Moses Lake Lodging Tax Advisory Committee

Committee Members: Chair – Council Member David Eck | Tim Molitor | Richard Hanover | Barry Lawson | VACANT

October 11, 2023 at 2:00 PM

Civic Center 401 S Balsam St.

Call to Order – 2:00 pm

1. **Approve Meeting Minutes from 9/1/22, 10/14/22, 10/17/22, 10/18/22, 4/21/23, 9/11/23**

2. LTAC Presentations:
   1. Columbia Basin Allied Arts – DMLA – Sip & Stroll
   2. Columbia Basin Allied Arts – UMANI Festival
   3. Columbia Basin Allied Arts Premiere Season
   4. Central Basin Community Concert Series
   5. Columbia Basin Rodeo Association
   6. City of Moses Lake – Red, White & BOOM!
   7. City of Moses Lake – Visitor Information Center Souvenir Restock
   8. City of Moses Lake – Tourism Marketing Campaign
   9. Grant County Fairgrounds – Grant County Fair
   10. Grant County Fairgrounds – MoraVida Festival
   11. Grant County Fairgrounds – 90's Flannel Fest
   12. Manta Rays – Capital Projects
   13. Manta Rays – Sizzlin Summer Splash
   14. Manta Rays – Sprint Shootout
   15. Manta Rays – Thankswimming Open
   16. Manta Rays – Tony St. Onge Memorial Open
   17. Master Gardeners Foundation
   18. Moses Lake Spring Festival
   19. Moses Lake BMX Association – State Qualifier Race and others
   20. Moses Lake Youth Hockey Association – Hockey Seasons
   21. Sand Scorpions – Bounty Hole and Freestyle Mud Trucks
   22. Visit Washington – Moses Lake Airshow
   23. Columbia Basin Cancer Foundation

Adjournment

Please click the link below to join the webinar:

https://cityofml.zoom.us/j/95407386678

Or One tap mobile :

+12532050468,,95407386678# US

+12532158782,,95407386678# US (Tacoma)

Or Telephone:

Dial(for higher quality, dial a number based on your current location):

+1 253 205 0468 US

+1 253 215 8782 US (Tacoma)

Webinar ID: 954 0738 6678

International numbers available: https://cityofml.zoom.us/u/adiAYL921d

MOSES LAKE LODGING TAX ADVISORY COMMITTEE
September 1, 2022

A meeting of the Moses Lake Lodging Tax Advisory Committee was called to order at 2:00 p.m. by Chair Eck in the Council Chambers of the Civic Center, 401 S. Balsam, Moses Lake, Washington and was broadcast remotely via Zoom.

ROLL CALL
Present: Chair: Council Member David Eck; Committee Members: Tim Molitor, Richard Hanover, Barry Lawson. Staff: City Manager Allison Williams, Finance Director Madeline Prentice and Deputy Clerk, Jennifer Schober.

OLD BUSINESS

1. **2023 Available Revenue Funds**
   City Manager Allison Williams provided the amount available for distribution which was also included in the agenda packet.

2. **Summary of 2022 Applications**
   Staff prepared a summary of the current applications.

3. **Historical Fund Request 2019 -2021 Spreadsheet**
   Actual funding for was included in the meeting packet for review as well as the actual and estimated revenue and expenditures.

4. **Smith Travel Report**
   Staff provided an overview of the Smith Travel Report which shows how many rooms were reported being booked.

5. **Recommendations for Funding of 2022 LTAC Application Timeline**
   The LTAC recommended that the applications be due October 7, 2022 with presentations to LTAC on 10/17/22 at 4:00 p.m.

The meeting adjourned at 2:48 p.m.

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Council Member David Eck, Chair

ATTEST:

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Jennifer Schober, Deputy City Clerk

MOSES LAKE LODGING TAX ADVISORY COMMITTEE
October 14, 2022

A meeting of the Moses Lake Lodging Tax Advisory Committee was called to order at 10:00 a.m. by Chair Eck in the Council Chambers of the Civic Center, 401 S. Balsam, Moses Lake, Washington and was broadcast remotely via Zoom.

ROLL CALL
Present: Chair: Council Member David Eck; Committee Members: Tim Molitor, Richard Hanover, Barry Lawson. Staff: City Manager Allison Williams, Finance Director Madeline Prentice and Deputy Clerk, Jennifer Schober.

OLD BUSINESS

1. **2023 Available Revenue Funds**
   City Manager Allison Williams provided the amount available for distribution which was also included in the agenda packet.

2. **Summary of 2023 Applications**
   Staff prepared a summary of the current applications.

3. **Historical Fund Request 2021 -2022 Spreadsheet / LTAC Applicant Review**
   Actual funding for was included in the meeting packet for review as well as the actual and estimated revenue and expenditures. Staff also provided the applications for the committee to review.

The meeting adjourned at 10:30 a.m.

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Council Member David Eck, Chair

ATTEST:

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Jennifer Schober, Deputy City Clerk

MOSES LAKE LODGING TAX ADVISORY COMMITTEE
October 17, 2022

A meeting of the Moses Lake Lodging Tax Advisory Committee was called to order at 4:00 p.m. by Chair Eck in the Council Chambers of the Civic Center, 401 S. Balsam, Moses Lake, Washington and was broadcast remotely via Zoom.

ROLL CALL

Present: Chair: Council Member David Eck; Committee Members: Tim Molitor, Richard Hanover, Barry Lawson. Staff: City Manager Allison Williams, Finance Director Madeline Prentice and Deputy Clerk, Jennifer Schober.

OLD BUSINESS

1. **LTAC Presentations**
   All applicants that applied for funding presented their events for the committee to consider:

   1. 90's Flannel Fest 2. MoraVida Festival 3. Grant County Fair 4. ML Visitor Center
   5. ML Tourism 6. Columbia Basin Allied Arts 7. Umani Festival 8. Central Basin Comm. Concert Assn. 9. Western Outdoor – WA Open 10. Columbia Basin Cancer Foundation
   11. Moses Lake Spring Festival 12. Best of Barrels Only 13. Sand Scorpions
   14. Visit WA – Airshow 15. Visit WA – Tourism 16. Washington Junior Golf Association
   17. ML BMX Association

The meeting adjourned at 5:36 p.m.

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Council Member David Eck, Chair

ATTEST:

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Jennifer Schober, Deputy City Clerk

MOSES LAKE LODGING TAX ADVISORY COMMITTEE
October 18, 2022

A meeting of the Moses Lake Lodging Tax Advisory Committee was called to order at 4:00 p.m. by Chair Eck in the Council Chambers of the Civic Center, 401 S. Balsam, Moses Lake, Washington and was broadcast remotely via Zoom.

ROLL CALL

Present: Chair: Council Member David Eck; Committee Members: Tim Molitor, Richard Hanover, Barry Lawson. Staff: City Manager Allison Williams, Finance Director Madeline Prentice and Deputy Clerk, Jennifer Schober.

OLD BUSINESS

1. **2023 Available Revenue Funds**
   City Manager Allison Williams provided the amount available for distribution which was also included in the agenda packet. Staff also confirmed that the 15% reserve was not included in the amount of funding available to grant. There was discussion on what those funds are available for.

2. **Summary of 2023 Applications**
   Staff prepared a summary of the current applications as well as a criteria checklist.

3. **Historical Fund Request 2020 -2022 Spreadsheet**
   Actual funding for was included in the meeting packet for review as well as the actual and estimated revenue and expenditures.

4. **Smith Travel Report**
   Staff provided an overview of the Smith Travel Report which shows how many rooms were reported being booked.

5. **Through 18. 2023 Funding Recommendations:**

Organization:	Event / Funding Recommendations
Visit WA	ML Airshow - $50,000
Columbia Basin Cancer Foundation	Craft Out Cancer - $2,500
Grant County Fairgrounds	Grant County Fair - $35,000
Central Basin Comm. Concert Assn	Season 69 Concert Series - $7,500
City of Moses Lake – Parks Department	Tourism Marketing Efforts - $110,000
Columbia Basin Allied Arts	Premiere Season 46 - $7,500
Sand Scorpions ORV Group	Bounty Hole and Freestyle Mud Trucks - $40,000
Spring Festival	Spring Fest - $50,000

Moses Lake BMX	Gold Cup/State Qualifier Race - $41,856 – City's 2%
Grant County Fairgrounds	90's Flannel Fest - $7,300
City of Moses Lake	Visitor Center Improvements - $19,913 – City's 2%
Grant County Fairgrounds	MoraVida Festival - $5,000
WJGA	State Championships - $5,000
Umani Festival	Umani Fest - $5,000
The following were not recommended for funding this year:	
Visit WA	Marketing Central/Eastern Washington Event Tourism
SAND CUP FUTURITY	Producers Gone Wild and Team Challenge
Washington Open at Potholes	Fishing Event

After reviewing and discussing each application the Committee is presenting to Council a total funding amount of $324,800 for 2023 disbursement. Additionally, the City's portion of funds is to provide $61,769.

The meeting adjourned at 4:45 p.m.

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Council Member David Eck, Chair

ATTEST:

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Jennifer Schober, Deputy City Clerk

MOSES LAKE LODGING TAX ADVISORY COMMITTEE
April 21, 2023

A meeting of the Moses Lake Lodging Tax Advisory Committee was called to order at 11:00 a.m. by Chair Eck in the Council Chambers of the Civic Center, 401 S. Balsam, Moses Lake, Washington and was broadcast remotely via Zoom.

ROLL CALL
Present: Chair: Council Member David Eck; Committee Members: Tim Molitor, Richard Hanover, Barry Lawson. Staff: City Manager Allison Williams, Assistant City Manager Rich Huebner, Finance Director Madeline Prentice and Deputy Clerk, Jennifer Schober.

OLD BUSINESS

1. **2023 Available Revenue Funds**
   City Manager Allison Williams provided the actual amount available for distribution which was also included in the agenda packet.

2. **Recipient Funding Award Review – Mora Vida Festival**
   LTAC recommended an additional $5,000 be awarded for this event.

3. **Recipient Funding Award Review – 4th of July Fireworks**
   LTAC recommended funding $27,000 for the Red, White and BOOM! 4th of July event.

4. **Recipient Funding Award Review – Visitor Information Center**
   Staff requested to be able to re-allocate the funding to this award in a different way than was originally presented. The committee gave a consensus that this was allowed.

5. **Funding Request – Visitor Data Analytics**
   Assistant City Manager Rich Huebner requested $13,451 for an analytics software that will help with figuring out how many people were in attendance and stayed at hotels for events approved by LTAC.

The meeting adjourned at 11:48 a.m.

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Council Member David Eck, Chair

ATTEST:

_____
Jennifer Schober, Deputy City Clerk

MOSES LAKE LODGING TAX ADVISORY COMMITTEE
September 11, 2023

A meeting of the Moses Lake Lodging Tax Advisory Committee was called to order at 3:00 p.m. by Chair Eck in the Council Chambers of the Civic Center, 401 S. Balsam, Moses Lake, Washington and was broadcast remotely via Zoom.

ROLL CALL
Present: Chair: Council Member David Eck; Committee Members: Tim Molitor, Richard Hanover, Barry Lawson. Staff: Interim City Manager Kevin Fuhr, Assistant City Manager Rich Huebner, Finance Director Madeline Prentice and Deputy Clerk, Jennifer Schober.

OLD BUSINESS

1. **Recommendations for Funding of 2024 LTAC Application Timeline**
   The LTAC has set a deadline of October 6 by 5:00 p.m. for applications to be received. The committee discussed setting a solid deadline for each year as well.

   Action taken: Committee Member Barry Lawson moved to set the deadline for applications each year to be on the first Friday in October, second by Committee Member Tim Molitor. The motion carried 4 – 0.

   LTAC will have the applicants present on October 11, 2023 at 2:00 p.m.

   The allocation meeting will be held October 12, 2023 at 9:00 a.m.

   LTAC requested that Lynne Lynch put out a Facebook post for the application due dates.

2. **Review of LTAC Guidelines**
   The LTAC reviewed the guidelines and there were no updates other than the dates that applications are due.

3. **Review of Historical Funding**
   Staff provided a spreadsheet with last years funding. Mr. Lawson requested additional history to be included in the packets.

The meeting adjourned at 3:29 p.m.

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Council Member David Eck, Chair

ATTEST:

_____
Jennifer Schober, Deputy City Clerk

Moses Lake Tourism - Lodging Tax Grant Application

Form is due no later than 5 p.m. on October 6, 2023

Presentations to LTAC on October 11, at 2:00 p.m.

Date of Application *	10/6/2023
Organization Name *	Columbia Basin Allied Arts
Address *	Street Address 7662 Chanute St NE Address Line 2 City: Moses Lake State / Province / Region: WA Postal / Zip Code: 98837 Country: United States
Phone *	5097608053
Email *	director@cba-arts.org
Contact Person *	Shawn Cardwell
Start Date of Event *	9/14/2024
End Date	9/14/2024
Name of Event *	Sip n Stroll - Art & Wine Walk
Requested Funding Support Amount *	5,000
Check which of the following applies to your agency: *	☑ Non-Profit (attach a copy of current non-profit corporate registration with Washington Secretary of State) ☐ Public Agency ☐ Cooperative Project
Eligibility *	Please check which of the eligibility criteria are applicable to your event/project. ☑ Tourism promotion and marketing and the marketing and operations of special events and festivals. ☐ Operation of a tourism promotion agency ☐ Capital and/or operating costs for City-owned tourism facilities ☐ Operating costs for qualified non-profit organizations ☐ Paying all or any part of the cost of tourism promotion ☐ Acquiring tourism related facilities ☐ Operating tourism related facilities ☐ Funding of a multi-jurisdictional tourism related facility

Project Description *

Please provide a summary of your event in less than 200 words.

Columbia Basin Allied Arts (CBAA) is teaming up with the Downtown Moses Lake Association (DMLA) to expand and build upon their annual Sip n' Stroll event. CBAA will recruit and manage up to 40 art vendors to add to the up to 15 wine and drink vendors in 2024.

The art vendors will be set up on Third Avenue which DMLA blocks off each year for the wine walk, without filling them with activities. We believe this will bring additional community members and tourists to the event, helping the wine walk portion of the event grow as well.

In 2023, CBAA began this collaborative project, however art vendor participation was low with only about 10 vendors participating. Much was learned including how to best work with and submit paperwork to the City, how to best accommodate the needs of art vendors, and the need for year-round and in-person recruitment of art vendors.

As the art vendor portion of the Sip n Stroll becomes successful, we believe this is an opportunity to create a multi-day event.

Budget *

Please explain what this money will be used for. Please attach a detailed line item budget including both expenditures and anticipated revenue. If this event has occured before, please attach a detailed line item budget report. Please refer to the example budget for a template.

LTAC funding would be used to cover the cost of recruiting art vendors (website development, travel to in-person events for recruitment), event infrastructure (lights, tents, etc.), advertising (social media and advertising at similar events, etc.), and entertainment.

Although CBAA worked to recruit more artist vendors in 2023, no money was designated for the event. Please see attached a projected 2024 collaborative budget between CBAA and DMLA.

File Upload - Budget * Sip n Stroll budget 2024.pdf 135.11KB

Datafy

Do you wish to utilize the City's new software to compare numbers for your event?

- (•) Yes
- ( ) No

Project Evaluation

The following criteria will be utilized in evaluating all proposals. Please answer numbers 1-4 and then address the remaining criteria should it be applicable to your event/project.

1. **The number of participants who attended the event/activity in each of the following categories:**

	Estimate	Method	Explanation
Overall Attendance	1,000	Structured Estimate	Mix of direct count through ticket sales and estimate of additional art vendor crowd
Attendance, 50+ miles	100	Structured Estimate	Mix of direct count through ticket sales and estimate of additional art vendor crowd
Attendance, Out of State/Country	10	Structured Estimate	Mix of direct count through ticket sales and estimate of additional art vendor crowd

Attendance, Paid for Overnight Lodging	10	Structured Estimate	Mix of direct count through ticket sales and estimate of additional art vendor crowd
Attendance, Did Not Pay for Overnight Lodging	990	Structured Estimate	Mix of direct count through ticket sales and estimate of additional art vendor crowd
Paid Lodging Nights	15	Structured Estimate	Estimate of crowd and addition of vendors who stay overnight

JLARC Methods for determining attendance by category.

- Direct Count: Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle count or number of chairs filled. A direct county 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, policed requirements for crown 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: Informal collected directly from individual visitors or participants in a nonrandom 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 even 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).

2. A description of methods used to determine attendance and distinguish among the visitor categories at the event/activity:

A direct count is taken through ticket sales of the wine tasting portion of the event, with additional informal surveys taken through photos of the overall event.

For the additional criteria listed below, please answer only those that are applicable to your event/project.

3. Tourism Promotion: Does the project meet the basic state and city requirements for tourism promotion? Will it promote a positive image for the city? Will it attract visitors, build new audiences and encourage tourist expansion? Will it increase the awareness of the city's amenities, history, facilities and natural environment?

Wine walks and art festivals are popular events across Central and Eastern Washington, and with Moses Lake being in its central location for both artists and attendees, and with the event taking place at the very end of summer, or even in the shoulder event season, we believe it has great potential to attract visitors from across the region.

An art festival is just one project within CBAA's overall program that aims to establish Moses Lake as an arts-friendly and vibrant community. The arts is a highly profitable industry once established, and while Moses Lake's outdoor recreation, summer holidays and sports tourism industries are well-established, we believe this is an important branch of the industry to consider funding, as well.

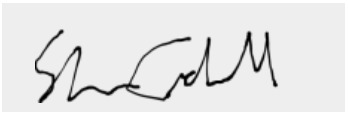
As it becomes more successful and possibly a multi-day event, this event will begin to draw overnight tourists, as well.

4. Benefit to the City: How will this project benefit the people of Moses Lake?	CBAA has been told repeatedly that an arts fair needs to be established in Moses Lake. It is access to these types of events and retailers that make Moses Lake more appealing to both tourists and residents alike. The arts play a vital role in boosting a city's economy. Cultural events draw tourists, stimulating local businesses, hotels, and restaurants. A vibrant arts scene enhances property values, encouraging urban development and increasing tax revenues for municipalities. Creative industries fuel innovation and attract skilled professionals, fostering a dynamic workforce. Ultimately, a thriving cultural sector will help foster our City's identity, drawing global attention, attracting investments and further bolstering economic prosperity.
5. Community Support: Does the project have broad-based city appeal or support? What is the evidence of need for this project in the city?	The art and entertainment have been a much-talked about industry in Moses Lake over the last few years as our workforce has been elevated and other industries are well-established. Looking across the region, we see cities with vibrant tourist economies embracing art fairs and/or art and wine walks, including Wenatchee, Chelan and Tri-Cities. Not only will the local economy benefit through increased tourism thanks to the arts, but also help the City maintain and grow a professional workforce. It is well-known that high-level professionals desire access to arts in their community. The arts provide a platform for introspection, stress relief, and mental well-being, essential for professionals managing high-pressure environments. Engaging with arts fosters effective communication, emotional intelligence, and adaptability, vital traits for successful leadership. Participation in the arts also serves as a networking avenue, connecting professionals with like-minded individuals and potential collaborators. Ultimately, the arts enrich the lives and perspectives of high-level professionals, contributing significantly to their personal and professional development.
6. Evidence of Partnerships: What kind and degree of partnership does the project exhibit? Does it exhibit volunteer involvement or inter-jurisdictional, corporate, business and/or civic support?	It has been suggested for several years that CBAA should create an art fair for the City. We believe collaboration is the best way to create any new event or program, and so approached DMLA to revitalize their Sip n Stroll event, which was billed as an “art and wine walk” at its conception. With the administrative power, established audiences and sponsors of each organization, a successful event is likely and almost assured.
7. Management Capability: How have you demonstrated an ability to successfully complete the project thorough effective business practices in the areas of finance, administration, marketing and production? What are the administrative credentials of paid or volunteer staff or individuals?	CBAA has been through an intensive growth period, through which several of our strengths and opportunities for growth became apparent. Through collaboration, our events are experiencing unprecedented success and positive feedback from the community and other local organizations. The last several years CBAA has been involved with more day-long festivals and events, and will be able to apply those lessons to the Sip n Stroll. The DMLA has hosted this event for almost 10 years, and although the director at DMLA is new, the leadership within the board and participation of downtown businesses have been consistent and dedicated. We all look forward to working together.
Current Organization Officers	Columbia Basin Allied Arts President - Dan Beich Vice President - Leslie Ramsden Secretary - Rosalie Ramsden Treasurer - Lynn Townsend Downtown Moses Lake Association President - Denise Kinder Vice President - James Shank Treasurer - Carlos Rojas HR Coordinator - Sarah Guaderamma Paralegal/Manager - Alexandria Lopez
What is your IRS Tax Classification, (i.e. 501(c)(3), etc.) :	501(c)3
	☑ I have attached a copy of my organization’s IRS documentation
File Upload - Non-profit Status	CBAA nonprofit status letter.PDF 90.85KB

File Upload - Other Information

Signature *

I have read and understand the “General Guidelines for Lodging Tax Grant Applicants” and certify that this project legally and lawfully qualifies for funding support utilizing lodging tax revenues from The City of Moses Lake.



Please type your first and last name in the space above. Your typed first and last name will serve as your signature. Your signature signifies your acknowledgement of and agreement with the content of this form.

IRS Department of the Treasury
Internal Revenue Service
P.O. Box 2508
Cincinnati OH 45201

In reply refer to: 0752251763
Mar. 30, 2018 LTR 4168C 0
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00015603
BODC: TE

COLUMBIA BASIN ALLIED ARTS
7662 CHANUTE ST NE
MOSES LAKE WA 98837-3293

023086

Employer ID Number: 91-1035527
Form 990 required: Yes

Dear Taxpayer:

This is in response to your request dated Mar. 21, 2018, regarding your tax-exempt status.

We issued you a determination letter in April 1979, recognizing you as tax-exempt under Internal Revenue Code (IRC) Section 501(c)(3).

Our records also indicate you're not a private foundation as defined under IRC Section 509(a) because you're described in IRC Sections 509(a)(1) and 170(b)(1)(A)(vi).

Donors can deduct contributions they make to you as provided in IRC Section 170. You're also qualified to receive tax deductible bequests, legacies, devises, transfers, or gifts under IRC Sections 2055, 2106, and 2522.

In the heading of this letter, we indicated whether you must file an annual information return. If a return is required, you must file Form 990, 990-EZ, 990-N, or 990-PF by the 15th day of the fifth month after the end of your annual accounting period. IRC Section 6033(j) provides that, if you don't file a required annual information return or notice for three consecutive years, your exempt status will be automatically revoked on the filing due date of the third required return or notice.

For tax forms, instructions, and publications, visit www.irs.gov or call 1-800-TAX-FORM (1-800-829-3676).

If you have questions, call 1-877-829-5500 between 8 a.m. and 5 p.m., local time, Monday through Friday (Alaska and Hawaii follow Pacific Time).

0752251763
Mar. 30, 2018 LTR 4168C 0
91-1035527 000000 00
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COLUMBIA BASIN ALLIED ARTS
7662 CHANUTE ST NE
MOSES LAKE WA 98837-3293

Sincerely yours,

Teri M. Johnson
Operations Manager, AM Ops. 3

2024 PROJECTED BUDGET

CASH INCOME	
Grants	5,000.00
Business/Private Sponsorships	4,000.00
Vendor income	2,500.00
Wine Ticket Sales	8,400.00
INCOME TOTAL	**$19,900.00**
IN-KIND CONTRIBUTIONS	
Volunteer labor	1,200.00
Other (production, etc.)	1,000.00
IN-KIND INCOME TOTAL	**$2,200.00**
EXPENSES	
Administration	6,000.00
Entertainment	2,500.00
Production	2,000.00
Licenses/fees	915.00
Regional Artist Outreach (mileage, etc.)	1,000.00
Advertising & Printing	6,000.00
EXPENSE TOTAL	**$18,415.00**

Moses Lake Tourism - Lodging Tax Grant Application

Form is due no later than 5 p.m. on October 6, 2023

Presentations to LTAC on October 11, at 2:00 p.m.

Date of Application *	10/6/2023
Organization Name *	Columbia Basin Allied Arts
Address *	Street Address 7662 Chanute St NE Address Line 2 City: Moses Lake State / Province / Region: WA Postal / Zip Code: 98837 Country: United States
Phone *	5097608053
Email *	director@cba-arts.org
Contact Person *	Shawn Cardwell
Start Date of Event *	9/28/2024
End Date	9/28/2024
Name of Event *	UMANI Festival
Requested Funding Support Amount *	5,000
Check which of the following applies to your agency: *	☑ Non-Profit (attach a copy of current non-profit corporate registration with Washington Secretary of State) ☐ Public Agency ☐ Cooperative Project
Eligibility *	Please check which of the eligibility criteria are applicable to your event/project. ☑ Tourism promotion and marketing and the marketing and operations of special events and festivals. ☐ Operation of a tourism promotion agency ☐ Capital and/or operating costs for City-owned tourism facilities ☐ Operating costs for qualified non-profit organizations ☐ Paying all or any part of the cost of tourism promotion ☐ Acquiring tourism related facilities ☐ Operating tourism related facilities ☐ Funding of a multi-jurisdictional tourism related facility

Project Description *

Please provide a summary of your event in less than 200 words.

The UMANI Festival is the only celebration of Hispanic Heritage in Central Washington - shocking when you consider the population across the region hovers between 30% and 50% of those with Hispanic heritage. The closest festival is in Wenatchee, however their festival specifically celebrates Mexican heritage.

The UMANI Festival is a highly collaborative event with administrative support from several Moses Lake organizations including Columbia Basin Allied Arts, the Moses Lake Library, Downtown Moses Lake Association, Moses Lake Museum & Art Center, Big Bend Community College and private businesses including EDUBS C/S and Artisans Co.

The UMANI FEstival was the first day-long festival for each of the collaborating organizations, however in the last two years we have heard feedback from downtown businesses that the event is the best they've ever seen downtown, from event organizers that it's the biggest downtown even besides Halloween, and from individuals, "I'm 40 years old and it was the first time I felt celebrated by my community."

In 2023 the UMANI Festival packed Moses Lake's downtown Third Avenue with 83 performers, 43 low riders, 26 resource vendors, 14 crafts and food vendors, free arts and crafts and games for families, barbers, a bull riding machine and more.

Budget *

Please explain what this money will be used for. Please attach a detailed line item budget including both expenditures and anticipated revenue. If this event has occured before, please attach a detailed line item budget report. Please refer to the example budget for a template.

LTAC funds will be used to cover entertainment, production and advertising expenses for the event. Entertainment includes musicians, dancers, singers, emcees, workshop facilitators, and food or hotel rooms for performers. Production may include sound technician and equipment, and rental infrastructure including lights and tents, and event fees including insurance. Advertising may include social media campaigns and other online ads, and radio.

Please see attached budget report from 2023 and projected 2024 budget.

File Upload - Budget * UMANI budget docs.pdf 88.52KB

Datafy

Do you wish to utilize the City's new software to compare numbers for your event?

- (•) Yes
- ( ) No

Project Evaluation

The following criteria will be utilized in evaluating all proposals. Please answer numbers 1-4 and then address the remaining criteria should it be applicable to your event/project.

1. **The number of participants who attended the event/activity in each of the following categories:**

	Estimate	Method	Explanation
Overall Attendance	2,500	Structured Estimate	from aerial photos
Attendance, 50+ miles	200	Structured Estimate	based on low-rider origins and surveys from stage emcee
Attendance, Out of State/Country	0	Structured Estimate	

Attendance, Paid for Overnight Lodging	40	Informal Survey	based on low-rider conversations
Attendance, Did Not Pay for Overnight Lodging	2460	Structured Estimate	
Paid Lodging Nights	36	Informal Survey	based on low-rider conversations and artist rooms

JLARC Methods for determining attendance by category.

- Direct Count: Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle count or number of chairs filled. A direct county 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, policed requirements for crown 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: Informal collected directly from individual visitors or participants in a nonrandom 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 even 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).

2. A description of methods used to determine attendance and distinguish among the visitor categories at the event/activity:

Total attendance is determined by informal survey through aerial footage, city of origin is taken by intermittent informal surveys from stage, and direct counts are taken from lowrider participants.

For the additional criteria listed below, please answer only those that are applicable to your event/project.

3. Tourism Promotion: Does the project meet the basic state and city requirements for tourism promotion? Will it promote a positive image for the city? Will it attract visitors, build new audiences and encourage tourist expansion? Will it increase the awareness of the city's amenities, history, facilities and natural environment?

The UMANI Festival is bringing attendees from 50+ miles away, most often in relation to the lowrider events and musicians. As the event grows, those elements that bring the most visitors and attendees will be focused on for growth. The UMANI Advisory Committee has chosen to make 2024 a single-day event, however are open to increasing the event to multiple days in the future which would further increase overnight stays for the City.

The UMANI Festival celebrates a portion of the Moses Lake community that has long been cast as "other" or "separate". By presenting a celebration of our community as a whole, as UMANI does, rather than a part, we are increasing the power, hospitality and viability of our community in all ways.

4. Benefit to the City: How will this project benefit the people of Moses Lake?

As mentioned, the UMANI Festival has received sincere praise from local businesses and individuals. A common thread is that this sort of event was long overdue. Through the UMANI Festival, we hope to create unity and a more cohesive community that can come together to create a future we can all be proud of in Moses Lake.

Notably, the Moses Lake School District is just over 51% Hispanic. We want all our students to feel seen and celebrated in order to avoid the tragedies associated with children loneliness, isolation and lack of "being seen".

As our community goes forward, all our organizations and businesses must welcome the entire community in order to prosper in the future. "Hispanic" should no longer be correlated with "low-income", but instead a large portion of our population with significant economic clout.

5. Community Support: Does the project have broad-based city appeal or support? What is the evidence of need for this project in the city?	Over the last two years, UMANI Festival has had dozens of Moses Lake businesses and individuals donate cash, equipment, time, etc. to the event. The nature of the collaborative leadership ensures a wide donor and audience base. It is evident the City needed a project like this through the response we have received over the years. Organizations, professionals, adults, parents and students have all shared the importance of this event to them - regardless of race or ethnicity.
6. Evidence of Partnerships: What kind and degree of partnership does the project exhibit? Does it exhibit volunteer involvement or inter-jurisdictional, corporate, business and/or civic support?	The collaborative nature of UMANI Festival has been noted throughout the application and we only expect it to grow locally and regionally. Regional event coordinators, artists and vendors have all reached out to establish relationships and share ideas for future events. We look forward to building upon these connections in order to better the event and the touristic nature of it.
7. Management Capability: How have you demonstrated an ability to successfully complete the project thorough effective business practices in the areas of finance, administration, marketing and production? What are the administrative credentials of paid or volunteer staff or individuals?	Feedback has been entirely positive for the UMANI Festival and we look forward to continuing the momentum started while making changes that increase the success and audience size of the event each year.
Current Organization Officers	President - Dan Beich Vice President - Leslie Ramsden Secretary - Rosalie Ramsden Treasurer - Lynn Townsend
What is your IRS Tax Classification, (i.e. 501(c)(3), etc.) :	501(c)3
	☑ I have attached a copy of my organization's IRS documentation
File Upload - Non-profit Status	CBAA nonprofit status letter.PDF 90.85KB
File Upload - Other Information	UMANI poster 23.png 861.66KB
Signature *	I have read and understand the "General Guidelines for Lodging Tax Grant Applicants" and certify that this project legally and lawfully qualifies for funding support utilizing lodging tax revenues from The City of Moses Lake. Please type your first and last name in the space above. Your typed first and last name will serve as your signature. Your signature signifies your acknowledgement of and agreement with the content of this form.

IRS Department of the Treasury
Internal Revenue Service
P.O. Box 2508
Cincinnati OH 45201

In reply refer to: 0752251763
Mar. 30, 2018 LTR 4168C 0
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BODC: TE

COLUMBIA BASIN ALLIED ARTS
7662 CHANUTE ST NE
MOSES LAKE WA 98837-3293

023086

Employer ID Number: 91-1035527
Form 990 required: Yes

Dear Taxpayer:

This is in response to your request dated Mar. 21, 2018, regarding your tax-exempt status.

We issued you a determination letter in April 1979, recognizing you as tax-exempt under Internal Revenue Code (IRC) Section 501(c)(3).

Our records also indicate you're not a private foundation as defined under IRC Section 509(a) because you're described in IRC Sections 509(a)(1) and 170(b)(1)(A)(vi).

Donors can deduct contributions they make to you as provided in IRC Section 170. You're also qualified to receive tax deductible bequests, legacies, devises, transfers, or gifts under IRC Sections 2055, 2106, and 2522.

In the heading of this letter, we indicated whether you must file an annual information return. If a return is required, you must file Form 990, 990-EZ, 990-N, or 990-PF by the 15th day of the fifth month after the end of your annual accounting period. IRC Section 6033(j) provides that, if you don't file a required annual information return or notice for three consecutive years, your exempt status will be automatically revoked on the filing due date of the third required return or notice.

For tax forms, instructions, and publications, visit www.irs.gov or call 1-800-TAX-FORM (1-800-829-3676).

If you have questions, call 1-877-829-5500 between 8 a.m. and 5 p.m., local time, Monday through Friday (Alaska and Hawaii follow Pacific Time).

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Mar. 30, 2018 LTR 4168C 0
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COLUMBIA BASIN ALLIED ARTS
7662 CHANUTE ST NE
MOSES LAKE WA 98837-3293

Sincerely yours,

Teri M. Johnson
Operations Manager, AM Ops. 3

UMANI FESTIVAL

2023 ACTUAL BUDGET

INCOME	projected	actual
Administration	4,500.00	30,000.00
Volunteer value	2,400.00	4,800.00
People's Bank grant	**10,000.00**	**0**
Regional grants	5,000.00	5,500.00
Vendor fees	2,500.00	85.00
Beer Garden sales	2,000.00	550.00
Contributing organization donations	10,000.00	6,171.00
Private donations	5,000.00	1,600.00
In-Kind*	3,000.00	9,082.00
INCOME TOTAL	**$44,400.00**	**52,617.00**
EXPENSE		
Administrative costs	4,500.00	30,000.00
Volunteer value	2,400.00	4,800.00
Entertainment	20,000.00	13,332.00
Sound and structural production	5,000.00	100.00
Special event licenses/fees	180.00	840.00
Vendor fees to city	500.00	-
Contributing organization activities	1,500.00	655.00
Printing and postage	3,200.00	731.00
Advertising	4,000.00	880.00
Scholarship fund	2,500.00	1,600.00
EXPENSE TOTAL	**$43,780.00**	**$52,938.00**

UMANI FESTIVAL

2024 PROJECTED BUDGET

CASH INCOME	
Grants	7,000.00
Business/Private Sponsorships	3,000.00
Vendor income	2,500.00
Beer Garden sales	2,000.00
Collaborating organization cash	$6,800.00
INCOME TOTAL	**$24,300.00**
IN-KIND CONTRIBUTIONS	
Administration	30,000.00
Volunteer labor	4,800.00
Professional services	5,500.00
Other (production, etc.)	3,000.00
IN-KIND INCOME TOTAL	**$43,300.00**
EXPENSES	
Entertainment	17,000.00
Production	3,000.00
Licenses/fees	840.00
Contributing organization activities	1,500.00
Advertising & Printing	4,000.00
Scholarship fund	2,500.00
EXPENSE TOTAL	**$32,800.00**

UMANI
FESTIVAL
SEPT. 30TH, 2023
12:00 - 8:00 PM
DOWNTOWN MOSES LAKE, WA
MOSES LAKE
Designed by ArtisansCo.

Moses Lake Tourism - Lodging Tax Grant Application

Form is due no later than 5 p.m. on October 6, 2023

Presentations to LTAC on October 11, at 2:00 p.m.

Date of Application *	10/6/2023
Organization Name *	Columbia Basin Allied Arts
Address *	Street Address 7662 Chanute St NE Address Line 2 City: Moses Lake State / Province / Region: WA Postal / Zip Code: 98837 Country: USA
Phone *	5097608053
Email *	director@cba-arts.org
Contact Person *	Shawn Cardwell
Start Date of Event *	3/1/2024
End Date	12/31/2024
Name of Event *	CBAA Premiere Season
Requested Funding Support Amount *	10,000
Check which of the following applies to your agency: *	☑ Non-Profit (attach a copy of current non-profit corporate registration with Washington Secretary of State) ☐ Public Agency ☐ Cooperative Project
Eligibility *	Please check which of the eligibility criteria are applicable to your event/project. ☑ Tourism promotion and marketing and the marketing and operations of special events and festivals. ☐ Operation of a tourism promotion agency ☐ Capital and/or operating costs for City-owned tourism facilities ☐ Operating costs for qualified non-profit organizations ☐ Paying all or any part of the cost of tourism promotion ☐ Acquiring tourism related facilities ☐ Operating tourism related facilities ☐ Funding of a multi-jurisdictional tourism related facility

Project Description *

Please provide a summary of your event in less than 200 words.

Columbia Basin Allied Arts (CBAA) will present portions of its 46th and 47th seasons in 2024. Scheduled for Spring 2024 is: “The Silhouettes”, a shadow-dance production which won awards on America’s Got Talent television show and was showcased on the Las Vegas Strip; and, “Jaku Mumor” a multimedia production telling the story of Ghanaian fishermen by Ghanaian artists that is currently touring prominent venues including Stanford University and Duke University. These performances are high-level productions we believe will draw from neighboring regions.

Shows have yet to be selected for fall 2024, and will not be until late winter/early spring 2024. There will be one to three performances in fall 2024 that would benefit from this LTAC funding.

For the last several years, CBAA has increased the level of production and name-recognition of our shows. We are working with Big Bend Community College to further stretch what is possible so our shows can continue to increase as tourist attractions. More well-known performers like Booker T Jones, Blind Boys of Alabama, Darryl Hall or Art Garfunkel are within our reach if the City of Moses Lake continues to fund us through their LTAC grants and production is approved by the college.

Budget *

Please explain what this money will be used for. Please attach a detailed line item budget including both expenditures and anticipated revenue. If this event has occured before, please attach a detailed line item budget report. Please refer to the example budget for a template.

The requested funding would be used to cover artist contract fees, production costs and advertising outside of Moses Lake. In the last 5 years, artist fees have risen from an average of $7,000 to $10,000 both due to general rising costs and to the level of artistry we are hiring. Production costs for our shows are increasing, as well as required infrastructure such as additional sound, lighting, instrumentation and stage infrastructure (like a Marley floor and shadow screen). In its endeavor to attract tourists to performances, CBAA has gradually increased its advertising outside of Moses Lake including newspaper inserts, strategic regional magazines and social media advertising. We are seeing a direct response in audience members to our regions of advertising.

Please see attached budget for our last completed season and projected next season.

File Upload - Budget * CBAA Premiere budget docs.pdf 330.66KB

Datafy

Do you wish to utilize the City's new software to compare numbers for your event?

- (•) Yes
- ( ) No

Project Evaluation

The following criteria will be utilized in evaluating all proposals. Please answer numbers 1-4 and then address the remaining criteria should it be applicable to your event/project.

1. **The number of participants who attended the event/activity in each of the following categories:**

	Estimate	Method	Explanation
Overall Attendance	1800	Direct Count	ticket sales
Attendance, 50+ miles	200	Direct Count	ticket sales system survey
Attendance, Out of State/Country	16	Direct Count	ticket sales system survey
Attendance, Paid for Overnight Lodging	48	Direct Count	ticket sales system survey

Attendance, Did Not Pay for Overnight Lodging	1752	Direct Count	ticket sales system survey
Paid Lodging Nights	44	Direct Count	ticket sales system survey and artist rooms

JLARC Methods for determining attendance by category.

- Direct Count: Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle count or number of chairs filled. A direct county 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, policed requirements for crown 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: Informal collected directly from individual visitors or participants in a nonrandom 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 even 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).

2. A description of methods used to determine attendance and distinguish among the visitor categories at the event/activity:

Our online ticketing system allows us to require ticket buyers to answer questions, including if they are traveling from 50+ miles and if they are staying in overnight accommodations. Additional rooms are added for artist overnight stays.

For the additional criteria listed below, please answer only those that are applicable to your event/project.

3. Tourism Promotion: Does the project meet the basic state and city requirements for tourism promotion? Will it promote a positive image for the city? Will it attract visitors, build new audiences and encourage tourist expansion? Will it increase the awareness of the city's amenities, history, facilities and natural environment?

CBAA advertises to and draws audience members from more than 50 miles away from Moses Lake. Albeit a smallish proportion of attendees, it is growing.

We believe by drawing tourists here, we are creating relationships that will increase tourism in the summer and for other events, as well. We believe the arts is an under-developed piece of Moses Lake's tourism economy and by building it we are creating a more diverse and year-round tourism profile overall.

4. Benefit to the City: How will this project benefit the people of Moses Lake?

The arts is not only a lucrative tourism industry, it is an important one for existing residents and also attracting new residents to high-level and high-paying professional jobs.

Artistic endeavors nurtures innovative thinking and helps devise groundbreaking strategies and solutions. Exposure to diverse art forms enhances empathy and cultural understanding, crucial skills in today's business landscape. The arts provide a platform for introspection, stress relief, and mental well-being, essential for professionals managing high-pressure environments. Engaging with arts fosters effective communication, emotional intelligence, and adaptability. Participation in the arts also serves as a networking avenue, connecting audience members with like-minded or similarly goal-oriented individuals and potential collaborators.

Cultural events and art performances draw tourists, injecting revenue into the local economy through ticket sales, dining, and accommodation. A vibrant arts scene enhances property values, attracting businesses and residents alike, increasing property tax revenue. With help from LTAC funding, CBAA hopes our growing programming will foster a unique identity for the City, making it an appealing destination for tourists, investors, and a skilled workforce, which in turn leads to sustained economic growth and vitality.

5. Community Support: Does the project have broad-based city appeal or support? What is the evidence of need for this project in the city?	CBAA enjoys support from local, regional, state and national grant funding for our programs - which highlights the level of programming we are presenting (not negating the need of local grants). Each season dozens of private and businesses support our programming through donations, sponsorships and advertising. Ticket sales are also an indicator of community support - which in 2023 saw the best ticket sales in 10 years for two different performances! CBAA is the only organization bringing this level of diverse arts programming to the community, and can only do that with the continued support of the Moses Lake LTAC.
6. Evidence of Partnerships: What kind and degree of partnership does the project exhibit? Does it exhibit volunteer involvement or inter-jurisdictional, corporate, business and/or civic support?	Although CBAA fosters and prioritizes collaboration for many of its programming, our Premiere Series is generally a more singular endeavor. We rely on Big Bend Community College to run their venue, on local media companies to help get the word out, and occasionally include local dance groups, musicians or choral singers in a portion of the performance. Other support as mentioned above includes dozens of donors, sponsors and advertisers.
7. Management Capability: How have you demonstrated an ability to successfully complete the project thorough effective business practices in the areas of finance, administration, marketing and production? What are the administrative credentials of paid or volunteer staff or individuals?	CBAA has demonstrated over its almost 50 years of serving Moses Lake that it is able to present a successful season. More recently, we have demonstrated the ability to grow, increase capacity and draw tourists. Our staff consists of one director and occasional work-study student employees, and is supported by our board of directors, a group of dedicated and diverse group of individuals.
Current Organization Officers	President - Dan Beich Vice-President - Leslie Ramsden Secretary - Rosalie Ramsden Treasurer - Lynn Townsend
What is your IRS Tax Classification, (i.e. 501(c)(3), etc.) :	501(c)3
	☑ I have attached a copy of my organization's IRS documentation
File Upload - Non-profit Status	CBAA nonprofit status letter.PDF 90.85KB
File Upload - Other Information	
Signature *	I have read and understand the "General Guidelines for Lodging Tax Grant Applicants" and certify that this project legally and lawfully qualifies for funding support utilizing lodging tax revenues from The City of Moses Lake. Please type your first and last name in the space above. Your typed first and last name will serve as your signature. Your signature signifies your acknowledgement of and agreement with the content of this form.

IRS Department of the Treasury
Internal Revenue Service
P.O. Box 2508
Cincinnati OH 45201

In reply refer to: 0752251763
Mar. 30, 2018 LTR 4168C 0
91-1035527 000000 00
00015603
BODC: TE

COLUMBIA BASIN ALLIED ARTS
7662 CHANUTE ST NE
MOSES LAKE WA 98837-3293

023086

Employer ID Number: 91-1035527
Form 990 required: Yes

Dear Taxpayer:

This is in response to your request dated Mar. 21, 2018, regarding your tax-exempt status.

