

Prosser Lodging Tax Advisory Committee (LTAC)

Thursday, August 15, 2019 at 10:00 a.m.

City of Prosser Council Chambers
601 7th Street, Prosser, WA 99350

1. Call To Order
2. Minutes of October 17, 2018 Meeting
3. Funding Considerations and Budget
 - a. Finance Director Yost will review with the Committee the funding considerations approved by City Council and the available budget for funding consideration.
4. Review of Application
 - a. Prosser Chamber of Commerce
 - b. Walt Clore Wine and Culinary Center
5. Recommendations
 - a. Committee will review and discuss applications for funding, council considerations, and available budget and prepare recommendations for Council action.
6. Adjournment

**CITY OF PROSSER, WASHINGTON
LODGING TAX ADVISORY COMMITTEE
MINUTES
WEDNESDAY, OCTOBER 17, 2018**

CALL TO ORDER

The meeting was called to order at 6:32 p.m. by Chairman Stephanie Groom.

ROLL CALL

Chairman Stephanie Groom, Committee Members Tom Denlea, Sue Poteet, Abbey Cameron, and Finance Director Toni Yost were present.

APPROVE FEBRUARY 26, 2018 MINUTES

A motion was made by Committee Member Cameron, seconded by Committee Member Poteet to approve the February 26, 2018 minutes. Motion carried.

COUNCIL CONSIDERATION AND BUDGET REVIEW

Finance Director Yost presented to the committee recommendations from the City Council regarding funding considerations. It was also noted that the committee would be recommending funding for not only Hotel/Motel Tax dollars but also Tourism Promotion Area (or TPA) dollars. This change was made to assist the applicants as they would only be required to file one application, rather than two, and would also provide for a more unified funding effort. Finance Director Yost presented to the Council the funding provided by the City Council in the 2019 Proposed Budget.

DAILY SUN NEWS APPLICATION FOR FUNDING

Sonya Lovin with the Daily Sun News presented the application submitted. The application in the amount of \$1,500.00 would support the publication and distribution of the Lower Valley Reach Visitor's Guide for 2019. About 20,000 copies of this visitor's guide is distributed along interstate 82 and 90 corridors across much of Eastern Washington.

VALLEY THEATER COMPANY APPLICATION FOR FUNDING

Jim Milne with the Valley Theater Company presented the application submitted. The application in the amount of \$5,000.00 would support the Kaleidoscope Festival planned for the end of February 2019. The event is expected to draw 12 different theater companies from across the regional to compete in a three day event. It is expected that many of the performers and their families would be using Prosser Hotels during this first time event. The requested \$5,000 was requested to support promotion and operations of the event.

BENTON COUNTY MUSEUM AND HISTORICAL SOCIETY APPLICATION FOR FUNDING

Don McPharen with the Benton County Museum and Historical Society presented the application submitted. The application in the amount of \$375.00 would support the printing of brochures distributed around Prosser regarding the museum. Mr. McPharen also noted that the Society was working to make

improvements to the Museum, such as shelving, to improve access to records and to better organize and store important Benton County historical records.

BREWMINATTI APPLICATION FOR FUNDING

A representative from Brewminatti was unable to attend and present their proposal for funding in 2018. Brewminatti proposal of \$3,500 is for a block party.

THE GREAT PROSSER BALLOON RALLY APPLICATION FOR FUNDING

Morgan Everett with the Great Prosser Balloon Rally presented the application submitted. The application in the amount of \$8,600.00 would support the social medial event promotion, a new website, and provide funds to support the pilot travel fund. Mr. Everett also noted that this was the 30th anniversary of the event and some additional funding was being dedicated by the committee for some special 30th anniversary celebration items.

PROSSER CHAMBER OF COMMERCE APPLICATION FOR FUNDING

Stephanie Brown with the Walter Clore Wine & Culinary Center presented the application submitted, as Larelle Michener was unable to attend the meeting. The application in the amount of \$119,345.00 would support the tourism promotion of Prosser and the operations of the Visitor’s Center. Stephanie reviewed with the committee members each of the areas of marketing including social media, printer media, attraction directories, event sponsorships, and tradeshow.

WALTER CLORE WINE 7 CULINARY CENTER APPLICATION FOR FUNDING

Stephanie Brown with the Walter Clore Wine & Culinary Center presented the application submitted. The application in the amount of \$20,704.00 would support the tourism promotion of Walter Clore Wine & Culinary Center Stephanie reviewed with the committee members each of the areas of marketing including subscriptions, social media, printer media, and tradeshow. The application also included a funding request to host a Wine Country Bridal Show aimed at introducing Prosser as wedding venue. It is proposed that wedding would result in guests staying in Prosser Hotels.

DISCUSSION AND REVIEW

DAILY SUN NEWS APPLICATION

It is the recommendation of staff that, if awarded, funded be distributed as follows:

Hotel/Motel Funds: \$0

TPA Funds: \$1500.00

Due to the limited distribution of the materials and the uncertain impact on Prosser tourism, the committee is not recommending the funding of this application.

VALLEY THEATER COMPPANY APPLICATION FOR FUNDING

It is the recommendation of staff that, if awarded, funded be distributed as follows:

Hotel/Motel Funds: \$4,000

TPA Funds: \$1,000.00

Due to the potential of additional events in the future, the number of expected participants, and the added diversity this event brings to the communities event calendar, the committee recommended the following funding for this application.

Hotel/Motel Funds: \$4,000

TPA Funds: \$1,000.00

BENTON COUNTY MUSEUM AND HISTORICAL SOCIETY APPLICATION FOR FUNDING

It is the recommendation of staff that, if awarded, funded be distributed as follows:

Hotel/Motel Funds: \$375.00

TPA Funds: \$0

Due to the limited distribution of materials the board is not recommending the funding of \$375.00 for the printing of brochures. Rather, the board is recommending the funding of \$500.00 to support the improvement and operations of the Museum by providing \$500.00 for facility improvements (i.e. shelving) The committee recommended the following funding for this application.

Hotel/Motel Funds: \$5000

TPA Funds: \$0

BREWMINATTI APPLICATION FOR FUNDING

It is the recommendation of staff that, if awarded, funded be distributed as follows:

Hotel/Motel Funds: \$0

TPA Funds: \$3,200

Staff recommends that \$300.00 of the applicants request be denied (website) because it is an operating cost and as a profit applicant, they qualify for only promotional dollars.

The committee agreed with staff's recommendation to deny the \$300 request relating to a website. Due to funding provided in the Chamber of Commerce application of \$2,000, the committee recommends funding \$1,200. The combination of the \$2000 in the Chamber of Commerce application and this award equal the application amount, less the ineligible request.

Hotel/Motel Funds: \$0

TPA Funds: \$1,200

THE GREAT PROSSER BALLOON RALLY APPLICATION FOR FUNDING

It is the recommendation of staff that, if awarded, funded be distributed as follows:

Hotel/Motel Funds: \$7,100.00

TPA Funds: \$1,500.00

As an established and ongoing event, the committee estimated the lodging tax dollars generated by the event and determined that those funds should be provided to the committee since they are generating and replenishing those funds. The committee recommends funding as follows:

Hotel/Motel Funds: \$3,000

TPA Funds: \$1,500

PROSSER CHAMBER OF COMMERCE APPLICATION FOR FUNDING

It is the recommendation of staff that, if awarded, funded be distributed as follows:

Hotel/Motel Funds: \$102,249

TPA Funds: \$17,096

The Committee reviewed the various promotional expenses and visitor center costs. Committee members discussed the sponsorship of Walter Clore Programming and repetitive advertising requests. Additionally, the committee discussed ways in which print advertising could be better tracked to determine its effectiveness. The committee recommends funding as follows:

Hotel/Motel Funds: \$102,249

TPA Funds: \$17,096

WALTER CLORE WINE 7 CULINARY CENTER APPLICATION FOR FUNDING

It is the recommendation of staff that, if awarded, funded be distributed as follows:

Hotel/Motel Funds: \$0

TPA Funds: \$20,704

The Committee reviewed the various promotional expenses and discussed the shared benefit of sharing promotional platforms with neighbor tourism centers such as Tour Prosser and Tri City tourism sites. Committee members discussed the sponsorship of Walter Clore Programming and repetitive advertising requests. Additionally, the committee discussed ways in which print advertising could be better tracked to determine its effectiveness. The committee recommends funding as follows:

Hotel/Motel Funds: \$1,500

TPA Funds: \$19,204

Motion by Committee Member Cameron, seconded by Committee Member Denlea to recommend the following funding plan to the City Council for approval. Motion carried unanimously.

