



2024 Lodging Tax Fund Non-Event Application

This application is for non-event related proposals only.

Application and Funding Guidelines

Please review the [LTAC Vision, Goals and Priorities for Lodging Tax Funding Programs](#) to assist answering your application questionnaire. [Click here for more general information about the Lodging Tax Program.](#)

If you have any questions regarding this application process or the grant opportunity itself, please contact Planning Supervisor Ben Braudrick at 360-406-0654, or email ced@cityofpa.us.

All applications **must** be sent to ced@cityofpa.us by 5:00 PM, October 16, 2023.

Funding Priorities – Non-events:

- Lend support to a diverse range of sustainable tourism activities to encourage visitors to enjoy longer stays and return often.
- Support the increase of tourism capacity, where capacity is defined as the broad number activities within the community a visitor can attend, visit, or take part in when staying overnight.
- Assist the maintenance establishment tourism related capital facilities including:
 - Wayfinding and Interpretative Signage,
 - Public Restrooms
 - Transportation facilities, and
 - Passive recreational park facilities (benches, walkways, and lighting).
- Support efforts to improve information on attractions and facilities.
- Fund proposals that encourage and enhance tourism during the off-peak time as stated below.
- Promote tourism that highlights Port Angeles assets – its natural beauty, geology, outdoor activities, anthropology, community events, lifelong learning opportunities, history, culture, and the arts.
- Develop key community assets that function as destinations or venues for multipurpose events on a year-round basis.
- Create partnerships and synergies with existing organizations to develop and promote attractions and events for visitors.
- Develop innovative opportunities that improve the tourist/resident relationship
- Improve effectiveness of coordinated transportation and trail linkages.
- Support of organizations and projects that promote coordination and cooperation in tourism activities.

Scoring Criteria for Non-Event Proposals (Capital Facilities/Projects) – 30 possible points:

1. There is evidence provided that this project will help increase opportunities for tourism sustainable activities.
2. There is evidence provided that the project will encourage visitors to enjoy longer stays and return.
3. The project plan is clear with a timeline for action defined and the proposal reflects enough detail to effectively determine potential for success.
4. The budget provided reflects a clear understanding of the costs associated with this project and there is evidence that this budget is based on market research, structured estimates, or estimates provided by contractors.
5. The project supports LTAC priorities to increase transportation, quality of city infrastructure, wayfinding, or enhances the city's natural assets to improve the overall look and feel and welcoming design of Port Angeles.
6. The project will support our local economy through local contracts, retail purchases, or partnerships.

Scoring Criteria for Non-Event Proposals (Operations & Marketing) – 25 possible points:

1. There is evidence provided that organization or project will help increase or sustain opportunities for tourism related activities.
2. There is evidence provided that this organization or project will encourage visitors to enjoy longer stays or engage in return visits.
3. The proposal provides clear evidence that this organization can successfully draw tourists.

4. This project supports LTAC priorities to improve transportation, quality of city infrastructure, or wayfinding or enhances the city's natural assets to improve the overall look and feel and welcoming design of Port Angeles.
5. This project clearly reflects how the funds will be used to help sustain a tourism-related business.

Scoring for Non-Event Proposal Criteria

Each criterion will be evaluated on the following spectrum:

- Strongly Agree – 5 pts
- Agree – 4 pts.
- Neutral – 3 pts.
- Disagree – 2 pts.
- Strongly Disagree – 1 pt.
- Did not answer – 0 pts.

Applicant Information

Organization/Agency Name: The Juan de Fuca Foundation for the Arts

Federal Tax ID Number: _____

Facility Name or Operation (if applicable): Port Angeles Pier Stage

Contact Name and Title: Kyle LeMaire, Executive Director

Mailing Address: 101 W. Front St. City: Port Angeles State: WA Zip: 98362

Phone: 360-457-5411 Email Address: kylelemaire@jffa.org

Check all service categories that apply to this application:

- Operation of a Tourism Promotion/Destination Marketing Agency
- Operation of a Tourism-Related Facility owned or operated by a non-profit organization
- Operation and/or Capital Costs of a Tourism-Related Facility owned by a municipality

Check which one of the following applies to your agency:

- Non-Profit (*Attach copy of current non-profit corporate registration with [Washington Secretary of State](#)*)
- Public Agency

Complete Application Includes (check all that apply):

- Application Questionnaire
- Itemized budget for your non-event related operation or capital facility (income and expenses)
- Description of, and a budget showing, how you intend to use the amount requested from the City of Port Angeles.
- A copy of your agency's current registration with the Washington Secretary of State.
- (Optional) Brochures or other information about your facility or items showing recent tourism promotion efforts – Limited to 8 pages

Applicant Questionnaire

General Questions

- 1. Briefly describe your tourism-related operation/facility and what you are requesting lodging tax for.**

Answer: The Juan de Fuca Foundation for the Arts has been providing entertainment and education to Port Angeles and the North Olympic Peninsula since 1993. We have a wide range of programs from Season Concerts, free summer Concerts on the Pier, free Educational Programing and our annual event Juan de Fuca Festival. We have an annual audience size estimated at 25,000 which brings in artists and tourists from Canada, Seattle and the entire North Olympic Peninsula. We strive to offer high caliber entertainment while keeping these arts programs accessible for everyone. JFFA considers itself to be a community focused and minded organization that continually offers a wide range of opportunities for local organizations, businesses and individuals to participate in our programming.