We issued you a determination letter in April 1979, recognizing you as tax-exempt under Internal Revenue Code (IRC) Section 501(c)(3).

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Donors can deduct contributions they make to you as provided in IRC Section 170. You're also qualified to receive tax deductible bequests, legacies, devises, transfers, or gifts under IRC Sections 2055, 2106, and 2522.

In the heading of this letter, we indicated whether you must file an annual information return. If a return is required, you must file Form 990, 990-EZ, 990-N, or 990-PF by the 15th day of the fifth month after the end of your annual accounting period. IRC Section 6033(j) provides that, if you don't file a required annual information return or notice for three consecutive years, your exempt status will be automatically revoked on the filing due date of the third required return or notice.

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If you have questions, call 1-877-829-5500 between 8 a.m. and 5 p.m., local time, Monday through Friday (Alaska and Hawaii follow Pacific Time).

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Mar. 30, 2018 LTR 4168C 0
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COLUMBIA BASIN ALLIED ARTS
7662 CHANUTE ST NE
MOSES LAKE WA 98837-3293

Sincerely yours,

Teri M. Johnson
Operations Manager, AM Ops. 3

COLUMBIA BASIN ALLIED ARTS

Profit and Loss

August 2022 - July 2023

	TOTAL
Income	
Donations	**53,519.65**
Fundraisers	**27,033.43**
Grants	96,518.00
In-Kind - Income	11,210.00
Membership	1,570.00
Miscellaneous	**2,984.53**
Program Advertisement	5,262.50
Services	2,263.44
Sponsorship	13,073.56
Ticket Sales	52,973.21
Total Income	**$266,408.32**
GROSS PROFIT	**$266,408.32**
Expenses	
Advertisement	16,951.91
Cash Register Withdrawal	745.00
Executive Salary	**47,085.49**
Fundraisers-Expenses	**10,652.28**
Office Expense	**18,963.13**
Performance Fees	900.00
Civic Series	29,767.44
Green Turtle Outreach	19,150.00
Green Turtle Series	10,300.00
Premiere Series	31,410.90
Total Performance Fees	**91,528.34**
Performer Rooms	**3,477.40**
Printing	10,720.61
Production Expenses	**14,495.01**
Professional Services	**245.00**
Purchases	456.86
QuickBooks Payments Fees (448)	1,091.13
Travel	**954.12**
Uncategorized Expense	680.00
Visual Arts Projects	107.26
Wages	1,171.18
Total Expenses	**$219,324.72**
NET OPERATING INCOME	**$47,083.60**
Other Expenses	
Investment Fees	75,000.00
Total Other Expenses	**$75,000.00**
NET OTHER INCOME	**$ -75,000.00**
NET INCOME	**$ -27,916.40**

PROJECTED BUDGET

Premiere Season 2024

INCOME	
Memberships*	3,228.00
Business Sponsorship	13,950.00
Private Donations	4,750.00
Program Ads	5,920.00
Fund Raiser*	5,000.00
Ticket Sales*	30,800.00
Endowment	1,280.00
Grants	27,000.00
In-Kind*	8,320.00
INCOME TOTAL	**$96,248.00**
EXPENSE	
**Advertising*	15,050.00
Executive Salary*	11,882.00
Office Expense*	2,700.00
**Premiere Performance Fees	42,000.00
Adult Arts Outreach	500.00
Youth Arts Outreach	500.00
Promotional Outreach/Events*	500.00
Performer Rooms	2,500.00
Printing*	5,500.00
Professional Services*	3,600.00
Production Expenses*	10,000.00
Theater/Rehearsal Rooms*	2,960.00
Trade Shows*	1,350.00
EXPENSE TOTAL	**$96,162.00**

*Portion of total program income and expense line item.

**Line items LTAC funds may contribute to.

Moses Lake Tourism - Lodging Tax Grant Application

Form is due no later than 5 p.m. on October 6, 2023

Presentations to LTAC on October 11, at 2:00 p.m.

Date of Application *	10/5/2023
Organization Name *	Central Basin Community Concert Association
Address *	Street Address PO Box 2203 Address Line 2 City: Moses Lake State / Province / Region: WA Postal / Zip Code: 98837 Country: USA
Phone *	4065900932
Email *	ceidsvig@gmail.com
Contact Person *	Carol Eidsvig
Start Date of Event *	4/9/2024
End Date	12/31/2024
Name of Event *	2024 Concerts
Requested Funding Support Amount *	10,000
Check which of the following applies to your agency: *	☑ Non-Profit (attach a copy of current non-profit corporate registration with Washington Secretary of State) ☐ Public Agency ☐ Cooperative Project
Eligibility *	Please check which of the eligibility criteria are applicable to your event/project. ☑ Tourism promotion and marketing and the marketing and operations of special events and festivals. ☐ Operation of a tourism promotion agency ☐ Capital and/or operating costs for City-owned tourism facilities ☐ Operating costs for qualified non-profit organizations ☐ Paying all or any part of the cost of tourism promotion ☐ Acquiring tourism related facilities ☐ Operating tourism related facilities ☐ Funding of a multi-jurisdictional tourism related facility

Project Description *

Please provide a summary of your event in less than 200 words.

2024 will include the spring selection of Central Basin Community Concert Association's (Community Concerts) 69th season concerts, and the fall selection of the 70th season.

Spring 2024 concerts include "Sail On", a highly coveted Beach Boys tribute band on April 9, and David Shannon "Ireland's Greatest Showman", a tenor with a voice known around the world on April 28. Fall 2024 and the rest of season 70 concerts will be chosen on October 25, 2023. Concerts are chosen based on the excellence of musicianship, character, and consideration is given to diversity of region of origin and outreach opportunities.

Community Concerts is a unique entity in that its members across the Pacific Northwest, and the nation, has access to each Association's concerts free of charge. This creates a travel-between environment that is uniquely conducive to tourism.

In the last several years, Community Concerts has focused on modernizing our website and making ticket sales available online, as well as connecting with other regional associations. These efforts are intended to increase both local and tourist attendance to our concerts.

Budget *

Please explain what this money will be used for. Please attach a detailed line item budget including both expenditures and anticipated revenue. If this event has occured before, please attach a detailed line item budget report. Please refer to the example budget for a template.

Granted funds would be used to help cover costs of selected musician fees, production fees, advertising to tourist regions and general operations that support tourist attendance, including the website and online ticketing fees.

Please see attached budget for the most recently completed season and the upcoming season projected budget.

File Upload - Budget * CBCCA Budgets.pdf 72.62KB

Datafy

Do you wish to utilize the City's new software to compare numbers for your event?

- (•) Yes
- ( ) No

Project Evaluation

The following criteria will be utilized in evaluating all proposals. Please answer numbers 1-4 and then address the remaining criteria should it be applicable to your event/project.

1. **The number of participants who attended the event/activity in each of the following categories:**

	Estimate	Method	Explanation
Overall Attendance	1400	Direct Count	Tickets sold
Attendance, 50+ miles	80	Direct Count	Attendee survey
Attendance, Out of State/Country	8	Direct Count	Attendee survey
Attendance, Paid for Overnight Lodging	20	Direct Count	Attendee survey
Attendance, Did Not Pay for Overnight Lodging	1380	Direct Count	Attendee survey
Paid Lodging Nights	20	Direct Count	Attendee survey and artist rooms

JLARC Methods for determining attendance by category.

- Direct Count: Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle count or number of chairs filled. A direct county 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, policed requirements for crown 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: Informal collected directly from individual visitors or participants in a nonrandom 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 even 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).

2. A description of methods used to determine attendance and distinguish among the visitor categories at the event/activity:	Concert attendees are given a survey card to fill out at every concert and collected by volunteers which indicate place of origin and hotel nights spent. Total attendees are calculated by total ticket sales.

For the additional criteria listed below, please answer only those that are applicable to your event/project.

3. Tourism Promotion: Does the project meet the basic state and city requirements for tourism promotion? Will it promote a positive image for the city? Will it attract visitors, build new audiences and encourage tourist expansion? Will it increase the awareness of the city's amenities, history, facilities and natural environment?	Community Concerts is a national program established almost 100 years ago to make high quality concerts available to small or rural communities. We are proud to continue that tradition here. As Community Concerts events have a built-in tourist audience (from neighboring Associations), are during the fall-to-spring months and not during Moses Lake's main tourist season, and support the arts and not outdoor recreation or large summer holidays… our program is an important project for Moses Lake LTAC to support in order to ensure our tourism industry grows in dynamics and diversity. We believe those that attend our concerts are also more likely to return to Moses Lake for other, additional tourist amenities including summer events, outdoor recreation, retail and restaurants. Additionally, as concerts take place on Big Bend Community College's campus, we are highlighting a major amenity of our community that sets us apart from many other towns in Central and Eastern Washington.
4. Benefit to the City: How will this project benefit the people of Moses Lake?	Community Concerts provides a unique service to Moses Lake through its high-quality concerts. Our ticket prices reflect our mission to make excellent music accessible to everyone in the community including families and students. Additionally, our in-school outreach offers middle and high school students the opportunity to experience and interact with professional musicians in an intimate way they wouldn't get in a large theater. We have heard back from several students and parents that these were a catalyst in attending the subsequent concert, and an inspiration to those students to pursue music at professional levels themselves. We are also aware of the growing professional community in Moses Lake, and how hard it is for several large companies in the area to retain high-level professionals. It is through arts and cultural opportunities like Community Concerts' offerings, that help retain those individuals in our rural, but growing, town.
5. Community Support: Does the project have broad-based city appeal or support? What is the evidence of need for this project in the city?	Support for Community Concerts is evident through the dozens of business and private sponsorships and donations we receive each year, and the hundreds of audience members who attend our shows. Our outreach fills a need in Moses Lake schools, as well, who would not otherwise be able to afford, or would not prioritize, music concerts for their students.
6. Evidence of Partnerships: What kind and degree of partnership does the project exhibit? Does it exhibit volunteer involvement or inter-jurisdictional, corporate, business and/or civic support?	As mentioned, Community Concerts receives dozens of business and private donations throughout each season. Additionally, we have an active and dedicated Board of Directors of 15 people, with an additional 10 we regularly count on as volunteers. We partner with local media, service and arts organizations to ensure we are making the biggest impact within a realistic budget.

7. Management Capability: How have you demonstrated an ability to successfully complete the project thorough effective business practices in the areas of finance, administration, marketing and production? What are the administrative credentials of paid or volunteer staff or individuals?	Community Concerts has worked since the pandemic to ensure the longevity of our program. Of the changes, updating our website, allowing for on-line ticket sales, hiring a graphic designer and development consultant (both who have many years of successful business work) have been the most impactful. We believe these changes will take us into the next generation and phase of our almost 70 year legacy.
Current Organization Officers	Francis Irwin - President Judy Twigg - Vice President Carol Bridges - Secretary Carol Eidsvig - Treasurer
What is your IRS Tax Classification, (i.e. 501(c)(3), etc.) :	501(c)3
	☑ I have attached a copy of my organization's IRS documentation
File Upload - Non-profit Status	CBCCA Nonprofit Determination.pdf 166.14KB
File Upload - Other Information	
Signature *	I have read and understand the "General Guidelines for Lodging Tax Grant Applicants" and certify that this project legally and lawfully qualifies for funding support utilizing lodging tax revenues from The City of Moses Lake. Carol Eidsvig Please type your first and last name in the space above. Your typed first and last name will serve as your signature. Your signature signifies your acknowledgement of and agreement with the content of this form.

IRS Department of the Treasury
Internal Revenue Service

P.O. Box 2508
Cincinnati OH 45201

In reply refer to: 0752857589
Mar. 21, 2018 LTR 4168C 0
91-6053816 000000 00
00020584
BODC: TE

CENTRAL BASIN COMMUNITY CONCERT
ASSOCIATION
% CAROL EIDSVIG
82-31 DIAMOND POINT CIRCLE NE
MOSES LAKE WA 98837-1616

035826

Employer ID Number: 91-6053816
Form 990 required: YES

Dear CENTRAL BASIN COMMUNITY CONCER:

This is in response to your request dated Mar. 12, 2018, regarding your tax-exempt status.

We issued you a determination letter in OCTOBER 1994, recognizing you as tax-exempt under Internal Revenue Code (IRC) Section 501(c)(3).

Our records also indicate you're not a private foundation as defined under IRC Section 509(a) because you're described in IRC Section 509(a)(2).

Donors can deduct contributions they make to you as provided in IRC Section 170. You're also qualified to receive tax deductible bequests, legacies, devises, transfers, or gifts under IRC Sections 2055, 2106, and 2522.

In the heading of this letter, we indicated whether you must file an annual information return. If a return is required, you must file Form 990, 990-EZ, 990-N, or 990-PF by the 15th day of the fifth month after the end of your annual accounting period. IRC Section 6033(j) provides that, if you don't file a required annual information return or notice for three consecutive years, your exempt status will be automatically revoked on the filing due date of the third required return or notice.

For tax forms, instructions, and publications, visit www.irs.gov or call 1-800-TAX-FORM (1-800-829-3676).

If you have questions, call 1-877-829-5500 between 8 a.m. and 5 p.m., local time, Monday through Friday (Alaska and Hawaii follow Pacific Time).

0752857589
Mar. 21, 2018 LTR 4168C 0
91-6053816 000000 00
00020585

CENTRAL BASIN COMMUNITY CONCERT
ASSOCIATION
% CAROL EIDSVIG
82-31 DIAMOND POINT CIRCLE NE
MOSES LAKE WA 98837-1616

Sincerely yours,

Teri M. Johnson
Operations Manager, AM Ops. 3

CENTRAL BASIN COMMUNITY CONCERT 22/23 Actual

INCOME	BUDGET		
Operating Income			
MEMBERSHIP SALES	14,540		
DONATIONS	24,365		
SINGLE TICKET SALES	5,380		
GRANTS RECEIVED	47,620		
			-
Total Operating Income	**91,905**	**-**	

EXPENSES			
Operating Expenses			
Accounting and Legal	210		
Advertising	10,747		
Website fees	2,612		
Annual Memberships	125		
Office Supplies	750		
Postage	1,322		
Theatre Rental	1,170		
Copyright Fees	493		
Bank Fees	55		
Credit Card Fees	353		
Corporation Filing Fees	130		
Contract Admin Fee	7,500		
Artist Fees	28,088		
Meals for Performers	492		
Printing Expenses	4,110		
Total Operating Expenses	**58,157**	**-**	

CENTRAL BASIN COMMUNITY CONCERT ASSOCIATION 2024 BUDGET

INCOME	BUDGET	
Operating Income		
MEMBERSHIP SALES	14,000	
DONATIONS	15,000	
SINGLE TICKET SALES	5,200	
PAUL LAUZIER GRANT- CONFIRMED	2,000	
ICICILE FUND GRANT-CONFIRMED	3,000	
MOSES LAKE LTAC-NOT YET CONFIRMED	10,000	
GRANT COUNTY LTACT-NOT YETCONFIRMED	10,000	
COLUMBIA BASIN FOUNDATION-CONFIRMED	1,000	
WESAFT- CONFIRMED	2,500	
COMMUNITY PARTNERSHIP GRANT-NOT YET CONFIRMED	2,000	
Total Operating Income	**64,700**	**-**

EXPENSES		
Operating Expenses		
Accounting and Legal	210	
Advertising	10,000	
Advertising Management	2,000	
Website Maintenance Fees	845	
Consultant Fee	5,500	
Annual Memberships	125	
Office Supplies	1,500	
Postage	1,200	
Theatre Rental	2,000	
Copyright Fees	850	
Bank Fees	60	
Credit Card Fees	250	
Artists Concert Fee/LOS/Private	25,000	
Meals for Performers	650	
Printing Expenses	5,000	
Total Operating Expenses	**55,190**	**-**

Moses Lake Tourism - Lodging Tax Grant Application

Form is due no later than 5 p.m. on October 6, 2023

Presentations to LTAC on October 11, at 2:00 p.m.

Date of Application *
10/4/2023

Organization Name *
Columbia Basin Rodeo Association

Address *
Street Address
PO Box 367
Address Line 2
City
Moses Lake
State / Province / Region
WA
Postal / Zip Code
98837
Country
USA

Phone *
5093982665

Email *
annaluceromlru@gmail.com

Contact Person *
Anna Lucero

Start Date of Event *
8/13/2024

End Date
8/17/2024

Name of Event *
Moses Lake Roundup Rodeo and Demo Derby

Requested Funding Support Amount *
$65,000

Check which of the following applies to your agency: *
- [x] Non-Profit (attach a copy of current non-profit corporate registration with Washington Secretary of State)
- [ ] Public Agency
- [ ] Cooperative Project

Eligibility *
Please check which of the eligibility criteria are applicable to your event/project.
- [x] Tourism promotion and marketing and the marketing and operations of special events and festivals.
- [ ] Operation of a tourism promotion agency
- [ ] Capital and/or operating costs for City-owned tourism facilities
- [ ] Operating costs for qualified non-profit organizations
- [ ] Paying all or any part of the cost of tourism promotion
- [ ] Acquiring tourism related facilities
- [ ] Operating tourism related facilities
- [ ] Funding of a multi-jurisdictional tourism related facility

Project Description *

Please provide a summary of your event in less than 200 words.

The funding allows budget expansion to enhance our secondary and tertiary market draw for our event, further generating tax revenue and support for local businesses in our area. Budgeted items include but are not limited to direct marketing promotions for ticket sales, prize money to draw nationally ranked competitors and entertainment, financial support of CBRA volunteer leadership to coordinate and market the event at a national level, and most recently to support our digital ticket sales and regional attendance tracking efforts. Also, our social media platforms have exploded in 2023, and the funding will further facilitate this modern modicum of communication and advertisement, not just by immediate ad placements and updates, but secondarily by attraction national followers of top tier competitors, entertainers, and rodeo supporters.

Budget *

Please explain what this money will be used for. Please attach a detailed line item budget including both expenditures and anticipated revenue. If this event has occured before, please attach a detailed line item budget report. Please refer to the example budget for a template.

ADVERTISING- RODEO & DEMO DERBY $22,000 40%
SCOREBOARD - RODEO & DEMO DERBY $21,000 33%
T-SHIRTS WITH ADS - RODEO $8,000 15%
WEBSITE & SOCIAL MEDIA $7,300 11%
RODEO PROGRAM PROJECT $5,500 1%
TOTAL: $63,800 100%

File Upload - Budget * 2022 - 23 Proposed Budget.xls 134KB

Datafy

Do you wish to utilize the City's new software to compare numbers for your event?

- ○ Yes
- ◉ No

Project Evaluation

The following criteria will be utilized in evaluating all proposals. Please answer numbers 1-4 and then address the remaining criteria should it be applicable to your event/project.

1. **The number of participants who attended the event/activity in each of the following categories:**

	Estimate	Method	Explanation
Overall Attendance	20,000	Structured Estimate	
Attendance, 50+ miles	1000	Structured Estimate	
Attendance, Out of State/Country	200	Structured Estimate	
Attendance, Paid for Overnight Lodging	200	Structured Estimate	
Attendance, Did Not Pay for Overnight Lodging	18,000	Structured Estimate	
Paid Lodging Nights	200	Structured Estimate	

JLARC Methods for determining attendance by category.

- Direct Count: Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle count or number of chairs filled. A direct county 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, policed requirements for crown 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: Informal collected directly from individual visitors or participants in a nonrandom 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 even 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).

2. A description of methods used to determine attendance and distinguish among the visitor categories at the event/activity:	Online ticket purchases - tracking by zip code

For the additional criteria listed below, please answer only those that are applicable to your event/project.

3. Tourism Promotion: Does the project meet the basic state and city requirements for tourism promotion? Will it promote a positive image for the city? Will it attract visitors, build new audiences and encourage tourist expansion? Will it increase the awareness of the city's amenities, history, facilities and natural environment?	YES
4. Benefit to the City: How will this project benefit the people of Moses Lake?	Exposure, growth, pride in community, revenue generation for small business owners, marketing opportunities for local businesses.
5. Community Support: Does the project have broad-based city appeal or support? What is the evidence of need for this project in the city?	YES - 80 year track record of public appeal, support, and in turn giving back to the commmunity.
6. Evidence of Partnerships: What kind and degree of partnership does the project exhibit? Does it exhibit volunteer involvement or inter-jurisdictional, corporate, business and/or civic support?	Sponsorship from local businesses and engagement of local volunteers. YES - all committee and board members are volunteers that partner with local volunteers and businesses.
7. Management Capability: How have you demonstrated an ability to successfully complete the project thorough effective business practices in the areas of finance, administration, marketing and production? What are the administrative credentials of paid or volunteer staff or individuals?	80 year track record of continued growth and success evidenced by total attendance of over 20,000 during the event, and over the past 2 decades seeing nearly an 8-fold increase in sponsorships, nearly a 2-fold increase in participants, and nearly a 3-fold increase in added prize money for participants. The officers (and committee members) of the organization are local professionals, business owners, and long-term members of the association.
Current Organization Officers	President: Stuart Platt; Vice President: Stan Cafferty; Secretary: Dan Hansen; Treasurer: Tyler Brown
What is your IRS Tax Classification, (i.e. 501(c)(3), etc.) :	501(c)4 - this should be 501(c)3 and is being addressed with IRS
	☑ I have attached a copy of my organization's IRS documentation
File Upload - Non-profit Status	CBRA Statement of Reinstatement (confirmation letter) - Secretary of WA State - expires 063024.pdf 47.24KB CBRA - nonprofit status with secretary of WA state - expires 063024.png 184.94KB

File Upload - Other Information

Signature *

I have read and understand the “General Guidelines for Lodging Tax Grant Applicants” and certify that this project legally and lawfully qualifies for funding support utilizing lodging tax revenues from The City of Moses Lake.

Please type your first and last name in the space above. Your typed first and last name will serve as your signature. Your signature signifies your acknowledgement of and agreement with the content of this form.

Business Information

BUSINESS INFORMATION

Business Name: **COLUMBIA BASIN RODEO ASSOCIATION**

Business Type: **WA NONPROFIT CORPORATION**

Principal Office Street Address: **3770 PAXSON DRIVE, MOSES LAKE, WA, 98837, UNITED STATES**

Expiration Date: **06/30/2024**

Formation/ Registration Date: **06/14/1991**

Inactive Date:

Charitable Corporation: ☐

Most Recent Gross Revenue is less than $500,000: ☑

Public Benefit Designation: ☐

UBI Number: **601 324 724**

Business Status: **ACTIVE**

Principal Office Mailing Address: **PO BOX 367, MOSES LAKE, WA, 98837-0057, UNITED STATES**

Jurisdiction: **UNITED STATES, WASHINGTON**

Period of Duration: **PERPETUAL**

Nature of Business: **ANIMAL HUSBANDRY, ATHLETIC, CULTURAL, EDUCATIONAL**

Nonprofit EIN: **91-0817073**

Has Members: ☐

Host Home: ☐

REGISTERED AGENT INFORMATION

Registered Agent Name: **TYLER BROWN**

Street Address: **10329 ROAD H.8 NE, MOSES LAKE, WA, 98837-9368, UNITED STATES**

Mailing Address: **PO BOX 367, MOSES LAKE, WA, 98837-0057, UNITED STATES**

GOVERNORS

Title	Governors Type	Entity Name	First Name	Last Name
GOVERNOR	INDIVIDUAL		STAN	CAFFERTY
GOVERNOR	INDIVIDUAL		DAN	HANSEN
GOVERNOR	INDIVIDUAL		TYLER	BROWN

WASHINGTON
Secretary of State
Corporations & Charities Division

Corporations and Charities Division
Physical/Overnight address:
801 Capitol Way S
Olympia, WA 98501-1226
Mailing address:
PO Box 40234
Olympia, WA 98504-0234
Tel: 360.725.0377
sos.wa.gov/corps

02/25/2023

COLUMBIA BASIN RODEO ASSOCIATION
TYLER BROWN
PO BOX 367
MOSES LAKE WA 98837-0057

UBI Number: 601 324 724
Business Name: COLUMBIA BASIN RODEO ASSOCIATION
Expiration Date: 06/30/2024

Greetings TYLER BROWN,

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

REINSTATEMENT

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

To file online, request certified copies and certificates, conduct searches, subscribe to corporation and/or charities and receive filing status updates, please create a user account at www.sos.wa.gov/ccfs If you already have an account created, simply sign in to access these features.

If you have questions, need assistance, or would like to provide feedback, please visit the Corporations Division website at www.sos.wa.gov/corps email corps@sos.wa.gov or call 360-725-0377.

Sincerely,
Washington Secretary of State
Corporations and Charities Division
corps@sos.wa.gov

DESCRIPTION	20-21 Actual	21-22 Approved	21-22 Actual	2022-2023 Proposed
REVENUE				
RODEO	$ 300,860	$ 322,600	$ 399,467	$ 384,400
DEMO	$ 119,688	$ 127,800	$ 138,374	$ 159,800
ASSOCIATION	$ 15,497	$ 16,900	$ 17,348	$ 19,300
BEER GARDEN	$ 87,761	$ 80,000	$ 67,084	$ 70,000
OTHER CONCESSIONS	$ 16,122	$ 14,000	$ 18,066	$ 18,500
LOADIN CHUTE	$ 100,770	$ 102,500	$ 104,495	$ 109,500
QUEEN'S COMMITTEE	$ 2,550	$ 12,450	$ 28,860	$ 19,535
TOTAL	**$ 643,248**	**$ 676,250**	**$ 773,694**	**$ 781,035**
EXPENSE				
RODEO	$ 289,122	$ 347,775	$ 354,357	$ 399,500
DEMO	$ 70,269	$ 96,450	$ 75,989	$ 117,750
ASSOCIATION	$ 92,720	$ 110,268	$ 122,797	$ 134,727
BEER GARDEN	$ 48,812	$ 48,750	$ 51,456	$ 55,300
OTHER CONCESSIONS	$ 12,769	$ 13,800	$ 12,254	$ 13,000
LOADIN CHUTE	$ 47,912	$ 61,000	$ 73,378	$ 68,285
QUEEN'S COMMITTEE	$ 9,428	$ 10,950	$ 20,497	$ 8,235
TOTAL	**$ 571,032**	**$ 688,993**	**$ 710,727**	**$ 796,797**
SUMMARY				
RODEO PROFIT/(LOSS)	$ 11,738	$ (25,175)	$ 45,110	$ (15,100)
DEMO PROFIT (LOSS)	$ 49,419	$ 31,350	$ 62,385	$ 42,050
ASSOCIATION PROFIT (LOSS)	$ (77,223)	$ (93,368)	$ (105,449)	$ (115,427)
BEER GARDEN	$ 38,949	$ 31,250	$ 15,628	$ 14,700
OTHER CONCESSIONS	$ 3,352	$ 200	$ 5,813	$ 5,500
LOADIN CHUTE	$ 52,858	$ 41,500	$ 31,117	$ 41,215
QUEEN'S COMMITTEE	$ (6,878)	$ 1,500	$ 8,363	$ 11,300
NET PROFIT/(LOSS)	**$ 72,215**	**$ (12,743)**	**$ 62,967**	**$ (15,762)**

A/R's

RODEO			Actuals		
INCOME	**20-21 Approved**		**2021-2022**	**21-22 Approved**	22 -23 Proposed
Rodeo Ticket Sales	$ 150,000		$ 186,912	$ 150,000	175000
Box seats, (Rodeo)	$ 32,000		$ 46,690	$ 32,000	35000
Total Ticket Revenue	**$ 182,000**		$ 233,602	**$ 182,000**	**210000**
Arena Signs (17@650 1@$2500)	$ 12,250		$ 32,900	$ 15,000	25000
Barrelman $2500	$ 2,500		$ 2,500	$ 2,500	2500
Bullfighters $2500	$ 2,500		$ 2,500	$ 2,500	2500
Chute Signs (13 @ $2000)	$ 8,000		$ 30,000	$ 26,000	30000
Corp Sponsors (Ram 5,Pepsi 5, Coors 10, Cinch $2500, Pend $150	$ 23,200		$ 26,450	$ 25,000	25000
Event Award Sponsor (11 @ $850)BB,SB,BullS,TD,TRx2,SW,BR,AA	$ 2,550		$ 2,550	$ 9,350	10600
Event Sponsor (7 @ $2600 -2 Trade out JRN, AM Host)	$ 13,000		$ 16,150	$ 20,800	27000
Grand Entry	$ 2,000		$ -	$ 950	1000
Misc (Dr Dan, Hospitality, on line ticket, hospitality)	$ 11,157		$ 32,590	$ 5,000	10000
Night Sponsors, 3 @ $2600	$ 7,800		$ 5,100	$ 7,800	7800
Pre Show Event	$ 1,500		$ 3,875	$ 4,000	4000
Scoreboard-3 @ $2500 + replay $2750	$ -		$ 5,250	$ 7,500	10500
Special Effects Saturday Night $2,500	$ 3,000		$ -		2500
Speciality Acts Sponsorship 3 nights $3500	$ 3,500		$ 3,500	$ 3,500	3500
TEC $2500	$ 2,500		$ 2,500	$ 2,500	2500
T Shirts	$ 10,300		$ 10,234	$ 8,200	10000
SPONSOR INCOME	$ 105,757		**$ 165,865**	$ 140,600	**174400**
TOTAL INCOME	**$ 287,757**		**$ 399,467**	**$ 322,600**	**384400**
EXPENSES					
Advertising	$ 13,000		$ 2,850	$ 13,000	10000
Ambulance	$ 2,000		$ -	$ 1,500	3000
Arena Preparations & Facility Clean up	$ 3,000		$ 3,264	$ 5,000	5000
Arena Rental $4000 & GCF Tik sales $40000	$ 26,000		$ 24,693	$ 23,000	25000
Barrel man/Clown	$ 6,000		$ -	$ 4,500	8250
Bleacher Rental / Lights Rental	$ 3,000		$ 3,200	$ 2,500	6000
Bullfighters	$ 6,650		$ 6,800	$ 6,800	6800
Contract Rooms (Ten Pin Inn Trade 1st $2600)			$ 2,600	$ 2,600	2800
Contract Ushering / Ticket Takers	$ 4,000		$ -	$ 2,000	6000
Event Awards (9 @ $500)	$ 4,500		$ 2,840	$ 6,500	5000
Insurance - Spectator	$ 2,000		$ 4,323	$ 2,700	4000
Miscellaneous	$ 2,000		$ 5,200	$ 5,000	5000
Pre Show Event	$ 1,000		$ -	$ 1,000	2500
PRCA Added Money BB SB WB TD SW@ $12, BR 20 TR $24	$ 91,500		$ 97,146	$ 97,000	104000
Break Away Roping	$ 1,000		$ 3,000	$ 3,000	5000
Contestant Hospitality -	$ 2,500		$ 3,557	$ 2,500	3000
Rodeo Announcer	$ 7,500		$ 5,627	$ 5,625	6000
Rodeo Breakfast - Kiwanis	$ -		$ 336	$ 250	350

Rodeo Championship Contestants		$	500		$	500	$	500	500
Rodeo Dues/approvals		$	850		$	1,500	$	1,000	1500
Rodeo Judges		$	2,200		$	4,725	$	2,200	2500
Rodeo Secretary		$	2,000		$	2,000	$	2,000	2000
Rodeo Social (Saturday nite)		$	6,000		$	4,300	$	6,000	6000
Rodeo Timers		$	2,000		$	2,000	$	1,000	3000
Sanitation - Bathrooms		$	3,500		$	4,900	$	4,000	4500
Scoreboard		$	12,800		$	12,900	$	15,000	12600
Security		$	9,000		$	11,961	$	15,000	12000
Shuttle / Transportation		$	3,000		$	4,000	$	4,000	4000
Signage:					$	-			
Special Effects Saturday Night		$	3,000		$	-	$	3,000	
Speciality Act		$	4,500		$	8,250	$	6,000	
Sponsor Banners		$	500		$	-	$	500	500
Sponsor Flags		$	100		$	-	$	150	150
Sponsor Solicitation		$	250		$	110	$	250	250
Stock Contractor		$	26,000		$	46,000	$	46,000	58000
Sue Tebow M&A Contract 12 @ 400		$	4,800		$	4,800	$	4,800	$ 4,800
Sue Tebow Sponsor Sales Contract @ 25% Gross		$	35,000		$	67,296	$	35,000	60000
T Shirts		$	6,800				$	7,200	8000
Veterinarian							$	2,500	3500
Ticket Sales/labor		$	4,500		$	13,678	$	7,200	8000
TOTAL EXPENSES		**$**	**302,950**		**$**	**354,357**	**$**	**347,775**	**399500**
PROFIT/LOSS		**$**	**(15,193)**		$	**45,110**	**$**	**(25,175)**	**-15100**

DEMO

INCOME	20-21 Approved	Actuals 2020-21	21-22 Approved	22 - 23 Proposed
Demo Ticket Sales	$ 95,000	$ 100,291	$ 90,000	$ 100,000
Box seats, (Demo)	$ 4,000	$ 7,800	$ 7,800	$ 24,800
Demo Race Car				$ 5,000
Total	**$ 99,000**	**$ 108,091**	**$ 97,800**	**$ 129,800**
Entry Fees 100 @ $25 + 10 @ $200	$ 4,500	$ 4,400	$ 6,000	$ 4,500
Event Sponsor NW AG $5000 / MV Pol	$ 1,000	$ 8,658	$ 5,000	$ 7,500
Misc…		$ 675	$ 1,000	$ 1,000
Sponsorship (8 @ 1200)	$ 3,000	$ 15,200	$ 15,000	$ 15,000
Trophy Sponsor	$ 1,400	$ 1,350	$ 3,000	$ 2,000
SPONSOR TOTAL	$ 5,400	$ 30,283	$ 30,000	**$ 30,000**
TOTAL REVENUE	**$ 108,900**	**$ 138,374**	**$ 127,800**	**$ 159,800**
EXPENSES				
Advertising	$ 6,000	$ 2,663	$ 5,000	$ 10,000
Ambulance	$ 1,000	$ -	$ 1,000	$ 2,000
Announcer		$ 3,750	$ 3,750	$ 4,000
Arena Preparations	$ 250	$ 542	$ 500	$ 750
Arena rental & GCF Tik sales	$ 10,000	$ 12,000	$ 12,000	$ 15,000
Awards	$ 750	$ -	$ 1,000	$ 1,000
Bleacher Rental			$ 1,000	$ 2,000
Car Tech	$ 500	$ -	$ 500	$ 500
clown		$ -		
Flagger	$ 100	$ -	$ 200	$ 200
Gate Labor/night security	$ 1,000	$ -	$ 1,800	$ 4,000
Insurance	$ 1,000	$ 2,882	$ 1,800	$ 2,500
Miscellaneous	$ 1,000	$ -	$ 3,000	$ 2,000
Pass/arm bands	$ 350	$ -	$ 300	$ 300
Prize Money	$ 15,000	$ 28,310	$ 25,000	$ 30,000
Demo Race Car				$ 5,000
Security	$ 4,000	$ 11,800	$ 10,000	$ 12,000
Special Effects		$ -	$ 3,000	
Timers	$ 100	$ 100	$ 100	$ 100
Sanitation - Bathrooms	$ 1,500	$ 2,942	$ 1,500	$ 3,000
Signs		$ -		
Scoreboard	$ 4,000	$ 8,600	$ 10,000	$ 8,400
Staff Clothing	$ 300		$ 300	$ 600
Sue Tebow M&A Contract 12 @ $200	$ 2,400	$ 2,400	$ 2,400	$ 2,400
Ticket Sales Staff	$ 2,500	$ -	$ 4,800	$ 2,000
Sue Tebow Sponsor Sales Contract @	$ 16,000	$ -	$ 7,500	$ 10,000
TOTAL	**$ 67,750**	**$ 75,989**	**$ 96,450**	**$ 117,750**
Profit Loss	**$ 41,150**	**$ 62,385**	**$ 31,350**	**$ 42,050**

ASSOCIATION			Actual		
INCOME	**20-21 Approved**		**21-22**	21-22 Approved	22-23 Proposed
Membership Dues 21@ $20.00	$ 400		$ 120	$ 200	400
Initiation	$ 200		$ -	$ 200	300
Interest			$ -		
Members Clothing/Buckles	$ 2,500		$ -	$ 1,000	3800
Miscellaneous - Man Up, NWFC	$ 4,000		$ 3,228	$ 3,500	3500
Office rent @ $1000/m	$ 12,000		$ 14,000	$ 12,000	12000
TOTAL	**$ 19,100**		$ 17,348	**$ 16,900**	**19300**
EXPENSES					
ASSOCIATION					
Accounting (JRN Trade)	2600		$ 2,600	2600	2800
Bank Charges MS	$ 600		$ 930	$ 1,000	1000
Banquet	$ 5,000		$ 7,935	$ 6,000	10000
Capital Expenditures (Note # 1)	$ 6,000		$ 8,867	$ 5,000	8000
Capital Expenditures (Note # 2)	$ -		$ 8,410	$ 5,000	5000
Chamber / MLBA	$ 2,000		$ 2,840	$ 2,000	2800
DONATIONS:			$ 2,300		
Columbia River Circuit	$ 1,200		$ 1,500	$ 500	500
Grant County Cancer Foundati	$ 5,000		$ 4,550	$ 6,000	5000
Man Up Crusade	$ 4,000		$ 3,228	$ 3,500	3500
DEBT SERVICE			$ -		
Equipment Finance	$ -		$ -		
DOWN TOWN OFFICE					
Mortgage	$ 10,941		$ 10,427	$ 10,428	10427
Property Taxes	$ 2,700		$ 2,463	$ 2,500	2500
Insurance Property	$ 2,000		$ 2,478	$ 2,200	2500
Repairs & Maintenance	$ 1,500		$ 379	$ 1,800	1000
Web Site	$ 350		$ -	$ 800	800
Engraving & Awards	$ 1,000		$ 2,925	$ 1,000	1500
Flowers	$ 600		$ 264	$ 500	500
Legal Fees			$ -	$ 1,000	1000
Membership Insurance	$ 3,000		$ 2,989	$ 3,200	3000
Licenses & Fees	$ 10		$ 60	$ 10	60
Market of CBRA	$ 500		$ 210	$ 500	500
Member Clothing				$ 2,500	5500
Member & Sponsor Hats	$ 2,500		$ 4,120	$ 2,500	4000
Membership Activities	$ 1,000		$ -	$ 2,500	1500
MISC. EXPENSE	$ 1,000		$ 2,840	$ 2,000	3000
NFR Convention Registration	$ 270		$ 4,493	$ 750	1560
NFR Trip Members stipend @ $	$ 6,000		$ 9,000	$ 10,000	11000
NFR Tickets	$ -		$ 3,485	$ 3,500	3500
Office Equipt & Repairs	$ 700		$ -	$ 500	500
Office Staff - TB3	$ 18,000		$ 18,000	$ 18,000	18000
Office Staff Support			$ -		
Office Supplies & Postage	$ 2,600		$ 4,663	$ 2,300	5000
Office Cleaning	$ 1,000		$ 631	$ 480	600
P.O. Box	$ 150		$ -	$ 200	180
Scholarships	$ 3,000		$ 5,000	$ 3,000	5000
Signs - CBRA & MLRR	$ 1,500		$ 274	$ 500	500
Social Media					6500
Telephone - Local Tel/Cent Lin	$ 4,280		$ 3,981	$ 4,000	4000
Work Day	$ 1,000		$ 816	$ 500	1000
Youth Activities	$ 1,500		$ 140	$ 1,500	1000
TOTAL EXPENSES	**$ 93,501**		$ 122,797	**$ 110,268**	**134727**
Profit (Loss)	**$ (74,401)**		$ (105,449)	**$ (93,368)**	**-115427**

Note #1: Expenditures for Facility Improvements
Note #2: Expenditures for asset purchases

Beer Garden

REVENUE	20-21 Approved	Actual 21-22	21-22 Approved	22-23 Proposed
Beer Sales	$ 55,000	$ 67,084	$ 80,000	70000
Entertainment Sponsor		$ -		
TOTAL	**$ 55,000**	**$ 67,084**	**$ 80,000**	**70000**
EXPENSE				
Advertising	$ 1,000	$ 1,300	$ 1,000	1000
Beer Garden Entertaiment	$ 5,000	$ 5,300	$ 5,500	5500
Beer Garden Beverages	$ 18,000	$ 27,809	$ 25,000	28000
Permits	$ 270	$ 300	$ 300	300
Soroptimist	$ 5,000	$ 6,250	$ 6,250	7500
Insurance	$ 1,000	$ -	$ 1,000	1000
Fuel	$ 300	$ -	$ 500	500
Security	$ 2,500	$ 5,000	$ 2,500	5000
Beer Garden Merchandise		$ -		
Ice (499 Bags @ $3.)	$ 1,000	$ 1,497	$ 1,200	1500
Misc		$ -		500
Wooden Nickels		$ -		500
Straw		$ -		
Marketing		$ -		
Sanitation/Porta Potties	$ 1,000	$ 4,000	$ 5,500	4000
TOTAL	**$ 35,070**	**$ 51,456**	**$ 48,750**	**55300**
TOTAL Beer Garden PROFIT/LOSS	**$ 19,930**	**$ 15,628**	**$ 31,250**	**14700**
OTHER CONCESSIONS				
REVENUE				
Other Vendors & Prog Ads	$ 200	$ 5,075	$ 3,000	5000
NWFCS	$ 1,200	$ 2,022	$ 1,000	1500
Food / Bev Concession Fee's (12.5%)	$ 10,000	$ 10,969	$ 10,000	12000
TOTAL	**$ 11,400**	$ 18,066	**$ 14,000**	**18500**
EXPENSE				
NWFCS	$ 1,200	$ 1,101	$ 2,200	1500
Food Booths - Misc exp/repair	$ 150	$ -	$ 500	
Program Sales Project	$ 6,000	$ 5,486	$ 5,000	5500
Sanitation - Porta Potties		$ -		
Sanitation - Restrooms		$ -		
Trash Recepticle		$ -	$ 1,000	
Water and Soda Pop		$ 2,859	$ 1,600	3000
Ice @$3	$ 1,500	$ 2,808	$ 3,500	3000
TOTAL	**$ 8,850**	$ 12,254	**$ 13,800**	**13000**
AL Other Concessions PROFIT/LOSS	**$ 2,550**	**$ 5,813**	**$ 200**	**5500**
ALL CONCESSIONS P & L	**$ 22,480**	**$ 21,441**	**$ 31,450**	**20200**

LOADIN CHUTE

			Actual		
INCOME:	**20-21 Approved**		**2022**	**21-22 Approved**	222-23 Proposed
Ticket Sales: 1715 @ $35	$ 21,000		$ 57,310	$ 45,000	60000
upsales	$ 3,000		$ 3,480	$ 1,000	3500
Pre sold dinners	$ 4,000		$ -	$ 4,000	
Beverages:	$ 30,000		$ 42,706	$ 50,000	45000
Alchohol to Members			$ 999	$ 2,500	1000
Total Income	**$ 58,000**		**$ 104,495**	**$ 102,500**	**109500**
EXPENSES:					
Permits	$ 420		$ 1,075	$ 300	300
Alcohol:	$ 12,000		$ 12,865	$ 15,000	15000
Mix / Beverages	$ 2,500		$ 1,395	$ 1,500	1500
Ice (565@ 3)	$ 1,500		$ 1,695	$ 1,000	1700
Catering:	$ 4,000		$ 7,874	$ 4,000	
Misc:	$ 3,000		$ 1,191	$ 1,500	1500
Labor:	$ 3,000		$ 5,764	$ 4,500	6000
Bleachers:	$ 1,400		$ -	$ 1,500	
Advertising	$ 1,000		$ 1,000	$ 1,000	1000
Security	$ 2,000		$ 7,200	$ 2,000	5000
Sanitation	$ 700		$ 2,000	$ 3,000	2000
Ticket Expense 1715 @ $20	$ 10,800		$ 31,320	$ 25,700	34285
Total Expenses	**$ 42,320**		**$ 73,378**	**$ 61,000**	**68285**
Net Profit / (Loss)	**$ 15,680**		**$ 31,117**	**$ 41,500**	**41215**

MMLR Queen

Revenue	20-21 APPROVED	Actual	21-22 Approved	
Moses Lake Roundup Queen Program		2021-2022		22-23 Proposed
Banquet Tickets	$ -	$ 4,600	$ 5,000	5825
Auction/Raffle	$ -	$ 11,937	$ 2,500	12715
Fundraiser	$ 2,500	$ 5,048	$ 2,500	
Sponsorships for Awards	$ 2,200	$ 5,875	$ 1,500	995
Queen Saddle	$ 900	$ 1,400	$ 950	
Total	**$ 5,600**	$ 28,860	**$ 12,450**	**19535**
Expenses				
Banquet Dinner		$ 5,742	$ 3,000	5344
GCFG Rent		$ 2,010	$ 450	475
Sound System / Auctioneer		$ 500		500
Fundraiser		$ -		
Awards		$ 3,849	$ 250	
Saddle Award		$ 875	$ 800	
Chap Award		$ 2,068	$ 350	
Advertising		$ -		
Flowers		$ 192	$ 150	216
Programs/Invitations/Autograph Prints	$ 300	$ -	$ 200	
Judges Expense/Thank You's		$ 202	$ 500	200
Misc Expenses	$ 2,000	$ 73	$ 200	
Parade Fees	$ 250	$ 50	$ 150	
Queen Insurance		$ -	$ 150	
Clinic Fees		$ -		
Clothing/Fuel Allowance	$ 1,000	$ 4,936	$ 3,000	
Scholarship	$ 1,000	$ -	$ 1,000	1000
Miss Rodeo Washington donations	$ 250	$ -	$ 250	250
Queen Trailer Banners		$ -	$ 250	
MRA		$ -	$ 250	250
Visiting Royalty Lodging		$ -		
Total	**$ 4,800**	$ 20,497	**$ 10,950**	8235
Net Profit/(Loss)	**$ 800**	$ 8,363	**$ 1,500**	11300

Moses Lake Tourism - Lodging Tax Grant Application

Form is due no later than 5 p.m. on October 6, 2023

Presentations to LTAC on October 11, at 2:00 p.m.