Applicant	Requested Funding	Recommended Hotel/Motel Funding	Recommended TPA Funding	Recommended Total Funding
Daily Sun News	\$1,500	\$0	\$0	\$0
Valley Theater Company	\$5,000	\$4,000	\$1,000	\$5,000
Benton County Museum	\$375	\$500 (for facility improvements i.e. shelving)	\$0	\$500
Brewminatti	\$3,500	\$0	\$1,500	\$1,500
Great Prosser Balloon Rally	\$8,600	\$3,000	\$1,500	\$4,500
Prosser Chamber of Commerce	\$119,345	\$102,249	\$17,096	\$119,345
Walter Clore Wine & Culinary Center	\$20,704	\$1,500	\$19,204	\$20,704
Summary	\$158,724	\$111,249	\$40,300	\$151,549

STRATEGIC TOURISM PLAN

Finance Director Yost presented an idea to the committee to work with the Council in 2019 to provide funding for a Strategic Tourism Plan. This plan would be developed by professionals who could evaluate our area, economy, and assets and provide guidance and framework the City and the LTAC could use to better focus tourism efforts and funding. The committee was supportive of the project. Finance Director Yost will present the request to Council and will report back to the Committee at a future meeting.

ADJOURNMENT

At 9:37 p.m., Committee Chair Groom adjourned the meeting of the Prosser LTAC as there was no further business to discuss.

Council Member Stephanie Groom
Hotel/Motel Committee Chair

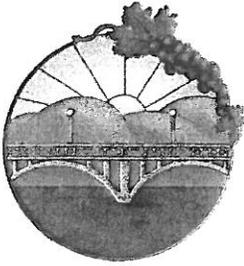
Toni Yost
Finance Director

2019 LTAC Funding Summary

Applicant	1 st Request	1 st Award	2 nd Request
Daily Sun News	TPA = \$1,500.00 HM = \$0.00	TPA = \$0.00 HM = \$0.00	None Received
Valley Theater Company	TPA = \$1,000 HM = \$4,000	TPA = \$1,000 HM = \$4,000	None Received
Benton Co. Museum	TPA = \$0.00 HM = \$500.00	TPA = \$0.00 HM = \$500.00	None Received
Brewminatti	TPA = \$3,200 HM = \$0.00	TPA = \$1,500 HM = \$0.00	None Received
Great Prosser Balloon Rally	TPA = \$1,500 HM = \$7,100	TPA = \$1,500 HM = \$4,500	None Received
Prosser Chamber of Commerce	TPA = \$17,096 HM = \$102,249	TPA = \$17,096 HM = \$102,249	TPA = \$0.00 HM = \$12,275
Walter Clore Wine & Culinary Center	TPA = \$20,704 HM = \$0.00	TPA = \$20,704 HM = \$0.00	TPA = \$0.00 HM = \$2,400
Total Applications (as allocated by staff recommendation)	TPA = \$45,000 HM = \$113,724	TPA = \$40,300 HM = \$111,249	TPA = \$0.00 HM = \$14,675
Available Budget	Available Budget \$165,000 TPA = \$50,000 HM = \$115,000	Unallocated Budget \$13,451 TPA = \$9,700 HM = \$3,751	Available Budget 2nd Request \$13,451 TPA = \$9,700 HM = \$3,751

2019 LTAC Application Summary & Staff Review

Applicant: Chamber of Commerce		Amount of Request \$12,275	
Type of Agency Non-Profit		Contact John Paul Estey	
Impact of Activity:			
Item		Predicted	
Overall Attendance		30,000	
Attendance, 50+ miles		17,000	
Attendance, Out of State		9,000	
Attendance, Paid for Overnight Lodging		20,000	
Attendance, Did Not Pay for Overnight Lodging		10,000	
Paid Lodging		20,000	
Staff Funding Recommendation:		Other Consideration:	
Hotel/Motel	TPA		Advertising 50+miles
\$ 12,275	\$0.00		One Time Event
			First Time Event
			Direct Impact to Lodging
Previous Award		x	Other: Operations of Visitor's Center
Hotel/Motel	TPA		Other:
\$ 102,249	\$17,096		Other:



2019 Application for Prosser Lodging Tax
Hotel/Motel Tax and Tourism Promotion Area (TPA) Funds

Amount of Lodging Tax Requested: \$12,275

Organization/Agency Name: Prosser Chamber of Commerce

Federal Tax ID Number: 91-6054740

Event or Activity Name (if applicable): Tour Prosser Promotions

Contact Name and Title: John-Paul Estey, Executive Director

Mailing Address: 1230 Bennett Ave. City: Prosser State: WA Zip: 99350

Phone: 509-786-3177 Email Address: johnpaul@prosserchamber.org

RECEIVED
 JUL 30 2019
 CITY OF PROSSER

Check which one of the following applies to your agency:

(Note: per City of Prosser's guidelines, only non-profit or public (government) agencies are eligible to apply for Lodging Tax funding)

- Non-Profit (Attach copy of current non-profit corporate registration with Washington Secretary of State)
 For-Profit
 Public Agency

CERTIFICATION

I am an authorized agent of the organization/agency applying for funding. I understand that:

- I am proposing a tourism-related service for 2018. If awarded, my organization intends to enter into a Municipal Services Contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City; and file for a permit to use City property, if applicable.
- The City of Prosser will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and a signed Request for Reimbursement form (or other form acceptable to the City) has been submitted to the City, including copies of invoices and payment documentation.
- Funds must be expended with the calendar year.
- My agency will be required to submit a report documenting economic impact results in a format determined by the City.

Signature: _____

Date: July 26, 2019

Printed or Typed Name: John-Paul Estey

Application Overview

Provide us with an overview of your request:

Attach:

1. Completed "Proposed Program Budget" form. (see attached)
2. If your agency is a non-profit, a copy of your agency's current non-profit corporate registration with the Washington Secretary of State.
3. A copy of your organizations business plan (please limit to one page) and annual budget.
4. Brochures or other information about your event/activity/facility, in particular items showing recent tourism promotion efforts. (optional)

It is important to note that this proposal and all documents filed with the City are public records.