Collaborating with the Port Angeles City Parks and Recs, Peninsula College Welding program, Olypen Signs, and lighting engineer Clipper Elder, we are requesting capital funds of \$25,000 to upgrade the lighting, the windscreens and the fabrication of a deployment/storage system for the Port Angeles Pier Stage.

- 2. If you have received Lodging Tax Funds in prior years, are you doing anything significant or differently this year?**

Answer: This is our first application request for capital funds. We have received funds for the Juan de Fuca Festival and our Concerts on the Pier events.

- 3. Are you applying for Lodging Tax funds from another jurisdiction?**

Yes No If yes, list the other jurisdiction(s) and amount(s) requested.

Answer: We are not applying for capital funds for this project from another jurisdiction.

- 4. Does your Organization/Agency have paid employees? If so, what is the annual payroll for all employees?**

Answer: We have one full time and one part time employee. \$98,500

- 5. Describe your target tourist audience (location, demographics, interests etc.)**

Answer: The Pier Stage is used by many local organizations/festivals each year including, the Chamber, Crabfest, The Discovery Marathon to name a few, each with their own unique target markets. JFFA's target audience are families, music, and art lovers from the ages of 0-100.

- 6. Describe how your operation/facility lends support to a diverse range of tourism activities, which will encourage visitors to enjoy longer stays and return often.**

Answer: JFFA offers 10-12 Season Concerts throughout the year, 10 Concerts on the Pier, The Juan de Fuca Festival over 4 days with more than 50 performances, each of these are associated with a workshop or education outreach. The stage is used multiple times throughout the year by other festivals and organizations.

LTAX Goals and Priorities for Lodging Tax Funding Programs

- 7. Does your operation/facility promote tourism that highlights Port Angeles assets – its natural beauty, geology, outdoor activities, anthropology, community events, lifelong learning opportunities, history, culture, and the arts? Yes No If yes, please describe.**

Answer: The Port Angeles Pier Stage is an outdoors stage that sits on an idyllic location with expansive views of the mountains, water, and marine life. Situated next to the Fiero Marine Life Center, audiences are able to take in the history and charm of Port Angeles and its natural beauty.

8. Does your operation/facility support efforts to improve information on existing City of Port Angeles tourist attractions and facilities?

Yes No If yes, please describe.

Answer: The Pier Stage is used by many festivals, businesses, and organizations throughout Clallam County. Some events are Crabfest, Discovery Marathon, 4th of July, Pride Day, and many more.

9. Describe how your request will promote existing lodging establishments, restaurants, and businesses located in the City of Port Angeles. Please be specific.

Answer: Improved lighting at the pier stage will allow for more evening and nighttime events, such as concerts, cultural performances, and outdoor movie nights. This extended activity window will attract more tourists and locals alike, leading to increased foot traffic around the area's businesses. In turn, this will result in higher patronage for the city's restaurants, as people will be more inclined to dine out before or after events, leading to higher revenues for these establishments.

Secondly, the upgraded windscreen will provide better protection from the coastal winds and rain, making the pier stage a more comfortable and enjoyable venue throughout the year. This increased comfort will encourage people to stay longer at events and in the vicinity, thereby increasing opportunities for lodging establishments to accommodate overnight guests. It also supports more year-round tourism, providing a steady influx of customers to local businesses.

10. Describe how your request will create partnerships and synergies with existing City of Port Angeles organizations to develop and promote attractions and events for visitors.

Answer: Organizations can partner with the city to curate a diverse range of events, such as, festivals, art exhibitions, music festivals, and many other performances, taking full advantage of the enhanced pier stage. This collaboration promotes the arts, benefitting both the organizations and the city's reputation as a cultural destination. Marketing and promotional campaigns for the space can reach a wider audience, attracting more visitors to the city and generating revenue for local businesses.

Budget and RCW related Questions

11. What is the overall budget for your operation/facility? What percent of the budget are you requesting from Port Angeles Lodging Tax Fund? What percentage of your budget is related to tourism and marketing activities? (may reference attached budget).

Answer: As this is a city operated facility and does not have a traditional operations budget I will answer this for JFFA. Our budget is \$371,796. \$25,000 from our current budget would be 6.7% however we will be using reserves until the project is completed and reimbursement is issued if awarded the grant. 75% of our budget is dedicated to events and tourism.