Date of Application *
9/28/2023

Organization Name *
City of Moses Lake

Address *
Street Address
401 S. Balsam Street
Address Line 2
P. O. Box 1579
City
Moses Lake
State / Province / Region
WA
Postal / Zip Code
98837
Country
United States

Phone *
5097643810

Email *
dcoutts@cityofml.com

Contact Person *
Doug Coutts

Start Date of Event *
7/3/2024

End Date
7/3/2024

Name of Event *
Red, White, and Boom!

Requested Funding Support Amount *
$30,000

Check which of the following applies to your agency: *
- [x] Non-Profit (attach a copy of current non-profit corporate registration with Washington Secretary of State)
- [x] Public Agency
- [x] Cooperative Project

Eligibility *
Please check which of the eligibility criteria are applicable to your event/project.
- [x] Tourism promotion and marketing and the marketing and operations of special events and festivals.
- [ ] Operation of a tourism promotion agency
- [ ] Capital and/or operating costs for City-owned tourism facilities
- [ ] Operating costs for qualified non-profit organizations
- [ ] Paying all or any part of the cost of tourism promotion
- [ ] Acquiring tourism related facilities
- [ ] Operating tourism related facilities
- [ ] Funding of a multi-jurisdictional tourism related facility

Project Description *

Please provide a summary of your event in less than 200 words.

For 2024, the City is planning a 20-minute fireworks show for July 3rd, 2024. The fireworks show will be preceded by a concert in McCosh Park which is planned to be funded by the City using 1% for the Arts Funds. The City is planning to take this event on for 2024 as the launch site used in prior years is currently planned for development and will be unavailable as a launch site in 2024 necessitating the use of a barge or floating dock launch system which the city is best suited to acquire and/or provide.
The Fireworks Display will be launched from this barge on Moses Lake after the concert in the park. Since the Fireworks display will go until approximately 10:30pm, many of the people who come to see the band and enjoy the fireworks will want to stay over in local hotels after the event. With the holiday being the next day, family and friends can come to Moses Lake for the event and have their own family celebrations the day following on the 4th. In general, 50% of Americans travel for the Independence Day holiday.

Budget *

Please explain what this money will be used for. Please attach a detailed line item budget including both expenditures and anticipated revenue. If this event has occured before, please attach a detailed line item budget report. Please refer to the example budget for a template.

The funds will be used to pay Western Display for the fireworks show ($27,500) and for advertising and promotion of the event outside of Moses Lake to attract visitors from surrounding communities.

File Upload - Budget * Red White and Boom Budget 2024.docx 12.79KB

Datafy

Do you wish to utilize the City's new software to compare numbers for your event?

- (•) Yes
- ( ) No

Project Evaluation

The following criteria will be utilized in evaluating all proposals. Please answer numbers 1-4 and then address the remaining criteria should it be applicable to your event/project.

1. **The number of participants who attended the event/activity in each of the following categories:**

	Estimate	Method	Explanation
Overall Attendance	12,000	Structured Estimate	Past events have drawn up to $20,000 people. Based on attendance estimates for 2023, this is a conservative estimate.
Attendance, 50+ miles	2,000	Structured Estimate	Very COnservative estimate based on 50% of people in the USA traveling for Independence Day to be with Family and Friends
Attendance, Out of State/Country	100	Structured Estimate	A rough Estimate based on the makeup of our population.

Attendance, Paid for Overnight Lodging	400	Structured Estimate	People working for the event/coming with the band and visitors from out of town and out of State will book hotels.
Attendance, Did Not Pay for Overnight Lodging	11600	Structured Estimate	
Paid Lodging Nights	300	Structured Estimate	

JLARC Methods for determining attendance by category.

- Direct Count: Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle count or number of chairs filled. A direct county 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, policed requirements for crown 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: Informal collected directly from individual visitors or participants in a nonrandom 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 even 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).

2. A description of methods used to determine attendance and distinguish among the visitor categories at the event/activity:	Attendance Estimate produced by computing known information related to the event or location. Past Freedom Festivals have drawn as many as 20,000 people. This event was smaller in 2023 drawing approximately 110,000-12,000, but pairing with the concert and holding the event the night before the holiday will draw additional people to town.

For the additional criteria listed below, please answer only those that are applicable to your event/project.

3. Tourism Promotion: Does the project meet the basic state and city requirements for tourism promotion? Will it promote a positive image for the city? Will it attract visitors, build new audiences and encourage tourist expansion? Will it increase the awareness of the city's amenities, history, facilities and natural environment?	This project will promote positive image for the city and attract visitors to town. The inclusion of the Summer Concert Series will make for a slate of events that will show Moses Lake in the very best light. Local surveys have shown that the Concert Series revival is much desired in town. We will pick a band with broad appeal that will encourage visitors to come back in August and September for more concerts thereby building tourism. This celebration will also give us a chance to show off beautiful McCosh Park, our historic 3rd Avenue corridor, and the friendliness and hospitality that Moses Lake always has to offer. Concerts and live events can contribute to the overall cultural vibrancy of a community, making it a more attractive place to live and visit. This can help to attract new residents and businesses, further boosting the local economy.
4. Benefit to the City: How will this project benefit the people of Moses Lake?	This project will benefit the people of Moses Lake by keeping money in town and drawing new attention to our city. It will provide free recreational opportunities for people of all ages and be completely inclusive and open to everyone. On average, concertgoers can expect to spend an additional $20-$50 on merchandise, food and drinks, transportation, and other incidentals. Those expenditures will benefit local businesses and contribute to our tax base.

5. Community Support: Does the project have broad-based city appeal or support? What is the evidence of need for this project in the city?	Past precedent has shown that the fireworks display, and associated events are a huge draw and an expected event for the City. If we were to have no celebration of this type, we would certainly see people traveling to other communities to enjoy Independence Day celebrations and fireworks elsewhere. 4th of July events can have a positive impact on community pride and social cohesion, which can have long-term economic benefits. When people feel connected to their community and invested in its success, they are more likely to participate in local events, volunteer their time, and support local businesses, which can help to build a stronger and more resilient local economy over time.
6. Evidence of Partnerships: What kind and degree of partnership does the project exhibit? Does it exhibit volunteer involvement or inter-jurisdictional, corporate, business and/or civic support?	The city of Moses Lake is taking the lead on this event and has significant staff and resources to employ. The Parks, Recreation & Cultural Services Department will take the lead on planning and implementing this project, with assistance from the police, fire, administration, and finance departments. We have been in touch with the Spring Fest Committee, who has been in charge of Freedom Fest in the past for advice on how to make the event successful. As we progress through the planning process, we will be reaching out to our community partners, for example, the Public Library, the Downtown Moses Lake Association, and other local volunteer groups to seek their involvement in the event.
7. Management Capability: How have you demonstrated an ability to successfully complete the project thorough effective business practices in the areas of finance, administration, marketing and production? What are the administrative credentials of paid or volunteer staff or individuals?	The staff of the city follows best practices in the areas of finance, administration, marketing, and production. Some key staff involved with the project are Parks, Recreation & Cultural Services director, Doug Coutts, who has more than 20 years of experience in Parks and Recreation; Dollie Boyd, Museum Superintendent who has more than 20 years of experience in producing live performances and planning and managing public events. Furthermore, we have the expertise of our city administration, police department, fire department, and many others who have been involved with similar events for years. Our Staff team successfully planned and executed this event in 2023
Current Organization Officers	Kevin Fuhr, Interim City Manager Rich Hubener, Assistant City Manager Doug Coutts, PRCS Director Don Myers, Mayor Deanna Martinez, Deputy Mayor Dustin Swartz, Council Position #2 Mark Fancher, Council Position #4 Judy Madewell, Council Position #5 David Eck, Council Position #6 David Skaug, Council Position #7
What is your IRS Tax Classification, (i.e. 501(c)(3), etc.) :	170 (c) (1)
	☑ I have attached a copy of my organization's IRS documentation
File Upload - Non-profit Status	tax ID.pdf 148.74KB
File Upload - Other Information	
Signature *	I have read and understand the "General Guidelines for Lodging Tax Grant Applicants" and certify that this project legally and lawfully qualifies for funding support utilizing lodging tax revenues from The City of Moses Lake. Doug Coutts Please type your first and last name in the space above. Your typed first and last name will serve as your signature. Your signature signifies your acknowledgement of and agreement with the content of this form.

IRS Department of the Treasury
Internal Revenue Service
P.O. Box 2508
Cincinnati OH 45201

In reply refer to: 0752255928
Dec. 26, 2013 LTR 4076C 0
91-6007721 000000 00
00050202
BODC: TE

CITY OF MOSES LAKE
PO BOX 1579
MOSES LAKE WA 98837-0244

041938

Federal Identification Number: 91-6007721
Person to Contact: GLORIA MCCOVERY
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This responds to your request for information about your federal tax status. Our records do not specify your federal tax status. However, the following general information about the tax treatment of state and local governments and affiliated organizations may be of interest to you.

GOVERNMENTAL UNITS
Governmental units, such as States and their political subdivisions, are not generally subject to federal income tax. Political subdivisions of a State are entities with one or more of the sovereign powers of the State such as the power to tax. Typically they include counties or municipalities and their agencies or departments. Charitable contributions to governmental units are tax-deductible under section 170(c)(1) of the Internal Revenue Code if made for a public purpose.

ENTITIES MEETING THE REQUIREMENTS OF SECTION 115(1)
An entity that is not a governmental unit but that performs an essential government function may not be subject to federal income tax, pursuant to Code section 115(1). The income of such entities is excluded from the definition of gross income as long as the income (1) is derived from a public utility or the exercise of an essential government function, and (2) accrues to a State, a political subdivision of a State, or the District of Columbia. Contributions made to entities whose income is excluded income under section 115 may not be tax deductible to contributors.

TAX-EXEMPT CHARITABLE ORGANIZATIONS
An organization affiliated with a State, county, or municipal government may qualify for exemption from federal income tax under section 501(c)(3) of the Code, if (1) it is not an integral part of the government, and (2) it does not have governmental powers inconsistent with exemption (such as the power to tax or to exercise enforcement or regulatory powers). Note that entities may meet the requirements of both sections 501(c)(3) and 115 under certain circumstances. See Revenue Procedure 2003-12, 2003-1 C.B. 316.

0752255928
Dec. 26, 2013 LTR 4076C 0
91-6007721 000000 00
00050203

CITY OF MOSES LAKE
PO BOX 1579
MOSES LAKE WA 98837-0244

Most entities must file a Form 1023, Application for Recognition of Exemption Under Section 501(c))(3) of the Internal Revenue Code, to request a determination that the organization is exempt from federal income tax under 501(c)(3) of the Code and that charitable contributions are tax deductible to contributors under section 170(c)(2). In addition, private foundations and other persons sometimes want assurance that their grants or contributions are made to a governmental unit or a public charity. Generally, grantors and contributors may rely on the status of governmental units based on State or local law. Form 1023 and Publication 4220, Applying for 501(c)(3) Tax-Exempt Status, are available online at www.irs.gov/eo.

We hope this general information will be of assistance to you. This letter, however, does not determine that you have any particular tax status. If you are unsure of your status as a governmental unit or state institution whose income is excluded under section 115(1) you may seek a private letter ruling by following the procedures specified in Revenue Procedure 2007-1, 2007-1 I.R.B. 1 (updated annually).

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely yours,

Kim D. Bailey
Operations Manager, AM Operations 3

Red, White, and Boom!-Budget 2024

	Expense	Revenue
Fireworks- Western Display Inclusive: Staffing, set-up, materials, travel.	$27,500	
Concert at McCosh	$15,000	$15,000-1% for the Arts Funds
Advertising outside of Moses Lake	$2,500	
Total:	$45,000	$15,000

Moses Lake Tourism - Lodging Tax Grant Application

Form is due no later than 5 p.m. on October 6, 2023

Presentations to LTAC on October 11, at 2:00 p.m.

Date of Application *
10/3/2023

Organization Name *
City of Moses Lake

Address *
Street Address
401 S. Balsam Street
Address Line 2
P. O. Box 1579
City
Moses Lake
State / Province / Region
WA
Postal / Zip Code
98837
Country
United States

Phone *
5097643810

Email *
dcoutts@cityofml.com

Contact Person *
Doug Coutts

Start Date of Event *
5/13/2024

End Date
9/2/2024

Name of Event *
VIC souvenir restock

Requested Funding Support Amount *
2000.00

Check which of the following applies to your agency: *
- [x] Non-Profit (attach a copy of current non-profit corporate registration with Washington Secretary of State)
- [x] Public Agency
- [ ] Cooperative Project

Eligibility *
Please check which of the eligibility criteria are applicable to your event/project.
- [ ] Tourism promotion and marketing and the marketing and operations of special events and festivals.
- [x] Operation of a tourism promotion agency
- [ ] Capital and/or operating costs for City-owned tourism facilities
- [ ] Operating costs for qualified non-profit organizations
- [ ] Paying all or any part of the cost of tourism promotion
- [ ] Acquiring tourism related facilities
- [x] Operating tourism related facilities
- [ ] Funding of a multi-jurisdictional tourism related facility

Project Description *
Please provide a summary of your event in less than 200 words.
Funds being requested are to restock the VIC in the Civic Center with t-shirts and other Moses Lake Souvenir items for sale in 2024.

Budget *
Please explain what this money will be used for. Please attach a detailed line item budget including both expenditures and anticipated revenue. If this event has occured before, please attach a detailed line item budget report. Please refer to the example budget for a template.
$2,000 to purchase locally designed and printed t-shirts for sale to tourists at the Visitor Information Center.

File Upload - Budget *	VIC Restock-Budget.docx	11.9KB

Datafy

Do you wish to utilize the City's new software to compare numbers for your event?

- ○ Yes
- ◉ No

Project Evaluation

The following criteria will be utilized in evaluating all proposals. Please answer numbers 1-4 and then address the remaining criteria should it be applicable to your event/project.

1. **The number of participants who attended the event/activity in each of the following categories:**

	Estimate	Method	Explanation
Overall Attendance	Varied	Structured Estimate	No specific event to be able to quantify attendance.
Attendance, 50+ miles	Varied	Structured Estimate	No specific event to be able to quantify attendance.
Attendance, Out of State/Country	Varied	Structured Estimate	No specific event to be able to quantify attendance.
Attendance, Paid for Overnight Lodging	Varied	Structured Estimate	No specific event to be able to quantify attendance.
Attendance, Did Not Pay for Overnight Lodging	Varied	Structured Estimate	No specific event to be able to quantify attendance.
Paid Lodging Nights	Varied	Structured Estimate	No specific event to be able to quantify attendance.

JLARC Methods for determining attendance by category.

- Direct Count: Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle count or number of chairs filled. A direct county 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, policed requirements for crown 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: Informal collected directly from individual visitors or participants in a nonrandom 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 even 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).

2. A description of methods used to determine attendance and distinguish among the visitor categories at the event/activity: No specific event to be able to quantify attendance.

For the additional criteria listed below, please answer only those that are applicable to your event/project.

3. Tourism Promotion: Does the project meet the basic state and city requirements for tourism promotion? Will it promote a positive image for the city? Will it attract visitors, build new audiences and encourage tourist expansion? Will it increase the awareness of the city's amenities, history, facilities and natural environment?	This is not an event, but a restock of souvenirs for visitors to Moses Lake. An informal review of Moses Lake stores has shown that no souvenir t-shirts or other items are being available.
4. Benefit to the City: How will this project benefit the people of Moses Lake?	Offers an opportunity for visitors/tourists to take home a memento of their visit to Moses Lake.
5. Community Support: Does the project have broad-based city appeal or support? What is the evidence of need for this project in the city?	We will work with local businesses to design and print the t-shirts.
6. Evidence of Partnerships: What kind and degree of partnership does the project exhibit? Does it exhibit volunteer involvement or inter-jurisdictional, corporate, business and/or civic support?	Volunteers may be used at the Visitor information center to increase staffing timeframe.
7. Management Capability: How have you demonstrated an ability to successfully complete the project thorough effective business practices in the areas of finance, administration, marketing and production? What are the administrative credentials of paid or volunteer staff or individuals?	Currently operating the VIC at the Civic Center.
Current Organization Officers	Kevin Fuhr, Interim City Manager Rich Hubener, Assistant City Manager Doug Coutts, Parks, Recreation, and Cultural Services Director Don Myers, Mayor Deanna Martinez, Deputy Mayor Dustin Swartz, Council Position #2 Mark Fancher, Council Position #4 Judy Madewell, Council Position #5 David Eck, Council Position #6 David Skaug, Council Position #7
What is your IRS Tax Classification, (i.e. 501(c)(3), etc.) :	170 (c) (1)
	☐ I have attached a copy of my organization's IRS documentation
File Upload - Non-profit Status	tax ID.pdf 148.74KB
File Upload - Other Information	
Signature *	I have read and understand the "General Guidelines for Lodging Tax Grant Applicants" and certify that this project legally and lawfully qualifies for funding support utilizing lodging tax revenues from The City of Moses Lake. Doug Coutts Please type your first and last name in the space above. Your typed first and last name will serve as your signature. Your signature signifies your acknowledgement of and agreement with the content of this form.

IRS Department of the Treasury
Internal Revenue Service
P.O. Box 2508
Cincinnati OH 45201

In reply refer to: 0752255928
Dec. 26, 2013 LTR 4076C 0
91-6007721 000000 00
00050202
BODC: TE

CITY OF MOSES LAKE
PO BOX 1579
MOSES LAKE WA 98837-0244

041938

Federal Identification Number: 91-6007721
Person to Contact: GLORIA MCCOVERY
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This responds to your request for information about your federal tax status. Our records do not specify your federal tax status. However, the following general information about the tax treatment of state and local governments and affiliated organizations may be of interest to you.

GOVERNMENTAL UNITS
Governmental units, such as States and their political subdivisions, are not generally subject to federal income tax. Political subdivisions of a State are entities with one or more of the sovereign powers of the State such as the power to tax. Typically they include counties or municipalities and their agencies or departments. Charitable contributions to governmental units are tax-deductible under section 170(c)(1) of the Internal Revenue Code if made for a public purpose.

ENTITIES MEETING THE REQUIREMENTS OF SECTION 115(1)
An entity that is not a governmental unit but that performs an essential government function may not be subject to federal income tax, pursuant to Code section 115(1). The income of such entities is excluded from the definition of gross income as long as the income (1) is derived from a public utility or the exercise of an essential government function, and (2) accrues to a State, a political subdivision of a State, or the District of Columbia. Contributions made to entities whose income is excluded income under section 115 may not be tax deductible to contributors.

TAX-EXEMPT CHARITABLE ORGANIZATIONS
An organization affiliated with a State, county, or municipal government may qualify for exemption from federal income tax under section 501(c)(3) of the Code, if (1) it is not an integral part of the government, and (2) it does not have governmental powers inconsistent with exemption (such as the power to tax or to exercise enforcement or regulatory powers). Note that entities may meet the requirements of both sections 501(c)(3) and 115 under certain circumstances. See Revenue Procedure 2003-12, 2003-1 C.B. 316.

0752255928
Dec. 26, 2013 LTR 4076C 0
91-6007721 000000 00
00050203

CITY OF MOSES LAKE
PO BOX 1579
MOSES LAKE WA 98837-0244

Most entities must file a Form 1023, Application for Recognition of Exemption Under Section 501(c))(3) of the Internal Revenue Code, to request a determination that the organization is exempt from federal income tax under 501(c)(3) of the Code and that charitable contributions are tax deductible to contributors under section 170(c)(2). In addition, private foundations and other persons sometimes want assurance that their grants or contributions are made to a governmental unit or a public charity. Generally, grantors and contributors may rely on the status of governmental units based on State or local law. Form 1023 and Publication 4220, Applying for 501(c)(3) Tax-Exempt Status, are available online at www.irs.gov/eo.

We hope this general information will be of assistance to you. This letter, however, does not determine that you have any particular tax status. If you are unsure of your status as a governmental unit or state institution whose income is excluded under section 115(1) you may seek a private letter ruling by following the procedures specified in Revenue Procedure 2007-1, 2007-1 I.R.B. 1 (updated annually).

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely yours,

Kim D. Bailey
Operations Manager, AM Operations 3

LTAC-Visitor Information Center Souvenir restock

Budget

$2,000 for Moses Lake t-shirts and souvenirs to be sold at the Visitor Information Center.

Moses Lake Tourism - Lodging Tax Grant Application

Form is due no later than 5 p.m. on October 6, 2023

Presentations to LTAC on October 11, at 2:00 p.m.

Date of Application *
10/4/2023

Organization Name *
City of Moses Lake - Tourism

Address *
Street Address
401 S. Balsam St.
Address Line 2
City
Moses Lake
State / Province / Region
WA
Postal / Zip Code
98837
Country
United States

Phone *
5097643706

Email *
llynch@cityofml.com

Contact Person *
Lynne Lynch

Start Date of Event *
1/1/2024

End Date
12/31/2024

Name of Event *
City of Moses Lake Tourism Marketing Campaign

Requested Funding Support Amount *
$110,000

Check which of the following applies to your agency: *
- [ ] Non-Profit (attach a copy of current non-profit corporate registration with Washington Secretary of State)
- [x] Public Agency
- [ ] Cooperative Project

Eligibility *
Please check which of the eligibility criteria are applicable to your event/project.
- [ ] Tourism promotion and marketing and the marketing and operations of special events and festivals.
- [ ] Operation of a tourism promotion agency
- [ ] Capital and/or operating costs for City-owned tourism facilities
- [ ] Operating costs for qualified non-profit organizations
- [x] Paying all or any part of the cost of tourism promotion
- [ ] Acquiring tourism related facilities
- [ ] Operating tourism related facilities
- [ ] Funding of a multi-jurisdictional tourism related facility

Project Description *
Please provide a summary of your event in less than 200 words.
The requested funds support the City's tourism marketing and promotion efforts. The marketing campaign includes radio, digital, TV, and print advertising to promote the City's parks, ballparks, Moses Lake and Visitor Center with continued placement of tourism brochures in racks along Interstate 90 rest stops. Another attraction is the City's Museum & Art Center and gift shop which is located within the Visitor Information Center. Continuing to focus on the great outdoor recreation the area has to offer as well as helping market local events and activities are also part of the City's tourism efforts.

Budget *

Please explain what this money will be used for. Please attach a detailed line item budget including both expenditures and anticipated revenue. If this event has occured before, please attach a detailed line item budget report. Please refer to the example budget for a template.

The money will be used to support all forms of tourism advertising in Eastern and Western Washington. We will continue to promote the area's great outdoors and affordability.
The City's Visitor Information Center currently offers brochures, visitor guides and maps for the public and groups requesting information on our area, right next to the Museum's gift shop and displays of the local area.
The City also works in cooperation with other groups to help publicize their efforts and promote the community to tourists.

File Upload - Budget * 2024 proposed budget City tourism marketingl.docx 15.13KB

Datafy

Do you wish to utilize the City's new software to compare numbers for your event?

- ○ Yes
- ◉ No

Project Evaluation

The following criteria will be utilized in evaluating all proposals. Please answer numbers 1-4 and then address the remaining criteria should it be applicable to your event/project.

1. **The number of participants who attended the event/activity in each of the following categories:**

	Estimate	Method	Explanation
Overall Attendance	130,733	Structured Estimate	Analysis of lodging tax receipts cross referenced with existing tourism research, b+c+d-e=Overall Atttendance Impact.
Attendance, 50+ miles	10,160	Structured Estimate	Analysis of lodging tax receipts cross referenced with existing tourism research, 20% of d=10,000.
Attendance, Out of State/Country	5,080	Structured Estimate	Analysis of lodging tax receipts cross referenced with existing tourism research, 10% of d=5,000.
Attendance, Paid for Overnight Lodging	49,773	Structured Estimate	Analysis of lodging tax receipts cross referenced with existing tourism research, fx 2.5 (ave. occupancy) x 1, 0%=50,000.

Attendance, Did Not Pay for Overnight Lodging	66,044	Structured Estimate	Analysis of lodging tax receipts cross referenced with existing tourism research, dx30%=15,000 +d=65,000
Paid Lodging Nights	203216	Structured Estimate	Analysis of lodging tax receipts, ZX .04=$800,000, z=$20,000,000 z divided by 100=200,000

JLARC Methods for determining attendance by category.

- Direct Count: Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle count or number of chairs filled. A direct county 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, policed requirements for crown 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: Informal collected directly from individual visitors or participants in a nonrandom 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 even 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).

2. A description of methods used to determine attendance and distinguish among the visitor categories at the event/activity:	Analysis of lodging tax receipts cross referenced with multiple professionally completed research findings i.e. percentage of total number of visitors, etc. Attendance numbers were calculated at 10% of original number since these efforts are only a portion of the marketing efforts by other entities besides the City. This represents what we believe was our reasonable impact on the "big picture numbers."

For the additional criteria listed below, please answer only those that are applicable to your event/project.

3. Tourism Promotion: Does the project meet the basic state and city requirements for tourism promotion? Will it promote a positive image for the city? Will it attract visitors, build new audiences and encourage tourist expansion? Will it increase the awareness of the city's amenities, history, facilities and natural environment?	The project meets the basic state and city requirements for LTAC funding as the City of Moses Lake owns and operates the Visitor Information Center, Water Park, City parks and ballfields. The Surf 'n Slide Water Park itself is a well-known tourist attraction with 27 years of service to the community. The Water Park helps provide a positive image to the community because it is a proven tourist attraction, bringing thousands of tourists to the community.
4. Benefit to the City: How will this project benefit the people of Moses Lake?	The Surf 'n Slide Water Park attracts thousands of visitors and locals annually. The City of Moses Lake is also fortunate to have upgraded ballfields to help tourism and a large system of City Parks visitors can swim, camp, boat and hike at.
5. Community Support: Does the project have broad-based city appeal or support? What is the evidence of need for this project in the city?	The Water Park is popular with the local community and completely supported, based upon payment by locals and visitors for general admission, season passes, registration in swim lessons and other programs offered at the facility.
6. Evidence of Partnerships: What kind and degree of partnership does the project exhibit? Does it exhibit volunteer involvement or inter-jurisdictional, corporate, business and/or civic support?	We again plan on partnering with a local business for our concession operations at the Water Park. The concession operations are sub-contracted by a local restaurant. The partnership is a positive because it brings quality food and beverage service provided by experts. City staff can focus on water park safety, sanitation and customer service at the front doors.

7. Management Capability: How have you demonstrated an ability to successfully complete the project thorough effective business practices in the areas of finance, administration, marketing and production? What are the administrative credentials of paid or volunteer staff or individuals?	We have a strong team with several years of working in Parks and Recreation, and Tourism, including Communications & Marketing Specialist who has 20 years of media/project management experience with the past 4.5 years working for the City, and the Assistant City Manager, who also has several years of experience working with lodging tax grants and tourism project coordination.
Current Organization Officers	Lynne Lynch, Communications & Marketing Specialist Rich Huebner, Assistant City Manager
What is your IRS Tax Classification, (i.e. 501(c)(3), etc.) :	Not-for-profit municipality (public agency)
	☑ I have attached a copy of my organization's IRS documentation
File Upload - Non-profit Status	
File Upload - Other Information	IRS letter.pdf 78.65KB
Signature *	I have read and understand the "General Guidelines for Lodging Tax Grant Applicants" and certify that this project legally and lawfully qualifies for funding support utilizing lodging tax revenues from The City of Moses Lake. Please type your first and last name in the space above. Your typed first and last name will serve as your signature. Your signature signifies your acknowledgement of and agreement with the content of this form.

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Dec. 26, 2013 LTR 4076C 0
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CITY OF MOSES LAKE
PO BOX 1579
MOSES LAKE WA 98837-0244

Most entities must file a Form 1023, Application for Recognition of Exemption Under Section 501(c))(3) of the Internal Revenue Code, to request a determination that the organization is exempt from federal income tax under 501(c)(3) of the Code and that charitable contributions are tax deductible to contributors under section 170(c)(2). In addition, private foundations and other persons sometimes want assurance that their grants or contributions are made to a governmental unit or a public charity. Generally, grantors and contributors may rely on the status of governmental units based on State or local law. Form 1023 and Publication 4220, Applying for 501(c)(3) Tax-Exempt Status, are available online at www.irs.gov/eo.

We hope this general information will be of assistance to you. This letter, however, does not determine that you have any particular tax status. If you are unsure of your status as a governmental unit or state institution whose income is excluded under section 115(1) you may seek a private letter ruling by following the procedures specified in Revenue Procedure 2007-1, 2007-1 I.R.B. 1 (updated annually).

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely yours,

Kim D. Bailey
Operations Manager, AM Operations 3

		2023 actual	Proposed 2024
INCOME: Tourism grant		$110,000	$110,000
EXPENSES:			
AAA Via Magazine		$3,160	$3,160
Northwest Sportsman		$7,200	$5,767
Certified Folder and Display (brochure placement and tourism video display)		$9,291	$11,150
Brochure reprints		$4,871	$8,788
The Inlander		$654	$654
Dave Graybill (radio, print, website ads)		$9,450	$12,150
Snohomish Valley Tribune Outdoor Guide		$1,134	$2,244
OutThere Outdoors		$2,600	$2,600
National Event Publication		$8,250	$8,250
Mardon Park Map & Flyer		$899	$899
Pier 4 SunRise Resort Map & Flyer		$899	$899
1889 Magazine June/July		$2,200	$2,200
Vacation Travel Planner		$880	$880
Grant County Fair Guide		$2,700	$1,500
Kiosk updates		$2,751	$1,458
Scenic 365		$0 (paid with 2022 budget)	$5,990
Telemundo Seattle TV & digital		$2,700	$7,500
King 5 Seattle TV & digital		$840	$10,000
KXLY Spokane, digital, social media		$10,367	$14,975
NCW Life		$1,350	$4,592
Tourism photography		$500	$500
DropBox		$195	$260
Sun Graphic		$679	$519
Graphic design		$404	$404
Smith Travel Reports		$2,661	$2,661

Expenses as of October 4, 2023 $76,635 $110,000

Moses Lake Tourism - Lodging Tax Grant Application

Form is due no later than 5 p.m. on October 6, 2023

Presentations to LTAC on October 11, at 2:00 p.m.

Date of Application * 9/22/2023

Organization Name * Grant County Fairgrounds

Address *

Street Address
3953 Airway Drive NE
Address Line 2
City
Moses Lake
State / Province / Region
WA
Postal / Zip Code
98837
Country
United States

Phone * 5092372672

Email * jcmckiernan@grantcountywa.gov

Contact Person * Jim McKiernan

Start Date of Event * 8/13/2024

End Date 8/17/2024

Name of Event * Grant County Fair

Requested Funding Support Amount * 75000

Check which of the following applies to your agency: *

- [ ] Non-Profit (attach a copy of current non-profit corporate registration with Washington Secretary of State)
- [x] Public Agency
- [ ] Cooperative Project

Eligibility *

Please check which of the eligibility criteria are applicable to your event/project.

- [x] Tourism promotion and marketing and the marketing and operations of special events and festivals.
- [ ] Operation of a tourism promotion agency
- [ ] Capital and/or operating costs for City-owned tourism facilities
- [ ] Operating costs for qualified non-profit organizations
- [ ] Paying all or any part of the cost of tourism promotion
- [ ] Acquiring tourism related facilities
- [ ] Operating tourism related facilities
- [ ] Funding of a multi-jurisdictional tourism related facility

Project Description *

Please provide a summary of your event in less than 200 words.

The Fair draws attendees from the entire State. Our entertainment and the agricultural basis of the Fair is a draw to thousands. The Grant County Fair is one of the last true ag-based fairs left in the State of Washington. Our livestock show features more than 400 youth, resulting in an auction that brings in nearly $1 million for animal projects. Our campgrounds have a waiting list, for Fair each year and we reserve more than 150 rooms for fair entertainers, judges, support staff, etc. Our continuing efforts to market outside the county will draw more folks each year and its a great introduction to those that may want to consider relocating to the County and the City of Moses Lake. The Fair is a true celebration of the bounty of the County and Moses Lake receives the most benefit of any area in the county.

Budget *

Please explain what this money will be used for. Please attach a detailed line item budget including both expenditures and anticipated revenue. If this event has occured before, please attach a detailed line item budget report. Please refer to the example budget for a template.

The funds will be used to supplement our marketing budget as well as our entertainment budget. Please see the attached budget submission for the Fairgrounds. This is not yet an approved budget as we are in the middle of our budget cycle now.

File Upload - Budget *

2024 Budget submission for Fair city of ML LTAC.xlsx 191.92KB

Datafy

Do you wish to utilize the City's new software to compare numbers for your event?

- (•) Yes
- ( ) No

Project Evaluation

The following criteria will be utilized in evaluating all proposals. Please answer numbers 1-4 and then address the remaining criteria should it be applicable to your event/project.

1. **The number of participants who attended the event/activity in each of the following categories:**

	Estimate	Method	Explanation
Overall Attendance	66337	Direct Count	People through the gates excluding Rodeo attendees whose tickets are also good for the fair
Attendance, 50+ miles	11812	Direct Count	Based on zip codes of tickets sold
Attendance, Out of State/Country	1284	Direct Count	Based on zip codes of tickets sold
Attendance, Paid for Overnight Lodging	4237	Indirect Count	25% over 50 miles and all out of state plus campsites and purchased hotel rooms
Attendance, Did Not Pay for Overnight Lodging	62100	Indirect Count	Subtracted from overall attendance

Paid Lodging Nights	3339	Indirect Count	Total campsites plus entertainer nights plus portion of attendance over 50 miles. (25%)

JLARC Methods for determining attendance by category.

- Direct Count: Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle count or number of chairs filled. A direct county 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, policed requirements for crown 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: Informal collected directly from individual visitors or participants in a nonrandom 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 even 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).

2. A description of methods used to determine attendance and distinguish among the visitor categories at the event/activity:	We track zip codes on ticket sold, both in presales and at the gate. We do utilize non-profit groups to sell the tickets and they don't always get zip codes. But we did get between 55 and 60% of the zip codes this year then extrapolate that out to the entire number through the gates.

For the additional criteria listed below, please answer only those that are applicable to your event/project.

3. Tourism Promotion: Does the project meet the basic state and city requirements for tourism promotion? Will it promote a positive image for the city? Will it attract visitors, build new audiences and encourage tourist expansion? Will it increase the awareness of the city's amenities, history, facilities and natural environment?	The Fair is a direct reflection of our County and the City of Moses Lake. What could possibly be better than kids showing animals, a carnival, thousands of residents exhibiting their projects, non-profit organizations selling food to raise money and one of the biggest livestock auctions in the State. There isn't another event in the County, or City, that provides a better representation of the area and the event draws thousands from outside the area. The image presented can't get much better for attracting new audiences and painting the area in a positive light. It's nearly the biggest ag-based fair in the State.
4. Benefit to the City: How will this project benefit the people of Moses Lake?	The Fair is held in Moses Lake. So people must pass through the City to our little island in the County, the Grant County Fairgrounds. Attendees stay in local hotels, eat in local restaurants and shop in local businesses. Both the North 40 and Basi Feed stores see a huge uptick in business as a result of fair. Local restaurant owners see patrons stop going to and from the Fair. We partner with several of the local hotels for rooms.
5. Community Support: Does the project have broad-based city appeal or support? What is the evidence of need for this project in the city?	The Fair is the biggest event happening in the Moses Lake area period. We receive nearly $80,000 in sponsorship revenue and our auction generated $910,000 in money for animal projects. Many different non-profit organizations have food booths or provide help during fair as a fund-raiser.
6. Evidence of Partnerships: What kind and degree of partnership does the project exhibit? Does it exhibit volunteer involvement or inter-jurisdictional, corporate, business and/or civic support?	More than 300 volunteers and nearly 8000 hours of volunteer time are tallied to put on the Fair. more than 25 business provide sponsorship money to put on the Fair and more than 100 local businesses support the Livestock Auction. There is no other event in the County, or City that has as many ties to local business and volunteers as the Grant County Fair.
7. Management Capability: How have you demonstrated an ability to successfully complete the project thorough effective business practices in the areas of finance, administration, marketing and production? What are the administrative credentials of paid or volunteer staff or individuals?	We develop and adhere to an audited budget that is overseen by the County Commissioners and the Auditors office. We develop the fair plan utilizing an advisory group that determines things such as entertainment, concessions, vendors, etc. We monitor our budget on a monthly basis and reconcile our receivables multiple times per month. We use the BARS system of monetary management. The Director has more than 35 years of business management experience and our Fair Coordinator has nearly 8 years overseeing the details of the Fair. Our Advisory group is made up of community volunteers.

Current Organization Officers	Danny Stone, Cindy Carter and Rob Jones, County Commissioners Jim McKiernan, Director of the Fair and Fairgrounds Fair Advisory Committee - (9) members of the community Rebecca Martinez - Fairgrounds Coordinator Darci Armstrong - Accounting Technician Six additional staff members
What is your IRS Tax Classification, (i.e. 501(c)(3), etc.) :	Governmental agency
	☐ I have attached a copy of my organization's IRS documentation
File Upload - Non-profit Status	
File Upload - Other Information	
Signature *	I have read and understand the "General Guidelines for Lodging Tax Grant Applicants" and certify that this project legally and lawfully qualifies for funding support utilizing lodging tax revenues from The City of Moses Lake. Please type your first and last name in the space above. Your typed first and last name will serve as your signature. Your signature signifies your acknowledgement of and agreement with the content of this form.

COUNTY OF GRANT
116.159 Grant County Fair
Expenses

Prepared by: Jim McKiernan

Account Number	Account Description	2024 Budget	Comments
116.159.00.9702.573701100	REG SALARIES & WAGES	**416,536**	
116.159.00.9702.573701112	MAINT WAGE ALLOC	**240,859**	
116.159.00.9702.573701124	HR WAGE ALLOC	**10,421**	
116.159.00.9702.573701201	TEMPORARY HELP	**70,000**	
116.159.00.9702.573701202	OVERTIME	**20,000**	
116.159.00.9702.573701300	OTHER COMPENSATION	**1,532**	
116.159.00.9702.573702012	MAINT ALLOC BENEFITS	**106,898**	
116.159.00.9702.573702024	HR ALLOC BENEFITS	**4,047**	
116.159.00.9702.573702100	RETIREMENT	**41,602**	
116.159.00.9702.573702200	SOCIAL SECURITY	**38,740**	
116.159.00.9702.573702300	MEDICAL & LIFE INSURANCE	**96,160**	
116.159.00.9702.573702301	FMLA STATEWIDE INSURANCE	**1,131**	
116.159.00.9702.573702400	INDUSTRIAL INSURANCE	**6,570**	
116.159.00.9702.573702599	UNEMPL.COMP-INTERFND	**#REF!**	
116.159.00.9702.573703101	OFFICE SUPPLIES	**62,500**	
116.159.00.9702.573703105	FAIR CHEMICALS	**35,000**	
116.159.00.9702.573703123	FACILITIES SUPPLIES	**30,000**	
116.159.00.9702.573703132	FAIR EQUIPMENT SUPPLIES	**5,000**	
116.159.00.9702.573703170	FAIR IRRIGATION SUPPL	**9,000**	
116.159.00.9702.573703171	SHOW SUPPLIES	**2,500**	
116.159.00.9702.573703200	FAIR FUEL CONSUMED	**25,000**	
116.159.00.9702.573703400	ITEM PURCHASE-RESALE	**75,000**	

Account Number	Account Description	2024 Budget	Comments
116.159.00.9702.573703500	SMALL TOOL/MINOR EQUIP	**2,500**	
116.159.00.9702.573703564	SMALL TOOLS > $550	**1,500**	
116.159.00.9702.573704100	PROFESSIONAL SERVICES	**279,229**	
116.159.00.9702.573704104	SOFTWARE	**1,000**	
116.159.00.9702.573704105	MERCHANT FEES	**6,500**	
116.159.00.9702.573704201	TELEPHONE	**2,000**	
116.159.00.9702.573704203	POSTAGE	**450**	
116.159.00.9702.573704300	TRAVEL	**15,000**	
116.159.00.9702.573704302	MEALS	**8,500**	
116.159.00.9702.573704400	ADVERTISING	**15,000**	
116.159.00.9702.573704502	RENT/LEASE-MACH-EQPMENT	**2,500**	
116.159.00.9702.573704696	INTRFND INSUR SERV	**299,519**	
116.159.00.9702.573704700	FAIR PUBLIC UTILITY SERVICES	**205,000**	
116.159.00.9702.573704800	REPAIRS & MAINTENANCE	**73,000**	
116.159.00.9702.573704902	DUES-SUBSCRIP-MEMBERSHIPS	**3,500**	
116.159.00.9702.573704910	TAXES & ASSESSMENTS	**8,000**	
116.159.00.9702.573704913	PRINTING & BINDING	**500**	
116.159.00.9702.573704917	SEMINARS, SCHOOLS, WORKS SHOPS	**5,000**	
116.159.00.9702.573704996	OTHER MISCELLANEOUS	**-**	
116.159.00.9702.582100000	REFUND OF DEPOSITS	**30,000**	
116.159.00.9703.573702400	DIRECT INDUSTRIAL INSURANCE	**250**	
116.159.00.9703.573703101	DIRECT OFFICE SUPPLIES	**1,000**	
116.159.00.9703.573703123	DIRECT FACILITIES SUPPLIES	**10,000**	
116.159.00.9703.573703171	DIRECT SHOW SUPPLIES	**15,000**	
116.159.00.9703.573703172	DIRECT BEDDING	**6,000**	

Account Number	Account Description	2024 Budget	Comments
116.159.00.9703.573703173	DIRECT TICKETS	**25,000**	
116.159.00.9703.573703564	DIRECT.SMALL TOOLS > $550	**-**	
116.159.00.9703.573704100	DIRECT PROFESSIONAL SERVICES	**90,000**	
116.159.00.9703.573704101	DIRECT JUDGING SERVICES	**20,000**	
116.159.00.9703.573704104	DIRECT SOFTWARE	**5,000**	
116.159.00.9703.573704171	DIRECT ENTERTAINMENT	**200,000**	
116.159.00.9703.573704203	DIRECT POSTAGE	**750**	
116.159.00.9703.573704307	DIRECT JUDGES TRAVEL	**2,000**	
116.159.00.9703.573704401	DIRECT ADVERT-NOTICES	**25,000**	
116.159.00.9703.573704502	DIRECT RENT/LEASE-MACH-EQPMENT	**4,500**	
116.159.00.9703.573704571	DIRECT RENT-PORT.TOILETS	**-**	
116.159.00.9703.573704907	DIRECT CONTR SERV-NOT CLASSIFIED	**70,000**	
116.159.00.9703.573704913	DIRECT PRINTING & BINDING	**3,000**	
116.159.00.9703.573704973	DIRECT FAIR DECORATING	**2,000**	
116.159.00.9703.573704974	DIRECT GATE ATTENDENTS	**-**	
116.159.00.9703.573704975	DIRECT PRIZES	**14,000**	
116.159.00.9703.573704977	DIRECT PREMIUMS	**47,000**	
		#REF!	