Tell us who you expect to attract:

The State of Washington requires an estimate for the following questions below:

As a direct result of your proposed tourism-related service, provide:	Predicted	What method was used to determine attendance in previous years?
a. Overall Attendance Enter the total number of people predicted to attend this activity, and select the method used to determine the attendance.	30,000	<input checked="" type="checkbox"/> Direct Count <input checked="" type="checkbox"/> Indirect Count <input checked="" type="checkbox"/> Representative Survey <input checked="" type="checkbox"/> Informal Survey <input checked="" type="checkbox"/> Structured Estimate
b. Attendance, 50+ Miles Enter the number of people who traveled greater than 50 miles predicted to attend this activity, and select the method used to determine the attendance.	17,000	<input checked="" type="checkbox"/> Direct Count <input checked="" type="checkbox"/> Indirect Count <input checked="" type="checkbox"/> Representative Survey <input checked="" type="checkbox"/> Informal Survey <input checked="" type="checkbox"/> Structured Estimate
c. Attendance, Out of State, Out of Country Enter the number of people from outside the state and country predicted to attend this activity, and select the method used to determine the attendance.	9,000	<input checked="" type="checkbox"/> Direct Count <input checked="" type="checkbox"/> Indirect Count <input checked="" type="checkbox"/> Representative Survey <input checked="" type="checkbox"/> Informal Survey <input checked="" type="checkbox"/> Structured Estimate
d. Attendance, Paid for Overnight Lodging Enter the number of predicted to attend this activity and pay for overnight lodging, and select the method used to determine the attendance.	20,000	<input checked="" type="checkbox"/> Direct Count <input type="checkbox"/> Indirect Count <input checked="" type="checkbox"/> Representative Survey <input checked="" type="checkbox"/> Informal Survey <input checked="" type="checkbox"/> Structured Estimate
e. Attendance, Did Not Pay for Overnight Lodging Enter the number of predicted to attend this activity without paying for overnight lodging, and select the method used to determine the attendance.	10,000	<input type="checkbox"/> Direct Count <input checked="" type="checkbox"/> Indirect Count <input checked="" type="checkbox"/> Representative Survey <input checked="" type="checkbox"/> Informal Survey <input checked="" type="checkbox"/> Structured Estimate
f. Paid Lodging Nights Total projected and estimated actual number of paid lodging nights. One lodging nights = one or more persons occupying.	20,000	<input checked="" type="checkbox"/> Direct Count <input type="checkbox"/> Indirect Count <input checked="" type="checkbox"/> Representative Survey <input type="checkbox"/> Informal Survey <input checked="" type="checkbox"/> Structured Estimate

Proposed Program Budget

Program Title	Visitors Center / Tour Prosser				
Description of Expense	Special Event Operations	Special Event Marketing	Tourism Marketing	Operation of Visitor's Center	Other
Personnel Wages				32,200	
Rent				2,550	
Copier Lease				3,075	
Utilities				850	
Contracted Cleaning				3,600	
TOTAL				42,275	
Less Previously Contracted Amt.				<u><30,000></u>	

Total Request: \$12,275



Secretary of State
Tim Wynn

Washington Secretary of State
Corporations and Charities Division
801 Capitol Way South
PO Box 40234
Olympia, WA 98504-0234
(360) 725-0377
corps@sos.wa.gov

02/21/2019

PROSSER CHAMBER OF COMMERCE
PROSSER CHAMBER OF COMMERCE
1230 BENNETT AVE
PROSSER WA 99350

UBI Number: 601 326 845

Business Name: PROSSER CHAMBER OF COMMERCE

Dear PROSSER CHAMBER OF COMMERCE,

Thank you for your recent submission. This letter is to confirm that the following documents have been received and successfully filed:

ANNUAL REPORT

You can view and download your filed document(s) for no charge at our website, www.sos.wa.gov/ccfs.

If you haven't already, please sign up for a user account on our website, www.sos.wa.gov/ccfs, to file online, conduct searches, and receive status updates.

Please contact our office at corps@sos.wa.gov or (360) 725-0377 if you have any questions.

Sincerely,
Corporations and Charities Division
Office of the Secretary of State
www.sos.wa.gov/corps

BUSINESS INFORMATION

Business Name:

ROSSER CHAMBER OF COMMERCE

BI Number:

01 326 845

Business Type:

WA NONPROFIT CORPORATION

Business Status:

ACTIVE

Principal Office Street Address:

230 BENNETT AVE, PROSSER, WA, 99350-1479, UNITED STATES

Principal Office Mailing Address:

Expiration Date:

3/31/2020

Jurisdiction:

UNITED STATES, WASHINGTON

Formation/ Registration Date:

3/28/1941

Period of Duration:

PERPETUAL

Inactive Date:

Nature of Business:

PROFESSIONAL ASSOCIATION OF MEMBER BUSINESSES (CHAMBER OF COMMERCE)

REGISTERED AGENT INFORMATION

Registered Agent Name:

ROSSER CHAMBER OF COMMERCE

Street Address:

230 BENNETT AVE, PROSSER, WA, 99350-0000, UNITED STATES

Mailing Address:

GOVERNORS

Title	Governors Type	Entity Name	First Name	Last Name
GOVERNOR	INDIVIDUAL		LAUREL	BISHOP
GOVERNOR	INDIVIDUAL		KATHY	AUBREY
GOVERNOR	INDIVIDUAL		MARISA	ROSENDAAL

PROSSER

CHAMBER OF COMMERCE

In regards to the contracted amount of \$30,000 for the operation of the Visitors Information Center, I would like to submit a request to increase the annual amount at the earliest possible opportunity. In reviewing the Chamber of Commerce budgets over the past few years it became apparent that the same amount was just entered into the request with little thought as to the true costs. I searched through previous years records and came across the attached 2005 Hotel/Motel Tax Fund Expenditures showing a budgeted and actual expense of \$29,000, an increase of only \$1000 over the last 14 years. After a careful review of actual costs/expenses, time allotments of staff, and occupied space of the VIC, I would like to request the VIC Operations amount be raised to \$42,000. The following is a breakdown of this request.

1/2 of Depot Inc. rent; $425 \times 12 = 5100 / 2 =$	\$ 2,550.00
With the addition of the public restrooms the VIC easily occupies 50% of the space the Chamber of Commerce rents from Depot Inc.	
1/4 of office copier lease; $12,300 / 4 =$	\$ 3,075.00
1/2 of telephone and internet service; $1700 / 2 =$	\$ 850.00
1/2 of Staff payroll:	
At the office we have tracked our hours for the month of March as follows;	
the part-time office assistant spent 40 hours on VIC and tourism related tasks and 47 hours on Chamber business; $15,600 / 2 =$	\$ 7,800.00
The Chamber Director spent 113.5 hours on VIC and tourism related tasks and 73.5 hours on Chamber business; $48,800 / 2 =$	\$24,400.00
As part of this tracking we took into account the event planning for events attended by both locals and tourists and split the time accordingly.	
The Chamber of Commerce is absorbing all other payroll expenses and taxes.	
Contracted Public Restroom cleaning; $300 \times 12 =$	<u>\$ 3,600.00</u>
TOTAL	\$42,275.00