12. How does this proposal demonstrate use of Lodging Tax Funds in accordance with [RCW 67.28.1816](#)? Please be specific and cite code directly.

Answer: 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

Signature and Certification:

I am an authorized agent of the organization/agency applying for funding. I have read the application instructions and understand that:

- I am proposing a tourism-related service for 2023. 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 Port Angeles 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.
- My agency will be required to submit a report documenting economic impact results in a format determined by the City.

As a condition of this application for funding if any funding is provided by the City of Port Angeles using lodging tax funds, I agree to provide all written reports required by the City in accordance with the reporting deadlines established by the City.

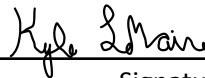
Any funding that is received through this program requires awardees to cite the City of Port Angeles as a funding partner on any website or promotional materials.

This signature is also acknowledgment of reading and understanding, in its entirety, the application and its cover letter, and your responsibilities as a grant applicant and recipient.

Please save this application as a PDF document and sign digitally in Adobe Reader or Acrobat. [Learn More Here.](#)

Kyle LeMaire

Print Name of Applicant



Signature

10/13/23

Date

To be eligible for consideration, your complete proposal must be received by the deadline. The Committee will review proposals in a public meeting and determine funding recipients and levels of funding.

Submit one digital copy of the proposal coversheet, completed questionnaire, and any attachment in **ONE** pdf document to: ced@cityofpa.us

- *If you have any questions on how to submit, please contact the above email.*
- *You must complete and sign the application.*

The proposal and all documents filed with the City are considered public records. The City may choose to post on its website copies of the proposals and attached documents.

Juan de Fuca Foundation of the Arts		
Pier Stage Upgrade Budget		
Lighting	\$8,000.00	Collaboration with Clipper Elder, purchase and installation of improved lighting for the pier stage.
Windscreens	\$4,000.00	Procurement from OlyPen Signs and installation of windscreens to provide protection from coastal winds and enhance visitor comfort.
Fabricaton	\$8,000.00	Custom fabrication work from the Pennisula Colege Welding Department to create a housing and deployment system for windscreens.
Additional Labor Cost	\$5,000.00	To cove an additional labor that may be incurred during the process.
	Total	
	\$25,000.00	

Juan de Fuca Foundation of the Arts

Budget 2024

January - December 2024

Revenue

Concerts On The Pier Sponsor

Beirgarten	\$	3,000.00
Pier Sponsor/Grant		\$23,500.00
Total Concerts on the Pier	\$	26,500.00

Donor Appeal

Membership	\$	20,000.00
Sponsorships	\$	70,000.00
Total Donor Appeal	\$	90,000.00

Education

Market Art	\$	-
Sponsor	\$	2,000.00
Workshops	\$	2,000.00
Total Education	\$	4,000.00

Festival

FEST Concessions	\$	15,000.00
FEST Merchandise	\$	2,000.00
FEST Paint & Sip	\$	2,000.00
FEST School Bussing	\$	-
FEST Workshops	\$	1,500.00
FEST Street Fair Fees	\$	20,000.00
FEST Tickets	\$	50,000.00
FEST Sponsorships	\$	-
Total Festival	\$	90,500.00

Festival Artist Fund

Festival Artist Fund \$ -

Fundraisers

#clallamgives	\$	-
Market Art Donations	\$	500.00
Winter Fundraiser		
Dessert Dash	\$	1,000.00
Raffle	\$	-
Silent Auction	\$	8,000.00
Tickets	\$	5,000.00
Total Winter Fundraiser	\$	14,500.00
Total Fundraisers	\$	14,500.00

Grants

Grants \$ 49,600.00

Interest Income \$ 50.00

 Credit Card Rewards \$ 1,000.00

Total Interest Income \$ 1,050.00

JFFA Shop \$ 2,000.00

Sale of Ads in Programs \$ 6,500.00

Season Events/Concerts

Season Concert Subscribers	\$	10,000.00
Concessions	\$	5,000.00
Raffle	\$	-
Ticket	\$	60,000.00
Total Season Events/Concerts	\$	75,000.00
Arts in Action		
BF Concessions	\$	3,000.00
BF Merchandise	\$	2,000.00
BF Paint & Sip	\$	-
BF School Bussing		
BF Workshops		
BF Street Fair Fees	\$	2,000.00
BF Tickets	\$	15,000.00
BF Sponsorships		
Total Festival	\$	22,000.00
Total Revenue	\$	382,150.00
Gross Profit	\$	382,150.00
Expenditures		
Advertising	\$	15,000.00
Bank Services Fees	\$	40.00
Board Development	\$	1,500.00
Computer & Technology	\$	1,000.00
Software	\$	800.00
Total Computer & Technology	\$	1,800.00
Concert on The Pier		
PIER Accomodations	\$	1,000.00
PIER Artist Fee	\$	12,000.00
PIER Supplies	\$	2,500.00
PIER BeerGarten	\$	1,000.00
PIER Sound	\$	4,500.00
PIER Operations	\$	3,500.00
PIER Marketing	\$	1,500.00
Total Concert on The Pier	\$	26,000.00
Conferences		
Lodging	\$	1,500.00
Travel	\$	500.00
Total Conferences	\$	2,500.00
Credit Card Fees		
Collected	\$	(7,000.00)
Total Credit Card Fees	\$	1,000.00
Donor Appeal Expenses		
Membership Support	\$	1,500.00
Total Donor Appeal Expenses	\$	1,500.00
Dues and Licenses	\$	1,400.00
Education		
Creative Arts Camp	\$	3,100.00
Market Art	\$	1,100.00

