such place as may be fixed from time to time by the Board of Directors upon filing of such notices as may be required by law, and the registered agent, who shall be selected bv t.he Board of Directors, shall have a business office identical with such registered office.

(2) Other Offices The corporation may have other offices within or outside the State of Washington at such place or places as the Board of Directors may from time to time determine.

ARTICLE ▮▮

Memhers

–·- ----f I- t––Nt1mbe:e- ·B:fl-cl- -£-:1:<-"t--frS--:·-- -'P-he-eet>)?A '!?a'E :i:e!'l·--s.J-1·a.j_-:l_- -h-r-:rve-- --e-r-te - -f:!:: t- el-ass- -&f-- ftlemee s-
memI:I e'l?-;- -'11-a-e-oflra--P-:i:·e·r>-ee- -Gl7ttftt:y--E:.J-1-a-
flel'lf:t'OS":i:t-et::H')?e'r.'aoe:i:e!'b- DELETED]\1.AY 5, 1992.

(1) Number and Class: The corroration shall have one 11) class of members and that class shall be composed of a sol member, The Visitors an Convention Rureau, a Washington nonprofit corporation.

(2) Disbursement: The orporation shall not make anv disbursement of income to its member.

ARTICJ.F. III

ember's Meetings

(1) Meeting Pla e: All meetings of the member shall he held at the registered offi of the corporation, or at such other place, either wii:h:i.n or vTithout. this state, as shall hP. determined from time to time by the Board of Directors, and the place at v.rhich any such meeting shall be held shall be stated in the notice of the meeting.

-f t-·- -A f\ ft1:l a:± -Mee-t::iil.(:f- .1!1-iftre-r--. {!he- -a-nn·u-a-:l- .:HTg- -flo:f. -·i7:1Te-memee f.-
f.ei"-+..he- +:. nfl.S'B."(" +.:i t'l·J'l--frf·- -streh- -btm:i:nes-s- --a-s- -ntt"t·f-}7r-0")5e-."ll'-1-y- -f!-erue -·be -'Fe fe
ehe--mee-t!-i--n-g- -sfia-3:±- +re- -17e1:-cl:- -en-eft-- -ye-a-r--.f_ ffifilee-i-n-te·:l y- -:Fe}-J.:ow i:-n-g-
acljetli"Rmen+..-ef-+..he-anl'ltla±-meeein -ef·- he-memeei"B-ef- aeema-P±e ee
eeul'\ v--efiambe -ef·-8emmet"ee. DELETED MAY 5, J.992.

(2) Annual Meeting Time: The annual. mee ing of the member for the transar:tion··-of· such businP.ss a.s may properly come before t:he meeting shall be held *each* year immedia1:elv following the adjournment of the annual meeting of the members of The Visitors anrl Convention Bureau.

{3) Annual Meeting Order of Business: At t.he annua1 meeting of the member, the order of business shall he as follows:

{a) Calling the meeting to order.
{b) Proof of notice nf meetinq {or fiJ.inq waiver)
{c) :Reading of minutes of last annual meet.i.nq.
(d) Reportn of officers.
{e) Reports of r:ommi.ttees.
(f) Miscellaneous busin s.s.

(4) Special Meetings: Sped.al mePtinqs of the member fnr any purpose may be called at any time by t:he president. or the Board of Directors.

(5) Notice: Notice of the time and place of '\:he annual meeting of-the member and of regular meetinq.s and special meetings shall be given by delivering personally or by mailing a written or printed not.ir.e of thP. same, at least ten (10) da 's, and not more than fifty (50) days, prior to the meeting. Anu notice for a special meeting of the member, regardless of method used for conveyance, shall include the purpose or purposes of the mee·ting.

(6) Waiver of Notice: A waiver of any notice required to be given any member, signed by the person or persons entitled to such notice, whether before or after the time stated therein for the meeting, shall be equivalent to the giving of such notice.

(7) Vo·tinq F:xr.ept as may othenvise be provided in these Bylaws or t:he corporation'G Art..i.cler of Incorporation, thP. member shall be entitled to one vote on each matter submitted to a vote of the mP-mber.

(8) Proxies A member may vote in person or by proxv executed w-riting by the member or his dulv author.i.?:ed attorney-in-fact. No proxy shall be valid aftP.r eleven months from the date of its execution.

(9) Action by Member without a Meeting: Any action required or which may be taken by the me ber be taken without a meeting if a consent in w-r.iting, setting fori:h i:he action so taken shall be signed by the member entitled to vote with respect to the subject matter thereof.

(10) Action of Member by Communications: The member may participat in a meeting of the ember by means of a conference telephone or similar communications equipment by means of which all persons participating in the meeting can hear each other at i:he same time and participation by such means shall constitute presence in person at a meeting.

ARTICJ,E IV

Board of Directors

(J) !umber ans '! J?oY"'er The managemeni: of all i:he affcd.rs, property and interest of the corporation shall be ves·ted in a Board of Directors, consisting of nine (9) persons elected by the Board of Directors of the sole member and the Mayor of the City of Tacoma, Washington and the County Executive of Pierce County, Washington. The Mayor of the City of Tacoma, Washington and the County Executive of Pierce Count.v, Washington shall serve by virtue of their office and shall have no vot.e. Direci:ors need not be residents of the State of Washington. In addition to the powers and authorities by these Bylaws and the Articles of Incorporation expressly conferred upon it, the Board of Directors may exercise, in good faith, all such powers of the corporation and with such care, including reasonable inquiry, as an ordinary prudent: person in a like position would use under similar circumstances, and do all such la.wful ac1:s as are not by statute or by the Articles of Incorporation or by these Bylaws directed or required to be exercised or done bv the member.

(2) Election and Tenure: At the first meeting of the Board of Directors th term of the directors currently holding office shall be determined by lot, with three (3) directors have a three (3) year termr t.hree (3) din c1.:ors having a bm (2) year ·term, and three (3) directors having a one (1) vear term. Upon t.he expiration of the initial terms, directors shall be elected for a t.hree (3) year term. The din: ct.ors shall bP electe<'l by the Board of Directors of the sole member.

(3) Change of Number: The number of directors mav at anv time be increase-dordecreased by amendmen-t: of these Ryl.m-JS, but no decrease shall have the effect of shortening the term of anv incumbent director.

(4) Vacancies: All vacancies in i:hP- Board of Direr-t.ors, whether caused hv resignation, death or otherwise, may be filled by the affirmative vote of a majority of the remaining directors.

(5) Ex Officio Members of the Board of Directors: The Board of Directors shall include such x fficio members ·as the board may appoint from time to t.ime by a maiority vot.e of all direr-tors entitled to vote.

(6) Removal of Directors: Any director may be removect, with or without cause, hy a two-thirds (2/3) majority vote of all the directors entitled to vob at. a meeting of the directors called for such purpose.

(7) !(egular -eetings Regular meetings of the Roar<'l of Directors, or any committee <'lesi nated the Roar<'l of Directors, may be held with or without notice at the registEored office of the corporation or at such other place or places, ither within or without the State of Washington, as the Board of Directors may from 1:ime t:o time designate. 'rhe annual meeting shal.l be held after the adjournment 6f the annual meeting of he member on a date set by the president. and at. least ten (10) da::rs' \..Yritten notice thereof shall he given to the directors by telPqram, letter or personaJ.ly.

(8) §pe E...:. a l ! 1eeting : Special meetings of 1:he Board of Directors, or anv committeP denignated bv the Board of Directors, may be called at any time bv the Chairman, or in his absence or upon v.rritten request, by any t'-'10 directors, to be held at the registered office of the corporation or at such other place or places as the directors may from time to time designate.

(9) Notice: Notice of al]. speciaJ. meetings of the Board of Directors shall he given to each director by between ten (10) to fifty (50) days' service of the same by tel.eqram, by letter, or personally. Such notice need not specify the business to he transacted at, nor the purpose of, the meeting.

(10) Quorum: A majority of the ·Thole Board of Directors shall be necessary and sufficient at all meetings to constitute a quorum for the transaction of business. The act of the majority of the directors present at a meeting at which a quorum is present shall be the act of the Board of Directors unless the act of a greater number is required by law or these Rylaws.

(11) Waiver of Notice Attendance of a director or a commit.tee member -atame-eting shall c:onst.i1:ute a waiver of notice of such mee·t:ing, except where a director or a commit'l:ee member attends for the express purpose of obiectinq to the transaction of any business because t.he meeting is not lawfully called or convened. A waiver of notice signed hv the director or

directors, whether before or after the time stated for the meeting, shall be equivalent to the giving of notice.

(12) Registering Dissent: A director who is present at a meeting ofthe Board of Directors a·t wh.ir.h action on a corporate matter is taken shall be presumed to have assented to such action unless his dissent sh ll be entered in the minutes of the meet.ing, or unless he shall file h:i.s 'vri.ti:en dissent to such action with 1:he person act.ing ar; the secretary of the mee·ting, before the adjournment thereof, or shall forward such dissent bv registered ma l to the secretary of the corporation immediatelv after the adjournment of the meeting. Such right to dissent shall not apply tn a director who voted in favor of such action.

(13) Committees: The Board of Directors, by resolution adopted by a majori y of the directors in office, may designate and appoint one or more committees, each of which shall consist of two or more directors, which committees, to the extent provj_ded in such resolution, shall have and exercise the author.i.1:y of thP. Board of Directors in the ma.naqemoni of t:hP. corporation: provided that no such committee shall have the authority of i:he Board of Direci:ors in reference to amendinq, altering or repealing the Bylaws; electing, appointing or removing any member of any such committee or any director or officer of the corporation; amending the Articles of Incorporation; adopting a plan of merger or adopt.i.ng a plan of consolidation with another corporation; authorizing the sale, lease or exchange nf all or substantially all of the property and assets of the corporation not in the ordinary course of husinP.ss; authorizing the voluntary dissolution of the corporation or revoking proceedings therefor; adopting a plan for distrihution of the assets of the corporation; or amending, altering or repealing any resolution of the Roard of Directors which by j_ts terms provides that it shall not be amP.nded, altered or repealed by such committee. The designation and appointment of any such committee and thP. delegation thereto of authoritv shall not operate i:o reJ.ieve the Board of Directors, or any individual director of any responsibility imposed upon it or him bv law.

(14) Opera ij. g of Direct.ors:

(a) The Board of Directors shalJ have the authority to appoint, by resolution adopted hy a majority of the directors in office, a group of individuals whose sole function shall be to assist the Board of Directors with planninq, promotion and administration of the corporation's activities (the "Operatincr Board").

(h) The Operating Board shall be vested with such power and authority as deemed appropriate hv the Roarcl of Directors provided, the Operating Board shal.l not have the authority to commit, allocate or expend any assets nf the

corporat.ion or its separate funcis. The Opera1:inq Roarci shall also be subject to the same operational limitations imposed upon the committees of the Board of Directors as listed in the prior subsection (13) of this section. The Operating Board shall not have nor exercise the authority of the Board of Directors unless otherwise expressly provided by resolution of the Board of Directors.

(c) Members of the Operating Board shall serve at the will of the Board of Directors and have no set term of office.

(d) The size of the Operat:i.nq Boaro shall be established by the Roar<'! of D:i.reci.:ors and may be increased or decreaseo at any time upon majority vote of the directors.

(e) Vacancies on t.he Operatinq Board, whether causeo by removal, resigna.tion, neath, or ot.henlise, may be fill.eo by the affirmative vote of a majoritv of the directors.

(f) Any member of the Operating Board may he removed, with or without cause, hy a majority vote of aJ.l the directors.

(15) Remuneration No st.ated salarv shall be paid members of the Board o.fDirectors or the Operating Board (the ":Roard Member(s) ") , as such, for their service, but by resolu·ti.on of the Board of Directors, expenses of attendance, if any, may be allm•7Pd for attendance at each regular or special meet.inq *of* either Board; provided, that. nothing herein cont.ained shalt be construed to preclude any Board Member from serving the corporation in any other capacity and receiving compensation therefor. Members o.f spec:ial or stnnoing committees of: e:i. ther Board may be allowed like reimbursement for attGndin<J committee meetings.

(16) Loans: The corporation shall not loan money or credit to its Board Members.

(17) Disbursement: The corporation shall not make anv dishurseme t of incomto any Board Members.

(18) Action bv Board Members without a Meetinq: Any action required or which may be taken at a rneetj.ng of the Roard Memht=:rs, or of a committee thereof, may be taken without a meeting if a consent. in writing, setting forth the action so to be 1.:aken, shall he signed before such action hv all of the Roard Members, or all of the members of the committee, as the case may be. Such consent shall have the same effect as a unanimous vote.

(19) Action of Board Members by Communications: Board Hemhers may participate in a meeting of--"-Roard .Members hy means of a conference t.elephone or s.imila.r communications equipment. bv means of which all persons participating in the meeting can hear

each other at the same time and participation hy such means shall constitute presencR in person at a meetinq.

A:RTIC:LE V

Officers

(1) Designations: The officers of the corporation shall be a Chai.rma1 ice-Chairman, President, Secretary and TrP.asurer. Any two or more offices may be held by the same person, exrept the offices of President and Secretary.

PI Election: Officers shaU he elected by the Board of Directors at its nnual

(3) Chairman: The Chairman shall preside at all meetings of the membershT})-and of the Board of Directors ancl shall be an ex-officio member of all committees of the Board. He shall make annual reports showing the condition of the affairs of the corporation and shall submit such rer.ommendat.ions as hP. deems proper at the annual meeting of the Board and of the memhP.rship. He may sign, with the secretary or other proper officer of the corporation authorize bv the Board of Directors, any deeds, mortgages, bonds, contracts, or ot.her inst.ruments w·hich the Board of Directors has authorized to he eYecuted, ex ept in cases where the signing and execution thereof shall be expressly deleaated by the Board of Directors or bv these Bylaws or by statute to some other officer or agent of the corporation and in general he shall perform all duties incident to the offi e of r.hairman and such other duties as may be pres rihed by the Board of Directors from t.ime to time.

(4) The President: The President. shal1 be t.he principa1 operating and administrative officer of the corporation and shall. perform all such duties as are described in these Bylaws or *the* Articles of Incorporation, or are properly required by him by the Board of Directors.

(5) 'I'he Secretary: The Secretary shall issue notices for all meetings, except ior notices of special meetings of member and special meetings of the directors \hich are called by the member or the requisite number of directors, shall keep in minutes of all meetings, shall have charge of the seal and the corporate books, and shall make such repnrt.s and perform such other duties as are incident i:o his office, or are properly required of him hy the Board of Directors.

(6) The Treasurer: The Treasurer shall have the custody of a11 mnneys or-the-co) porat.ion and sha11 keep regular book.s of account. He shall disburse the funds of the corporation *i.n* payment of the just demands against the corporatinn or as may be

ordered by the Board of Directors, t.aking proper vouchers for such disbursement.s, and shall render t:o t.he Roard of Directors from time to time as mav be required of him on account of all his transactions as Treasu r and of the financial condition of the corporation. He shall perform such other duties incident to his office or that are properly required of him by the Board of Direc-tors.

(7) Delegation: In the case of absence or inability to act of any officer of- the corporation and of anv person herein authorized to act in his place, the Roard of Directors may from time to time delegate the powers or duties of such officer to any other officer or any director or other person whom it may select.

(8) Vacancies: Vacancies in anv office arisinq from anv cause may be filled by the Board of Directors at anv reqular or special meeting of the Board.

(9) Other Officers: Directors may appoint such other officers and agents as it shall deem necessary or P..Xpe<'lient, *who* shall hold their offices for such terms and shall exercise such powers and perform such duties as shall be determined from time to time by the Board of Directors.

(10) LoRns 'J'he corporation shall not loan monev or credit t.o any officer-:-

(11) Disbursement: The corporation shall not make any disbursement of income to any officer.

(12) Term - Removal. The officers of the corporation shall hold office until the next annual meeting of the Board of Directors and until their successors are elected and qualified. Any officer or agent P..lected or appointed by the Roard of Directors may be removed at any time, with or without cause, by the affirmative vote of a majority of the whole Board of Directors, hu1: such removal shall be without prejudice to t.he contract rights, if any of the person so removed.

(13) Bonds: The Board of Directors mav, hv resolution, require any and all of the officers to qive bonds to the corporation, with sufficient surety or sureties, conditioned for the faithful performance of the duties of their respective offices, and to comply vJith such other conditions as may from time to time he required by the Board of Directors.

Al<.TICU•-: "VI

Section .SOl (c::JJ]) __!unc\

(1) _9reation: rhe corporation may esi ahlish a separate fund the assets of which shall be used solely for the attraction, promotion and administration of amateur athletic events, or for such other charitable purposes allov,red by Section 501(c)(3) of the Internal Revenue Code of 1986, as amended (the "Fund"). The Fund shall be subject to all limitations relevant to the Fund as expressed in the corporation's Articles of Incorporation, as amended.

(2) Records: All Fund assets shall be held in a separate accoun-t:. All----cclntrihutions to, earnings of, and disbursements from the Fund shall be maintained in separate books. In no event may Fund assets be commingJed with other assets of the corporation or be used for general operating expenses of the corporation, other than to e} t.ent t:he expenses result from an activity of the corporation that falls within the Fund's limited purposes.

AR 'ICJ.E *VII*

Depositories

The moneys of the corporation shall be deposited in the name of t.he corporation in such ba.nk or banks or trust company or i:rust companies as the Board of Directors shall designate. A separate account shall be opened for assets of the Fund. Monevs from either source shall be nrawn out only hy check or other order for payment of money sigmec'l. by such persons and in such manner as may be determined by resolution of the Board of Directors and in keeping with the pertinent limitations on the use of such moneys.

ARTICLE *VII* I

Limitation on Liability o[: Directors

The liability of the directors and member of the corporation shall be limited in accordance with the provisions contained in Article X of the Articles of Incorporation.

A:R.TICLE IX

Indemnification of Officers, Directors,
mployees and Agent

Officers, directors, employees and agents of the corporation shall be indemnified for any losses in keeping with the provisions contained in Article XI of the Articles of Incorporation.

Am ICLE X

Notices

Except as may ot.lwnvise be required by lm·r, anv notice to any member or director may be delivered personally or by mail. If mailed, the notice shall be deemed to have been delivered when deposited in the Un.i ted Stat.es mail, addressed to the addressee at his J.ast known address in the records of the corporation, with postage thereon prepaid.

ARTICLE XI

Seal

The corporation shall have no corporate seal.

ARTICLE XI

Books and Records

The corporation shall keep at its registered office, its principal office in this state, or at its secretary's office if in this state, the following:

(1) Current Articles and Bylaws;

(2) Correct and adequate records of accounts and finances;

(3) Separate records and accounts and finances of the Fund;

(4) A record of officers' and directors' names and addresses:

(5) Minutes of the proceedings of the member, i:he Board of Direct.ors, and anv minutes which mav be maintained by committees of the Board of Directors. Records mav be written, or electronic if capable of being converted into writing.

The records shall be open at any reasonable time to inspection by the member.

Cost of inspecting or copying shall be borne by such member except for costs for copies of Articles and BvJaws. Any stwh member must have a purp e for inspection reas nably relited to membership interests.

The Superior Court of the member's residence may order inspection and may appoint independent inspectors. Such member shall pay inspection costs unless the court orders otherwise.

ARTICLE XIII

Amendments

(1) Only the Board of Directors shall have power to make, alter, amend and repeal the Bylaws of this corporation.

(2) The Board of Directors may adopt emergency Bylaws which shall be operative during an emergency in the conduct of business of the corporation resulting from an attack on the United States or any nuclear or atomic disaster. The emergency Bylaws may make any provision that may be practical and necessary for the circumstances of the emergency.

TACOMA PIERCE COUNTY SPORTS COMMISSION,
dba
TACOMA SOUTH SOUND SPORTS COMMISSION

Reviewed Financial Statements

December 31, 2014

TACOMA PIERCE COUNTY SPORTS COMMISSION,
dba TACOMA SOUTH SOUND SPORTS COMMISSION

Reviewed Financial Statements

December 31, 2014

INDEPENDENT ACCOUNTANTS' REVIEW REPORT 1

REVIEWED FINANCIAL STATEMENTS

Statement of Financial Position 2

Statement of Activities 3

Statement of Functional Expenses 4

Statement of Cash Flows 5

Notes to Financial Statements 6-12

Doty, Beardsley, Rosengren & Co., P.S.

Certified Public Accountants

Independent Accountants' Review Report

To the Board of Directors
Tacoma Pierce County Sports Commission
dba Tacoma South Sound Sports Commission
Tacoma, Washington

We have reviewed the accompanying statement of financial position of Tacoma Pierce County Sports Commission dba Tacoma South Sound Sports Commission (a nonprofit organization) as of December 31, 2014 and the related statements of activities, functional expenses and cash flows for the year then ended. A review includes primarily applying analytical procedures to management's financial data and making inquiries of the organization's management. A review is substantially less in scope than an audit, the objective of which is the expression of an opinion regarding the financial statements as a whole. Accordingly, we do not express such an opinion.

Management is responsible for the preparation and fair presentation of the financial statements in accordance with accounting principles generally accepted in the United States of America and for designing, implementing and maintaining internal control relevant to the preparation and fair presentation of the financial statements.

Our responsibility is to conduct the review in accordance with Statements on Standards for Accounting and Review Services issued by the American Institute of Certified Public Accountants. Those standards require us to perform procedures to obtain limited assurance that there are no material modifications that should be made to the financial statements. We believe that the results of our procedures provide a reasonable basis for our report.

Based on our review, we are not aware of any material modifications that should be made to the accompanying financial statements in order for them to be in conformity with accounting principles generally accepted in the United States of America.

Doty, Beardsley, Rosengren & Co., P.S.
DOTY, BEARDSLEY, ROSENGREN & CO., P.S.

June 22, 2015

4301 South Pine Street, Suite 400
Tacoma, Washington 98409

www.dbrcpas.com

Phone: (253) 830-5450
Fax: (253) 830-5454

REVIEWED FINANCIAL STATEMENTS

TACOMA PIERCE COUNTY SPORTS COMMISSION,
dba TACOMA SOUTH SOUND SPORTS COMMISSION

STATEMENT OF FINANCIAL POSITION

December 31, 2014

ASSETS

CURRENT ASSETS	
Cash	$ 82,095
Accounts receivable	41,505
Prepaid expenses	2,622
Total Current Assets	126,222
PROPERTY AND EQUIPMENT	
Furniture and fixtures	8,509
Less accumulated depreciation	(8,509)
Total Property and Equipment	0
Total Assets	$ 126,222

LIABILITIES AND NET ASSETS

CURRENT LIABILITIES	
Accounts payable	$ 740
Accrued expenses	12,376
Total Current Liabilities	13,116
NET ASSETS	
Unrestricted	113,106
Total Net Assets	113,106
Total Liabilities and Net Assets	$ 126,222

See independent accountants' review report and the accompanying notes to financial statements.

TACOMA PIERCE COUNTY SPORTS COMMISSION,
dba TACOMA SOUTH SOUND SPORTS COMMISSION

STATEMENT OF ACTIVITIES

Year Ended December 31, 2014

SUPPORT AND REVENUE	
Government grants	$ 255,000
Tourism promotion grant	349,760
Event income	75,372
Investment income	24
Total Support and Revenue	680,156
EXPENSES	
Programs services	457,497
Management and general	134,391
Total Expenses	591,888
INCREASE IN NET ASSETS	88,268
NET ASSETS AT BEGINNING OF YEAR	24,838
NET ASSETS AT END OF YEAR	$ 113,106

See independent accountants' review report and the accompanying notes to financial statements.

TACOMA PIERCE COUNTY SPORTS COMMISSION,
dba TACOMA SOUTH SOUND SPORTS COMMISSION

STATEMENT OF FUNCTIONAL EXPENSES

Year Ended December 31, 2014

	Program Services	Management and General	Total
COMPENSATION AND RELATED EXPENSES			
Compensation	$ 225,571	$ 37,026	$ 262,597
Benefits	11,976	1,966	13,942
Payroll taxes	19,823	3,254	23,077
Total Compensation and Related Expenses	257,370	42,246	299,616
OPERATING EXPENSES			
Advertising	51,567		51,567
Bank fees		38	38
Client development	146,229		146,229
Insurance		4,750	4,750
Legal and accounting		37,660	37,660
Memberships and education	2,105		2,105
Miscellaneous expense	226	34	260
Office expense		7,771	7,771
Postage		272	272
Rent		23,965	23,965
Repairs and maintenance		2,080	2,080
Travel and parking		8,130	8,130
Utilities and telephone		7,445	7,445
Total Operating Expenses	200,127	92,145	292,272
Total Expenses	$ 457,497	$ 134,391	$ 591,888

See independent accountants' review report and the accompanying notes to financial statements.

TACOMA PIERCE COUNTY SPORTS COMMISSION,
dba TACOMA SOUTH SOUND SPORTS COMMISSION

STATEMENT OF CASH FLOWS

Year Ended December 31, 2014

CASH FLOWS FROM OPERATING ACTIVITIES	
Change in net assets	$ 88,268
Adjustments to reconcile change in net assets to net cash provided by operating activities:	
(Increase) decrease in assets:	
Accounts receivable	(8,493)
Prepaid expenses	7,017
Increase (decrease) in liabilities:	
Accounts payable	(8,136)
Accrued expenses	(14,951)
Net Cash Provided by Operating Activities	63,705
Net Increase in Cash	63,705
CASH AT BEGINNING OF YEAR	18,390
CASH AT END OF YEAR	$ 82,095

See independent accountants' review report and the accompanying notes to financial statements.

NOTE 1 - NATURE OF ACTIVITIES AND SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES

Tacoma Pierce County Sports Commission dba Tacoma South Sound Sports Commission (the Commission), a Washington non-profit organization, is a tax-exempt organization which provides for the promotion, marketing and solicitation of regional, national and international amateur sporting events that will provide economic and entertainment benefits to Pierce County, Washington. The Commission is primarily supported through governmental and tax-based grants.

Accounting Method
The financial statements of the Commission have been prepared on the accrual basis of accounting and, accordingly, reflect all significant receivables, payables and other liabilities.

Basis of Presentation
The financial statements are presented in accordance with the Financial Accounting Standards Board (FASB) Accounting Standards Codification (ASC) industry topic applicable to Not-for-Profit Entities. In accordance with the FASB ASC topic, the Commission reports information regarding its financial position and activities according to three classes of net assets; unrestricted net assets, temporarily restricted net assets, and permanently restricted net assets.

Under these provisions, net assets and revenues, expenses, gains and losses are classified based on the existence or absence of donor-imposed restrictions. Accordingly, the net assets of the Commission and changes therein are classified and reported as follows:

Unrestricted Net Assets
Unrestricted net assets include all Commission net assets on which there are no government contracts or agency-imposed restrictions for use, or on which the restrictions were temporary and have expired.

Temporarily Restricted Net Assets
Temporarily restricted net assets include all Commission grants and support received by government contracts or agency on which the government agency imposed some restriction on use. Such restrictions are time or purpose dependent and will expire when the Commission makes use of the net assets sometime in the future for the restricted purpose. Amounts received whose restriction is met in the same year are recorded as unrestricted. There were no temporarily restricted net assets at December 31, 2014.

NOTE 1 - NATURE OF ACTIVITIES AND SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (Continued)

Basis of Presentation (Continued)

Permanently Restricted Net Assets
Permanently restricted net assets include all Commission net assets received by government contracts or agencies on which the government agency imposed a permanent restriction on the use of the gift. By law and agreement with the grantor, the Commission may never invade the principal of these funds. There were no permanently restricted net assets at December 31, 2014.

Revenues are reported as increases in unrestricted net assets unless use of the related assets is limited by government agency-imposed restrictions. Expenses are reported as decreases in unrestricted net assets. Gains and losses on investments and other assets or liabilities are reported as increases or decreases in unrestricted net assets unless their use is restricted by explicit contractual stipulation or by law.

Expirations of temporary restrictions on net assets (i.e., the government or agency-stipulated purpose has been fulfilled and/or the stipulated time period has lapsed) are reported as reclassifications between the applicable classes of net assets.

Functional Allocation of Expenses
The costs of providing the various programs and other activities have been summarized on a functional basis in the statement of activities. Accordingly, certain costs have been allocated among the programs and supporting services benefited.

Donated Services
Management determined that there were no donated services which met the criteria for recognition under the FASB ASC topic for Not-for-Profit Entities. Therefore, no amounts have been reflected in the financial statements for any such services.

Cash and Cash Equivalents
For purposes of the statement of cash flows, cash and cash equivalents are considered to include all unrestricted highly liquid investments with a maturity of three months or less at the date of acquisition. There were no cash equivalents identified at December 31, 2014.

Accounts Receivable
Accounts receivable primarily relate to marketing and promotion activities conducted under contracts with local government agencies. Accounts receivable are stated at the amount management expects to collect from outstanding balances, and therefore, no allowance for doubtful accounts has been provided.

NOTE 1 - NATURE OF ACTIVITIES AND SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (Continued)

Investment Income
Investment income is restricted or unrestricted based upon the contractual obligation with the grantor.

Property and Equipment
Property and equipment are recorded at cost, and donated property and equipment are recorded at fair value at the date of donation. Acquisitions and donations of property and equipment in excess of $2,500 are capitalized. Depreciation is computed using the straight-line method based upon the estimated useful lives of the assets, which ranges from 3 to 10 years. There was no depreciation expense for the year ended December 31, 2014.

Upon sale or retirement of property and equipment, the cost and related accumulated depreciation is eliminated from the respective accounts and the resulting gain or loss is included in the statement of activities. Expenditures for maintenance are expensed as incurred.

Contributions
Contributions, including unconditional promises to give, are recognized as revenues in the period received. Conditional promises to give are not recognized until they become unconditional; that is, when the conditions on which they depend are substantially met. Contributions to be received after one year are included in the accompanying financial statements as pledges receivable and are discounted at an appropriated discount rate commensurate with the risks involved. Amortization of discounts is recorded as additional contribution revenue in accordance with donor-imposed restrictions, if any, on the contributions. There were no long-term pledges or conditional promises to give at December 31, 2014.

Federal Income Tax
The Commission is exempt from federal income tax under Section 501(c) (6) of the Internal Revenue Code (see Note 5).

Advertising Costs
Advertising costs are expensed as incurred. Advertising expense was $51,567 for the year ended December 31, 2014.

NOTE 1 - NATURE OF ACTIVITIES AND SUMMARY OF SIGNIFICANT ACCOUNTING POLICIES (Continued)

Presentation of Sales Tax
The State of Washington and jurisdictions within the State impose a sales tax on all of the Commission's sales to non-exempt customers. If a sale were to become subject to sales tax, the Commission would collect that sales tax from non-exempt customers and remit the entire amount to the State. The Commission's accounting policy is to exclude any tax collected and remitted to the State from revenue and expense.

Use of Estimates
The preparation of financial statements in conformity with generally accepted accounting principles requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities during the reporting period. Actual results could differ from those estimates.

Subsequent Events
Management has reviewed subsequent events through June 22, 2015, which is the date that the financial statements were available to be issued.

NOTE 2 - PROGRAM SERVICES

The Commission provides services to attract athletic events to the Pierce County region. The major program services include the following:

Event Promotion
The Commission works with local, regional and national clubs and organizations to bring amateur athletic events to the Tacoma-Pierce County region. The region is marketed as a positive community to host an event and is designed to successfully bid for events that will bring in tourism and positive exposure of the region to visitors. These events are designed to draw athletes and spectators from all over the country.

Tourism Promotion Area (TPA)
Effective April 1, 2010, the Pierce County Tourism Promotion Area adopted an ordinance authorizing an increase in the rate of special assessments (lodging charges) within an established area. The tax is charged by certain lodging businesses within the criteria and those funds are then made available to local nonprofit organizations for use in promoting the area. Tacoma Pierce County Sports Commission was named as a recipient of TPA funding for the marketing and attraction of sporting events in the region.

NOTE 3 - FAIR VALUE MEASUREMENTS

The Commission uses the FASB ASC topic for Fair Value Measurements, which establishes a fair value hierarchy for reporting that prioritizes the inputs to valuation techniques used to measure fair value. This hierarchy consists of three broad levels: Level 1 inputs consists of unadjusted quoted prices in active markets for identical assets and have the highest priority; Level 2 inputs consists of observable units other than quoted prices for identical assets; and Level 3 inputs have the lowest priority.

The Commission uses appropriate valuation techniques based on the available inputs to measure the fair value of its balance sheet accounts. When available, the Commission measures fair value using Level 1 inputs because they generally provide the most reliable evidence of fair value.

NOTE 4 - EMPLOYEE BENEFIT PLAN

Beginning October 1, 2007, the Commission offers eligible employees a defined contribution and profit sharing plan. The benefits are offered through participation in the ACCE Chamber of Commerce Executives Profit Sharing Plan (the Plan), which operates as a multiple employer pension plan. The principal plan sponsor is the ACCE Benefit Trust. As an adopting employer, the Commission is a plan co-sponsor and relies upon the principal plan sponsor for pension plan administration and asset oversight. Eligible employees are those individuals who have worked three months of eligible service and have also attained age 21. The Commission matches employee contributions with a 4% contribution based on the employee's eligible wages, not to exceed 1% of the individual's compensation. The Commission may also elect to make a discretionary contribution to the Plan. Commission contributions to the Plan total $12,092 for the year ended December 31, 2014.

NOTE 5 - INCOME TAXES

The Commission uses the FASB ASC topic for Income Taxes for financial reporting purposes. The Commission is exempt from Federal income tax under provisions of Section 501(c) (6) of the Internal Revenue Code and is classified as other than a private foundation. Upon dissolution of the corporation, any assets remaining after the payment of all liabilities must be distributed to a governmental, charitable, or other qualifying nonprofit organizaion.