Thank you,

John-Paul Estey
Executive Director
Prosser Chamber of Commerce

2019 Marketing Plan Proposed Expenditures		
	2019 Request	Notes
Attractions Directories		
Printing: 60,000 copies	\$ 9,500.00	Increased size of publication, partially paid for with ad sales
Editing - Business Listing and Map Updates	\$ 4,000.00	Increased to include additional design for larger publication
Mailing to regional VIC's	\$ 500.00	
Distribution with Certified Folder Display	\$ 3,000.00	6/month distribution of our guide into key market- Seattle/Bellvue/Eastside
Subtotal:	\$ 17,000.00	
Bureau Advertising		
Yakima Valley Visitors Guide	\$ 3,150.00	3 pages at \$4650 with \$1500 in co-op advertising
Washington Tourism Alliance (experiencewa.com)	\$ 2,000.00	Banner ads on the website- March, April, May, Sept, Oct, Nov
Subtotal:	\$ 5,150.00	
E-Blast		
Annual E-blast Production	\$ 8,500.00	\$708 monthly for 2 weekly eblasts promoting Prosser events + template to match website
Subtotal:	\$ 8,500.00	
Events Sponsorship		
Walter Clore regular programming advertising	\$ 7,500.00	2 quarters of wine programming and 1 quarter of culinary
Brewminetti Block Party	\$ 2,000.00	3rd year of support for Block Party event
Subtotal:	\$ 9,500.00	
Memberships		
Yakima Valley VCB	\$ 305.00	
Tri-Cities VCB	\$ 220.00	
Washington State Tourism Alliance	\$ 500.00	
Wine Yakima Valley	\$ 250.00	
Subtotal:	\$ 1,275.00	
Regional Advertising		
Tasting Room Magazine	\$ 2,500.00	3 issues, full page co-oped with Vintners Village
Wine Press NW	\$ 2,000.00	3 issues, 1/2 page
The Entertainer- 8 month package	\$ 3,200.00	9 month promotion of events
Best Western Guest Directory: Full page, 6 locations	\$ 1,320.00	Includes digital in each location as well
Graphic Design for 2018 ads	\$ 2,000.00	Includes print and digital
W3Tours Van in Woodinville	\$ 1,500.00	Plus placement on Prosser van for in kind support
Regional TV ads	\$ 4,000.00	Spokane and Eastern WA markets, NW Journeys, Off Season events, etc.
Subtotal:	\$ 16,520.00	
Web & Social Media Advertising		
Facebook & Instagram Ads and Boosts	\$ 4,500.00	Targeted ad placement, consistent media message
Facebook ad/cover photo development	\$ 1,500.00	
Photo Shoots for web/advertising content	\$ 1,500.00	
Video Production- 2 general Tour Prosser promotions	\$ 3,500.00	
Featured eblast events for Visit Yakima and Visit Tri-Cities	\$ 300.00	Top event listing in newsletters
Subtotal:	\$ 11,800.00	
Tour Prosser Website		
tourprosser.com website maintenance	\$ 7,500.00	Continual updating of content and events
Subtotal:	\$ 7,500.00	
Tradeshows		
Taste Washington Double Booth	\$ 2,000.00	Double booth, looking for cooperative opportunities
RV Shows - 4 shows	\$ 2,600.00	Partnership with Wine Country RV Park
Vintage Spokane	\$ 1,000.00	Single booth, possible cooperative opportunities
Updating tradeshow banner stands (total of 6)	\$ 2,500.00	Design and printing of new banners for existing stands
Subtotal:	\$ 8,100.00	
Travel Writers Tour		
Travel & Lifestyle writers/bloggers tour of Prosser	\$ 3,000.00	50% Co-op with PWH
Formation of Media Kit	\$ 1,000.00	Materials for journalists to use
Subtotal:	\$ 4,000.00	
Tour Prosser- Other		
Tour Prosser goodies	\$ 500.00	Small items and hand outs for journalists, tradeshows, and more
Subtotal:	\$ 500.00	
Prosser Visitors Center Operation		
Tourism Promotion Administrative Expenses	\$ 30,000.00	Operation of VIC, placement of advertising, operation of restroom
Subtotal:	\$ 30,000.00	
Total Marketing Budget for 2019:	\$ 119,345.00	

Explanation of Tour Prosser Marketing Efforts-

Tour Prosser promotes the entire community and the many, many experiences and activities that are available to our visitors with a consistent and unified brand and marketing message. This marketing message provides potential visitors a fascinating glimpse of what makes Prosser a special and unique destination in Washington Wine Country, and creates interest in exploring our region and community.

In 2018 the Tour Prosser website has been viewed by more than 28,000 unique IP addresses, an increase of about 2,000 users (Oct. 1, 2018). More than 75% of these users are on a mobile device, showing that our investment in a more responsive web platform in 2018 with our website rebuild is in keeping with current trends. Our e-mail newsletter has been viewed more than 23,000 times through the year (as of Oct. 1, 2018). Our Facebook page saw growth with 615 additional followers for a total of 2,727 (as of Oct. 1, 2018), with Facebook being the number one point of referral to our website. Our lodging facilities saw approximately 55% of their room nights result from wine/leisure travelers and both Hotels/Motels and Bed & Breakfast accommodations were in the top 10 visited pages on the TourProsser website.

The Visitors Information Center was routinely trafficked with the heaviest months being April-September (YTD). The busiest days of the week are typically Wednesday-Friday.

Target audiences for Tour Prosser promotions include couples in the 25-35 and 45-75 age range, with no children in the home, two incomes, and an interest in travel and new experiences. This audience is usually found in more populated areas and we specifically target the greater Seattle area from Olympia to Everett, Spokane, and Portland. Peripheral markets include Ellensburg, Wenatchee, Pendleton and Boise.

A unified and consistent message about Prosser, and the unique things we have to offer, is spread across multiple platforms in a yearlong effort to bring awareness to our community. These platforms include: web, social media, print, and television marketing as well as face to face interaction with potential visitors at events and tradeshow around the northwest.

The goal of all our marketing avenues- social media, print, web, etc. is to drive traffic to our TourProsser.com website where visitors and potential visitors can easily find the information they are looking for that will encourage them to spend time in Prosser- lodging, restaurants, activities, events, and more!

Prosser Chamber of Commerce, Strategic Plan

For the years 2017-2022

Mission Statement:

The Prosser Chamber of Commerce supports the growth and improvement of our business community.

We Achieve Our Mission By:

Building mutually supportive relationships with our community's businesses, government, and organizations;
Presenting special events;
Encouraging community and economic development that results in a high quality of life for our residents and;
Enhancing our position as a premier visitor destination.

Resulting in

A thriving, diversified business community and premier visitor destination.

The Board of Directors for Prosser Chamber of Commerce consists of up to 20 individuals from various businesses and organizations within our community. The purpose of the Board of Directors, according to the by-laws, is to conduct, manage and control business affairs of the Chamber; making such rules and regulations as they deem necessary and proper to ensure effective execution of its mission. In order to most completely fulfill this mission the board oversees a number of committees. These are:

Executive Committee

The Executive Committee may act for and on behalf of the Board of Directors when the Board is not in session, but shall be accountable to the Board for its actions. It shall be composed of the President and first and second Vice-Presidents, the Treasurer, the Secretary and the Past President.

Governance Committee

Oversees the way in which the organization is run, evaluated, and supported by developing policy, ensuring legal requirements are met, and facilitating the annual evaluation of the Chamber Board.

Nominating Committee

Composed of at least one board member and at least two members at large, appointed by the President 60 days prior to an election if not already existing. Organized to identify and recruit or nominate prospective board members, officers, or community representatives.

Membership & Program Committee

Oversees general membership participation and involvement with the Chamber while working to improve membership benefits and opportunities.

Tourism Committee

Made up of Board Members and invested community business owners and managers. Oversees the distribution of funds obtained through the Hotel/Motel and TPA contract with the City of Prosser.

The Board of Directors has also set a series of goals to be executed through the year 2022. These are:

Goal 1: Increase our active membership and their satisfaction with their member benefits.

How/Who: Membership Committee, Board Members, and existing Members

By Year: 2020

Goal 2: Increase community support and volunteerism for the Chamber

How/Who: Volunteer Committee, Executive Director and Staff, Board Members, existing Business Members

Part 1 by Year: 2020

Part 2 by Year: 2022

Goal 3: Increase event effectiveness and support in the community of Prosser

How/Who: Individual event committees, Board members, community volunteers, the Tourism Committee, and the Executive Director
By Year: 2022

Goal 4: Support new business growth that will result in a more vital Business Community
By Year: 2022

How/Who: Chamber business members, PEDAs, HDPAs, Port of Benton, City of Prosser

The Board and Executive Director are also responsible for a number of annual community events and members meetings. These are:

The Chamber hosts a monthly member's luncheon and quarterly evening socials

- To facilitate communication with the Members of the Chamber and encourage communication and networking among members.

Community Awards Banquet

- To fundraise in support of Chamber functions, activities and staffing.

Easter Egg Hunt & Free Family Movie

- To have a fun family friendly event for the younger children in our community

Prosser Scottish Fest

- Encourages exploration of Scottish traditions and heritage through heavy games, music, vendors and family activities

Old Fashioned 4th of July Celebration and Show n' Shine Classic Car show

- Community celebration of our country's founding includes family friendly entertainment and games, a kiddie parade and classic car show

Annual Art Walk & Wine Gala

- The Art Walk & Wine Gala highlights local wineries and local and regional artists in our historic downtown with live music and food vendors providing a relaxing upscale evening in Prosser.