COUNTY OF GRANT
116.159 Grant County Fair
Revenues

Prepared by: Jim McKiernan

Account Number	Account Description	2024 Budget	Comments
116.159.00.9702.308000000	GENERAL BEGINNING FUND BALANCE	-	
116.159.00.9702.337000000	GENERAL LOCAL GRANTS	**52,300**	
116.159.00.9702.341700000	GENERAL SALE MERCHANDISE	**55,000**	
116.159.00.9702.347300001	GENERAL OPEN RIDING	**1,600**	
116.159.00.9702.347400000	GENERAL EVENT ADMISSION	**25,000**	
116.159.00.9702.347900200	GENERAL SECURITY SERVICES	**55,000**	
116.159.00.9702.362100000	GENERAL S-TERM EQ/VEH RENTAL	**40,000**	
116.159.00.9702.362400000	GENERAL S-TERM SPACE/FAC RENTAL	**170,000**	
116.159.00.9702.362400100	GENERAL CAMPING RENTAL	**175,000**	
116.159.00.9702.362400300	GENERAL STALL RENTAL	**200,000**	
116.159.00.9702.362803900	GENERAL CONC-OTHER	**25,000**	
116.159.00.9702.369810000	GENERAL CASH OVER/SHORT (A)	-	
116.159.00.9702.369910000	GENERAL MISC REVENUE	-	
116.159.00.9702.382100001	GENERAL REFUNDABLE SECURITY	-	
116.159.00.9702.382100002	GENERAL REFUNDABLE EQUIP RENTAL	-	
116.159.00.9702.382100003	GENERAL REFUNDABLE FACILITY RENTAL	**42,000**	
116.159.00.9702.382100004	GENERAL REFUNDABLE CAMPING RENTAL	**250**	
116.159.00.9702.382100005	GENERAL REFUNDABLE STALL RENTAL	**250**	
116.159.00.9702.388100000	GENERAL.PRIOR PERIOD ADJUST	-	
116.159.00.9702.397000010	GENERAL TRANS IN - CARES ACT/ARPA	-	
116.159.00.9702.397001400	GENERAL OPER.TRSFR-TOURISM	**135,000**	
116.159.00.9702.397999999	GENERAL INTERFUND TRNSF (ELIMINATE)	**1,085,305**	
116.159.00.9703.336021100	FAIR FUND-DEPT.AG	**70,000**	
116.159.00.9703.341700000	DIRECT SALE MERCHANDISE	-	
116.159.00.9703.347440300	DIRECT RECEIPTS CARNIVAL	**190,000**	
116.159.00.9703.347440500	DIRECT TICKET SALES-CONCERT	**8,300**	
116.159.00.9703.347440800	DIRECT TICKET SALES	**20,000**	

116.159.00.9703.347440801	DIRECT VIP TICKET SALES	-	
116.159.00.9703.347441000	DIRECT GATE RECEIPTS	**150,000**	
116.159.00.9703.347900100	DIRECT OTHR FEE-EXHIBITOR	**6,200**	
116.159.00.9703.362300000	DIRECT PARKING RENT S-TERM	**15,000**	
116.159.00.9703.362400100	DIRECT CAMPING RENTAL	**45,000**	
116.159.00.9703.362400400	DIRECT RENT-COMM.EXHIBITS	**45,000**	
116.159.00.9703.362800000	DIRECT CONCESSION PROCEEDS	**95,000**	
116.159.00.9703.367000000	DIRECT CONTR/DON-PRIV SOURCES CBF	**85,000**	
116.159.00.9703.382100004	DIRECT REFUNDABLE CAMPING RENTAL	-	
		2,791,205	

GRANT COUNTY BUDGET
2024
CAPITAL ACQUISITION/ADDITIONAL EXPENSE

FAIRGROUNDS	116.159

REQUEST TO USE DEPARTMENT'S FUNDING
CAPITAL OUTLAY
ONLY INCLUDE ASSETS OR PROJECTS WITH A VALUE OF $5,000 OR GREATER

Item #	Type of Request	Request	Reason	Total Amount Requested	Total Amount Approved
1					
2					
3					
4					
5					
6					
7					
8					
				-	-

REQUEST TO USE OTHER FUNDING
CAPITAL OUTLAY
ONLY INCLUDE ASSETS OR PROJECTS WITH A VALUE OF $5,000 OR GREATER

Item #	Requested Funding Source	Type of Request	Request	Reason	Total Amount Requested
1	REET 1	ASSET	Crew radios	Communication	13,000
2	REET 1	ASSET	(4) Porta cools	Safety	21,000
3	REET 1	ASSET	(8) New IPADs for judging	Judging	8,000
4	REET 1	ASSET	Stall mats for remainder of stalls	Safety	43,000
5	REET 1	CFP	Sheep barn pens (Last barn)	Safety	35,000
6	REET 1	CFP	New sign on Valley	Communication	52,000
7	REET 1	ASSET	**ABI Speedmaster arena groomer**	**Safety**	20,000
8	REET 1	ASSET	**John Deere 5100 E tractor**	**Efficiency**	75,000
9	REET 1	CFP	**Trees**	**Aesthetics**	20,000

10					
11	REET 1	CFP	**Rodeo arena improvements**	**Safety**	35,000
12	REET 1	ASSET	**Barber arena rock rake**	**safety**	51,000
13	REET 1	ASSET	**Picnic tables**	**Bolster number**	23,000
14	REET 1	ASSET	**Refrigerated display cases (3)**	**Health**	10,000
15	REET 1	ASSET	**Telehandler**	**Efficiency**	118,000
16					
17					
18					
19					
20					
21					
22					
23					
24					
					524,000

NON-CAPITAL ITEMS

ITEMS LESS THAN $5,000

Item #	Requested Funding Source	Quantity	Request	Reason	Total Amount Requested
1	REET 1	ASSET	**History Barn display cases**	**Communication**	4,500
2					
3					
4					
5					
6					
7					
8					
					4,500

Moses Lake Tourism - Lodging Tax Grant Application

Form is due no later than 5 p.m. on October 6, 2023

Presentations to LTAC on October 11, at 2:00 p.m.

Date of Application *
10/4/2023

Organization Name *
Grant County Fairgrounds

Address *
Street Address
3953 Airway Drive NE
Address Line 2
City
Moses Lake
State / Province / Region
WA
Postal / Zip Code
98837
Country
United States

Phone *
5092372672

Email *
jcmckiernan@grantcountywa.gov

Contact Person *
Jim McKiernan

Start Date of Event *
10/25/2024

End Date
10/26/2024

Name of Event *
MoraVida Festival

Requested Funding Support Amount *
25000

Check which of the following applies to your agency: *
- [ ] Non-Profit (attach a copy of current non-profit corporate registration with Washington Secretary of State)
- [x] Public Agency
- [ ] Cooperative Project

Eligibility *
Please check which of the eligibility criteria are applicable to your event/project.
- [x] Tourism promotion and marketing and the marketing and operations of special events and festivals.
- [ ] Operation of a tourism promotion agency
- [ ] Capital and/or operating costs for City-owned tourism facilities
- [ ] Operating costs for qualified non-profit organizations
- [ ] Paying all or any part of the cost of tourism promotion
- [ ] Acquiring tourism related facilities
- [ ] Operating tourism related facilities
- [ ] Funding of a multi-jurisdictional tourism related facility

Project Description *
Please provide a summary of your event in less than 200 words.
The MoraVida Festival is dedicated to fostering a thriving and inclusive community in Grant County. Through vibrant cultural experiences we aim to cultivate a sense of belonging, ignite creativity promote unity and foster cultural understanding. Our festival serves as an educational opportunity for people of all ages. Attendees will learn about the history, language and customers of Hispanic and Latino cultures. Our festival not only celebrates diversity but also builds bridges that strengthen our community.

Budget *

Please explain what this money will be used for. Please attach a detailed line item budget including both expenditures and anticipated revenue. If this event has occured before, please attach a detailed line item budget report. Please refer to the example budget for a template.

The tourism funding will be used for marketing, entertainment and cultural enhancement of the event.
The 2023 budget is attached as this years event has not yet happened.
Without tourism funding this event could not happen. The event, currently, is a break-even event as we do not charge an entry fee. We could not do this without the support of both the County and City LTAC grants.

File Upload - Budget * 2023 budget.xlsx 36.76KB

Datafy

Do you wish to utilize the City's new software to compare numbers for your event?

- (•) Yes
- ( ) No

Project Evaluation

The following criteria will be utilized in evaluating all proposals. Please answer numbers 1-4 and then address the remaining criteria should it be applicable to your event/project.

1. **The number of participants who attended the event/activity in each of the following categories:**

	Estimate	Method	Explanation
Overall Attendance	4500	Structured Estimate	The event is free to the public so an accurate count is based on clicker counts at the gates.
Attendance, 50+ miles	540	Structured Estimate	Approximately 12% of our attendees are from more than 50 miles.
Attendance, Out of State/Country	45	Structured Estimate	1% of attendees estimated.
Attendance, Paid for Overnight Lodging	270	Structured Estimate	Half of those traveling more than 50 miles.
Attendance, Did Not Pay for Overnight Lodging	4230	Structured Estimate	Based on total attendance minus the 270 paying for overnight lodging
Paid Lodging Nights	270	Structured Estimate	The number paying for overnight lodging estimated.

JLARC Methods for determining attendance by category.

- Direct Count: Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle count or number of chairs filled. A direct county 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, policed requirements for crown 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: Informal collected directly from individual visitors or participants in a nonrandom 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 even 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).

2. A description of methods used to determine attendance and distinguish among the visitor categories at the event/activity:	Clicker counts at the gates. Informal survey of attendee zip codes.

For the additional criteria listed below, please answer only those that are applicable to your event/project.

3. Tourism Promotion: Does the project meet the basic state and city requirements for tourism promotion? Will it promote a positive image for the city? Will it attract visitors, build new audiences and encourage tourist expansion? Will it increase the awareness of the city's amenities, history, facilities and natural environment?	Through vibrant cultural experiences we aim to cultivate a sense of belonging, ignite creativity promote unity and foster cultural understanding. This is an underserved population in Grant County and the State with limited cultural events available. It provides a bridge between an understanding of Moses Lake's history and the Hispanic culture.
4. Benefit to the City: How will this project benefit the people of Moses Lake?	It will bring between 4000 and 6000 people to the Fairgrounds with most traveling through Moses Lake. Attendees will stay at Hotels, eat at local restaurants and shop locally
5. Community Support: Does the project have broad-based city appeal or support? What is the evidence of need for this project in the city?	There are numerous local sponsors as well as support from the City of Moses Lake emergency services. There are very few cultural events to attend in Grant County.
6. Evidence of Partnerships: What kind and degree of partnership does the project exhibit? Does it exhibit volunteer involvement or inter-jurisdictional, corporate, business and/or civic support?	The event has a volunteer group of 7 that help plan and organize the event. There are partnerships with a local car club, the City of Moses Lake Fire and Police departments, and numerous corporate sponsors. We also use local non-profit organizations to provide event staffing and in turn, pay the organization for their help.
7. Management Capability: How have you demonstrated an ability to successfully complete the project thorough effective business practices in the areas of finance, administration, marketing and production? What are the administrative credentials of paid or volunteer staff or individuals?	We develop and adhere to an audited budget that is overseen by the County Commissioners and the Auditor's office. We develop the Mora Vida plan utilizing a volunteer group of organizers that determines things such as entertainment, concessions, vendors, etc. We monitor our budget on a monthly basis and reconcile our receivables multiple times per month. We use the BARS system of monetary management.
Current Organization Officers	Danny Stone, Cindy Carter and Rob Jones, County Commissioners. Jim McKiernan - Director of the Fairgrounds. Rebecca Martinez - Fairgrounds Coordinator Darci Armstrong - Accounting Technician Mora Vida Festival Committee - 7 volunteers Six additional staff members
What is your IRS Tax Classification, (i.e. 501(c)(3), etc.) :	Governmental agency
	☐ I have attached a copy of my organization's IRS documentation
File Upload - Non-profit Status	
File Upload - Other Information	

Signature *

I have read and understand the “General Guidelines for Lodging Tax Grant Applicants” and certify that this project legally and lawfully qualifies for funding support utilizing lodging tax revenues from The City of Moses Lake.

Please type your first and last name in the space above. Your typed first and last name will serve as your signature. Your signature signifies your acknowledgement of and agreement with the content of this form.

Mora Vida - 2023 Budget Proposal

	Based on a 1 day event - Sunday - 11 a.m. to 6 p.m.						
REVENUE	**NOTES**	**Projected**					
Food	20% commission across the board	3600					
Tickets	Think about gate $5/family or $10/family		400 families at $10 is $4000				
Carnival receipts	Pricing at $4/ride	5000					
Merch		NA					
Vendors		$1,500					
Sponsorship	Go after food processors	$10,000					
Grant Awards	More possible from Moses	$30,000					
Total Revenue		$50,100					
EXPENSES	**NOTES**	**Quote**					
PRODUCTION		**$25,925**					
Non-Band entertainment	Daytime entertainment and movie	$6,300	Add strolling character here $800				
Musical Entertainment		$5,000					
Carnival ride	Unknown, 1, 2, or 3 rides	$10,000					
Sound & Lights (all in)		$1,200	Commercial and Movie				
Sound & Lights (all in)		$2,000	Fischer				
Bistro food for entertainers		$425					
Misc Site Ops and Production Supplies		$1,000	$450 Wristbands/ badges/ equipment rental $330 plus tax and shipping				
MARKETING		**$6,800**					
Digital Media Buy	FB/IG/Youtube	$1,500	$1200 across several ad FB/ IG				
Traditional Media Buy	Radio/ print/ digital	$2,000	La Nueva $500 ($1000 trade)- La Grand $1020 ($500 trade)				
Graphic Design		$2,000	FABIAN				
Social Media Organic		$1,000					
Website		NA	Website Visitors Baile $300				
Website hosting / maint		NA	Festival event page $150	Festival Page post engagements $300			
Printing (Posters, Handbills)		$300	Staples $250 Shirt printing $619 Snapchat filter $175				
Venue		**$5,050**					
Venue Signage		$250	Banners & Commercial bldg décor				
Décor		$3,500	décor plus strolling character				
Security		$800					
Misc Rentals (Coolers, Linen, etc)		$0					
Bathroom cleaning	Open Works contract signed	$0					
Misc Staffing		$500					
Misc Expenses							
Insurance		NA					
Candy		$1,000					
Saffire ticketing		$500					
Accounting		NA					
Business License		NA					
Credit Card fee (3.5%)		NA					
Total Expenses		-$51,125					
Profit / Loss		**-$1,025**					

Mora Vida - 2023 Budget Proposal

Based on a 2 day event - Saturday and Sunday - 11 a.m. to 6 p.m.

REVENUE	NOTES	Projected	
Food	20% commission across the board	5400	
Tickets	Think about gate $5/family or $10/family	3000	600 families at $10 is $6000
Carnival receipts	Pricing at $4/ride	7500	
DJ Dance Cover charge	$10 ticket 8 p.m. to midnight	5000	
Alcohol		1750	
Merch		NA	
Vendors		$2,250	
Sponsorship	Go after food processors	$10,000	
Grant Awards	More possible from Moses	$20,000	$5k from Moses Lake and $15k from county
Total Revenue		$54,900	
EXPENSES	**NOTES**	**Quote**	
PRODUCTION		**$35,200**	
Non-Band entertainment	Daytime entertainment and movie	$8,800	Add strolling character here $800
Musical Entertainment		$7,500	
DJ for dance		$500	
Carnival ride	Unknown, 1, 2, or 3 rides	$12,500	
Sound & Lights (all in)		$1,800	Commercial and Movie
Sound & Lights (all in)		$2,500	Fischer
Bistro food for entertainers		$600	
Misc Site Ops and Production Supplies		$1,000	$450 Wristbands/ badges/ equipment rental $330 plus tax and shipping
MARKETING		**$9,300**	
Digital Media Buy	FB/IG/Google	$4,000	$1200 across several ad FB/ IG
Traditional Media Buy	Radio/ print	$2,000	La Nueva $500 ($1000 trade)- La Grand $1020 ($500 trade)
Graphic Design		$2,000	FABIAN
Social Media Organic		$1,000	
Website		NA	Website Visitors Baile $300
Website hosting / maint		NA	Festival event page $150 Festival Page post engagements $300
Printing (Posters, Handbills)		$300	Staples $250 Shirt printing $619 Snapchat filter $175
Venue		**$7,550**	
Venue Signage		$250	Banners & Commercial bldg décor
Décor		$3,500	décor plus strolling character
Security		$1,600	
Security for dance		$1,200	
Misc Rentals (Coolers, Linen, etc)		$0	
Bathroom cleaning	Open Works contract signed	$0	
Misc Staffing		$1,000	
Misc Expenses			
Insurance		NA	
Candy		$1,000	
Saffire ticketing		$750	
Ticket takers and sellers		$1,500	
Accounting		NA	
Business License		NA	
Credit Card fee (3.5%)		NA	
Total Expenses		-$72,150	
Profit / Loss		**-$17,250**	

Moravida Festival - 2023 Budget Proposal

Based on a 2 day event - Friday 8 pm to 1 am and Saturday - 11 am to 8 pm

REVENUE	NOTES	
Food	20% commission across the board	5400
Tickets	Free Admission	0
Carnival receipts	Rentals too expensive	0
Dance Cover charge	$10 ticket 8 p.m. to 1 a.m.	3000
Alcohol		1800
Merch	Too risky	$0
Vendors		$4,650
Sponsorship	Go after food processors	$5,500
Grant Awards		$35,000
Total Revenue		$55,350

EXPENSES	NOTES	
PRODUCTION		**$11,675**
Non-Band entertainment	Daytime entertainment and movie	$5,075
Musical Entertainment	2 bands	$4,500
Sound & Lights (all in)	Get quote from Luis- DJ for first hour on Friday	$2,000
Misc Site Ops and Production Supplies	Will not need equipment rental- auto redeem tix	$100
MARKETING		**$8,900**
Digital Media Buy	FB/IG/Digital	$3,000
Traditional Media Buy	Radio/ print	$3,000
Graphic Design	Including photography/ videography	$2,500
Printing (Posters, Signage, shirts)	Posters/ shirts/ signage	$400
Venue		**$10,300**
Décor		$4,000
Security		$3,400
Misc Rentals (Coolers, Linen, etc)		$500
Bathroom cleaning		$0
Misc Staffing	Contracted services groups	$2,400
Misc Expenses		
Candy & Trophies		$1,000
Misc Supplies	Arts & crafts/ décor/ prizes	$2,000

Total Expenses	-$53,075
Profit / Loss	**$2,275**

Moses Lake Tourism - Lodging Tax Grant Application

Form is due no later than 5 p.m. on October 6, 2023

Presentations to LTAC on October 11, at 2:00 p.m.

Date of Application *
9/26/2023

Organization Name *
Grant County Fairgrounds

Address *
Street Address
3953 Airway Drive NE
Address Line 2
City
Moses Lake
State / Province / Region
WA
Postal / Zip Code
98837
Country
United States

Phone *
5092372672

Email *
jcmckiernan@grantcountywa.gov

Contact Person *
Jim McKiernan

Start Date of Event *
10/4/2024

End Date
10/5/2024

Name of Event *
90's Flannelfest

Requested Funding Support Amount *
30000

Check which of the following applies to your agency: *
- [ ] Non-Profit (attach a copy of current non-profit corporate registration with Washington Secretary of State)
- [x] Public Agency
- [ ] Cooperative Project

Eligibility *
Please check which of the eligibility criteria are applicable to your event/project.
- [x] Tourism promotion and marketing and the marketing and operations of special events and festivals.
- [ ] Operation of a tourism promotion agency
- [ ] Capital and/or operating costs for City-owned tourism facilities
- [ ] Operating costs for qualified non-profit organizations
- [ ] Paying all or any part of the cost of tourism promotion
- [ ] Acquiring tourism related facilities
- [ ] Operating tourism related facilities
- [ ] Funding of a multi-jurisdictional tourism related facility

Project Description *
Please provide a summary of your event in less than 200 words.
This 90's music festival is still in it's infancy but it is growing each year. For 2023 we are expecting 50% growth in attendance and think we will see at least 35% in 2024. But an event like this takes investment in amenities as well. The atmosphere, for the event, is critical to it's success as is the marketing on the West side of the State. Without tourism funding our ability to market outside of Grant County is very limited. By drawing folks from the other side of the State we are nearly guaranteeing they will stay at least one night for this two-day, 10 band event.

Budget *

Please explain what this money will be used for. Please attach a detailed line item budget including both expenditures and anticipated revenue. If this event has occured before, please attach a detailed line item budget report. Please refer to the example budget for a template.

Marketing and entertainment

File Upload - Budget * 2024 Flannelfest Proforma for LTAC.xlsx 28.04KB

Datafy

Do you wish to utilize the City's new software to compare numbers for your event?

- (•) Yes
- ( ) No

Project Evaluation

The following criteria will be utilized in evaluating all proposals. Please answer numbers 1-4 and then address the remaining criteria should it be applicable to your event/project.

1. **The number of participants who attended the event/activity in each of the following categories:**

	Estimate	Method	Explanation
Overall Attendance	2050	Indirect Count	35% growth over our 2023 projections.
Attendance, 50+ miles	1538	Indirect Count	75% of attendance projections based on 2023 ticket sales
Attendance, Out of State/Country	219	Indirect Count	14% of attendance projections based on 2023 ticket sales
Attendance, Paid for Overnight Lodging	1372	Indirect Count	90% of attendance projection that is traveling more than 50 miles for the 2 day event.
Attendance, Did Not Pay for Overnight Lodging	678	Indirect Count	The balance of projected attendees.
Paid Lodging Nights	2058	Indirect Count	150% of those paying for overnight lodging based on captured ticket sale zip codes.

JLARC Methods for determining attendance by category.

- Direct Count: Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle count or number of chairs filled. A direct county 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, policed requirements for crown 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: Informal collected directly from individual visitors or participants in a nonrandom 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 even 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).

2. A description of methods used to determine attendance and distinguish among the visitor categories at the event/activity:	Our ticketing system requires zip codes and it will be the only event happening at the Fairgrounds that weekend.

For the additional criteria listed below, please answer only those that are applicable to your event/project.

3. Tourism Promotion: Does the project meet the basic state and city requirements for tourism promotion? Will it promote a positive image for the city? Will it attract visitors, build new audiences and encourage tourist expansion? Will it increase the awareness of the city's amenities, history, facilities and natural environment?	This event draws a majority of it's patrons from the West side of the State. Between 55 and 75% of attendees will be traveling more than 50 miles with the bulk of that coming from the other side of the mountains. The event is centered in the Moses Lake area with marketing touching Oregon, Washington and Idaho. This is a shoulder season event and it is growing. Online ticket sales for 2023 are already 50% ahead of 2022. Many patrons will be staying in local hotels and, due to the schedule, eating at local restaurants. This is the chance to bring a new audience to Moses Lake for 90's rock musick.
4. Benefit to the City: How will this project benefit the people of Moses Lake?	This event will bring in tourists, in the shoulder season, benefitting local hotels and restaurants. It's also a chance for folks to see how beautiful the fall can be in the Basin. This event basically happens within Moses Lake.
5. Community Support: Does the project have broad-based city appeal or support? What is the evidence of need for this project in the city?	Shoulder season events that draw large numbers of folks from out of town are extremely beneficial to the tourism industry. The event boasts several local sponsors including Localtel, Agricom appraisals, SGL, Weinstein, and Ten Pin.
6. Evidence of Partnerships: What kind and degree of partnership does the project exhibit? Does it exhibit volunteer involvement or inter-jurisdictional, corporate, business and/or civic support?	We use several local non-profit groups for support in the area of ticket purchase, ticket verification and gate verification. The event is fully supported through the use of the County Fairgrounds.
7. Management Capability: How have you demonstrated an ability to successfully complete the project thorough effective business practices in the areas of finance, administration, marketing and production? What are the administrative credentials of paid or volunteer staff or individuals?	We develop and adhere to an audited budget that is overseen by the County Commissioners and the Auditor's Office. We develop our event budget by analyzing our entertainment, support and staffing requirements. We monitor the budget weekly and use the BARS system of monetary management. The Director has more than 35 years of business management experience along with eight full-time staff members.
Current Organization Officers	Danny Stone, Cindy Carter and Rob Jones, County Commissioners Jim McKiernan, Director of the Fairgrounds Rebecca Martinez - Fairgrounds Coordinator Darci Armstrong - Accounting Technician Six additional staff members
What is your IRS Tax Classification, (i.e. 501(c)(3), etc.) :	Governmental agency
	☐ I have attached a copy of my organization's IRS documentation
File Upload - Non-profit Status	
File Upload - Other Information	
Signature *	I have read and understand the "General Guidelines for Lodging Tax Grant Applicants" and certify that this project legally and lawfully qualifies for funding support utilizing lodging tax revenues from The City of Moses Lake. James C. McKiernan Please type your first and last name in the space above. Your typed first and last name will serve as your signature. Your signature signifies your acknowledgement of and agreement with the content of this form.

"90s Flannel Fest" - 2024

at Moses Lake

$105,000 <--doesn't include ticket fees and CC processing revenue)

REVENUE	TOTAL	NOTES				Sponsorship	Sponsor
GA Tickets	Above	Fri 29, Sat 59, 2-day 79, 129 VIP, RV 75, Tent 30				$2,500	SGL Carbon Fiber
VIP Tickets	Above					$5,000	King Beverage
Ticket Fee bump	NA					$1,000	Agrisured
Tent Space	Above					$1,000	Pepsi
RV Spaces	Above					$2,000	503 Distilling
Parking	NA					2500	Click it RV
Alcohol	$10,000			Approximate based on $33k		1000	Renewal by Anderson
Food	$1,500						
Merch	$5,000					$15,000	Total sponsorships
Sponsorship	$15,000						
Grant Awards	$30,000						
Total Revenue	$166,500						

EXPENSES	TOTAL	NOTES	
PRODUCTION		**$53,450**	*<--Category Subtotal*
Artist Fees	$32,000		
Arist Hotels	$6,000		
Crew Hotels	$1,500		
ASCAP/BMI/SESAC	NA		
Sound, lights, PM, A1, A2, 2 Hands	$10,200	Sonusman ($766 increase over 2022)	
Backline rental	$500		
Generators, Power Distribution	$1,350		
Stage Barricade and Ramp Rental	$0		
Stage Banner/Speaker Scrims Printing	$800		
Artist and Crew Hospitality (F&B)	$0		
Dressing Room furniture	$0		
Towel for Artists	$0	Harefest?	
Misc Site Ops and Production Supplies	$500		
Artist Liason	$600	Clint	
MARKETING		**$22,900**	*<--Category Subtotal*
Digital Media Buy	$15,000	FB/IG/Youtube	(Ad spend: Moses Lake 35%, Spokane 20%, Seattle 30%, Tri-Cities 15%, Coeur D'alene/Other 10%)
Traditional Media Buy	$0		
Graphic Design	$2,000	Bozyk Digital	
Social Media Organic	$2,000	Bozyk Digital	
Website	$1,000	Bozyk Digital	
Website hosting / maint	$600	J-Fell / Cornerstone	
Printing (Posters, Handbills)	$750		
Printing (camping window hangers)	$350		
Billboards	NA		
Video Shoot	NA		
Photo Licensing	NA		
Box Office Staff	NA		
Wristbands / Lanyards	$500		
Sponsorship Materials	NA		
Sponsorship Comissions	$700	Kyle	
Sponsorhsip Activation	$0		
MERCH / STREET TEAM		**$6,600**	*<--Category Subtotal*
Merch / Street Team Manager	$2,500	Cheryl	
Merch Staff	$800	2 hands	
Merchandise (COGS)	$3,000		
Merchandise (SG&A)	$0		
Street Team Expenses	$300		
Venue		**$32,547**	*<--Category Subtotal*
Site Manager	$5,000	Jim's time	
Staffing	$12,033	Staff time	
Staffing burden	$4,258	Burden for wages	
Capital investment	$10,000	Lighting, tents, firepits, etc	
Big Festival Letters	NA		
Shade Cover	NA		
Venue Signage	NA		
VIP Decor	NA		
Fencing, Scrim, and Delivery	NA		
Bike Barricade, Street Signs	NA		
Security	$8,500		
Security Type 3	$0		
Portolets, sinks, holding tanks	$3,500		
VIP Snacks	$1,000		
Entertainer and VIP water	$150		
Entertainer food	$1,500		
Red Gate Ticket sales	$750		
Red Gate Ticket Takers	$750		
Gold Gate Attendants	$1,000		
AV (Cafe Lights, Tent Lights, etc)	$0		
Garbage Pickup	$2,000		
Tents, Tables, Chairs	$1,000		
Misc Rentals (Coolers, Linen, etc, games)	$3,500		
Misting	NA		
Decor lighting	$5,000		Firepits
Water	$500		
First Aid EMT and Kit	$0		I wonder if we forego this and just go on-call rather than on site
Golf Cart	$1,000		2 carts

Radios	$672		Day Wireless Quote					
Waste Managment	$0							
Bathroom cleaning	$1,725							
Heavy Equipment & UTVs	$0							
Fuel	$0							
Misc Staffing								
Campground, RV's, and Parking		**$1,500**	*<--Category Subtotal*					
Campsite Management	$1,500	On site host						
Overnight Signage	$0							
Grounds Maintenance Labor	$0							
Overnight Taxes	$0							
Food and Beverage Service		**$50**	*<--Category Subtotal*					
Beer Cost	NA							
Liquor Cost	NA							
Wages	NA							
Ice	$50							
Misc Expenses		**$2,500**	*<--Category Subtotal*					
Misc Expenses	$5,000							
Insurance	NA							
Accounting	NA							
ASCAP and BMI	$2,500							
Business License	NA							
Total Expenses	-$155,839							
Profit / Loss	**$10,662**							

Moses Lake Tourism - Lodging Tax Grant Application

Form is due no later than 5 p.m. on October 6, 2023

Presentations to LTAC on October 11, at 2:00 p.m.

Date of Application *
9/22/2023

Organization Name *
Manta Ray Aquatics

Address *
Street Address
803 Sharon Ave. E
Address Line 2
P.O. Box 452
City
Moses Lake
State / Province / Region
WA
Postal / Zip Code
98837
Country
USA

Phone *
5093500197

Email *
mantaraysinfo@gmail.com

Contact Person *
Steve Washburn

Start Date of Event *
4/6/2024

End Date
4/13/2024

Name of Event *
Apply Safety Coating to Pool Floor

Requested Funding Support Amount *
84,985

Check which of the following applies to your agency: *
- [x] Non-Profit (attach a copy of current non-profit corporate registration with Washington Secretary of State)
- [ ] Public Agency
- [ ] Cooperative Project

Eligibility *
Please check which of the eligibility criteria are applicable to your event/project.
- [ ] Tourism promotion and marketing and the marketing and operations of special events and festivals.
- [ ] Operation of a tourism promotion agency
- [ ] Capital and/or operating costs for City-owned tourism facilities
- [ ] Operating costs for qualified non-profit organizations
- [ ] Paying all or any part of the cost of tourism promotion
- [ ] Acquiring tourism related facilities
- [ ] Operating tourism related facilities
- [x] Funding of a multi-jurisdictional tourism related facility

Project Description *
Please provide a summary of your event in less than 200 words.
Apply a non-slip coating to the floor around the pool. Thousands of people occupy the pool house every year and the floor is bare concrete and very slippery. We'd like to attempt to increase the safety of the pool area and prevent injuries that may lead to teams not attending our future events.

Budget *

Please explain what this money will be used for. Please attach a detailed line item budget including both expenditures and anticipated revenue. If this event has occured before, please attach a detailed line item budget report. Please refer to the example budget for a template.

Funds will be used to have the pool house floor coated with a non-slip coating. The company that we have contacted to complete this task also coated the Wenatchee High School Pool floor and the King County Aquatic Center among many others.

File Upload - Budget *

Moses.Lk.HS.Pool.Deck_2ndREV.Proposal_(Wash… (10-04-2023).pdf 155.66KB

Datafy

Do you wish to utilize the City's new software to compare numbers for your event?

- ( ) Yes
- (•) No

Project Evaluation

The following criteria will be utilized in evaluating all proposals. Please answer numbers 1-4 and then address the remaining criteria should it be applicable to your event/project.

1. **The number of participants who attended the event/activity in each of the following categories:**

	Estimate	Method	Explanation
Overall Attendance	N/A		
Attendance, 50+ miles	N/A		
Attendance, Out of State/Country	N/A		
Attendance, Paid for Overnight Lodging	N/A		
Attendance, Did Not Pay for Overnight Lodging	N/A		
Paid Lodging Nights	N/A		

JLARC Methods for determining attendance by category.

- Direct Count: Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle count or number of chairs filled. A direct county 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, policed requirements for crown 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: Informal collected directly from individual visitors or participants in a nonrandom 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 even 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).

2. A description of methods used to determine attendance and distinguish among the visitor categories at the event/activity:

We do not have an estimate of how many people enter the pool house on an annual basis, but it would be in the thousands. Manta Ray Aquatics host 4-5 events of their own per year, two events per year for teams in Wenatchee and Tri-Cities. The high school hosts between 10-12 events per year between boys and girls season. Hundreds of 5th graders attend a swim program at the pool every year. There are high school aquatics classes, adult swim classes, and open swim for the public Monday through Friday every week. Additionally, fire and rescue uses the pool for training.

For the additional criteria listed below, please answer only those that are applicable to your event/project.

3. Tourism Promotion: Does the project meet the basic state and city requirements for tourism promotion? Will it promote a positive image for the city? Will it attract visitors, build new audiences and encourage tourist expansion? Will it increase the awareness of the city's amenities, history, facilities and natural environment?	We draw visitors from 3-4 western states as well as Canada. Our event invites list different amenities available within our city as well as motels with phone numbers being listed in our event sanction. Because of the success of our events over the years, others teams in the region have started attending our events which increases the commerce within our city.
4. Benefit to the City: How will this project benefit the people of Moses Lake?	The high school pool house is the most used classroom in the district. In addition to hosting swim meets and practice for the high school and Manta Ray Aquatics swim team, the pool is used for adult and "open" swim, general swim lessons, fire and rescue training, aquatics classes, and 5th grade swim lessons program. Providing a non-slip surface is vital to ensuring that all of the patrons are in a safer situation while attending events in the pool house.
5. Community Support: Does the project have broad-based city appeal or support? What is the evidence of need for this project in the city?	These events provide an opportunity for our youth, both local and from other cities, to pursue their goals in the sport they participate in.
6. Evidence of Partnerships: What kind and degree of partnership does the project exhibit? Does it exhibit volunteer involvement or inter-jurisdictional, corporate, business and/or civic support?	All of our events and projects include volunteerism, contributions from local businesses, as well as a few compensated employees of the team.
7. Management Capability: How have you demonstrated an ability to successfully complete the project thorough effective business practices in the areas of finance, administration, marketing and production? What are the administrative credentials of paid or volunteer staff or individuals?	We host numerous events each year. 5-6 events for our team, 2 events for other teams, and 10-12 events each year for the boys' & girls' high school swim teams. All of our officials are certified and trained to the standards of USA Swimming and the Center for Safe Sport. Our trained staff consists of an attorney, an accountant, and several business owners. Their experience and training are key to coordinating, organizing, and successfully managing numerous events throughout the year.
Current Organization Officers	Steve Washburn, Cody Parrish, Rod Richeson, Amy Vidrine, Eric Lindberg, Mitch Heaps
What is your IRS Tax Classification, (i.e. 501(c)(3), etc.) :	45-3719309
	☑ I have attached a copy of my organization's IRS documentation
File Upload - Non-profit Status	IRS Non-Profit Letter.pdf 662.74KB
File Upload - Other Information	Pool deck surfacing letter of support 2023.pdf 214.89KB
Signature *	I have read and understand the "General Guidelines for Lodging Tax Grant Applicants" and certify that this project legally and lawfully qualifies for funding support utilizing lodging tax revenues from The City of Moses Lake. Steve Washburn Please type your first and last name in the space above. Your typed first and last name will serve as your signature. Your signature signifies your acknowledgement of and agreement with the content of this form.

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

DEPARTMENT OF THE TREASURY

Date: SEP 05 2014

MANTA RAY AQUATICS
3828 LAKE SHORE DR
MOSES LAKE, WA 98837

Employer Identification Number:
45-3719309
DLN:
17053333300033
Contact Person:
CUSTOMER SERVICE ID# 31954
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Public Charity Status:
509(a)(2)
Form 990 Required:
Yes
Effective Date of Exemption:
November 16, 2011
Contribution Deductibility:
Yes
Addendum Applies:
Yes

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

Sincerely,

Director, Exempt Organizations

Letter 947

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www.leewens.com

2nd REV. PROPOSAL

Date : 10/04/2023	**Moses Lake HS**		Bid Date :
TO : Manta Ray Aquatics	Moses Lake, WA		04/20/2020
ATTN : Steve Washburn		2nd Rev.:	10/04/2023

097000 Special Coatings- Pool Deck

BASF SRS Degadur Methyl- Methacrylate Flooring System LS $84,985.00

Prices Include :
One (1) Mobilization for all Flooring areas;
Floor prep via shotblasting and diamond grinding of edges
Calcium Chloride Moisture/Vapor Test- 1 round
Installation of BASF Methyl-Methacrylate Pool Deck System- Per Drawing
(Same system as Wenatchee Pool)
Commercial Liability insurance up to 4 Mil. agg.
Based on straight time Painter prevailing wage rate - (Sat., Sun. Holidays excluded)
If Prevailing Wage Rates are not required, **Deduct:** ($6,364.00)

Prices Exclude :
Permits, Licenses and Bond (P/P Bond can be provided at an additional 1.5%)
Repair of concrete substrate
Floor infill, sloping or pitching
Cove base at Walls **If required Add:** $19.60 P/LF- 6" Cove
Slab Moisture vapor mitigation measures
Caulking, S/S, Tile or Wall work
Heat, Lighting, Access, Dumpster, 480V 3Ph 35A Elec. Service
Union Participation
Apprentice Quota requirements
Protection of completed Flooring
Sales and/or Use Taxes
Any work not specifically quoted.
Prices are firm for installation in 2023

Sam Ng	(425) 827-7667 X 102	(425) 829-4071	(425) 827-8358
Division Director	Voice Phone	Cellular Phone	Fax Number

E-Mail : sam@leewens.com

Athletic Department
803 E. Sharon Ave.
Moses Lake, WA 98837
https://mlhs.mlsd161.org/apps/pages/athleticsinfo
https://www.gomlmavericks.com/

Loren Sandhop
Athletic Director
509/766-2666 X 40109

Clint Scriven
Asst. Athletic Director
509/766-2666 X 40114

Jennifer Gaddis
Athletic Secretary
509/766-2666 X 40110

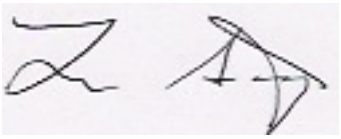
Dear Lauzier Foundation,

October 4, 2023

I am writing to you on behalf of the Manta Ray Aquatics swim team in an attempt to acquire funding for a new deck surfacing at the Tony St. Onge Pool of Dreams on the campus of Moses Lake High School. I have been the Athletic Director for Moses Lake School District for twenty-three years. When I came to Moses Lake H.S. in 2000, our swim teams used the pool purchased by the Booster Club and USA Swim Team at South Campus Athletic Club. When it failed, we built a top-of-the-line pool on our campus. Over the years, the deck surface has become increasingly slick and to the point of being unsafe in several spots. Our pool, with its depth, gutter system, and location attracts interscholastic and USA Swim meets to our city. This classroom is the highest used facility in our School District. On top of classes all day long, it is where our interscholastic teams practice and compete, as well as public lessons and open swim. We host League, District and State level competitions. Improving the deck would enable us to continue our high level of operation with improved safety. The Moses Lake School District would greatly benefit from this joint effort.

Our goal is to provide a safe and attractive facility for kids to be able to play and this grant will go a long way towards the accomplishment of this goal. Funds from your grant would be used in this effort which in turn help us to continue to provide for interscholastic athletics which teach good scholarship, good citizenship and the values that are necessary for success in life.

Thank you for your consideration and yours for better athletics,



Loren Sandhop, CAA
Athletic Director
Moses Lake School District

Moses Lake Tourism - Lodging Tax Grant Application

Form is due no later than 5 p.m. on October 6, 2023

Presentations to LTAC on October 11, at 2:00 p.m.

Date of Application *
9/22/2023

Organization Name *
Manta Ray Aquatics

Address *
Street Address
803 Sharon Ave. E
Address Line 2
P.O. Box 452
City
Moses Lake
State / Province / Region
WA
Postal / Zip Code
98837
Country
USA

Phone *
5093500197

Email *
mantaraysinfo@gmail.com

Contact Person *
Steve Washburn

Start Date of Event *
7/12/2024

End Date
7/14/2024

Name of Event *
Sizzlin Summer Splash

Requested Funding Support Amount *
12,880.00

Check which of the following applies to your agency: *
- [x] Non-Profit (attach a copy of current non-profit corporate registration with Washington Secretary of State)
- [ ] Public Agency
- [ ] Cooperative Project

Eligibility *
Please check which of the eligibility criteria are applicable to your event/project.
- [ ] Tourism promotion and marketing and the marketing and operations of special events and festivals.
- [ ] Operation of a tourism promotion agency
- [ ] Capital and/or operating costs for City-owned tourism facilities
- [x] Operating costs for qualified non-profit organizations
- [ ] Paying all or any part of the cost of tourism promotion
- [ ] Acquiring tourism related facilities
- [ ] Operating tourism related facilities
- [ ] Funding of a multi-jurisdictional tourism related facility

Project Description *
Please provide a summary of your event in less than 200 words.
3-day swim meet. Our largest event of the year. Multiple teams from Canada, Washington, Oregon, and Idaho attend.

Budget *

Please explain what this money will be used for. Please attach a detailed line item budget including both expenditures and anticipated revenue. If this event has occured before, please attach a detailed line item budget report. Please refer to the example budget for a template.

Funds will be used to purchase awards, pay for custodial service, and cover hospitality expenses. Hospitality expenses include providing food and beverages for officials and coaches throughout the event. It also includes compensation given to certified officials who travel to help run the event.

File Upload - Budget *

2024 Sizzlin Summer Splash Projected Expenses.pdf 44.31KB

Datafy

Do you wish to utilize the City's new software to compare numbers for your event?

- ○ Yes
- ◉ No

Project Evaluation

The following criteria will be utilized in evaluating all proposals. Please answer numbers 1-4 and then address the remaining criteria should it be applicable to your event/project.

1. **The number of participants who attended the event/activity in each of the following categories:**

	Estimate	Method	Explanation
Overall Attendance	1300	Structured Estimate	Previous year's attendance
Attendance, 50+ miles	1225	Structured Estimate	Previous year's attendance
Attendance, Out of State/Country	325	Structured Estimate	These attendees are from Idaho, Oregon, and Canada
Attendance, Paid for Overnight Lodging	1225	Structured Estimate	It is assumed that because the event starts so early on Saturday that out of town attendees would spend the night on Friday as well as Saturday.
Attendance, Did Not Pay for Overnight Lodging	75	Structured Estimate	These attendees are from Moses Lake
Paid Lodging Nights	2	Structured Estimate	Friday & Saturday

JLARC Methods for determining attendance by category.

- Direct Count: Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle count or number of chairs filled. A direct county 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, policed requirements for crown 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: Informal collected directly from individual visitors or participants in a nonrandom 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 even 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).

2. A description of methods used to determine attendance and distinguish among the visitor categories at the event/activity:	We use 2.5 as a multiplier to figure out an estimate of how many total people we have in attendance based on the number of entered athletes. Since we don't charge admission and there are several entrances and exits we have no way of getting an exact count of how many are in attendance. Our attempts at counting attendees over the years have led us to the 2.5 multiplier.

For the additional criteria listed below, please answer only those that are applicable to your event/project.