The Commission has filed its federal tax returns timely with the Internal Revenue Service (IRS). Management is unaware of any tax positions which would not be sustained upon appeal or litigation. The IRS generally has three years from the date the return was filed to examine and assess additional tax.

NOTE 5 - INCOME TAXES (Continued)

Management has determined that no unrelated business income (UBI) was generated by the Commission during the year ended December 31, 2014 and, accordingly, there is no provision for federal income taxes, which would be due on UBI, in the accompanying financial statements.

The Commission's accounting policy for tax-related penalties and interest is to classify those items as miscellaneous expense. The Commission did not incur any such expenses for the year ended December 31, 2014.

NOTE 6 - OPERATING LEASES

The Commission has the following operating lease agreements:

Office Space
The Commission entered into a lease agreement for office space in Tacoma, Washington commencing August 1, 2010. The lease has been extended to March 31, 2016 and calls for monthly payments through March 2014 of $1,983 and payments of $2,042 thereafter.

Rent expense incurred under the agreement was $23,965 for the year ended December 31, 2014.

Office Equipment
The Commission also entered into a rental lease agreement for a copier effective August 1, 2010 with monthly payments of $109 for 60 months. The lease ends August 1, 2015, at which time the lease automatically renews in one year increments unless terminated by the Commission or in the event that the Commission executes a separate agreement to purchase the copier.

Future minimum payments under the above leases are as follows:

December 31, 2015	$ 25,091
2016	6,127
Total	$ 31,218

NOTE 7 - CONCENTRATIONS

The Commission has identified certain concentrations which are as follows:

Region of Operations
The Commission performs its charitable activities within Tacoma/Pierce County area of Washington State. The Commission solicits organizations from other regions to hold athletic events in the Tacoma/Pierce County area.

Major Funding Source and Credit Concentrations
The Commission's revenue and accounts receivable are substantially all from grants funded by state and local agencies as of and for the year ended December 31, 2014. Should the funding from these sources decline significantly, it could have a negative impact on the Commission. Management does not anticipate such a decline in the future.

Cash is held at one bank and is federally insured. The Commission has not had cash in excess of the federally insured amount.

IRS Department of the Treasury
Internal Revenue Service
P.O. Box 2508
Cincinnati OH 45201

In reply refer to: 0248453044
Oct. 28, 2008 LTR 4168C E0
94-3154901 000000 00 000
00014478
BODC: TE

TACOMA-PIERCE COUNTY SPORTS
COMMISSION
1119 PACIFIC AVE 5TH FLOOR
TACOMA WA 98402-4374991

24947

Employer Identification Number: 94-3154901
Person to Contact: Tammy Donaldson
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your request of Oct. 17, 2008, regarding your tax-exempt status.

Our records indicate that a determination letter was issued in June 1992, that recognized you as exempt from Federal income tax, and discloses that you are currently exempt under section 501(c)(6) of the Internal Revenue Code.

Because you are not an organization described in section 170(c) of the Code, donors may not deduct contributions made to you. You should advise your contributors to that effect.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely yours,

Michele M. Sullivan

Michele M. Sullivan, Oper. Mgr.
Accounts Management Operations I

TPC SPORTS COMMISSION
Balance Sheet
As of July 31, 2015

	Jul 31, 15	Jul 31, 14	$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
NEW Heritage Bank - 9961	135,964.85	45,606.86	90,357.99	198.1%
Total Checking/Savings	135,964.85	45,606.86	90,357.99	198.1%
Accounts Receivable				
Accounts Receivable	45,970.78	22,540.03	23,430.75	104.0%
Total Accounts Receivable	45,970.78	22,540.03	23,430.75	104.0%
Other Current Assets				
Prepaid Expenses	0.00	-300.00	300.00	100.0%
Security Deposit	2,042.23	2,042.23	0.00	0.0%
Retirement Forfeiture Account	0.00	13.15	-13.15	-100.0%
Total Other Current Assets	2,042.23	1,755.38	286.85	16.3%
Total Current Assets	183,977.86	69,902.27	114,075.59	163.2%
Fixed Assets				
Fixed Assets	8,509.32	8,509.32	0.00	0.0%
Accumulated Depreciation	-8,509.32	-8,509.32	0.00	0.0%
Total Fixed Assets	0.00	0.00	0.00	0.0%
TOTAL ASSETS	**183,977.86**	**69,902.27**	**114,075.59**	**163.2%**
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Other Current Liabilities				
Use Tax Due	42.91	0.00	42.91	100.0%
Direct Deposit Liabilities	0.00	-6,632.45	6,632.45	100.0%
Payroll Liabilities	2,082.48	0.00	2,082.48	100.0%
Accrued Wages	10,922.52	15,253.86	-4,331.34	-28.4%
Accrued Payroll Taxes	901.12	1,258.45	-357.33	-28.4%
Accrued Retirement	546.12	664.62	-118.50	-17.8%
Total Other Current Liabilities	14,495.15	10,544.48	3,950.67	37.5%
Total Current Liabilities	14,495.15	10,544.48	3,950.67	37.5%
Total Liabilities	14,495.15	10,544.48	3,950.67	37.5%
Equity				
Fund Balance	113,105.56	24,837.73	88,267.83	355.4%
Net Income	56,377.15	34,520.06	21,857.09	63.3%
Total Equity	169,482.71	59,357.79	110,124.92	185.5%
TOTAL LIABILITIES & EQUITY	**183,977.86**	**69,902.27**	**114,075.59**	**163.2%**

4:18 PM
07/30/15
Accrual Basis

TPC SPORTS COMMISSION
Profit & Loss
January through July 2015

	Jan - Jul 15	Jan - Jul 14	$ Change	% Change
Income				
Tourism Promotion Area	161,433.55	181,560.43	-20,126.88	-11.1%
Pierce County	38,447.36	40,084.00	-1,636.64	-4.1%
City of Lakewood	30,091.86	34,964.94	-4,873.08	-13.9%
City of Puyallup	11,635.80	14,756.37	-3,120.57	-21.2%
City of Sumner	2,500.00	0.00	2,500.00	100.0%
City of Gig Harbor	2,500.00	2,500.00	0.00	0.0%
City of Fife	27,500.00	27,500.00	0.00	0.0%
City of Tacoma	35,000.00	30,000.00	5,000.00	16.7%
Event Income & Special Grants				
Let's Play Event	0.00	32,781.00	-32,781.00	-100.0%
TCM	0.00	362.00	-362.00	-100.0%
Triathlon	108.00	1,044.00	-936.00	-89.7%
WSWA Folkstyle Wrestling	0.00	12,771.30	-12,771.30	-100.0%
WSWA Freestyle Wrestling	0.00	5,771.71	-5,771.71	-100.0%
Various	0.00	1,537.00	-1,537.00	-100.0%
Grant Funds	23,000.00	20,000.00	3,000.00	15.0%
Total Event Income & Special Grants	23,108.00	74,267.01	-51,159.01	-68.9%
Interest Inc	49.25	6.91	42.34	612.7%
Other Income	300.00	0.00	300.00	100.0%
Total Income	332,565.82	405,639.66	-73,073.84	-18.0%
Expense				
Personnel Expenses				
Salaries - Wages	137,024.44	164,506.51	-27,482.07	-16.7%
Taxes - Payroll	13,530.48	14,572.48	-1,042.00	-7.2%
401 (k) Contribution	6,851.25	7,091.01	-239.76	-3.4%
401 (k) Forfeiture	0.00	-0.73	0.73	100.0%
Total Personnel Expenses	157,406.17	186,169.27	-28,763.10	-15.5%
Administration Expenses				
Payroll Processing Fee	105.15	91.59	13.56	14.8%
401(k) Adminsistrative Fee	725.00	950.82	-225.82	-23.8%
Bank Charge	4.43	38.25	-33.82	-88.4%
Insurance - Business	1,507.00	2,955.55	-1,448.55	-49.0%
Memberships	1,040.00	1,295.00	-255.00	-19.7%
Office Expenses	4,133.31	5,051.13	-917.82	-18.2%
Parking	4,104.53	5,455.21	-1,350.68	-24.8%
Postage	142.80	173.83	-31.03	-17.9%
Rent	14,117.17	14,051.55	65.62	0.5%
Telephone	3,813.37	3,824.38	-11.01	-0.3%
Cell Phone	750.00	0.00	750.00	100.0%
Accounting	9,441.50	0.00	9,441.50	100.0%
Bookkeeping	13,514.00	0.00	13,514.00	100.0%
Total Administration Expenses	53,398.26	33,887.31	19,510.95	57.6%
Marketing/Promotion Expenses				
Marketing				
Fife Softball Tourn - GRANT	10,337.66	0.00	10,337.66	100.0%
Charity Choice - 8625 / 20K	8,625.00	0.00	8,625.00	100.0%
FootGolf - 8k	8,000.00	0.00	8,000.00	100.0%
Gymnastics Region2 - 7400 / 13K	5,100.00	0.00	5,100.00	100.0%
The Revolution - 1500	1,500.00	0.00	1,500.00	100.0%
WSWA Folkstyle - 12000 / 22K	10,148.85	0.00	10,148.85	100.0%
Golf	0.00	3,250.00	-3,250.00	-100.0%
Lacrosse	0.00	99.00	-99.00	-100.0%
Let's Play Event	0.00	18,527.73	-18,527.73	-100.0%
NxW Soundrider	0.00	99.00	-99.00	-100.0%
Paddlers Cup	303.02	388.53	-85.51	-22.0%
Track & Field	2,256.45	96.76	2,159.69	2,232.0%
Triathlon	708.35	412.50	295.85	71.7%
Triathlon - Special Grant	1,166.72	500.30	666.42	133.2%
West Coast Open	113.42	64.16	49.26	76.8%
WSWA Folkstyle Wrestling	0.00	2,965.20	-2,965.20	-100.0%
WSWA Freestyle Wrestling	0.00	2,710.08	-2,710.08	-100.0%
NASC				

TPC SPORTS COMMISSION
Profit & Loss
January through July 2015

	Jan - Jul 15	Jan - Jul 14	$ Change	% Change
Meals	369.00	0.00	369.00	100.0%
NASC - Other	7,255.12	2,338.49	4,916.63	210.3%
Total NASC	7,624.12	2,338.49	5,285.63	226.0%
Tacoma Rainier Tickets	0.00	3,868.00	-3,868.00	-100.0%
General	7,238.67	2,710.44	4,528.23	167.1%
Total Marketing	63,122.26	38,030.19	25,092.07	66.0%
Meetings	737.75	1,288.36	-550.61	-42.7%
Travel Expenses				
Meals	240.00	0.00	240.00	100.0%
Travel Expenses - Other	1,284.23	1,018.79	265.44	26.1%
Total Travel Expenses	1,524.23	1,018.79	505.44	49.6%
Total Marketing/Promotion Expenses	65,384.24	40,337.34	25,046.90	62.1%
Direct Sales Activities Expense				
Direct Sales/Client Development				
Golf	0.00	7,772.00	-7,772.00	-100.0%
Let's Play Event	0.00	24,805.28	-24,805.28	-100.0%
TCM	0.00	132.23	-132.23	-100.0%
Track & Field	0.00	1,138.83	-1,138.83	-100.0%
Triathlon	0.00	1,044.00	-1,044.00	-100.0%
WSWA Folkstyle Wrestling	0.00	12,116.25	-12,116.25	-100.0%
WSWA Freestyle Wrestling	0.00	8,833.33	-8,833.33	-100.0%
NASC	0.00	3,684.27	-3,684.27	-100.0%
Fife Softball Trip - GRANT	0.00	20,038.88	-20,038.88	-100.0%
Various Event Costs	0.00	5,281.93	-5,281.93	-100.0%
Total Direct Sales/Client Development	0.00	84,847.00	-84,847.00	-100.0%
Total Direct Sales Activities Expense	0.00	84,847.00	-84,847.00	-100.0%
Minor Equipment Expense	0.00	2,000.47	-2,000.47	-100.0%
Services Expense				
Bookkeeping	0.00	23,618.21	-23,618.21	-100.0%
Facilitator/Various Services	0.00	260.00	-260.00	-100.0%
Total Services Expense	0.00	23,878.21	-23,878.21	-100.0%
Total Expense	276,188.67	371,119.60	-94,930.93	-25.6%
Net Income	**56,377.15**	**34,520.06**	**21,857.09**	**63.3%**

4:18 PM

07/30/15

Accrual Basis

TPC SPORTS COMMISSION
Budget vs. Actual - ALL
January through December 2015

	Jan - Dec 15	Budget	$ Over Budget	% of Budget
Income				
Tourism Promotion Area	161,433.55	350,000.00	-188,566.45	46.1%
Pierce County	38,447.36	60,000.00	-21,552.64	64.1%
City of Lakewood	30,091.86	40,000.00	-9,908.14	75.2%
City of Puyallup	11,635.80	25,000.00	-13,364.20	46.5%
City of Sumner	2,500.00	0.00	2,500.00	100.0%
City of Gig Harbor	2,500.00	5,000.00	-2,500.00	50.0%
City of Fife	27,500.00	30,000.00	-2,500.00	91.7%
City of Tacoma	35,000.00	60,000.00	-25,000.00	58.3%
Event Income & Special Grants				
Triathlon	108.00	0.00	108.00	100.0%
Grant Funds	23,000.00	0.00	23,000.00	100.0%
Total Event Income & Special Grants	23,108.00	0.00	23,108.00	100.0%
Interest Inc	49.25	0.00	49.25	100.0%
Other Income	300.00	0.00	300.00	100.0%
Total Income	332,565.82	570,000.00	-237,434.18	58.3%
Expense				
Personnel Expenses				
Salaries - Wages	137,024.44	216,040.00	-79,015.56	63.4%
Taxes - Payroll	13,530.48	19,231.00	-5,700.52	70.4%
401 (k) Contribution	6,851.25	10,802.00	-3,950.75	63.4%
Total Personnel Expenses	157,406.17	246,073.00	-88,666.83	64.0%
Administration Expenses				
Payroll Processing Fee	105.15	180.00	-74.85	58.4%
401(k) Adminsistrative Fee	725.00	1,700.00	-975.00	42.6%
Bank Charge	4.43	0.00	4.43	100.0%
Insurance - Business	1,507.00	4,400.00	-2,893.00	34.3%
Memberships	1,040.00	3,000.00	-1,960.00	34.7%
Office Expenses	4,133.31	7,000.00	-2,866.69	59.0%
Parking	4,684.85	7,000.00	-2,315.15	66.9%
Postage	142.80	0.00	142.80	100.0%
Rent	16,159.40	23,793.00	-7,633.60	67.9%
Telephone	3,813.37	6,500.00	-2,686.63	58.7%
Cell Phone	750.00	1,250.00	-500.00	60.0%
Minor Equipment	0.00	5,000.00	-5,000.00	0.0%
Accounting	9,441.50	10,000.00	-558.50	94.4%
Bookkeeping	13,514.00	30,000.00	-16,486.00	45.0%
Total Administration Expenses	56,020.81	99,823.00	-43,802.19	56.1%
Marketing/Promotion Expenses				
Website	0.00	4,500.00	-4,500.00	0.0%
Marketing				
Fife Softball Tourn - GRANT	10,337.66	0.00	10,337.66	100.0%
Charity Choice - 8625 / 20K	8,625.00	0.00	8,625.00	100.0%
FootGolf - 8k	8,000.00	0.00	8,000.00	100.0%
Gymnastics Region2 - 7400 / 13K	5,100.00	0.00	5,100.00	100.0%
The Revolution - 1500	1,500.00	0.00	1,500.00	100.0%
WSWA Folkstyle - 12000 / 22K	10,148.85	0.00	10,148.85	100.0%
Paddlers Cup	303.02	0.00	303.02	100.0%
Track & Field	2,256.45	0.00	2,256.45	100.0%
Triathlon	708.35	0.00	708.35	100.0%
Triathlon - Special Grant	1,166.72	0.00	1,166.72	100.0%
West Coast Open	113.42	0.00	113.42	100.0%
NASC				
Meals	369.00	0.00	369.00	100.0%
NASC - Other	7,255.12	0.00	7,255.12	100.0%
Total NASC	7,624.12	0.00	7,624.12	100.0%
General	7,238.67	0.00	7,238.67	100.0%
Marketing - Other	0.00	198,000.00	-198,000.00	0.0%
Total Marketing	63,122.26	198,000.00	-134,877.74	31.9%
Meetings	737.75	5,000.00	-4,262.25	14.8%
Travel Expenses				

TPC SPORTS COMMISSION
Budget vs. Actual - ALL
January through December 2015

	Jan - Dec 15	Budget	$ Over Budget	% of Budget
Meals	240.00	0.00	240.00	100.0%
Travel Expenses - Other	1,284.23	15,000.00	-13,715.77	8.6%
Total Travel Expenses	1,524.23	15,000.00	-13,475.77	10.2%
Total Marketing/Promotion Expenses	65,384.24	222,500.00	-157,115.76	29.4%
Total Expense	278,811.22	568,396.00	-289,584.78	49.1%
Net Income	**53,754.60**	**1,604.00**	**52,150.60**	**3,351.3%**

4:18 PM
07/30/15
Accrual Basis

TPC SPORTS COMMISSION
Budget vs. Actual - EVENT ONLY
January through December 2015

	Jan - Dec 15	Budget	$ Over Budget	% of Budget
Income				
Event Income & Special Grants				
Triathlon	108.00	0.00	108.00	100.0%
Grant Funds	23,000.00	0.00	23,000.00	100.0%
Total Event Income & Special Grants	23,108.00	0.00	23,108.00	100.0%
Total Income	23,108.00	0.00	23,108.00	100.0%
Expense				
Marketing/Promotion Expenses				
Website	0.00	4,500.00	-4,500.00	0.0%
Marketing				
Fife Softball Tourn - GRANT	10,337.66	0.00	10,337.66	100.0%
Charity Choice - 8625 / 20K	8,625.00	0.00	8,625.00	100.0%
FootGolf - 8k	8,000.00	0.00	8,000.00	100.0%
Gymnastics Region2 - 7400 / 13K	5,100.00	0.00	5,100.00	100.0%
The Revolution - 1500	1,500.00	0.00	1,500.00	100.0%
WSWA Folkstyle - 12000 / 22K	10,148.85	0.00	10,148.85	100.0%
Paddlers Cup	303.02	0.00	303.02	100.0%
Track & Field	2,256.45	0.00	2,256.45	100.0%
Triathlon	708.35	0.00	708.35	100.0%
Triathlon - Special Grant	1,166.72	0.00	1,166.72	100.0%
West Coast Open	113.42	0.00	113.42	100.0%
NASC				
Meals	369.00	0.00	369.00	100.0%
NASC - Other	7,255.12	0.00	7,255.12	100.0%
Total NASC	7,624.12	0.00	7,624.12	100.0%
General	7,238.67	0.00	7,238.67	100.0%
Marketing - Other	0.00	198,000.00	-198,000.00	0.0%
Total Marketing	63,122.26	198,000.00	-134,877.74	31.9%
Meetings	737.75	5,000.00	-4,262.25	14.8%
Travel Expenses				
Meals	240.00	0.00	240.00	100.0%
Travel Expenses - Other	1,284.23	15,000.00	-13,715.77	8.6%
Total Travel Expenses	1,524.23	15,000.00	-13,475.77	10.2%
Total Marketing/Promotion Expenses	65,384.24	222,500.00	-157,115.76	29.4%
Total Expense	65,384.24	222,500.00	-157,115.76	29.4%
Net Income	**-42,276.24**	**-222,500.00**	**180,223.76**	**19.0%**

4:19 PM

07/30/15

Accrual Basis

TPC SPORTS COMMISSION
Budget vs. Actual - ADMIN ONLY
January through December 2015

	Jan - Dec 15	Budget	$ Over Budget	% of Budget
Expense				
Personnel Expenses				
Salaries - Wages	137,024.44	216,040.00	-79,015.56	63.4%
Taxes - Payroll	13,530.48	19,231.00	-5,700.52	70.4%
401 (k) Contribution	6,851.25	10,802.00	-3,950.75	63.4%
Total Personnel Expenses	157,406.17	246,073.00	-88,666.83	64.0%
Administration Expenses				
Payroll Processing Fee	105.15	180.00	-74.85	58.4%
401(k) Adminsistrative Fee	725.00	1,700.00	-975.00	42.6%
Bank Charge	4.43	0.00	4.43	100.0%
Insurance - Business	1,507.00	4,400.00	-2,893.00	34.3%
Memberships	1,040.00	3,000.00	-1,960.00	34.7%
Office Expenses	4,133.31	7,000.00	-2,866.69	59.0%
Parking	4,684.85	7,000.00	-2,315.15	66.9%
Postage	142.80	0.00	142.80	100.0%
Rent	16,159.40	23,793.00	-7,633.60	67.9%
Telephone	3,813.37	6,500.00	-2,686.63	58.7%
Cell Phone	750.00	1,250.00	-500.00	60.0%
Minor Equipment	0.00	5,000.00	-5,000.00	0.0%
Accounting	9,441.50	10,000.00	-558.50	94.4%
Bookkeeping	13,514.00	30,000.00	-16,486.00	45.0%
Total Administration Expenses	56,020.81	99,823.00	-43,802.19	56.1%
Total Expense	213,426.98	345,896.00	-132,469.02	61.7%
Net Income	**-213,426.98**	**-345,896.00**	**132,469.02**	**61.7%**

4:18 PM
07/30/15
Accrual Basis

TPC SPORTS COMMISSION
Balance Sheet
As of July 31, 2015

	Jan 31, 15	Feb 28, 15	Mar 31, 15	Apr 30, 15	May 31, 15	Jun 30, 15	Jul 31, 15
ASSETS							
Current Assets							
Checking/Savings							
NEW Heritage Bank - 9961	89,564.37	40,015.70	119,783.85	109,693.22	136,220.12	141,348.84	135,964.85
Total Checking/Savings	89,564.37	40,015.70	119,783.85	109,693.22	136,220.12	141,348.84	135,964.85
Accounts Receivable							
Accounts Receivable	27,310.29	79,007.25	44,086.60	55,647.34	29,150.95	47,669.02	45,970.78
Total Accounts Receivable	27,310.29	79,007.25	44,086.60	55,647.34	29,150.95	47,669.02	45,970.78
Other Current Assets							
Security Deposit	2,042.23	2,042.23	2,042.23	2,042.23	2,042.23	2,042.23	2,042.23
Total Other Current Assets	2,042.23	2,042.23	2,042.23	2,042.23	2,042.23	2,042.23	2,042.23
Total Current Assets	118,916.89	121,065.18	165,912.68	167,382.79	167,413.30	191,060.09	183,977.86
Fixed Assets							
Fixed Assets	8,509.32	8,509.32	8,509.32	8,509.32	8,509.32	8,509.32	8,509.32
Accumulated Depreciation	-8,509.32	-8,509.32	-8,509.32	-8,509.32	-8,509.32	-8,509.32	-8,509.32
Total Fixed Assets	0.00	0.00	0.00	0.00	0.00	0.00	0.00
TOTAL ASSETS	**118,916.89**	**121,065.18**	**165,912.68**	**167,382.79**	**167,413.30**	**191,060.09**	**183,977.86**
LIABILITIES & EQUITY							
Liabilities							
Current Liabilities							
Credit Cards							
Credit Card - Visa 5790							
Credit Card - DEAN 5808	0.00	11.00	312.00	2,278.10	855.50	15.00	0.00
Credit Card - SHELLI 5816	0.00	0.00	49.86	15.00	15.00	0.00	0.00
Total Credit Card - Visa 5790	0.00	11.00	361.86	2,293.10	870.50	15.00	0.00
Total Credit Cards	0.00	11.00	361.86	2,293.10	870.50	15.00	0.00
Other Current Liabilities							
Use Tax Due	0.00	0.00	36.58	36.58	42.91	42.91	42.91
Payroll Liabilities	2,224.97	2,250.50	2,250.50	0.00	0.00	0.00	2,082.48
Accrued Wages	10,922.52	10,922.52	10,922.52	10,922.52	10,922.52	10,922.52	10,922.52
Accrued Payroll Taxes	901.12	901.12	901.12	901.12	901.12	901.12	901.12
Accrued Retirement	546.12	546.12	546.12	546.12	546.12	546.12	546.12
Total Other Current Liabilities	14,594.73	14,620.26	14,656.84	12,406.34	12,412.67	12,412.67	14,495.15
Total Current Liabilities	14,594.73	14,631.26	15,018.70	14,699.44	13,283.17	12,427.67	14,495.15
Total Liabilities	14,594.73	14,631.26	15,018.70	14,699.44	13,283.17	12,427.67	14,495.15
Equity							
Fund Balance	113,105.56	113,105.56	113,105.56	113,105.56	113,105.56	113,105.56	113,105.56
Net Income	-8,783.40	-6,671.64	37,788.42	39,577.79	41,024.57	65,526.86	56,377.15
Total Equity	104,322.16	106,433.92	150,893.98	152,683.35	154,130.13	178,632.42	169,482.71
TOTAL LIABILITIES & EQUITY	**118,916.89**	**121,065.18**	**165,912.68**	**167,382.79**	**167,413.30**	**191,060.09**	**183,977.86**

4:18 PM

07/30/15

Accrual Basis

TPC SPORTS COMMISSION
Profit & Loss
January through July 2015

	Jan 15	Feb 15	Mar 15	Apr 15	May 15	Jun 15	Jul 15	TOTAL
Income								
Tourism Promotion Area	14,365.99	37,086.31	14,506.71	19,764.98	28,067.68	21,846.63	25,795.25	161,433.55
Pierce County	4,592.85	4,670.76	4,665.64	8,317.51	4,665.65	4,665.63	6,869.32	38,447.36
City of Lakewood	3,351.45	4,939.89	3,697.48	3,814.85	6,429.64	3,586.06	4,272.49	30,091.86
City of Puyallup	0.00	0.00	5,032.37	0.00	0.00	6,603.43	0.00	11,635.80
City of Sumner	0.00	0.00	1,250.00	0.00	0.00	1,250.00	0.00	2,500.00
City of Gig Harbor	0.00	0.00	1,250.00	0.00	0.00	1,250.00	0.00	2,500.00
City of Fife	0.00	0.00	13,750.00	0.00	0.00	13,750.00	0.00	27,500.00
City of Tacoma	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00	35,000.00
Event Income & Special Grants	0.00	0.00	23,000.00	0.00	0.00	0.00	108.00	23,108.00
Interest Inc	5.53	3.67	7.76	9.49	11.62	11.18	0.00	49.25
Other Income	300.00	0.00	0.00	0.00	0.00	0.00	0.00	300.00
Total Income	27,615.82	51,700.63	72,159.96	36,906.83	44,174.59	57,962.93	42,045.06	332,565.82
Expense								
Personnel Expenses	28,874.72	19,352.58	19,327.04	20,852.27	19,327.05	19,327.04	30,345.47	157,406.17
Administration Expenses	6,537.08	5,287.48	6,596.77	6,203.81	6,060.76	12,567.53	10,144.83	53,398.26
Marketing/Promotion Expenses	987.42	24,948.81	1,776.09	8,061.38	17,340.00	1,566.07	10,704.47	65,384.24
Total Expense	36,399.22	49,588.87	27,699.90	35,117.46	42,727.81	33,460.64	51,194.77	276,188.67
Net Income	**-8,783.40**	**2,111.76**	**44,460.06**	**1,789.37**	**1,446.78**	**24,502.29**	**-9,149.71**	**56,377.15**

TPC SPORTS COMMISSION
Cash Flow - ACCRUAL BASIS
January through December 2015

	Jan 15	Feb 15	Mar 15	Apr 15	May 15	Jun 15	Jul 15	Aug 15	Sep 15	Oct 15	Nov 15	Dec 15	TOTAL
Beginning Cash Balance	**75,633.95**	**89,564.37**	**40,015.70**	**119,783.85**	**109,693.22**	**136,220.12**	**141,348.84**	**135,964.85**	**135,964.85**	**135,964.85**	**135,964.85**	**135,964.85**	**75,633.95**
Cash In													
Tourism Promotion Area	14,365.99	37,086.31	14,506.71	19,764.98	28,067.68	21,846.63	25,795.25	0.00	0.00	0.00	0.00	0.00	161,433.55
Pierce County	4,592.85	4,670.76	4,665.64	8,317.51	4,665.65	4,665.63	6,869.32	0.00	0.00	0.00	0.00	0.00	38,447.36
City of Lakewood	3,351.45	4,939.89	3,697.48	3,814.85	6,429.64	3,586.06	4,272.49	0.00	0.00	0.00	0.00	0.00	30,091.86
City of Puyallup	0.00	0.00	5,032.37	0.00	0.00	6,603.43	0.00	0.00	0.00	0.00	0.00	0.00	11,635.80
City of Sumner	0.00	0.00	1,250.00	0.00	0.00	1,250.00	0.00	0.00	0.00	0.00	0.00	0.00	2,500.00
City of Gig Harbor	0.00	0.00	1,250.00	0.00	0.00	1,250.00	0.00	0.00	0.00	0.00	0.00	0.00	2,500.00
City of Fife	0.00	0.00	13,750.00	0.00	0.00	13,750.00	0.00	0.00	0.00	0.00	0.00	0.00	27,500.00
City of Tacoma	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00	5,000.00	0.00	0.00	0.00	0.00	0.00	35,000.00
Event Income & Special Grants	0.00	0.00	23,000.00	0.00	0.00	0.00	108.00	0.00	0.00	0.00	0.00	0.00	23,108.00
Interest Inc	5.53	3.67	7.76	9.49	11.62	11.18	0.00	0.00	0.00	0.00	0.00	0.00	49.25
Other Income	300.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	300.00
Total Cash In	27,615.82	51,700.63	72,159.96	36,906.83	44,174.59	57,962.93	42,045.06	0.00	0.00	0.00	0.00	0.00	332,565.82
Cash Out													
Expense													
Personnel Expenses	28,874.72	19,352.58	19,327.04	20,852.27	19,327.05	19,327.04	30,345.47	0.00	0.00	0.00	0.00	0.00	157,406.17
Administration Expenses	6,537.08	5,287.48	6,596.77	6,203.81	6,060.76	12,567.53	10,144.83	0.00	0.00	0.00	0.00	0.00	53,398.26
Marketing/Promotion Expenses	987.42	24,948.81	1,776.09	8,061.38	17,340.00	1,566.07	10,704.47	0.00	0.00	0.00	0.00	0.00	65,384.24
Total Expense	36,399.22	49,588.87	27,699.90	35,117.46	42,727.81	33,460.64	51,194.77	0.00	0.00	0.00	0.00	0.00	276,188.67
Total Cash Out	**-8,783.40**	**2,111.76**	**44,460.06**	**1,789.37**	**1,446.78**	**24,502.29**	**-9,149.71**	**0.00**	**0.00**	**0.00**	**0.00**	**0.00**	**56,377.15**
Change in A/R	14,774.84	-51,696.96	34,920.65	-11,560.74	26,496.39	-18,518.07	1,698.24						
Change in A/P	7,938.98	36.53	387.44	-319.26	-1,416.27	-855.50	2,067.48						
Ending Cash Balance	**89,564.37**	**40,015.70**	**119,783.85**	**109,693.22**	**136,220.12**	**141,348.84**	**135,964.85**	**135,964.85**	**135,964.85**	**135,964.85**	**135,964.85**	**135,964.85**	**56,377.15**

Tacoma Pierce County Sports Commission, DBA: Tacoma South Sound Sports Commission Marketing Plan Addendum for 2016 Lakewood LTAC Application.

Please insert your answer to each question directly under the question as listed. You may take up to 5 pages to fully answer all the questions below. The budget form may be up to 3 additional pages and does not count toward your 5 pages. Use a font no smaller than 10 pts and leave at least 1" left and right margins.

1. What is your plan to increase room nights and occupancy?

Who is [are] your target audience[s]?
The target audience is primarily event owners, promoters, rights holders, and National Governing Bodies of amateur sports and competitions whose events produce or have a likelihood of producing overnight hotel stays and increasing overall tourism spending. Our secondary target audience is local sports clubs, college sports, and other community sports organizations that we can partner with to create, attract, and execute events that will produce overnight stays.

Niche Markets that we are investigating:
-Adaptive Sports (JBLM), Veterans Administration
-Tribal Sports Festival (work with local tribes on creating native American Sports Festival)
-Water Sports (Stand-Up Paddle Board, Dragonboat Racing, Outrigger)
-Conference Championships (GNAC, NWAACC, NCAA)

What methods or programs will you employ to reach your target audience[s]?
The Program that TSSS uses to create, bid on, and attract amateur sporting events is the Sports Development Program. The Sports Development Program has existed since the inception of the TPCSC and has proven to be effective in attracting amateur athletic events that have measurable results. This also includes trade shows and conference where we meet with event rights holders. In addition, we collaborate with local sports organizations who currently run events to see if they would like to create new events or expand existing events.

How do you intend to implement your program? Be as specific as possible.
The program that the TSSS uses to create, attract, promote, service, and execute amateur sporting events is the Sports Development Program. The Sports Development Program has existed since the inception of the TSSS and has proven to be effective in attracting amateur athletic events that have measurable results. However, the continuously competitive nature of the industry combined with more resources at our disposal required us to examine and then shift how we implement the program. We have made changes from our previous applications either in name, scope, or priority regarding our methods of implementation.