Prosser Beer & Whiskey Festival

- Brings breweries and distilleries from around Washington State to Prosser for an evening of tasting. Food vendors and live music round out a great time!

Prosser States Day Celebration

- Longest running community celebration features a Grand Parade, weekend long carnival, and community activities, fundraisers and entertainment at City Park

Harvest Festival

- The Harvest Festival brings vendors from around the northwest to Prosser for the weekend. Visitors and residents can explore handcrafted items, art, body care products and food vendors. No commercial vendors allowed

Veterans Day Parade

- Honoring our community's veterans of the armed forces the, Veterans Day parade and ceremony has been held in Prosser for many years

Family Christmas Festival & Free Family Movie

- This event is a fun celebration of the Christmas season, with a free movie shown before and after the bonfire and visit from Santa at the Depot. Every child goes home with a toy or small gift item.

Funding for all Chamber activities, goals, and events is from Membership dues, donations, fundraisers and sponsors. An application for Hotel/Motel and TPA funds allows the Chamber to place regional promotional advertisements, which bring visitors to Prosser and funds the Visitors' Center.

10

10

TOUR Prosser

Visit the Birthplace
of Washington Wine

Over 30 Wineries & Counting...



ART WALK &
WINE GALA
JULY 20

   TOURPROSSER.COM



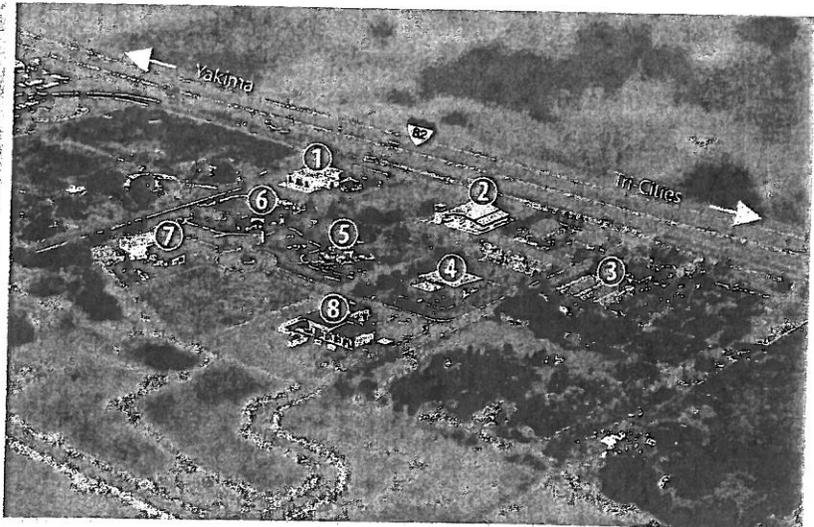
500 Merlot Drive | Prosser, WA 99350

Located off 1-82, exit 80, Prosser Vintner's Village is an established 32-acre site complete with meandering trails leading you to 12 unique wineries. Vintner's Village is also home to the Yellow Rose Nursery, over ten acres of beautiful foliage to fulfill all your landscaping needs.

Prosser is known as the Birthplace of Washington Wine and the Vintner's Village provides a unique opportunity to experience several exceptional tasting facilities in one convenient location.

TOURPROSSER.COM

TOUR
Prosser



- | | |
|----------------------------|------------------------|
| ① County Line Tasting Room | ⑥ Milbrandt Vineyards |
| ② Airfield Estates | ⑦ Gamache Vintners |
| ③ Yellow Rose Nursery | ⑧ Winemaker's Loft |
| ④ Thurston Wolfe | · Coyote Canyon |
| ⑤ Bunnell Family Cellar | · Ginkgo Forest Winery |
| Wine O'Clock Wine Bar | · Martinez & Martinez |
| | · McKinley Springs |



John-Paul Estey

From: Tour Prosser <info@prosserchamber.org>
Sent: Thursday, June 27, 2019 12:32 PM
To: John-Paul Estey
Subject: Tourism events in Prosser

TOUR Prosser



WHAT'S HAPPENING
in and around Prosser

2019

**ART
WALK
AND
WINE
GALA**

July 20
6-10 PM

**PACIFIC NW ARTISTS
LOCAL WINERIES
MICROBREWS
SANGRIA CONTEST
SPECIALTY FOOD
LIVE MUSIC**

**HISTORIC DOWNTOWN
PROSSER, WA**

Art Walk & Wine Gala

Saturday, July 20th 6-10 PM | Historic Downtown Prosser

Celebrate the 16th annual Art Walk and Wine Gala this summer in downtown Prosser! Stroll through a large variety of northwest artisans with fine art, pottery, woodworking, glass art and reclaimed whimsy. Sip award winning wines from local wineries. Enjoy live music and a variety of tasty food vendors!

Buy Tickets

\$15 Per ticket which includes 2 scrip and a glass. Additional scrip is available for \$1 each. Food will be available for purchase as well.



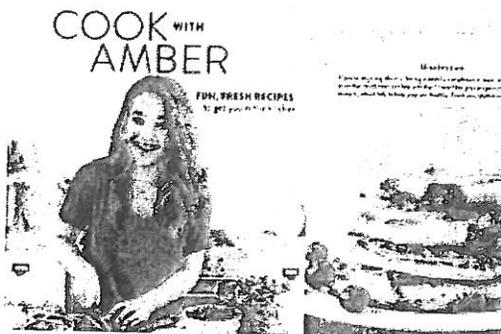
Nellie McKay

Thursday, June 27th 7pm-9:30pm.
Brewminatti. Tickets \$15, purchase online or at venue. All ages. Beer, wine, appetizers available. **LEARN MORE**



Cherry & Berry Days

June 29 & July 5, 6, 13 9am-5pm. Open July 4th 9am-3pm. Bill's Berry Farm. Enjoy picking your own fruit, farm store, barnyard train rides, animal farm, fresh hot donuts & more! **LEARN MORE**



Cook with Amber Kelley

Book Signing

Saturday, June 29th 5:30-7pm. Wine Country RV Park. Amber won the Food



Wine Bar Tastings

July 4th-6th 5:30pm-7pm. Wine Country RV Park. Cost is \$6 without our logo glass & \$3

Network Star Kid show for her delicious cooking. We will only have a limited supply to purchase. **LEARN MORE**

with our logo glass. 4th: Coyote Canyon, 5th: Airfield, 6th: Milbrandt. **LEARN MORE**



Alpine Cheese & WA Wine Class
Saturday, June 29th 1pm-2pm. The Clore Center. Learn how they're made, the history, and cultural significance of these great cheeses. **LEARN MORE**



Summer BBQ Bash
Saturday, June 29th 6pm-9pm. Mercer Estates Winery. Food, music, yard games and delicious wine! Dinner and dancing will take place in our secluded West Patio. **LEARN MORE**



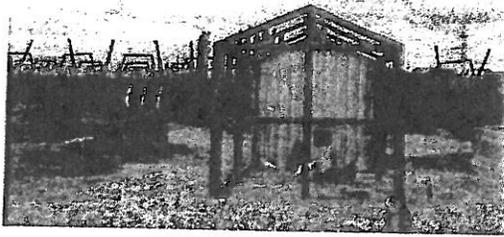
Wine & Cheese Sensory Class
Saturday, June 29th 3pm-5pm. Muret-Gaston Winery. Taste artisan cheese and wine pairings by Daniels Artisan Cheese and Muret-Gaston Winery. **LEARN MORE**



Bradford Loomis w/ Brian Ellefson
Saturday, June 29th 7pm-9:30pm. Brewminatti. Tickets \$10, purchase online or at venue. All ages. Beer, wine, appetizers available. **LEARN MORE**