3. Tourism Promotion: Does the project meet the basic state and city requirements for tourism promotion? Will it promote a positive image for the city? Will it attract visitors, build new audiences and encourage tourist expansion? Will it increase the awareness of the city's amenities, history, facilities and natural environment?	We draw visitors from 3-4 western states as well as Canada. Our event invites list different amenities available within our city as well as motels with phone numbers being listed in our event sanction. Because of the success of our events over the years, others teams in the region have started attending our events which increases the commerce within our city.
4. Benefit to the City: How will this project benefit the people of Moses Lake?	These events draw thousands of patrons from around the Pacific Northwest, as well as Canada. These patrons create a great deal of commerce within our city by staying in motels, purchasing food and other groceries, as well as buying other goods or services while visiting.
5. Community Support: Does the project have broad-based city appeal or support? What is the evidence of need for this project in the city?	These events provide an opportunity for our youth, both local and from other cities, to pursue their goals in the sport they participate in.
6. Evidence of Partnerships: What kind and degree of partnership does the project exhibit? Does it exhibit volunteer involvement or inter-jurisdictional, corporate, business and/or civic support?	All of our events and projects include volunteerism, contributions from local businesses, as well as a few compensated employees of the team.
7. Management Capability: How have you demonstrated an ability to successfully complete the project thorough effective business practices in the areas of finance, administration, marketing and production? What are the administrative credentials of paid or volunteer staff or individuals?	We host numerous events each year. 5-6 events for our team, 2 events for other teams, and 10-12 events each year for the boys' & girls' high school swim teams. All of our officials are certified and trained to the standards of USA Swimming and the Center for Safe Sport. Our trained staff consists of an attorney, an accountant, and several business owners. Their experience and training are key to coordinating, organizing, and successfully managing numerous events throughout the year.
Current Organization Officers	Steve Washburn, Cody Parrish, Rod Richeson, Amy Vidrine, Eric Lindberg, Mitch Heaps
What is your IRS Tax Classification, (i.e. 501(c)(3), etc.) :	45-3719309
	☑ I have attached a copy of my organization's IRS documentation
File Upload - Non-profit Status	IRS Non-Profit Letter.pdf 662.74KB
File Upload - Other Information	

Signature *

I have read and understand the “General Guidelines for Lodging Tax Grant Applicants” and certify that this project legally and lawfully qualifies for funding support utilizing lodging tax revenues from The City of Moses Lake.

Please type your first and last name in the space above. Your typed first and last name will serve as your signature. Your signature signifies your acknowledgement of and agreement with the content of this form.

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

DEPARTMENT OF THE TREASURY

Date: SEP 05 2014

MANTA RAY AQUATICS
3828 LAKE SHORE DR
MOSES LAKE, WA 98837

Employer Identification Number:
45-3719309
DLN:
17053333300033
Contact Person:
CUSTOMER SERVICE ID# 31954
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Public Charity Status:
509(a)(2)
Form 990 Required:
Yes
Effective Date of Exemption:
November 16, 2011
Contribution Deductibility:
Yes
Addendum Applies:
Yes

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

Sincerely,

Director, Exempt Organizations

Letter 947

2024 Sizzlin Summer Splash Projected Expenses

ITEM	EXPENSE
Event Prizes	300.00
Awards	600.00
Hospitality	2,000.00
Concessions	250.00
Facility Rental	4,500.00
Security	700.00
Officials' Gifts	500.00
Office Supplies	125.00
Wages - Coaches	3,905.00

Totals:	12,880.00

Moses Lake Tourism - Lodging Tax Grant Application

Form is due no later than 5 p.m. on October 6, 2023

Presentations to LTAC on October 11, at 2:00 p.m.

Date of Application *
10/6/2023

Organization Name *
Manta Ray Aquatics

Address *
Street Address
803 Sharon Ave. E
Address Line 2
P.O. Box 452
City
Moses Lake
State / Province / Region
WA
Postal / Zip Code
98837
Country
USA

Phone *
5093500197

Email *
mantaraysinfo@gmail.com

Contact Person *
Steve Washburn

Start Date of Event *
9/21/2024

End Date
9/21/2024

Name of Event *
Sprint Shootout

Requested Funding Support Amount *
2920

Check which of the following applies to your agency: *
- [x] Non-Profit (attach a copy of current non-profit corporate registration with Washington Secretary of State)
- [ ] Public Agency
- [ ] Cooperative Project

Eligibility *
Please check which of the eligibility criteria are applicable to your event/project.
- [ ] Tourism promotion and marketing and the marketing and operations of special events and festivals.
- [ ] Operation of a tourism promotion agency
- [ ] Capital and/or operating costs for City-owned tourism facilities
- [x] Operating costs for qualified non-profit organizations
- [ ] Paying all or any part of the cost of tourism promotion
- [ ] Acquiring tourism related facilities
- [ ] Operating tourism related facilities
- [ ] Funding of a multi-jurisdictional tourism related facility

Project Description *
Please provide a summary of your event in less than 200 words.
1 day swim meet. Teams from all over Washington attend. In most years, swimmers from Oregon and Idaho attend as well,

Budget *

Please explain what this money will be used for. Please attach a detailed line item budget including both expenditures and anticipated revenue. If this event has occured before, please attach a detailed line item budget report. Please refer to the example budget for a template.

Funds will be used to purchase awards, pay for custodial service, and cover hospitality expenses. Hospitality expenses include providing food and beverages for officials and coaches throughout the event. It also includes compensation given to certified officials who travel to help run the event.

File Upload - Budget * 2024 Sprint Shootout Projected Expenses.pdf 43.21KB

Datafy

Do you wish to utilize the City's new software to compare numbers for your event?

- ( ) Yes
- (•) No

Project Evaluation

The following criteria will be utilized in evaluating all proposals. Please answer numbers 1-4 and then address the remaining criteria should it be applicable to your event/project.

1. **The number of participants who attended the event/activity in each of the following categories:**

	Estimate	Method	Explanation
Overall Attendance	650	Structured Estimate	Previous year's attendance
Attendance, 50+ miles	580	Structured Estimate	Previous year's attendance
Attendance, Out of State/Country	0	Structured Estimate	All attendees were from WA this year.
Attendance, Paid for Overnight Lodging	580	Structured Estimate	It is assumed that because the event starts so early on Saturday that out of town attendees would spend the night
Attendance, Did Not Pay for Overnight Lodging	70	Structured Estimate	These attendees are from Moses Lake
Paid Lodging Nights	1	Structured Estimate	Only a one day event.

JLARC Methods for determining attendance by category.

- Direct Count: Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle count or number of chairs filled. A direct county 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, policed requirements for crown 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: Informal collected directly from individual visitors or participants in a nonrandom 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 even 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).

2. A description of methods used to determine attendance and distinguish among the visitor categories at the event/activity:	We use 2.5 as a multiplier to figure out an estimate of how many total people we have in attendance based on the number of entered athletes. Since we don't charge admission and there are several entrances and exits we have no way of getting an exact count of how many are in attendance. Our attempts at counting attendees over the years have led us to the 2.5 multiplier.

For the additional criteria listed below, please answer only those that are applicable to your event/project.

3. Tourism Promotion: Does the project meet the basic state and city requirements for tourism promotion? Will it promote a positive image for the city? Will it attract visitors, build new audiences and encourage tourist expansion? Will it increase the awareness of the city's amenities, history, facilities and natural environment?	We draw visitors from 3-4 western states as well as Canada. Our event invites list different amenities available within our city as well as motels with phone numbers being listed in our event sanction. Because of the success of our events over the years, others teams in the region have started attending our events which increases the commerce within our city.
4. Benefit to the City: How will this project benefit the people of Moses Lake?	These events draw thousands of patrons from around the Pacific Northwest, as well as Canada. These patrons create a great deal of commerce within our city by staying in motels, purchasing food and other groceries, as well as buying other goods or services while visiting.
5. Community Support: Does the project have broad-based city appeal or support? What is the evidence of need for this project in the city?	These events provide an opportunity for our youth, both local and from other cities, to pursue their goals in the sport they participate in.
6. Evidence of Partnerships: What kind and degree of partnership does the project exhibit? Does it exhibit volunteer involvement or inter-jurisdictional, corporate, business and/or civic support?	All of our events and projects include volunteerism, contributions from local businesses, as well as a few compensated employees of the team.
7. Management Capability: How have you demonstrated an ability to successfully complete the project thorough effective business practices in the areas of finance, administration, marketing and production? What are the administrative credentials of paid or volunteer staff or individuals?	We host numerous events each year. 5-6 events for our team, 2 events for other teams, and 10-12 events each year for the boys' & girls' high school swim teams. All of our officials are certified and trained to the standards of USA Swimming and the Center for Safe Sport. Our trained staff consists of an attorney, an accountant, and several business owners. Their experience and training are key to coordinating, organizing, and successfully managing numerous events throughout the year.
Current Organization Officers	Steve Washburn, Cody Parrish, Rod Richeson, Amy Vidrine, Eric Lindberg, Mitch Heaps
What is your IRS Tax Classification, (i.e. 501(c)(3), etc.) :	501(c)(3)
	☑ I have attached a copy of my organization's IRS documentation
File Upload - Non-profit Status	IRS Non-Profit Letter.pdf 662.74KB
File Upload - Other Information	
Signature *	I have read and understand the "General Guidelines for Lodging Tax Grant Applicants" and certify that this project legally and lawfully qualifies for funding support utilizing lodging tax revenues from The City of Moses Lake. Steve Washburn Please type your first and last name in the space above. Your typed first and last name will serve as your signature. Your signature signifies your acknowledgement of and agreement with the content of this form.

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

DEPARTMENT OF THE TREASURY

Date: SEP 05 2014

MANTA RAY AQUATICS
3828 LAKE SHORE DR
MOSES LAKE, WA 98837

Employer Identification Number:
45-3719309
DLN:
17053333300033
Contact Person:
CUSTOMER SERVICE ID# 31954
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Public Charity Status:
509(a)(2)
Form 990 Required:
Yes
Effective Date of Exemption:
November 16, 2011
Contribution Deductibility:
Yes
Addendum Applies:
Yes

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

Sincerely,

Director, Exempt Organizations

Letter 947

2024 Sprint Shootout Projected Budget

ITEM	INCOME	EXPENSE	TOTAL
Event Prizes	0.00	200.00	(200.00)
Awards	0.00	350.00	(350.00)
Hospitality	0.00	400.00	(400.00)
Concessions	200.00	150.00	50.00
Custodial Service	0.00	130.00	(130.00)
Lifeguards	0.00	50.00	(50.00)
Officials' Gifts	0.00	260.00	(260.00)
Office Supplies	0.00	50.00	(50.00)
Event Entry Fees	5,314.50	0.00	5,314.50
Wages - Coaches	0.00	1,330.00	(1,330.00)

Totals:	5,514.50	2,920.00	Balance:	2,594.50

2024 Sprint Shootout Projected Expenses

ITEM	EXPENSE
Event Prizes	200.00
Awards	350.00
Hospitality	400.00
Concessions	150.00
Custodial Service	130.00
Lifeguards	50.00
Officials' Gifts	260.00
Office Supplies	50.00
Wages - Coaches	1,330.00

Totals:	2,920.00

Moses Lake Tourism - Lodging Tax Grant Application

Form is due no later than 5 p.m. on October 6, 2023

Presentations to LTAC on October 11, at 2:00 p.m.

Date of Application *
9/22/2023

Organization Name *
Manta Ray Aquatics

Address *
Street Address
803 Sharon Ave. E
Address Line 2
P.O. Box 452
City
Moses Lake
State / Province / Region
WA
Postal / Zip Code
98837
Country
USA

Phone *
5093500197

Email *
mantaraysinfo@gmail.com

Contact Person *
Steve Washburn

Start Date of Event *
11/18/2023

End Date
11/19/2023

Name of Event *
Thankswimming Open

Requested Funding Support Amount *
5,592.00

Check which of the following applies to your agency: *
- [x] Non-Profit (attach a copy of current non-profit corporate registration with Washington Secretary of State)
- [ ] Public Agency
- [ ] Cooperative Project

Eligibility *
Please check which of the eligibility criteria are applicable to your event/project.
- [ ] Tourism promotion and marketing and the marketing and operations of special events and festivals.
- [ ] Operation of a tourism promotion agency
- [ ] Capital and/or operating costs for City-owned tourism facilities
- [x] Operating costs for qualified non-profit organizations
- [ ] Paying all or any part of the cost of tourism promotion
- [ ] Acquiring tourism related facilities
- [ ] Operating tourism related facilities
- [ ] Funding of a multi-jurisdictional tourism related facility

Project Description *
Please provide a summary of your event in less than 200 words.
2-day swim meet. Multiple teams from Washington, Oregon, and Idaho attend.

Budget *

Please explain what this money will be used for. Please attach a detailed line item budget including both expenditures and anticipated revenue. If this event has occured before, please attach a detailed line item budget report. Please refer to the example budget for a template.

Funds will be used to purchase awards, pay for custodial service, and cover hospitality expenses. Hospitality expenses include providing food and beverages for officials and coaches throughout the event. It also includes compensation given to certified officials who travel to help run the event.

File Upload - Budget * 2023 Thankswimming Projected Expenses.pdf 44.22KB

Datafy

Do you wish to utilize the City's new software to compare numbers for your event?

- ○ Yes
- ◉ No

Project Evaluation

The following criteria will be utilized in evaluating all proposals. Please answer numbers 1-4 and then address the remaining criteria should it be applicable to your event/project.

1. **The number of participants who attended the event/activity in each of the following categories:**

	Estimate	Method	Explanation
Overall Attendance	650	Structured Estimate	Previous year's attendance
Attendance, 50+ miles	582	Structured Estimate	Previous year's attendance
Attendance, Out of State/Country	0	Direct Count	All attendees were from WA.
Attendance, Paid for Overnight Lodging	582	Structured Estimate	It is assumed that because the event starts so early on Saturday that out of town attendees would spend the night on Friday as well as Saturday.
Attendance, Did Not Pay for Overnight Lodging	68	Structured Estimate	These attendees are from Moses Lake
Paid Lodging Nights	2	Structured Estimate	Friday & Saturday

JLARC Methods for determining attendance by category.

- Direct Count: Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle count or number of chairs filled. A direct county 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, policed requirements for crown control or visual estimates.
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includes margin of error and confidence level.

- Informal Survey: Informal collected directly from individual visitors or participants in a nonrandom 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 even 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).

2. A description of methods used to determine attendance and distinguish among the visitor categories at the event/activity:	We use 2.5 as a multiplier to figure out an estimate of how many total people we have in attendance based on the number of entered athletes. Since we don't charge admission and there are several entrances and exits we have no way of getting an exact count of how many are in attendance. Our attempts at counting attendees over the years have led us to the 2.5 multiplier.

For the additional criteria listed below, please answer only those that are applicable to your event/project.

3. Tourism Promotion: Does the project meet the basic state and city requirements for tourism promotion? Will it promote a positive image for the city? Will it attract visitors, build new audiences and encourage tourist expansion? Will it increase the awareness of the city's amenities, history, facilities and natural environment?	We draw visitors from 3-4 western states as well as Canada. Our event invites list different amenities available within our city as well as motels with phone numbers being listed in our event sanction. Because of the success of our events over the years, others teams in the region have started attending our events which increases the commerce within our city.
4. Benefit to the City: How will this project benefit the people of Moses Lake?	These events draw thousands of patrons from around the Pacific Northwest, as well as Canada. These patrons create a great deal of commerce within our city by staying in motels, purchasing food and other groceries, as well as buying other goods or services while visiting.
5. Community Support: Does the project have broad-based city appeal or support? What is the evidence of need for this project in the city?	These events provide an opportunity for our youth, both local and from other cities, to pursue their goals in the sport they participate in.
6. Evidence of Partnerships: What kind and degree of partnership does the project exhibit? Does it exhibit volunteer involvement or inter-jurisdictional, corporate, business and/or civic support?	All of our events and projects include volunteerism, contributions from local businesses, as well as a few compensated employees of the team.
7. Management Capability: How have you demonstrated an ability to successfully complete the project thorough effective business practices in the areas of finance, administration, marketing and production? What are the administrative credentials of paid or volunteer staff or individuals?	We host numerous events each year. 5-6 events for our team, 2 events for other teams, and 10-12 events each year for the boys' & girls' high school swim teams. All of our officials are certified and trained to the standards of USA Swimming and the Center for Safe Sport. Our trained staff consists of an attorney, an accountant, and several business owners. Their experience and training are key to coordinating, organizing, and successfully managing numerous events throughout the year.
Current Organization Officers	Steve Washburn, Cody Parrish, Rod Richeson, Amy Vidrine, Eric Lindberg, Mitch Heaps
What is your IRS Tax Classification, (i.e. 501(c)(3), etc.) :	45-3719309
	☑ I have attached a copy of my organization's IRS documentation
File Upload - Non-profit Status	IRS Non-Profit Letter.pdf 662.74KB
File Upload - Other Information	
Signature *	I have read and understand the "General Guidelines for Lodging Tax Grant Applicants" and certify that this project legally and lawfully qualifies for funding support utilizing lodging tax revenues from The City of Moses Lake. Steve Washburn Please type your first and last name in the space above. Your typed first and last name will serve as your signature. Your signature signifies your acknowledgement of and agreement with the content of this form.

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

DEPARTMENT OF THE TREASURY

Date: SEP 05 2014

MANTA RAY AQUATICS
3828 LAKE SHORE DR
MOSES LAKE, WA 98837

Employer Identification Number:
45-3719309
DLN:
17053333300033
Contact Person:
CUSTOMER SERVICE ID# 31954
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Public Charity Status:
509(a)(2)
Form 990 Required:
Yes
Effective Date of Exemption:
November 16, 2011
Contribution Deductibility:
Yes
Addendum Applies:
Yes

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

Sincerely,

Director, Exempt Organizations

Letter 947

2023 Thankswimming Open Projected Expenses

ITEM	EXPENSE
Event Prizes	180.00
Awards	600.00
Hospitality	1,400.00
Concessions	150.00
Custodial Service	300.00
Lifeguards	100.00
Officials' Gifts	375.00
Office Supplies	75.00
Wages - Coaches	2,412.00

Totals:	5,592.00

2024 Thankswimming Open Projected Budget

ITEM	INCOME	EXPENSE	TOTAL
Event Prizes	0.00	180.00	(180.00)
Awards	0.00	600.00	(600.00)
Hospitality	0.00	1,400.00	(1,400.00)
Concessions	200.00	150.00	50.00
Custodial Service	0.00	300.00	(300.00)
Lifeguards	0.00	100.00	(100.00)
Officials' Gifts	0.00	375.00	(375.00)
Office Supplies	0.00	75.00	(75.00)
Event Entry Fees	8,933.30	0.00	8,933.30
Wages - Coaches	0.00	2,412.00	(2,412.00)

Totals:	9,133.30	5,592.00	Balance:	3,541.30

Moses Lake Tourism - Lodging Tax Grant Application

Form is due no later than 5 p.m. on October 6, 2023

Presentations to LTAC on October 11, at 2:00 p.m.

Date of Application * 9/22/2023

Organization Name * Manta Ray Aquatics

Address *

Street Address
803 Sharon Ave. E
Address Line 2
P.O. Box 452
City
Moses Lake
State / Province / Region
WA
Postal / Zip Code
98837
Country
USA

Phone * 5093500197

Email * mantaraysinfo@gmail.com

Contact Person * Steve Washburn

Start Date of Event * 3/23/2024

End Date 3/24/2024

Name of Event * Tony St. Onge Memorial Open

Requested Funding Support Amount * 4,182.68

Check which of the following applies to your agency: *

- [x] Non-Profit (attach a copy of current non-profit corporate registration with Washington Secretary of State)
- [ ] Public Agency
- [ ] Cooperative Project

Eligibility *

Please check which of the eligibility criteria are applicable to your event/project.

- [ ] Tourism promotion and marketing and the marketing and operations of special events and festivals.
- [ ] Operation of a tourism promotion agency
- [ ] Capital and/or operating costs for City-owned tourism facilities
- [x] Operating costs for qualified non-profit organizations
- [ ] Paying all or any part of the cost of tourism promotion
- [ ] Acquiring tourism related facilities
- [ ] Operating tourism related facilities
- [ ] Funding of a multi-jurisdictional tourism related facility

Project Description *

Please provide a summary of your event in less than 200 words.

2-day swim meet. Multiple teams from Washington, Oregon, and Idaho attend.

Budget *

Please explain what this money will be used for. Please attach a detailed line item budget including both expenditures and anticipated revenue. If this event has occured before, please attach a detailed line item budget report. Please refer to the example budget for a template.

Funds will be used to purchase awards, pay for custodial service, and cover hospitality expenses. Hospitality expenses include providing food and beverages for officials and coaches throughout the event. It also includes compensation given to certified officials who travel to help run the event.

File Upload - Budget *

2024 Tony St. Onge Memorial Open Projected Expenses.pdf 43.73KB

Datafy

Do you wish to utilize the City's new software to compare numbers for your event?

- ○ Yes
- ◉ No

Project Evaluation

The following criteria will be utilized in evaluating all proposals. Please answer numbers 1-4 and then address the remaining criteria should it be applicable to your event/project.

1. **The number of participants who attended the event/activity in each of the following categories:**

	Estimate	Method	Explanation
Overall Attendance	375	Structured Estimate	Previous year's attendance
Attendance, 50+ miles	315	Structured Estimate	Previous year's attendance
Attendance, Out of State/Country	0	Direct Count	Only athletes and spectators from WA were in attendance last year.
Attendance, Paid for Overnight Lodging	315	Structured Estimate	It is assumed that because the event starts so early on Saturday that out of town attendees would spend the night on Friday as well as Saturday.
Attendance, Did Not Pay for Overnight Lodging	60	Structured Estimate	These attendees are from Moses Lake
Paid Lodging Nights	2	Structured Estimate	Friday & Saturday

JLARC Methods for determining attendance by category.

- Direct Count: Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle count or number of chairs filled. A direct county 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, policed requirements for crown control or visual estimates.
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- Informal Survey: Informal collected directly from individual visitors or participants in a nonrandom 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 even 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).

2. A description of methods used to determine attendance and distinguish among the visitor categories at the event/activity:	We use 2.5 as a multiplier to figure out an estimate of how many total people we have in attendance based on the number of entered athletes. Since we don't charge admission and there are several entrances and exits we have no way of getting an exact count of how many are in attendance. Our attempts at counting attendees over the years have led us to the 2.5 multiplier.

For the additional criteria listed below, please answer only those that are applicable to your event/project.

3. Tourism Promotion: Does the project meet the basic state and city requirements for tourism promotion? Will it promote a positive image for the city? Will it attract visitors, build new audiences and encourage tourist expansion? Will it increase the awareness of the city's amenities, history, facilities and natural environment?	We draw visitors from 3-4 western states as well as Canada. Our event invites list different amenities available within our city as well as motels with phone numbers being listed in our event sanction. Because of the success of our events over the years, others teams in the region have started attending our events which increases the commerce within our city.
4. Benefit to the City: How will this project benefit the people of Moses Lake?	These events draw thousands of patrons from around the Pacific Northwest, as well as Canada. These patrons create a great deal of commerce within our city by staying in motels, purchasing food and other groceries, as well as buying other goods or services while visiting.
5. Community Support: Does the project have broad-based city appeal or support? What is the evidence of need for this project in the city?	These events provide an opportunity for our youth, both local and from other cities, to pursue their goals in the sport they participate in.
6. Evidence of Partnerships: What kind and degree of partnership does the project exhibit? Does it exhibit volunteer involvement or inter-jurisdictional, corporate, business and/or civic support?	All of our events and projects include volunteerism, contributions from local businesses, as well as a few compensated employees of the team.
7. Management Capability: How have you demonstrated an ability to successfully complete the project thorough effective business practices in the areas of finance, administration, marketing and production? What are the administrative credentials of paid or volunteer staff or individuals?	We host numerous events each year. 5-6 events for our team, 2 events for other teams, and 10-12 events each year for the boys' & girls' high school swim teams. All of our officials are certified and trained to the standards of USA Swimming and the Center for Safe Sport. Our trained staff consists of an attorney, an accountant, and several business owners. Their experience and training are key to coordinating, organizing, and successfully managing numerous events throughout the year.
Current Organization Officers	Steve Washburn, Cody Parrish, Rod Richeson, Amy Vidrine, Eric Lindberg, Mitch Heaps
What is your IRS Tax Classification, (i.e. 501(c)(3), etc.) :	45-3719309
	☑ I have attached a copy of my organization's IRS documentation
File Upload - Non-profit Status	IRS Non-Profit Letter.pdf 662.74KB
File Upload - Other Information	

Signature *

I have read and understand the “General Guidelines for Lodging Tax Grant Applicants” and certify that this project legally and lawfully qualifies for funding support utilizing lodging tax revenues from The City of Moses Lake.

Please type your first and last name in the space above. Your typed first and last name will serve as your signature. Your signature signifies your acknowledgement of and agreement with the content of this form.

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

DEPARTMENT OF THE TREASURY

Date: SEP 05 2014

MANTA RAY AQUATICS
3828 LAKE SHORE DR
MOSES LAKE, WA 98837

Employer Identification Number:
45-3719309
DLN:
17053333300033
Contact Person:
CUSTOMER SERVICE ID# 31954
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Public Charity Status:
509(a)(2)
Form 990 Required:
Yes
Effective Date of Exemption:
November 16, 2011
Contribution Deductibility:
Yes
Addendum Applies:
Yes

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

Sincerely,

Director, Exempt Organizations

Letter 947

2024 Tony St. Onge Memorial Open Projected Expenses

ITEM	EXPENSE
Event Prizes	180.00
Awards	700.00
Hospitality	1,200.00
Concessions	150.00
Custodial Service	300.00
Lifeguards	100.00
Officials' Gifts	375.00
Office Supplies	75.00
Wages - Coaches	1,102.68

Totals:	4,182.68

2024 Tony St. Onge Memorial Open Projected Budget

ITEM	INCOME	EXPENSE	TOTAL
Event Prizes	0.00	180.00	(180.00)
Awards	0.00	700.00	(700.00)
Hospitality	0.00	1,200.00	(1,200.00)
Concessions	200.00	150.00	50.00
Custodial Service	0.00	300.00	(300.00)
Lifeguards	0.00	100.00	(100.00)
Officials' Gifts	0.00	375.00	(375.00)
Office Supplies	0.00	75.00	(75.00)
Event Entry Fees	4,041.60	0.00	4,041.60
Wages - Coaches	0.00	1,102.68	(1,102.68)

Totals:	4,241.60	4,182.68	Balance:	58.92

Moses Lake Tourism - Lodging Tax Grant Application

Form is due no later than 5 p.m. on October 6, 2023

Presentations to LTAC on October 11, at 2:00 p.m.

Date of Application *	10/6/2023
Organization Name *	Master Gardeners Foundation of Grant/Adams Counties
Address *	Street Address 1525 E. Wheeler Road Address Line 2 City: Moses Lake State / Province / Region: WA Postal / Zip Code: 98837 Country: USA
Phone *	5092372711
Email *	sharonclydehastings@gmail.com
Contact Person *	Sharon Hastings
Start Date of Event *	4/19/2024
End Date	4/20/2024
Name of Event *	2024 Columbia Basin Eco-Gardening Symposium
Requested Funding Support Amount *	$2000
Check which of the following applies to your agency: *	☑ Non-Profit (attach a copy of current non-profit corporate registration with Washington Secretary of State) ☐ Public Agency ☐ Cooperative Project
Eligibility *	Please check which of the eligibility criteria are applicable to your event/project. ☑ Tourism promotion and marketing and the marketing and operations of special events and festivals. ☐ Operation of a tourism promotion agency ☐ Capital and/or operating costs for City-owned tourism facilities ☐ Operating costs for qualified non-profit organizations ☐ Paying all or any part of the cost of tourism promotion ☐ Acquiring tourism related facilities ☑ Operating tourism related facilities ☐ Funding of a multi-jurisdictional tourism related facility

Project Description *

Please provide a summary of your event in less than 200 words.

WATER conservation is our focus this year. The gardening world is changing. Extreme heat events are now common. Wildfires affect air, soil, and water quality. These issues are not just problems here in Central Washington—the whole state is impacted.
Our Symposium is a FREE two-day event about a topic of vital gardening interest. All programming content counts toward mandatory continuing education credit hours for any Master Gardener in WA state (4000+).

The Symposium begins the evening of April 19th with a dinner with a welcome by Washington State's Master Gardener Program Coordinator, Jennifer Marquis. Following dinner, participants will enjoy a talk about native plants from local grower, BFI Native Seeds (TBA). Saturday will open with a dynamic keynote speaker (TBA) presenting an overview of local and state water issues and challenges. The second session will feature 6-8 gardening exhibitors demonstrating practical gardening solutions for water challenges (Irrigation, lawn replacement, drought tolerant and native plantings, soil enhancement, fire prevention, hardscape). Participants will be encouraged to bring their own garden plans to discuss with our experts. The Symposium concludes with a journalist-hosted roundtable—featuring local leaders (from Moses Lake, Quincy, Othello, and Ephrata)—discussing water challenges/planned solutions.

Budget *

Please explain what this money will be used for. Please attach a detailed line item budget including both expenditures and anticipated revenue. If this event has occured before, please attach a detailed line item budget report. Please refer to the example budget for a template.

Income/Resources Budget
Master Gardeners $3000
Columbia Basin Conservation District $3000
Moses Lake LTAC- Event day materials; sound system equipment and tech $2000
Grant County LTAC – Newspaper and Google Search ads $5500
Boeing/Vantage Grant – Speaker fee and per diem $1800
Microsoft – Journalist fee and per diem $1500
Walmart – Breakfast snacks $500
Various Local Businesses – Door prizes and swag bags $500
Community Donations $1500
Master Gardener volunteer hours -- 200 ****
CBCD volunteer hours - 200 ****

Income Total
$19,800

Expenses
Facility Rental $1500
Display Staging $500
Breakfast treats $450
Event day materials $500
Sound system/Engineer technician $1500
Swag Bags $200
Newspaper Ads $5500
Google Search $1500
Speakers/Journalist $3600
Photo copy/Printing $1000

Expense Total
$16,250

File Upload - Budget *

Budget.docx 16.89KB

Datafy

Do you wish to utilize the City's new software to compare numbers for your event?

- (●) Yes
- ( ) No

Project Evaluation

The following criteria will be utilized in evaluating all proposals. Please answer numbers 1-4 and then address the remaining criteria should it be applicable to your event/project.

1. **The number of participants who attended the event/activity in each of the following categories:**

	Estimate	Method	Explanation
Overall Attendance	230	Direct Count	Grant and Adams counties
Attendance, 50+ miles	100	Indirect Count	Wenatchee, Ellensburg, Yakima, Trii-Cities
Attendance, Out of State/Country	0		
Attendance, Paid for Overnight Lodging	100	Direct Count	
Attendance, Did Not Pay for Overnight Lodging	130	Direct Count	
Paid Lodging Nights	110	Direct Count	Including speakers and other presenters

JLARC Methods for determining attendance by category.

- Direct Count: Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle count or number of chairs filled. A direct county 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, policed requirements for crown 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: Informal collected directly from individual visitors or participants in a nonrandom 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 even 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).

2. A description of methods used to determine attendance and distinguish among the visitor categories at the event/activity:	We will obtain overall attendance by a head count at the event on Saturday, April 20. We will ascertain lodging by a count of stays at our convention hotel and at the Grant County fairgrounds

For the additional criteria listed below, please answer only those that are applicable to your event/project.

3. Tourism Promotion: Does the project meet the basic state and city requirements for tourism promotion? Will it promote a positive image for the city? Will it attract visitors, build new audiences and encourage tourist expansion? Will it increase the awareness of the city's amenities, history, facilities and natural environment?	This event began in 2015 (three years off during the pandemic--2020-2022). It is the only Master Gardener eco-gardening symposium offered in Washington state. Attendance has gradually increased from 65 in 2015 to over 130 participants in 2023, with strong participation from Moses Lake. For the 2024 symposium year, we are marketing our event (newspaper, radio, social media, and Google Search) beyond Grant and Adams counties to the wider area of Wenatchee, Ellensburg, Yakima and the Tri-Cities. As we grow, our plan is to attract Symposium attendees across Washington state. Next year we look to include Spokane, Clarkston, Walla Walla and Pullman. Then, we will turn to attract those west side of the state. Being centrally located in Washington state, Moses Lake is the ideal location for a symposium of this nature. Though not a major population hub, this city can be a leader in advancing water (and other) conservation methodologies for the entire state. Because of its yearly schedule and plan for statewide growth (including significant expansion this year) the Eco Gardening Symposium will provide a significant forum to increase awareness of Moses Lake's amenities, history, facilities, and natural environment.
4. Benefit to the City: How will this project benefit the people of Moses Lake?	Moses Lake averages a very dry 6-9 inches of rain a year. Some places in Grant County are even drier-- some of the driest places in the country. Desert Aire receives only 5 inches of rain a year with Mattawa receiving only 4.5 inches. We have the knowledge base and expertise to teach other areas of the state about water conservation while those areas (often better funded than we are) offer us a chance for us to learn from them. Our Moses Lake event presents an ideal setting for a robust conversation about water conservation. Moses Lake participants will benefit from easy access to this important conversation and take back important knowledge and skills to their families, schools, businesses, and organizations
5. Community Support: Does the project have broad-based city appeal or support? What is the evidence of need for this project in the city?	Jill Van Hulle, a senior Water Resource Specialist with Aspect Consulting, recently told the Moses Lake City Council that if the City of Moses Lake keeps growing at its current rate, demand for water will exceed the city's current supply by 2034."* "The aquifer is over pumped," reports Water Division Manager Chad Strevy. "The city gets its water from two aquifers, which are the Wanapum and the Grande Ronde formations and they are not recharging at a rate equal to or above pumping rates for the [Columbia] basin."** 20-25 percent of the city's summer water use is for lawn irrigation*. The City of Moses Lake has consulted with WSU Grant/Adams Master Gardener Mark Amara to plan drought resistant landscaping for its Civic Center building. This Eco-Gardening Symposium is a wonderful channel to amplify Mark's counsel to all Moses Lake residents. As well, the Moses Lake City Council is developing ambitious plans for widespread water conservation throughout the city. City residents have a strong financial incentive for knowledge and skills to use water more effectively in their homes, schools, businesses, and organizations. *Columbia Basin Herald, May 19, 2023 *IBID **KREM Television News, May 11, 2023

6. Evidence of Partnerships: What kind and degree of partnership does the project exhibit? Does it exhibit volunteer involvement or inter-jurisdictional, corporate, business and/or civic support?	• The Master Gardener Foundation of Grant and Adams Counties (representing the WSU Extension Master Gardeners) is partnered with the Columbia Basin Conservation District to present the annual Eco Gardening Symposium. Each organization is planning to contribute about $3000 and 200 hours each to produce the event. • The Master Gardeners program in Grant-Adams Counties and CBCD are sources of consulting, speakers, and organizational marketing. • Washington State University supplies organizational liaison through Grant County Extension Director, Andy McGuire. In addition, WSU is also a source for speakers and tech/fundraising consultation. • A grant request has been submitted to the Grant County LTAC to fund newspaper and Google Search promotion in Ellensburg, Tri-Cities, Yakima and Wenatchee. • Other planned promotions include: o Newspapers articles o Northwest Public Radio news features o Radio PSA's and/or radio interviews o WSU Extension newsletters (GROUNDED, On Solid Ground, WSU Extension Update, Water Currents); Master Gardener Foundation of Washington state – Seeds for Thought monthly newsletter o Washington State University Master Gardeners, state and local websites, Facebook groups, newsletters, podcasts, and blogs. o Columbia Basin Conservation District website o Community Facebook groups o Community leaders – through personal invitations and LinkedIn networking o Posters In Grant and Adams counties o Outreach (flyers) to local gardening clubs, libraries, colleges, and businesses • Boeing and Microsoft will be approached for grants to underwrite speaker and roundtable journalist fees. • Walmart will be asked for a small grant to provide breakfast foods. • Local businesses will supply door prizes and items for participant "swag bags". • An agreement with a Moses Lake hotel/motel will be made to obtain a "convention rate" for participants staying overnight in Moses Lake and to provide a site for our April 19 evening dinner and talk. The Grant County Fairgrounds may be approached if we need space for RV's. • Moses Lake food trucks will be invited to station themselves outside of our meeting facility to provide meals and snacks on April 20th.

7. Management Capability: How have you demonstrated an ability to successfully complete the project thorough effective business practices in the areas of finance, administration, marketing and production? What are the administrative credentials of paid or volunteer staff or individuals?	The 2024 Eco-Gardening Symposium is the seventh production of this yearly Moses Lake event. Each event has been well attended by Grant/Adams gardeners (110-130 participants) and all costs have been covered. Beyond the appeal of our gardening topics, Master Gardener volunteers are to be credited with the success of our Symposium series. We are fortunate in our fine leadership: Administration: Master Gardener Mark Amara. Mark's duties include: • Retired from a 30-year career with the USDA Natural Resources Conservation Service in Washington and Oregon managing programs with emphasis in soil and water management. Continues to work for conservation districts throughout Washington • A founder of the Eco Gardening Symposium, Mark has organized and promoted the event since 2015, • Administer/plan/implement biennial training programs for new Master Gardeners, • Organize plant clinics at fairs, farmers markets, on-line (365 days 24/7) and other venues, • Supervise three MG demonstration gardens (Moses Lake, Soap Lake, and Othello) since 2006, • Produce, Grounded, a quarterly MG newsletter since 2012 • Serve as WSU Extension Grant-Adams Master Gardener Program Co-Coordinator since 2018 helping to administer/manage the program in these two counties • Workshop presentations to many organizations and cities. Finances: Master Gardener Diane Escure: • Consultant, QuinPro Consulting, 2008 to present. Provide management consulting services to nonprofit organizations, including ensuring financial oversight and corporate compliance to state/federal regulatory requirements. Serve as executive on four boards, including serving as corporate agent and preparing annual tax filings. • Previously, served as Deputy Program Manager, SAIC ChemDemilitarization Contract with the US Army, Abingdon, Maryland to provide engineering and scientific research/recommendations for destruction of stockpiles of bio-chemical weaponry (nerve agents, sarin, mustard gas, etc.) throughout the United States. Responsible for oversight of all departments including Finance and day to day operations. • Served as Central Facility Manager at the Idaho National Engineering Laboratory, responsible for a budget of $30M and management of ~150 employees engaged in day-to-day safe operations of facilities and safeguard of numerous decommissioned nuclear reactors • A founder of the Eco Gardening Symposium, Diane has organized and promoted the event since 2015, Marketing and Promotion: Master Gardener Intern, Sharon Hastings • Writer/Producer: 25-year media career working for KOMO Television, Seattle; KING Television, Seattle; The University of Washington. • Ph.D., Communications Research, University of Washington • Fundraising and grant writing: community development grants/sponsorships from The Boeing Company, Puget Sound Energy, PG&E, Fisher Broadcasting, Kelly Broadcasting, Vantage Data Center, and The Lauzier Foundation.
Current Organization Officers	Current Organization Officers Master Gardener Foundation of Grant/Adams Counties: President: Glenn Martin Vice President: MaryLou Krautscheid Mark Amara: Secretary Diane Escure: Treasurer Barbara Guilland: Member at Large
What is your IRS Tax Classification, (i.e. 501(c)(3), etc.) :	
	☑ I have attached a copy of my organization's IRS documentation
File Upload - Non-profit Status	IRS Advance Ruling letter (1)[13467].pdf 368.2KB
File Upload - Other Information	

Signature *

I have read and understand the “General Guidelines for Lodging Tax Grant Applicants” and certify that this project legally and lawfully qualifies for funding support utilizing lodging tax revenues from The City of Moses Lake.

Please type your first and last name in the space above. Your typed first and last name will serve as your signature. Your signature signifies your acknowledgement of and agreement with the content of this form.

R28944

TE3

753211697

Department of the Treasury
Internal Revenue Service
EO RULINGS AND AGREEMENTS
PO BOX 2508
CINCINNATI OH 45201

Date of this notice: March 16, 2009
Notice Number: CP-158
Taxpayer Identification Number:
75-3211697

046374.588450.0164.003 1 AB 0.351 535

Advance Ruling Period Ending Date:
December 31, 2009

MASTER GARDENER FOUNDATION OF
% KAREN LEWIS
PO BOX 37
EPHRATA WA 98823-0037370

For assistance, call:
1-877-829-5500

046374

Our records indicate that you were issued an advance ruling letter that treated you as a public charity, rather than a private foundation, during an advance ruling period that ends on the date indicated above. That letter required you to file IRS Form 8734 at the end of your advance ruling period to establish that you qualify as a public charity.

New IRS regulations changed the procedures governing your public charity status. You are no longer required to file Form 8734 at the end of the ruling period. The regulations also provide that donors can rely on your advance ruling letter with respect to your public charity status unless the IRS changes that status, based on the organization no longer meeting an applicable public support test, and publishes notice of the change.

If you have received Form 8734 from the IRS, please do not file it. Please keep your advance ruling letter along with this letter for your permanent records.

The regulations also changed the rules for computing public support, consistent with the redesigned Form 990, Return of Organization Exempt from Income Tax. For more information regarding those rules and the redesigned Form 990, please see the IRS website at www.irs.gov/eo.

Advanced Ruling Letter
use this
in lieu of
Letter of Determination

Donors can rely on this
letter ~~unless~~ Since we
no longer are issued
Letter of Determination.

(Rev. 07/2008)

2024 Columbia Basin Eco-Gradening Symposium Budget
Projected Income and Expenses

Income/Resources	Budget
Master Gardeners	$3000
Columbia Basin Conservation District	$3000
Moses Lake LTAC- Event day materials; sound system equipment and tech	$2000
Grant County LTAC – Newspaper and Google Search ads	$5500
Boeing/Vantage Grant – Speaker fee and per diem	$1800
Microsoft – Journalist fee and per diem	$1500
Walmart – Breakfast snacks	$500
Various Local Businesses – Door prizes and swag bags	$500
Community Donations	$1500
Master Gardener volunteer hours -- 200	****
CBCD donated hours - 200	****
Income Total	**$19,800**

Expenses	
Facility Rental	$1500
Display Staging	$500
Breakfast treats	$450
Event day materials	$500
Sound system/Engineer technician	$1500
Swag Bags	$200
Newspaper Ads	$5500
Google Search	$1500
Speakers/Journalist	$3600
Photo copy/Printing	$1000
Expense Total	**$16,250**

Moses Lake Tourism - Lodging Tax Grant Application

Form is due no later than 5 p.m. on October 6, 2023

Presentations to LTAC on October 11, at 2:00 p.m.

Date of Application *
10/6/2023

Organization Name *
Moses Lake Spring Festival

Address *
Street Address
601 S. Pioneer Way Suite F Box 198
Address Line 2
City
Moses Lake
State / Province / Region
WA
Postal / Zip Code
98837
Country
United States

Phone *
5093984135

Email *
springfestivalinmoseslake@gmail.com

Contact Person *
Sean Sallis

Start Date of Event *
5/23/2024

End Date
5/26/2024

Name of Event *
Moses Lake Spring Festival

Requested Funding Support Amount *
70,000

Check which of the following applies to your agency: *
- [x] Non-Profit (attach a copy of current non-profit corporate registration with Washington Secretary of State)
- [ ] Public Agency
- [ ] Cooperative Project

Eligibility *
Please check which of the eligibility criteria are applicable to your event/project.
- [x] Tourism promotion and marketing and the marketing and operations of special events and festivals.
- [ ] Operation of a tourism promotion agency
- [ ] Capital and/or operating costs for City-owned tourism facilities
- [ ] Operating costs for qualified non-profit organizations
- [ ] Paying all or any part of the cost of tourism promotion
- [ ] Acquiring tourism related facilities
- [ ] Operating tourism related facilities
- [ ] Funding of a multi-jurisdictional tourism related facility

Project Description *
Please provide a summary of your event in less than 200 words.
We are excited to build on some great momentum merging into 2024. Our volunteer committee strives hard to bring a positive, exciting event into town that spotlights all the Moses Lake has to offer.

Budget *

Please explain what this money will be used for. Please attach a detailed line item budget including both expenditures and anticipated revenue. If this event has occured before, please attach a detailed line item budget report. Please refer to the example budget for a template.

We continued to invest in nationally known entertainment in 2023 and saw a the biggest turnout yet! A majority of our budget goes towards advertisement out of state as well as surrounding communities and great entertainment to bring tourism all weekend long.