-Event Development *(formerly Outreach)*
-Club Development *(help grow existing club memberships and events)*
-Community Development *(parent with local business, government offices, and non-profits)*
-Venue Development *(collaborate with municipalities and property owners to explore venue expansion or development opportunities)*
-Event Services *(assist events with preparation, on-site operations, staffing, etc.)*

a. **Event Development** - *qualifies events that have host potential in the region. This is accomplished through attending tradeshows and conference to match our existing venues with event owners and with the various National Governing Bodies of amateur sports. Once events are qualified, then we bid on them.*

b. **Venue Development** - *The CEO works with the Board of Directors, municipalities, and property owners to advance the development of quality sports venues throughout the region.*

c. **Club Development** – *The Club Development Manager works with local clubs and organizations which TSSS can partner with to bid for, create, or attract events that generate overnight stays. This is accomplished through the Club Development Program. TSSS provides guidance and support to strengthen local clubs such as:*

   i. *Scholarships for local club members to attend a National Conference if they are running for spots on site selection committees or the National Governing Body board*
   ii. *Development of sponsorship packets and sales tools*
   iii. *Acquisition of Non-Profit status*
   iv. *Marketing and Promotion activities*
   v. *Web / Social Media Education to increase their profile*
   vi. *Grants*
   vii. *Best Practices Summit and/or consulting on organizational marketing, governance, finance, recruitment and fundraising.*

d. **Community Development** – *Identify and execute strategic partnerships that will assist the TSSS with its mission and long-term vision.*

e. **Event Services -**

   i. *<u>Bid Preparation</u> – Assist local athletic clubs, programs, organizations and promoters in creating, attracting and bidding on sports events that have measurable economic results.*
   ii. *<u>Facility Site Tours</u> – site tours at facilities with Clubs, NGB's and promoters to evaluate the host potential of a city and facility.*
   iii. *<u>Financial Assistance</u> – Help reduce the costs incurred by clubs and promoters when hosting an event in Tacoma-Pierce County, thus increasing their willingness and likelihood to host an event in Pierce County. Financial assistance may include, but is not limited to: Bid Fees/Events rights fees, facility/venue costs, and event production costs.*
   iv. *<u>Coordinating Lodging</u> – Work with area hotels to maximize an event's occupancy potential. This will include negotiating and securing hotel room blocks and advertising hotels on event websites and fliers. Post an event survey and room night pick-up.*
   v. *<u>Event Logistics and Planning</u> – Take a lead role with the respective Local Organizing Committee as it relates to event logistics and planning. Duties may include, however, are not limited to: transportation, facility/venue permitting, coordinating vendors, volunteer recruitment and coordination, and attracting sponsorships.*
   vi. *<u>Event Marketing and Promotion</u> – Utilize traditional and digital media outlets to market and promote sports events to a local, regional and national audience with the intention of increasing attendance and participation and overnight hotel stays.*

What are the objectives for each part of your program?
Below is a detailed objective for each part of the Sports Development Program:

f. **Event Development** –

- *<u>NGB's and Event Rights Holders</u>: Submit a bid to a NGB/Event Rights Holder and host their event in Tacoma-Pierce County.*
- *<u>Local Clubs and Organizations</u>: Build relationships with area clubs and organizations with the intent of someday creating a partnership that results in hosting an event.*

g. **Venue Development** – *Enhance the quantity and quality of venues and facilities in Tacoma-Pierce County resulting in a greater number of events and hotel room nights. Create a positive history of successful statewide and regional events that will lead to opportunities for national scope events.*

h. **Club Development** – *Increase a club's potential to host sports tourism event (generate room nights). This may be in the form of assisting clubs with hosting smaller events which could someday grow into a larger event. The continued implementation of the incubator program will also help reach this objective.*

i. **Community Development** – *Form partnerships to attract and produce an amateur sports event. Establish and maintain a volunteer base through partnerships that will enhance the TPCSC's ability to attract and service events.*

j. **Event Services** – *Provide a high level of service to an event that will create a favorable experience to the athletes, spectators, host club/organization, hotels, and NGB. This may result in the event returning to the community or becoming a permanent fixture in the community. This will also create a national reputation as a premier destination for amateur sports events.*

2. How have you collaborated with the tourism community in your plan development?
TSSS has worked alongside and listened to the hotel community as a member of the Pierce County Lodging Association. TSSS has taken the input received from the Pierce County Lodging Association with regards to their goals and objectives with the TPA and continues to focus on the stated goals of the group. TSSS has also partnered with the Tacoma Regional Convention & Visitors Bureau (TRCVB) on events that involve both organizations such as the events held at the Tacoma Convention & Trade Center since TRCVB has staff working over there now.

3. How will you leverage resources to maximize return on investment?
Through strategic partnerships with local organizations that can elevate the positioning of our region as a destination for amateur sports events.

What partnerships have you established?

- *Travel Tacoma/ TRCVB*
- *City of Tacoma Public Assembly Facilities*
- *Pierce County Parks and Rec.*
- *City of Lakewood Parks and Rec.*
- *City of Puyallup Parks and Rec.*
- *City of Fife Parks and Recreation*
- *Pen Met and Key Met Parks*
- *City of Sumner*
- *Metro Parks Tacoma*
- *Washington Interscholastic Activities Assn (WIAA)*
- *Tacoma Athletic Commission*
- *Seattle Sports Commission*
- *Washington Association of Sports Commissions*
- *Tacoma Public Schools – Athletics*
- *Multiple individual 501c3 Amateur Sports Clubs*
- *United States Olympic Committee (USOC)*
- *Northwest Athletic Conference (NWAC)*

What cooperative programming is planned?
Lakewood Triathlon in collaboration with the City of Lakewood at SummerFEST, Gig Harbor Paddlers Cup, Metro Parks Adaptive Sports Program, Fife "Seattle Invite" fastpitch and our "Premier Venue Partner" initiative, which is county wide.

What other grant or funding applications have you made and/or do you intend to make?
City of Tacoma
City of Fife
City of Lakewood
City of Puyallup
City of Sumner
City of Gig Harbor
Pierce County Lodging Tax
TPA

What other programs will you employ to leverage resources?
TSSS and the City of Tacoma have begun collaborating on implementing an Amateur Sports Development Strategy as part of the city's overall economic development strategy. TSSS intends to incorporate Pierce County Economic Development, Tacoma-Pierce County Chamber, Tacoma Regional Convention & Visitors Bureau, City of Tacoma Public Assembly staff, and the Economic Development Board into this strategy to accomplish our mission and vision.

Why would this funding be important to your program?
The amateur sports market and the hotel rooms that it generates represent the greatest opportunity for sustained growth and expansion of overnight stays in the region. Previous funding received has produced actual quantifiable results that are unmatched by any other tourism-related program. Increased funding ensures the continued growth and progress toward the TPAC goals of increased business and economic impact across the region.

4. How will you measure your success?
The success of the program is measured by total room nights generated; overall economic impact; the number of events added to the calendar. The next steps taken require a long-term strategy.

What method will you employ to project potential room nights secured as a result of this program?
TSSS has developed an Event Scorecard for all events and leads that are researched. The scorecard looks at among other criteria: room night pick up in previous years and locations, geographical demographic of the organization, strength and reputation of the local club regionally/nationally, etc.

What method will you employ to report actual room nights secured through this program?
The National Association of Sports Commissions Economic Impact Template, actual room night pick-up reports from participating hotels, and information gathered from event owners (registration lists) combined with surveys and follow-up programs at the event or post-event.

What other methods will you employ to report the success of this program?
TSSS is implementing new programs in 2015 that will establish baselines for Event Development, Club Development, Community Development, and Venue Development. Of note, we are now using BatchGeo as a proof-of-travel mapping software to show where event participants have come from.

5. Is there any other information you would like to provide the LTAC to support your application?
*See attached 2014 Annual Scorecard.

2016 Lodging Tax – Tourism Promotion Project Application

1. Project Information

1a. Project Name: Tourism Destination Sales and Marketing for Lakewood and Pierce County

Amount Requested: $ 55,000
(Amount Requested must match Total Costs, column "a." on page 14)

Total Project Amount: $ 2,175,816
(Total Project Amount must match Total Costs, column "c." on page 13)

1b. Name of Applicant organization: Tacoma Regional Convention + Visitor Bureau [dba – Travel Tacoma + Pierce County

Mailing Address: 1119 Pacific Ave.
Suite 1400
Tacoma, WA 98402

Tax ID Number: 91-1465947

Organization Unified Business Identifier (UBI): 601 216 920

UBI Expiration Date: 12/31/2015

Type of Organization: Non-Profit 501(c)6
(Non-profit, For-profit, Municipality, Private business, etc.)

1c. Contact Name: Bennish D. Brown

Title: President/CEO

Telephone: 253-284-3250 Email: bennish@traveltacoma.com

Signature: Bennish D. Brown

The signatory declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used only for the purposes set forth herein, and verifies that all the information contained in this application is valid and true to the best of his/her knowledge.

2. Project Description

2a. Please provide the event date(s) The sales, marketing and tourism promotion will be ongoing for the 2016 calendar year.

2b. Where will your event be held? **N/A** – this is tourism sales promotion and marketing for Lakewood and includes destination-wide efforts

2c. If there is a charge or fee for this activity, please describe how much and why. **N/A**

2d. Please provide a detailed description of the proposed project/activity. Include information on the area the project will serve, its expected impact and list the responsible party(s). If you need additional room, please attach a separate document and save as, "additional details."

The mission of Travel Tacoma + Pierce County is to deliver tourism to our destination, including the City of Lakewood. We want to continue the emphasis on our three-year Sales and Marketing Business Plan that started in 2015.

Our strategic focus for 2016 will be on the growth of high-performing marketing and sales programs and activities while working within the framework of available financial resources. Ultimately, we will aim for sustainability and greatness in all we do. This requires desire, vision and focus.

The Sales team is responsible for securing meetings and events [local, regional, state and national conventions, conferences, tradeshows, and other event business] for the City of Lakewood and throughout Tacoma + Pierce County. The Sales team reaches out to a wide variety of markets to support our range of unique meeting facilities, including the McGavick Conference Center, hotels and attractions throughout Lakewood, and cities in Pierce County. The sales team is dedicated to improving destination awareness, delivering room nights and increasing economic impact throughout Tacoma + Pierce County.

Our sales efforts will concentrate on the primary meetings and conventions markets of: Association, Corporate, Education, Fraternal, Government, Hobby, Military, Religious, Social and Society. We will use a variety of methods and programs to reach these targeted meetings and conventions markets.

Our marketing efforts will be focused on building our destination brand. We will conduct campaigns in targeted drive-market areas to encourage one-to two-night stays. We will also coordinate another extended awareness campaign at the SeaTac International Airport, just as we did from April – June of 2015. Our destination marketing efforts will be geared towards leisure travelers and the tour and travel market. Destination advertising will be directed at those with an interest in Northwest travel.

CONVENTION SALES

First, our sales team will employ sales marketing efforts to bring exposure to our destination. The sales budget will be used multi-dimensionally to gain interest in the destination, increase sales and profitability. Campaigns [online and print] will continue to be leveraged by investments in research, industry associations, familiarization tours, client events, sales calls, tradeshows, conferences, site visits, relationship development, etc. to support the scope of work and benchmarks. Here are a few highlights:

- CVENT + empowerMint Destination and Event Venue Directories [Online]
- Meetings + Convention Magazine Ads [Print/Online]
- Travel Tacoma + Pierce County Meeting Planner Guide
- Event Sponsorships
- Market Tradeshows [Wedding Shows, Military Shows, etc.]
- Client Site Visits/Familiarization Tours/Sales Appointments, etc.
- Outbound Client Development [Sales Calls/Washington, DC Client Event/etc.]

Tradeshows and Conferences for Meeting Planners and Decision-Makers

Third Party Procurement

- **ConferenceDirect [Annual Partner Meeting and Tradeshow]** Acting as a single point of contact for planning events; ConferenceDirect is one of the world's leading event management and hospitality services firms. With 325 associates and representing over 8,700 events annually; the Annual Partner Meeting and Tradeshow provides the opportunity to meet one-on-one and discuss business opportunities with over 300 associates who are responsible for booking and representing thousands of organizations.

- **HelmsBriscoe [Annual Business Conference]** A global leader in meetings procurement, HelmsBriscoe offers an easy alternative to the complexity and expense of planning events with a network of associates throughout 55 countries. Attended by professional meeting planners that deliver events throughout the world, this conference encourages destination awareness and allows Sales to introduce the capabilities to host meetings and events to hundreds of HelmsBriscoe associates in one location.

Association

- **American Society of Association Executives [Springtime Expo, Annual Conference and Washington Chapter Annual Conference]** ASAE represents more than 21,000 association executives and industry partners representing 10,000 organizations; members manage leading trade associations, individual membership societies and voluntary organizations across the United States and in nearly 50 countries around the world. These events are annual conferences with tradeshow components.

- **Professional Convention Management Association [Convening Leaders]** PCMA is defined by its more than 6,000 meetings industry membership. Leaders from every aspect of the industry join PCMA from trade shows, associations, corporations, suppliers, independent planners, students and faculty members. PCMA is a source for education, professional resources and advocacy for the meeting, convention and exhibition industry. Convening Leaders is an annual conference focused on industry education and networking.

Corporate

- **Meeting Professionals International [World Education Congress and Cascadia]** MPI has more than 20,000 members, representing 86 countries, from 71 clubs and chapters. MPI provides members, chapters and the global meeting and event community with innovative and relevant education, networking opportunities and business exchanges, and acts as a prominent voice for the promotion and growth of the industry. These events have hosted buyer programs and industry education.

Diversity

- **Collinson Media** Media produces publications and marketing for the corporate, hobby, sports, diversity, association and religious markets. The company hosts yearly marketplace conferences in their target markets that allow for one-on-one appointments and advertising in their magazines.

Military

- **Your Military Reunion Connection** Your Military Reunion Connection [YMRC] is an association for military reunion planners. This association provides education for planners through conferences that also feature a familiarization tour. During the conferences they offer one-on-one appointments to destinations and suppliers.

- **Reunion Friendly Network** Reunion Friendly Network ConFAMs are a great way for Planners and the Hospitality Industry to connect face to face. Events are held across the country provide an excellent opportunity to learn about a specific destination and reunion planning in general. The website also has listings for destinations.

DESTINATION MARKETING

Our destination marketing efforts will be focused on sustaining and growing momentum for the new brand rolled out in 2013, including the "Fearless Exploration" campaign, and possibly the introduction of new campaigns. Specifically, our approach to the marketing mix is a three-tiered strategy:

1. Expose people to the destination [*brand marketing*];
2. Once the destination is discovered, help potential visitors turn their interest into a planned trip [*direct marketing*]; and
3. Equip visitors with the tools they need to have the best possible experience while here, and encourage them to return and tell others about their experience here [*visitor information and visitor services*].

Our plan is for a continuation -- and hopefully escalation -- of the marketing activities we were able to implement in 2015. They will include digital direct marketing, social media marketing – such as **Trip Advisor** pages for all the areas in our destination -- and search engine marketing through **Google**, **Yahoo** and **Bing**. We will continue to purchase ads in publications like **Alaska Airlines inflight magazine** and **AAA Journey** – which provides a substantial ROI from reader inquiries. We will buy a flight of television ads, which we started for the first time in 2015. We will have ads in visible areas at Sea Tac International Airport. And we will conduct a geographically targeted campaign in a major metro area within our feeder markets, expanding on our Portland metro campaign from the fall of 2015. The metro campaign could be Vancouver, BC, or any city that our research shows has a high probably of visitors selecting our destination for travel. Finally, our marketing will be focused on leveraging all the national and global destination awareness from our hosting the **2015 U.S. Open Championship**.

3. Beneficiaries

Please list and provide specific information regarding all individuals, businesses, areas, or organizations that will directly benefit from the project/activity.

When our marketing efforts are combined with our various sales efforts [direct sales, tradeshows, sales promotions, etc.], they result in measurable overnight stays. When we are able to sustain these activities in a competitive and consistent way, they result in an increase of overnight stays.

Our efforts will contribute to the overall tourism economic benefits of this destination. These economic benefits are highlighted and documented in the 2014 Dean Runyan report [**attached. See pages 4 and 6**], and indicates all the business sectors that comprise tourism, including lodging, dining, entertainment, transportation and others.

Our efforts also benefit more than 60 businesses in Lakewood that we represent in various ways, including marketing on our website, exposure in our visitor guide or destination video, and other tools at Travel Tacoma + Pierce County. [**Our partnership list from Lakewood is also attached**.]

4. Goals/Monitoring

Describe the goals of the project. Will the project result in an increase in overnight stays by visitors in Lakewood? If so, how will this increase be tracked and monitored? How will an increase in the sale of goods and services as a result of the project be measured? What other short or long term economic benefits will occur and how will that be tracked? Why do you believe those project/activity outcomes are feasible? **Applicants will be required to submit a post-funding report providing pertinent data evaluating tourism benefits resulting from the use of lodging tax funds as compared with the estimates contained in this application.**

We want to build destination awareness, strengthen our connection with visitors, prospective visitors and decision-makers, and ultimately get people to book a trip to Lakewood and Pierce County to generate overnight visits.

Other than these broad goals, our 2015-2017 plan has specific annual sales and marketing goals and annual benchmarks for our total efforts, to include:

- Booked Room Nights – 19,000 [**note**: a majority of these will always be booked for future years]
- Booked meetings and events with no room nights – 15
- New website visitors – 43,250
- Published articles – 120

We will always measure our effectiveness by the number of future room nights we book, and the number of qualified leads for future prospective business we send out to hotels, venues and other tourism partners across the county, including the City of Lakewood. We will project potential room nights by the prospects we identify for our meetings and conventions target market. We can research the events they have held in other locations to determine how consistent specific events are with attendance, and how well they deliver on their projected room nights. It is a little more difficult to project potential room nights for leisure travelers.

We can track overnight stays specifically with room blocks when it comes to our meetings, conferences and conventions markets. Otherwise, we use Smith Travel Research to track increases in hotel occupancy and lodging revenue.

We will monitor our website and digital analytics, and the search engine terms visitors use to research our destination online. We would like to see how these terms match what we employ in our advertising messages.

Attached is a recent copy of a Smith Travel Research (STR) report that we use to track average hotel occupancy, average daily rate, and overall revenue for Pierce County lodging properties.

5. Estimate how the funds will increase the amount of people traveling to Lakewood to stay overnight in paid accommodations.

We are estimating that use of these funds will increase visitors to the City of Lakewood if we are fortunate to receive full funding from all our sources. Our success is based on being able to implement our sales and marketing plan in its totality. One of the goals in the plan is to generate more than 19,000 room nights, which includes recruiting conferences and conventions that range from 50 people to 2,000 people. This does not include leisure travelers. Many of the convention attendees and leisure travelers will originate from more than 50 miles from their residences because of where we market, advertise and recruit for visitors.

One measurement tool will be monitoring the increase in hotel occupancy rates, because that is a direct indicator of paid overnight accommodations. We will also use benchmarks from previous Dean Runyan reports on Pierce County to determine if visitor spending increases in the City of Lakewood. We anticipate continued increases in overnight stays and visitor spending, which should also align with an increased amount of people traveling to Lakewood to stay overnight in paid accommodations.

The overall average occupancy for our lodging properties in 2014 was 63.2%, an increase of 3.1% over 2013. If we concentrated our budget on generating traffic to our destination in the shoulder seasons, we could positively impact the overall annual occupancy numbers on a consistent basis. The increase of 2015 over 2014 will be abnormal due to the hosting of the 2015 U.S. Open. Our goal will be to sustain or surpass another 3% increase in 2016 over 2014 **if we achieve full funding**. We are targeting 2014 because that was a "normal" year. We must have a substantially larger advertising budget to move the needle at all. It takes significant investment for a campaign to get enough attention to increase occupancy with leisure travelers. If we continue with our current ad budget, this won't be able to happen.

Finally, we will measure traffic to our website, www.traveltacoma.com, and specifically monitor the geographic location of our visitors to our website to see what patterns emerge during the funding year.

6. Estimate how the funds will increase the amount of people traveling to Lakewood from more than 50 miles from their residences.

We are estimating that use of these funds will increase visitors to the City of Lakewood if we are fortunate to receive full funding from all our sources. Our success is based on being able to implement our sales and marketing plan in its totality. One of the goals in the plan is to generate more than 19,000 room nights, which includes recruiting conferences and conventions that range from 50 people to 2,000 people. This does not include leisure travelers. Many of the convention attendees and leisure travelers will originate from more than 50 miles from their residences because of where we market, advertise and recruit for visitors.

One measurement tool will be monitoring the increase in hotel occupancy rates, because that is a direct indicator of paid overnight accommodations. We will also use benchmarks from previous Dean Runyan reports on Pierce County to determine if visitor spending increases in the City of Lakewood. We anticipate continued increases in overnight stays and visitor spending, which should also align with an increased amount of people traveling to Lakewood to stay overnight in paid accommodations.

The overall average occupancy for our lodging properties in 2014 was 63.2%, an increase of 3.1% over 2013. If we concentrated our budget on generating traffic to our destination in the shoulder seasons, we could positively impact the overall annual occupancy numbers on a consistent basis. The increase of 2015 over 2014 will be abnormal due to the hosting of the 2015 U.S. Open. Our goal will be to sustain or surpass another 3% increase in 2016 over 2014 **if we achieve full funding**. We are targeting 2014 because that was a "normal" year. We must have a substantially larger advertising budget to move the needle at all. It takes significant investment for a campaign to get enough attention to increase occupancy with leisure travelers. If we continue with our current ad budget, this won't be able to happen.

Finally, we will measure traffic to our website, www.traveltacoma.com, and specifically monitor the geographic location of our visitors to our website to see what patterns emerge during the funding year.

7. Estimate how the funds will increase the amount of people traveling to Lakewood from outside their state or country.

We are estimating that use of these funds will increase visitors to the City of Lakewood if we are fortunate to receive full funding from all our sources. Our success is based on being able to implement our sales and marketing plan in its totality. One of the goals in the plan is to generate more than 19,000 room nights, which includes recruiting conferences and conventions that range from 50 people to 2,000 people. This does not include leisure travelers. Many of the convention attendees and leisure travelers will originate from more than 50 miles from their residences and from outside the state, because of where we market, advertise and recruit for visitors.

One measurement tool will be monitoring the increase in hotel occupancy rates, because that is a direct indicator of paid overnight accommodations. We will also use benchmarks from previous Dean Runyan reports on Pierce County to determine if visitor spending increases in the City of Lakewood. We anticipate continued increases in overnight stays and

visitor spending, which should also align with an increased amount of people traveling to Lakewood to stay overnight in paid accommodations.

The overall average occupancy for our lodging properties in 2014 was 63.2%, an increase of 3.1% over 2013. If we concentrated our budget on generating traffic to our destination in the shoulder seasons, we could positively impact the overall annual occupancy numbers on a consistent basis. The increase of 2015 over 2014 will be abnormal due to the hosting of the 2015 U.S. Open this June. Our goal will be to sustain or surpass another 3% increase in 2016 over 2014 **if we achieve full funding**. We are targeting 2014 because that was a "normal" year. We must have a substantially larger advertising budget to move the needle at all. It takes significant investment for a campaign to get enough attention to increase occupancy with leisure travelers. If we continue with our current ad budget, this won't be able to happen.

Finally, we will measure traffic to our website, www.traveltacoma.com, and specifically monitor the geographic location of our visitors to our website to see what patterns emerge during the funding year.

8. Funding Requirements

Due to funding constraints, partial funding may be recommended by the LTAC.

8a. If partial funding is received, how will that impact the project/activity? Please describe:

Our goal is to remain competitive as a destination that draws tourists, which means we must match or exceed marketing and sales budgets of other cities and locations. It is extremely important that we become more competitive with other destinations by having projects that are funded beyond one year so that the impact can be consistent. Partial funding will greatly prohibit our ability to generate as many room nights as we would like and to have the website and web traffic impact we would like. Without full funding, we would lose our ability to competitively target the leisure market during the shoulder season months to increase room nights. We will also be ineffective at growing the website visitation numbers.

A reduction in our budget would literally cause a loss of momentum in our marketing and sales efforts, and would reduce our exposure in the marketplace, specifically as it relates to being visible among decision-makers for our target markets such as meetings and conventions, tour & travel and leisure travelers.

Partial funding could result in a reduction of implementing key strategies and activities, such as sales and marketing initiatives, and could ultimately result in a loss of jobs for staff members depending on the level of reductions we incur.

9. Use of Funds

Provide detail on how the funds will be used. For example, $20,000 of the funds will be used for marketing, $5,000 for administration, $10,000 for Consultants, etc.

- A combined $30,000 will be used for marketing and sales activities.
- $15,000 will be used for personnel, including for personnel in our Destination Sales and Marketing departments.
- $10,000 will be used for administration, including activities that support our reaching out to clients and decision makers in the various markets.

All of these expenditures will tie back to our overall Sales and Marketing Plan and the performance goals we have adopted for the year.

10. Project Budget (for non-capital projects). Do not include in-kind contributions.

Income: A diversified funding base is important to the success of any project. Please list all other sources of funding for the project, both anticipated and confirmed and when that funding will be available to the project. Include your own funding, sponsorships, other grants, etc

Funding Source list all revenue sources anticipated for 2015. Do not include requested Lakewood Lodging Tax Funds	Amount	Confirmed? Yes/No	Date Available
TPA	$840,000	No	Jan. 1, 2016
TPA Manager	$7,000	No	Jan. 1, 2016
Pierce County LTAC	$275,000	No	Jan. 1, 2016
Tacoma	$775,816	Yes	Jan. 1, 2016
Fife	$50,000	Yes	Jan. 1, 2016
Puyallup	$100,000	No	Jan. 1, 2016
Gig Harbor, Sumner, Partnerships	$73,000	No	Jan. 1, 2016

Expenses: Based on full funding, please list project costs.
PLEASE NOTE: Certain expenses may not be reimbursable, at the sole discretion of the City of Lakewood. You will only be repaid at the Lakewood authorized rates. Insurance is not an eligible cost. If you have any questions about any of your proposed expenses, please discuss them with Becky Newton at Lakewood's Economic Development (253) 983-7738.

	a. Lodging Tax Funds	b. Other Funds, Do not include In-Kind dollars	c. Total
Personnel (salaries & benefits)	$15,000	$1,194,460	$1,209,460
Administration (rent, utilities, postage, supplies, janitorial services, etc.) *Note: Insurance is not an eligible cost*	$10,000	$244,806	$254,806
Marketing/Promotion	$20,000	$425,000	$445,000
Direct Sales Activities (including trade shows, sales calls, and related travel) Describe below	$10,000	$256,550	$266,550
Minor Equipment (computers, desks, etc.)	$	$	$
Travel	$	$	$
Contract Services Describe below	$	$	$
Other Describe below	$	$	$
TOTAL COSTS (Amount in column "a." must match "Amount Requested." Amount in column "c" must equal "Total Project Amount" on Page 9)	$55,000	$2,120,816	$2,175,816
Description for Direct Sales Activities, Contract Services, Travel and Others			
In-Kind Contributions			

11. Funding History

11a. Was this project funded with Lakewood lodging tax funds in fiscal year 2015?

___X___yes_____no

11b. If you answered yes to 11a, how much funding did you receive in 2015?

$40,000_____

11c. If you answered no to 11a, what is the last year Lakewood funding was received and how much?_____(year)_____(amount awarded) ❑ no previous funding

11d. Indicate what efforts have been made to access funding from additional sources?

We make annual applications for lodging tax funding in Puyallup, Fife, Sumner and Pierce County. Gig Harbor lodging tax is not distributed through a grant program, but we continue a partnership that results in an annual grant. We negotiate an annual contract for services with the City of Tacoma for convention sales, destination sales, and specific tourism promotion funding. We apply for Pierce County Lodging Tax funding and TPA (Tourism Promotion Area) funding as well. Finally we make this application to Lakewood LTAC to leverage the resources provided by all these other requests.

We also have a partnership program that generates private-sector revenues. We transitioned our membership into a more inclusive partnership model, with customizable marketing opportunities to stakeholders.

12. Coordination and Collaboration

Please provide information about any other organizations or agencies involved in this project/activity. Describe their level of involvement. Describe how this project coordinates with other tourism promotion efforts or services in the area, including Chambers of Commerce, local festivals, local lodging and restaurants. You may attach up to three letters of support from these organizations.

Commitment to the community, industry and members creates a business network designed to increase sales effectiveness. Industry memberships increases knowledge of industry issues, best practices, relationships, prospecting, referrals, etc. These memberships of our sales team allow us to engage in active sales partnerships, and develop strategies for cooperative programming:

- Air Force Association [AFA]
- Meetings Professionals International [MPI]
- Chambers of Commerce within Pierce County, including the Lakewood Chamber of Commerce
- Reunion Friendly
- Society of Government Meeting Planners [SGMP]
- Washington and Capital Chapters of Professional Convention Management Association [PCMA]
- Washington Chapter of American Society of Association Executives [WSAE]
- Your Military Reunion Connection [YMRC]

Meanwhile, we also maintain strong relationships with local Chambers of Commerce, especially through our Visitor Information Center. We work with the respective chambers to promote businesses in the local area through brochures, video, and rack cards. We have a strong relationship with the Lakewood Chamber of Commerce.

13. Capital Projects Budget

Supporting the Capital Expenditures and/or Operation of City Tourism-Related Facilities

FUNDING/TIMELINE	Responsible Parties, Methods, Means	Begin (Dates or Periods)	End (Dates or Periods)	Amount Requested From Lodging Funds	Other Funds Committed or Proposed*	TOTALS
Design & Inspection				$	$	$
Other Consultants				$	$	$
Permits & Fees				$	$	$
Land Acquisition				$	$	$
Site Development & Landscape				$	$	$
Buildings (New Construction)				$	$	$
Building Renovations (Includes Access)				$	$	$
Other (Specify) *Insurance is not an eligible cost.*				$	$	$
TOTAL				$	$	$

*If other funds are committed, please attach a letter of commitment from the funding source.

14. Certification

The applicant hereby certifies and confirms:

1. That it does not now nor will it during the performance of any contract resulting from this proposal unlawfully discriminate against any employee, applicant for employment, client, customer, or other person(s) by reason of race, ethnicity, color, religion, age, gender, national origin, or disability;
2. That it will abide by all relevant local, state, and federal laws and regulations;
3. That it has read and understands the information contained in this application for funding and is in compliance with the provisions thereof, and;
4. That the individual signing below has the authority to certify to these provisions for the applicant organization, and declares that he/she is an authorized official of the applicant organization, is authorized to make this application, is authorized to commit the organization in financial matters, and will assure that any funds received as a result of this application are used for the purposes set forth herein.

Primary Signature: Bennish D. Brown
Signature

Bennish D. Brown, President/CEO — August 13, 2015

Printed Name & Title of Chief Administrator/Authorizing Official — Date

CITY OF LAKEWOOD

E-VERIFY REQUIREMENTS FOR CONTRACTORS

By Ordinance, the City of Lakewood requires that all contractors who enter into agreements to provide services or products to the City use the Department of Homeland Security's E-Verify system when hiring new employees for the term of the contract.

E-Verify is an electronic system designed to verify the documentation of job applicants. It is run by the Department of Homeland Security.

Who is affected?

- All contractors doing business for the City of Lakewood. There is no minimum dollar value for contracts affected.
- All subcontractors employed by the general contractor on these contracts.

Are there exceptions?

- Contracts for "Commercial-Off-The-Shelf" items are exempted from this requirement.
- Individuals, Companies, or other organizations that do not have employees.

How long must the contractor comply with the E-Verify system?

- For at least the term of the contract.

Are there other stipulations?

- E-Verify must be used ONLY for NEW HIRES during the term of the contract. It is NOT to be used for EXISTING EMPLOYEES.
- E-Verify must be used to verify the documentation of ANY new employee during the term of the contract, not just those directly or indirectly working on deliverables related to the City of Lakewood contract.

How will the City of Lakewood check for compliance?

- All contractors will retain a copy of the E-Verify Memorandum of Understanding that they execute with the Department of Homeland Security AND
- Sign and submit to the City an Affidavit of Compliance with their signed contract.
- All General Contractors will be required to have their subcontractors sign an Affidavit of Compliance and retain that Affidavit for 4 years after end of the contract.
- The City of Lakewood has the right to audit the Contractor's compliance with the E-Verify Ordinance.

Further information on E-Verify can be found at the following website:

http://www.uscis.gov/e-verify

If you have questions about the City's E-Verify Ordinance, please contact the City of Lakewood's legal department prior to contracting with the City.

CITY OF LAKEWOOD

AFFIDAVIT OF COMPLIANCE WITH LAKEWOOD MUNICIPAL CODE 1.42
"E-VERIFY"

As the person duly authorized to enter into such commitment for

Travel Tacoma + Pierce County [Tacoma Regional Convention + Visitor Bureau]
COMPANY OR ORGANIZATION NAME

I hereby certify that the Company or Organization named herein will

(Check one box below)

- ☐ **X** - Be in compliance with all of the requirements of City of Lakewood Municipal Code Chapter 1.42 for the duration of the contract entered into between the City of Lakewood and the Company or Organization.

OR

- ☐ Hire no employees for the term of the contract between the City and the Company or Organization.