Pink Bubbles
Sunday, June 30th 2pm-3pm. The Clore Center. Enjoy learning about different sparkling wine with this tour from around the world in all shades of pink. **LEARN MORE**



Garden Fresh Appetizer Demonstration

Sunday, June 30th 3pm-4:30pm. Purple Star Winery. Join us as Chef Eric Dohrman of Statement Catering prepares a fresh appetizer right from our Giving Gardens paired with Purple Star wines. **LEARN MORE**

PROSSER OLD FASHIONED

4TH of July Celebration

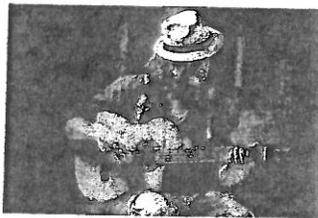
4th of July Celebration

Thursday, July 4th 10am-2pm. Prosser City Park. Classic Car show, Kiddie Parade, Little Miss Prosser Pageant, Old-Fashioned Games, BBQ and more! Fireworks at dusk (weather permitting) at Housel Middle School. **LEARN MORE**



Wine Bar Tastings

July 11th-13th 5:30pm-7pm. Wine Country RV Park. Cost is \$6 without our logo glass & \$3 with our logo glass. 11th: Desert Wind, 12th: Martinez & Martinez, 6th: Bills Tasting Room. **LEARN MORE**



Lipbone Redding

Friday, July 5th 7pm-9:30pm. Brewminatti. Tickets \$15, purchase online or at venue. All ages. Beer, wine, appetizers available. **LEARN MORE**



July Paint

Party with Kayla The Crafty Carrot Saturday, July 6th 1pm-4pm. McKinley Springs Winery. Come join us for a fun afternoon of painting. **LEARN MORE**

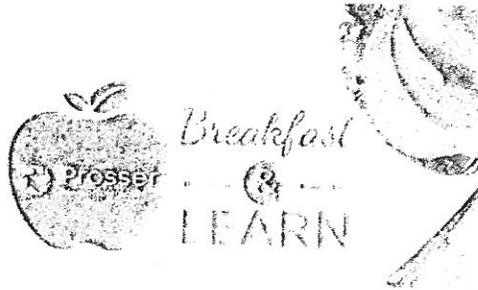


Culinary Class: Herbs! Garden & Kitchen Demo

Saturday, July 6th 3pm-5pm. The Clore Center. Leave the event with your own, personal mini herb garden, a few Tom Douglas-inspired recipes, and some handy gardening tips. **LEARN MORE**

BBQ Patio Party

Saturday, July 6th 6pm-9pm. Milbrandt Vineyards. Let's celebrate the USA!! Join us for live music by Melissa Cunningham and a traditional American BBQ dinner while we celebrate our great country. **LEARN MORE**

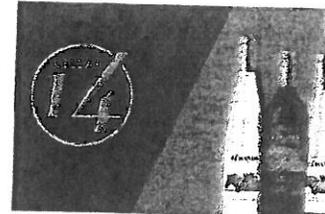
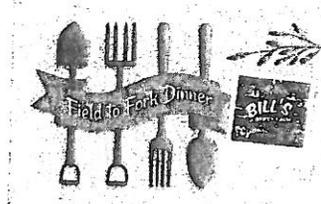


Breakfast & Learn: Diabetes Education

Tuesday, July 2nd 8am-9am. Prosser Senior Center. Listen to Dr. Zhmurouski discuss diabetes education. Breakfast provided by Prosser Memorial Health. Free event. **LEARN MORE**

WA vs The World: Alsace, France

Saturday, July 6th 2pm-3pm. The Clore Center. We'll discuss the history of Alsace, influences, and similarities or differences between our two parts of the world. **LEARN MORE**



Honeysuckle w/ special guest Bart Budwig

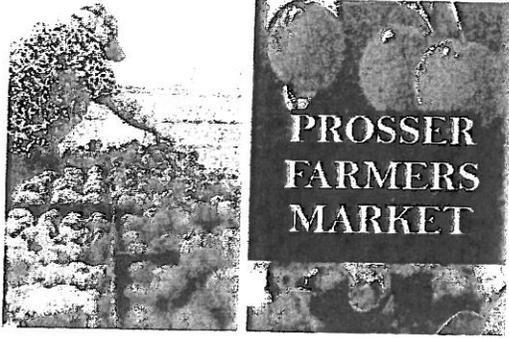
Thursday, July 11th 7pm-9:30pm. Brewminatti. Tickets \$17, purchase online or at venue. All ages. Beer, wine, appetizers available. **LEARN MORE**

10th Anniversary Field to Fork Dinner

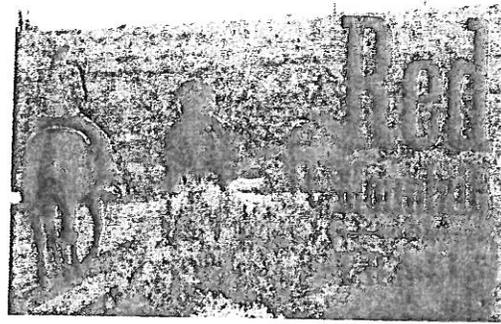
Saturday, July 12th 6pm-9pm. Bill's Berry Farm. Enjoy a premier farm-to-table evening with food by Castle Event Catering, wine by DavenLore Winery, and a field walk and live music. **LEARN MORE**

Independence Day Weekend Celebration

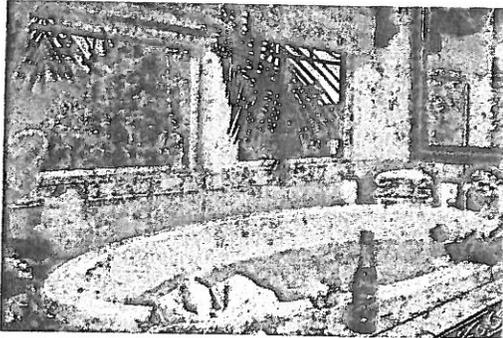
Saturday, July 6th 10am-5pm. 14 Hands Winery. DJ Rod will be in our courtyard from 12:00-3:00pm. Small bites and wines by the glass available. **LEARN MORE**



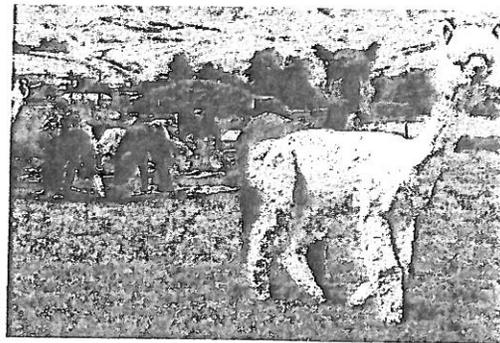
Prosser Farmers Market
 Saturday mornings May-October. 8am-12pm. 7th St & Sommers Ave. Local produce, bedding plants, crafts, espresso, breakfast, wine, baked goods, Washington cheeses, and baskets. **LEARN MORE**



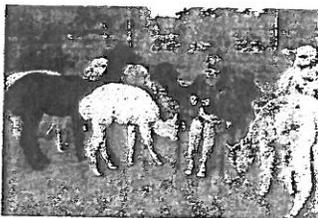
Red Mountain Trails
 Red Mountain Trail Rides provides trail rides in the beautiful vineyards and desert of the Red Mountain AVA. Featured tours include Sunset Dinner Wagon & Trail Rides, Wine Tasting Wagon & Trail Rides, Bicycle Wine Tour, and a 1-Hour Horseback Trail Ride. **LEARN MORE**



Cozy Rose Inn
 Stay & relax in paradise called Cozy Rose Inn & receive free champagne & chocolates on arrival. Deal good thru June 2019. Call 509-882-4669. **LEARN MORE**



PacaPoo Alpacas
 Farm tours by appointment. Enjoy the antics of the babies, fall in love with adorable faces and learn about our favorite camelid, the Alpaca! Savor our alpaca products: yarn, blankets, and fashions. Call 509-643-1428. **LEARN MORE**



Natural Maximum Alpacas



Chukar Cherries
 Open Daily. 800-624-9544. 320 Wine Country Road.