File Upload - Budget * 2024 Budget - Sheet1.pdf 33.39KB

Datafy

Do you wish to utilize the City's new software to compare numbers for your event?

- (•) Yes
- ( ) No

Project Evaluation

The following criteria will be utilized in evaluating all proposals. Please answer numbers 1-4 and then address the remaining criteria should it be applicable to your event/project.

1. **The number of participants who attended the event/activity in each of the following categories:**

	Estimate	Method	Explanation
Overall Attendance	60,000	Structured Estimate	Tri folds, Brochures, Presale and carnival tickets, beer garden. Thurs- Sun entertainment
Attendance, 50+ miles	150	Direct Count	3 on 3 registrations and parade
Attendance, Out of State/Country	We don't have a direct count but there were former family members by the dozens that flew in for the weekend with the concert draw	Informal Survey	Based on those who shared with us.
Attendance, Paid for Overnight Lodging	3,112		Drove to hotels following event and collected room totals. This is with only 2 per room as a base.
Attendance, Did Not Pay for Overnight Lodging	50,000	Structured Estimate	Based on carnival, park and concerts attendance
Paid Lodging Nights	60	Direct Count	3 on 3 teams

JLARC Methods for determining attendance by category.

- Direct Count: Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle count or number of chairs filled. A direct county 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, policed requirements for crown 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: Informal collected directly from individual visitors or participants in a nonrandom 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 even 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).

2. A description of methods used to determine attendance and distinguish among the visitor categories at the event/activity:	As we do not have any entry point this gets hard for us to determine. We were hoping to get data from Datafy this past year.

For the additional criteria listed below, please answer only those that are applicable to your event/project.

3. Tourism Promotion: Does the project meet the basic state and city requirements for tourism promotion? Will it promote a positive image for the city? Will it attract visitors, build new audiences and encourage tourist expansion? Will it increase the awareness of the city's amenities, history, facilities and natural environment?	Spring Fest continues to be a highlight for the community and we look forward to another huge year in 2024 with tourism. Our partnerships continue to grow in the community. 3 on 3 saw great numbers this year and having in the tennis courts was a hit for all the participants!
4. Benefit to the City: How will this project benefit the people of Moses Lake?	Increases tourism, Hotel stays, downtown shopping, and restraunts see increase in foot traffic.
5. Community Support: Does the project have broad-based city appeal or support? What is the evidence of need for this project in the city?	This will be our 44h year in operation. The city has been supportive of this event throughout the years and we will work to see that increase. We love building vision for this event alongside them for the community.
6. Evidence of Partnerships: What kind and degree of partnership does the project exhibit? Does it exhibit volunteer involvement or inter-jurisdictional, corporate, business and/or civic support?	2023 saw a stronger presence of sponsorship and we believe that is a driving agent from our continued vision for nationally known artist to entertain. We picked up new volunteers and community groups this past year and that was a huge addition to our organization.
7. Management Capability: How have you demonstrated an ability to successfully complete the project thorough effective business practices in the areas of finance, administration, marketing and production? What are the administrative credentials of paid or volunteer staff or individuals?	We hired out some marketing last year and it was a huge success. There are some internal conversations with our committee to consider hiring a seasonal director to oversee some of the operations our volunteers put hours upon hours into.
Current Organization Officers	Sean Sallis - Fest President / Entertainment / 3 on 3 Chair Ian Hawkins- Vice President Lori Valdez- Park Chair / Board Member Yvonne Skaug- Board Member Nate Pruneda- Park / Board Member Blair Kok- Entertainment/ Board Member Lisha Ribellia- Board Member
What is your IRS Tax Classification, (i.e. 501(c)(3), etc.) :	91-1155769
	☑ I have attached a copy of my organization's IRS documentation
File Upload - Non-profit Status	0018697716_OnlineReport.pdf 73.83KB
File Upload - Other Information	

Signature *

I have read and understand the “General Guidelines for Lodging Tax Grant Applicants” and certify that this project legally and lawfully qualifies for funding support utilizing lodging tax revenues from The City of Moses Lake.

Please type your first and last name in the space above. Your typed first and last name will serve as your signature. Your signature signifies your acknowledgement of and agreement with the content of this form.

WASHINGTON
Secretary of State
Corporations & Charities Division

Filed
Secretary of State
State of Washington
Date Filed: 06/30/2023
Effective Date: 06/30/2023
UBI #: 601 185 917

Annual Report

BUSINESS INFORMATION

Business Name:
MOSES LAKE SPRING FESTIVAL

UBI Number:
601 185 917

Business Type:
WA NONPROFIT CORPORATION

Business Status:
ACTIVE

Principal Office Street Address:
4301 BRAD ST NE, MOSES LAKE, WA, 98837-9598, UNITED STATES

Principal Office Mailing Address:
4301 BRAD ST NE, MOSES LAKE, WA, 98837-9598, UNITED STATES

Expiration Date:
06/30/2024

Jurisdiction:
UNITED STATES, WASHINGTON

Formation/Registration Date:
06/15/1989

Period of Duration:
PERPETUAL

Inactive Date:

Nature of Business:
CHARITABLE, 4DAY FESTIVAL TO PROVIDE FAMILY FUN WITH FREE ENTERTAINMENT TO ENHANCE TOURISM.

NONPROFIT GROSS REVENUE CERTIFICATION

Per RCW 24.03A.960 does the Nonprofit certify that its total gross revenue in the most recent fiscal year was less than $500,000?
- Yes

NONPROFIT CORPORATION'S EIN

Nonprofit EIN: **91-1155769**

REGISTERED AGENT RCW 23.95.410

Registered Agent Name	Street Address	Mailing Address
SEAN SALLIS	530 MONARCH ST, MOSES LAKE, WA, 98837-1499, UNITED STATES	530 MONARCH ST, MOSES LAKE, WA, 98837-1499, UNITED STATES

PRINCIPAL OFFICE

Phone:
5097604686

Email:
SPRINGFESTIVALINMOSESLAKE@GMAIL.COM

Street Address:
4301 BRAD ST NE, MOSES LAKE, WA, 98837-9598, USA

Mailing Address:
4301 BRAD ST NE, MOSES LAKE, WA, 98837-9598, USA

GOVERNORS

Title	Type	Entity Name	First Name	Last Name
GOVERNOR	INDIVIDUAL		LORI	VALDEZ
GOVERNOR	INDIVIDUAL		SEAN	SALLIS
GOVERNOR	INDIVIDUAL		REBECCA	DAVIS
GOVERNOR	INDIVIDUAL		LISHA	RIBUELLA

NATURE OF BUSINESS

- CHARITABLE
- 4DAY FESTIVAL TO PROVIDE FAMILY FUN WITH FREE ENTERTAINMENT TO ENHANCE TOURISM.

REPORTING CHANGES FOR THE CHARITABLE NONPROFIT CORPORATION

Does the Nonprofit Corporation meet exemptions of reporting as outlined in RCW 24.03A.075? **- Yes**

PUBLIC BENEFIT NONPROFIT CORPORATION

Does the Nonprofit Corporation still meet the requirements to maintain its Public Benefit designation?
- Yes

Does the Nonprofit Corporation still elect to have the Public Benefit Designation?
- Yes

CONTROLLING INTEREST

1. Does this entity own (hold title) real property in Washington, such as land or buildings, including leasehold improvements?
- No
2. In the **past 12 months**, has there been a transfer of at least 16-2/3 percent of the ownership, stock, or other financial interest in the entity?
- No

a. If "Yes", in the **past 36 months**, has there been a transfer of controlling interest (50 percent or greater) of the ownership, stock, or other financial interest in the entity?
- No
3. If you answered "Yes" to question 2a, has a controlling interest transfer return been filed with the Department of Revenue?
- No

You **must** submit a Controlling Interest Transfer Return form if you answered “yes” to questions 1 **and** 2a.

Failure to report a Controlling Interest Transfer is subject to penalty provisions of RCW 82.45.220.

For more information on **Controlling Interest**, visit www.dor.wa.gov/REET.

RETURN ADDRESS FOR THIS FILING

Attention:
LORI VALDEZ
Email:
SPRINGFESTIVALINMOSESLAKE@GMAIL.COM
Address:
4301 BRAD ST NE, MOSES LAKE, WA, 98837-9598, USA

UPLOAD ADDITIONAL DOCUMENTS

Do you have additional documents to upload? **- No**

EMAIL OPT-IN

☐ By checking this box, I hereby opt into receiving all notifications from the Secretary of State for this entity via email only. I acknowledge that I will no longer receive paper notifications.

AUTHORIZED PERSON

☑ I am an authorized person.

Person Type:
ENTITY

First Name:
LORI

Last Name:
VALDEZ

Entity Name:
MOSES LAKE SPRING FESTIVAL

Title:
BOARD MEMBER

☑ This document is hereby executed under penalty of law and is to the best of my knowledge, true and correct.

SPRING FESTIVAL 2023 EXPENDITURE REPORT						
ITEMS	IN Kind	REVENUE/INCOME	EXPENSES		2024 BUDGET	2022
					EXPENSE	EXPENSE
Advertisment	10,000		35,024		40,000	20,128
Entertainment		10,000	134,233		170,000	137,249
Office Supplies/Storage			4,565.00		5,000	2,261.06
3 on 3		11,865	13,112.86		15,000	13,581.22
Park Infrastructure		167,282	37,376.91		40,000	20,759.29
Parade		3,269	4,456.00		4,500	4,103.43
Insurance			5,648.42		6,000	5,467.41
L&I			2,000.00		2,200	2,001.40
Fuel			569.88		800	699.41
Website			3,000		500	985.4
Vehicle Maintenance			7650.22		3,000	676.86
Volunteer Development			600		800	771.74
Bank Service Charges			220		300	230
Capital					10,000	
Sponsorship	10000	20,000				
		212416	248455.53		298,100	210936.22

Moses Lake Tourism - Lodging Tax Grant Application

Form is due no later than 5 p.m. on October 6, 2023

Presentations to LTAC on October 11, at 2:00 p.m.

Date of Application *	10/4/2023
Organization Name *	Moses Lake BMX association
Address *	Street Address 4608 bluff dr ne Address Line 2 City: Moses Lake State / Province / Region: WA Postal / Zip Code: 98837 Country: United States
Phone *	5099980100
Email *	moseslakebmx@yahoo.com
Contact Person *	jeff niehenke
Start Date of Event *	5/10/2024
End Date	5/12/2024
Name of Event *	State Qualifier Race, as well as other events
Requested Funding Support Amount *	40,849
Check which of the following applies to your agency: *	☑ Non-Profit (attach a copy of current non-profit corporate registration with Washington Secretary of State) ☐ Public Agency ☐ Cooperative Project
Eligibility *	Please check which of the eligibility criteria are applicable to your event/project. ☑ Tourism promotion and marketing and the marketing and operations of special events and festivals. ☐ Operation of a tourism promotion agency ☑ Capital and/or operating costs for City-owned tourism facilities ☑ Operating costs for qualified non-profit organizations ☐ Paying all or any part of the cost of tourism promotion ☐ Acquiring tourism related facilities ☐ Operating tourism related facilities ☐ Funding of a multi-jurisdictional tourism related facility

Project Description *

Please provide a summary of your event in less than 200 words.

USA BMX sanctioned races hosted at our facility are a vibrant weekly fixture from May through October. These events consistently attract an impressive turnout of 30-90 riders, with a substantial portion journeying from over 50+ miles away. Notably, our flagship event held in May serves as an annual State Championship Series Qualifier race, garnering substantial attention as it offers double points to riders. This marquee event routinely attracts the most competitive riders from across the state, boasting an impressive attendance of 1,200 and drawing a remarkable 380+ riders .
What sets Moses Lake apart is our track's rapid ascent as the fastest growing in the state. Guided by a visionary five-year plan, we are committed to incremental facility enhancements that will bring us in alignment with the top-tier tracks in our region. Our ultimate aim is to position Moses Lake as a contender to host a National Race, an aspiration that aligns with our dedication to fostering the sport of BMX and contributing to the community's vitality.
For the upcoming year, our focus remains on realizing this vision, and a key element of our plan is the installation of track lighting in 2024. This addition will not only enhance the safety and accessibility of our facility but also extend our racing hours, providing more opportunities for both local and visiting riders.
Your support through this grant will be instrumental in driving our journey towards achieving this significant milestone. By investing in our track, you are not only investing in the future of BMX racing in our city but also aligning with our shared commitment to providing opportunities for both local and regional athletes to excel and thrive. Together, we can elevate Moses Lake to be a premier destination for BMX enthusiasts and contribute to the growth of sports tourism in our region.

Budget *

Please explain what this money will be used for. Please attach a detailed line item budget including both expenditures and anticipated revenue. If this event has occured before, please attach a detailed line item budget report. Please refer to the example budget for a template.

The grant funds we seek will play a pivotal role in catalyzing substantial capital improvements to our facility. These enhancements serve a dual purpose: first, they will position our track as a premier destination for competitive riders from our region, and second, they will pave the way for us to compete at a national level, much like revered tracks in Spokane and Tri-Cities.
Our vision encompasses creating a state-of-the-art facility that rivals the very best in our region. By strategically utilizing the grant funds, we aim to elevate our track's infrastructure and amenities to a level that not only draws competitive riders but also leaves a lasting impression on all who visit. This includes enhancing track safety, upgrading spectator areas, and optimizing the overall race experience.
Specifically, the grant will be allocated towards the purchase and installation of track lighting. This comprehensive project includes acquiring metal poles, efficient light fixtures, and the necessary underground services. The installation process will be a collaborative effort, engaging volunteers and donated contractor services to minimize costs. To ensure the lighting system's efficiency and optimal design, we will enlist the expertise of a professional designer for equipment procurement and installation oversight. In addition to the lighting project, a portion of the grant will be dedicated to enhancing awards for our events, building excitement and recognition among participants.
Your generous support through this grant will fuel our progress and ensure that Moses Lake joins the ranks of the nation's elite BMX tracks. The addition of track lighting, made possible through your support, will enhance safety, extend our operational hours, and attract more riders and spectators. Together, we will not only attract more riders and boost our local economy but also promote the values of health, sportsmanship, and community engagement that BMX racing embodies.

File Upload - Budget * 2024 MLBMX budget.pdf 432.17KB

Datafy

Do you wish to utilize the City's new software to compare numbers for your event?

- (•) Yes
- ( ) No

Project Evaluation

The following criteria will be utilized in evaluating all proposals. Please answer numbers 1-4 and then address the remaining criteria should it be applicable to your event/project.

1. **The number of participants who attended the event/activity in each of the following categories:**

	Estimate	Method	Explanation
Overall Attendance	1226	Indirect Count	Rider registration x 3.2 spectators per rider (USABMX ratio)
Attendance, 50+ miles	1100	Indirect Count	Rider registration filtered by zip code then 3.2 spectators/rider
Attendance, Out of State/Country	74	Indirect Count	Rider registration filtered by zip code then 3.2 spectators/rider
Attendance, Paid for Overnight Lodging	838	Indirect Count	90% of out of state, 67% of 50+ miles, 67% removes Spokane & tri-cities riders
Attendance, Did Not Pay for Overnight Lodging	387	Indirect Count	33% of riders 50+ miles are spokane, moses, tri-cities and will not lodge
Paid Lodging Nights	152	Indirect Count	Rider registration filtered for unique families (duplicate riders/family removed), then 90% occupancy for out of state, and 67% occupancy for 50+miles

JLARC Methods for determining attendance by category.

- Direct Count: Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle count or number of chairs filled. A direct county 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, policed requirements for crown 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: Informal collected directly from individual visitors or participants in a nonrandom 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 even 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).

2. A description of methods used to determine attendance and distinguish among the visitor categories at the event/activity:	Our event registration reports provide us with valuable data, including the home addresses of each rider. Leveraging this information, we can readily identify and filter out local participants, ensuring that our rider count accurately reflects those traveling from over 50 miles away. Furthermore, our analysis extends to calculating total event attendance by assuming an average of 3.2 spectators per rider, allowing us to gauge the broader impact of our races on our community. In recognizing the familial nature of our sport, we employ methodology that identifies each unique family within our registration data. This approach enables us to categorize and quantify the number of families hailing from distances exceeding 50 miles, emphasizing the significant reach of our events. This information is instrumental in our efforts to support and grow our BMX community, especially considering that BMX is often a family-oriented sport with multiple riders from the same households. Moreover, we understand the unique dynamics of BMX racing in our region. Families from Spokane and Tri-Cities exhibit a strong propensity to travel on the day of the event, and we have refined our data analysis accordingly. By excluding these families from our count of lodged nights, we ensure that our paid lodging numbers remain accurate and transparent, free from any potential inflation. This level of precision in data management is not only a testament to our commitment to transparency and accountability but also an essential tool in making informed decisions for the benefit of our BMX community and our city as a whole. Your support through this grant will further enable us to harness the power of this data to enhance the experience for all our riders and their families while contributing positively to our local economy.

For the additional criteria listed below, please answer only those that are applicable to your event/project.

3. Tourism Promotion: Does the project meet the basic state and city requirements for tourism promotion? Will it promote a positive image for the city? Will it attract visitors, build new audiences and encourage tourist expansion? Will it increase the awareness of the city's amenities, history, facilities and natural environment?	Our BMX track and associated races serve as a incentive for tourism promotion in Moses Lake. Not only do these events align with the city requirements for tourism promotion, but they also project an overwhelmingly positive image for our city. They consistently attract out-of-area families to our town, making the most of our favorable seasonal timing to partake in a wide array of recreational activities, including water sports and exploration of our outdoor attractions. The synergy created by these visitors extends far beyond the racetrack. They become patrons of our local restaurants, support our community by shopping at our businesses for essential supplies, and contribute to our thriving hotel industry. With the events running from 9 AM to 2 PM each day, ample downtime is available for visitors to immerse themselves in our city, engaging with our amenities, exploring our rich history, and enjoying our natural environment. Furthermore, our BMX track's strategic location behind the new Larson Recreation Center adds another layer of appeal. This state-of-the-art facility, along with the adjacent ice rink, benefits from increased visibility and attention due to the regular influx of participants and spectators at our BMX events. Our experience demonstrates that traditional advertising campaigns yield limited results within the BMX community. Instead, it is the combination of facility quality and operational excellence that entices riders to return year after year. Exceptionally, we have garnered a reputation for providing top-tier awards in the state, a distinction that continues to attract both out-of-town riders and spectators to our weekly races and marquee events. Investing in and improving our BMX facility is a direct investment in the continued growth of tourism in Moses Lake. Our association has set a five-year goal to elevate our facility to meet the standards required for hosting a national race. To illustrate the potential impact, the Tri-Cities national race in 2022 attracted over 8,000 attendees, including riders from 36 states and Canada, over a three-day event, with 1,800 lodging rooms booked. By supporting our grant application, you're not only endorsing a thriving tourism initiative but also helping us reach our goal of positioning Moses Lake as a significant player in the national BMX racing circuit. We look forward to collaborating with the City of Moses Lake to boost tourism, highlight our city's unique offerings, and create lasting memories for visitors who will continue to share their positive experiences with friends and family.

4. Benefit to the City: How will this project benefit the people of Moses Lake?	Our BMX track is not just a sporting facility; it's a vital asset that greatly benefits the residents of Moses Lake in several meaningful ways. First and foremost, the track serves as a consistent draw for both local and out-of-town riders and their families, who converge in Moses Lake week after week. As they participate in our races, they are exposed to the wealth of recreational opportunities our city has to offer, including our state-of-the-art ice rink and the newly constructed recreation center. This influx of visitors translates into a significant boost in tax revenue for local restaurants, hotels, and businesses, thereby bolstering our community's economic well-being. Moreover, the funding secured through the LTAC grant has already demonstrated its effectiveness in revitalizing the track. We've witnessed a notable increase in out-of-town riders throughout the season, boosting community engagement and interest in our BMX facilities. The BMX track also plays a pivotal role in our youth development efforts. It provides a safe and enjoyable activity for children of all ages, fostering character development and honing advanced racing skills. The proposed improvements, including track lighting, hold the promise of doubling the number of races we can organize, expanding our offerings into the spring and fall. With well-lit facilities, we can extend our reach even further, introducing multiple beginner leagues midweek when sports activities are most productive. Investing in the track, particularly with the addition of new lighting, ensures that the benefits to our community extend to future generations. It provides an avenue for youth sports to thrive and offers safe and fun activities during the dark evenings, much like our beloved baseball fields contribute to our community's vibrancy.
5. Community Support: Does the project have broad-based city appeal or support? What is the evidence of need for this project in the city?	The BMX track project enjoys a robust and broad-based appeal, firmly supported by our city's residents. The compelling evidence of its need within our community is clear. With the recent completion of the impressive Larsen Recreation Center, the desire for a state-of-the-art BMX track located adjacent to it has become evident. This synergy between the two facilities allows us to showcase a complete recreational complex, providing a wealth of resources and opportunities for our residents. Beyond mere recreation, the BMX track offers a unique outlet for both youth and adults to engage in a competitive sport that not only builds sportsmanship but also nurtures character and values. While BMX primarily caters to our youth, it's essential to recognize that it's a family-oriented sport, promoting inclusivity across all age groups. In BMX, everyone gets in on the action; no one sits on the bench. This sense of unity and participation further underscores the project's appeal within our community. In recent years, we've witnessed a remarkable surge in local participation at the BMX track, a trend that is expected to persist and even accelerate with the proposed facility improvements. We are committed to making the sport accessible to all, including low-income kids, through rider sponsorships, and we continue to receive unwavering support from our community and local businesses through sponsorships. The evidence of need for this project is not just in the numbers but in the transformational impact it has on the well-being of our community members. It offers them a wholesome outlet for recreation, fosters a sense of belonging, and enriches the lives of our youth. The BMX track project resonates deeply with the people of Moses Lake, reflecting our commitment to creating a vibrant and inclusive community where everyone can thrive.

6. Evidence of Partnerships: What kind and degree of partnership does the project exhibit? Does it exhibit volunteer involvement or inter-jurisdictional, corporate, business and/or civic support?	The Moses Lake BMX project exemplifies a robust and diverse degree of partnership, reflecting its commitment to community engagement and growth. Notably, the project has consistently garnered increasing support from both local businesses and public entities, solidifying its role as a unifying force within our community. A standout example of this partnership's strength is the remarkable collaboration witnessed during the track's rebuild in 2022. Five local companies, in conjunction with the Irrigation District and the City of Moses Lake, came together to pool resources, demonstrating a collective commitment to the project's success. This collaboration underscores the project's ability to mobilize a diverse array of stakeholders and leverage their expertise. Equally impressive is the dedication of over 20 weekly volunteers within the association, who tirelessly contribute their time and efforts to organize races and maintain the track's condition. Their unwavering commitment is a testament to the community's deep-rooted support for the project. While heavy equipment and a skilled track builder played crucial roles in the track's rebuild in 2022, it's important to note that all finish work was carried out by the Association and its volunteers, amounting to an impressive 200 hours of volunteer labor. This hands-on involvement showcases the project's grassroots commitment and the willingness of community members to actively contribute to its success. Furthermore, the project enjoys the backing and sanctioning of USA BMX, which not only validates its standards but also provides access to a network of contractors and resources. This partnership ensures that track improvements and events meet and even exceed national standards, enhancing the project's overall quality and impact.
7. Management Capability: How have you demonstrated an ability to successfully complete the project thorough effective business practices in the areas of finance, administration, marketing and production? What are the administrative credentials of paid or volunteer staff or individuals?	Our demonstrated ability to successfully complete the project through effective business practices in the areas of finance, administration, marketing, and production is evident in our track record of responsible and strategic project management, as well as the expertise of our staff and volunteers. Our financial management exemplifies prudent and strategic practices. Collaborating closely with the City, we've demonstrated the responsible utilization of LTAC funds over the past two years to improve our facility. These investments have been instrumental in enhancing the overall quality of our track and attracting a growing number of riders and families. Our ability to secure funds and allocate them judiciously underscores our commitment to fiscal responsibility and ensuring that every dollar invested yields a substantial return in terms of community engagement and economic impact. In addition to grant funding, our financial sustainability is fortified by our proactive efforts to diversify revenue streams. For instance, we've cultivated partnerships with local businesses, including five different companies, the Irrigation District, and the City of Moses Lake, pooling resources for track improvements. Moreover, we've successfully organized collaborative fundraising initiatives, such as a combined track fundraising series, which generated substantial funds and significantly expanded our budget. This multifaceted approach to financing ensures the long-term viability of our operations and continued growth. Our marketing efforts have yielded significant growth. Under the leadership of Track Operator Jeff Niehenke, who has a remarkable 19-year tenure at Grant PUD and 11 years as a project manager overseeing Generator Upgrades totaling $170 million, our track has nearly tripled in ridership and annual revenue over the past six years. Jeff's strategic acumen has also enabled us to pull together Eastern Washington BMX tracks, leading to increased collaboration and the attraction of more traveling riders. His innovative approach resulted in a combined track fundraising series, raising a total of $20,000, with $5,000 contributed by Moses Lake BMX. This illustrates our effective marketing strategies and capacity to generate revenue. The BMX Association has consistently demonstrated its expertise in effectively managing and executing production-related tasks, a testament to our commitment to excellence in all facets of our operations. Notably, we've undertaken and successfully executed significant projects, including the meticulously planned partial track rebuild in 2019, involving an investment of $2,500, and the comprehensive track reconstruction in 2022, totaling $11,000. These projects exemplify our adeptness in orchestrating complex undertakings efficiently and within budget, ensuring that our track remains in optimal condition and consistently meets or exceeds national standards. Our success in production extends beyond financial prudence; it is a reflection of our collaborative spirit and dedicated volunteer base. During the 2022 rebuild, our volunteers contributed a remarkable 200 hours of skilled labor, underscoring their

unwavering commitment to our mission. Their invaluable contributions and Jeff Niehenke's leadership, who also played an integral role, collectively propelled the project to exceptional heights.

In addition to our significant track reconstruction projects, we've consistently demonstrated our adeptness in managing the production of weekly races throughout the season. These races are a cornerstone of our operation and a testament to our organization's ability to execute events with precision and professionalism.

Of particular note is our annual State Championship Series Qualifier race held in May, a flagship event that is of paramount importance in our racing calendar. This event is worth double points and holds significant prestige within the BMX community. It is a culmination of extreme planning and coordination, exemplifying our expertise in production-related tasks.

This marquee event consistently draws the most competitive riders from across the state, attracting a remarkable turnout of 400+ riders and an astounding 1,300 attendees. The logistics involved in orchestrating such a large-scale event, from rider registration to race coordination, necessitate meticulous planning and execution. It is a true testament to our organization's production capabilities and our ability to manage and host events of this magnitude seamlessly.

The success of our weekly races, culminating in this flagship event, not only showcases our proficiency in production but also contributes significantly to our community's vitality. These events not only entertain local residents but also attract visitors, boosting economic activity in Moses Lake through increased patronage of local businesses, restaurants, and hotels. This further underscores our track's role as a dynamic and essential asset to the city.

Our BMX association, established in 2004, boasts a fully functioning five-member board with a mix of skillsets, including several business owners. This diversity ensures a comprehensive approach to administration and decision-making. The board convenes monthly and given the increasing volunteer engagement and growth we've experienced; we are actively planning to expand our board in 2024 to accommodate these positive developments.

In summary, our ability to successfully complete such projects is a testament to our effective business practices, sound financial management, skilled leadership, and a dedicated team of volunteers. We have a strong foundation for continued growth and success, underscoring our commitment to serving the Moses Lake community and advancing the sport of BMX in the region.

Current Organization Officers

Jeff Niehenke Track Operator & Association President
Shaun Moberg, Vice President
Heather Seals, Secretary
Natashia Garcia, Treasurer
Ken Scott, Member at Large
Bethany Beck, Communications Officer

What is your IRS Tax Classification, (i.e. 501(c)(3), etc.) :

501c3

☑ I have attached a copy of my organization’s IRS documentation

File Upload - Non-profit Status

501c3 letter IRS FinalLetter_47-3091514_MOSESLAKEBMXASSOCIATION_02112… 62.76KB

File Upload - Other Information

Signature *

I have read and understand the “General Guidelines for Lodging Tax Grant Applicants” and certify that this project legally and lawfully qualifies for funding support utilizing lodging tax revenues from The City of Moses Lake.

Jeff Niehenke

Please type your first and last name in the space above. Your typed first and last name will serve as your signature. Your signature signifies your acknowledgement of and agreement with the content of this form.

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

DEPARTMENT OF THE TREASURY

Date: FEB 17 2015

MOSES LAKE BMX ASSOCIATION
11703 ROAD 1 SE
MOSES LAKE, WA 98837-0000

Employer Identification Number:
47-3091514
DLN:
26053444001485
Contact Person:
CUSTOMER SERVICE ID# 31954
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Public Charity Status:
509(a)(2)
Form 990/990-EZ/990-N Required:
Yes
Effective Date of Exemption:
January 28, 2015
Contribution Deductibility:
Yes
Addendum Applies:
No

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

Letter 5436

MOSES LAKE BMX ASSOCIATION

Sincerely,

Tamera Ripperda

Director, Exempt Organizations

Letter 5436

2024 Budget

Capital Improvements budget with funding	costs	donations	LTAC Funds
light poles and light fixtures	$ 30,280		$30,280
tax and shipping	$ 3,028		$3,028
conduit	$ 1,291		$1,291
lighting panel and controls	$ 500		$500
Concrete pole anchors	$ 4,000		$4,000
Local Electrical contractor & volunteer donated installation		$10,000	
Donated equipment		$4,000	
Capital improvements total	**$ 39,099**	**$10,000**	**$39,099**

2024 State Qualifier Race Event budget	costs	Income	LTAC Funds
USA BMX Race Fees	$ 1,400		
Medics	$ 1,200		
porta potties rental	$ 1,300		
Award costs, standard scale	$ 4,700		
Volunteer shirts	$ 600		
volunteer food	$ 250		
facility banners and signage	$ 700		
Rider registration fees		$ 12,000	
State qualifier award upgrades from standard trophies (LTAC funding)	$ 1,200		$ 1,200
state qualifer race promotion and flyers (LTAC funding)	$ 550		$ 550
State Race Event Total	**$ 11,900**	**$12,000**	**$1,750**

LTAC TOTAL $40,849

Moses Lake Tourism - Lodging Tax Grant Application

Form is due no later than 5 p.m. on October 6, 2023

Presentations to LTAC on October 11, at 2:00 p.m.

Date of Application *
10/4/2023

Organization Name *
Moses Lake Youth Hockey Association

Address *
Street Address
323 E. 3rd Ave
Address Line 2
Attn: MLYHA
City
Moses Lake
State / Province / Region
WA
Postal / Zip Code
98837
Country
usa

Phone *
5097501070

Email *
ryandporter@me.com

Contact Person *
Teya Porter

Start Date of Event *
11/10/2023

End Date
2/29/2024

Name of Event *
Current and Future Winter Youth Hockey Seasons

Requested Funding Support Amount *
41,100.00

Check which of the following applies to your agency: *
- [x] Non-Profit (attach a copy of current non-profit corporate registration with Washington Secretary of State)
- [ ] Public Agency
- [ ] Cooperative Project

Eligibility *
Please check which of the eligibility criteria are applicable to your event/project.
- [x] Tourism promotion and marketing and the marketing and operations of special events and festivals.
- [ ] Operation of a tourism promotion agency
- [ ] Capital and/or operating costs for City-owned tourism facilities
- [ ] Operating costs for qualified non-profit organizations
- [ ] Paying all or any part of the cost of tourism promotion
- [ ] Acquiring tourism related facilities
- [x] Operating tourism related facilities
- [ ] Funding of a multi-jurisdictional tourism related facility

Project Description *

Please provide a summary of your event in less than 200 words.

MLYHA is requesting project funds to upgrade our event space. Creating an enjoyable, easy to navigate experience to attract recurring out of town families, players, and visitors who stay is the area is critical to associations success. Adding elevated bleachers with a ramp to accommodate larger crowds, will allow a clear line of sight for games/events for spectators and help those with limited mobility safely make their way to seats. Providing an elevated and organized seating arrangement creates an engaging space while accommodating large crowds when hosting tournaments or other events. MLYHA's focus is on providing more yearly tournaments that will draw overnight tourists and specifically youth sports families. Along with elevated bleacher funds, a large event tent to provide a convenient shelter/space for coaches, athletes, and teams to regroup at tournaments or games, is requested.
Lastly, funds to purchase iPad's for MLYHA admin and coaches is requested. In line with our goal to attract recurring out of town teams, upgrading from a paper scoresheet to the use of Gamesheet application will simplify and expedite all processes, including team registration, scoring games and tracking stats. Coupled with the Live Scoring feature, game information will show up online instantly.

Budget *

Please explain what this money will be used for. Please attach a detailed line item budget including both expenditures and anticipated revenue. If this event has occured before, please attach a detailed line item budget report. Please refer to the example budget for a template.

Approx $27,400.00 Elevated bleacher system (ADA compliant)
Approx $9,200.00 Event tent with sides (20ftx30ft)
Approx $4500.00 Apple iPad (10 ea) 9th generation

File Upload - Budget * ML Hockey Budget projected 2023 2024.pdf 12.11KB

Datafy

Do you wish to utilize the City's new software to compare numbers for your event?

- ○ Yes
- ◉ No

Project Evaluation

The following criteria will be utilized in evaluating all proposals. Please answer numbers 1-4 and then address the remaining criteria should it be applicable to your event/project.

1. **The number of participants who attended the event/activity in each of the following categories:**

	Estimate	Method	Explanation
Overall Attendance	5768 per 3 month season	Structured Estimate	-required game/tournament/player registration 2022/2023 -required player practice
Attendance, 50+ miles	3068 per 3 month season	Structured Estimate	All opposing teams are 50+ miles away 11ea Saturday (2 opposing teams) 11ea Sunday (1 opposing teams) 2ea 3 day tournments 10 opposing teams

Attendance, Out of State/Country	302	Structured Estimate	6 opposing teams are from Idaho and Canada
Attendance, Paid for Overnight Lodging	400 attending pay for overnight lodging for 2 days (200 rooms approx)	Indirect Count	20 teams (15 players/team) paid overnight lodging with motel rooms or ABB per season Host hotel partners have team reservation blocks pre assigned.
Attendance, Did Not Pay for Overnight Lodging	330 per season	Indirect Count	6 teams of 15 players (average) are local. 2-5 families stay with family or travel per tournament
Paid Lodging Nights	220 per season	Indirect Count	teams with saturday/sunday games (1 night stay) and tournament teams (2 night stay)

JLARC Methods for determining attendance by category.

- Direct Count: Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle count or number of chairs filled. A direct county 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, policed requirements for crown 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: Informal collected directly from individual visitors or participants in a nonrandom 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 even 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).

2. A description of methods used to determine attendance and distinguish among the visitor categories at the event/activity:	Estimates forecasted from previous season(s) game and tournament attendence. Team pre-registration with confirmed roster is required and host hotels are required with hotel blocks pre arranged.

For the additional criteria listed below, please answer only those that are applicable to your event/project.

3. Tourism Promotion: Does the project meet the basic state and city requirements for tourism promotion? Will it promote a positive image for the city? Will it attract visitors, build new audiences and encourage tourist expansion? Will it increase the awareness of the city's amenities, history, facilities and natural environment?	City of Moses Lake ice rink is very unique in the skating community as it is open to the elements giving an outdoor skating experience to players and spectators. Adult and youth hockey teams from the PNW and Cananda are on a waiting list to participate in an outdoor skating experience . Adding to and promoting the continued upgrades to the facility amenities will attract participants, spectators and their families, which can lead to increased spending in the local community. This spending includes hotel accommodations, dining, shopping and other related services.

4. Benefit to the City: How will this project benefit the people of Moses Lake?	Having a facility that will adequately accomodate everyone has the potential to bring the community together, which can increase social bonds and meaningful connections. In addition to attracting participants, spectators and families, games and tournaments can act as a recurring, positive meeting place for some parents, adding to the connectedness of the community. .
5. Community Support: Does the project have broad-based city appeal or support? What is the evidence of need for this project in the city?	n/a
6. Evidence of Partnerships: What kind and degree of partnership does the project exhibit? Does it exhibit volunteer involvement or inter-jurisdictional, corporate, business and/or civic support?	MLYHA is soley run by local volunteers, from admin, coaches to team parents. Local host hotel partners have team reservation blocks pre assigned for all tournaments.
7. Management Capability: How have you demonstrated an ability to successfully complete the project thorough effective business practices in the areas of finance, administration, marketing and production? What are the administrative credentials of paid or volunteer staff or individuals?	MLYHA has been an activer volunteer association for more than 15 years.
Current Organization Officers	President: Ryan Porter Secretary: Kelli Hesse Treasurer: Troy Wiley Registrar: Courtney Russell Directors: Scott Mckinsey, Dan Niehenke
What is your IRS Tax Classification, (i.e. 501(c)(3), etc.) :	501(c)3
	☑ I have attached a copy of my organization's IRS documentation
File Upload - Non-profit Status	MLYHA 501C3.pdf 2.12MB
File Upload - Other Information	
Signature *	I have read and understand the "General Guidelines for Lodging Tax Grant Applicants" and certify that this project legally and lawfully qualifies for funding support utilizing lodging tax revenues from The City of Moses Lake. Ryan Porter Please type your first and last name in the space above. Your typed first and last name will serve as your signature. Your signature signifies your acknowledgement of and agreement with the content of this form.

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

DEPARTMENT OF THE TREASURY

Date: MAR 27 2019

MOSES LAKE YOUTH HOCKEY ASSOCIATION
910 CAMAS PLACE
MOSES LAKE, WA 98837-8770

Employer Identification Number:
20-8425127
DLN:
26053453003729
Contact Person:
CUSTOMER SERVICE ID# 31954
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
March 31
Form 990-PF Required:
Yes
Effective Date of Exemption:
February 20, 2019
Addendum Applies:
No

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a private foundation within the meaning of Section 509(a).

You're required to file Form 990-PF, Return of Private Foundation or Section 4947(a)(1) Trust Treated as Private Foundation, annually, whether or not you have income or activity during the year. If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PF" in the search bar to view Publication 4221-PF, Compliance Guide for 501(c)(3) Private Foundations, which describes your recordkeeping, reporting, and disclosure requirements.

Letter 1076

Moses Lake Youth Hockey Association
Budget
April 2023 through March 2024

	Budget	Prior Year
Ordinary Income/Expense		
Income		
Registration Incone		
8U Registration Fee	$4,950.00	$4,950.00
10U Registration Fees	$8,250.00	$8,250.00
12U Registration Fees	$9,300.00	$9,300.00
14U Registration Fees	$8,800.00	$8,800.00
18U Registration Fees	$9,350.00	$9,350.00
Total Registration Incone	$40,650.00	$40,650.00
Association Income		
Beginning Hockey Income	$4,000.00	$4,829.00
Parent Pay Early Ice	$2,500.00	$0.00
Kraken Grant	$0.00	$8,000.00
Sponsorship Income	$4,500.00	$1,200.00
Tournament Income	$1,000.00	$32.77
Total Association Income	$12,000.00	$14,061.77
Total Income	$52,650.00	$54,711.77
Expense		
Team Expenses		
Coach Reimbursement	$0.00	$2,835.20
Goalie Incentive	$0.00	$2,175.00
Team Gifts & Party	$3,000.00	$2,836.65
Tournament Fees	$11,000.00	$9,851.47
Total Teams Expenses	$14,000.00	$17,698.32
Association Expenses		
Admin	$150.00	$135.00
Bleachers	$27,400.00	$0.00
Early Season Ice Rental	$4,500.00	$1,838.00
Event Tent w/Sides	$9,200.00	$0.00
Hockey Director Expenses	$1,500.00	$1,130.76
Ice Rental Fees	$22,113.60	$19,175.07
Hockey Equipment	$1,000.00	$2,014.93
Hockey Pucks	$720.00	$130.06
Netting	$100.00	$0.00
Ipads	$4,500.00	$0.00
Referee Fees	$2,200.00	$2,200.00
Registration Processing Fees	$0.00	$215.38
Senior Banners	$500.00	$352.30
Sports Engine Annual Fee	$642.61	$642.61
Storage Rental	$1,140.00	$1,140.00
USA Hockey & Background Check	$1,000.00	$792.00
Total Association Expenses	$76,666.21	$29,766.11
Total Expense	$90,666.21	$47,464.43
Net Ordinary Income	-$38,016.21	$7,247.34

Moses Lake Tourism - Lodging Tax Grant Application

Form is due no later than 5 p.m. on October 6, 2023

Presentations to LTAC on October 11, at 2:00 p.m.

Date of Application *
10/2/2023

Organization Name *
Sand Scorpions ORV Group

Address *
Street Address
7887 Dahl Road Northeast
Address Line 2
City
Moses Lake
State / Province / Region
WA
Postal / Zip Code
98837
Country
United States

Phone *
5094314463

Email *
SandScorpions509@hotmail.com

Contact Person *
Brandon Douglass

Start Date of Event *
9/21/2024

End Date
9/24/2024

Name of Event *
Sand Scorpions Bounty Hole & Freestyle Mud Trucks

Requested Funding Support Amount *
65000

Check which of the following applies to your agency: *
- [x] Non-Profit (attach a copy of current non-profit corporate registration with Washington Secretary of State)
- [ ] Public Agency
- [ ] Cooperative Project

Eligibility *
Please check which of the eligibility criteria are applicable to your event/project.
- [x] Tourism promotion and marketing and the marketing and operations of special events and festivals.
- [ ] Operation of a tourism promotion agency
- [ ] Capital and/or operating costs for City-owned tourism facilities
- [x] Operating costs for qualified non-profit organizations
- [x] Paying all or any part of the cost of tourism promotion
- [ ] Acquiring tourism related facilities
- [ ] Operating tourism related facilities
- [ ] Funding of a multi-jurisdictional tourism related facility

Project Description *

Please provide a summary of your event in less than 200 words.

This is the United States' exclusive, 100% FREE mud bogging event - no strings attached. There's no park admission fee or hidden clauses. If you can make the adventurous 5-mile off-road journey through the Sand Dunes, you've earned the privilege to either spectate or participate in this unparalleled competition.

Our event offers enjoyment for the entire family, with massive trucks tearing through the mud, a thrilling Dirty Dash for Cash Mud Run that has both kids and adults racing through the challenging Bounty Hole, and an exciting raffle with chances to win some incredible prizes.

The Sand Scorpions take pride in hosting a family-friendly, alcohol-free gathering. We have the unique ability to collaborate with the world's largest off-road event promoter, Trucks Gone Wild, transforming Moses Lake into a premier off-road destination for off-roading enthusiasts from all across North America. When Trucks Gone Wild joins forces with off-road events or venues, they often double or even triple the overall attendance, ensuring an unforgettable experience for all. On top of this we are also working on securing world renowned Dennis and Ryan Anderson, better known as GRAVE DIGGER Monster Truck Drivers, who race some of the fastest Mega Mud Trucks in North America

Budget *

Please explain what this money will be used for. Please attach a detailed line item budget including both expenditures and anticipated revenue. If this event has occured before, please attach a detailed line item budget report. Please refer to the example budget for a template.

Any grant money used will go towards material or operating costs & increasing entertainment. Local businesses sponsor 100% of the prize money.
See attached spread sheet

File Upload - Budget * Bounty Hole Costs 2024.xlsx 11.92KB

Datafy

Do you wish to utilize the City's new software to compare numbers for your event?

- (•) Yes
- ( ) No

Project Evaluation

The following criteria will be utilized in evaluating all proposals. Please answer numbers 1-4 and then address the remaining criteria should it be applicable to your event/project.

1. **The number of participants who attended the event/activity in each of the following categories:**

	Estimate	Method	Explanation
Overall Attendance	6000+		Direct / Indirect counts, Surveys Drone footage, hotel surveys, crowd surveys, random surveys, raffle tickets sold
Attendance, 50+ miles	4000+		Direct / Indirect counts, Surveys Drone footage, hotel surveys, crowd surveys, random surveys, raffle tickets sold

Attendance, Out of State/Country	2000+	Direct / Indirect counts, Surveys Drone footage, hotel surveys, crowd surveys, random surveys, raffle tickets sold
Attendance, Paid for Overnight Lodging	1500+	Direct / Indirect counts, Surveys Drone footage, hotel surveys, crowd surveys, random surveys, raffle tickets sold
Attendance, Did Not Pay for Overnight Lodging	4000+	Direct / Indirect counts, Surveys Drone footage, hotel surveys, crowd surveys, random surveys, raffle tickets sold
Paid Lodging Nights	1500+	Direct / Indirect counts, Surveys Drone footage, hotel surveys, crowd surveys, random surveys, raffle tickets sold

JLARC Methods for determining attendance by category.