Bennish D. Brown

SIGNATURE

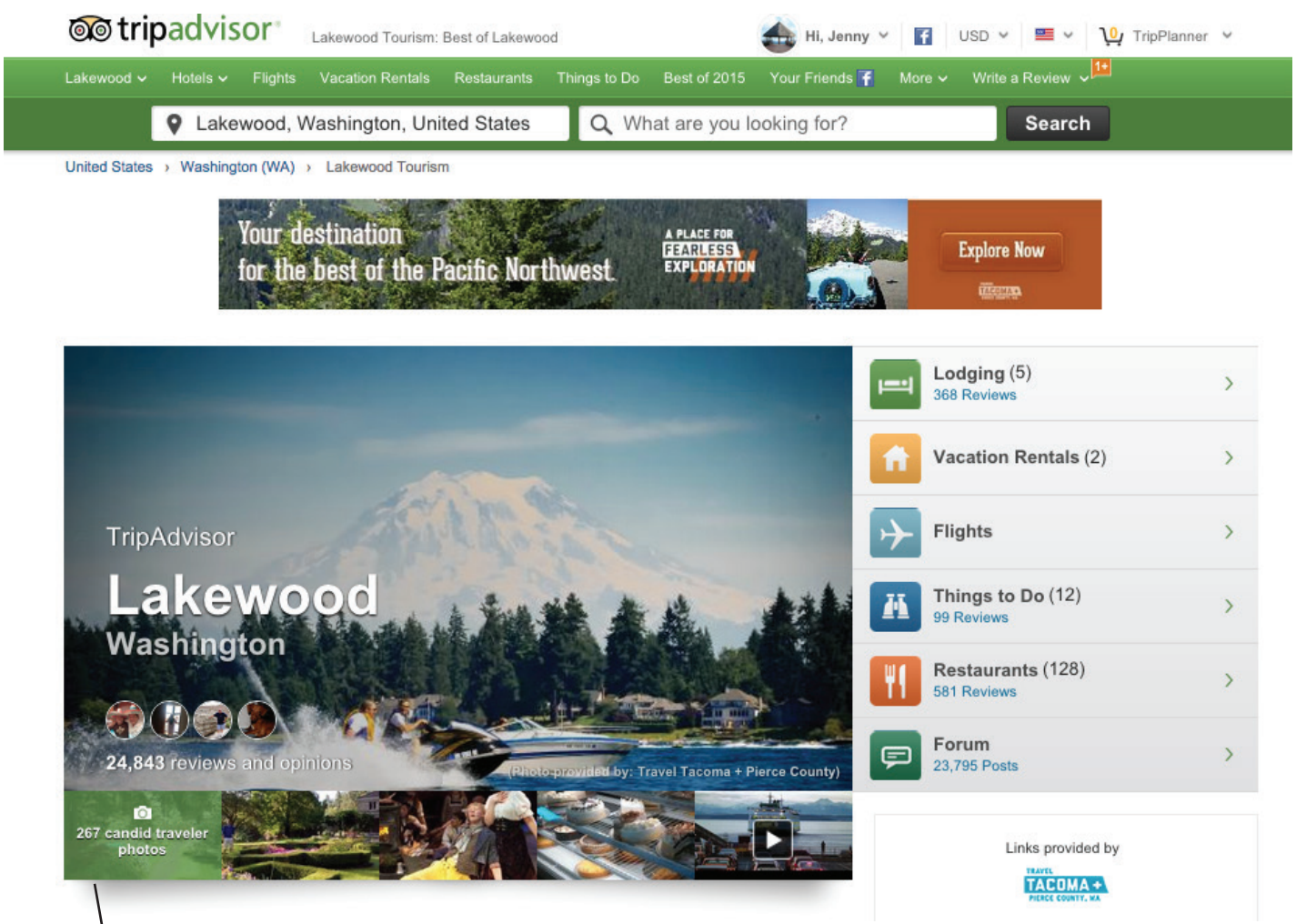
Bennish D. Brown. President / CEO

PRINT NAME AND TITLE

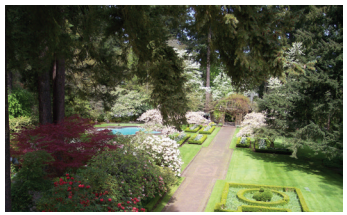
August 13, 2015

DATE

TripAdvisor



Additional photos:

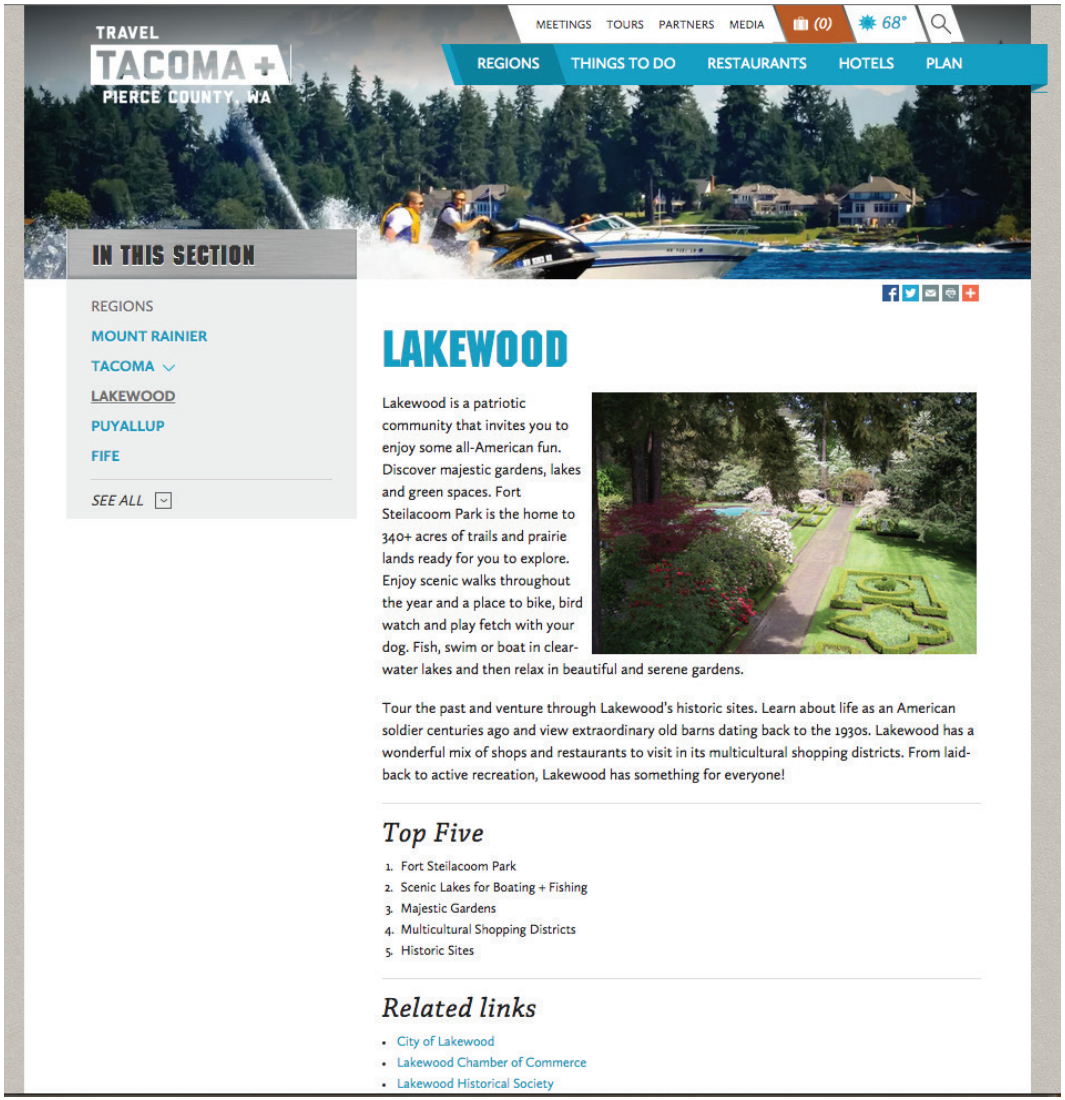


Sea-Tac Airport ads

Rotating digital ads
at baggage claim on 32 LCD screens

Printed ads throughout
the airport on 10 dioramas

Lakewood landing page on TravelTacoma.com



Search engine marketing campaign

[August 2014- January 2015]

This six month campaign, featured ads on Google that would appear when a person used search terms such as: things to do/things around/ what to do/visitor information near JBLM/Fort Lewis.

The campaign generated 78,447 impressions and 203 clicks which took the user directly to the Lakewood landing page on TravelTacoma.com

Sample ads:

Things to do near JBLM
traveltacoma.com
Museums, adventures + great food —
Have your expectations exceeded

Side ad

Things to do near JBLM
traveltacoma.com
Museums, adventures + great food —
Seize your days off in Lakewood

Top ad

Things to do near JBLM
traveltacoma.com
Museums, adventures + great food — Seize your days off in Lakewood

Pierce County dining guide

Over 20,000 maps printed!

LAKEWOOD DINING

Carrs Restaurant + Catering
American | 11006 Bridgeport Way SW
253-584-4622 | carrsrestaurant.net

Daewon Garden
Korean | 9312 S Tacoma Way, Suite 130
253-584-0733

Gangnam BBQ
Classy Korean Dining | 9104 S Tacoma Way
253-581-1200 | gangnambbq.net

Tijuana Taco
Fast + Fresh Since 1969 | 10005 Bristol Ave SW
253-588-4621 | tijuanatacorestaurant.com

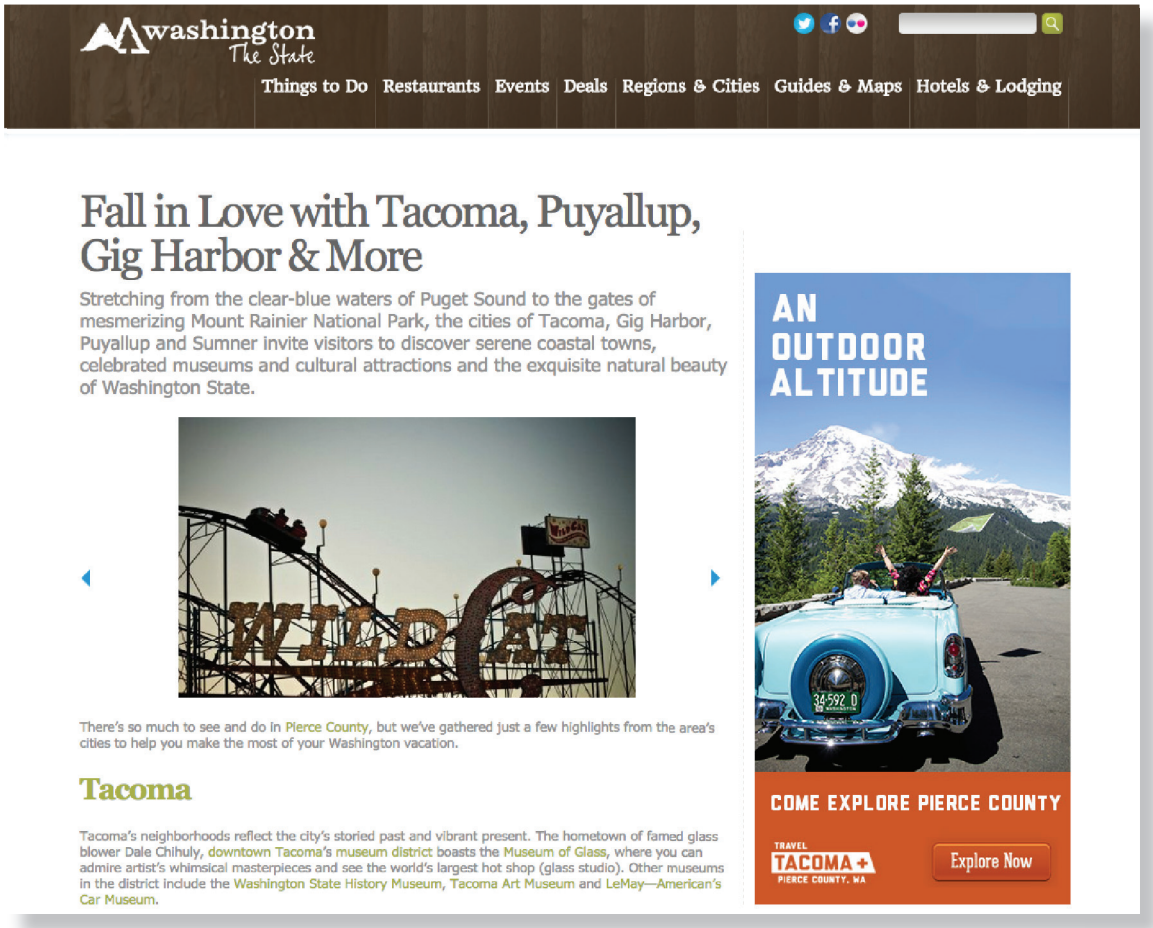
Cascade Bagel + Deli 6115 Motor Ave SW
Cham Korean BBQ 10518 S Tacoma Way SW
DeLong's DeLuxe 8901 Bridgeport Way S
Great Cuisine of India 9518 Gravelly Lake Dr SW
Hess German Bakery 6108 Mount Tacoma Dr SW
La Palma 5701 Lakewood Towne Center Blvd SW
Long Beach Vietnamese Café 10114 Bridgeport Way SW
Maresol 10505 Bridgeport Way SW
Moon Rise Café 6020 Main St SW
Sushi Niwa 9701 S Tacoma Way
Tacoma Szechuan 9601 S Tacoma Way
Taqueria El Antojo 11916 Pacific Hwy S
The Ram Restaurant + Brewery 10019 59th Ave SW

HOTELS + INFORMATION

Best Western Lakewood Motor Inn 6125 Motor Ave SW
Holiday Inn Express 11751 Pacific Hwy SW

Lakewood Visitor Information
4650 Steilacoom Blvd, Bldg 19, Ste 109
253-582-9400 | LakewoodChamber.com

ExperienceWA.com



Excerpt from the article:

Lakewood

From Steilacoom Park's 340 acres of trails and open space to the manicured landscapes of Lakewold Gardens, Lakewood is rife with the breathtaking greenery Washington is famous for. Bring your walking shoes for a scenic ramble in one of the city's many parks, then slumber in luxury at Thornewood Castle Inn (space is very limited, so book early), a Gothic Tudor-style manor that's catered to the likes of Theodore Roosevelt and William Howard Taft.

http://www.experiencewa.com/sponsored-content/fall-in-love-tacoma-puyallup-gig-harbor-more

Pierce County destination video

The 90 second video has been viewed online [on YouTube and Facebook] over 81,000 times.

Facebook

Tacoma Regional Convention + Visitor Bureau
Published by Grace Reid [?] · February 11 ·

Look no further than Lakewood for some of the best doughnuts in the country at Original House Of Donuts.

33 Doughnuts You Have To Try Before You Die

You do-nut want to say no to any of these.

BUZZFEED.COM | BY CANDACE LOWRY

340 people reached

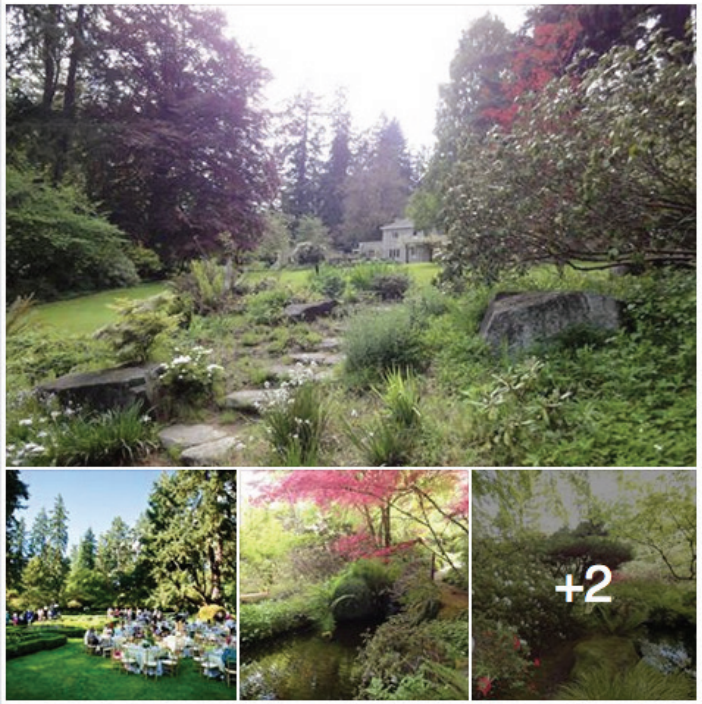
Tacoma Regional Convention + Visitor Bureau updated their cover photo.
Published by Jaime Vogt [?] · July 20 at 2:14pm ·

227 people reached

Boost Post

Tacoma Regional Convention + Visitor Bureau added 5 new photos to the album: Lakewold Gardens — at Lakewold Gardens.
Published by Jaime Vogt [?] · July 25, 2014 ·

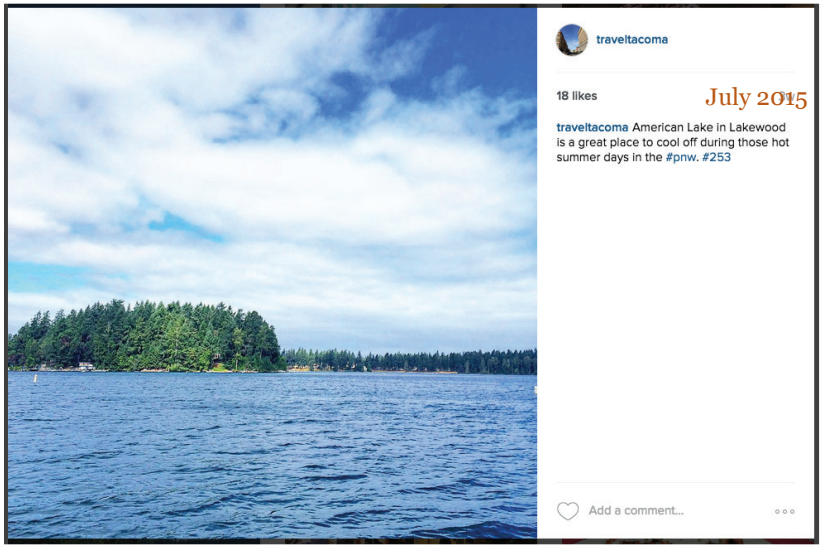
There's so much to explore at Lakewold Gardens in Lakewood, Washington. Open for the warm summer nights on Wednesdays in August. http://www.lakewoldgardens.org/



81 people reached

Boost Post

Instagram


traveltacoma
18 likes
July 2015
traveltacoma American Lake in Lakewood is a great place to cool off during those hot summer days in the #pnw. #253
Add a comment...

traveltacoma
20 likes
July 2015
traveltacoma Have you ever played Foot Golf? Fort Stellacoom has a great course to play! #footgolf #253
jasmynj @mrqdanderson
mrqdanderson No but I watched a couple dudes when I shot 9 out there... Looks like fun
mrqdanderson @jasmynj
Add a comment...

Twitter

Travel Tacoma @TravelTacoma · Jul 23

No shortage of stunning shorelines in Lakewood, just a few minutes from Chambers Bay + Tacoma

2 2

Travel Tacoma @TravelTacoma · Jul 23

How do they flip them? Find out at Carrs diner.

1

Impressions
[how may people saw it]

476

376

Travel Tacoma retweeted

Jaime Vogt @JaimeVogt · Jul 20

My Lakewood Day with @TravelTacoma

1 1

Travel Tacoma @TravelTacoma · Jul 20

Beautiful morning on American Lake in Lakewood. #253 #summer

1

Travel Tacoma @TravelTacoma · Jul 20

All ingredients imported from Germany-even the oven @ Hess Delicatessen in Lakewood, Wa #253http://fb.me/2KiuEiT4L

1 3

[stats are unavailable for this post]

440

615

Twitter

Travel Tacoma @TravelTacoma · Jul 20

Taking in the view of @ChambersBayGolf in Steilacoom, Wa #253 #USOpen2015

1 4

Travel Tacoma @TravelTacoma · May 1

Lakewood's May Fest starts today-May 10th! Enjoy displays, exhibits, activities and more! bit.ly/1I4WQ4H

1

Travel Tacoma @TravelTacoma · Mar 26

Thank you to our sponsors today, @metparkstacoma, @DukesChowder and @CloverParkTech McGavick Center!

3

Travel Tacoma retweeted

LakewoodWA @CityofLakewood · Mar 26

Where does @TravelTacoma go to celebrate 2014 & build excitement for 2015? U guessed it #IamLakewood @CloverParkTech

2 7

Impressions
[how may people saw it]

743

1,365

1,139

[stats are unavailable for this post]

AMENDED AND RESTATED

ARTICLES OF INCORPORATION

OF

TACOMA REGIONAL CONVENTION & VISITOR BUREAU

I, THE UNDERSIGNED PERSON, acting as the incorporator of a corporation under the provision of the Washington Non-Profit Corporation Act (Revised Code of Washington 24.03) adopt the following Articles of Incorporation for such corporation.

ARTICLE I

Name

The name of the corporation ("Corporation") shall be Tacoma Regional Convention & Visitor Bureau.

ARTICLE II

Duration

The period of duration of the Corporation shall be perpetual.

ARTICLE III

Purpose

The purpose for which the Corporation is organized is:

1. To promote tourism in Pierce County, Washington.

2. To engage in any lawful activity which is necessary or incidental to the above state purposes and which is intended by the Corporation, directly or indirectly, to promote the interests of the Corporation.

3. To engage in any activity not contrary to the laws of the State of Washington and to exercise all of the powers, rights and privileges conferred by existing and future laws of the State of Washington upon a corporation formed under the Washington Non-Profit Corporation Act.

ARTICLE IV

Members

That the Corporation shall have no members.

ARTICLE V

Registered Agent

The address of the registered agent and office of the Corporation shall be Bennish Brown, 1119 Pacific Avenue, Suite 1400, Tacoma, WA 98402.

ARTICLE VII

Directors

The number of the directors of the Corporation and the manner in which such directors are to be elected shall be as set forth in the Corporation's bylaws. The board of directors consists of twenty-four (24) individuals. The names and addresses of the current directors are:

(1) Monique Trudnowski
1119 Pacific Ave #1400
Tacoma, WA 98402

(2) Dan O'Leary
1119 Pacific Ave #1400
Tacoma, WA 98402

(3) Ralph Pease
1119 Pacific Ave #1400
Tacoma, WA 98402

(4) Laurie Beck
1119 Pacific Ave #1400
Tacoma, WA 98402

(5) Kim Bedier
1119 Pacific Ave #1400
Tacoma, WA 98402

(6) Trudy Cofchin
1119 Pacific Ave #1400
Tacoma, WA 98402

(7) Denise Dyer
1119 Pacific Ave #1400
Tacoma, WA 98402

(8) Jeremy Foust
1119 Pacific Ave #1400
Tacoma, WA 98402

(9) Kathy Franklin
1119 Pacific Ave #1400
Tacoma, WA 98402

(10) Mike Gommi
1119 Pacific Ave #1400
Tacoma, WA 98402

(11) Stan Kott
1119 Pacific Ave #1400
Tacoma, WA 98402

(12) Evan Marques
1119 Pacific Ave #1400
Tacoma, WA 98402

(13) Bill McDonald
1119 Pacific Ave #1400
Tacoma, WA 98402

(14) Carmen Palmer
1119 Pacific Ave #1400
Tacoma, WA 98402

(15) Laurel Potter
1119 Pacific Ave #1400
Tacoma, WA 98402

(16) Joanne Selden
1119 Pacific Ave #1400
Tacoma, WA 98402

(17) Skip Smith
1119 Pacific Ave #1400
Tacoma, WA 98402

(18) Stephanie Walsh
1119 Pacific Ave #1400
Tacoma, WA 98402

(19) Anna Sullivan
1119 Pacific Ave #1400
Tacoma, WA 98402

(20) Kathy McGoldrick
1119 Pacific Ave #1400
Tacoma, WA 98402

(21) Matt Allen
1119 Pacific Ave #1400
Tacoma, WA 98402

(22) Shon Sylvia
1119 Pacific Ave #1400
Tacoma, WA 98402

(23) Mark Horace
1119 Pacific Ave #1400
Tacoma, WA 98402

The term of the initial directors shall expire as set forth in the Corporation's bylaws.

ARTICLE VIII

Incorporator

The name and address of the incorporator of the Corporation is as follows:

Bennish Brown, President/CEO
1119 Pacific Avenue, Suite 1400
Tacoma, WA 98402

ARTICLE IX

Limitation of Liability for Directors

No director of the Corporation shall be personally liable to the Corporation for monetary damages for his or her conduct as a director, when such conduct takes place on or after the date this Article becomes effective, except for (i) acts or omissions that involve intentional misconduct or a knowing violation of law by the director, or (ii) conduct involving any transaction from which the director will personally receive a benefit in money, property, or services to which the director is not legally entitled. If, after this Article becomes effective, the Washington Non-profit Corporation Act is amended or superseded to authorize corporate action further eliminating or limiting the personal liability of directors, then the liability of a director of the Corporation shall be deemed eliminated or limited to the fullest extent permitted by the Washington Non-profit Corporation Act, as so amended or superseded. Any amendment to or repeal of this Article shall not adversely affect any right or protection of a director of the Corporation for or with respect to any acts or omissions of such director occurring prior to such amendment or repeal. This provision shall not eliminate or limit the liability of a director for any act or omission occurring prior to the date this Article becomes effective.

ARTICLE X

Indemnification

The Corporation shall indemnify to the fullest extent permitted by Washington law, as may amended or superseded, any person who has been made, or has threatened to be made, a party to any action, suit, or proceeding, whether civil, criminal, administrative, investigative, or otherwise (including an action, suit or proceeding by or in the right of the Corporation), by reason of the fact that the person is or was a director, officer or incorporator of the Corporation, or fiduciary within the meaning of the Employee Retirement Income Security Act of 1974 with respect to an employee benefit plan of the Corporation, if any, or serves or served at the request of the Corporation as a director, or as an officer, or as a fiduciary of an employee benefit plan, of another corporation, partnership, joint venture, trust or other enterprise. In addition, the Corporation shall pay for reimburse any expenses incurred by such persons who are parties to such proceedings, in advance of the final disposition of such proceedings, to the full extent permitted by Washington law, as amended or superseded.

ARTICLE XI

Dissolution

Upon the winding up and dissolution of the corporation, the assets of the Corporation shall be distributed pursuant to RCW 24.03.225 and in accordance with the following: any assets remaining after payment of, or provisions for payment of, all debts and liabilities of the corporation, shall be distributed to one or more domestic or foreign corporations, societies or organizations engaged in activities substantially similar to those of the Corporation, as selected by the directors.

ARTICLE XII

Effective Date

These Articles shall become effective upon filing.

DATED this 30th day of July 2014.

Bennish D. Brown

Bennish Brown, President/CEO

TRAVEL
TACOMA +
PIERCE COUNTY, WA

August 11, 2015

Lakewood Lodging Tax Advisory Committee
City of Lakewood
6000 Main Street SW
Lakewood, WA

Dear Lodging Tax Committee,

This is to confirm that the President/CEO of the Tacoma Regional Convention + Visitor Bureau [doing business as Travel Tacoma + Pierce County] is authorized by the organization's Board of Directors to contractually bind the agency if funding is awarded.

The authorized individual is:

Bennish Brown
President/CEO
1119 Pacific Ave., Suite 1400
Tacoma, WA 98402
253-284-3250
bennish@traveltacoma.com

Thank you for your continued support of tourism in Pierce County, and your support of the Tacoma Regional Convention + Visitor Bureau.

Sincerely,

Jeremy Foust
Chair, Board of Directors

FEARLESS EXPLORATION

1119 Pacific Ave., Suite 1400
Tacoma, WA 98402
T [253] 627-2836
F [253] 627-8783
TravelTacoma.com

Tacoma Regional CVB
Balance Sheet
June 30, 2015

ASSETS

Cash			
Cash-Checking - Home Street Bank	$ 108,300		
Cash-Checking - Heritage Bank	265,294		
Cash-Checking - Union Bank	100		
Money Market -Home Street Bank	81,133		
Money Market -Sound Credit Union	133,247		
Money Market - Union Bank	229,297		
Total Cash			817,371
Other Assets			
Account Receivable	189,986		
Deposit (lease)	7,198		
Total Other Assets			197,184
Property and Equipment			
Furniture & Fixtures	40,039		
Depreciation - F & F	(25,472)		
Computer/Telecommunication	72,530		
Depreciation C/T	(57,883)		
Total Property and Equipment			29,214
Total Assets			$ 1,043,769

LIABILITIES AND NET ASSETS

Current Liabilities			
Accounts Payable	$ 34,390		
Total Current Liabilities			34,390
Long-Term Liabilities			
Retention Bonus Accrual	12,500		
Total Long-Term Liabilities			12,500
Total Liabilities			46,890
Net Assets			
Net Assets - Unrestricted	857,312		
Net Revenue Over (Under) Expense	139,567		
Total Net Assets			996,879
Total Liabilities & Net Assets			$ 1,043,769

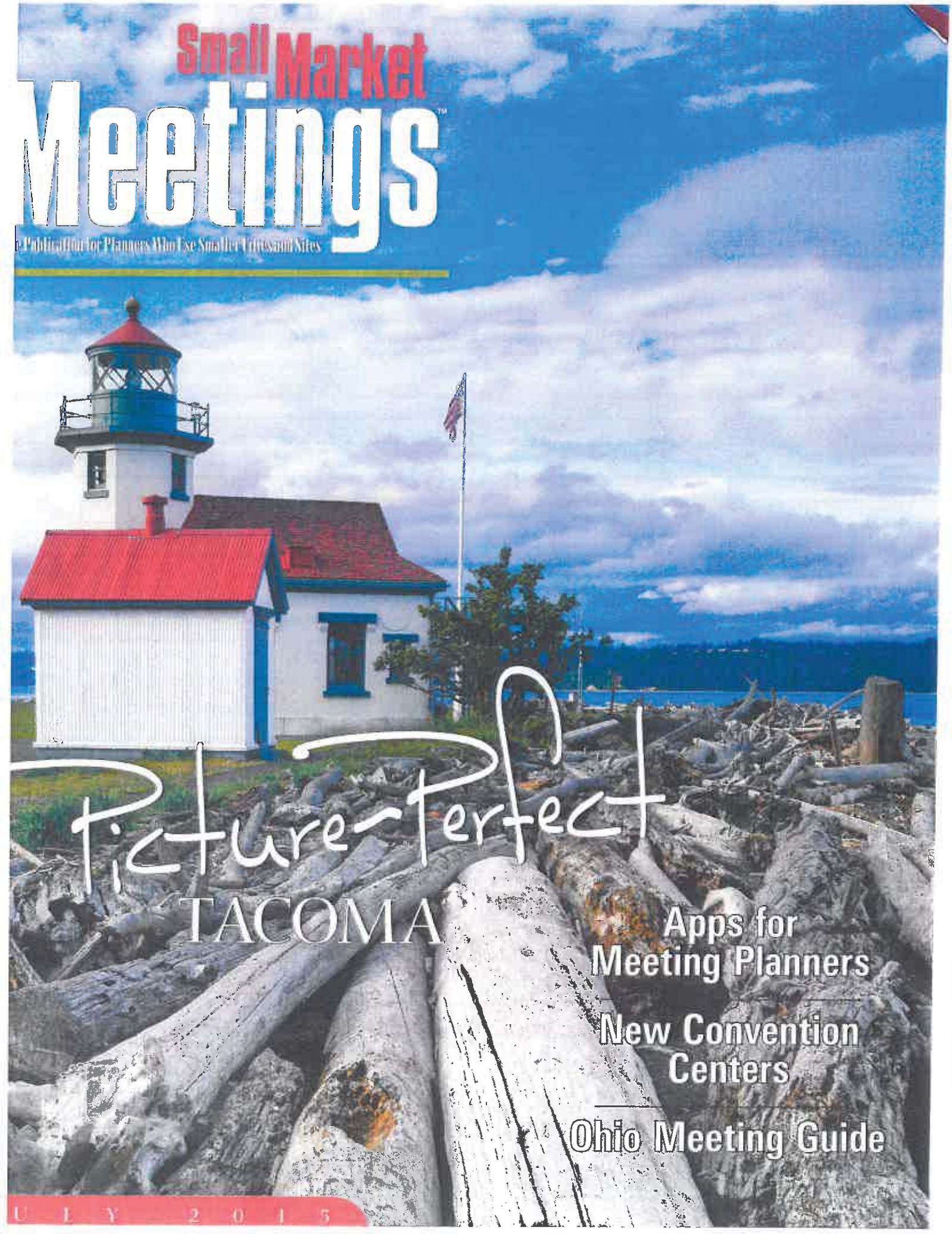
For Management Purposes Only - No Assurance is Provided

Travel Tacoma + Pierce County 2015 Board of Directors

Officers	Name	Title	Business	Street Address	Address
Immediate Past Chair	Monique Trudnowsk	Co-Owner	Adriatic Grill	4201 S. Steele St.	Tacoma WA 98409
Secretary	Becky Newton	Economic Development Manager	City of Lakewood	6000 Main St. S.W.	Lakewood WA 98499
Chair-Elect	Laurie Beck	Regional Director of Sales	Shilo Inn & Suites	7414 S. Hosmer St.	Tacoma WA 98408
	Kim Bedier	Director Public Assembly Facilities	City of Tacoma	2727 E. D St.	Tacoma WA 98421
	Denise Dyer	Economic Development Director	Pierce County	950 Pacific Ave. Ste. 720	Tacoma WA 98402
Chair	Jeremy Foust	General Manager	Mt. Rainier/Whittaker Mountaineeri	30027 SR 706 E.	Ashford WA 98304
	Kathy Franklin	Manager	The Maritime Inn	3212 Harborview Dr.	Gig Harbor WA 98335
Treasurer	Evan Marques	Associate	Eisenhower + Carlson PLLC	1201 Pacific Ave. Ste. 1200	Tacoma WA 98402
	Brenda Arline	City Manager Asst.	City of Puyallup	333 S. Meridian	Puyallup WA 98371
	Carmen Palmer	Communications Director	City of Sumner	1104 Maple St.	Sumner WA 98390
	Laurel McQuade	Economic Development Manager	City of Fife	5411 23rd St. E.	Fife WA 98424
	Joanne Selden	Owner	Selden Furnishings	1801 62nd Ave. E.	Fife WA 98424
	Kyle "Skip" Smith	President/CEO	Smith-Western Inc	2223 S. 80th	Tacoma WA 98409
	Matt Allen	General Manager	Chambers Bay	6320 Grandview Dr. W.	University Place WA 9846
	Shon Sylvia	Director Recreation & Community Servi	Metro Parks of Tacoma	4702 S. 19th St.	Tacoma WA 98405
	Mark Horace	Director of Sales and Marketing	Hampton Inn & Suites - DuPont	800 Station Dr.	DuPont WA 98327
	Dean Burke	Executive Director	South Sound Sports Commission	1119 Pacific Ave, Ste 500	Tacoma, WA 98402
	Steve James	Director	Daffodil Festival	310 N. Meridian, #205	Puyallup WA 98371
	Pat Nagle	Owner	Harmon Pub & Brewery	1938 Pacific Ave	Tacoma, WA 98402
	Al Abbott	Owner	Carrot Stick Marketing	5790 Soundview Dr., Ste. 20	Gig Harbor WA 98335
	Roshaun Yates	Owner/Operator	Lifestyles Valet, Shuttle & Craft Tours	PO Box 112064	Tacoma, WA 98411
	Carole Ann McQuade	Co Owner	The Swiss	1904 S. Jefferson Ave.	Tacoma, WA 98402
	Mike Gommi	General Manager	Courtyard Marriott	1515 Commerce St.	Tacoma, WA 98402

Small Market Meetings™

A Publication for Planners Who Use Smaller Venues and Sites



Picture-Perfect TACOMA

Apps for Meeting Planners

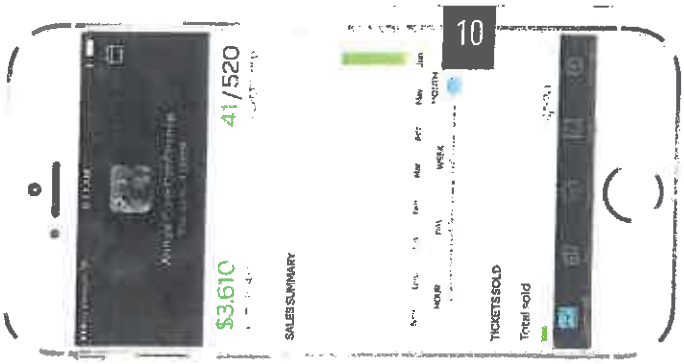
New Convention Centers

Ohio Meeting Guide

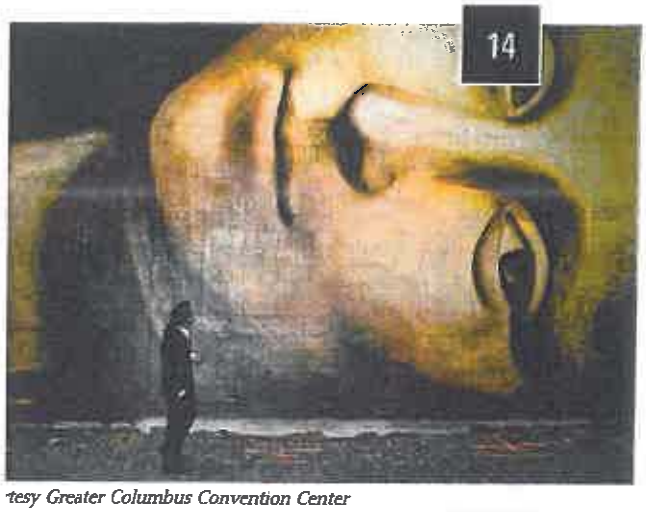
JULY 2015

Small Market Meetings
The Publication for Planners Who Use Smaller Cities and Sites

Volume 16 Issue 7 JULY 2015



Courtesy Eventbrite



tesy Greater Columbus Convention Center

Courtesy Chateau on the Lake

Digital Toolbox 10
These smartphone apps are essential tools for meeting planners.