Workshops	\$	1,500.00
Total Education Expenses	\$	5,700.00
Equipment	\$	-
Festival Expenses		
FEST Marketing	\$	8,500.00
FEST Kids		\$3,500.00
FEST Accommodations	\$	4,000.00
FEST Artist Fee	\$	60,000.00
FEST Concession	\$	5,000.00
FEST Contract Labor	\$	8,000.00
FEST Crew/Tech	\$	20,000.00
FEST Decor/Equipment	\$	4,000.00
FEST Equipment Rental	\$	2,000.00
FEST Hospitality	\$	2,500.00
FEST Merchandise Cost	\$	1,000.00
FEST Paint & Sip/Workshops	\$	1,400.00
FEST Permits & Fees	\$	900.00
FEST School Bussing	\$	2,000.00
FEST Venue		\$6,500.00
FEST Workshops	\$	500.00
FEST Wristbands	\$	400.00
Total Festival Expenses	\$	130,200.00
Arts in Action		
BF Marketing	\$	5,000.00
BF Accommodations		\$0.00
BF Artist Fee	\$	5,000.00
BF Concession	\$	3,000.00
BF Contract Labor	\$	-
BF Crew/Tech	\$	2,000.00
BF Decor/Equipment	\$	1,000.00
BF Equipment Rental	\$	5,000.00
BF Hospitality	\$	500.00
BF Merchandise Cost	\$	1,000.00
BF Paint & Sip	\$	-
BF Workshops	\$	-
BF Permits & Fees	\$	500.00
BF Venue	\$	1,000.00
BF Wristbands/Token, Glassware		\$1,500.00
Total BFBF Expenses	\$	25,500.00
Insurance		
Board of Directors Insurance	\$	905.00
Liability Insurance	\$	993.00
Total Insurance	\$	1,898.00
Live Streaming	\$	-
Tips	\$	-
Total Live Streaming	\$	-
Payroll Expenses		

Taxes	\$	8,500.00
Wages	\$	90,000.00
Total Payroll Expenses	\$	98,500.00
Postage and Delivery	\$	550.00
Professional Fees	\$	6,500.00
Reconciliation Discrepancies	\$	100.00
Retail	\$	500.00
Store Supplies	\$	200.00
Total Retail	\$	700.00
Seasonal Concert Expenses		
SC Accommodations	\$	5,500.00
SC Artist Fee	\$	24,000.00
SC Banner	\$	-
SC Concessions	\$	2,500.00
SC Hospitality	\$	2,000.00
SC Lighting		\$3,000.00
SC Posters	\$	500.00
SC Programs	\$	200.00
SC Raffle	\$	300.00
SC Sound	\$	6,000.00
SC Ticketing	\$	4,500.00
SC Venue	\$	4,000.00
Total Seasonal Concert Expenses	\$	52,500.00
Storage Rental	\$	3,000.00
Supplies	\$	2,500.00
Telephone	\$	2,050.00
Travel & Entertainment	\$	2,000.00
Winter Fundraiser Expense	\$	4,000.00
Total Expenditures	\$	371,796.00
Net Operating Revenue		
Net Revenue	\$	10,354.00

INTERNAL REVENUE SERVICE
DISTRICT DIRECTOR
2 CUPANIA CIRCLE
MONTEREY PARK, CA 91755

DEPARTMENT OF THE TREASURY

Date: **SEP 17 1993**

JUAN DE FUCA FESTIVAL OF THE
PERFORMING ARTS
C/O KAREN HANAN
PO BOX 796
PORT ANGELES, WA 98362

Employer Identification Number:
91-1588987
Case Number:
953190056
Contact Person:
TERRY IZUMI
Contact Telephone Number:
(213) 725-6619

Accounting Period Ending:
December 31
Foundation Status Classification:
509 (a) (2)
Advance Ruling Period Begins:
March 11, 1993
Advance Ruling Period Ends:
Dec. 31, 1997
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.

Letter 1045 (DO/CG)