- Direct Count: Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle count or number of chairs filled. A direct county 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, policed requirements for crown 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: Informal collected directly from individual visitors or participants in a nonrandom 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 even 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).

2. A description of methods used to determine attendance and distinguish among the visitor categories at the event/activity:	Drone and handheld video. Audience participation surveys. Hotel room capacity survey. Raffle tickets sold. We had spectators from as far as Southern California & Alberta Canada. Competitors from Canada, Idaho, Oregon & North Dakota

For the additional criteria listed below, please answer only those that are applicable to your event/project.

3. Tourism Promotion: Does the project meet the basic state and city requirements for tourism promotion? Will it promote a positive image for the city? Will it attract visitors, build new audiences and encourage tourist expansion? Will it increase the awareness of the city's amenities, history, facilities and natural environment?	The event takes place in a local ORV use area regularly enjoyed by families from all over North America. The ORV area also attracts thousands of boaters throughout the summer months as a popular beach destination on the south end of Moses Lake. Our multitude of events bring in 10s of thousands of people annually who stay at hotels and support local businesses

4. Benefit to the City: How will this project benefit the people of Moses Lake?	Increased tourism by the 1000s annually to the city & outskirts to an underutilized Top ORV destination. More travelers staying in hotels, buying fuel, going out for dinner, purchasing parts or accessories from local businesses, spending their hard earned money locally. Increased visibility on our lake, off-roaders own boats too! People move to Moses Lake just to be close to the dunes!
5. Community Support: Does the project have broad-based city appeal or support? What is the evidence of need for this project in the city?	Longstanding local businesses continue to support and sponsor our group or events, year after year. Regular local / regional media coverage before & after our events.
6. Evidence of Partnerships: What kind and degree of partnership does the project exhibit? Does it exhibit volunteer involvement or inter-jurisdictional, corporate, business and/or civic support?	This event is only possible through the efforts of numerous volunteers. We have regular Club & Sand Dune work parties in order to host our events successfully while continually growing the events. Local businesses regularly support our events & make a presence at our vendor area reaching out to the audience.
7. Management Capability: How have you demonstrated an ability to successfully complete the project thorough effective business practices in the areas of finance, administration, marketing and production? What are the administrative credentials of paid or volunteer staff or individuals?	33+ years of organizing events large and small, 10 years organizing and growing this particular event. All board members are 100% volunteer and receive no financial compensation
Current Organization Officers	Rich Archer, Lyle Labes, Brandon Douglass, Jekka Starkweather, Tori Swartzwelder, Justin Gilbert, Dan Field, Aaron Woodiwiss, Brandon Younce
What is your IRS Tax Classification, (i.e. 501(c)(3), etc.) :	501c4
	☑ I have attached a copy of my organization's IRS documentation
File Upload - Non-profit Status	IRS Binder.pdf 5.59MB
File Upload - Other Information	SAND SCORPIONS TGW 2023 Sponsor Deck.pdf 23.38MB
Signature *	I have read and understand the "General Guidelines for Lodging Tax Grant Applicants" and certify that this project legally and lawfully qualifies for funding support utilizing lodging tax revenues from The City of Moses Lake. Brandon Douglass Please type your first and last name in the space above. Your typed first and last name will serve as your signature. Your signature signifies your acknowledgement of and agreement with the content of this form.

0O0p12H0O66F0O0E0O0L

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

DEPARTMENT OF THE TREASURY

Date: FEB 05 2019

SAND SCORPIONS
7887 DAHL RD
MOSES LAKE, WA 98837

Employer Identification Number:
91-2195021
DLN:
17053142334008
Contact Person:
DOMINIC M DAVIS ID# 11070
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Form 990/990-EZ/990-N Required:
Yes
Effective Date of Exemption:
May 15, 2013
Contribution Deductibility:
No
Addendum Applies:
No

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(4). This letter could help resolve questions on your exempt status. Please keep it for your records.

Based on the information you submitted in your application, we approved your request for reinstatement under Revenue Procedure 2014-11. Your effective date of exemption, as listed at the top of this letter, is retroactive to your date of revocation.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-NC" in the search bar to view Publication 4221-NC, Compliance Guide for Tax-Exempt Organizations (Other than 501(c)(3) Public Charities and Private Foundations), which describes your recordkeeping, reporting, and disclosure requirements.

Letter 948

orm **990-N**

Electronic Notice (e-Postcard)

OMB No. 1545-2085

epartment of the Treasury
ternal Revenue Service

for Tax-Exempt Organization not Required to File Form 990 or 990-EZ

2019

Open to Public Inspection

For the **2019** Calendar year, or tax year beginning **2019-01-01** and ending **2019-12-31**

Check if available
- **Terminated for Business**
- **Gross receipts are normally $50,000 or less**

C Name of Organization: **SAND SCORPIONS**
7887 Dahl Rd NE, Moses Lake, WA, US, 98837

D Employee Identification Number **91-2195021**

Website:
~~PrintDontSellMyInfo!~~

F Name of Principal Officer: **Brandon Douglass**
7887 Dahl Rd NE, Moses Lake, WA, US, 98837

Information Copy. Do not send to IRS.

rivacy Act and Paperwork Reduction Act Notice: We ask for the information on this form to carry out the Internal Revenue laws of the United States. ou are required to give us the information. We need it to ensure that you are complying with these laws.

he organization is not required to provide information requested on a form that is subject to the Paperwork Reduction Act unless the form displays a lid OMB control number. Books or records relating to a form or its instructions must be retained as long as their contents may become material in the dministration of any Internal Revenue law. The rules governing the confidentiality of the Form 990-N is covered in code section 6104.

he time needed to complete and file this form and related schedules will vary depending on the individual circumstances. The estimated average times 15 minutes.

ote: This image is provided for your records only. Do Not mail this page to the IRS. The IRS will not accept this filing via paper. You must file our Form 990-N (e-Postcard) electronically.

Articles of Incorporation

of

Sand Scorpions

KNOW ALL PERONS BY THESE PRESENTS: That we, the undersigned, pursuant to the laws of the State of Washington, and each of us being over the age of twenty-one (21) years, and each of us being citizens of the United States, do hereby associate ourselves together for the purpose of forming a non-profit organization under the said laws as aforesaid, and do hereby make and subscribe in triplicate these Articles of Incorporation.

Article I: Corporate Name

That the name of the corporation shall be SAND SCORPIONS.

ARTICLE II: CORPORATE DURATION:

That the life of the corporation shall be perpetual.

ARTICLE III: Corporate Purpose

The purpose for which this corporation is formed shall be as follows:

To provide a group activity for those persons interested in preserving the Moses Lake sand dunes Off Road Vehicle (ORV) area, and promoting off-road activities.

ARTICLE IV: Corporate Internal Regulations:

There shall be no corporate stock of said corporation and shares therein shall not be issued. The interest of each member shall be equal to that of any other member, and the vote of each member shall be equal to that of any other member. The affairs of the said corporation shall be managed by the Board of Directors.

ARTICLE VII: Incorporators

That the names of the persons so associating themselves together to form this corporation with their places of residence are as follows:

Richard Archer	223 Sharon Avenue Moses Lake, WA 98837
Ross Lingen Felter	10587 Dougherty Road Moses Lake, WA 98837
David M. Phillips	535 Castle Drive Moses Lake, WA 98837
Lyle Labes	223 Sharon Avenue Moses Lake, WA 98837
Dave Richards	634 S. Russell Moses Lake, WA 98837

ARTICLE VIII: Distributors of Assets on Dissolution:

Upon final dissolution of the Corporation, the net assets after payment of all the just debts of the Corporation, shall be distributed to: Moses Lake Food Bank at the time of such dissolution.

ARTICLE V: The Registered Corporate Address and Agent:

1. The Registered Address of the Corporation is:

223 Sharon Avenue
Moses Lake, WA 98837

2. The Registered Agent of the Corporation is:

Richard Archer
223 Sharon Avenue
Moses Lake, WA 98837

3. That the location and place of business of the Corporation shall be as follows:

223 Sharon Avenue
Moses Lake, WA 98827

ARTICLE VI: Corporate Directors

The Corporation shall be operated and managed by the Board of Directors which shall not have less than three (3) nor more than nine (9) members, and the first Board of Directors shall be comprised of the following:

Richard Archer	223 Sharon Avenue Moses Lake, WA 98837
Ross Lingen Felter	10587 Dougherty Road Moses Lake, WA 98837
David M. Phillips	535 Castle Drive Moses Lake, WA 9837
Lyle Labes	223 Sharon Avenue Moses Lake, WA 98837
Dave Richards	634 S. Russell Moses Lake, WA 98837

ARTICLE IX: Incorporated Directors Term of Office:

The first Board of Directors shall serve for a term of one (1) year to end on December 31, 2003, and an election shall be held for the new Directors and Officers.

IN WITNESS THEREOF, the instrument has been executed in triplicate form, one (1) copy for filing with thee Secretary of the State of Washington, one (1) copy for filing with the Auditor of Grant County, Washington, and one (1) copy for the corporate records of the Corporation.

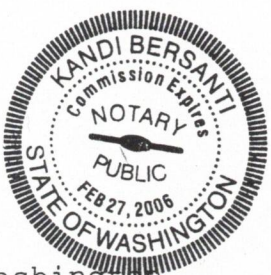
On the 1 day of Feb, 2003

STATE OF WASHINGTON)
) ss
GRANT COUNTY)

On this 1 day of Feb, 2003 personally appeared before me Richard Archer, Ross Lingen Felter, David M Phillips, Lyle Labes, Dave Richards, to me known to be the individuals described in and who executed the foregoing instrument, and acknowledged that they signed and sealed the same as their free and voluntary act and deed, for the uses and purposes therein mentioned.

Given under my hand and official the day and year last above written.

Kandi Bersanti



Notary Public in and for the State of Washington

Residing at Moses Lake, WA

UNITED STATES OF AMERICA

The State of Washington

Secretary of State

I, **SAM REED**, Secretary of State of the State of Washington and custodian of its seal, hereby issue this

CERTIFICATE OF INCORPORATION

to

SAND SCORPIONS

A Washington Non-Profit Corporation. Articles of Incorporation were filed for record in this office on the date indicated below

UBI Number: 602 269 352

Date: February 06, 2003

Given under my hand and the Seal of the State of Washington at Olympia, the State Capital

Sam Reed
Secretary of State

ARTICLE IX: Incorporated Directors Term of Office:

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On the 1 day of Feb, 2003

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Given under my hand and official the day and year last above written.

Kandi Bersanti

Notary Public in and for the State of Washington

Residing at Moses Lake, WA

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) ss
GRANT COUNTY)

On this 1 day of Feb, 2003 personally appeared before me Richard Archer, Ross Lingen Felter, David M Phillips, Lyle Labes, Dave Richards, to me known to be the individuals described in and who executed the foregoing instrument, and acknowledged that they signed and sealed the same as their free and voluntary act and deed, for the uses and purposes therein mentioned.

Given under my hand and official the day and year last above written.

Kandi Bersanti

KANDI BERSANTI
NOTARY PUBLIC
STATE OF WASHINGTON
Commission Expires
FEB 27, 2006

Notary Public in and for the State of Washington

Residing at Moses Lake, WA

Articles of Incorporation

of

Sand Scorpions

KNOW ALL PERONS BY THESE PRESENTS: That we, the undersigned, pursuant to the laws of the State of Washington, and each of us being over the age of twenty-one (21) years, and each of us being citizens of the United States, do hereby associate ourselves together for the purpose of forming a non-profit organization under the said laws as aforesaid, and do hereby make and subscribe in triplicate these Articles of Incorporation.

Article I: Corporate Name

That the name of the corporation shall be SAND SCORPIONS.

ARTICLE II: CORPORATE DURATION:

That the life of the corporation shall be perpetual.

ARTICLE III: Corporate Purpose

The purpose for which this corporation is formed shall be as follows:

To provide a group activity for those persons interested in preserving the Moses Lake sand dunes Off Road Vehicle (ORV) area, and promoting off-road activities.

ARTICLE IV: Corporate Internal Regulations:

There shall be no corporate stock of said corporation and shares therein shall not be issued. The interest of each member shall be equal to that of any other member, and the vote of each member shall be equal to that of any other member. The affairs of the said corporation shall be managed by the Board of Directors.

ARTICLE VII: Incorporators

That the names of the persons so associating themselves together to form this corporation with their places of residence are as follows:

Richard Archer	223 Sharon Avenue Moses Lake, WA 98837
Ross Lingen Felter	10587 Dougherty Road Moses Lake, WA 98837
David M. Phillips	535 Castle Drive Moses Lake, WA 98837
Lyle Labes	223 Sharon Avenue Moses Lake, WA 98837
Dave Richards	634 S. Russell Moses Lake, WA 98837

ARTICLE VIII: Distributors of Assets on Dissolution:

Upon final dissolution of the Corporation, the net assets after payment of all the just debts of the Corporation, shall be distributed to: Moses Lake Food Bank at the time of such dissolution.

ARTICLE VII: Incorporators

That the names of the persons so associating themselves together to form this corporation with their places of residence are as follows:

Richard Archer	223 Sharon Avenue Moses Lake, WA 98837
Ross Lingen Felter	10587 Dougherty Road Moses Lake, WA 98837
David M. Phillips	535 Castle Drive Moses Lake, WA 98837
Lyle Labes	223 Sharon Avenue Moses Lake, WA 98837
Dave Richards	634 S. Russell Moses Lake, WA 98837

ARTICLE VIII: Distributors of Assets on Dissolution:

Upon final dissolution of the Corporation, the net assets after payment of all the just debts of the Corporation, shall be distributed to: Moses Lake Food Bank at the time of such dissolution.

ARTICLE IX: Incorporated Directors Term of Office:

The first Board of Directors shall serve for a term of one (1) year to end on December 31, 2003, and an election shall be held for the new Directors and Officers.

IN WITNESS THEREOF, the instrument has been executed in triplicate form, one (1) copy for filing with thee Secretary of the State of Washington, one (1) copy for filing with the Auditor of Grant County, Washington, and one (1) copy for the corporate records of the Corporation.

On the 1 day of Feb, 2003

ARTICLE V: The Registered Corporate Address and Agent:

1. The Registered Address of the Corporation is:

223 Sharon Avenue
Moses Lake, WA 98837

2. The Registered Agent of the Corporation is:

Richard Archer
223 Sharon Avenue
Moses Lake, WA 98837

3. That the location and place of business of the Corporation shall be as follows:

223 Sharon Avenue
Moses Lake, WA 98827

ARTICLE VI: Corporate Directors

The Corporation shall be operated and managed by the Board of Directors which shall not have less than three (3) nor more than nine (9) members, and the first Board of Directors shall be comprised of the following:

Richard Archer	223 Sharon Avenue Moses Lake, WA 98837
Ross Lingen Felter	10587 Dougherty Road Moses Lake, WA 98837
David M. Phillips	535 Castle Drive Moses Lake, WA 9837
Lyle Labes	223 Sharon Avenue Moses Lake, WA 98837
Dave Richards	634 S. Russell Moses Lake, WA 98837

2024 Bounty Hole & Freestyle Mud Bog ESTIMATED Expenses		
Expense	Column1	Column2
Bounty Hole 1st place		$5,000
2nd place		$2,500
3rd place		$1,000
Freestyle 1st		$5,000
BA 2nd		$2,500
BA 3rd		$1,000
Dirty Dash 4 Cash		$400
Truck Gone Wild		$25,000
Team Anderson		$7,500
Shirts		$7,000
Shirt Designs		$250
Equipment Fuel		$500
Event Materials		$10,000
Porta-Potties		$2,500
Media Designs		$250
Advertising		$6,000
Proposal Binders		$1,000
Insurance		$12,500
Gas for Safety Tech		$150
Staff Lodging		$1,000
Crowd Management Services		$2,500
EMS Tent		$1,500
Media (photo/video)		$2,500
Fencing Install		$2,500

2024 Bounty Hole Estimated Income
ML LTAC
Sponsors
Merch & Raffle Sales
Total

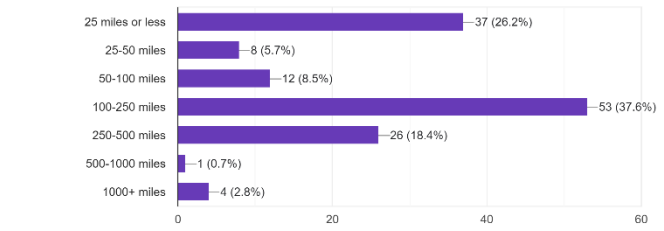
	Totals	$100,050

65000
30000
7500
102500

2022 Stats

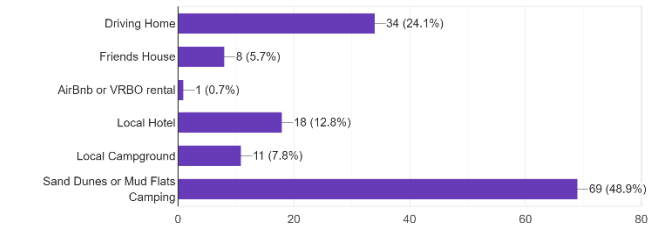
How many miles did you travel to attend this event?

141 responses



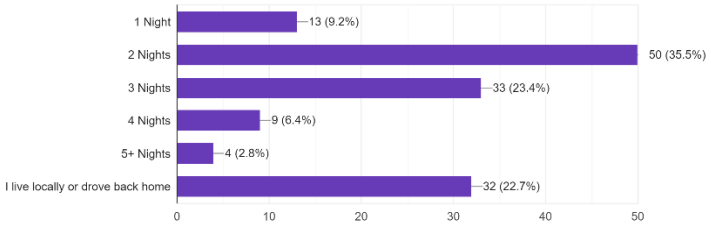
Where are you staying while in town?

141 responses



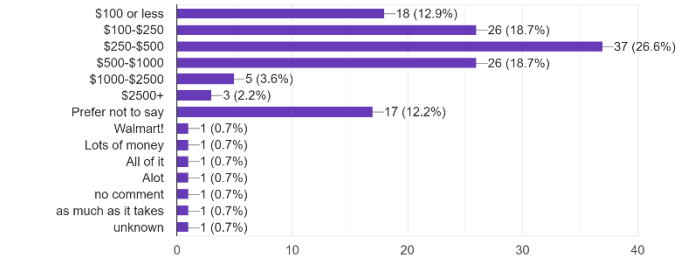
If you stayed overnight, how many nights are you visiting?

141 responses



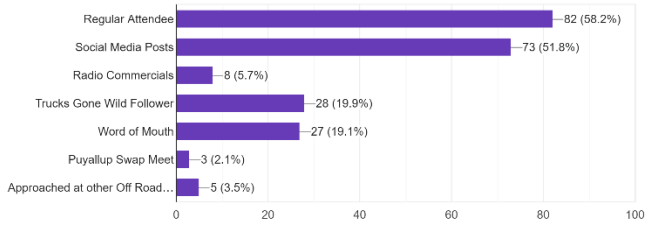
Approximately how much will you spend while in Moses Lake?

139 responses



How did you hear about this event?

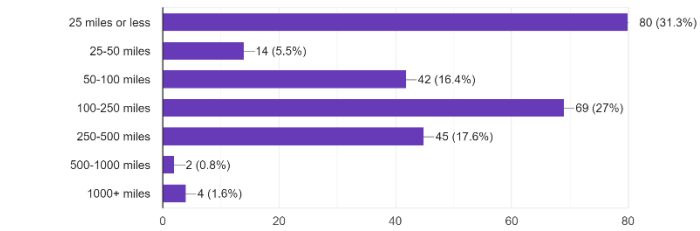
141 responses



2023 Stats

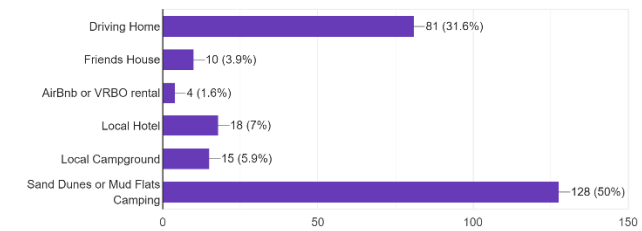
How many miles did you travel to attend this event?

256 responses



Where are you staying while in town?

256 responses



If you stayed overnight, how many nights are you visiting?

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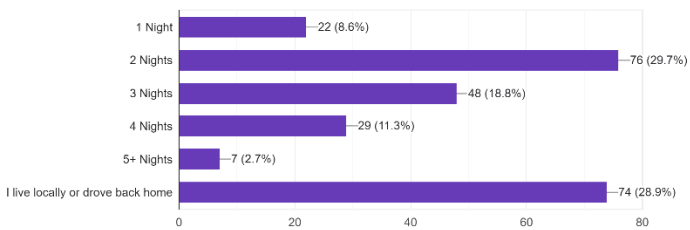

Approximately how much will you spend while in Moses Lake?

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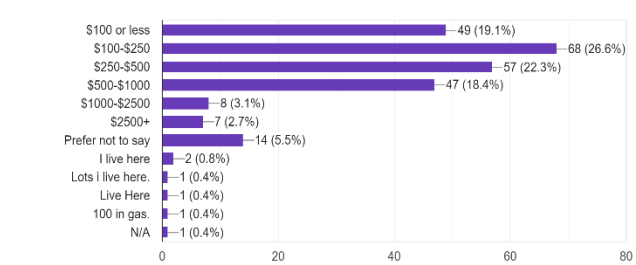
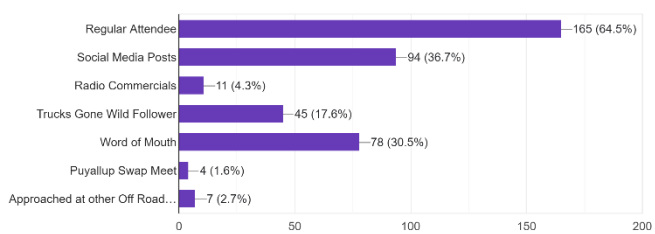


How did you hear about this event?

256 responses



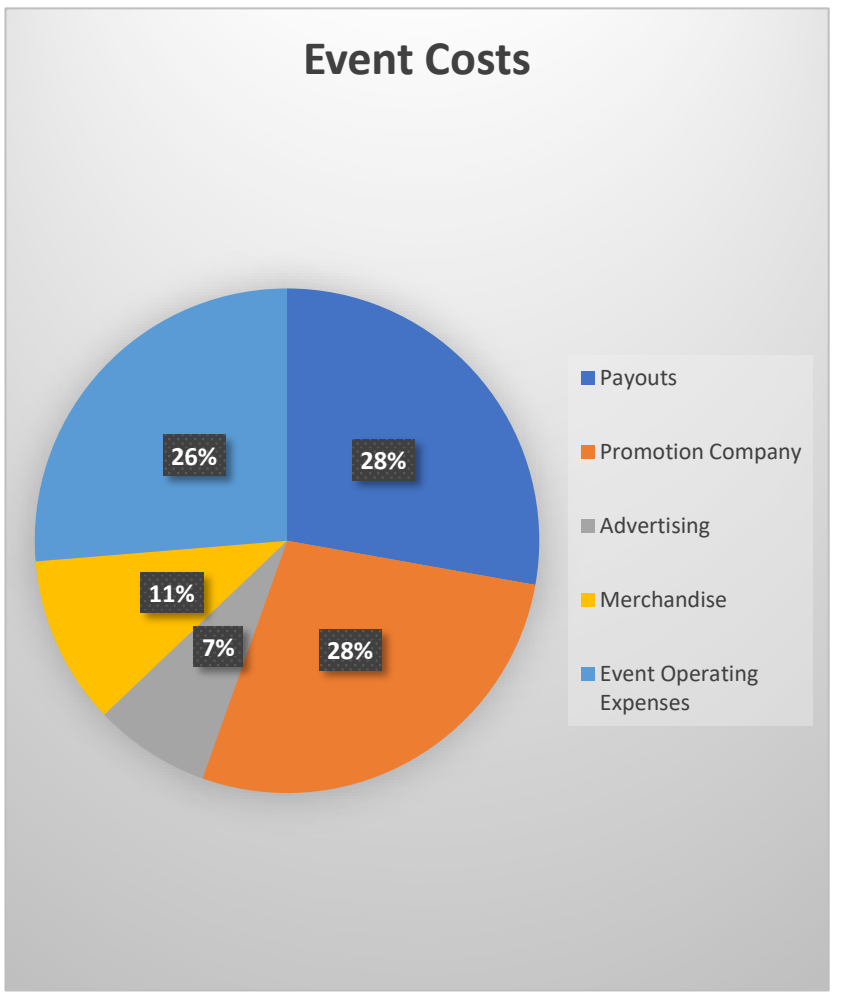
2022 Estimated Attendance 6,000

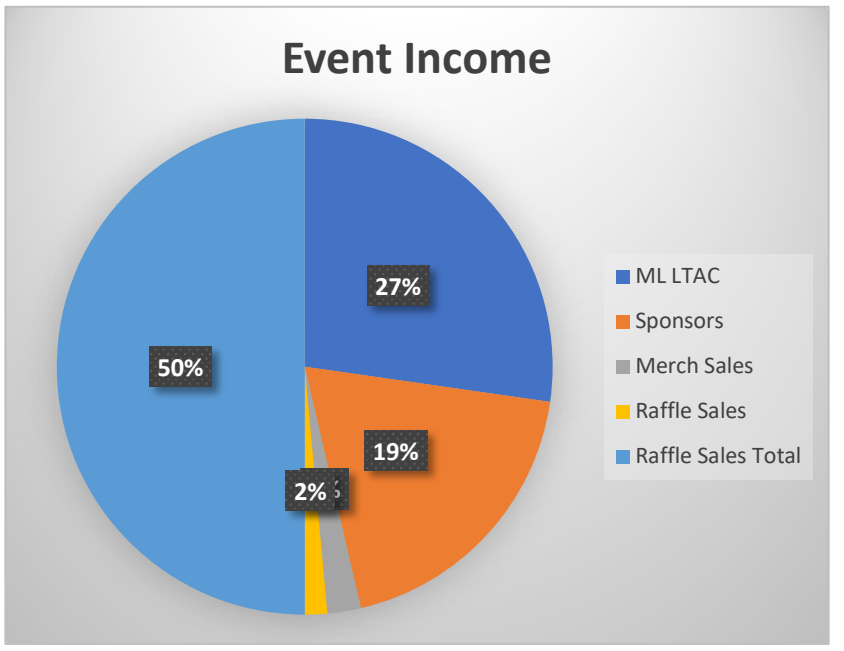
2023 Estimated Attendance 5,000

2023 Bounty Hole & Freestyle Mud Bog ACTUAL Expenses		
Expense		
1st place		$5,000
2nd place		$2,500
3rd place		$1,000
BA 1st		$5,000
BA 2nd		$2,500
BA 3rd		$1,000
Dirty Dash 4 Cash		$400
Competitor Fuel		$200
Truck Gone Wild		$17,500
Shirts		$6,838
Shirt Designs		$395
Equipment Fuel		$193
Event Materials		$1,983
Porta-Potties		$1,530
Rental		$240
Facebook Advertising		$500
Proposal Binders		$298
Insurance		$9,426
Crowd Management Services		$1,903
EMS Tent		$1,125
Media (photo/video)		$550
Sponsor Decks Design		$60
94.5 Radio		$800
99.9 Radio		$1,215
Swap Meet Advertising		$429
The Entertainer Magazine		$399
Event Stickers		$323
	Totals	$63,306

2023 Bounty Hole ACTUAL Income	
ML LTAC	40000
Sponsors	28000
Merch Sales	3200
Raffle Sales	2140
Total	73340

Bounty Hole Summarized Costs	
Payouts	$17,600
Promotion Company	$17,500
Advertising	$4,716
Merchandise	$6,838
Event Operating Expe	$16,652
Total	$63,306





SAND SCORPIONS

2023 BOUNTY HOLE & FREESTLYE MUD TRUCKS SPONSORSHIP DECK

SEPTEMBER 16, 2023
WEEKEND AT MOSES LAKE!

THE SAND SCORPIONS IS A 501 (C)(4) NON-PROFIT ORV GROUP PROMOTING OFF-ROAD VEHICLE RECREATION THE WHOLE FAMILY CAN BUILD MEMORIES UPON.

WE'RE JUST REGULAR FOLKS, HAVING A LITTLE FUN & A LOT OF PEOPLE RELATE!

THE SAND SCORPIONS TAKES AN ACTIVE ROLE IN PROMOTING AND MAINTAINING ORV AREAS IN CENTRAL WASHINGTON IN CONJUNCTION WITH LOCAL GOVERNMENT AGENCIES, ORV SHERIFFS AND THE WASHINGTON DEPT. OF WILDLIFE SAND DUNES - INCLUDING THE MOSES LAKE MUD FLATS AND SAND DUNES ORV AREA.

- We host family-orientated competitive ORV events that are free and open to the public and allow local enthusiasts to showcase their talent in challenging environments
- Maintain the health and vitality of Moses Lake Mud Flats and Sand Dunes ORV area- as active stewards, we organize clean-up days, repair boundary fences, and donate boundary signage
- We create and promote accessibility for off-road vehicle (ORV) areas creating a space for the public to come together, make new friends, and build memories with others who love the outdoors
- We maintain access to natural environments that offer our youth the same adrenaline they seek in video gaming
- Promote safe and sustainable off-road vehicle habits and safety awareness in conjunction with national organizations such as 'Tread Lightly' and the 'Lets Ride Powersports Safety Program'

EACH YEAR WE HOST OVER 20 EVENTS DRAWING OVER 25,000+ ENTHUSIASTS FROM ACROSS THE PACIFIC NORTHWEST AND CANADA.

Events are covered by local and regional news organizations and featured on internationally distributed Youtube channels reaching an audience of 850,000 +. As of December 2022, our content has had over 10 million video views.

We also fill an important role in supporting resource-strapped local and federal agencies in maintaining access to public lands so the greater public can enjoy off-road recreation - a rising concern since outdoor activities and off-road vehicle sales exploded since the pandemic.

September, 17th 2022, Moses Lake

RECORD CROWDS, RECORD COMPETITORS & RECORD PAYOUTS!

The 2022 Trucks Gone Wild weekend had the largest competitor and spectator turn out ever with crowd sizes mimicking a major Holiday Weekend! Despite the record crowds - the ORV area was left cleaner than we could ever believe proving our ORVer's take pride in this wonderful playground. The Colville Fuels Half-Sun Travel Plaza $5k Bounty Hole went undefeated by 31 competitors who gave it their all. The Mountain View Polaris and Winzler Vehicle Licensing Freestyle Mud Truck competition had all 11 competitors buried to their doors by the end of it.

The fastest or furthest pass takes home $5,000 CASH! Freestyle mud bogs - a crowd favourite closes out the event with the freestyle winner also taking home $5,000 in CASH!

THE BOG

Dirty, Deep & Famous

The deepest bounty hole on this side of Mississippi! 500 ft long, 7ft deep with a curve in the middle and a 20ft tall Sand Dune to take flight from the finish line. This is the ONLY professional Mud Bog in the United States that is 100% FREE to attend and FREE to complete in (zero park admission). The event draws an audience of 4,000+ fans with competitors traveling from as far as Canada, North Dakota, California and even Utah!

TRUCKS GONE WILD - THE LARGEST OFF-ROAD GLOBAL EVENT PROMOTER WILL ONCE AGAIN BE IN THE WESTERN UNITED STATES COVERING THE EVENT! TRUCKS GONE WILD HAS OVER 850,000 FOLLOWERS ACROSS ALL SOCIAL CHANNELS WITH A MONTHLY REACH OF JUST OVER 45 MILLION!

MUTUAL PARTNERS: WA FISH & WILDLIFE, GRANT COUNTY SHERRIFF'S OFFICE, CITY OF MOSES LAKE, GRANT COUNTY TOURISM, MISC ORV ASSOCIATIONS

BECOME A SPONSOR

By sponsoring our events you help us to maintain the accessibility to Moses Lakes Mud Flats and Sand Dunes ORV area while connecting with an entirely new segment of customers that you may not otherwise be able to reach. We guarantee partnering with us will build your brand, drive sales and expand your digital ecosystems.

Together we can recognize the benefits of preserving natural spaces for our local community - encouraging an activity that elevates a sense of being alive, expands interest in automotive engineering, mechanics, and fabrication while injecting significant revenue into the local economy.

- 25,000+ ANNUAL ATTENDANCE
- 250K+ ANNUAL ORGANIC SOCIAL MEDIA REACH
- 20+ VARIOUS OFF-ROAD EVENTS
- VEHICLE TYPE: TRUCKS, JEEPS, ATVS, UTVS, DIRTBIKES, SANDRAILS
- EVENTS ALL YEAR ROUND. 3 MAJOR EVENTS WITH ATTENDANCE OF 1,000+
- SURROUNDING MARKETS INCLUDE TRI-CITIES, WENATCHEE, SPOKANE, SEATTLE

PREVIOUS SPONSORS INCLUDE

POLARIS

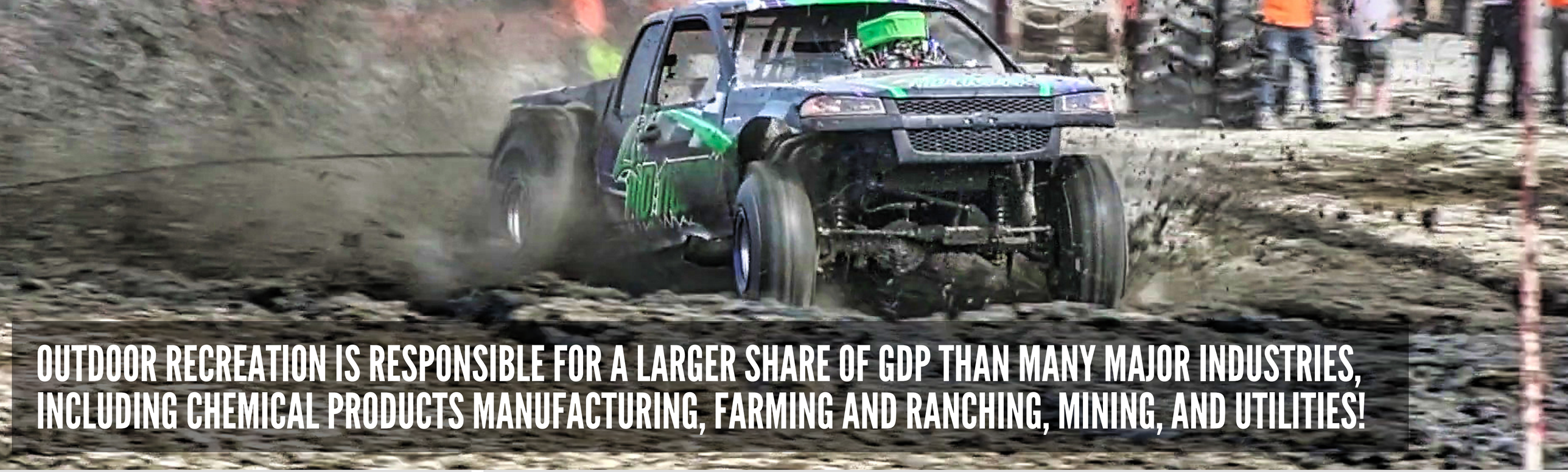
BRP

WESTERNCANADIANROCKWELL.CA
MILITARY ROCKWELL & OFF-ROAD PARTS

SUMMIT MACHINE WORKS

MONSTER ENERGY

NX NITROUS EXPRESS
NEXT GENERATION NITROUS SYSTEMS



OUTDOOR RECREATION IS RESPONSIBLE FOR A LARGER SHARE OF GDP THAN MANY MAJOR INDUSTRIES, INCLUDING CHEMICAL PRODUCTS MANUFACTURING, FARMING AND RANCHING, MINING, AND UTILITIES!

THE NEW U.S. DATA SHOW THAT THE OUTDOOR RECREATION ECONOMY ACCOUNTED FOR 1.8% ($374.3 BILLION) OF DOLLAR GROSS DOMESTIC PRODUCT (GDP) FOR THE NATION IN 2020!

This will only increase due to the growing preference of the youth toward adventure and off-road events resulting in rising recreational expenditure.

SUPPORT OFF-ROADING & OFF-ROADERS WILL SUPPORT YOU

18% OF ATTENDEES SPENT BETWEEN $500-$1000 OVER 2 NIGHTS IN MOSES LAKE

Our free events create a space for like-minded family-orientated adrenaline seekers and enthusiasts to come together, expand their knowledge and find relief from the pressures of regular work enduring long hours in the mud, dirt and sand. ORV enthusiasts have a strong sense of community and foster local economy growth by filling hotel rooms and restaurants, buying fuel, and renting Powersports equipment. They regularly buy camping, safety gear, automotive parts, specialty tires, performance upgrades, off-road accessories. They heavily utilize the services of auto parts stores, powersport dealers, carwashes, and convenience foods.

MARKETING CHANNELS

20 Live Events Annually (Multiple branding opportunities)

Sand Scorpions ORV website

- Newsletters 1 000+ database
- Information on potential closings
- Townhall meetings
- Gov regulations
- Trail clean-ups
- Influencer interviews

Radio Ads

- KDRM (99.3FM)
- KBSN (1470 AM)
- Cherry creek media 102.1
- 97 Rock (97.1 FM)
- Plus other news/talk and sports radio stations in Moses, Washington

Marketing Collateral distributed to 1,000+ local retailers (posters, flyers & postcards)
PLUS Moonshiners 4x4 Swap Meet Puyallup, Washington

MEDIA PARTNERS

- TRUCKS GONE WILD - 45 MILLION MONTHLY REACH, 4 MILLION ACTIVE ENGAGEMENT
- IFIBER ONE NEWS
- COLUMBIA BASIN HERALD
- IBEX OFF-ROAD VIDEOS 36.8 K SUBSCRIBERS
- BUSTED KNUCKLE FILMS- 815 K SUBSCRIBERS

TITLE PARTNER | EXCLUSIVE DEAL- 1 EVENT | $10,000

- 'Sponsor brand' Bounty Hole & Freestyle Mud Trucks, on all marketing and communication material (posters, flyers, social promotion)
- Premier placement of sponsor provided branding (banners, flags, bale covers, inflatables) at event
- Press release PLUS sponsor mention during all interviews (TV, radio, podcast, digital media)
- Company activation space at all events (sample & sell products onsite)
- Quarterly newsletter promotion (including promo deal exclusive)
- Exclusive content for sponsor usage (professional imagery, 10-second edited videos)
- Sponsor provided prizes, competitions & giveaways (social media & live events) We bring popular racing trucks to your local business location
- Exclusive VIP area & experiences for sponsor clients and guests (viewing area, ride alongs)
- Merchandising rights for promotional product sales
- Co-branded T-shirts
- Help preserve natural recreational locations
- First right of refusal for all 2024 events

PRESENTING SPONSOR
LIMITED TO 2 SPONSORS ONLY
$4,000 - $5,000

- Event 'Powered by" Sponsor brand
- Placement of sponsor provided branding (banners, flags, bale covers, inflatables) at event
- Company activation space at all events (sample & sell products onsite)
- Quarterly newsletter promotion (including promo deal exclusive)
- Content for sponsor usage (professional imagery, 10-second edited videos)
- Sponsor prizes, competitions & giveaways (social media & live events)
- Exclusive VIP area & experiences for sponsor clients and guests (viewing area, ride alongs)
- Co-branded T-shirts
- Help preserve natural recreational locations
- First right of refusal for all 2024 events

ASSOCIATE SPONSOR
*LIMITED TO 5 SPONSORS ONLY
$1,000 - $2,500

- Placement of sponsor provided branding (banners, flags, bale covers, inflatables)
- Company Vendor Booth at event
- Newsletter (logo inclusion, includes click to website)
- Content for sponsor usage (professional imagery, 10-second edited videos)
- Social media giveaways & posts
- Exclusive VIP area & experiences for sponsor clients and guests (viewing area, ride alongs)
- Co-branded T-shirts
- Help preserve natural recreational locations

START/FINISH LINE SPONSOR
*LIMITED TO 1 SPONSOR ONLY
$2,500

- Sponsor Brand Starting Line announced during all competitor line ups
- Banner placements at start & finish line
- Sponsor provided prizes for competitors
- Company Vendor Booth at event
- Content for sponsor usage (professional imagery,10 second edited videos)
- Social media giveaways & posts
- Co-branded T-shirts
- Help preserve natural recreational locations

FREESTYLE BAD ASS SPONSOR
*LIMITED TO 2 SPONSORS ONLY
$2,500 - $5,000

- Exclusive Freestyle Video with prominent sponsor branding
- Placement of sponsor provided branding
- Company Vendor Booth at Event
- Sponsor provided giveaways for spectators
- Content for sponsor usage (professional imagery,10 second edited videos)
- Social media giveaways & posts
- Co-branded T-shirts
- Help preserve natural recreational locations

DIRTY DASH 4 CASH, MUD RUN
*LIMITED TO 2 SPONSORS ONLY
$1,000

- Exclusive Dirty Dash 4 Cash, Mud Run video with prominent sponsor branding
- Company Vendor Booth at event
- Placement of sponsor provided branding
- Sponsor provided giveaways for spectators
- Social media giveaways & posts
- Co-branded T-shirts
- Help preserve natural recreational locations

SUPPORTING PACKAGE
$350-$500

- Content for sponsor usage (professional imagery,10 second edited videos)
- Company Vendor Booth at event
- Help preserve natural recreational locations
- Co-branded T shirts
- Help preserve natural recreational locations

SAND SCORPIONS

SAND SCORPIONS ORV GROUP

BRANDON DOUGLASS : EVENT DIRECTOR

SandScorpions509@hotmail.com

509-431-4463

SAND SCORPIONS

TRUCKS GONE WILD

MOSES LAKE, WASHINGTON

$5K BOUNTY HOLE
$5K FREESTYLE

BIGGEST EVENT OF THE YEAR!

Half Sun TRAVEL PLAZA

SEPTEMBER 16TH, 2023

10AM - REGISTRATION

12PM - EVENT BEGINS

Inquire today about event SPONSOR OPPORTUNITIES

MOSES LAKE MUD FLATS and SAND DUNES

/SANDSCORPIONS

FOR MORE INFORMATION

BRANDON 509.431.4463 OR

WWW.SANDSCORPIONS.ORG

SAND SCORPIONS 33rd ANNIVERSARY

2023 EVENTS SCHEDULE

JAN 1	CHRISTMAS TREE BURN - 12PM
JAN 14	FUN RUN - 12PM
FEB 11	33RD ANNUAL PARTY AT SOAP LAKE ROLLER RINK
MAR 1	ROSS RUN TO SOUTH POLE - 6PM
MAR 25	RUN WHAT YA BRUNG SAND DRAGS - 12PM
APR 8	EASTER EGG HUNT & POKER RUN - 12PM
APR 29	DOUGLAS CREEK DAY TRIP @ HALF SUN - 8AM
MAY 27	SAND DUNES OFFROAD BASH - 12PM
JUN 16-18	FATHER'S DAY AT LIBERTY
JUN 28-JUL 4	FIREWORK STANDS
JUL 1	MIDNIGHT RUN - 12AM
JUL 7-9	OFF-ROAD ADVENTURE
JUL 22	KID'S RACE - 12PM
AUG 19	FAMILY FRIENDLY RACE AROUND THE DUNES - 12PM
SEP 1-4	MELODY STARKWEATHER RACE CAMP
SEP 2	TEAM MUD BOGS - 12PM
SEP 16	$5K BOUNTY HOLE $5K FREESTYLE - 12PM
SEP 30	LAST CHANCE MUD FLATS RUN - ALL DAY
OCT 1	MUD FLATS CLEAN UP - 9AM
OCT 28	HALLOWEEN POKER RUN & COSTUME CONTEST - 12PM
NOV 25	THANKSGIVING POKER RUN - 12PM
DEC 1	AG PARADE
DEC 9	CHARLIE BROWN CHRISTMAS TREE RUN - 8AM
DEC 27-31	FIREWORK STAND

MAY 27TH

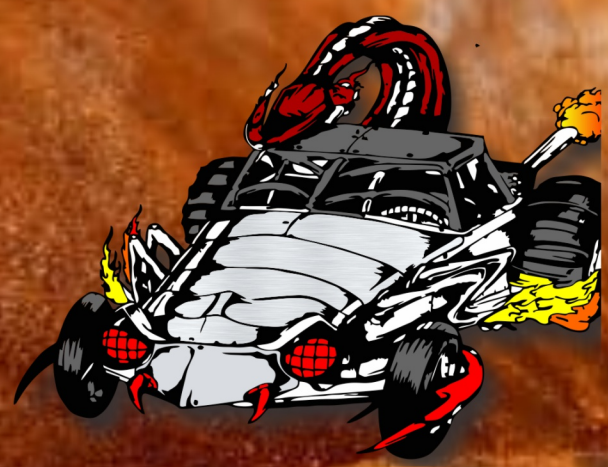
MEMORIAL DAY WEEKEND

SAND DUNES OFF ROAD BASH 12PM

SEPTEMBER 16TH

$5K BOUNTY HOLE - $5K FREESTYLE

EVENT & MUD BOGS - 12PM



WORK PARTIES - 9AM

APR 1 - MAY 20 - MAY 31 - JUN 10 - JUN 24 - AUG 12
AUG 26 - SEP 14-15 - SEP 19 - SEP 24 - OCT 1 - DEC 26
** OCT 1 - MUD FLATS CLEAN UP **

MOSES LAKE MUD FLATS and SAND DUNES

SAND SCORPIONS

@SandScorpions
@MudFlats509
www.SandScorpions.org

*Event Times may be canceled or Rescheduled without Notice.