New and Expanded Convention Centers 14
Meeting planners will find new space in these updated facilities.

Thriving in Tacoma 20
Art culture, urban amenities and beautiful scenery make Tacoma an appealing destination.

SoCal Calling 24
Anaheim, California, offers a host of accommodations and attractions.

Luxury in the Ozarks 26
Chateau on the Lake puts a classy spin on meetings in Branson, Missouri.

Ohio Meeting Guide 28
Explore the unique meeting venues and inviting towns of the Buckeye State.

On the cover:
Driftwood gathers in front of Point Wilson Lighthouse on Vashon Island in Tacoma. Photo by Robert Harding.

For Sales Call Kelly Tyner 866-356-5128
kelly@grouptravelleader.com

pioneer publishing inc

SMALL MARKET MEETINGS is published monthly by Pioneer Publishing, Inc., 301 E. High St., Lexington, KY 40507, and is distributed free of charge to qualified meeting planners who plan meetings for groups of five to 500. All other meeting industry suppliers, including hotels, conference centers, convention centers, destinations, transportation companies, restaurants and other meeting industry-related companies may subscribe by sending a check for $39 for one year to: Small Market Meetings, Circulation Department, 301 East High St., Lexington, KY 40507. Phone (866) 356-5128 (toll-free) or (859) 225-1452. Fax: (859) 253-0499. *Copyright SMALL MARKET MEETINGS, Inc. All rights reserved. Reproduction of editorial or graphic content in any manner without the written consent of the publisher is prohibited.*

Mac T. Lacy
Publisher/Partner
maclacy@grouptravelleader.com

Herbert Sparrow
Executive Editor/Partner
hsparrow@grouptravelleader.com

Brian Jewell
Editor
brianj@grouptravelleader.com

David Brown
Art Director
production@smallmarketmeetings.com

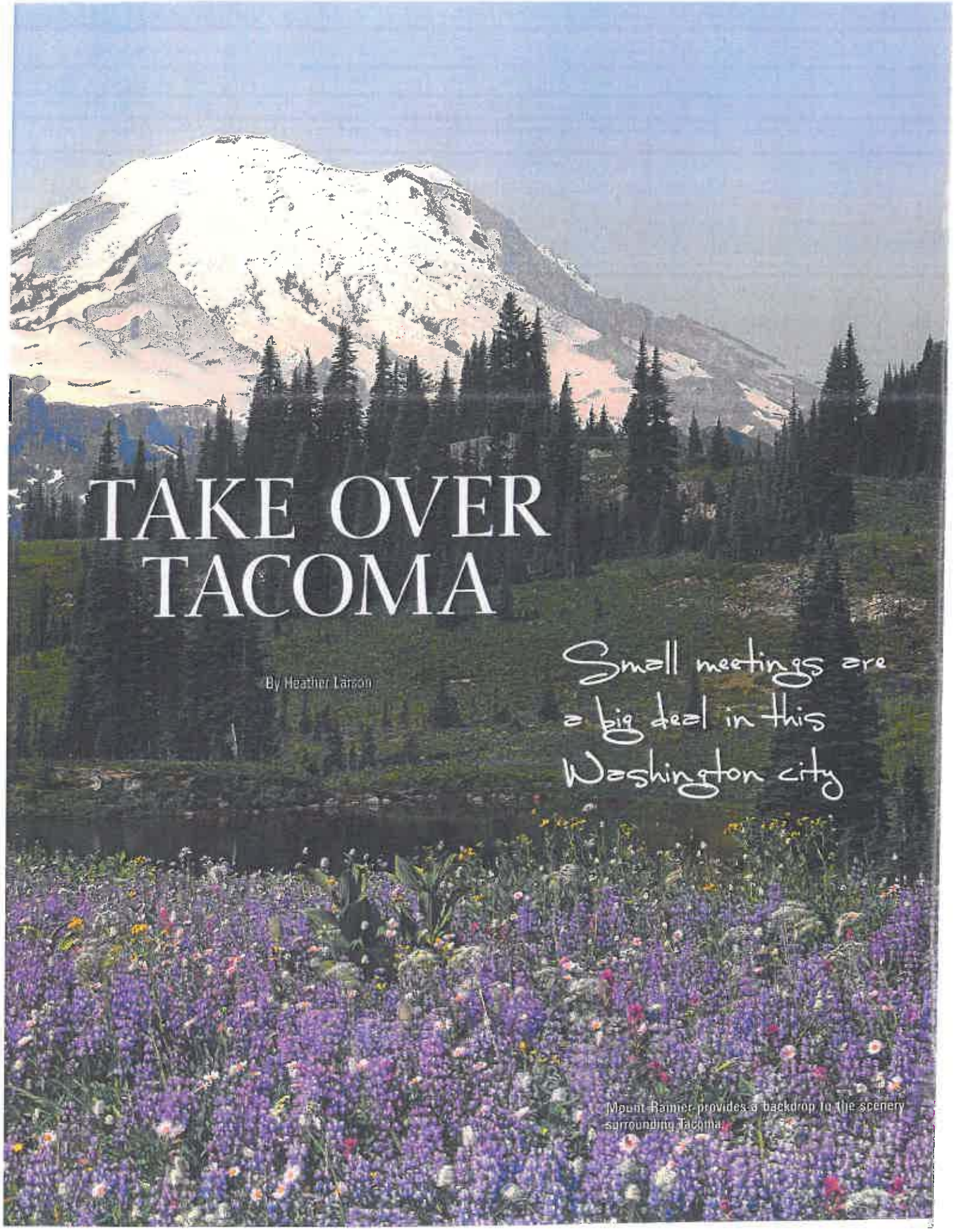
Stacey Bowman
Account Manager
sales@smallmarketmeetings.com

Kelly Tyner
Account Manager
sales@smallmarketmeetings.com

Eliza Myers
Online editor

Christine Clough
Copy editor

Rena Baer
Proofreader



TAKE OVER TACOMA

By Heather Larson

Small meetings are a big deal in this Washington city

Mount Rainier provides a backdrop to the scenery surrounding Tacoma.

"Tacoma is a destination where one large event can take over citywide, which means groups receive attentive, dedicated and personalized service while enjoying endless attractions, entertainment and amenities in Tacoma and throughout Pierce County."

The novel blend of unique architecture, proximity to the waterfront, walkable downtown streets and a free light rail make Tacoma an excellent choice for any meeting or event. The third-largest city in Washington features a vibrant arts culture, a thriving museum district, a multitude of outdoor recreation thrills and some supreme regional cuisine. Located 30 minutes from Seattle, Tacoma has less traffic and a more compact downtown.

Tacoma's signature attractions, including the LeMay Car Museum, the Glass Museum, Mount Rainier, Lakewold Gardens and the Point Defiance Zoo and Aquarium, add to its appeal. Museums and local theaters provide entertainment, and many also host meetings and events. Whether out-of-town guests prefer beaches, mountains, an urban setting or shopping, Tacoma and the surrounding area satisfies all desires.

"Tacoma is a destination where one large event can take over citywide, which means groups receive attentive, dedicated and personalized service while enjoying endless attractions, entertainment and amenities in Tacoma and throughout Pierce County," said Chelene Potvin-Bird, vice president of sales and servicing for Travel Tacoma.

Largest Meeting Sites

Three options come to mind when considering the major and most popular meeting spaces, Potvin-Bird said: The Greater Tacoma Convention and Trade Center (GTCTC) and Hotel Murano, both located in downtown, and the Washington State Fair Events Center in nearby Puyallup.

Glass walls frame a stunning view of Mount Rainier at the Trade Center, located 20 miles south of SeaTac International Airport. The five-story building houses 119,000 square feet of flexible meeting space that includes 50,000 square feet of column-free exhibit space, a 13,000-square-foot ballroom and several breakout rooms. The center can easily support a one-day meeting or a five-day conference.

GTCTC, together with Travel Tacoma, provides meeting planners with vendor referrals, marketing support, off-site activity suggestions, and hotel and transportation options, all at no cost. They can also put together a presentation about the destination if a meeting place decision is pending. Travel Tacoma provides visitors guides and welcome bags to attendees. Potvin-Bird said her staff will even help a group select another city post-convention if they don't plan to return to Tacoma.

"We've hosted cheer competitions, a pinball exhibition, government conferences, association meetings and everything in between," said Potvin-Bird. "Mary Kay holds its career conference here every year. We support all markets."

Photos courtesy Travel Tacoma

Tacoma, Washington

LOCATION
Northwest Washington

ACCESS
I-5. Seattle-Tacoma (SeaTac) International Airport is 20 miles north

MAJOR MEETING SPACES
Greater Tacoma Convention and Trade Center, Hotel Murano, Washington State Fair Events Center

HOTEL ROOMS
2,800 citywide

OFFSITE VENUES
The LeMay: America's Car Museum, Museum of Glass, Lakewold Gardens, Point Defiance Zoo and Aquarium, Heritage Distillery

CONTACT INFO
800-272-2662
www.traveltacoma.com

Adjacent to the GTCTC, the Hotel Murano not only offers 319 modern, well-appointed guest rooms, but also has 28,000 square feet of flexible meeting space. Staying overnight in the same location as the event makes it convenient for both guests and meeting planners, said Tom Ebner, director of sales for Hotel Murano.

The area's only Forbes four-star-rated hotel and a Condé Nast Best in the Northwest hotel, the Murano also showcases creations of 45 glass artists from around the world. The sales team claims the art inspires creativity and productivity among meeting-goers. Groups often book tours of the hotel's glass art with the in-house docent. Those who want a team-building experience around glassblowing can find it at the Tacoma Glassblowing Studio. They will not only blow glass in teams but also get to take home their creations.

A frequent gathering place in the European atrium-style lobby, the Lobby Bar serves coffee in the morning and switches to cocktails in the evening. More than 50 shops and restaurants are within a six-block radius, and groups can ride the Tacoma Link Light Rail around the downtown core at no charge.

The Washington State Fair Events Center in Pierce County has a whopping 539,063 square feet of indoor meeting space. Cowboys, horses carnival games, 4-H exhibits and elephant ears are hallmarks of Washington's state fair, which takes place at the events center. Meeting planners can use as many or as few of the buildings as they want. The Grandstand, part of which is under cover, holds 10,000 people.

"We have a wide range of facilities available and offer free parking, which is a real bonus for attendees," said Karen LaFlamme, spokeswoman for the Events Center. "We have banquet facilities and theater-style seating."

A fourth option for events, conferences and meetings, the Courtyard Marriott, is conveniently located in downtown Tacoma and hous-

Hotel Murano offers 319 modern guest rooms and a number of meeting spaces adjacent to Tacoma's Trade Center.

es 6,661 square feet of meeting space. The hotel offers function space for 400 people, seven event rooms, audiovisual equipment, business services and catering.

Twice the Charm

The Tacoma area has a number of venues that serve as gathering places for business and as local attractions.

No matter what the event, at the LeMay: America's Car Museum, attendees mingle amidst the shiniest collection of automobiles around. The Showcase Gallery accommodates as many as 500 guests, and the Board Room works well for a private meeting of 50 or fewer in an intimate setting. But hosting an occasion among one of the museum's collections can't be replicated anywhere else. Schedule an evening of competitive racing on simulators or with slot cars for a memorable team-building exercise.

Named for iconic car collector and local resident Harold LeMay, the museum opened in the summer of 2012. At one time, LeMay may have had 3,000 vehicles, a number that got him into the "Guinness Book of World Records." Many of the cars in the museum belonged to LeMay, but others were added to this four-story exhibit.

A must-see while in Tacoma, the Museum of Glass has become an architectural symbol of the city. Its upside-down ice cream cone shape, visible from nearby freeways, houses the world's largest hot shop, where you can watch modern glass artists shape molten lava into works of art. Small groups can try their hand at glassblowing under professional guidance.

The outdoor plazas that nuzzle up to the Thea Foss Waterway have reflecting pools and unparalleled glass art, making them ideal for receptions. Indoors, a theater, a grand ballroom and a boardroom all welcome different types of events.

Lakewold Gardens, which is open to the public, has certain restrictions on times and days for rentals. Finding a time that is available for a midsized group retreat or conference means the guests can stroll through the colorful, quiet gardens and ponder what they've heard in their meetings.

Groups can rent the entire Lower Wagner House, which includes a sunroom, a living room, a dining room and a veranda; indi-

"We have a wide range of facilities available and offer free parking, which is a real bonus for attendees."

vidual rooms are also available for rent. For events after 4:30 p.m. only, the whole house can be rented; it accommodates 125 people.

Another local treasure, the Point Defiance Zoo and Aquarium offers a variety of venues for picnics, meetings, and corporate retreats. Events can be hosted at the Education Center; the Family Pavilion, home to an antique carousel; the Red Wolf Picnic Site; or the aquariums. Staff biologists can bring a resident animal, like an aardvark, a giant African millipede, a kestrel or a laughing kookaburra, to your group and talk about how it adapts for survival.

Guests with no diving background can swim with the zoo's sharks in an immersion cage equipped with surface-supplied air. Both divers and nondivers can learn about shark conservation efforts, and nondivers can watch divers through a window located below the shark tank.

Guests can dive with sharks at the Point Defiance Zoo and Aquarium.

Attractions Worth a Visit

Majestic, snow-capped Mount Rainier offers a bounty of summer activities such as horseback riding, disc golf, hiking, mountain biking and fishing. From mid-July to late October, all the roads and lodges are open and the area is gushing with colorful wildflowers.

Take a ride on the Mount Rainier Gondola at Crystal Mountain for the thrill of a lifetime. At the top, dine in a high-end restaurant, take a guided hike with a ranger or just savor the view.

Another once-in-a-lifetime adventure can be had at the Heritage Distillery in Gig Harbor, Washington, just over the Narrows Bridge from Tacoma. Heritage is the only place in the country where you can legally distill your own spirits with its My Batch classes. After bottling them, you can either take the bottle home with you or buy a cask so you can age your spirits at home. Tastings are available at Heritage's two locations in Gig Harbor, one on the waterfront and the other where all the action happens.

No matter what the group wants in the way of venues, Tacoma offers attractive options at an attractive price.

"We have lots of flexibility," said Potvin-Bird. "This is a great place to come, to make events successful. Our meeting venues, accommodations and activities are modestly priced, which allows visitors to experience more."

Prepared On: 07/08/2015
Prepared By: Claire Vilk

Partners by Funding City - Choose your Region

Physical City	Total Accounts in City	Total Listings for Accounts
Lakewood	62	60
Lewis Mcchord	4	4
Tacoma	1	0
Grand Totals	**67**	**64**

Physical City: Lakewood

Account ID	Account Name	Account Type	Physical City	Region
2	Lakewood Chamber of Commerce & Visitor Information Center	Community Partner	Lakewood	Lakewood
74	Lakewood Arts Commission	Community Partner	Lakewood	Lakewood
75	Lakewood Historical Society + History Museum	Tourism Partner	Lakewood	Lakewood
99	Grand Prix Raceway Indoor Karting Center	Community Partner	Lakewood	Lakewood
118	Fort Steilacoom Golf Course	Community Partner	Lakewood	Lakewood
121	Lakewood Towne Center	Community Partner	Lakewood	Lakewood
226	Candlewood Suites	Community Partner	Lakewood	Lakewood
325	Thornewood Castle Inn & Gardens	Community Partner	Lakewood	Lakewood
345	French Hen & The Bistro	Community Partner	Lakewood	Lakewood
415	Ah Badabing Pizzeria	Community Partner	Lakewood	Lakewood
418	Oakhouse Restaurant & Bar	Community Partner	Lakewood	Lakewood
420	DeLong's DeLuxe	Community Partner	Lakewood	Lakewood
421	La Palma Family Mexican Restaurant & Lounge	Community Partner	Lakewood	Lakewood
422	The Fan Club Sports Bar	Community Partner	Lakewood	Lakewood
491	Carrs Restaurant and Catering	Tourism Partner	Lakewood	Lakewood
491	Carrs Restaurant and Catering	Tourism Partner	Lakewood	Lakewood

523	Fort Steilacoom NW Disc Golf Course	Community Partner	Lakewood	Lakewood
524	Fort Steilacoom Park	Community Partner	Lakewood	Lakewood
525	Oakbrook Golf Course	Community Partner	Lakewood	Lakewood
528	Cham Garden	Community Partner	Lakewood	Lakewood
537	Lakewold Gardens	Event Services Partner	Lakewood	Lakewood
537	Lakewold Gardens	Event Services Partner	Lakewood	Lakewood
560	Stina's Cellars	Community Partner	Lakewood	Lakewood
579	Cascade Bagel & Deli	Community Partner	Lakewood	Lakewood
611	Best Western Lakewood Motor Inn	Lodging Partner	Lakewood	Lakewood
645	Acapulco	Prospect	Lakewood	Lakewood
646	Aloha Teriyaki	Prospect	Lakewood	Lakewood
694	Ram Big Horn Brewing Company & Restaurant	Community Partner	Lakewood	Lakewood
717	Beds of Roses Florist	Prospect	Lakewood	Lakewood
761	McGavick Conference Center	Event Services Partner	Lakewood	Lakewood
768	Burs Restaurant	Community Partner	Lakewood	Lakewood
774	City of Lakewood	Funding Partner	Lakewood	Lakewood
805	Tijuana Taco	Community Partner	Lakewood	Lakewood
874	House of Donuts	Community Partner	Lakewood	Lakewood
875	Moon Rise Cafe	Community Partner	Lakewood	Lakewood
876	Tacoma Szechuan	Community Partner	Lakewood	Lakewood
877	Mare Sol Restaurant	Community Partner	Lakewood	Lakewood
878	Legacy Bakery & Catering	Community Partner	Lakewood	Lakewood
905	Holiday Inn Express - Lakewood	Lodging Partner	Lakewood	Lakewood
905	Holiday Inn Express - Lakewood	Lodging Partner	Lakewood	Lakewood
911	Best Burgers of Lakewood	Community Partner	Lakewood	Lakewood
928	Casa Mia Restaurant	Community Partner	Lakewood	Lakewood
939	Boulangerie Bakery & Cafe	Community Partner	Lakewood	Lakewood
940	Great Cuisine of India	Community Partner	Lakewood	Lakewood
941	Happy Teriyaki	Community Partner	Lakewood	Lakewood
942	Kyoto Japanese Restaurany	Community Partner	Lakewood	Lakewood
943	Sunny Teriyaki & Roll	Community Partner	Lakewood	Lakewood
944	Sushi Niwa	Community Partner	Lakewood	Lakewood
945	Cham Korean BBQ Buffet Restaurant	Community Partner	Lakewood	Lakewood
946	Cho Dang Tofu	Community Partner	Lakewood	Lakewood
947	Chung Ki Wa	Community Partner	Lakewood	Lakewood
948	Gangnam BBQ	Community Partner	Lakewood	Lakewood
949	Ho Soon Yi Restaurant	Community Partner	Lakewood	Lakewood
950	Palace Korean Bar & Grill	Community Partner	Lakewood	Lakewood
951	H&L Produce	Community Partner	Lakewood	Lakewood
952	Boo Han Market	Community Partner	Lakewood	Lakewood
953	H Mart	Community Partner	Lakewood	Lakewood
954	Pal Do World Market	Community Partner	Lakewood	Lakewood

970	Thornewood Cottage Vacation & Lodging	Community Partner	Lakewood	Lakewood
993	Lakewood Playhouse	Community Partner	Lakewood	Lakewood
1012	Taqueria El Antojo	Community Partner	Lakewood	Lakewood
1105	Mazatlan	Community Partner	Lakewood	Lakewood
1163	Great American Casino	Community Partner	Lakewood	Lakewood
1340	Oaktree Food & Drink Co	Inclusion Model	Lakewood	Lakewood
1956	Penny's On The Boulevard	Inclusion Model	Lakewood	Lakewood

Physical City: Lakewood - Subtotal: Total Accounts in City = 62, Total Listings for Accounts = 60

Physical City: Lewis Mcchord

Account ID	Account Name	Account Type	Physical City	Region
1684	Mcchord Collocated Club	Inclusion Model	Lewis Mcchord	Lakewood
1758	Subway	Inclusion Model	Lewis Mcchord	Lakewood
1895	Papa John's Pizza	Inclusion Model	Lewis Mcchord	Lakewood
2284	Starbucks	Inclusion Model	Lewis Mcchord	Lakewood

Physical City: Lewis Mcchord - Subtotal: Total Accounts in City = 4, Total Listings for Accounts = 4

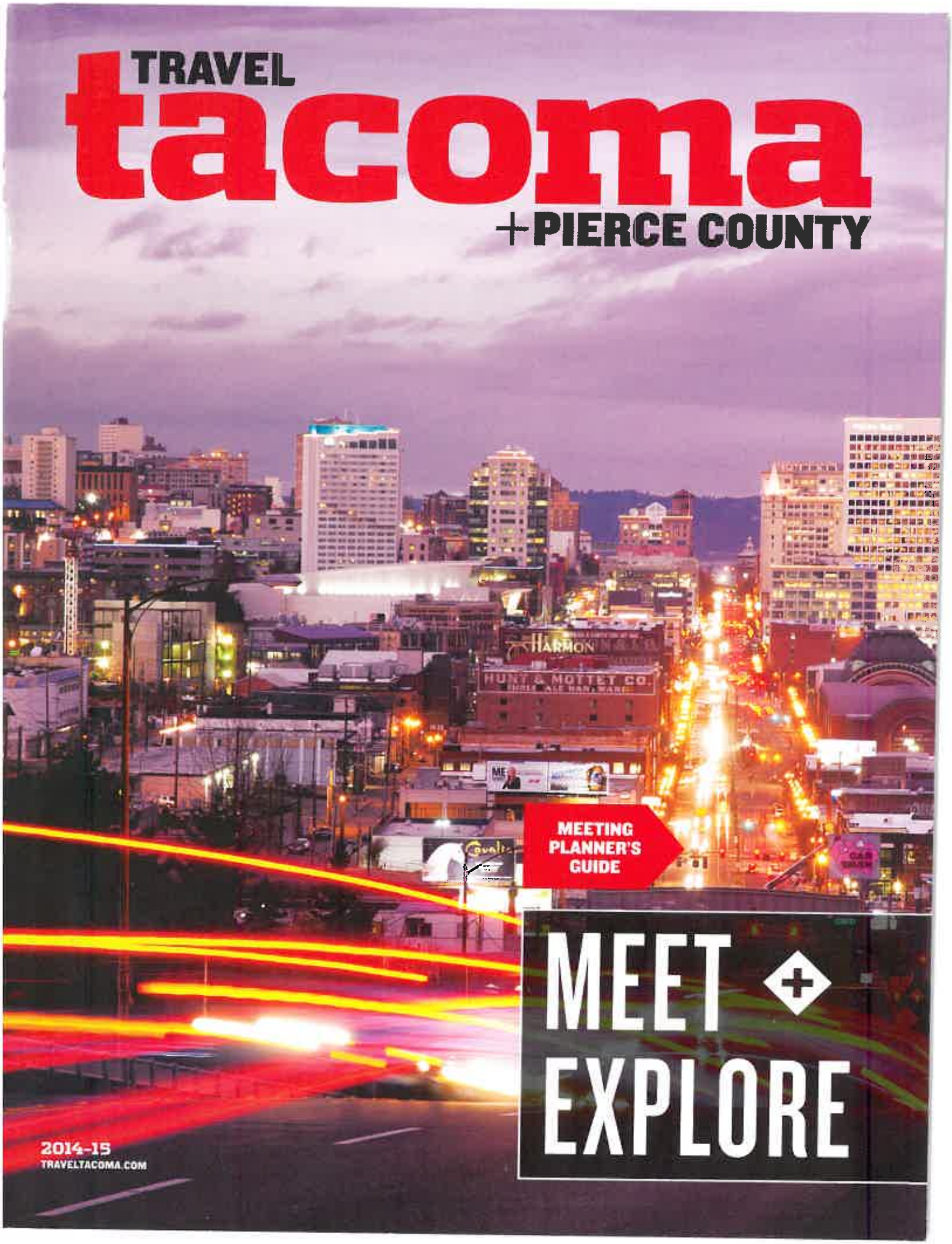
Physical City: Tacoma

Account ID	Account Name	Account Type	Physical City	Region
718	Betta Mansions	Prospect	Tacoma	Lakewood

Physical City: Tacoma - Subtotal: Total Accounts in City = 1, Total Listings for Accounts = 0

Grand Total: Total Accounts in City = 67, Total Listings for Accounts = 64

TRAVEL tacoma + PIERCE COUNTY



MEETING PLANNER'S GUIDE

MEET + EXPLORE

2014-15

TRAVELTACOMA.COM

Chambers Bay

PRE + POST

Promoting Pierce County's bevy of pre and post options can help boost meeting attendance and give your guests the chance to embark on some fearless exploration:

HIT THE WATER

With bays, harbors, and lakes galore, Pierce County holds plenty of prime aquatic adventure. Local businesses like **Gig Harbor Rent-A-Boat** and **Foss Harbor Marina** rent kayaks and stand-up paddleboards for those looking to get their feet wet (figuratively, of course), while **Destiny Harbor Tours** gives guests the opportunity to spot wildlife and cruise the smooth surface of Puget Sound. Want an option on dry land? Direct visitors to the three-mile waterfront stretch of **Ruston Way**, which runs along Commencement Bay. It's a prime spot to breathe in the salt water–tinged air and glimpse fishermen waiting for a catch.

HUNT FOR HISTORY

Attendees can travel back a couple of centuries at **Fort Nisqually Living History Museum**, a working replica of the Puget Sound's first non-Native settlement, complete with blacksmithing and fur trading demonstrations. More history awaits at Puyallup's **Meeker Mansion**, the 125-year-old home of Oregon Trail pioneer Ezra Meeker, as well as local museums: the all-encompassing **Washington State History Museum**, the maritime-inspired **Harbor History Museum** in Gig Harbor, and the charming **DuPont Historical Museum**, where a dynamite train is on display. Or revisit the region's past on a tour from the **Tacoma Historical Society** or **Lakewood Historical Society**.

GO WILD

Elk bugle, bison roam, and bears lumber through the 435 acres of Eatonville's **Northwest Trek Wildlife Park**. To give visitors an up-close glimpse of the creatures, naturalists lead tram and walking tours through the grounds. Find other exotic animals at **Point Defiance Zoo + Aquarium**—the only combined zoo and aquarium in the Pacific Northwest—where clouded leopards claw up trees and polar bears plunge into the water. For a truly wild encounter, though, attendees can dive with sharks at the aquarium or suit up at **Tacoma Scuba** to seek out giant Pacific octopi and other aquatic denizens.

TEE IT UP

As the site of the 2015 U.S. Open, University Place's **Chambers Bay** proves that Pierce County has risen in the ranks of world-class golf. Players can test their skills on the links-style public course or at others around the county. DuPont's **The Home Course** presents a nice chal-

ALLEN BRADLEY; INSET: COURTESY POINT DEFIANCE ZOO + AQUARIUM

2015 CALENDAR OF EVENTS

FALL

TACOMA FILM FESTIVAL
View independent short and feature-length films from around the world at Grand Cinema. tacomafilmfestival.com

TRUCK AND TRACTOR DAY (Lakewood) Kids can decorate a pumpkin, take a hay ride, and climb on giant tractors. cityoflakewood.us

WASHINGTON STATE FAIR (Puyallup) More than one million fair-goers enjoy rides, food, and entertainment at one of the largest fairs in the country. thefair.com

TACOMA ZOMBIE FEST
Runners come dressed as zombies for a two-mile run and a heart-pumping game of zombie tag before settling in for a free family-friendly movie at Wright Park. metroparkstacoma.org

WINTER

FIFE HARVEST FESTIVAL
More than 5,000 people gather at Dacca Park for hay rides, a hay maze, and fall-themed crafts, food, and more. cityoffife.org

TACOMA FIRST NIGHT A parade, music, dancing, and fire shows highlight this alcohol-free, family-friendly New Year's Eve event. firstnighttacoma.org

TACOMA STUDIO TOURS Local artists demonstrate their craft for visitors in workshops and studios. tacomaarts.wordpress.com

SWEETHEART WINE WALK (Sumner) Bring your valentine to this special wine-tasting event at dozens of downtown Sumner shops. sumnerdowntown.com

ZOOLIGHTS (Tacoma) More than half a million lights turn Point Defiance Zoo + Aquarium into a holiday display. See a scuba-diving Santa or ride a camel. pdza.org

SPRING

DAFFODIL FESTIVAL (Pierce County) A series of parades throughout the county, a carnival, and other festivities provide plenty of springtime fun. thedaffodilfestival.org

GIG HARBOR BEER FESTIVAL Sip Northwest craft brews made in Pierce County, Washington, and Oregon. gigharborbeerfestival.com

MAYFEST (Lakewood) Beautiful flower displays—like an ikebana exhibit—and art are showcased at Lakewold Gardens. lakewoldgardens.org

SPRING FAIR (Puyallup) Enjoy carnival rides, fair food, a monster truck show, animal exhibits, music, and more at the Washington State Fairgrounds. thefair.com/spring-fair

SUMMER

BREW FIVE THREE (Tacoma) Enjoy craft beers from more than 30 Washington brewers, grab grub from local food trucks, and listen to live tunes. broadwaycenter.org

CLASSY CHASSIS CAR SHOW (Sumner) Expect food, music, and plenty of classic cars, hot rods, and custom trucks to admire at this annual auto showcase. sumnerdowntown.com

FREEDOM FAIR (Tacoma) An airshow, live music, food, and fireworks ring in the Fourth of July. freedomfair.com

GOODGUYS CAR SHOW (Puyallup) Join thousands of other car buffs at the Pacific Northwest Nationals, where there are plenty of collector vehicles to drool over, plus drag races and live entertainment. good-guys.com

KITE FESTIVAL (University Place) Head out for a high-flying day of kite demonstrations, food, and family fun at Chambers Creek Regional Park. co.pierce.wa.us

MARITIME FEST (Tacoma) Boat races, musical performances, and water-themed activities delight festival-goers. maritimefest.org

MEEKER DAYS (Puyallup) This family-friendly festival features activities for kids and teens, plus live music performances. puyallupmainstreet.com/events/meeker-days

ROY PIONEER RODEO Watch bull-riding, steer-wrestling, calf-roping, and barrel-racing competitions at this adrenaline-filled event. royrodeo.com

RHUBARB DAYS (Sumner) This summer festival is all about rhubarb, with a pie-eating contest, a rhubarb bake-off, games, music, and more. sumnerdowntown.com

SUMMERFEST (Lakewood) Celebrate the season with a three-on-three basketball tournament, kids' activities, live music, and a movie at dusk. cityoflakewood.us

TASTE OF TACOMA Savor food and beverages from around 50 different restaurants and venders. tastesoftacoma.com

WALT'S FAMILY AFFAIR CAR SHOW (Fife) Admire fine automobiles or show off your own custom ride. cityoffife.org

For more details about these events, go to traveltacoma.com.

