



## Administration Department

Steve Taylor, City Manager



203 S. Pacific Avenue, PO Box 819 Kelso, WA 98626

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June 28, 2016

Dave Campbell, City Manager  
City of Longview  
PO Box 128  
Longview, WA 98632

Re: 2017 LTAC Application

Dear Mr. Campbell,

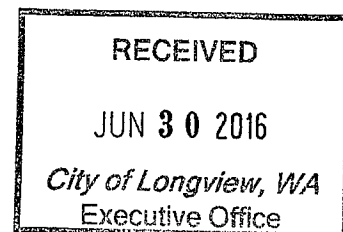
Enclosed please find the City of Kelso's completed application for 2017-2018 LTAC Funding consideration.

Should you have any questions or need further information, please feel free to contact our office.

Sincerely,

Jessica Bronstein,  
Executive/Legal Assistant

Enc.





RECEIVED

JUN 30 2016

City of Longview, WA

# 2017-2018 REQUEST FOR FUNDING

APPLICATION DUE: Wednesday, July 5, 2016

## Instructions

1. Please type or print.
2. Answer each question within the space provided. Please do not include additional attachments or supplementary pages unless they are essential to our understanding of your project.
3. Attach organization's most recent tax return. If no tax return is available, attach the organization's most recent annual financial statement.
4. Attach a detailed budget for the project.
5. Are you a non-profit agency? ☐ yes ☒ no  
If so, what is your IRS designation? \_\_\_\_\_

Please sign, date, and send completed application to:  
**Dave Campbell, City Manager**  
**City of Longview**  
**P.O. Box 128**  
**Longview, WA 98632**

**[Please attach proof of non-profit status.]**

Applicant Information				
Organization/Individual	Non-Profit	<b>Public</b>	Other	Private Association
Organization City of Kelso		Activity Name Kelso/Longview Visitor Center Operations		
Activity type: Event/Festival, Marketing or Facility Tourism Facility Operations				
Address P.O. Box 819 203 S. Pacific #217				
City Kelso	County Cowlitz	State WA	Zip 98626	
Contact Person				
Name Steve Taylor				
Title City Manager			Phone 360-577-3300	
Project Information				
<b>Title and brief description of project:</b> Visitor's Center Operations Support 2017 & 2018				
The City of Kelso has received funding from Longview of \$5,000 in 2014, \$7,800 in 2015, and \$8,100 in 2016 to support the expense of operating the Visitor Center at 105 Minor Road (I-5 Exit 39 interchange).				
Kelso contracts with the Chamber of Commerce to manage, staff, and operate the Visitor Center with the primary purpose of promoting Kelso, Longview, and nearby Cowlitz County retail services, attractions, and tourist accommodations. The Kelso/Longview & Chamber partnership that jointly promotes our region's primary visitor service area has been quite successful. The City requests a renewal of the partnership in the 2017-18 biennium with continued financial support of the Visitor Center's operations at the 15% level.				
Timeline for project: 2017 & 2018 Operations		Geographic area served by this project: Cowlitz County (Primarily Kelso & Longview)		
Overall predicted attendance: 15,000		Attendance, # predicted to travel 50+ miles to attend: 10,000		
Attendance, # predicted to travel from out of state/out of country: 6,000		Attendance, # predicted to pay for overnight lodging: 3,000		
Attendance, # predicted to <u>not</u> pay for overnight lodging: 1,000		Predicted paid lodging nights: 2,000		
<b>2017</b>	Amount requested from City of Longview \$9,300	Total project cost: \$62,425	Date of project: From 1/1/17 – 12/31/17	
<b>2018</b>	Amount requested from City of Longview \$9,600	Total project cost: \$64,298	Date of project: From 1/1/18 – 12/31/18	

**FUNDING SOURCES FOR THIS PROJECT**

List all firm commitments to date to fund this project:

Source	Amount
City of Kelso Lodging Tax Funds	53,125 – 2017 54,698 – 2018

List any other sources of funding you have applied for:

Source	Amount	Status
None		

Specifically how will this grant be used? How do you document your results?

The grant will be used to pay the Chamber of Commerce contracted expenses for managing, staffing, and operating the Visitors Center at 105 Minor Road in Kelso. The Visitors Center staff documents all visitors and prepares a report for its Board and the City of Kelso. Visitor Center staff is expected to promote area businesses, lodging accommodations, restaurants and attractions with the goal of generating hotel room nights and local retail spending.

How will this project be financed in the future?

The Visitors Center has been traditionally funded by Kelso lodging tax monies, and will continue to receive these funds as the primary source of support.

Signature 	Date 6/28/2016
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GRANT REPORT	
2015 amount received from the City of Longview for this project:	\$7,800
2016 amount received from the City of Longview for this project:	\$8,100

<i>Note: If project is in process for 2017, please estimate the answers to the following:</i>
How were these funds used?
Funds paid for general operating costs to manage and staff Visitor Center facility 7 days per week. Longview's contribution is approximately 15% of overall costs. Kelso Lodging Tax funds provide remainder of support.
The majority of the expenses cover Visitor Center payroll. The Chamber of Commerce receives \$18,000 annually as a management fee. This amount covers additional staff and visitor accommodation support from all Chamber employees. The remaining expenses pertain to utilities, copier, operating supplies, and facility security.

How did you measure your results? Please document the achievement of your goal.
Direct visitor count – sign-in book during operating hours
Indirect count – visitors viewing exterior signage that advertises area lodging/services
Structured estimate – room nights associated with visitors who accessed services in some way from Kelso/Longview Chamber of Commerce and the Visitor Center

How will this project be financed in the future?
Lodging Tax funds are assumed to be the primary source of support for Visitor Center operations well into the future.
Please provide original project budget, original grant amount, actual project revenues, and actual project expenditures (with explanation of large variances)

List all project costs in the following categories:	2017	2018
<b>Project Management/Administration:</b>		
Project Manager Salary/Consultant Fees/Staff Costs:	\$54,354	\$55,985
<b>Goods &amp; Services:</b>		
Contract Services – Consultant Fee	\$	\$
Materials/Supplies/Equipment	\$4,826	\$4,971
Construction Cost	\$	\$
Other Misc. Expenses	\$	\$
<b>Total Goods &amp; Services:</b>	\$	\$
<b>Operations:</b>		
Facility Rent	\$	\$
Utilities	\$2,399	\$2,471
Other	\$846	\$871
<b>Total Operations:</b>	\$	\$
<b>Other:</b>	\$	\$
	\$	\$
	\$	\$
<b>TOTAL COSTS:</b>	\$62,425	\$64,298

List all funding sources for this project:	2017	2018
City of Kelso – Lodging Tax Funds	\$53,125	\$54,698
City of Longview – Lodging Tax or General Fund Support	\$9,300	\$9,600
	\$	\$
	\$	\$
<b>TOTAL OTHER REVENUE:</b>	\$62,425	\$64,298