Sage Bluff Alpacas
 Farm tours daily by appointment. Shop

Agri-Tour the secret garden in a world of alpacas. View the fish pond, waterfall, organic gardens, and flowers galore. Custom made alpaca fashions. Seasonal tours by appointment. Call 509-786-3419.
LEARN MORE

Tastings, Store, Factory, Authentic Northwest Chocolate & Cherry Gifts. Family owned and operated for over 30 years.
LEARN MORE

beautiful alpaca fashions, accessories, yarn, rugs and toys. Gift certificates available for tours and shopping both! Call 509-786-4507.
LEARN MORE

For more information about events & happenings in Prosser visit:



Stay Connected



1230 Bennett Avenue · Prosser, WA 99350 · 509.786.3177

Prosser Chamber of Commerce, 1230 Bennett Ave, Prosser, WA 99350

[SafeUnsubscribe™ johnpaul@prosserchamber.org](mailto:johnpaul@prosserchamber.org)

[Forward this email](#) | [Update Profile](#) | [About our service provider](#)

Sent by info@prosserchamber.org in collaboration with

Constant Contact 

Try email marketing for free today!

2019 LTAC Application Summary & Staff Review

Applicant: Walter Clore Wine & Culinary Art Center		Amount of Request \$2,400	
Type of Agency Non-Profit		Contact Stephanie Brown	
Impact of Activity:			
Item		Predicted	
Overall Attendance		17,000	
Attendance, 50+ miles		7,000	
Attendance, Out of State		3,600	
Attendance, Paid for Overnight Lodging		2,600	
Attendance, Did Not Pay for Overnight Lodging		14,400	
Paid Lodging		1,500	
Staff Funding Recommendation:		Other Consideration:	
Hotel/Motel	TPA		Advertising 50+miles
\$ 2,400	\$0.00		One Time Event
			First Time Event
			Direct Impact to Lodging
		x	Other: Operations of Visitor's Center
			Other:
			Other:
Previous Award			
Hotel/Motel	TPA		
\$ 1,500	\$19,204		

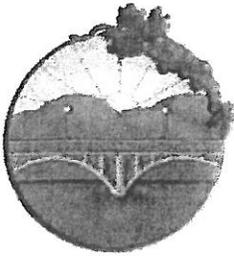
RECEIVED

JUL 29 2019

CITY OF PROSSER

2019 Application for Prosser Lodging Tax

Hotel/Motel Tax and Tourism Promotion Area (TPA) Funds



Amount of Lodging Tax Requested: \$ 2400

Organization/Agency Name: Walter Clore Wine and Culinary Center

Federal Tax ID Number: 45-0480666

Event or Activity Name (if applicable): Private Event Venue Operations

Contact Name and Title: Stephanie Brown, Events and Marketing Director

Mailing Address: 2140A Wine Country Rd. City: Prosser State: WA Zip: 99350

Phone: 509-786-1000 x 206 Email Address: stephanie@theclorecenter.org

Check which one of the following applies to your agency:

(Note: per City of Prosser's guidelines, only non-profit or public (government) agencies are eligible to apply for Lodging Tax funding)

Non-Profit (Attach copy of current non-profit corporate registration with Washington Secretary of State)

For-Profit

Public Agency

CERTIFICATION

I am an authorized agent of the organization/agency applying for funding. I understand that:

- I am proposing a tourism-related service for 2019. If awarded, my organization intends to enter into a Municipal Services Contract with the City; provide liability insurance for the duration of the contract naming the City as additional insured and in an amount determined by the City; and file for a permit to use City property, if applicable.
- The City of Prosser will only reimburse those costs actually incurred by my organization/agency and only after the service is rendered, paid for if provided by a third party, and a signed Request for Reimbursement form (or other form acceptable to the City) has been submitted to the City, including copies of invoices and payment documentation.
- Funds must be expended with the calendar year.
- My agency will be required to submit a report documenting economic impact results in a format determined by the City.

Signature: Stephanie Brown

Date: 7/29/2019

Printed or Typed Name: Stephanie Brown

Application Overview

Provide us with an overview of your request:

Attach:

1. Completed "Proposed Program Budget" form. (see attached)
2. If your agency is a non-profit, a copy of your agency's current non-profit corporate registration with the Washington Secretary of State.
3. A copy of your organizations business plan (please limit to one page) and annual budget.
4. Brochures or other information about your event/activity/facility, in particular items showing recent tourism promotion efforts. (optional)

It is important to note that this proposal and all documents filed with the City are public records.

Tell us who you expect to attract:

The State of Washington requires an estimate for the following questions below:

As a direct result of your proposed tourism-related service, provide:	Predicted	What method was used to determine attendance in previous years?
a. Overall Attendance Enter the total number of people predicted to attend this activity, and select the method used to determine the attendance.	17,000	<input type="checkbox"/> Direct Count <input checked="" type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input type="checkbox"/> Informal Survey <input type="checkbox"/> Structured Estimate
b. Attendance, 50+ Miles Enter the number of people who traveled greater than 50 miles predicted to attend this activity, and select the method used to determine the attendance.	7,000	<input type="checkbox"/> Direct Count <input checked="" type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input type="checkbox"/> Informal Survey <input type="checkbox"/> Structured Estimate
c. Attendance, Out of State, Out of Country Enter the number of people from outside the state and country predicted to attend this activity, and select the method used to determine the attendance.	3,600	<input type="checkbox"/> Direct Count <input checked="" type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input type="checkbox"/> Informal Survey <input type="checkbox"/> Structured Estimate
d. Attendance, Paid for Overnight Lodging Enter the number of predicted to attend this activity and pay for overnight lodging, and select the method used to determine the attendance.	2,600	<input type="checkbox"/> Direct Count <input checked="" type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input type="checkbox"/> Informal Survey <input type="checkbox"/> Structured Estimate
e. Attendance, Did Not Pay for Overnight Lodging Enter the number of predicted to attend this activity without paying for overnight lodging, and select the method used to determine the attendance.	14,400	<input type="checkbox"/> Direct Count <input checked="" type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input type="checkbox"/> Informal Survey <input type="checkbox"/> Structured Estimate

f. Paid Lodging Nights Total projected and estimated actual number of paid lodging nights. One lodging nights = one or more persons occupying.	1,500	<input type="checkbox"/> Direct Count <input checked="" type="checkbox"/> Indirect Count <input type="checkbox"/> Representative Survey <input type="checkbox"/> Informal Survey <input type="checkbox"/> Structured Estimate
--	--------------	---

Methods

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

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

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

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

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

Actual data will be required with your final reimbursement

Application Timeline

Application Deadline Wednesday, July 31, 2019 by 4 p.m. received at Prosser City Hall. To be eligible for consideration, your complete proposal must be received by the deadline. The Committee will review proposals in a public meeting on a date yet to be set at Prosser City Hall (see anticipated schedule below).

Item	Anticipated Date (subject to change)
Applications Available to the Public	Monday, July 1 st
Applications Due	Wednesday, July 31 st at 4 p.m.
LTAC Committee Review of Application	To Be Determined
Council Review of LTAC Recommendations (potential approval)	Tuesday, September 24 th (subject to change)

Submit a PDF and one original signed copy to:

City of Prosser Lodging Tax Advisory Committee
c/o Toni Yost, Finance Director
601 7th Street
Prosser, WA 99250
Email: tyost@ci.prosser.wa.us

Application Checklist

- Complete and sign the cover sheet with this packet
- Provide overview of funding request
- Attach Proposed Program Budget
- OPTIONAL: Attached additional materials (brochures, advertisements, etc.)
- If your agency is a non-profit, a copy of your agency's current non-profit corporate registration with the Washington Secretary of State.
- A copy of your organizations business plan (please limit to one page) and annual budget.
- Complete attendance estimates

City of Prosser Plan for Use of the Lodging Tax Fund

Adopted by Resolution #16-2976

Passed by Prosser City Council, October 25, 2016.