Kite Festival

COURTESY TRAVEL TACOMA, PIERCE COUNTY

MCGAVICK CONFERENCE CENTER

4500 Steilacoom Blvd SW / Lakewood, WA 98499 / PHONE: 253-589-5783 / FAX: 253-588-6007
events@cptc.edu ONLINE ▸ mcgavickconferencecenter.com

EVENTS YOUR WAY

We do it all: weddings, reunions, receptions, association gatherings, meetings, award ceremonies, and even sporting events. If you can dream it, we can do it.

The Ballroom, attached Atrium/Lobby, and Outdoor Terrace are perfect for your next event. This modern and versatile building can accommodate both intimate gatherings and large groups, up to 1,200 people.

Our knowledgeable staff is available for pre-event consulting, a point of contact for on-site walkthrough meetings, vendor coordination, and contract negotiations.

The facility's warm and contemporary atmosphere comes equipped with state-of-the-art multimedia equipment, a four-screen projection system with Wi-Fi and enough parking for attendees, all of which is included in your rental.

Located conveniently between Olympia and Seattle, and just minutes from Interstate 5, the McGavick Conference Center is your most convenient, customizable, and cost-effective option for your next small gathering or large group.

BY THE NUMBERS

ROOMS	DIMENSIONS				CAPACITIES		
	SQUARE FEET	WIDTH	LENGTH	CEILING HEIGHT	THEATER	CLASSROOM	BANQUET
Full Ballroom	10,709	102'	98'	18'	1,200	500	560
Half Ballroom	6,059	102'	81'	18'	500	200	250
Quarter Ballroom	2,358	46'	48'	18'	250	72	100
Atrium	4,840	45'	120	24'	200	70	250
Small Conference	210	10'	21'	9'	—	15	—
Large Conference	900	33'	28'	9'	60	40	50

Other spaces vary in size

FAST FACTS

STAND OUTS

- Select your own caterer
- Tables/chairs included
- Flexible stage size/location
- Cost effective
- Flexible spaces
- 500+ free parking spaces
- Free Wi-Fi
- Level entry

TOTAL MEETING SPACE

25,076 square feet

MILES FROM SEATAC AIRPORT

43

	PRICE RANGE	MILES TO SEA-TAC AIRPORT	OVERALL LODGING FOOTAGE	LARGEST MEETING SPACE	MILES TO CONVENTION CENTER	RECALL LOCAL BEAR	SLEEPING ROOMS	DINING ON SITE	DINING CAPACITY	FREE ON-SITE WIFI	POOL	FITNESS CENTER	PUBLIC TRANSPORTATION NEARBY	PET FRIENDLY	LIVE CAMPFIRE
LAKEWOOD															
Best Western Lakewood Motor Inn 6125 Motor Ave SW Lakewood, WA 98499 253-584-2212 bestwestern.com/lakewoodmotorinn	$$	40	N/A	1,300	11		78		N/A	●	●	●	●		●
Holiday Inn Express Hotel + Suites - Lakewood 11751 Pacific Hwy SW Lakewood, WA 98499 253-582-7000 hiexpress.com/lakewoodwa	$$-$$$	32	2,088	2,088	9		121		N/A	●	●	●	●	●	●
MOUNT RAINIER															
Alta Crystal Resort at Mt Rainier 68317 SR 410 E Greenwater, WA 98022 360-663-2500 altacrystalresort.com	$$-$$$$	62	600	600	58		23		N/A		●		●	●	●
Crystal Mountain Hotels 33818 Crystal Mountain Blvd Crystal Mountain, WA 98022 360-663-2262 crystalhotels.com	$-$$$$	63	750	750	60		70	●	192					●	●
Mill Village Motel 210 Ctr St E Eatonville, WA 98328 360-832-3200 whitepasstravel.com	$	46	N/A	N/A	30		32		N/A	●				●	●
National Park Inn Mt. Rainier National Park Longmire, WA 98397 360-569-2275 mtrainierguestservices.com	$$-$$$$	70	N/A	N/A	52		25	●	75				●		●
Nisqually Lodge 31609 SR 706 E Ashford, WA 98304 360-569-8804 nisqually.whitepasstravel.com	$$	68	N/A	N/A	50		24		N/A				●		●
Paradise Inn Mt. Rainier National Park Paradise Inn, WA 98398 360-569-2275 mtrainierguestservices.com	$$-$$$$	70	N/A	N/A	52		121	●	150				●		●
PUYALLUP															
Best Western Premier Plaza Hotel + Conference Center 620 S Hill Park Dr Puyallup, WA 98373 253-848-1500 bwpremierplaza.com	$$-$$$	29	3,836	1,820	11		99	●	N/A	●	●	●	●	●	●

$ Less than $100 $$ $100–$150 $$$ $151–$200 $$$$ $201 and more

253-383-2739
harmonbrewingco.com
Enjoy hand-crafted beers brewed on-site served with burgers, sandwiches, pasta, pizza, and more. Perfect for large groups and families.
$ SUN LINK
CC (0.6)

The Forum
815A Pacific Ave
Tacoma, WA 98402
253-830-2151
eatattheforum.com
The Forum is about surrounding ourselves with the best staff, supporting our local liquor companies, and to serve the finest food while creating a meeting place that everyone can enjoy. $-$$$ SUN LINK **CC (0.5)**

The Hub
203 Tacoma Ave S
Tacoma, WA 98402
253-683-4606
theharmonrestaurants.com
Pizza. Pasta. Pints. Check out The Hub Event Space, a hip, urban, intimate setting that accomodates up to 84 guests. $$ SUN
CC (1.1)

The Office on Pacific Bar + Grill
813 Pacific Ave
Tacoma, WA 98402
253-572-3222
theofficeonpacific.com
We offer a wide selection of tap and bottled beer, a full bar of your favorite liquor, and a taste-bud tantalizing menu. We've got lots of large HD flat screen televisions putting you front and center for an optimal viewing experience, a courtyard with tables to catch some rays, a state-of-the-art jukebox, and free shuffleboard. $ SUN LINK **CC (0.6)**

The Swiss Restaurant + Pub
1904 Jefferson Ave
Tacoma, WA 98402
253-572-2821
theswisspub.com
Located near University of Washington Tacoma, come experience hearty pub fare with 30 beers on tap, our extensive gameroom, and live music. Event space available for rent. $ SUN
CC (0.4)

Tides Tavern
2925 Harborview Dr
Gig Harbor, WA 98335
253-858-3982
tidestavern.com
Tides Tavern offers great food, friendly service, and an amazing waterfront deck. We feature clam chowder and fish and chips, along with an extensive pub menu. Enjoy our diverse range of beers on tap, carefully selected wine list, and seasonal cocktails. $
CC (12.5)

WINERIES + WINE BARS

21 Cellars
2621 N 21st St
Tacoma, WA 98406
253-220-7752
21cellars.com
Award-winning boutique winery, 21 Cellars strives to handcraft the finest limited-production wines. Open Saturdays, or Thursday by appointment. **CC (2.4)**

Stina's Cellars
9316 Lakeview Ave SW, Ste B
Lakewood, WA 98499
253-227-9748
stinascellars.com
Award-winning boutique winery producing small lots of high-quality, affordable wines. Open Thursday - Saturday.
CC (9)

ATTRACTIONS

CASINOS

Emerald Queen Hotel + Casinos
2024 E 29th St
Tacoma, WA 98404
253-594-7777
emeraldqueen.com

GOLF

Chambers Bay Golf Course
6320 Grandview Dr W
University Place, WA 98467
253-460-4653
chambersbaygolf.com

The Home Course
2300 Golf House Rd
DuPont, WA 98327
253-964-0520
thehomecourse.com

MUSEUMS + HISTORIC SITES

Children's Museum of Tacoma
1501 Pacific Ave
Tacoma, WA 98402
253-627-6031
playtacoma.org

Foss Waterway Seaport
705 Dock St
Tacoma, WA 98402
253-272-2750
fosswaterwayseaport.org

Harbor History Museum
4121 Harborview Dr
Gig Harbor, WA 98335
253-858-6722
harborhistorymuseum.org

Lakewood Historical Society + History Museum
6211 Mt Tacoma Dr SW
Lakewood, WA 98499
253-682-3480
lakewoodhistorical.org

LeMay—America's Car Museum
2707 E D St
Tacoma, WA 98421
253-779-8490
lemaymuseum.org

LeMay Family Collection at Marymount
325 152nd St E
Tacoma, WA 98445
253-272-2336
lemaymarymount.org

Museum of Glass
1801 Dock St
Tacoma, WA 98402
253-284-4750
museumofglass.org

Tacoma Art Museum
1701 Pacific Ave
Tacoma, WA 98402
253-272-4258
tacomaartmuseum.org

Washington State History Museum
1911 Pacific Ave
Tacoma, WA 98402
253-272-3500
washingtonhistory.org

PERFORMING ARTS + THEATERS

Broadway Center for the Performing Arts
901 Broadway, Ste 700
Tacoma, WA 98402

EXPLORE: CAR CULTURE MOUNT RAINIER NORTHWEST BREWS GLOBAL EATS

OFFICIAL VISITORS' GUIDE

TRAVEL tacoma + PIERCE COUNTY

BEST PLACES TO *Play Around*

2015–16
TRAVELTACOMA.COM

Chambers Bay, site of the 2015 U.S. Open

Catch a Cultural Ride

As the saying goes, getting there is half the fun. Tacoma and surrounding Pierce County have a number of attractions that relate to transportation, including some that afford visitors the chance to ride historic trains and restored U.S. Navy boats.

1 Destiny Harbor Tours

You can see harbor seals, sea lions, and eagles on these one- and two-hour scenic cruises offered out of two Pierce County locations. The 33-passenger open-air boats—one out of Tacoma, the other out of Gig Harbor—offer astounding views of the Tacoma skyline, Point Defiance, Narrows Bridge, and the many other notable sights of the Puget Sound. *1817 Dock St, Tacoma or 8829 N Harborview Dr, Gig Harbor; destinyharbortours.com*

2 Mt. Rainier Gondola at Crystal Mountain

Used primarily in winter by skiers, the gondola (late June through late September) offers summertime visitors one of the most picturesque rides in the state. The cherry-red gondola, with nearly floor-to-ceiling windows, can accommodate several passengers on its route over the wildflower-strewn meadows of this mountain just northeast of Mount Rainier. At the summit, enjoy lunch at the highest-elevation restaurant in Washington, and hike along the ridge, which is dotted with picnic tables. *33914 Crystal Mountain Blvd, Crystal Mountain; crystalmountainresort.com*

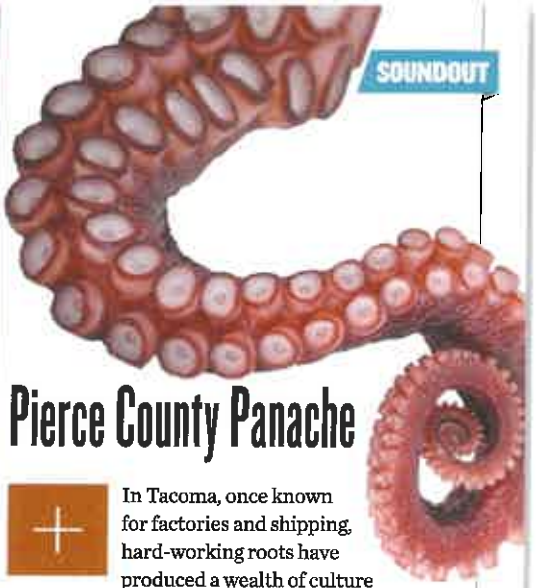
3 Foss Waterway Seaport

Overlooking one of the country's busiest commercial shipping ports, this bustling maritime museum with a beautiful new glass facade provides an in-depth look at Tacoma's rich boating heritage. Set inside a converted timber-frame wheat warehouse that dates to the early 20th century, this family-friendly facility contains artifacts and exhibits on both commercial and recreational boating—you can even watch volunteers construct replicas of historic vessels in the Heritage Wooden Boat Shop. *705 Dock St, Tacoma; fosswaterwayseaport.org*

4 Mt. Rainier Scenic Railroad

Fourteen-mile excursions on vintage steam locomotives depart from Elbe—on the shore of rippling Alder Lake—and chug through the foothills of soaring Rainier, stopping at the outfitter's new museum in the village of Mineral, where exhibits include a historic railroad logging camp, restoration shop, and other outbuildings. Kids especially enjoy the holiday-themed special rides, such as the Bunny Express in April and Pumpkin Express in late October. *54124 Mountain Hwy E, Elbe; mrsr.com*

—Andrew Collins



Pierce County Panache

In Tacoma, once known for factories and shipping, hard-working roots have produced a wealth of culture and charm, from the iconic **Tacoma Dome**, regularly graced by big-name concerts and even once the Dalai Lama, to **Point Defiance Park**, one of the largest urban parks in the U.S. Several of the world's largest species of octopus—the giant Pacific—make their home around the ruins of the original Tacoma Narrows Bridge.

The spirit of Sumner's wagon-train beginnings has infused this small town with plenty of historical points and pie—the region's rhubarb production is the nation's largest and has earned Sumner the title of Rhubarb Pie Capital of the World. Festivals celebrating the agricultural bounty of the town abound year-round. A renowned town founder's restored mansion—the **Meeker Mansion**—and a booming Antique District with more than 400 vendors recall Puyallup's storied past. But the thriving city offers updated pursuits like creative local dining and an outdoor art gallery as well. Come fall, the **Washington State Fair** draws more than 1 million visitors to become one of the nation's top 10 most attended fairs.

By land or by sea quaint Gig Harbor holds attractions for all, whether it's SUPing or kayaking on the Sound with Mount Rainier as the backdrop, or investigating the town's maritime heritage at the **Harbor History Museum**. Local boutiques and waterfront dining round out Gig Harbor's appeal.

Lakewood's location—tucked between the Sound and an air force base—makes it all the more surprising to discover hundreds of acres of manicured gardens and park trails scattered throughout the city. Step back in time at the living history museum at **Historic Fort Steilacoom** to experience some highlights. Test your luck on nearly 1,500 games at **Emerald Queen Hotel + Casinos** in Fife, where there's fun in store for everyone. The relaxed community's classic American food scene complements the slew of festivals and celebrations throughout the year. *—Elisabeth Schyberg*

Emerald Queen Hotel + Casinos 5700 Pacific Hwy E, Fife; emeraldqueen.com / **Harbor History Museum** 4121 Harborview Dr, Gig Harbor; harborhistorymuseum.org / **Historic Fort Steilacoom** 9601 Steilacoom Blvd SW, Lakewood; historicfortsteilacoom.org / **Meeker Mansion** 312 Spring St, Puyallup; meekermansion.org / **Point Defiance Park** 5400 N Pearl St, Tacoma; metroparkstacoma.org/point-defiance-park / **Tacoma Dome** 2727 E D St, Tacoma; tacomadome.org / **Washington State Fair** 110 Ninth Ave SW, Puyallup; thefair.com

6 under 60

Thrilling Courses Within a Short Drive

American Lake Veterans Golf Course, JBLM

7 miles from Chambers Bay

This course, operated by some 220 volunteers, is the only one in the U.S. devoted to the rehabilitation of military veterans. Adjacent to the American Lake VA Hospital, it gives first priority to inpatients, but all active and retired military (and guests) are welcome. Jack Nicklaus donated his time and talent to design American Lake's back nine, and Friends of American Lake Veterans Golf Course is raising funds to open the "Nicklaus Nine" in August. *9600 Veterans Dr SW, Joint Base Lewis-McChord; veterangolf.org*

The Home Course, DuPont

12 miles from Chambers Bay

Just down the Puget Sound shoreline from Chambers Bay, this gorgeous layout—operated in partnership between the Washington State and Pacific Northwest Golf Associations—hosted the U.S. Women's Amateur in 2014 and is anchored by rippling Old Fort Lake. The course's PGA Learning Center offers a great opportunity to hone your skills. *2300 Golf House Rd, DuPont; thehomecourse.com*

Golf Club at Hawks Prairie, Lacey

18 miles from Chambers Bay

The courses at this club near Olympia offer two distinct, classic golfing styles. The Scottish-inspired links course offers a breezy, open layout with many fairways enjoying commanding views of Mount Rainier, while the hilly Woodlands track wends through a verdant old-growth forest. The huge greens, some of them multitiered, reward players with superlative short games. *8383 Viewood Dr, Lacey; okigolf.com/courses/hawksprairie*

Washington National, Auburn

27 miles from Chambers Bay

The University of Washington men's and women's golf teams play at this superb John Fought–designed course midway between Tacoma and Sea-Tac Airport. The course increases in challenge as it progresses, with wide fairways luring golfers in. Never mind that greedy sand traps and treacherous water hazards may give even low-handicappers fits, the meticulously manicured course is a stunner. *14330 SE Hunter Way, Auburn; washingtonnationalgolf.com*

Gold Mountain, Belfair

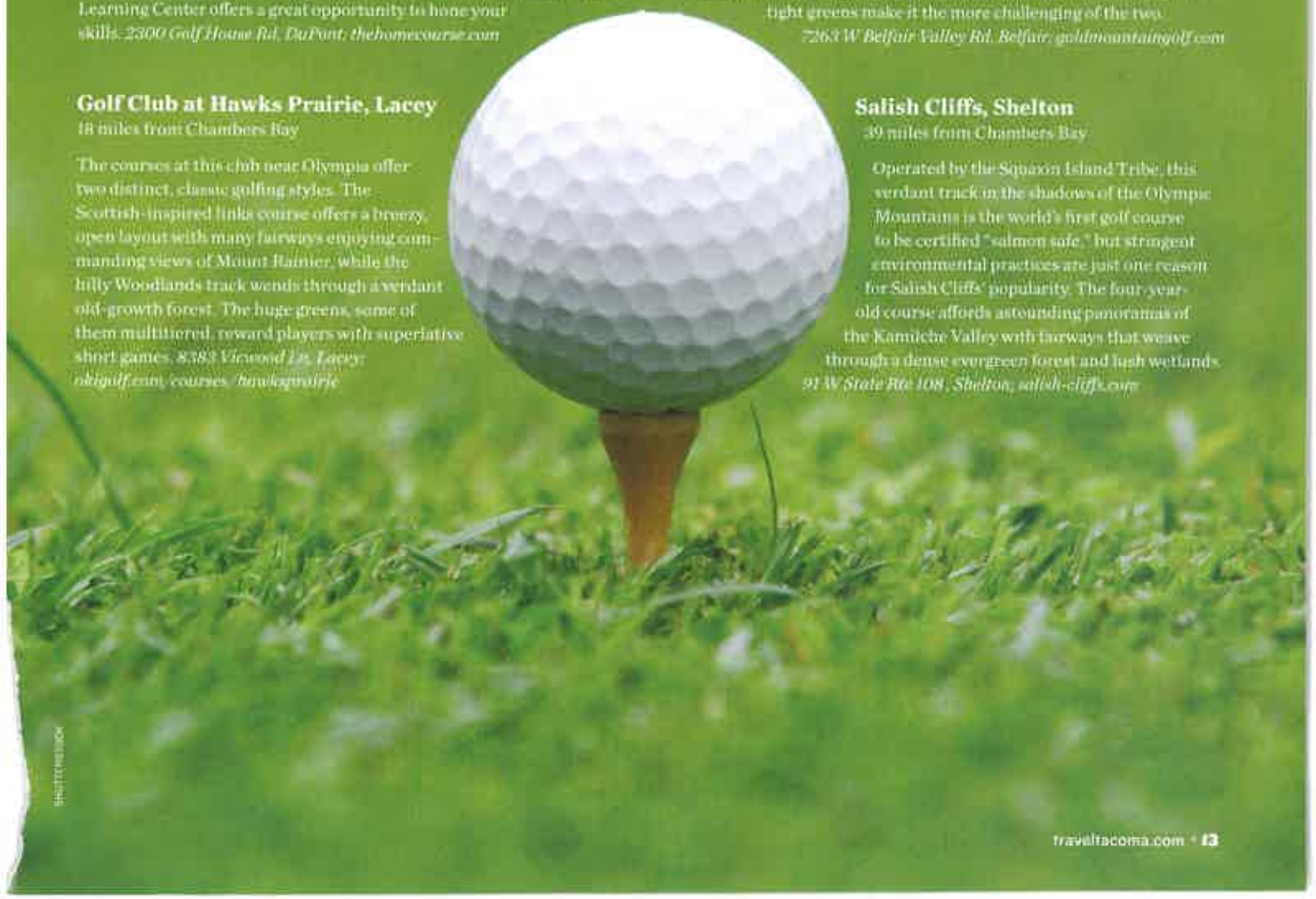
31 miles from Chambers Bay

With a rolling parklike setting on the Kitsap Peninsula, Gold Mountain Golf Club comprises two highly touted, reasonably priced 18-hole courses. The narrow, evergreen-lined fairways of both demand accuracy from the tee, and the Olympic Course's considerable elevation changes and tight greens make it the more challenging of the two. *7263 W Belfair Valley Rd, Belfair; goldmountaingolf.com*

Salish Cliffs, Shelton

39 miles from Chambers Bay

Operated by the Squaxin Island Tribe, this verdant track in the shadows of the Olympic Mountains is the world's first golf course to be certified "salmon safe," but stringent environmental practices are just one reason for Salish Cliffs' popularity. The four-year-old course affords astounding panoramas of the Kamilche Valley with fairways that weave through a dense evergreen forest and lush wetlands. *91 W State Rte 108, Shelton; salish-cliffs.com*



SHUTTERSTOCK

DON'T-MISS ADVENTURES WITH KIDS

Starry skies to zip-line tours, family time goes wild.

Mt. Rainier Gondola

No trip to the Pacific Northwest would be complete without a close-up view of Mount Rainier, but for those who dread the thought of hiking with children there's the Mt. Rainier Gondola. This scenic ride to the top of Crystal Mountain provides a comfortable venue for admiring Mount Rainier's perennially snowcapped peak. Hit the Summit House restaurant for lunch, or pack a picnic to eat along the nearby trails. *33914 Crystal Mountain Blvd, Crystal Mountain; crystalmountainresort.com*

Northwest Trek

Elk, bison, mountain goats, and more roam in their natural habitats at this wildlife park, and visitors can enjoy them all from the comfort of an enclosed tram. Northwest Trek is more than just a zoo, though. With live animal encounters, five zip line adventure and agility courses on site, and family camps during the summer, it's a full-scale wilderness experience. Open daily from late June to early September. *11610 Trek Dr E, Eatonville; nwtrek.org*

Nisqually National Wildlife Refuge

The largest estuary restoration project in the Pacific Northwest, the Nisqually Delta is home to almost 200 species of birds and is a must-see for any serious bird lover or naturalist in the family. A boardwalk leads visitors on an easy walk through eight distinct habitats supporting a diverse range of animals. The Visitor Center offers free binoculars and a junior refuge manager program for kids. *100 Brown Farm Rd NE, DuPont; fws.gov/refuge/nisqually*

Point Defiance Park

The crowning jewel of Tacoma's park system, Point Defiance Park is home to a combined zoo and aquarium, eight botanical gardens, Fort Nisqually Living History Museum, saltwater beaches, and miles of tranquil hiking trails through the temperate rain forest. Boat and fishing equipment rentals are available at the marina as well. *5400 N Pearl St; metroparkstacoma.org/point-defiance-park*

Museum Day

Downtown Tacoma offers museums for all ages and interests, all within walking distance of one another. The Children's Museum is an obvious choice for families, but don't overlook the Museum of Glass. Kids will love to watch glass artists at work in the hot shop. On the third Saturday of each month, the LeMay – America's Car Museum hosts a family workshop designed to give kids (and their big kids) the opportunity to tinker with innovative car designs. *tacomamuseumdistrict.org*

Science Dome

Pierce College is home to the South Sound's only planetarium: the Science Dome. Special interactive children's shows take place every Saturday and have included offerings such as *Legends in the Night Sky* and *Magnificent Moons*. All-ages shows are offered Fridays and Saturdays year-round, with an additional Wednesday evening show in the summer months. *9401 Farwest Dr SW, Rainier Bldg, Rm 268, Lakewood; pierce.ctc.edu/dist/sciencedome*

Gig Harbor

This quiet, protected harbor is the perfect place to get on the water in a kayak or stand-up paddleboard, particularly for children who might find the choppy waters of the Puget Sound intimidating. Even land lovers will enjoy soaking up the atmosphere of this quaint fishing village with a latte or ice cream in hand.

– Joanna Manning

FootGolf at Fort Steilacoom and disc golf at Crystal Mountain Resort

Fun Fore Kids

With Chambers Bay the site of the U.S. Open in 2015, golf is on everyone's agenda. For kids—and kids at heart—the area offers several miniature golf and other unique options to explore.

Mini Golf

For rainy days or heat waves, **Tower Lanes** on the west end of Tacoma provides a challenging indoor course with water features and large obstacles, all protected from the elements. With bowling, pool, and arcade games in the same facility, there's plenty to keep everyone in the family entertained. Open 24 hours. *6323 Sixth Ave; towerlanes.net*

Does Dad want to brush up on his fundamentals while the kids play? **Tacoma Firs** is the place to go. The serious golfer in the family can make use of the driving range and short-game practice area while the kids tackle the mini-golf course located on the grounds. There's even a 3D Golf Zone for virtual play on one of 38 world-class courses. Afterward, everyone can enjoy a snack at the Tee Line Grill. Open 9am–9pm daily. *4504 S Tyler St; tacomafirsgolfcenter.uschedule.com*

For an all-day adventure, look no further than **Mike 'N' Terry's Outdoor Fun Park** in Puyallup. There isn't much miniature about this course: the obstacles are huge. The kids will love putting through giant windmills and waterfalls on the two courses offered. Go-karts and batting cages are also on site for even more family fun. Hours change regularly. *6326 114th Ave Ct E, Puyallup; mikenterrys.com*

On the border of south Tacoma and Puyallup, **Parkland Putters** is conveniently located just off of Highway 512. While the facility lacks decorative elements or obstacles, Parkland Putters offers four courses in a range of difficulty levels. Even the tiniest golfers can find a course to fit their abilities. Variable hours. *10636 Sales Rd S; miniaturegolftacoma.blogspot.com*

FootGolf

Do the kids prefer the soccer field, but the parents want to hit the links? Make everyone happy with a game of FootGolf. A hybrid of soccer and golf, the game is played by kicking a soccer ball into a large cup. Allow about two hours to finish a round. Courses are available at **Meadow Park** and **Fort Steilacoom** golf courses. *Meadow Park Golf Course 7108 Lakewood Dr W; metroparkstacoma.org/meadow-park-golf-course; Fort Steilacoom Golf Course 8202 87th Ave SW, Lakewood; lakespanawaygc.com/-footgolf*

Disc Golf

For an adventure unlike any other in golf, make the trek to Crystal Mountain to try out the resort's 12- and 18-hole disc golf courses. Disc golf follows the general rules and objectives of traditional golf, but uses a set of discs thrown into metal baskets. As soon as the snow has melted on the mountain in mid-June, golfers can enjoy the invigorating mountain air and stunning views from the course. Play the lower course at the mountain's base, or take a ride on the Mt. Rainier Gondola to access the summit course and lower course together. Newcomers to the sport can rent equipment at the Snorting Elk Cellar or the Village Inn Hotel on the resort grounds. Disc golf season is entirely dependent on the weather, so call ahead before planning your trip. *33914 Crystal Mountain Blvd, Crystal Mountain; crystalmountainresort.com*

—Joanna Manning

Lakewood
Washington
WE'RE THAT CLOSE
We're the closest City to Chambers Bay Golf Course. Lakewood has everything you need: Five public and private Golf Courses, Dining, Nightlife, Shopping, Outdoor Recreation, Overnight Accommodations, and a vibrant International District.
www.lakewood-chamber.com
253-582-9400

THE ART OF HOSPITALITY IN TACOMA
HOTEL MURANO
BITE RESTAURANT
LOBBY BAR
SPA • SALON • GALLERY
1320 BROADWAY PLAZA
TACOMA
murano.com
Forbes
PROVENANCE HOTELS

Clockwise from top left: Asado, Roadside Chicken and margarita at Masa Comida, and Indochine

DESTINATION ETHNIC EATS

For those who didn't know, South Tacoma—Lakewood—is home to an incredible international dining scene, although the diversity doesn't stop there. Here are some of the best eats in Pierce County.

TACOMA SZECHUAN

Specializing in the intense, numbing heat characteristic of Szechuan Chinese cuisine, this Lakewood spot crafts modern interpretations of traditional dishes. You'll find the most traditional among them laced with garlic and peppers, but less-intense dishes are solid, too, including Peking duck and pancakes, hot pots, moo shoo, and more Chinese classics.

HOUSE OF PHO

The perfect antidote to a rainy day, pho—a Vietnamese noodle soup—is filling and warming. At House of Pho, you can add meat like brisket, shrimp, or Vietnamese meatballs to your small or large bowl. Or opt for a vermicelli noodle bowl, rice plate, or *chow fun* dish. The restaurant also serves bubble tea, a popular drink in Asia that involves tapioca balls suspended in a milky beverage, and *ca phe sua*, Vietnamese hot coffee with condensed milk.

GANGNAM KOREAN BBQ

Serving some of the best Korean food in the county, Gangnam focuses on Korean-style barbecue. Tabletop grills throughout the restaurant allow diners to grill their own food; the menu consists of a la carte meats complemented by *banchan*—traditional Korean bowls of pickled vegetables.

HO SOON YI RESTAURANT

For authentic Korean cooking, look no further than Ho Soon Yi. Options include hot bowls of crackling *bi bim bap*, spicy *soon dubu* (tofu soup), and generous refills on your *banchan*. It's also dirt-cheap.

SUSHI NIWA

Don't let the bargain prices fool you; Sushi Niwa serves quality fish that is delightfully plated. The brightly colored rolls range from the typical California to the Fire Engine Roll, combining spicy tuna, tempura shrimp, daikon, cucumber, and green onion.

TIJUANA TACO

If you're looking for a bargain, Tijuana Taco will fill you up for pennies on the dollar. The Lakewood restaurant serves a slew of tacos, burritos, and tostadas, plus daily specials. The restaurant's specialty is the fascinating "taco burger" with meat, cheese, and lettuce dressed with red sauce and sandwiched by a hamburger bun.

DOWNTOWN DINING

Of course, Lakewood isn't the only section of the city with outstanding ethnic eats. **Masa Comida Mexicana**, on Sixth Avenue, uses Mexican flavors for the basis of dishes like a Roadside Chicken with grilled marinated chicken breast, nappa cabbage, and pico de gallo. Just across the street from Masa—and with the same owners—**Asado** is an Argentine steak house where mesquite-grilled steaks are the highlight. Northwest ingredients feature heavily on the menu, as do fantastic wines from Argentina.