Moses Lake Tourism - Lodging Tax Grant Application

Form is due no later than 5 p.m. on October 6, 2023

Presentations to LTAC on October 11, at 2:00 p.m.

Date of Application *
9/13/2023

Organization Name *
Visit Washington dba Moses Lake Airshow

Address *
Street Address
15913 20TH PL W
Address Line 2
City
LYNNWOOD
State / Province / Region
WA
Postal / Zip Code
98087
Country
United States

Phone *
14256700888

Email *
TERRYQ@ENTCO.COM

Contact Person *
Terry Quick

Start Date of Event *
6/14/2024

End Date
6/16/2024

Name of Event *
Moses Lake Airshow

Requested Funding Support Amount *
$86,000

Check which of the following applies to your agency: *
- [x] Non-Profit (attach a copy of current non-profit corporate registration with Washington Secretary of State)
- [ ] Public Agency
- [ ] Cooperative Project

Eligibility *
Please check which of the eligibility criteria are applicable to your event/project.
- [x] Tourism promotion and marketing and the marketing and operations of special events and festivals.
- [ ] Operation of a tourism promotion agency
- [ ] Capital and/or operating costs for City-owned tourism facilities
- [x] Operating costs for qualified non-profit organizations
- [ ] Paying all or any part of the cost of tourism promotion
- [ ] Acquiring tourism related facilities
- [ ] Operating tourism related facilities
- [ ] Funding of a multi-jurisdictional tourism related facility

Project Description *

Please provide a summary of your event in less than 200 words.

Since 2019, the annual Father's Day Airshow grown at the rate of 22%+ per year.

2023 attracted 9,372 attendees; 65% from over 50 miles, 37% driving over 100 miles came from 22 states (including Alaska, Florida & Hawaii) and 2 Canadian Provinces. The Airshow delivered a Return on Investment to the Moses Lake business community of $7.86 for each LTAC dollar invested = $393,297.00

2024 will debut the first standalone Radio Control Airshow in North America in the mornings before the afternoon big Airshow attracting more young families.

The combined airshows are expected to attract 13,000+ attendees, 65% from 50+ miles away.

Budget *

Please explain what this money will be used for. Please attach a detailed line item budget including both expenditures and anticipated revenue. If this event has occured before, please attach a detailed line item budget report. Please refer to the example budget for a template.

$50,000 will offset (10%) our regular $500,000.00 Airshow expenses.

$36,000 will offset (40%) of the estimated $90,000 startup expenses for the RC Airshow.

Expense for both airshows include, hiring world class pilots, hotels, ground transportation, catering and infrastructure support.

File Upload - Budget * 2024 Airshow Budget.xlsx 47.34KB

Datafy

Do you wish to utilize the City's new software to compare numbers for your event?

- (•) Yes
- ( ) No

Project Evaluation

The following criteria will be utilized in evaluating all proposals. Please answer numbers 1-4 and then address the remaining criteria should it be applicable to your event/project.

1. **The number of participants who attended the event/activity in each of the following categories:**

	Estimate	Method	Explanation
Overall Attendance	9,372 = 2023 Actual 13,000 = 2024 Est	Direct Count	All tickets are sold online & zip code of buyer is required
Attendance, 50+ miles	6,092 = 2023 Actual 8,450 = 2024 Est	Direct Count	All tickets are sold online & zip code of buyer is required
Attendance, Out of State/Country	234 = 2023 @ 2.5% Actual 325 = 2024 @ 2.5% Est	Direct Count	All tickets are sold online & zip code of buyer is required
Attendance, Paid for Overnight Lodging	2415 = 2023 Actual 3250 = 2024 Est	Indirect Count	Combination of Airshow purchases & hotel counts
Attendance, Did Not Pay for Overnight Lodging	3677 driving over 50 miles = Guess	Structured Estimate	no way to estimate

Paid Lodging Nights	966 room nites = 2023 Actual 1300 room nites = 2024 Est	Direct Count	Combination of Airshow purchases & hotel counts

JLARC Methods for determining attendance by category.

- Direct Count: Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle count or number of chairs filled. A direct county 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, policed requirements for crown 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: Informal collected directly from individual visitors or participants in a nonrandom 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 even 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).

2. A description of methods used to determine attendance and distinguish among the visitor categories at the event/activity:	All tickets are sold online, zip code of buyer is required. Reports available to verify all reported numbers. 16 Grant & Adams County hotels provided guest rooming counts during the airshow.

For the additional criteria listed below, please answer only those that are applicable to your event/project.

3. Tourism Promotion: Does the project meet the basic state and city requirements for tourism promotion? Will it promote a positive image for the city? Will it attract visitors, build new audiences and encourage tourist expansion? Will it increase the awareness of the city's amenities, history, facilities and natural environment?	All airshow promotions meet state requirements for tourism. By definition attendees driving over 50 miles to an event are tourists. 3.25 of every 5 people at the airshow live 50+ miles away from Moses Lake. = Tourists!
4. Benefit to the City: How will this project benefit the people of Moses Lake?	In 2023 the Airshow documented $393,297 in economic benefit to Moses Lake and Grant County.. up 17% over 2022. 2024 estimated economic impact of 2 air shows daily = $471,956... up 20%
5. Community Support: Does the project have broad-based city appeal or support? What is the evidence of need for this project in the city?	11 regional hotels, North 40, Moses Lake Steel, Basin Pacific Insurance, 5 moses Lake Restaurants, Home Depot, Safeway, Walmart, Port of Moses Lake, Inland Tarp, Boeing, Gesa Credit Union, Lake Bowl, 10 Pin Brewery, Pepsi, Million Air, Reycomm, Columbia Pacific Aviation, and Advanced Excavation are all sponsors of the Moses Lake Airshow
6. Evidence of Partnerships: What kind and degree of partnership does the project exhibit? Does it exhibit volunteer involvement or inter-jurisdictional, corporate, business and/or civic support?	The airshow uses 30+ volunteer managers who are responsible for everything from show infrastructure to guest services. These managers oversee a combined crew of 90+ volunteers for approximately 8 days.
7. Management Capability: How have you demonstrated an ability to successfully complete the project thorough effective business practices in the areas of finance, administration, marketing and production? What are the administrative credentials of paid or volunteer staff or individuals?	The Airshow has a volunteer board of 4 directors and a paid event organizer who meet monthly to plan and organize the Moses Lake Airshow. Established in 2019, 2024 will be the 5th Airshow... 2020 was cancelled due to Covid.

Current Organization Officers	Terry Quick - Airshow Organizer/Director Micah Trautman - Board Member - Basin Pacific Insurance Jeremy Davis - Board Member - James McKiernan - Board Member - Grant County Fairgrounds Cale Russell - Board Member - 10 Pin Brewery & Lake Bowl Rich Mueller - Board Secretary - Airport Director Grant County International Airport
What is your IRS Tax Classification, (i.e. 501(c)(3), etc.) :	501(c)(6)
	☑ I have attached a copy of my organization's IRS documentation
File Upload - Non-profit Status	IRS 501 c-6 approval.pdf 1.68MB
File Upload - Other Information	MLAS Recap 2023.pdf 6.94MB
Signature *	I have read and understand the "General Guidelines for Lodging Tax Grant Applicants" and certify that this project legally and lawfully qualifies for funding support utilizing lodging tax revenues from The City of Moses Lake. Terry L Quick Please type your first and last name in the space above. Your typed first and last name will serve as your signature. Your signature signifies your acknowledgement of and agreement with the content of this form.

BUSINESS LICENSE

STATE OF WASHINGTON

Issue Date: Jan 31, 2020
Unified Business ID #: 604309139
Business ID #: 001
Location: 0001

Nonprofit Corporation

VISIT WASHINGTON
15913 20TH PL W
LYNNWOOD, WA 98087-2531

UNEMPLOYMENT INSURANCE - ACTIVE

INDUSTRIAL INSURANCE - ACTIVE

TAX REGISTRATION - ACTIVE

LICENSING RESTRICTIONS:

Not licensed to hire minors without a Minor Work Permit.

REGISTERED TRADE NAMES:

MOSES LAKE AIRSHOW

This document lists the registrations, endorsements, and licenses authorized for the business named above. By accepting this document, the licensee certifies the information on the application was complete, true, and accurate to the best of his or her knowledge, and that business will be conducted in compliance with all applicable Washington state, county, and city regulations.

Vicki Smith

Director, Department of Revenue

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

DEPARTMENT OF THE TREASURY

Date: JUL 02 2019

VISIT WASHINGTON
15913 20TH PLACE WEST
LYNNWOOD, WA 98087

Employer Identification Number:
83-1412735
DLN:
17053039383029
Contact Person:
SUNSHINE S CHOW ID# 95185
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Form 990/990-EZ/990-N Required:
Yes
Effective Date of Exemption:
July 17, 2018
Contribution Deductibility:
No
Addendum Applies:
No

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(6). This letter could help resolve questions on your exempt status. Please keep it for your records.

Donors cannot deduct contributions they make to you under IRC Section 170(c)(2).

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-NC" in the search bar to view Publication 4221-NC, Compliance Guide for Tax-Exempt Organizations (Other than 501(c)(3) Public Charities and Private Foundations), which describes your recordkeeping, reporting, and disclosure requirements.

Letter 948

VISIT WASHINGTON

Sincerely,

Stephen A. Martin

Director, Exempt Organizations
Rulings and Agreements

2024 Budget for Moses Lake Airshow

Expenses

	Estimated	Actual
Total Expenses	$617,600.00	$36,300.00

Event Organization Staff	Monthly Cost	Estimated Annual	Actual
ENTCO - Terry Quick - Annual Retainer	$1,200.00	$14,400.00	
Web Design & Social Media - Herb Gillen @ 3,000/month	$3,250.00	$39,000.00	
Lynnsey Evans	$250.00	$3,000.00	
Sponsorship & Booth Sales commissi	Paid as incurred	$20,000.00	
Total		$76,400.00	$0.00

On Site Staff	Days	Estimated	Actual
Event Coordinator	7	$8,000.00	
Paid Volunteers		$16,349.00	$0.00
Total		$24,349.00	$0.00

Expenses Paid by Port	Units	Estimated	Actual
Independent Safety Observer	2	$3,000.00	$0.00
Airfield Rental		$88,000.00	$0.00
Port Staff Time		$20,000.00	$0.00
Mobile Boom Rental		$900.00	$0.00
Life-Flight Helicopter		$1,500.00	$0.00

Fire Rescue		$6,161.00	$0.00
Emergency Medical Team(s)		$1,200.00	$0.00
Onsite Ambulance		$1,200.00	$0.00
Total		**$121,961.00**	**$0.00**

Taxes	Days	Estimated	Actual
Sales Tax		$0.00	$0.00
Misc Taxes		$500.00	
Total		**$500.00**	**$0.00**

Potential Acts/Aircraft	Units	Estimated	Actual
Airboss	Signed	$7,500.00	$7,500.00
Show Announcer	Pending	$4,000.00	
Mark Peterson - Dragonfly	Pending	$8,500.00	
Ericksen Colletion - STEAM B-25	Firm Cost	$20,000.00	
Open			
Vanguard Squadron	Pending	$14,000.00	
Mini Jet - Tom Larkin	Signed	$8,700.00	$8,700.00
Renegade AV8R	Pending	$4,000.00	
Brad Wursten	Signed	$8,500.00	$12,000.00
Fearboss - Jon Melby	Signed	$8,000.00	$8,250.00
Red Fox Airshow - Yuichi Takagi	Signed	$7,350.00	$7,350.00
10 - 12 RC Pilots/Acts	est	$36,000.00	
Million Air - Jet Fuel	Est	$5,000.00	
Aircraft Fuel & Smoke Oil - CPA	Est	$14,500.00	
Total		**$146,050.00**	**$36,300.00**

Show Marketing	Months	Estimated	Actual
Printing - Programs & Posters		$4,500.00	$0.00
Promotional Give Aways / Charity			$0.00
Local Radio	3	$8,000.00	$0.00
Hosting Airshow Website	12	$500.00	$0.00

Facebook Media buys		$10,000.00	$0.00
Visit Washington Social Media	12	$3,000.00	$0.00
ICAS Social Media		$3,500.00	
Community Sponsorships- CAP		$2,000.00	$0.00
Directional Signage/Maps		$1,750.00	$0.00
Sponsor banners		$6,500.00	$0.00
Ticketing & Gateway fees		$6,000.00	$0.00
Total		**$39,750.00**	**$0.00**

Permits & Memberships	**Units**	**Estimated**	**Actual**
International Council of Air Shows	est	$5,500.00	$0.00
Total		**$5,500.00**	**$0.00**

Transportation	**Units**	**Estimated**	**Actual**
Aircrew vehicles - Enterprise	27	$13,500.00	$0.00
Golf Carts	20	$7,500.00	
Total		**$21,000.00**	**$0.00**

Accomodations	**Room Nights**	**Estimated**	**Actual**
$110.00/room night est.			
Aircrew	400	$44,000.00	$0.00
RC pilots & Crew	50	$5,500.00	
Staff, crew & entertainers	50	$5,500.00	$0.00
Total		**$55,000.00**	**$0.00**

Equipment Rental	**Units**	**Estimated**	**Actual**
Trash Collection			$0.00
Dumpsters		$500.00	$0.00
Port o Potty - regular	100	$13,000.00	$0.00

Total		**$13,500.00**	**$0.00**

Insurance & Security	Units	Estimated	Actual
Airshow Liability		$6,500.00	$0.00
Liquor Liability		$1,000.00	$0.00
Accident (Volunteers)	100 est	$90.00	$0.00
All Risk Property Theft/Damage	Rental Equipment	$500.00	$0.00
Airshow Security		$8,500.00	$0.00
Visit Washington Genral Liability		$1,500.00	$0.00
Total		**$18,090.00**	**$0.00**

Event Tenting/Stations	Units	Estimated	Actual
A-Z Rentals		$16,000.00	$0.00
Airboss Tower	1	$3,500.00	$0.00
Total		**$19,500.00**	**$0.00**

A/V & Communications	Units	Estimated	Actual
Public Address System		$9,000.00	$0.00
Entertainer A/V support		$5,000.00	$0.00
Total		**$14,000.00**	**$0.00**

Catering	Units	Estimated	Actual
Pilots & Entertainers		$15,000.00	
VIPs & Sponsors		$5,000.00	$0.00
Ice		$1,500.00	$0.00
Total		**$21,500.00**	**$0.00**

Entertainment	Units	Estimated	Actual
STEAM Entertainment		$2,500.00	$0.00
Local Musical Acts	3	$3,000.00	$0.00

2024 Budget for Moses Lake Airshow

Income

			Estimated	Actual
Total Income			$817,166.88	$60,000.00
Presenting Sponsors = 6 maximum				
Estimated	Actual		Estimated	Actual
		Port Contract with Visit Washington	$60,000.00	$60,000.00
		Expenses paid by the port	$121,961.00	
		LTAC - City of Moses Lake	$75,000.00	$0.00
		Boeing	$50,000.00	$0.00
		Gesa Bank	$70,000.00	$0.00
		Million Air	$50,000.00	
		LTAC - Grant County	$50,000.00	$0.00
			$476,961.00	$60,000.00
Supporting Sponsors				
Estimated	Actual		Estimated	Actual
		Pepsi	$1,500.00	
		Inland Tarp - to support RC show	$15,000.00	$0.00
		Basin Insurance	$25,000.00	$0.00
		Confluence Healthcare	$3,000.00	$0.00
		Potato Commission	$500.00	$0.00
			$45,000.00	$0.00
Hybrid Show Ticket Sales				
Estimated	Total Available		Estimated	Actual
		AIRSHOW GENERAL ADMISSION		

1500	Unlimited	Adults	$50.00	$75,000.00	$0.00
250	Unlimited	Seniors	$40.00	$10,000.00	$0.00
100	Unlimited	Military	$40.00	$4,000.00	$0.00
100	Unlimited	**Boeing Employees**	$40.00	$4,000.00	$0.00
100	Unlimited	**Gesa Customers**	$40.00	$4,000.00	$0.00
150	200	Bombers Club	$60.00	$9,000.00	$0.00
30		Kids	$30.00	$900.00	$0.00
300	400	Dragon's Lair	$145.00	$43,500.00	$0.00
50		Kids	$50.00	$2,500.00	$0.00
150		Reserved Parking	$40.00	$6,000.00	$0.00
		Personal VIP Suite + PARKING			$0.00
40	50	Front Row	$400.00	$16,000.00	$0.00
30	50	Row 2	$325.00	$9,750.00	$0.00
50	50	Row 3	$275.00	$13,750.00	$0.00
		General Aviation			$0.00
				$198,400.00	**$0.00**

Performer & Activity Sponsorships to be sold

Estimated	Actual		Cost	Sponsorship Offered	Actual
					$0.00
1		**Show Announcer**	$4,000.00	$2,500.00	$0.00
1		**Go EZ**	$7,500.00	$2,500.00	$0.00
1		**Mini Jet - Tom Larkin**	$8,500.00	$2,500.00	$0.00
1		**Renegade AV8R**	$2,500.00	$2,500.00	$0.00
1		**Ericksen Colletion - B-25**	$15,000.00	$2,500.00	$0.00
1		Dragon Fly (2)?	$12,000.00	$2,500.00	$0.00
1		**Brad Wursten**	$8,500.00	$2,500.00	$0.00
1		**Fearboss - Jon Melby**	$8,000.00	$2,500.00	$0.00
1		**Red Fox Airshows**	$7,000.00	$2,500.00	$0.00
1		Vanguard Squadron	$14,000.00	$2,500.00	$0.00
1		Local Bands	$3,000.00	$3,529.41	$0.00
1		Aircraft Fuel & Smoke Oil	$35,000.00	$41,176.47	
				$0.00	$0.00
3		**Shuttle Stop & Misting Stations**	$0.00	$6,000.00	$0.00
1				$0.00	$0.00
				$0.00	
				$0.00	$0.00
				$75,705.88	**$0.00**

Infastructure In-Kind Sponsorships

Estimated	Actual		Price	Estimated	Actual

			$0.00	$0.00

Exhibitors/vendors

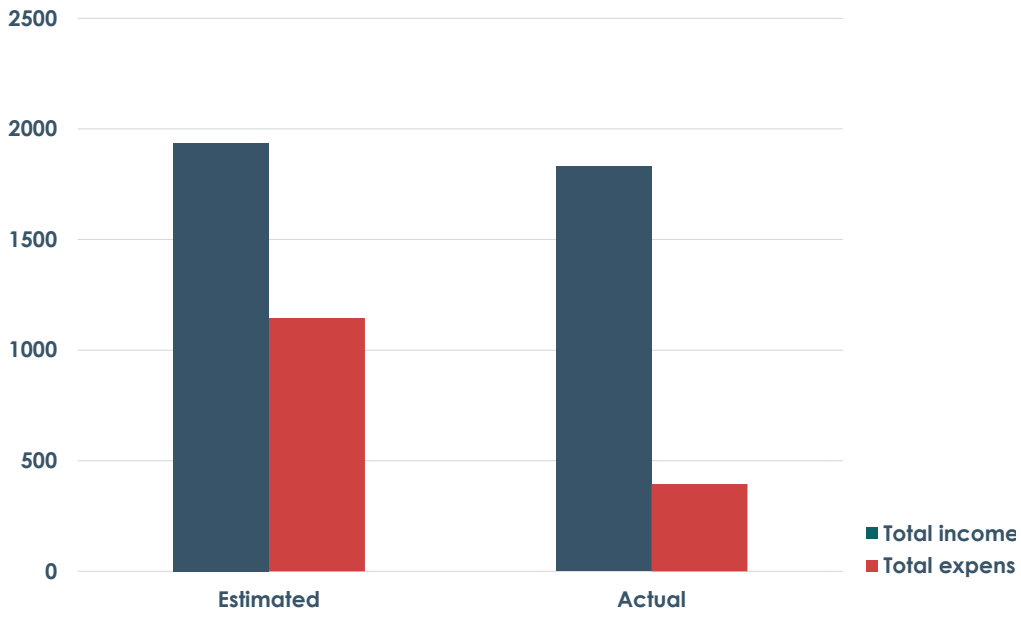
Estimated	Actual		Estimated	Actual
10	Food Vendors less security deposit =	$650.00	$6,500.00	$0.00
2	Food Vendors over 24' less security deposit =	$1,000.00	$2,000.00	$0.00
6	Exhibitor Single Booth less 20% commission	$960.00	$5,760.00	$0.00
3	Exhibitor Double Booth less 20% commission	$1,560.00	$4,680.00	$0.00
1	Exhibitor Triple Booth less 20% commission	$2,160.00	$2,160.00	$0.00
			$0.00	$0.00
			$21,100.00	$0.00

2024 Budget for Moses Lake Airshow

Accurate as of 9/26/2022

Profit-Loss Summary

	Estimated	Actual
Total income	$817,166.88	$60,000.00
Total expenses	$617,600.00	$36,300.00
Total profit (or loss)	$199,566.88	$23,700.00



MOSES LAKE

AIR SHOW

2023 AIRSHOW RECAP

ESTIMATED ATTENDANCE UP 24% OVER 2022 (7098): = 9372

Includes tickets sold, children under sixteen, vendors, airshow volunteers, airport support, security, and emergency services staff.

TOURISM IMPACT:

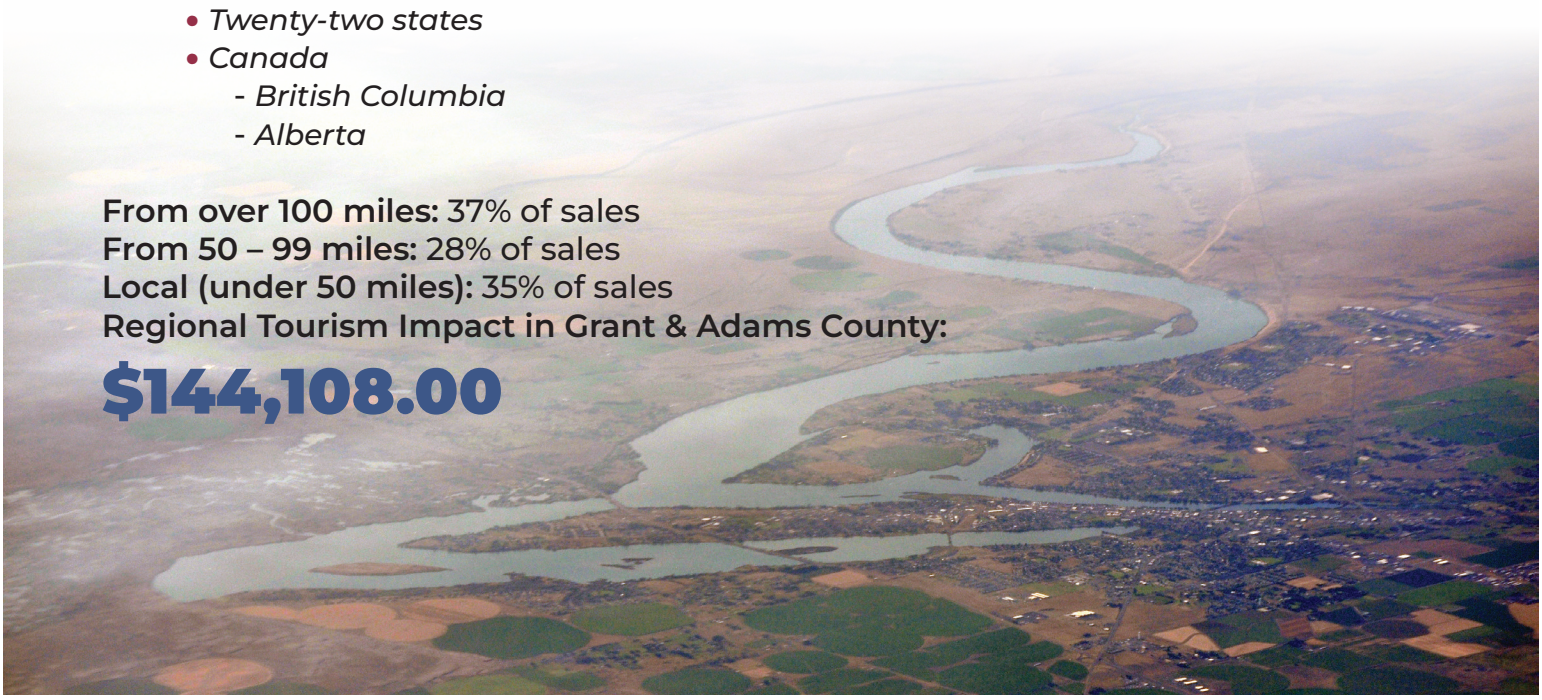
All ticket sales were online. Details for purchaser city/zip code available upon request. Airshow attendees purchasing tickets from:

Sixty-five percent of all sales were from over 50 miles away.

- *Details for purchaser city/zip code available upon request. Airshow attendees purchasing tickets from:*

Out of State = 86 transactions from

- *Twenty-two states*
- *Canada*
  - *British Columbia*
  - *Alberta*



From over 100 miles: 37% of sales
From 50 – 99 miles: 28% of sales
Local (under 50 miles): 35% of sales
Regional Tourism Impact in Grant & Adams County:

$144,108.00

AIRSHOW COMMUNITY ECONOMIC IMPACT:

- **Complimentary Tickets:** The Airshow donated complimentary tickets to local business sponsors, airshow volunteers, and for media prizes.
  VALUE = $62,825.00

- **Donations to local organizations for Volunteers: Cash = $7,750.00**
  - Ephrata Civil Air Patrol: $2,000.00
  - Moses Lake Band Boosters: $2,250.00
  - Soap Lake High School: Cheer Squad = $1,000.00
  - Soap Lake High School: FFA = $1,000.00
  - Job Corps Student Body: $1,500.00

- **Local Goods & Services purchased by the airshow: = $78,614.00**
  - Show Site Preparation: $8,000.00
  - Aircraft fuel: $18,405.00
  - Catering: $20,274.00
  - Event Security Services: $9,117.00
  - Lodging nights for performers & staff: 302 room nights = $31.471.00
  - Posters, Printing & Publications: $5,393.00
  - Radio Advertising: $8,000.00
  - Rental cars: $18,242.00
  - Sanitation & Garbage: = $12,950.00
  - Show communication: = $16,840.00
  - Fabric RC runway installation: $11,969.00
  - Shirts: $852.00
  - Performer Gifts: 1,785.00
  - Tents, Tables & Chairs: 15,589.00

Direct Community economic impact made by the Airshow:

$249,189.00

ADDITIONAL KNOWN IMPACT:

- **Estimated 664 room nights sold = $144,108.00**

Sixteen Grant & Adams County hotels sold out during the airshow weekend.

We have no way to calculate the impact on local restaurants, museums, water parks and other businesses.

$393,297.00

Total airshow economic impact.

NOTE: All Moses Lake hotels were sold out during the airshow weekend. On May 5th, one local hotel was quoting rates of **"$230.00 because it was an Airshow Weekend"!!**

HIGHLIGHTS FOR THE 2023 MOSES LAKE AIRSHOW:

- **US Marine Corps Black Sheep Squadron:** 4 F-35b did a flyover and high-speed maneuvers on Saturday only.

- **First airshow performance** for the De Havilland Vampire U1229 in North America.

- **16-year-old female Spokane High School student pilot creates** a YouTube Video of her Airshow experience.

- **An expanded STE(A)M** educational program:
  - *Kids camp both days of the Airshow with activities and projects.*
  - *B-25 display with interactive activities and an all-female flight crew as instructors.*
  - *USAF Earn Your Wings Virtual Reality trailer.*
  - *M-4 Flight simulator.*

- **USAF Wings of Blue** Air force Academy parachute team performed for the first time.
- **Veteran's Center** has expanded and become a permanent part of the airshow infrastructure.

- **We installed a 1,250' fabric runway in preparation for** our remote-controlled model aircraft Airshow. Starting in 2024, you will see world-class RC pilots and their amazing aircraft perform.

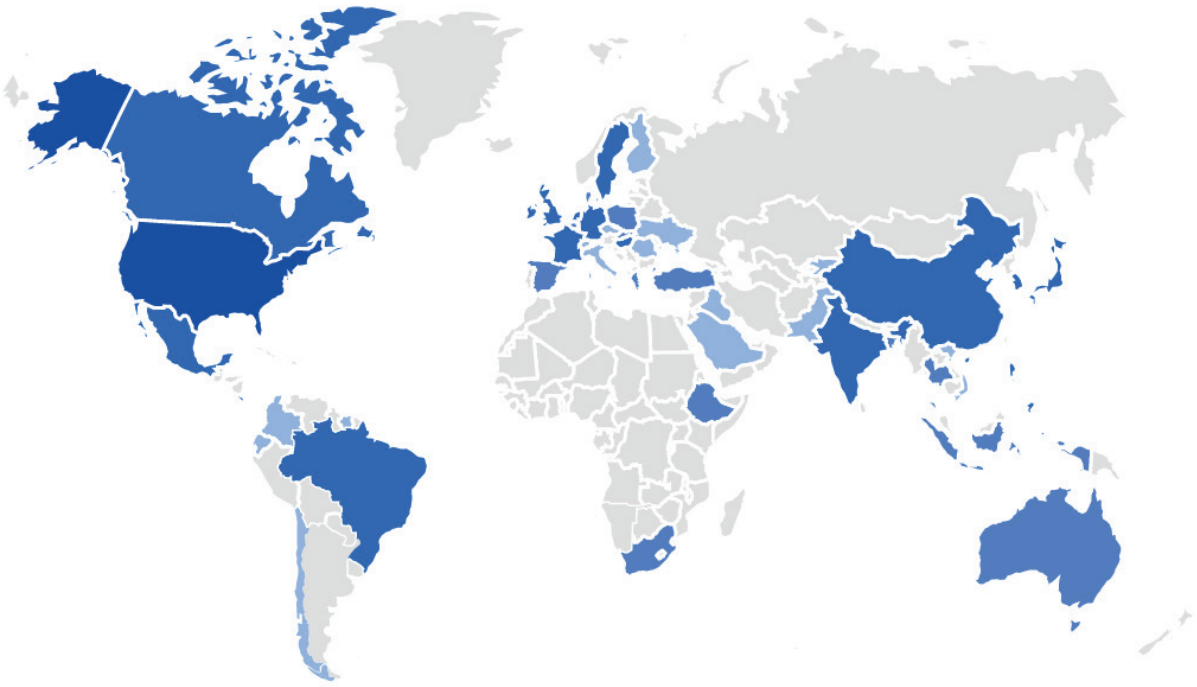
The most positive Airshow impact for Moses Lake is TOURISM Guests who drove 100+ miles purchased 37% of the Airshow tickets ... !!!

The airshow is bringing international attention on Moses Lake.

WEBSITE DIGITAL MARKETING:

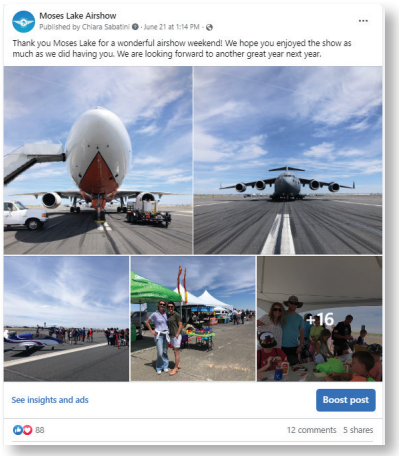
Email Campaign

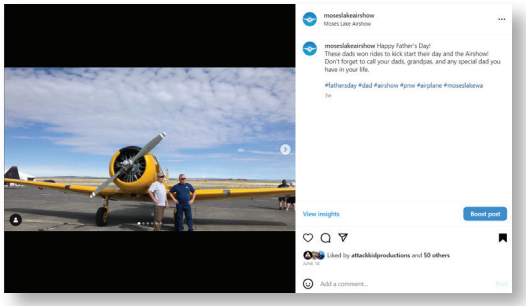
- Number of Emails Sent: 31
- Average Open Percentage: 34%

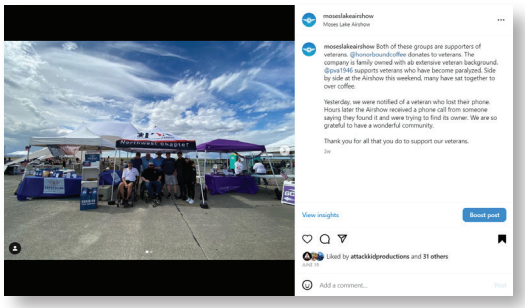


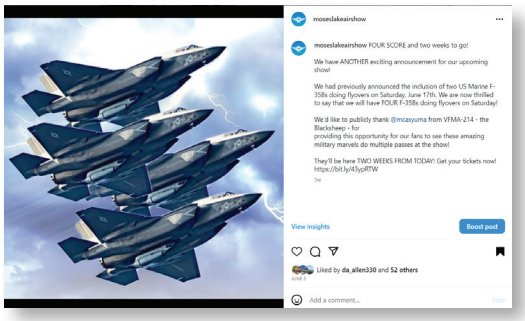
SOCIAL MEDIA MARKETING FACEBOOK, INSTAGRAM & TIKTOK:

- **Facebook:** Page Likes: 3.1K, Page Follows: 3.5K, Impressions: 127,769
- **Instagram:** Followers: 3,132 , Impressions: 47,533
- **TikTok:** Followers: 1079









Best regards,

Terry L. Quick
Airshow Organizer / Executive Director
(425) 670-0888

Moses Lake Tourism - Lodging Tax Grant Application

Form is due no later than 5 p.m. on October 6, 2023

Presentations to LTAC on October 11, at 2:00 p.m.

Date of Application *
9/29/2023

Organization Name *
Columbia Basin Cancer Foundation

Address *
Street Address
1031 W. Broadway Ave.
Address Line 2
City
Moses Lake
State / Province / Region
Washington
Postal / Zip Code
98837
Country
United States

Phone *
5097644644

Email *
angel@columbiabasincancerfoundation.org

Contact Person *
Angel Ledesma

Start Date of Event *
8/24/2024

End Date
8/24/2024

Name of Event *
Craft Out Cancer

Requested Funding Support Amount *
$5,000

Check which of the following applies to your agency: *
- [x] Non-Profit (attach a copy of current non-profit corporate registration with Washington Secretary of State)
- [ ] Public Agency
- [ ] Cooperative Project

Eligibility *
Please check which of the eligibility criteria are applicable to your event/project.
- [x] Tourism promotion and marketing and the marketing and operations of special events and festivals.
- [ ] Operation of a tourism promotion agency
- [ ] Capital and/or operating costs for City-owned tourism facilities
- [ ] Operating costs for qualified non-profit organizations
- [ ] Paying all or any part of the cost of tourism promotion
- [ ] Acquiring tourism related facilities
- [ ] Operating tourism related facilities
- [ ] Funding of a multi-jurisdictional tourism related facility

Project Description *
Please provide a summary of your event in less than 200 words.
Created in 2018, Craft Out Cancer is Moses Lakes only brew festival featuring local breweries, distilleries and cideries. This event grows each year and now has a consistent following after 6 years. This years event had over 300 people enjoying 8 different specialty brews, live music and mini golfing. The plan is the same for 2024.

Budget *

Please explain what this money will be used for. Please attach a detailed line item budget including both expenditures and anticipated revenue. If this event has occured before, please attach a detailed line item budget report. Please refer to the example budget for a template.

Because the event is put on by the Columbia Basin Cancer Foundation and their partners, Ten Pin Brewery, all proceeds from the event goes to help our neighbors with cancer. CBCF supports cancer patients and their families in Grant and Adams Counties. We serve over 200 clients per month financially and give out over $8,500 in gas & grocery cards to help out financially. This event is a chance for us to have fun and provide a good time despite the hardships we see every day, raising money at the same time.

File Upload - Budget * budget Craft Out 2023.JPG 48.08KB

Datafy

Do you wish to utilize the City's new software to compare numbers for your event?

- ○ Yes
- ◉ No

Project Evaluation

The following criteria will be utilized in evaluating all proposals. Please answer numbers 1-4 and then address the remaining criteria should it be applicable to your event/project.

1. **The number of participants who attended the event/activity in each of the following categories:**

	Estimate	Method	Explanation
Overall Attendance	315	Direct Count	ticket sales
Attendance, 50+ miles	25	Direct Count	ticket sales
Attendance, Out of State/Country			
Attendance, Paid for Overnight Lodging	6	Direct Count	Hotel Reservations
Attendance, Did Not Pay for Overnight Lodging	309	Indirect Count	guestimation
Paid Lodging Nights	6	Direct Count	Hotel Reservations

JLARC Methods for determining attendance by category.

- Direct Count: Actual count of visitors using methods such as paid admissions or registrations, clicker counts at entry points, vehicle count or number of chairs filled. A direct county 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, policed requirements for crown 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: Informal collected directly from individual visitors or participants in a nonrandom 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 even 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).

2. A description of methods used to determine attendance and distinguish among the visitor categories at the event/activity: all ticket sales were done online with it's easy to track and capture zip codes and addresses'

For the additional criteria listed below, please answer only those that are applicable to your event/project.

3. Tourism Promotion: Does the project meet the basic state and city requirements for tourism promotion? Will it promote a positive image for the city? Will it attract visitors, build new audiences and encourage tourist expansion? Will it increase the awareness of the city's amenities, history, facilities and natural environment?	This event continues to grow and now has a following, it is a fun local night out supporting a great cause. This will only bring in more people each year.
4. Benefit to the City: How will this project benefit the people of Moses Lake?	Moses Lake has great local businesses and this event helps us promote them. This event gathers people from outside the city as well to come and enjoy what local artists have to offer whether it be food trucks, musicians or craft beverages.
5. Community Support: Does the project have broad-based city appeal or support? What is the evidence of need for this project in the city?	Craft Out Cancer has a GREAT appeal in that this event was created to help our local cancer patients and their families. Bringing people together to enjoy a day of fun, food and live music is always good for the soul and they are doing it and giving back at the same time. WIN WIN.
6. Evidence of Partnerships: What kind and degree of partnership does the project exhibit? Does it exhibit volunteer involvement or inter-jurisdictional, corporate, business and/or civic support?	CBCF has corporate sponsorship and support of this event as well as City and County support, which we appreciate tremendously. CBCF is fortunate to have so many volunteers to staff this event and help out where needed.
7. Management Capability: How have you demonstrated an ability to successfully complete the project thorough effective business practices in the areas of finance, administration, marketing and production? What are the administrative credentials of paid or volunteer staff or individuals?	Each year we have put on this event and it has been successful. CBCF staff runs all admin, marketing and organization of this event. Our partners, Ten Pin are essential in taking care of their side of the event. The location and logistics are managed by Ten Pin and we could not do it without their support and dedicated staff.
Current Organization Officers	Mike Graham - President Penny Mayo - Secretary Tanya Prickett - Treasurer Paul Boehm Sharon Brotherton Steve Czimbal Jenn Olson Brett Moser Shauna Orton Depree Standly Rosenda Henley
What is your IRS Tax Classification, (i.e. 501(c)(3), etc.) :	31-1719867
	☐ I have attached a copy of my organization's IRS documentation
File Upload - Non-profit Status	update letter of dertermination.jpg 433.2KB
File Upload - Other Information	
Signature *	I have read and understand the "General Guidelines for Lodging Tax Grant Applicants" and certify that this project legally and lawfully qualifies for funding support utilizing lodging tax revenues from The City of Moses Lake. Angel Ledesma Please type your first and last name in the space above. Your typed first and last name will serve as your signature. Your signature signifies your acknowledgement of and agreement with the content of this form.

IRS Department of the Treasury
Internal Revenue Service

OGDEN UT 84201-0038

In reply refer to: 0438177500
June 06, 2013 LTR 4168C 0
31-1719867 000000 00
00037443
BODC: TE

COLUMBIA BASIN CANCER FOUNDATION
% ANGEL KNEEDLER
1031 W BROADWAY AVE
MOSES LAKE WA 98837

034088

Employer Identification Number: 31-1719867
Person to Contact: MIKE LECKER
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your May 28, 2013, request for information regarding your tax-exempt status.

Our records indicate that you were recognized as exempt under section 501(c)(3) of the Internal Revenue Code in a determination letter issued in August 2000.

Our records also indicate that you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section(s) 509(a)(1) and 170(b)(1)(A)(vi).

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

Please refer to our website www.irs.gov/eo for information regarding filing requirements. Specifically, section 6033(j) of the Code provides that failure to file an annual information return for three consecutive years results in revocation of tax-exempt status as of the filing due date of the third return for organizations required to file. We will publish a list of organizations whose tax-exempt status was revoked under section 6033(j) of the Code on our website beginning in early 2011.

2023 Craft Out Cancer

Expenses

Total Expenses	$9,201.57

Site		Refreshments	
License & Insurance	$60.00	Alcohol	$1,384.26
Rentals	$832.30	Non-Alcoholic	$0.00
Porta Potties	$550.00		
Event Site	$1,000.00		
Total	$2,442.30	Total	$1,384.26

Other Event		Program	
Wristbands		Performers	$800.00
Tshirts (for volunteers)	$204.88	DJ	$250.00
Event Cups (1/2 cost)	$250.00	Security	
Other (popcorn +stickers)	$691.06	Drink Tokens	$196.43
Misc. (Square readers)	$159.35	Other (sponsor flags)	$278.88
Total	$1,305.29	Total	$1,525.31

Publicity		Prizes	
Photography	$140.00	Raffle & prizes	$233.01
Print Media	$978.40	UPS Posters	$65.04
Singnage	$1,067.53		
Total	$2,185.93	Total	$298.05

Miscellaneous	
Design Work Marketing	
Post Meeting food & Bev	$60.43
Total	$60.43

Total Income	$19,979.00

Tickets

Quantity	Type	Price	Total
132	Pre Sale Tickets	$25.00	$3,300.00
159	Day of Event	$30.00	$4,770.00
8	Designated Driver	$10.00	$80.00
			$8,150.00

Sponsors

Quantity	Type	Price	Total	
1	City of ML LTAC	$2,500.00	$2,500.00	This money will be paid beginning of 2024
1	Edward Jones Justin Ashley	$2,100.00	$2,100.00	
1	Inland Tarp	$2,000.00	$2,000.00	
1	Ag World/Smith Martin	$1,000.00	$1,000.00	
1	Sarah Bullinger/Movemen t Mortgage	$500.00	$500.00	
1	ML Firefighters Local 1258	$500.00	$500.00	
1	Porky's Hotdog	$250.00	$250.00	
1	ML Ice & Sno	$200.00	$200.00	
1	Tacos El Rey	$100.00	$100.00	
			$9,150.00	

Other

Quantity	Type	Price	Total
1	Tshirts	$395.00	$395.00
1	Raffle	$1,790.00	$1,790.00
1	Donations / Misc.	$160.00	$160.00
1	Token sales	$334.00	$334.00
			$2,679.00