The City does not make any multi-year commitments for tourism promotion services. However, service providers are not limited or prohibited from making annual requests of the same nature.

The City will assess on an annual basis how much of the Fund to appropriate in a given year.

The Mayor has appointed a Lodging Tax Advisory Committee with City Council concurrence to conduct an annual process to review and recommend Lodging Tax funded services for City Council consideration.

The City of Prosser will only consider proposals for use of the Lodging Tax Fund from public and non-profit agencies.

HIGH PRIORITY, in no particular order, will be given to tourism activities that:

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

Prosser Lodging Tax Advisory Committee Considerations

In developing its recommendations, the Committee considers:

- The estimated amount of Lodging Tax Fund available for the coming year as provided by the City's Finance Office.
 - Thoroughness and completeness of the proposal.
 - Percent of the proposal request to the event/facility promotions budget and overall revenues.
 - Percent of increase over prior year Prosser Lodging Tax funded proposals, if any.
 - Projected economic impact within the City of Prosser, in particular projected overnight stays in Prosser lodging establishments.
 - The applicant's financial stability.
 - The applicant's history of tourism promotion success.
 - Committee member general knowledge of the community and tourism-related activities.
-

State Law Excerpts

RCW 67.28.1816 – Use of Lodging Tax Fund.

Lodging tax revenue under this chapter may be used, directly by any municipality or indirectly through a convention and visitors' bureau or destination marketing organization for:

- a. Tourism marketing;
- b. The marketing and operations of special events and festivals designed to attract tourists;
- c. Supporting the operations and capital expenditures of tourism-related facilities owned or operated by a municipality or a public facilities district created under chapters 35.57 and 36.100 RCW; or
- d. Supporting the operations of tourism-related facilities owned or operated by nonprofit organizations described under 26 U.S.C. Sec. 501(c)(3) and 26 U.S.C. Sec 501(c)(6) or the internal revenue code of 1986, as amended.

RCW 67.28.080 – Definitions.

- "Municipality" means any county, city or town of the State of Washington.
- "Operation" includes, but is not limited to, operation, management, and marketing.
- "Person" means the federal government or any agency thereof, the state or any agency, subdivision, taxing district or municipal corporation thereof other than county, city or town, any private corporation, partnership, association, or individual.
- "Tourism" means economic activity resulting from tourists, which may include sales of overnight lodging, meals, tours, gifts, or souvenirs.
- "Tourism promotion" means activities and expenditures designed to increase tourism, including but not limited to advertising, publicizing, or otherwise distributing information for the purpose of attracting and welcoming tourists; developing strategies to expand tourism; operating tourism promotion agencies; and funding marketing of special events and festivals designed to attract tourists.
- "Tourism-related facility" means real or tangible personal property with a usable life of three or more years, or constructed with volunteer labor, and used to support tourism, performing arts, or to accommodate tourist activities.
- "Tourist" means a person who travels from a place of residence to a different town, city, county, state, or country, for purposes of business, pleasure, recreation, education, arts, heritage, or culture.

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

DEPARTMENT OF THE TREASURY

Date: SEP 20 2004

WALTER CLORE WINE AND CULINARY
CENTER
C/O GAYLE WHEELER
PO BOX 1228
PROSSER, WA 99350

Employer Identification Number:
45-0460666

DLN:

17053209052004

Contact Person:

DIANE M GENTRY

ID# 31361

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:

JUNE 21, 2002

Contribution Deductibility:

YES

Advance Ruling Ending Date:

DECEMBER 31, 2006

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. During your advance ruling period, you will be treated as a public charity. Your advance ruling period begins with the effective date of your exemption and ends with advance ruling ending date shown in the heading of the letter.

Shortly before the end of your advance ruling period, we will send you Form 8734, Support Schedule for Advance Ruling Period. You will have 90 days after the end of your advance ruling period to return the completed form. We will then notify you, in writing, about your public charity status.

Please see enclosed Information for Exempt Organizations Under Section 501(c)(3) for some helpful information about your responsibilities as an exempt organization.

Letter 1045 (DO/CS)

WALTER CLORE WINE AND CULINARY

Sincerely,



Lois G. Lerner
Director, Exempt Organizations
Rulings and Agreements

Enclosures: Information for Organizations Exempt Under Section 501(c)(3)
Form 872-C

Letter 1045 (DO/CG)

Clore Center Business Plan Summary

MISSION

To champion the culture, history, and industry of Washington wine.

VISION

Washington wine and food is celebrated, enjoyed, and shared.

VALUES FOR SUCCESS

Hospitality, Knowledge, Innovation, Collaboration, Inclusion, Adaptability

OBJECTIVES

To be the Center where Washington wine, agriculture, and history are shared, experienced and celebrated.

To create consumers who are educated and excited about Washington wine and food to the benefit of the industry.

To contribute to a vibrant culture of tourism and hospitality in our local community of Prosser.

To welcome 17,000 visitors in 2019 for a variety of activities including corporate and private events, wine tasting, and ticketed experiences.

To offer an educational tasting experience focused on themes that change monthly.

To source wines that are unique to each theme, with an emphasis on supporting the development of young brands, while respecting the history and impact of established and widely-recognized labels.

To offer events and experiences for small groups, as well as large events on themes that celebrate Washington wine and agriculture.

To offer culinary experiences that celebrate food and wine pairing, and promote local agriculture and culinary tourism.

To educate visitors on Washington wine history and Dr. Walter Clore.

To provide a neutral space for the industry to gather, learn, and share.

To provide well-equipped space for corporate meetings and events.

To provide attractive space for social events and weddings.

To create a sustainable budget.

STRATEGIES

Set themes, source wines, and train passionate staff to provide memorable experiences and promote wine sales.

Create 3-4 large tasting events (30+ people) annually celebrating Washington wine.

Create 2-5 small tasting events (10-30 people) monthly celebrating Washington wine.

Create 1-3 culinary events each month, celebrating Washington agriculture and educating about food and wine pairing.

Provide tours of displays as requested to educate visitors about Washington wine and agriculture history and Dr. Walter Clore's legacy.

Collaborate with industry experts to provide unique content for programs.

Create opportunities for consumers to meet and connect with Washington winemakers, growers, and farmers.

Market to interested wine consumers through a variety of channels including print, digital, and social.

Recruit and confirm 200+ private events, including social, corporate, and weddings.

Market to potential clients through lead generating services, print, digital, and social.

Hold successful fundraising events and activities to create a base of passionate supporters.

Launch a Washington Wine Certificate program to educate industry and passionate consumers.

Launch a membership program as a call to action for supporters to join and receive benefits.

Prosser Lodging Tax Dollars Request
Mid-Year 2019

Private Event Venue Operations: \$2400 Requested

- Planning Pod - \$2400 Annually. This cloud-based venue management software offers many much-needed features for running an event venue, including lead management, customer management, venue and resource management, internal communication, client communication, online bookings, interactive floorplan tools, integrated calendars etc. Currently, the Clore Center utilizes a combination of spreadsheets and multiple digital calendars to track leads, book events, communicate with clients, and communicate internally. For the past two years we've seen over 200 private event bookings per year, plus our own ticketed events and programming that utilize the same spaces and bring in guests. We've outgrown the current system and using Planning Pod would allow us to better manage our current volume, collect more data with better accuracy on our clients and guests, and focus on growing our event volume.
 - Total Request: \$2400
- Proposed Payout Schedule:
 - October 2019: \$2400