Ritzy **Indochine** serves Asian-fusion fare among exposed-brick walls. The menu takes inspiration from Thailand, China, India, Japan, and Vietnam, with options like curry and wok dishes. Indochine also offers an extensive international wine list aimed at pairing well with the food's fusion flavors. —*Megan Hill*

GO

Asado 2810 Sixth Ave; asadotacoma.com / **Gangnam Korean BBQ** 8404 S Tacoma Way, Lakewood; gangnambbq.net / **Ho Soon Yi Restaurant** 8501 S Tacoma Way / **House of Pho** 8700 100th St SW, Lakewood / **Indochine** 1924 Pacific Ave; indochinedowntown.com / **Masa Comida Mexicana** 2811 Sixth Ave; masatacoma.com / **Sushi Niwa** 8701 S Tacoma Way, Lakewood / **Tacoma Szechuan** 9601 S Tacoma Way, Lakewood; tacomaszechuanchinese.com / **Tijuana Taco** 10005 Bristol Ave SW, Lakewood; tijuanatacorestaurant.com

LODGING

Alta Crystal Resort at Mount Rainier
68317 SR 410 E, Greenwater
360-663-2500
800-277-6475
altacrystalresort.com 62
$$-$$$$

Best Western Lakewood Motor Inn
6125 Motor Ave SW, Lakewood
253-584-2212
book.bestwestern.com 32
$-$$

Best Western PLUS Tacoma Dome Hotel
2611 East E St, Tacoma
253-272-7737
800-780-7234
book.bestwestern.com 24
$-$$$$

Best Western Premier Plaza Hotel + Conference Center
620 S Hill Park Dr, Puyallup
253-848-1500
888-204-5804
bwpremierplaza.com 25
$-$$$$

Best Western PLUS Wesley Inn + Suites
6575 Kimball Dr NW, Gig Harbor
253-858-9690
book.bestwestern.com
35
$$

Comfort Inn Tacoma
8620 S Hosmer St, Tacoma
253-538-7998
comfortinn.com/hotel-tacoma-washington-WA087 29
$-$$$

Courtyard Marriott - Tacoma Downtown
1515 Commerce St, Tacoma
253-591-9100
marriott.com/seatd 21
$$-$$$$

Crystal Mountain Hotels
33818 Crystal Mtn Blvd, Crystal Mountain
360-663-2262
888-754-6400
crystalhotels.com 68
$-$$$$

Emerald Queen Hotel + Casinos
5700 Pacific Hwy E, Fife
253-594-9200
888-831-7655
emeraldqueen.com
16
$$-$$$

Fairfield Inn + Suites
202 15th Ave SW, Puyallup
253-770-3100
marriott.com/sccpp 23
$-$$

Crystal Mountain

Hampton Inn + Suites DuPont/Joint Base Lewis McChord
800 Station Dr, DuPont
253-912-4444
dupontsuites.hamptoninn.com 35
$$-$$$$

Hampton Inn + Suites Puyallup
1515 S Meridian, Puyallup
253-770-8880
hamptoninn.hilton.com 23
$$

Hampton Inn + Suites Tacoma
8203 S Hosmer St, Tacoma
253-539-2288
hamptontacoma.com
25
$$-$$$$

Holiday Inn Express Hotel + Suites - Puyallup
512 S Hill Park Dr, Puyallup
253-848-4800
800-HOLIDAY
hiexpress.com/puyallup 25
$$-$$$

Holiday Inn Express - Lakewood
11751 Pacific Hwy SW, Lakewood
253-582-7000
800-HOLIDAY
hiexpress.com 28
$$-$$$$

Holiday Inn Express Hotel + Suites - Sumner
2500 136th Ave Ct E, Sumner
253-299-0205
800-HOLIDAY
hiexpress.com/sumnerwa
16
$$-$$$

Holiday Inn Express Hotel + Suites - Tacoma
8601 S Hosmer St, Tacoma
253-539-2020
800-860-7715
hiex.com 25
$$-$$$

Holiday Inn Express Hotel + Suites - Tacoma Downtown
2102 S C St, Tacoma
253-272-2434
800-HOLIDAY
hiexpress.com 20
$$-$$$

Hotel Murano
1320 Broadway Plz, Tacoma
253-238-8000
888-862-3255
hotelmuranotacoma.com
20
$$$-$$$$

The INN at Gig Harbor
3211 56th St NW, Gig Harbor
253-858-1111
800-795-9980
innatgigharbor.com 30
$$-$$$$

La Quinta Inn + Suites and Conference Center
1425 E 27th St, Tacoma
253-383-0146
800-753-3757
685.lq.com 19
$-$$$

Liberty Inn
1400 Wilmington Dr, DuPont
253-912-8777
877-912-8777
libertyinndp.com 39
$$-$$$

The Maritime Inn
3212 Harborview Dr, Gig Harbor
253-858-1818
888-506-3580
maritimeinn.com 31
$$-$$$

Mill Village Motel
210 Ctr St E, Eatonville
360-832-3200
800-832-3248
millvillage.whitepasstravel.com
51
$

National Park Inn
Mt. Rainier National Park, Longmire, six miles inside the Nisqually Entrance
360-569-2275
mtrainierguestservices.com
70
$$-$$$$

Nisqually Lodge + Conference Center
31609 SR 706 E, Ashford
360-569-8804
888-674-3554
nisqually.whitepasstravel.com
66
$$

Paradise Inn
Mt. Rainier National Park, Longmire, 19 miles inside the Nisqually Entrance
360-569-2275
mtrainierguestservices.com
70
$$-$$$$

Red Lion Hotel Tacoma
8402 S Hosmer St, Tacoma
253-548-1212
tacoma.redlion.com 25
$$-$$$$

Shilo Inn + Suites Tacoma
7414 S Hosmer St, Tacoma
253-475-4020
800-222-2244
shiloinns.com 25
$-$$

Silver Cloud Inn - Tacoma
2317 N Ruston Way, Tacoma
253-272-1300
866-820-8448
silvercloud.com/tacoma
23
$$$-$$$$

Sunshine Motel
3801 Pacific Hwy E, Fife
253-9266-0937
sunshinemotelfife.com
17
$

Travelodge Tacoma
3518 Pacific Hwy E, Fife
253-922-0550
800-578-7878
travelodgetacoma.com
17
$

MARINAS

Dock Street Marina
1817 Dock St, Tacoma
253-272-4352
dockstreetmarina.com

Point Defiance Boathouse Marina
5912 N Waterfront Dr, Tacoma
253-591-5325
metroparkstacoma.org/pointdefiancemarina

KEY
Number of miles to Sea-Tac Airport Free breakfast Pool Fitness center
Wheelchair accessible Pet friendly Free parking

$ Less than $100 $$ $100–$150 $$$ $151–$200 $$$$ $201 and more

Prepared On: 07/08/2015
Prepared By: Claire Vilk

Partners by Funding City - Choose your Region

Physical City	Total Accounts in City	Total Listings for Accounts
Lakewood	62	60
Lewis Mcchord	4	4
Tacoma	1	0
Grand Totals	**67**	**64**

Physical City: Lakewood

Account ID	Account Name	Account Type	Physical City	Region
2	Lakewood Chamber of Commerce & Visitor Information Center	Community Partner	Lakewood	Lakewood
74	Lakewood Arts Commission	Community Partner	Lakewood	Lakewood
75	Lakewood Historical Society + History Museum	Tourism Partner	Lakewood	Lakewood
99	Grand Prix Raceway Indoor Karting Center	Community Partner	Lakewood	Lakewood
118	Fort Steilacoom Golf Course	Community Partner	Lakewood	Lakewood
121	Lakewood Towne Center	Community Partner	Lakewood	Lakewood
226	Candlewood Suites	Community Partner	Lakewood	Lakewood
325	Thornewood Castle Inn & Gardens	Community Partner	Lakewood	Lakewood
345	French Hen & The Bistro	Community Partner	Lakewood	Lakewood
415	Ah Badabing Pizzeria	Community Partner	Lakewood	Lakewood
418	Oakhouse Restaurant & Bar	Community Partner	Lakewood	Lakewood
420	DeLong's DeLuxe	Community Partner	Lakewood	Lakewood
421	La Palma Family Mexican Restaurant & Lounge	Community Partner	Lakewood	Lakewood
422	The Fan Club Sports Bar	Community Partner	Lakewood	Lakewood
491	Carrs Restaurant and Catering	Tourism Partner	Lakewood	Lakewood
491	Carrs Restaurant and Catering	Tourism Partner	Lakewood	Lakewood

523	Fort Steilacoom NW Disc Golf Course	Community Partner	Lakewood	Lakewood
524	Fort Steilacoom Park	Community Partner	Lakewood	Lakewood
525	Oakbrook Golf Course	Community Partner	Lakewood	Lakewood
528	Cham Garden	Community Partner	Lakewood	Lakewood
537	Lakewold Gardens	Event Services Partner	Lakewood	Lakewood
537	Lakewold Gardens	Event Services Partner	Lakewood	Lakewood
560	Stina's Cellars	Community Partner	Lakewood	Lakewood
579	Cascade Bagel & Deli	Community Partner	Lakewood	Lakewood
611	Best Western Lakewood Motor Inn	Lodging Partner	Lakewood	Lakewood
645	Acapulco	Prospect	Lakewood	Lakewood
646	Aloha Teriyaki	Prospect	Lakewood	Lakewood
694	Ram Big Horn Brewing Company & Restaurant	Community Partner	Lakewood	Lakewood
717	Beds of Roses Florist	Prospect	Lakewood	Lakewood
761	McGavick Conference Center	Event Services Partner	Lakewood	Lakewood
768	Burs Restaurant	Community Partner	Lakewood	Lakewood
774	City of Lakewood	Funding Partner	Lakewood	Lakewood
805	Tijuana Taco	Community Partner	Lakewood	Lakewood
874	House of Donuts	Community Partner	Lakewood	Lakewood
875	Moon Rise Cafe	Community Partner	Lakewood	Lakewood
876	Tacoma Szechuan	Community Partner	Lakewood	Lakewood
877	Mare Sol Restaurant	Community Partner	Lakewood	Lakewood
878	Legacy Bakery & Catering	Community Partner	Lakewood	Lakewood
905	Holiday Inn Express - Lakewood	Lodging Partner	Lakewood	Lakewood
905	Holiday Inn Express - Lakewood	Lodging Partner	Lakewood	Lakewood
911	Best Burgers of Lakewood	Community Partner	Lakewood	Lakewood
928	Casa Mia Restaurant	Community Partner	Lakewood	Lakewood
939	Boulangerie Bakery & Cafe	Community Partner	Lakewood	Lakewood
940	Great Cuisine of India	Community Partner	Lakewood	Lakewood
941	Happy Teriyaki	Community Partner	Lakewood	Lakewood
942	Kyoto Japanese Restaurany	Community Partner	Lakewood	Lakewood
943	Sunny Teriyaki & Roll	Community Partner	Lakewood	Lakewood
944	Sushi Niwa	Community Partner	Lakewood	Lakewood
945	Cham Korean BBQ Buffet Restaurant	Community Partner	Lakewood	Lakewood
946	Cho Dang Tofu	Community Partner	Lakewood	Lakewood
947	Chung Ki Wa	Community Partner	Lakewood	Lakewood
948	Gangnam BBQ	Community Partner	Lakewood	Lakewood
949	Ho Soon Yi Restaurant	Community Partner	Lakewood	Lakewood
950	Palace Korean Bar & Grill	Community Partner	Lakewood	Lakewood
951	H&L Produce	Community Partner	Lakewood	Lakewood
952	Boo Han Market	Community Partner	Lakewood	Lakewood
953	H Mart	Community Partner	Lakewood	Lakewood
954	Pal Do World Market	Community Partner	Lakewood	Lakewood

970	Thornewood Cottage Vacation & Lodging	Community Partner	Lakewood	Lakewood
993	Lakewood Playhouse	Community Partner	Lakewood	Lakewood
1012	Taqueria El Antojo	Community Partner	Lakewood	Lakewood
1105	Mazatlan	Community Partner	Lakewood	Lakewood
1163	Great American Casino	Community Partner	Lakewood	Lakewood
1340	Oaktree Food & Drink Co	Inclusion Model	Lakewood	Lakewood
1956	Penny's On The Boulevard	Inclusion Model	Lakewood	Lakewood

Physical City: Lakewood - Subtotal: Total Accounts in City = 62, Total Listings for Accounts = 60

Physical City: Lewis Mcchord

Account ID	Account Name	Account Type	Physical City	Region
1684	Mcchord Collocated Club	Inclusion Model	Lewis Mcchord	Lakewood
1758	Subway	Inclusion Model	Lewis Mcchord	Lakewood
1895	Papa John's Pizza	Inclusion Model	Lewis Mcchord	Lakewood
2284	Starbucks	Inclusion Model	Lewis Mcchord	Lakewood

Physical City: Lewis Mcchord - Subtotal: Total Accounts in City = 4, Total Listings for Accounts = 4

Physical City: Tacoma

Account ID	Account Name	Account Type	Physical City	Region
718	Betta Mansions	Prospect	Tacoma	Lakewood

Physical City: Tacoma - Subtotal: Total Accounts in City = 1, Total Listings for Accounts = 0

Grand Total: Total Accounts in City = 67, Total Listings for Accounts = 64

Executive Committee Meeting Minutes
April 14, 2015 | 10:00 a.m.
CVB Office – 1119 Pacific Ave., Tacoma

Present: Jeremy Foust, Laurie Beck, Evan Marques, Becky Newton, Monique Trudnowski
Staff: Claire Vilk, Bennish Brown, Sharon McCormack, Jaime Vogt, Jennifer Unrau
Excused:

1. **Welcome**

Call to order 9:32

a. **Finance Committee**

- **Review of March month-end financials**

Balance Sheet: Cash balances at 3-31-2015 were $640,320, up about $145,000 mostly due to late collection of January receivables. TPA and L-TAC were paid in January and February invoices in March. Accounts Receivable of $258,477 represents March billings of just over $176,900 and remaining February contract receivables. City of Tacoma did not pay their February billing until April. Accounts Payable of $7,199 represents ordinary liabilities at 3-31-2015. Total Net Asset balances at 3-31-15 were $908,312.

Income Statement: Funding Partner revenues in March were $176,906. Funding Partner billings are in-line with or over budget. The CVB was able to bill a significant amount of sales and marketing costs to Puyallup, Lakewood, and Sumner. Fife, Sumner and Gig Harbor were billed for first quarter. Interest Income of $587 was posted for first quarter. The CVB expenses for March were $151,864. There were no unusual expenses and year to date expenses are in-line with budget. Net Revenue over expenses or the month was $40,186 and $51,000 for the year to date.

Evan asked if the finance committee is a sub committee or a separate one.

Laurie said that it's separate. We need to reach out to outside board members to create a financial committee. They can call in.

Evan asked what they do.

Laurie stated that they review financial procedures, financial statements, etc.

Evan stated that that seems like a lot of layers.

Bennish said that the bylaws state that there are only 2 standing committees: Executive and Nominated.

Laurie remarked that if we needed to address an issue, we can create a temporary committee.

Becky said that unless it adds value to the organization, why add it?

Evan motioned to absolve the Finance committee, Laurie seconded. Motion passed.

Evan then remarked that meetings should start at 9:30 am.

2. **Approval of Executive Committee Agenda**

Evan moved, Laurie seconded, motion passed

3. **Approval of March 17, 2015 Minutes**
   Evan moved, Laurie seconded, motion passed
4. **Financials**
   Evan moved to approve financials, Becky seconded. Motion passed.
5. **Open Issues**
   a. **Jaime to discuss CVB advertising options and contract for partners advertising on CVB "real estate"**
      Jaime discussed the possibility of developing an advertising policy. Melinda was looking for a way to sell sponsorship for the Annual Meeting. For the duration of this year it will be Metro Parks, Duke's Chowder House and McGavick Center.
      Jeremy asked if we see the website as an advertising opportunity in the future. A while ago there was a thought or idea that the separate landing pages would all have advertising space on the pages. Is there a true advertising plan for the website? And then how do we prevent non partners from advertising on our pages? Do they target our demographic? If they don't, it's a disservice to the website we're spending so much money on.
      Jaime stated that the ads need to be relevant to who's visiting the site. She also said she'd love to have guidelines on who we approach for advertising. Right now Saga City has the right to sell ads to our partners at a discounted rate. They've gone out of Pierce County one or twice.
      Becky asked if the original intent was to offer in kind or to offset the cost of the website.
      Jaime said that it was originally envisioned as a tool to give business development an avenue to get revenue, specifically for the annual meeting. Currently we have a value of that ad around $500 a month.
      Jeremy said that we have to be careful. Do we need a policy in place if the City of Sea-Tac says they want to buy an ad on our homepage? Do we say no or do we say yes? Then, do we link the ad space and the annual meeting? Or should they be separate. The value of the sponsorship should be within that realm.
      Jaime said we could give a certain amount of preference to Pierce County, and discounts to partners. She'd like it to be consistent with our other advertising mechanisms.
      Laurie asked if they have to go outside Pierce County to advertise.
      Jaime responded that it depends. We Okayed attractions, but not hotels. And other than that, partners. For example, there was an outlet mall in Auburn and because we don't have one, it was a good choice to fill that void.
      Jeremy said that as far as the board goes, we should collect data and then see what kind of traffic we get. Then if we need or want to, we can use the website as a revenue source.
      Jaime said she could bring information on the Simpleview sales module. You decide where the ads go, they sell them and we get a percentage of it.
      Monique mentioned that most of the board buys advertising now. So having a discussion would be beneficial. She also discussed a few things that may be helpful. A one month ad is way too long, and then to have a rotating ad. The

balance of in kind sponsorship and cash. And then lastly, the broad representation of the industry.
Bennish mentioned that we don't have anyone to go around selling ad space.
Monique asked if it could be integrated into the partnership model.
In regards to the Saga City Discussion:
Jaime said that the plan was to negotiate with Saga City next week for extending our contract. We can put in certain restrictions if we want to.
Becky said that possibly going forward with Saga City that we have our major cities look at the content before it's published to make sure it's accurate.
Jeremy asked where we go from here. Do we need to have a discussion on this right now?
Jaime said that she's talking with Saga City the last week of April. So it'd be nice if there was going to be a change of direction that we have some broad line points.
Jeremy said anything outside that spectrum needs approval by the Executive Committee. The last thing we want to do is restrict them. With Saga City, partnership and outside entities that are beneficial to our guests is priority.
Jaime said that in addition to the webpage, they get an #ask253 tweet, sponsor content in one of our newsletters. And 75% of our visitors are new.
Becky said that if Monique can provide the policy from WTA it would be beneficial. Include Pierce County and anything outside Pierce County be approved by the board.

b. Board retreat

Bennish discussed that we checked with three places for retreats.
Becky asked what board members are responsible for.
Bennish responded that they're responsible for room nights and travel.
Laurie mentioned that the places chosen are all outside Pierce County. Should we look for something closer?
Evan asked what places in Pierce County, aside from hotels, do these kinds of events.
Laurie mentioned that we've gone to the mountain, Gig Harbor.
Evan remarked that we had discussed going outside Pierce County because people would be more willing to stay for the duration. The question that we need to present at the board meeting is what do we want to do? Do we want an overnight?
Jeremy said that we should make the decision of having that discussion at the board level or make the choice for the board. Then we can answer the Pierce County question.
Becky said that we should make the recommendation and present it to the board. If it were in Pierce County, she feels excuses would come up. Where as, if we're out of town, people won't be leaving.
Laurie commented that when it was held at Crystal, the majority participated the entire time and stayed the night. She stated that a show of hands would be good and then we could go from there.
Jeremy said then to come out of this meeting with a recommendation for an overnight stay with a budgeted amount and it will be held in October.

Laurie mentioned that she could put in a bid for Ocean Shores.
Jeremy said that the recommendation for the board is for the October 9-10 weekend, it will be an overnight and the price per person will be approx. $200.

c. **Update on office move**

Evan discussed that they met with the city of Tacoma and reviewed the lease. There isn't money in the city's budget for tenant improvements. So we are responsible for that cost up front.
Bennish remarked that now he's looking for general contractor options and to have them give a cost for the build out.
Jeremy remarked that it's not out of the ordinary for someone to not pay for build out. And we feel that the cost that we'll be charged will save us money in the long run. Our focus is to get the team in one location.
Evan remarked that in addition to the financial ramifications, there are benefits of having the team in one place.
Monique said that it should be included in the cost analysis. If she's funding the organization from another city and we're giving that money to the city of Tacoma, she wouldn't be happy.
Evan said that a lot of the benefit is intangible.
Bennish stated that there are some costs that we aren't having to cover. The computers they use, the office space, etc.
Jeremy said the next step is getting prices for the total cost of the move.
Monique asked if there were any other spaces that we've had in depth conversations with.
Bennish responded that we haven't gone that in depth with each one, but there are other properties that we're looking at.
Monique said that case studies should be presented for all options.
Evan said that we could set the term for whatever we want as long as it ends on an even year. They want to fill the space.
Monique asked what the implications are when the hotel goes in as far as parking for staff, water, power, etc. We should do this process with another option.
Becky asked what the price was per square foot.
Bennish said that the GTCTC is about $20 and our current office is $16, which also includes the basement space.
Becky asked what Bennish's preference would be for the staff.
Bennish responded that having them all together would be best. We have examples of other DMOs being housed in a tourism related facility. It does make sense.
Evan said that he'll find another contractor to get in contact with Bennish.
Jeremy said that we have to make a decision regardless.
Evan said it should be made before the middle of May. We're going to have to take contractors into the other spaces to get a cost analysis. We need to get the cost of the two spaces including tenant improvement. If it's not included, we need to know because it would be out of pocket. Then we can come up with the proposal.

d. **New signature cards for bank accounts**

Sharon talked about getting signatures and notarized documents at the bank.

6. **New Business**
   a. **Approval for President/CEO to submit lodging tax funding request from all available sources**
   Bennish: TPA LTAC, we need a letter and minutes that show that someone is authorized to request funding and one of the cities.
   Evan submitted a motion to authorize Bennish to submit funding requests via letter. Laurie seconded. Motion carried.
   Jeremy mentioned that there may be something that gives this authority in the by laws to the president.
   Evan suggested we ask what they want to see. If it needs to be on an annual basis, we can do that or if we can put it into the bylaws, we can do that too.

7. **Good of the Order**

Monique discussed the need for a financial committee. And that maybe we should look at it more in depth before we make a final decision to disband it. She serves on several municipally funded non-profit Boards that either mandate through their bylaws or as a best practice that they have a Finance Committee. The Tacoma-Pierce County Chamber does as well. Absolving the Finance Committee puts us out of the industry standard, a less transparent position with the public, and consolidates power. The Finance Committee should act as an independent check and balance to the Fiduciary integrity of the organization. In a city where two major non-profits including the Tacoma Rescue Mission have had high-level embezzlement, a separately operating Finance Committee is a necessity, not a luxury. She does not support the idea that we have an accountant now, so that is enough of a check. The accountant is a paid employee of the President/CEO. They hire the employee, and there may be a time in the organizations future that the CEO may not be as honest and trustworthy as Bennish. We have to protect the organization, not react to who is in place now. We should ask our funding partners, cities, county and LTAC, TPA if there are any compliance issues that conflict with the Executive Committee being the only body to approve financials. What are the expectations of the Funding Partners? The Finance Committee should be comprised of Treasurer as Chair, with 4 additional committee members that are not on the executive committee. She would like to entertain a motion at the next Board Meeting to amend the by-laws to include the Finance Committee as a standing committee. Changes to the by-laws take time and process, and she supports the process in doing so.

8. **Adjourn**

   Meeting adjourned at 11:02

Next Meeting: May 19 | 9:30am–11:00 a.m. | CVB Office

Dean Runyan Associates

Pierce County
Travel Impacts, 1991-2014p

February 2015

Tacoma Regional
Convention + Visitor Bureau

Prepared for the

Tacoma Regional Convention & Visitor Bureau
Tacoma, Washington

PIERCE COUNTY
TRAVEL IMPACTS, 1991-2014P

Prepared for the

Tacoma Regional Convention & Visitor Bureau
1119 Pacific Ave., Suite 1400
Tacoma, Washington 98402

Prepared by

Dean Runyan Associates
833 S.W. Eleventh Avenue, Suite 920
Portland, Oregon 97205
(503) 226-2973
www.deanrunyan.com

February 2015

PIERCE COUNTY TRAVEL IMPACTS, 1991-2014P

INTRODUCTION

This study, prepared for the Tacoma Regional Convention and Visitor Bureau, documents the economic significance of the travel industry in Pierce County from 1991 through 2014. This report provides preliminary 2014 estimates for Pierce County, estimates of selected areas within the county, and a countywide estimate of visitor volume and average daily spending.

MEASUREMENT OF TRAVEL IMPACTS

The impact estimates associated with traveler spending in Pierce County were measured using the Regional Travel Impact Model (RTIM) developed by Dean Runyan Associates. The RTIM was calibrated specifically to represent the unique characteristics of the travel industry in Pierce County.

The detailed breakouts of travel impacts for areas within Pierce County are based primarily upon the lodging inventory within the county and the distribution of sales and hotel/motel tax receipts. This provides a reasonable estimate of the distribution of travel impacts within Pierce County. However, such small area estimates are necessarily less reliable than countywide estimates. It is for this reason that only total impacts (e.g., total travel spending, employment) are provided at the sub-county level. The estimates are also reported for only the most recent year. Year-to-year comparisons of estimates provided in previous reports should be avoided.

This report also provides an estimate of the number of day trips and average daily spending of day travelers to Pierce County. It should be noted that estimates of day travel are less reliable than overnight travel.

REVISIONS TO CURRENT REPORT

There are two methodological revisions in the current report.

In previous reports, the category of "other travel" included ground transportation impacts for travel to other Washington destinations and travel agencies (NAICS 56151). In the current report, the category of other travel has been expanded to include travel arrangement and reservation services (NAICS 5615) and convention and trade show organizers (NAICS 56192). All estimates for previous years have been revised to reflect the new definition.

Second, the tax impacts for local and state revenue have been expanded to include an estimate of property tax payments at the local level by travel industry businesses and employees (households). In addition, an estimate of the sales and excise tax payments of travel industry employees at the local and state level have been included. All estimates for previous years have been revised to include the additional tax revenue.

INTERPRETATION OF IMPACT ESTIMATES

Users of this report should be aware of other issues regarding the interpretation of reported impact estimates

- All estimates contained in this report supersede those previously published.
- The estimates in this report are expressed in *current* dollars. There is no adjustment for inflation.
- Economic impact measurements reported herein represent only direct economic impacts. Direct economic impacts include only the spending by travelers and the employment generated by that spending. Secondary effects related to the additional spending of businesses and employees are not included.
- The employment estimates in this report are estimates of the total number of full and part-time jobs directly generated by travel spending, rather than the number of individuals employed. Both payroll and self-employment are included in these estimates. Caution should therefore be used in comparing these estimates with other employment data series.

Appendix A in this report contains tables that were prepared for the WADMO report. Appendices B through E include definitions and methodology. Additional methodological information can be found in the WADMO report.

RECENT TRAVEL TRENDS IN PIERCE COUNTY

Travel spending in Pierce County in 2014 was $1,022 million. This represents a 2.9 percent increase from 2013. Preliminary estimates of earnings, employment and tax revenues were also up. This is the third consecutive year of strong growth in travel spending and other related travel impacts.

Pierce County Travel Trends, 1991-2014p

	Spending ($Millions)	Earnings ($Millions)	Employment	Tax Receipts ($Millions) Local	State	Total
1991	416	113	10,590	10.3	29.0	39.3
1992	436	119	10,650	10.9	30.4	41.3
1993	449	123	10,820	11.7	32.5	44.1
1994	461	126	10,780	12.5	33.3	45.8
1995	487	133	10,950	13.2	34.9	48.1
1996	504	137	10,510	13.8	35.3	49.1
1997	535	145	10,790	16.7	36.7	53.4
1998	536	147	10,370	18.0	36.8	54.8
1999	572	160	10,580	19.1	39.1	58.2
2000	653	186	11,300	21.2	43.4	64.5
2001	618	177	10,920	21.4	40.7	62.2
2002	638	185	10,440	22.0	42.0	64.0
2003	644	186	10,460	21.6	42.3	63.9
2004	699	195	10,650	23.3	45.8	69.2
2005	743	205	10,760	25.1	48.5	73.6
2006	804	216	10,810	26.9	52.3	79.2
2007	827	219	10,670	27.6	53.4	81.0
2008	891	232	11,080	29.6	56.0	85.6
2009	828	227	10,530	28.8	54.5	83.3
2010	884	231	10,500	30.6	56.5	87.1
2011	898	232	10,320	30.1	55.7	85.8
2012	951	240	10,390	31.3	58.4	89.7
2013	993	258	10,800	33.6	61.5	95.1
2014p	1,022	276	11,160	34.9	63.2	98.1
Annual Percentage Change						
13-14p	2.9	7.0	3.3	3.9	2.6	3.1
91-14p	4.0	3.9	0.2	5.5	3.4	4.1

Estimates for 2014 are preliminary. These estimates supersede all previous reports.

TRAVEL IMPACTS WITHIN PIERCE COUNTY

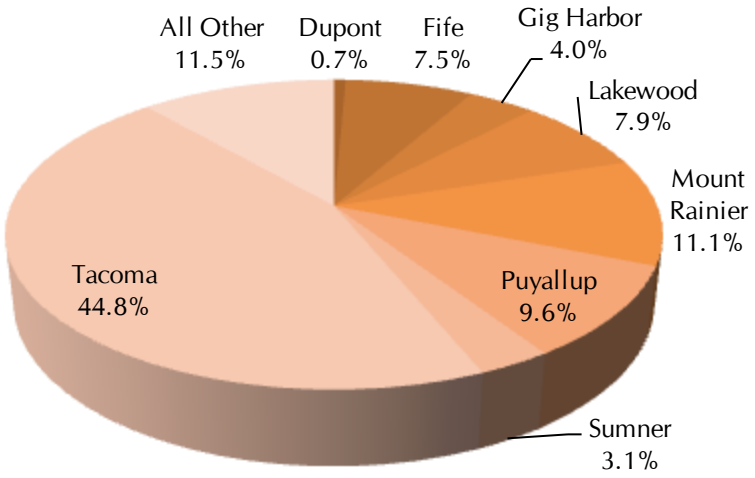
Summary breakouts for nine areas within Pierce County are reported below. The Mount Rainier area includes the gateway communities of Ashford, Buckley, Eatonville, Elbe and Orting. As noted in the introduction to this report, small area estimates such as these should be interpreted with care. Year-to-year comparisons with previously reported estimates are not advisable.

Travel Impacts within Pierce County, 2014p

	Travel Spending ($Million)	Earnings ($Million)	Employment (jobs)	Tax Receipts Local ($Million)	State ($Million)	Total ($Million)
Dupont	7.0	1.8	70	0.2	0.5	0.7
Fife	76.9	21.4	860	3.0	4.2	7.3
Gig Harbor	40.4	10.8	440	1.3	2.6	3.9
Lakewood	80.5	22.0	890	2.9	4.8	7.7
Mount Rainier	113.2	33.0	1,320	5.4	5.2	10.5
Puyallup	98.0	25.6	1,040	2.8	6.7	9.5
Sumner	31.4	8.5	340	1.1	1.9	3.0
Tacoma	457.4	126.8	5,110	17.6	25.8	43.4
All Other	117.2	26.0	1,090	0.5	11.5	12.0
County total	1,021.9	275.9	11,160	34.9	63.2	98.1

Source: Dean Runyan Associates.
All Other includes all jurisdictions not listed and unincorporated areas.

Percentage Distribution of Travel Spending within Pierce County, 2014p



VISITOR VOLUME

Visitor volume estimates for the county are shown below. These estimates are derived from the visitor spending estimates, visitor surveys and lodging data. As noted on page one of this report, the day estimates in particular should be interpreted cautiously.

Pierce County Visitor Volume, 2014p

	Spending		Travel Party		Visitors (thousand persons)		
Accommodation	Destination ($Millions)	Ave. Daily Per Party	Days (000)	*Size	Days	**Length of Stay	Trips
Overnight	$669	$170	3,926	2.1	8,075	2.9	2,775
Hotel/Motel	$360	$348	1,035	2.1	2,220	2.1	1,042
Private Home	$289	$105	2,758	2.0	5,519	3.4	1,635
Other Overnight	$19	$143	133	2.5	337	2.9	117
Day	$246	$215	1,144	2.4	2,777		2,777
Total	$915	$181	5,070	2.1	10,852		5,552

Notes: *Size refers to the average number of persons in the travel party. **Length of Stay refers to the average number of nights in Pierce County. Destination spending refers to visitor spending at destinations within Pierce County. Only that portion of transportation spending that occurs within the county is included.

The following table provides additional spending estimates for overnight travelers to Pierce County.

Average Expenditures for Overnight Visitors to Pierce County, 2014p

	Travel Party		Person		Party	Length of
	Day	Trip	Day	Trip	Size	Stay (nights)
Hotel, Motel	$348	$742	$162	$342	2.1	2.1
Private Home	$105	$354	$52	$172	2.0	3.4
Other Overnight	$143	$412	$57	$163	2.5	2.9
All Overnight	$170	$496	$83	$234	2.1	2.9

Pierce County
Travel Impacts, 2006-2014p

	2006	2008	2010	2011	2012	2013	2014p
Total Direct Travel Spending ($Million)							
Destination Spending	719	782	794	793	843	889	915
Other Travel*	86	109	90	105	108	105	107
Total Direct Spending	804	891	884	898	951	993	1,022
Visitor Spending by Type of Traveler Accommodation ($Million)							
Hotel, Motel	270	298	297	291	311	344	360
Private Home	233	253	261	266	280	285	289
Campground	9	10	9	9	10	10	10
Vacation Home	7	8	8	8	9	9	9
Day Travel	198	213	218	220	233	241	246
Destination Spending	719	782	794	793	843	889	915
Visitor Spending by Commodity Purchased ($Million)							
Accommodations	89	106	100	98	102	116	123
Food Service	210	228	243	242	262	278	289
Food Stores	49	55	55	57	60	62	65
Local Tran. & Gas	124	143	139	144	152	157	160
Arts, Ent. & Rec.	121	124	125	123	130	134	137
Retail Sales	126	126	131	130	137	141	142
Destination Spending	719	782	794	793	843	889	915
Industry Earnings Generated by Travel Spending ($Million)							
Accom. & Food Serv.	100	110	112	115	121	134	145
Arts, Ent. & Rec.	61	63	60	59	58	60	64
Retail**	25	26	27	26	28	29	32
Ground Tran.	24	25	26	25	26	27	28
Other Travel*	7	7	6	7	7	7	8
Total Direct Earnings	216	232	231	232	240	258	276
Industry Employment Generated by Travel Spending (Jobs)							
Accom. & Food Serv.	4,930	5,170	4,820	4,830	4,890	5,310	5,640
Arts, Ent. & Rec.	3,640	3,710	3,510	3,390	3,350	3,310	3,290
Retail**	1,020	1,030	1,040	1,010	1,060	1,080	1,120
Ground Tran.	940	910	900	870	870	890	890
Other Travel*	270	270	220	220	220	220	220
Total Direct Employment	10,810	11,080	10,500	10,320	10,390	10,800	11,160
Government Revenue Generated by Travel Spending ($Million)							
Local Tax Receipts	26.9	29.6	30.6	30.1	31.3	33.6	34.9
State Tax Receipts	52.3	56.0	56.5	55.7	58.4	61.5	63.2
Total Local & State	79.2	85.6	87.1	85.8	89.7	95.1	98.1

Details may not add to totals due to rounding.

*Other Travel includes air travel and ground transportation impacts for travel to other Washington visitor destinations, travel arrangement & reservation services, and convention & trade show organizers. **Retail includes gasoline.

APPENDICES

APPENDIX A:	ADDITIONAL DATA TABLES
APPENDIX B:	KEY TERMS AND DEFINITIONS
APPENDIX C:	TRAVEL IMPACT INDUSTRIES MATCHED TO 2007 NAICS
APPENDIX B:	RELATIONSHIP BETWEEN SPENDING AND VOLUME
APPENDIX E:	REGIONAL TRAVEL IMPACT MODEL

Pierce County Travel Indicators

Travel Indicators

Visitor Spending Impacts (2014p)	
Amount of Visitor Spending that supports 1 job	$83,653
Employee Earnings generated by $100 Visitor Spending	$29
Local Tax Revenues generated by $100 Visitor Spending	$3.81
Visitor Volume (2014p)	
Additional visitor spending if each resident household encouraged one additional overnight visitor (in thousands)	$73,395
Additional employment if each resident household encouraged one additional overnight visitor	877
Visitor Shares	
Travel Share of Total Employment (2013)*	2.7%
Visitor Share of Taxable Sales (2013)**	4.7%
Overnight Vistor Day Share (2014p)***	2.7%

Pierce County Overnight Spending and Volume

Visitor Spending by Type of Traveler Accommodation ($Million), 2006-2014p

	2006	2008	2010	2011	2012	2013	2014p
All Overnight	520.3	568.6	575.9	573.8	609.7	647.5	668.8
Hotel, Motel	270.4	297.9	297.2	290.8	311.2	344.4	360.4
Private Home	233.2	252.9	261.1	265.7	280.1	284.6	289.4
Other Overnight	16.7	17.8	17.6	17.4	18.4	18.5	19.0
Campground	9.2	9.8	9.4	9.0	9.7	9.7	9.9
Vacation Home	7.5	8.0	8.2	8.4	8.6	8.8	9.1
Day Travel	198.2	213.2	217.8	219.6	233.4	241.1	246.4
Spending at Destination	718.5	781.8	793.7	793.4	843.1	888.5	915.2

Average Expenditures for Overnight Visitors, 2014p

	Travel Party		Person		Party	Length of
	Day	Trip	Day	Trip	Size	Stay (nights)
Hotel, Motel	$348	$742	$162	$342	2.1	2.1
Private Home	$105	$354	$52	$172	2.0	3.4
Other Overnight	$143	$412	$57	$163	2.5	2.9
All Overnight	$170	$496	$83	$234	2.1	2.9

Overnight Visitor Volume, 2012-2014p

	Person-Nights (000)			Party-Nights (000)		
	2012	2013	2014	2012	2013	2014
Hotel, Motel	1,990	2,157	2,220	932	1,008	1,035
Private Home	5,453	5,523	5,519	2,711	2,744	2,758
Other Overnight	332	333	337	131	131	133
All Overnight	7,775	8,013	8,075	3,774	3,883	3,926

	Person-Trips (000)			Party-Trips (000)		
	2012	2013	2014	2012	2013	2014
Hotel, Motel	944	1,022	1,052	437	473	486
Private Home	1,663	1,685	1,683	804	814	817
Other Overnight	115	116	117	45	46	46
All Overnight	2,722	2,823	2,853	1,287	1,333	1,349

KEY TERMS AND DEFINITIONS

ECONOMIC IMPACTS

Commodity: A classification of a product or service, such as lodging or food service. An establishment or industry may produce more than one commodity.

Direct Impacts: Employment, earnings and tax receipts *directly* generated by travel spending, as distinguished from secondary and total impacts.

Earnings: Earnings include wage and salary disbursements, other earned income or benefits, and proprietor income. Only the earnings attributable to travel expenditures are included.

Employment: Industry employment (jobs) associated with travel-generated *earnings*. Includes both full-time and part-time positions, and salaried or self-employed individuals. Employment is reported as an average for a time period, typically annual. (Unless otherwise noted, the employment estimates refer to establishment or industry employment at place of work, not the employment status or residence of the individual.)

Industry: A classification of business or government establishments based on their primary technological process. (See NAICS Appendix table.)

Local Taxes: Lodging and sales taxes imposed by Pierce county and the other local jurisdictions in the county levied on visitors and travel industry employees. An estimate of property taxes paid by travel industry businesses and travel industry employee households is also included.

Other spending: See *Travel spending.*

Private Home: Unpaid overnight accommodations of friends and relatives.

Receipts: Travel expenditures less the sales and excise taxes paid by the consumer.

State Taxes: Lodging, sales, motor fuel, and business and occupation tax imposed by the state of Washington. Sales and excise tax payments of travel industry employees are also included.

Total Impacts: The sum of *Direct* and *Secondary* impacts.

Travel spending: The sum of visitor and other spending related to travel. Other spending includes spending by residents on ground and air transportation for the purpose of travel to other destinations and spending on travel arrangement services.

Visitor spending: All spending on goods & services by visitors at the destination. Also referred to as destination spending.

VISITOR VOLUME

Length of Stay: The number of nights that a visitor or travel party is away from home on a trip.

Night: Applies to overnight visitors only. The number of nights on a trip is the length of stay. The count of days and nights is generally equivalent for overnight visitors. (See trips.)

Party-trips: The number of trips to the destination by travel parties. Party-trips are equal to the number of Visitor-trips divided by the average party size.

Party-nights: The number of nights or days that travel parties stayed at the destination. Party-nights are equal to the number of visitor-nights divided by the average party size or the number of party-trips multiplied by the average length of stay.

Party Size: The number of individuals (adults and children, including non-household members) that are traveling together and are sharing the costs of travel.

Room Demand: A count of the number of hotel/motel rooms that are sold on a nightly basis over a given period of time. Also referred to as *room nights sold*.

Travel party: A *travel party* includes all *visitors* (adults and children) traveling together. The *party size* represents the average number of visitors or persons in the travel party.

Trip: A trip may include more than one day or night at a destination. For overnight visitor categories, the total number of trips will be less than the number of nights. The *length of stay* for the trip represents the number of nights (or days) at the destination.

Visitor: An individual traveler that stays overnight away from home in paid or unpaid accommodations, or a day visitor that travels at least fifty miles one-way from home on non-routine trip.

Visitor Air Arrival: A passenger who travels by air and initiated the trip at another location. Visitor air arrivals do not include passengers who are returning home from a trip to another destination or passengers that are making a connection to another flight.

Visitor-trips: The number of trips to the destination by visitors or persons. This is also equivalent to as the total number of *visits.*

Visitor-nights: The number of nights or days that visitors (persons) stayed at the destination. Visitor-nights are equal to the number of visitor-trips multiplied by the average length of stay.

TRAVEL IMPACT INDUSTRIES MATCHED TO NAICS

TRAVEL IMPACT INDUSTRY	NAICS INDUSTRIES* (code)
Accommodation & Food Services	
	Accommodation (721)
	Food Services and Drinking Places (722)
	Residential Property Managers (531311)
Arts, Entertainment & Recreation	
	Performing Arts, Spectator Sports (711)
	Museums (712)
	Amusement, Gambling (713)
	Scenic and Sightseeing Transportation (487)
	Miscellaneous Industries (see note**)
Retail	
	Food & Beverage Stores (445)
	Gasoline Stations (447)
	Clothing and Clothing Accessories Stores (448)
	Sporting Goods, Hobby, Book, and Music Stores (451)
	General Merchandise Stores (452)
	Miscellaneous Store Retailers (453)
Ground Transportation	
	Interurban and rural bus transportation (4852)
	Taxi and Limousine Service (4853)
	Charter Bus Industry (4855)
	Passenger Car Rental (532111)
	Parking Lots and Garages (812930)
Air Transportation	
	Scheduled Air Passenger Transportation (481111)
	Support Activities for Air Transportation (4881)
Other Travel	
	Travel Arrangement & Reservation Services (NAICS 56151)
	Convention and Trade Show Organizers (NAICS 56192)
	(Other travel also includes a portion of transportation.)

Notes: *Government enterprizes (e.g., park systems) are included in this classification.
**Includes parts of industries in other sectors (e.g., accommodation, charter bus).
A more detailed description of these industries can be found at http://www.ntis.gov/naics.

RELATIONSHIP BETWEEN SPENDING AND VOLUME

The Spending, Average Expenditures and Volume tables are computationally related as shown below.

- **Spending** *equals* **Average Expenditures** *multiplied by* **Volume** for comparable party/person and night/trip categories
- **Travel parties** and **persons** are related by division or multiplication with **Party Size**
- **Trips** and **nights** are related by division or multiplication with **Length of Stay**

Visitor Spending by Type of Accommodation ($Million), YEAR

		YEAR
All Overnight	**656,000 x $79 = $56,100,000 (calculated from person-trips)**	**56.1**
Hotel, Motel	160,000 x $200 = $32,000,000 (calculated from party-nights)	32.0
Private Home	*1,030,000 x $20 = $20,600,000 (calculated from person-nights)*	*20.6*
Other Overnight	**10,000 x $350 = $3,500,000 (calculated from party-trips)**	**3.5**
Campground		3.0
Vacation Home		0.5
Day Travel		30.0
Spending at Destination		86.1

Average Expenditures for Overnight Visitors, YEAR

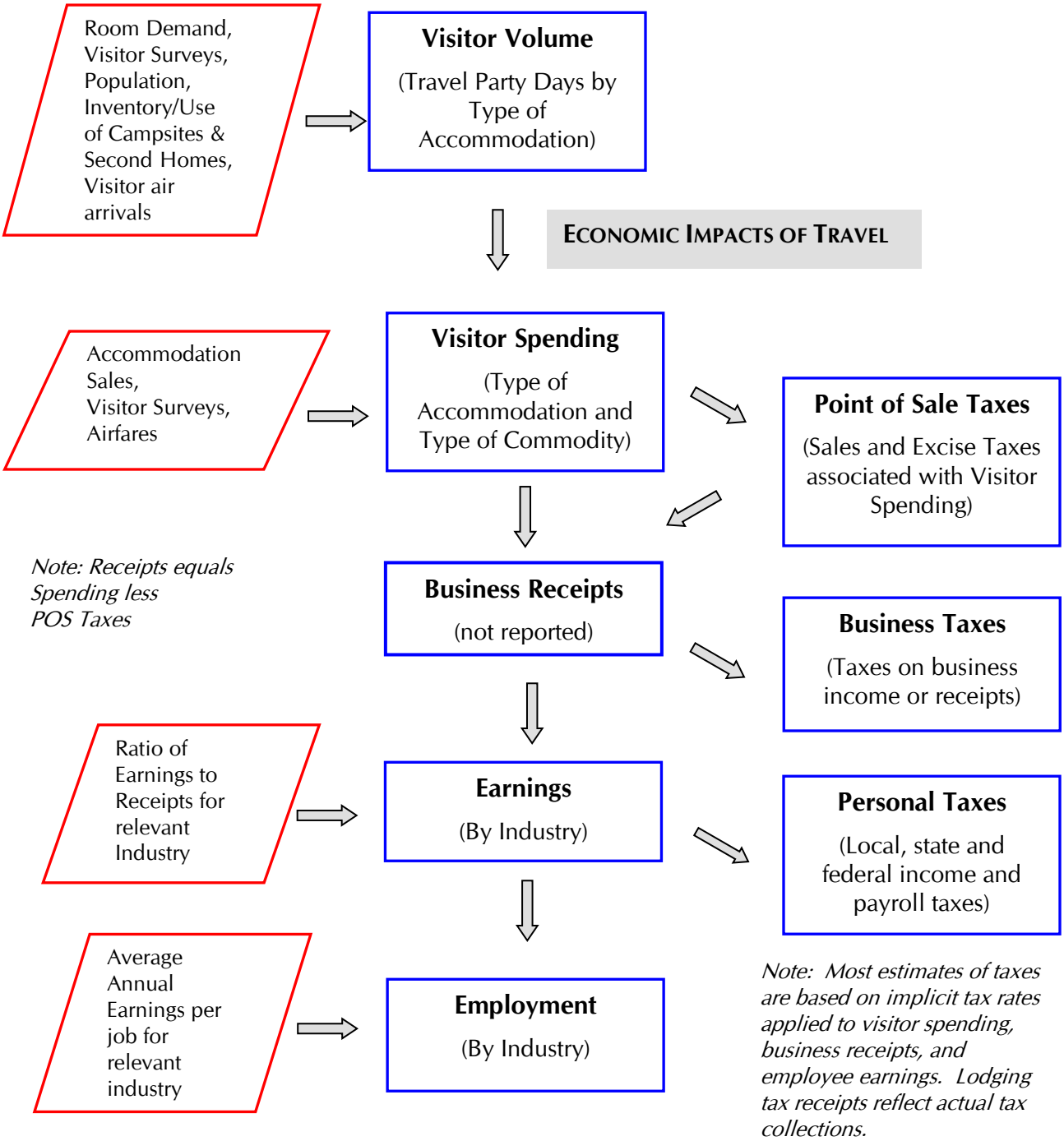
	Travel Party		Visitor (Person)		Party	Length of
	Nights	Trip	Nights	Trip	Size	Stay (nights)
Hotel, Motel	$200	$340	$83	$142	**2.4**	1.7
Private Home	$50	$130	*$20*	$52	2.5	**2.6**
Other Overnight	$117	**$350**	$34	$103	3.4	3.0
All Overnight	$494	$214	$197	**$86**	2.5	2.3

Overnight Visitor Volume, YEAR

	Visitor-Nights (000)		Party-Nights (000)
		YEAR	YEAR
Hotel, Motel	160 x **2.4** =	384	160
Private Home		*1,030*	412
Other Overnight		102	30
All Overnight		1,516	602

	Visitor-Trips (000)		Party-Trips (000)
		YEAR	YEAR
Hotel, Motel		226	94
Private Home	*1,030* / **2.6** =	396	158
Other Overnight		34	**10**
All Overnight		**656**	263

REGIONAL TRAVEL IMPACT MODEL



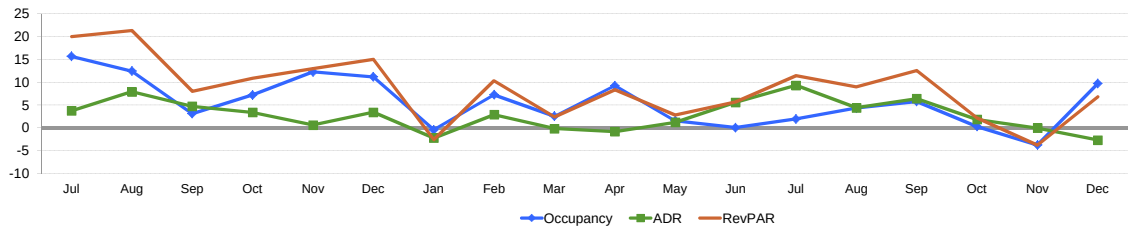
Tab 2 - Trend Pierce County, WA

Tacoma Regional CVB

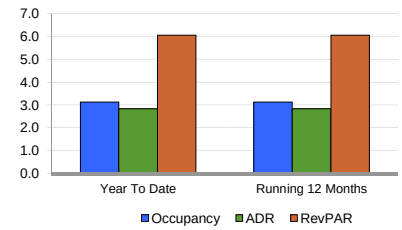
For the Month of December 2014

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2013						2014												Year To Date			Running 12 Months		
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2012	2013	2014	2012	2013	2014
This Year	78.6	79.3	66.7	59.3	55.4	45.7	49.3	61.0	58.1	59.7	61.5	71.3	80.1	82.7	70.6	59.5	53.3	50.2	57.5	61.3	63.2	57.5	61.3	63.2
Last Year	67.9	70.5	64.7	55.3	49.3	41.1	49.5	56.9	56.6	54.7	60.5	71.3	78.6	79.3	66.7	59.3	55.4	45.7	56.7	57.5	61.3	56.7	57.5	61.3
Percent Change	15.7	12.5	3.1	7.2	12.3	11.2	-0.4	7.3	2.6	9.3	1.6	0.1	2.0	4.4	5.8	0.3	-3.7	9.7	1.4	6.7	3.1	1.4	6.7	3.1

ADR	2013						2014												Year To Date			Running 12 Months		
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2012	2013	2014	2012	2013	2014
This Year	88.95	94.31	88.01	87.98	81.75	80.52	80.98	89.91	85.32	84.88	89.36	92.43	97.25	98.49	93.67	89.62	81.72	78.38	83.21	87.08	89.56	83.21	87.08	89.56
Last Year	85.72	87.38	84.02	85.07	81.23	77.85	82.79	87.37	85.44	85.56	88.29	87.51	88.95	94.31	88.01	87.98	81.75	80.52	83.38	83.21	87.08	83.38	83.21	87.08
Percent Change	3.8	7.9	4.7	3.4	0.6	3.4	-2.2	2.9	-0.1	-0.8	1.2	5.6	9.3	4.4	6.4	1.9	0.0	-2.7	-0.2	4.7	2.8	-0.2	4.7	2.8

RevPAR	2013						2014												Year To Date			Running 12 Months		
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2012	2013	2014	2012	2013	2014
This Year	69.90	74.77	58.73	52.17	45.25	36.81	39.88	54.85	49.54	50.69	54.92	65.91	77.93	81.49	66.14	53.30	43.54	39.32	47.82	53.39	56.63	47.82	53.39	56.63
Last Year	58.23	61.60	54.37	47.04	40.04	32.01	40.94	49.70	48.38	46.76	53.41	62.36	69.90	74.77	58.73	52.17	45.25	36.81	47.24	47.82	53.39	47.24	47.82	53.39
Percent Change	20.0	21.4	8.0	10.9	13.0	15.0	-2.6	10.4	2.4	8.4	2.8	5.7	11.5	9.0	12.6	2.2	-3.8	6.8	1.2	11.7	6.1	1.2	11.7	6.1

Supply	2013						2014												Year To Date			Running 12 Months		
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2012	2013	2014	2012	2013	2014
This Year	183,551	183,551	177,630	183,551	174,000	179,800	179,800	162,400	179,800	174,000	183,582	177,660	183,582	183,582	177,660	183,582	170,190	175,863	2,070,355	2,122,867	2,131,701	2,070,355	2,122,867	2,131,701
Last Year	177,630	177,630	171,900	177,630	168,270	173,879	177,444	160,272	177,444	171,720	181,164	172,740	183,551	183,551	177,630	183,551	174,000	179,800	2,010,461	2,070,355	2,122,867	2,010,461	2,070,355	2,122,867
Percent Change	3.3	3.3	3.3	3.3	3.4	3.4	1.3	1.3	1.3	1.3	1.3	2.8	0.0	0.0	0.0	0.0	-2.2	-2.2	3.0	2.5	0.4	3.0	2.5	0.4

Demand	2013						2014												Year To Date			Running 12 Months		
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2012	2013	2014	2012	2013	2014
This Year	144,239	145,523	118,548	108,836	96,310	82,199	88,552	99,081	104,405	103,905	112,824	126,678	147,110	151,895	125,445	109,194	90,674	88,231	1,189,705	1,301,575	1,347,994	1,189,705	1,301,575	1,347,994
Last Year	120,671	125,221	111,243	98,220	82,945	71,484	87,748	91,168	100,463	93,849	109,598	123,094	144,239	145,523	118,548	108,836	96,310	82,199	1,139,046	1,189,705	1,301,575	1,139,046	1,189,705	1,301,575
Percent Change	19.5	16.2	6.6	10.8	16.1	15.0	0.9	8.7	3.9	10.7	2.9	2.9	2.0	4.4	5.8	0.3	-5.9	7.3	4.4	9.4	3.6	4.4	9.4	3.6

Revenue	2013						2014												Year To Date			Running 12 Months		
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	2012	2013	2014	2012	2013	2014
This Year	12,830,757	13,723,825	10,432,851	9,575,079	7,873,201	6,618,894	7,170,512	8,908,020	8,907,752	8,819,336	10,082,496	11,709,272	14,307,144	14,959,747	11,750,320	9,785,554	7,410,238	6,915,810	99,000,877	113,347,148	120,726,201	99,000,877	113,347,148	120,726,201
Last Year	10,344,089	10,941,777	9,346,552	8,355,658	6,737,810	5,565,294	7,264,981	7,965,460	8,583,988	8,030,109	9,676,356	10,771,647	12,830,757	13,723,825	10,432,851	9,575,079	7,873,201	6,618,894	94,979,024	99,000,877	113,347,148	94,979,024	99,000,877	113,347,148
Percent Change	24.0	25.4	11.6	14.6	16.9	18.9	-1.3	11.8	3.8	9.8	4.2	8.7	11.5	9.0	12.6	2.2	-5.9	4.5	4.2	14.5	6.5	4.2	14.5	6.5

Census %	2013						2014											
	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Census Props	69	69	69	69	68	68	68	68	68	68	69	69	69	69	69	69	68	68
Census Rooms	5921	5921	5921	5921	5800	5800	5800	5800	5800	5800	5922	5922	5922	5922	5922	5922	5673	5673
% Rooms Participants	66.8	69.5	69.5	69.5	72.6	72.6	72.6	72.6	72.6	72.6	70.2	70.2	70.2	70.2	70.2	73.0	73.9	73.9

A blank row indicates insufficient data.

Source 2015 STR, Inc.

DISCLOSURE Destination Reports are publications of STR, Inc. (Reports containing only North American data) and STR Global Ltd (Reports containing worldwide data) and are intended solely for use by our paid subscribers. Reproduction or distribution of Destination Reports, in whole or part, without written permission of either STR, Inc. or STR Global Ltd. is prohibited and subject to legal action. Site licenses are available. Please consult your contr
with STR, Inc. or STR Global, Ltd for the terms and conditions governing the ownership, distribution and use of Destination Reports and their contents.

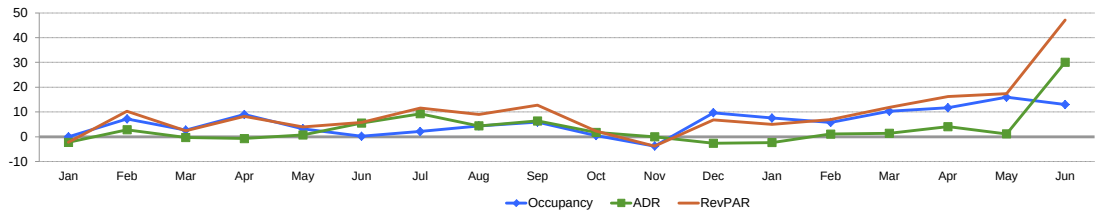
Tab 2 - Trend Pierce County, WA

Tacoma Regional CVB

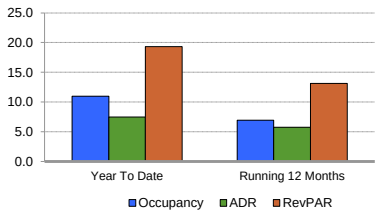
For the Month of June 2015

Currency: USD - US Dollar

Monthly Percent Change



Overall Percent Change



Occupancy (%)	2014												2015						Year To Date			Running 12 Months		
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	2013	2014	2015	2013	2014	2015
This Year	49.0	60.9	58.0	59.6	61.5	71.3	80.2	82.8	70.6	59.6	53.2	50.1	52.6	64.4	64.0	66.5	71.3	80.6	57.9	60.0	66.6	58.1	62.2	66.5
Last Year	49.0	56.8	56.5	54.7	59.5	71.2	78.5	79.3	66.7	59.3	55.3	45.6	49.0	60.9	58.0	59.6	61.5	71.3	56.6	57.9	60.0	56.4	58.1	62.2
Percent Change	0.0	7.2	2.7	9.0	3.3	0.2	2.1	4.4	6.0	0.5	-3.7	9.7	7.5	5.8	10.3	11.7	16.0	13.0	2.3	3.6	11.0	3.0	7.0	6.9

ADR	2014												2015						Year To Date			Running 12 Months		
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	2013	2014	2015	2013	2014	2015
This Year	81.69	90.73	86.03	85.70	90.14	93.18	98.06	99.27	94.43	90.30	82.43	79.10	79.79	91.71	87.27	89.20	91.20	121.23	87.17	88.27	94.88	86.00	88.40	93.50
Last Year	83.59	88.22	86.29	86.32	89.46	88.28	89.71	95.09	88.77	88.73	82.44	81.22	81.69	90.73	86.03	85.70	90.14	93.18	83.04	87.17	88.27	83.19	86.00	88.40
Percent Change	-2.3	2.8	-0.3	-0.7	0.8	5.5	9.3	4.4	6.4	1.8	0.0	-2.6	-2.3	1.1	1.4	4.1	1.2	30.1	5.0	1.3	7.5	3.4	2.8	5.8

RevPAR	2014												2015						Year To Date			Running 12 Months		
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	2013	2014	2015	2013	2014	2015
This Year	39.99	55.27	49.94	51.05	55.41	66.48	78.61	82.19	66.71	53.79	43.87	39.61	42.01	59.09	55.87	59.36	65.01	97.76	50.50	52.98	63.21	49.96	54.95	62.15
Last Year	40.93	50.13	48.77	47.17	53.26	62.84	70.43	75.41	59.18	52.59	45.58	37.07	39.99	55.27	49.94	51.05	55.41	66.48	47.04	50.50	52.98	46.91	49.96	54.95
Percent Change	-2.3	10.3	2.4	8.2	4.0	5.8	11.6	9.0	12.7	2.3	-3.7	6.8	5.0	6.9	11.9	16.3	17.3	47.1	7.3	4.9	19.3	6.5	10.0	13.1

Supply	2014												2015						Year To Date			Running 12 Months		
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	2013	2014	2015	2013	2014	2015
This Year	176,390	159,320	176,390	170,700	180,172	174,360	180,172	180,172	174,360	180,172	166,890	172,453	172,422	155,736	172,422	166,860	176,173	170,490	1,020,874	1,037,332	1,014,103	2,047,573	2,099,175	2,068,322
Last Year	174,034	157,192	174,034	168,420	177,754	169,440	180,141	180,141	174,330	180,141	170,700	176,390	176,390	159,320	176,390	170,700	180,172	174,360	1,003,506	1,020,874	1,037,332	2,005,957	2,047,573	2,099,175
Percent Change	1.4	1.4	1.4	1.4	1.4	2.9	0.0	0.0	0.0	0.0	-2.2	-2.2	-2.2	-2.2	-2.2	-2.2	-2.2	-2.2	1.7	1.6	-2.2	2.1	2.5	-1.5

Demand	2014												2015						Year To Date			Running 12 Months		
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	2013	2014	2015	2013	2014	2015
This Year	86,356	97,051	102,380	101,687	110,755	124,390	144,438	149,175	123,170	107,323	88,833	86,350	90,776	100,349	110,385	111,034	125,589	137,476	591,383	622,619	675,609	1,189,414	1,304,791	1,374,898
Last Year	85,221	89,317	98,358	92,042	105,829	120,616	141,426	142,857	116,225	106,769	94,381	80,514	86,356	97,051	102,380	101,687	110,755	124,390	568,476	591,383	622,619	1,131,291	1,189,414	1,304,791
Percent Change	1.3	8.7	4.1	10.5	4.7	3.1	2.1	4.4	6.0	0.5	-5.9	7.2	5.1	3.4	7.8	9.2	13.4	10.5	4.0	5.3	8.5	5.1	9.7	5.4

Revenue	2014												2015						Year To Date			Running 12 Months		
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	2013	2014	2015	2013	2014	2015
This Year	7,054,371	8,805,665	8,808,193	8,714,168	9,983,111	11,590,671	14,163,069	14,808,632	11,631,479	9,691,243	7,322,109	6,830,428	7,243,236	9,202,636	9,633,634	9,904,731	11,453,821	16,666,652	51,551,438	54,956,179	64,104,710	102,289,307	115,339,741	128,551,670
Last Year	7,123,624	7,879,513	8,487,329	7,944,930	9,467,857	10,648,185	12,687,689	13,584,338	10,317,450	9,474,111	7,781,026	6,538,948	7,054,371	8,805,665	8,808,193	8,714,168	9,983,111	11,590,671	47,208,574	51,551,438	54,956,179	94,108,051	102,289,307	115,339,741
Percent Change	-1.0	11.8	3.8	9.7	5.4	8.9	11.6	9.0	12.7	2.3	-5.9	4.5	2.7	4.5	9.4	13.7	14.7	43.8	9.2	6.6	16.6	8.7	12.8	11.5

Census %	2014												2015					
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun
Census Props	67	67	67	67	68	68	68	68	68	68	67	67	67	67	67	67	68	68
Census Rooms	5690	5690	5690	5690	5812	5812	5812	5812	5812	5812	5563	5563	5562	5562	5562	5562	5683	5683
% Rooms Participants	74.0	74.0	74.0	74.0	71.6	71.6	71.6	71.6	71.6	74.4	75.4	75.4	77.1	77.1	77.1	77.1	75.5	74.3

A blank row indicates insufficient data.

Source 2015 STR, Inc.

DISCLOSURE Destination Reports are publications of STR, Inc. (Reports containing only North American data) and STR Global Ltd (Reports containing worldwide data) and are intended solely for use by our paid subscribers. Reproduction or distribution of Destination Reports, in whole or part, without written permission of either STR, Inc. or STR Global Ltd. is prohibited and subject to legal action. Site licenses are available. Please consult your contract with STR, Inc. or STR Global, Ltd for the terms and conditions governing the ownership, distribution and use of Destination Reports and their contents.

Internal Revenue Service

Department of the Treasury

P. O. Box 2508
Cincinnati, OH 45201

Date: June 7, 2002

Tacoma-Pierce County Visitor &
Convention Bureau
PO Box 1754
Tacoma, WA 98401-1754

Person to Contact:
Michelle Jones 31-07675
Customer Service Specialist
Toll Free Telephone Number:
8:00 a.m. to 8:30 p.m. EST
877-829-5500
Fax Number:
513-263-3756
Federal Identification Number:
91-1465947

Dear Sir or Madam:

This is in response to your request for affirmation of your organization's exempt status.

In January 1991 we issued a determination letter that recognized your organization as exempt from federal income tax under section 501(c)(6) of the Internal Revenue Code. That letter is still in effect.

All exempt organizations (unless specifically excluded) are liable for taxes under the Federal Insurance Contributions Act (social security taxes) on remuneration of $100 or more paid to each employee during a calendar year. Your organization is also liable for tax under the Federal Unemployment Tax Act for each employee to whom it pays $50 or more during a calendar quarter if, during the current or preceding calendar year, it had one or more employees at any time in each of 20 calendar weeks or it paid wages of $1,500 or more in any calendar quarter.

If your organization's character, method of operation, or purposes change, please let us know so we can consider the effect of the change on the organization's exempt status. Also, your organization should inform us of all changes in its name or address.

Your organization is required to file Form 990, Return of Organization Exempt from Income Tax, if its gross receipts each year are normally more than $25,000. If a return is required, it must be filed by the 15th day of the fifth month after the end of the organization's annual accounting period. The law imposes a penalty of $20 a day, up to a maximum of $10,000, when a return is filed late, unless there is reasonable cause for the delay.

Because your organization is not an organization described in section 170(c) of the Code, donors may not deduct contributions made to your organization. You should advise your contributors to that effect.

Tacoma-Pierce County Visitor & Convention Bureau
91-1465947

Your organization is not required to file federal income tax returns unless it is subject to the tax on unrelated business income under section 511 of the Internal Revenue Code. If your organization is subject to this tax, it must file an income tax return on Form 990-T, Exempt Organization Business Income Tax Return. In this letter we are not determining whether any of your organization's activities are unrelated trade or business as defined in Code section 513.

The law requires you to make your organization's annual return available for public inspection without charge for three years after the due date of the return. You are also required to make available for public inspection a copy of your organization's exemption application, any supporting documents and the exemption letter to any individual who requests such documents in person or in writing. You can charge only a reasonable fee for reproduction and actual postage costs for the copied materials. The law does not require you to provide copies of public inspection documents that are widely available, such as by posting them on the Internet (World Wide Web). You may be liable for a penalty of $20 a day for each day you do not make these documents available for public inspection (up to a maximum of $10,000 in the case of an annual return).

As this letter could help resolve any questions about your organization's exempt status, you should keep it with the organization's permanent records.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

This letter affirms the exempt status of your organization.

Sincerely,

John E. Ricketts

John E. Ricketts, Director, TE/GE
Customer Account Services